



BRAND STYLE GUIDE

2023



Logo



LOGO

The Imprivata logo is the primary identifier of the Imprivata brand. Used correctly, it provides visibility, recognition, and brand value for our company. It is a custom logotype based on the font Proxima Nova with some alterations for style.

The two-color logo should be used on white and light solid color backgrounds whenever possible.

The 100% black logo should be used only in the case of B&W printing (on white and light solid color backgrounds).

The two-color reverse logo should only be used on black backgrounds. The white one-color logo should be used reversed out of dark solid color backgrounds in both full-color and black-and-white printing.



Two-color logo



One-color logo



Two-color reverse



One-color reverse

LOGO CLEAR SPACE

Our logo is one of our most valuable assets. Always position it for maximum impact and give it plenty of room to “breathe.”

Clear space frames the logo, separating it from other elements such as headlines, text, imagery, and the outside edge of printed materials.

The examples shown on the right represent the minimum clear space.

Minimum size

In reproducing our logo, consider its size and legibility and use your best judgment. A logo that is too small ceases to serve its communicative function. The minimum width for the Imprivata logo is one inch.

To ensure quality control, only EPS logo formats should be shared with external partners who are developing materials unless the logo has been specifically created and sized for the application. The EPS logos can be sized large or small without any loss of quality.



Preferred clear space



Minimum clear space



1 inch
Minimum size

LOGO USAGE AND “DO NOT” RULES

The integrity of the Imprivata logo must be respected at all times. Please do not stretch, squeeze, or otherwise morph or manipulate it. Any modification of our logo dilutes its meaning and diminishes its impact.

We never link other elements, including names, logos, or symbols, to the Imprivata logo.

The Imprivata logo must never be used to replace the word “Imprivata” in a line of text. It can never be paired with other elements and should always have adequate clear space on all sides.

The Imprivata i icon cannot be used as an individual element in any way and should never appear without being locked up with the logotype of the word “imprivata,” used in the full logo design.



Do not — stretch or alter our logo in any way.



Do not — recreate or retype the name in our logo.



Do not — use isolated icon.



Do not — use our logo in text.



Do not — lock up anything to our logo (e.g., tagline, institutions).



Do not — use graphic effects (e.g., drop shadows) or outlines on our logo.



Do not — lock up images to our logo.



Do not — link regional symbols or flags to our logo.



Do not — use our logo in outline form.



Do not — reconfigure elements of our logo.



Do not — vertically center name in our logo.



Do not — change the logo color.

Color



PRIMARY COLORS

Color is a powerfully symbolic and emotive brand statement and a strong and identifiable part of the Imprivata brand.

Today, we use Imprivata Red mainly in our logo and as an accent color in our materials. Because red is such a powerful color, it should be used very sparingly. We almost never utilize it for a large color field, as this can be overwhelming and foreboding. A minimalist approach to the use of red allows us to call attention to details of the message, design, or layout more intentionally. This lets us connect specific elements to the Imprivata logo — and therefore the broader brand — without coming across as garish.

In recent years, we have elevated the Secondary colors to more prominence, which furthers the effective usage of red as an accent color. It is recognizably Imprivata, and when used sparingly it has the effect of standing out and highlighting particular information. You will see this is practice on the Imprivata website and in tradeshow booths and other marketing materials, where blues are used more commonly and Imprivata Red is used for effect.

#CC0033	#E7863E
	#F3AD62
#2C3F57	#50779D
	#5CA1CB
#B2B1CF	#4D8000

FULL COLOR PALLETE | TINTS AND SHADES

An expanded palette gives us a collection of color for Imprivata materials that includes both darker and lighter values. This allows a full range of on-brand colors that can be utilized for a wide array of scenarios.

The pale tints of the palette can be leveraged as background colors behind blocks of content and photographs, and should be utilized as an alternate to stark white backgrounds when possible. This gives the brand a warmer and more inviting personality.

