



# IPVanish Brand Guidelines

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## Naming Usage

When used in text, the brand and product name is "IPVanish". The "I", "P", and "V" in IPVanish are always capitalized. Keep "IPVanish" as a single word. Never modify or abbreviate the name "IPVanish". Never recreate the logo in text.

**Correct:** IPVanish is a single word and uses proper capitalization.

**Incorrect:** Never split IPVanish into multiple words and always use correct capitalization.



# IPVanish

❌ I P Vanish

❌ IP VANISH

❌ IP Vanish

❌ IPVANISH

❌ IPV

❌ I P VANISH

❌ ipvanish

❌ I.P. VANISH

# IPVanish Brand Guidelines

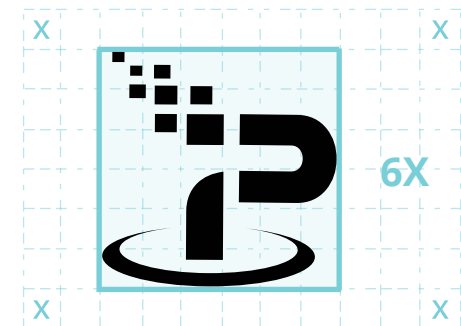
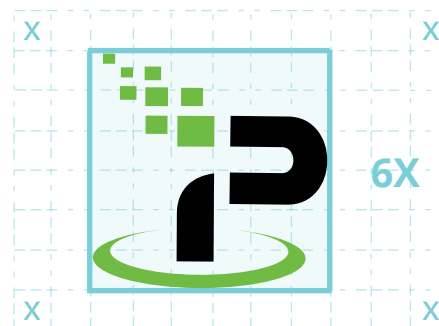
## Logo Lockup

The IPVanish logo is composed of our icon and a custom vector logotype.

The wordmark set below the icon is the primary logo and should be used in most instances. The logotype without the icon should be used in instances where the primary logo is too tall. The singular icon is only for small-scale use. Always use the logo files provided. Do not re-create, and do not recolor.

The logo should be displayed prominently and clearly to maximize its impact. It is important to both display the logo with a clear space area around all four sides and adhere to the recommended color combinations in order to maintain brand consistency and integrity.

The clear space is determined by a sixth of the height of the P mark, indicated by 'x'.



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## Logo Usage

The full-color logo should be used only on solid backgrounds. Avoid using full-color logos on photographs unless the logo sits on a solid area of the image.

The one-color logo should be used only on photographs and instances where full-color is unavailable. The one-color logo should be only on colorways within the IPVanish palette. If using a green background, we strongly prefer to use a dark grey or black one-color logo.



**IPVANISH**



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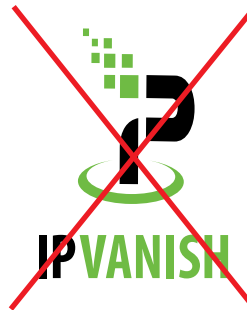
## Logo Misuse

Always use the logo according to these guidelines.

These examples illustrate only some of the many possible unauthorized uses of the logo, none of which are permitted.

Always use the digital artwork supplied, never attempt to reproduce the logo.

If you have questions about the use of the IPVanish logo and its placement on any digital or print materials, please contact [pr@ipvanish.com](mailto:pr@ipvanish.com)




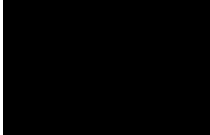
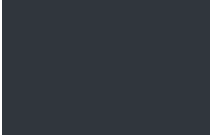
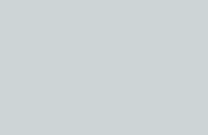

# IPVanish Brand Guidelines

## Color Palette

Adherence to the color palette helps build and reinforce associations with the IPVanish brand. Primary colors are used in solid backgrounds, headlines, and document titles. Secondary colors are used in backgrounds, sub-headlines, text copy, and call-to-actions.

All colors in the palette have specific color references shown on this page. Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility. Always use the color values listed.

## Primary Colors

				
61,110,0	75,68,90	76,65,52	18,11,12	0,0,0
111,187,68	0,0,0	48,54,61	205,212,214	255,255,255
#6FBB44	#000000	#30363D	#CDD4D6	#FFFFFF

## Secondary Colors

				
70,13,0	11,0,70	100,96,42	81,53,0	0,57,100
235,255,227	223,242,237	19,19,61	50,115,191	255,136,0
#EBFAE3	#DFF2ED	#13133D	#3273BF	#FF8800

# IPVanish Brand Guidelines

## Typography

Raleway is our primary typeface, used in headlines and headings, and set in all caps or title case. Do not set in sentence case or lowercase.

Open Sans is our secondary typeface, used in paragraphs, and set in title case or sentence case. Do not set in all caps or lowercase.

Raleway and Open Sans are available to use as web-based fonts from Google. You can visit: <https://www.google.com/fonts>

### Raleway Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#\$%&.,?;:'")

### Raleway Italic

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#\$%&.,?;:'")*

### Open Sans Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#\$%&.,?;:'")

### Open Sans Italic

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#\$%&.,?;:'")*

### Raleway Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#\$%&.,?;:'")**

### Open Sans Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#\$%&.,?;:'")**