

Entrust[®] Securing Digital Identities & Information



**Securing Your
Digital Life**

Digital Security by Entrust Seal Logo Usage Guidelines

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Table of Contents

A Consistent Brand Image Benefits Everyone	3
Digital Security by Entrust Seal Guidelines	3
General Terms of Use	3
Digital Security by Entrust Seal Colour Applications	4
Buffer Zone and Proximity to Other Logos	4
Staging the Digital Security by Entrust Seal	5
Technical Information	5

A Consistent Brand Image Benefits Everyone

The Digital Security by Entrust seal is a web enabled clickable logo, which is licensed to Entrust.net SSL web server certificate subscribers (see the section titled "General Terms of Use", below). When the Digital Security by Entrust seal is properly installed on a subscriber's web site, web site users may click on the logo, which will redirect the user's browser to an Entrust hosted secure web page. The Entrust hosted web page will display information about the certificate which is used to secure the subscriber's web site. The Digital Security by Entrust seal logo is a unique mark that visually represents the Digital Security by Entrust seal program. The more frequently the Digital Security by Entrust seal is used and the consistency of its use - the logo typeface, the logo colors and designation - gives greater recognition and recall in the marketplace. Entrust takes pride in managing and maintaining a consistent brand presence and expects customers, partners and users of Entrust designations to do the same.

This document provides guidelines to help you deploy the Digital Security by Entrust seal.

Digital Security by Entrust Seal Guidelines

Entrust will provide Subscribers with a unique piece of HTML code that can be used to implement the Digital Security by Entrust seal on the Subscriber's web site. Each piece of HTML code is uniquely created and linked to the Entrust.net SSL web server certificate that is used on the Subscriber's web site. The HTML contains the code for the Digital Security by Entrust seal logo and the hyperlink to the Entrust operated secure web page.

General Terms of Use

Please see the Digital Security by Entrust Seal License Agreement posed at www.entrust.net/about/practices.htm into which these guidelines are incorporated by reference and which governs the terms and conditions pursuant to which the Entrust Secure Site Seal may be used. **Do not change the typeface or alter the seal logo in any way.**

Digital Security by Entrust Seal Color Applications

The Digital Security by Entrust seal has been designed using the CMYK. It has also been adapted for RGB (web) use.

A Flash (SWF) version has also been designed for use. In the Flash version of the Digital Security by Entrust seal, the blue dots illuminate in a pattern back and forth, symbolizing the active nature of SSL protection.



Buffer Zone and Proximity to Other Logos

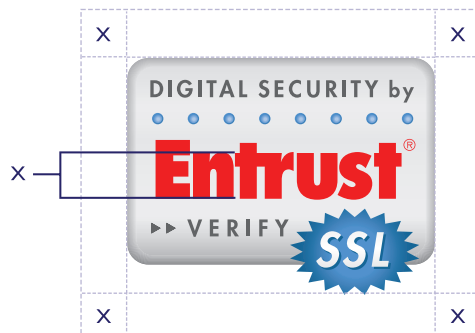
The buffer zone given to the Digital Security by Entrust seal ensures the greatest visual impact that the logo will have.

A clear area around the Digital Security by Entrust seal will ensure the maximum visibility and impact on every communication. Avoid crowding the signatures with other graphic elements such as typography and imagery. As illustrated, the height of the letter "n" (X) has been chosen as the standard unit of measurement for calculating the Digital Security by Entrust seal clear area.

The minimum amount of space to be given is measured from the Digital Security by Entrust seal and is to be equal to the X space of the letter "n". This is to the left, right, top and bottom of the logo.

Electronic Media

Keep the clear area to each side of the Digital Security by Entrust seal equal to or greater than the height of the letter "n" (X). Follow this standard for all media.

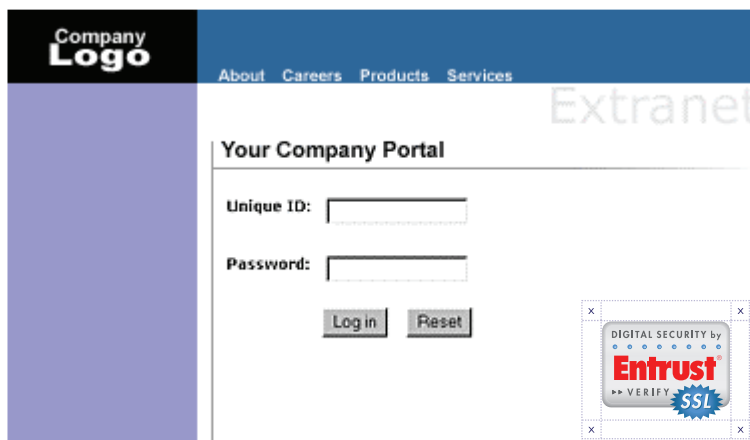


Staging the Digital Security by Entrust Seal

While the Digital Security by Entrust seal usage system provides a high degree of flexibility, consistent placement of the logo will help to ensure brand recognition and a cohesive look across media.

Place the Digital Security by Entrust Seal in a prominent position

The Digital Security by Entrust seal should be placed in one of the four corners of any given application, at least one "n" space (X) away from the edges. This example illustrates the proper clear area and placement for the Digital Security by Entrust seal on a Web site. Although more space is preferred, the body copy must be at least one "n" space (X) away from the Digital Security by Entrust seal.



Technical Information

If you are using the Flash version: place the .js and .swf files in appropriate locations on the **secured server** and reference it with the code provided on the certificate retrieval page.

If you are using the bitmap GIF version: place the .js and the .gif files in appropriate locations on the **secured server** and reference it with the code provided on the certificate retrieval page.