The darker shades of palette are often used for font color of display headlines and action elements such as buttons in a web banner or calls to action in an advertisement.

#87163B	#A04507	#7C502F	#2C3F57
#B21945	#D86B1B	#C18757	#395B77
#CC0033	#E7863E	#F3AD62	#50779D
#EA73A1	#EFB289	#F4C092	#8DB8DB
#FFD7E7	#FFE5D7	#F4EEE8	#D2E9FC

#538DAA	#5E5E75	#273801	#000000
#538DAA	#9A9AAF	#3B5B02	#666666
#5CA1CB	#B2B1CF	#4D8000	#E7863E
#91CBE8	#CACAE8	#A1D14E	#E0E1E3
#D7F2FF	#E4E4F9	#E6F7C4	#FFFFFF

 = Main brand colors

Typography



TYPEFACE

Our primary typeface is Proxima Nova. It is available through Adobe Fonts with an Adobe Creative Cloud subscription. Licensing does not allow Proxima Nova to be distributed or made available outside of that method.

As our primary typeface, it should be used on all marketing materials.

For the top-level display font used for major headlines, Proxima Nova Condensed Bold can be utilized. (See Font Hierarchy on the next page for more details.) Its characteristics give those headings a more conversational feel and allow for a more stylish energy, while still being related and consistent with Proxima Nova Regular.

Our desktop applications (Microsoft® PowerPoint® and Word) will use the system font Arial. Using Arial for day-to-day Microsoft Office projects allows us to share our documents and presentations, both internally and externally, without any computer conflicts or loss of quality.

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&?

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&?

Proxima Nova Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!&?

FONT HIERARCHY

The relationship between heading, body, and caption font sizing creates clear messaging in a piece. Proper application of these size relationships drives readability, messaging organization, and brand consistency.

The top two display headings utilize Proxima Nova Condensed in order to bring more style and a more compact nature to headline-level statements.

Imprivata written style is always sentence-case and never title case in headings. Sentence-case is friendlier, more readable, and more conversational.

H1 58pt/60 #161616 Proxima Nova Condensed

H2 48pt/52 #161616 Proxima Nova Condensed

H3 32pt/36 #333333 (Large Subhead) Proxima Nova Regular

H4 24pt/28 #333333 (Small Subhead) Proxima Nova Regular

H5 18PT/22 #333333 (ALL CAPS) PROXIMA NOVA BOLD: TRUSTED DIGITAL IDENTITY MANAGEMENT

Body copy 18pt/24 #333333 Proxima Nova Regular

Link body copy 18/24 #367DA9 Proxima Nova Bold

Alt Link body copy 18/24 #D86B1B Proxima Nova Bold

Body copy small 16pt/22 #333333 Proxima Nova Regular

Link Body copy small 16pt/22 #367DA9 Proxima Nova Bold

Body copy 18pt/24 #333333 Proxima Nova Regular Body copy 18pt/24 #333333 Proxima Nova RegularBody copy 18pt/24 #333333 Proxima Nova RegularBody copy 18pt/24 #333333 Proxima Nova RegularBody copy 18pt/24 #333333 Proxima Nova Regular

Body copy small 16pt/22 #333333 Proxima Nova Regular Body copy small 16pt/22 #333333 Proxima Nova RegularBody copy small 16pt/22 #333333 Proxima Nova RegularBody copy small 16pt/22 #333333 Proxima Nova Regular

