



PRIVO PROTECT PRIVACY PATRON BADGE BRANDING GUIDELINES

Last modified: Jan, 2022

BADGE

Participants in the PRIVO PROTECT program are encouraged to display the PRIVACY PATRON badge in support of building public awareness for the importance of protecting minors' digital privacy. For purposes of transparency, public display of the PRIVACY PATRON badge must include this [link](https://www.privoprotect.com/privacy-patrons) <https://www.privoprotect.com/privacy-patrons> which clarifies for parents what it means for an individual or organization to be a PRIVACY PATRON.

PRIVO reserves the right to block display or request removal of the PRIVACY PATRON badge if the company becomes aware of any privacy-related concerns, in order to avoid any unintended endorsement of the participating company's privacy practices.

BADGE DIMENSION

The badge is very close to a rectangle in dimension. The width is 2 units wide (w x 2 unit), the height is 1/2 of the width (h x 1 unit).

At all times it is to be kept at this ratio.



BADGE

Full color



Inverted



COLOR PALETTE

CMYK BUILD

Dark Gray



C: 70.82%
M: 64.77%
Y: 63.76%
K: 67.73%

Blue



C: 56.43%
M: 8.55%
Y: 0
K: 0

White



C: 0
M: 0
Y: 0
K: 0

RGB BUILD



R: 40
G: 40
B: 40



R: 98
G: 172
B: 222



R: 255
G: 255
B: 255

HEX VALUE



#282828



#45C0FF



#FFFFFF



MINIMUM FREE SPACE

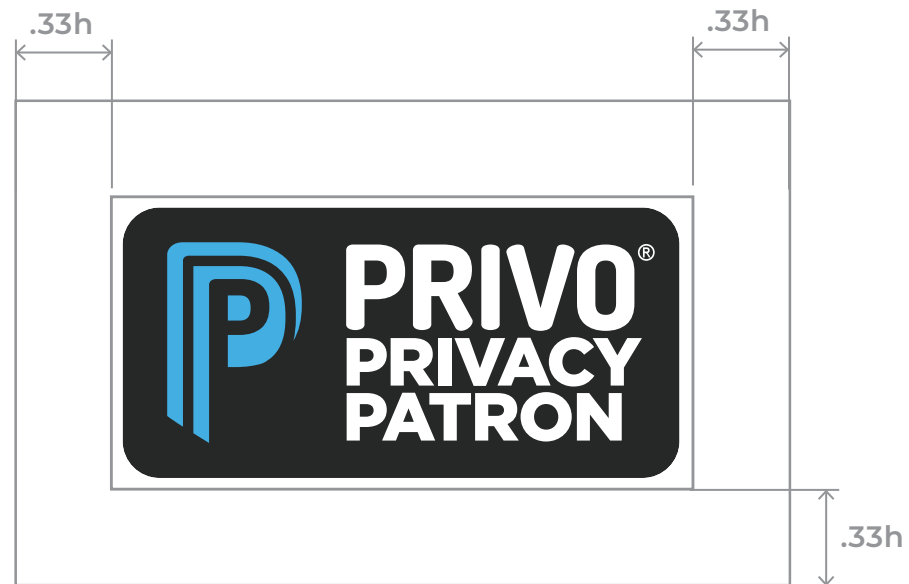
MEASUREMENT SYSTEM

The badge must have a visual buffer around it to maintain legibility and visual impact.

No other graphic elements, such as typography, rules, and pictures should infringe upon this space.

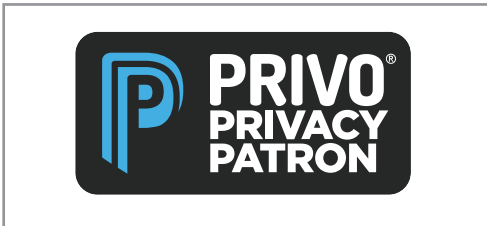
MINIMUM SPACE

The minimum free space needed is given relative to the height of the badge: Where the height is (h), the required buffer space is $0.33h$.



COLOR FORMATS

Full Color



Inverted



REVERSE APPLICATIONS

Dark Values



Color Photo



Medium Values



Dark Color Photo



Light Values



Bright Color Photo



PERMISSION RULES

PRIVO PROTECT INTELLECTUAL PROPERTY

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