Illustrations



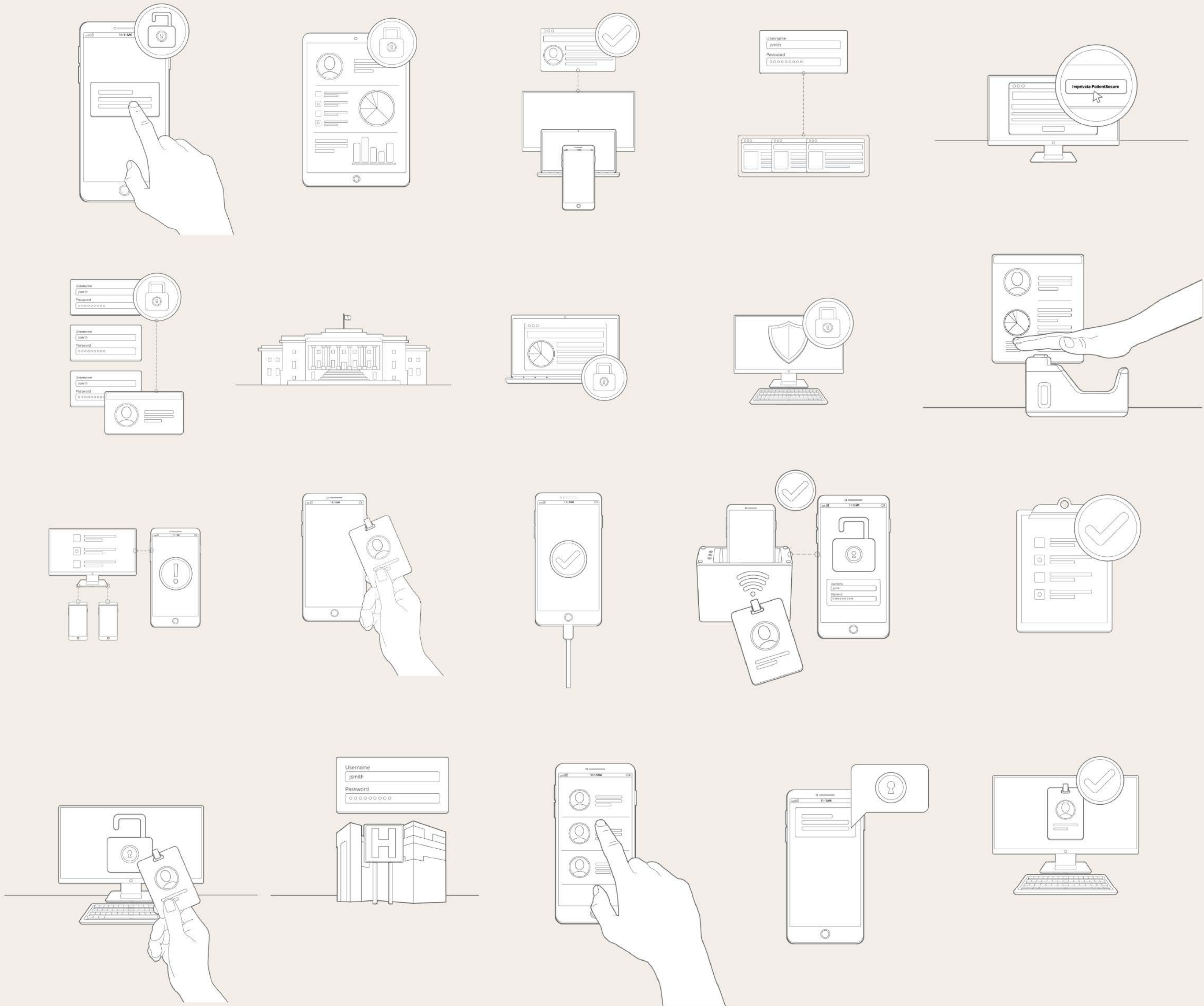
ILLUSTRATION STYLE

Imprivata’s illustration style is clean and scientific. We utilize two line weights — a wider line for the outer edges and a finer line for the interior details. They are generally black-and-white on a light color background, although in some scenarios it may be appropriate to introduce limited color for fills.

This approach gives our illustrations a timeless feel and moves beyond the cartoon style of years past for a more refined and polished look.

We have a library of illustration parts that we are able to leverage in the creation of new illustrations. By mixing and matching these elements, we can respond to new needs more quickly and effectively.

Background colors should be pulled from the lighter tints of the color palette and color should be used sparingly.



Icons



ICON STYLE

Our icon style follows from our illustration style but is more simplified. This suits the common usage of icons for smaller areas and faster interpretation by the viewer in layouts.

The icons use a wider stroke for the outside edges and a narrower stroke for inner details. These can be rendered in two tones of blue, all black, or all white.

Icons should be minimal, simple, and can be a bit more vague and multi-purpose. They often derive their meaning from context and placement, such as when paired with supporting text, and should not be expected to tell an entire story in isolation on their own. When a more complex message is to be delivered, look to illustration rather than icons to support that use case.



Design elements



BACKGROUND FRACTAL HEX

Hexes have a long history in Imprivata branding and have appeared as part of the Imprivata OneSign lock screen. In recent years, we introduced the “fractals” as part of the website refresh of 2019.

In our branding, we merge those elements into textures and patterns. These patterns can be manipulated, added onto, or simplified and pieces can be reconfigured or removed to suit a particular layout need.

This should never be treated as an allover wallpaper type pattern. It is more effective to use these to decorate the edges and corners of designs as opposed to a full background.

(More details on best usage in the “Patterns and textures” section.)

The “fractal hex” may utilize the full color range of the Imprivata palette or focus on particular analagous and harmonious choices from the palette.



BACKGROUND FRACTAL HEX LIGHT MONO

In addition to the full range fractal hexes seen on the previous page, we may also use a mono-color faded version.

This can be used as visual interest behind larger blocks of text, photos, icons, or illustrations.

These treatments should also be used carefully and never cover the full background of a layout or design or be used as wallpaper.

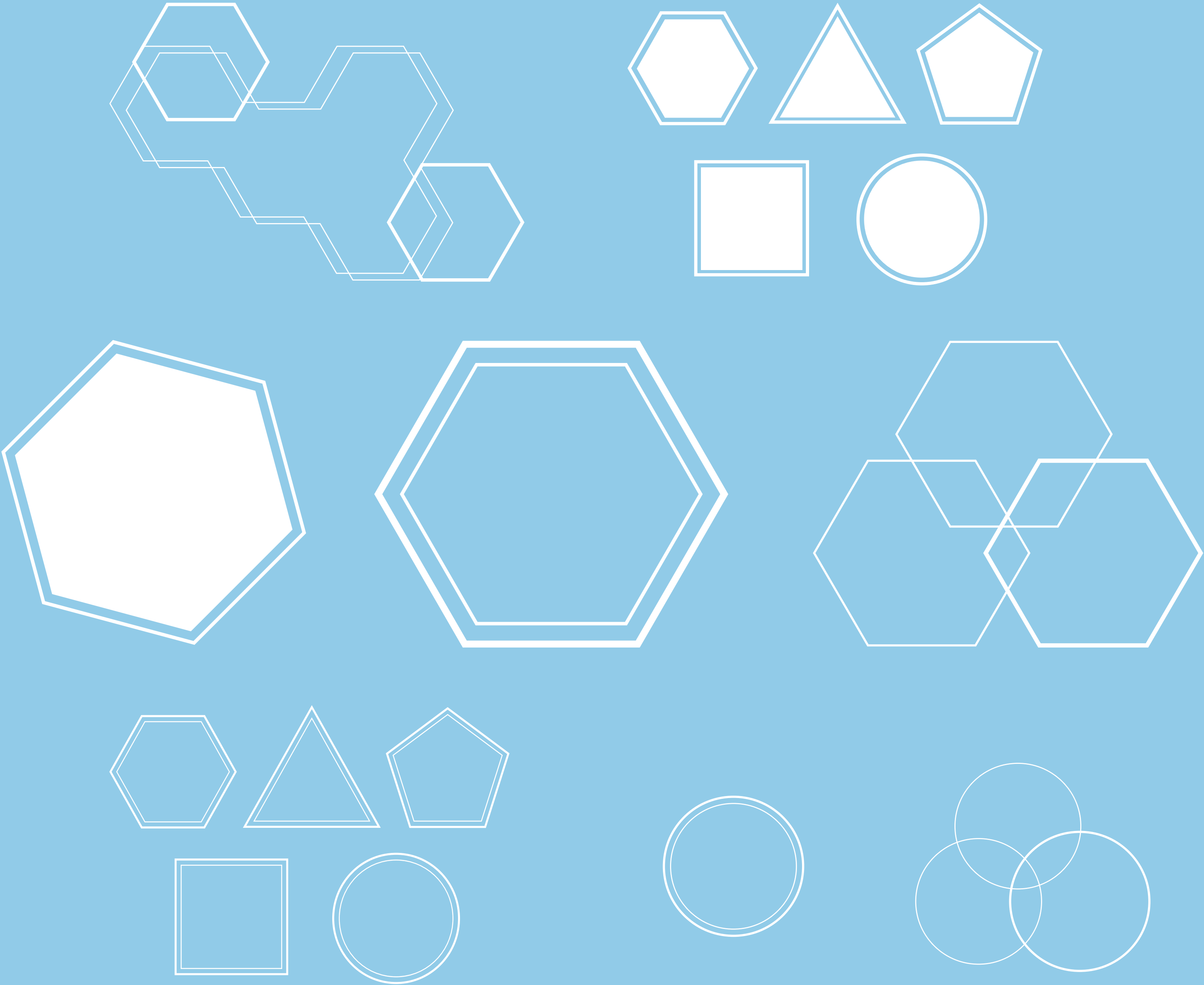


WHITE ACCENT ELEMENTS

Along with the fractal hex, we have the ability to layer shapes with various white line weights and fills. This creates another related layer of brand elements.

This approach is not exclusive to any particular shape, and can be used equally well on hexes, squares, triangles, circles, and pentagons.

What unifies these and keeps them feeling brand appropriate is the treatment, not the shapes themselves.



Photography



PHOTOGRAPHY RULES

Photos used in Imprivata materials should feel friendly, human, and inclusive. Viewers should feel as though they are part of the scene, experiencing the difference Imprivata's technology can make in their lives along with the subjects of the images. Photos should not feel as though we are outside observers looking at staged models or scenes.

Subjects in photos should not look directly at the camera and should always be looking off camera, at other subjects in the photo, or at technology they are interacting with.

Images can also be turned to grayscale and treated with a color overlay, either for effect or to be used as a background where text will sit on top. These overlays are most commonly dark blue, although some other colors from the palette can be used at times.

Overlays should never be placed over a full color image, as the resulting colors — particularly skin tones — may appear unnatural or unhealthy.



PHOTOGRAPHY USAGE

When prepared for use in combination with patterns and textures, photo subjects can be cropped to appear as though they are “breaking the frame.”

Then, these treatments can be layered with the other design elements.



Isolated image framing with hex shapes.
Subject breaks the frame.

Patterns and textures



PATTERNS AND TEXTURES

Pattern, texture, and color are combined with other elements to create a sense of friendliness and whimsy for Imprivata that is clean, fresh, and modern.

The Imprivata patterns and textures are used to add design and interest to backgrounds of layouts. They work best when used as a cluster of “collaged” layers with a variety of sizing, line weights, color, and other treatments and merge the white accent shapes, the fractal hex, and photography frames.

The patterns should not be used as an all-over wallpaper treatment, but should be used on the edges or in corners. They function best in two uses:

- 1. As a cluster along the edges or in corners, as if there is a weight, gravity, or magnetism to them that creates a sense of assymetry.
- 2. In a “spray” of elements behind a photo or to break up space.

The overall effect is that the patterns and textures should feel more intentional than random, and they should sort of “dance” through space.





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