



STOP | THINK | CONNECT™

## Stop Think Connect Identity Usage Guidelines

This document is to be used as a guide for applying the Stop Think Connect identity correctly and consistently when creating marketing and other collateral materials for external consumption. Our identity is a valuable brand asset; please use it with care and consideration.

## Wide

The Stop Think Connect (STC) signature is made up of two components: the logo and the name. The signature is the most important element of the STC brand identity system. It is important to apply the signature properly and consistently across all media to maintain a unified brand image.

### Application

There are two acceptable applications of the STC signature: logo & name, or just logo. The relationship between the logo and name should never be shifted or adjusted. The logo should always be centered over the word "connect".

### Signature



### Minimum Size

The STC signature should never be scaled down to a size where the name becomes illegible.



### Clear Space

Be sure to leave some white space around the signature so that it is always legible and clear.

### Minimum Size





### Clear Space



## Signature Colors

The signature contains two colors, STC blue and the grey rules. These colors should be used in all STC communications to strengthen the overall brand.

	PMS	Process	RGB	Hex
	279	C 58 M 17 Y 0 K 0	R 94 G 176 B 229	5eb0e5
	422	C 0 M 0 Y 0 K 40	R 167 G 169 B 172	a7a9ac

## Stacked

The Stop Think Connect (STC) signature is made up of two components: the logo and the name. The signature is the most important element of the STC brand identity system. It is important to apply the signature properly and consistently across all media to maintain a unified brand image.

### Application

There are two acceptable applications of the STC signature: logo & name, or just logo. The relationship between the logo and name should never be shifted or adjusted. The logo should always be centered over the word "connect".

### Signature



### Minimum Size

The STC signature should never be scaled down to a size where the name becomes illegible.



### Clear Space

Be sure to leave some white space around the signature so that it is always legible and clear.

### Minimum Size





### Clear Space



## Signature Colors

The signature contains two colors, STC blue and the grey rules. These colors should be used in all STC communications to strengthen the overall brand.

	PMS	Process	RGB	Hex
	279	C 58 M 17 Y 0 K 0	R 94 G 176 B 229	5eb0e5
	422	C 0 M 0 Y 0 K 40	R 167 G 169 B 172	a7a9ac

## Signature Color Usage

The signature can either be used in full color or in a black & white version, depending on your needs.



## Incorrect Usage

Correct and consistent usage of the STC identity will establish and maintain the strength of our brand. The signature and its components should not be altered or distorted. Never re-create the signature.

### Incorrect Proportions



### Incorrect Arrangement of Name & Logo



### Incorrect Color



### Incorrect Usage in Shape





## STOP. THINK. CONNECT. Editorial Style Guide

### **Use of STOP. THINK. CONNECT. in written language.**

When using the **STOP. THINK. CONNECT.** message in written language, it should always appear in capital letters and each word should be followed by a period. If **STOP. THINK. CONNECT.** falls at the beginning or in the middle of a sentence, do not capitalize the first letter of the word following "CONNECT."

Example – proper use:

The national cybersecurity awareness campaign is **STOP. THINK. CONNECT.**

Or

**STOP. THINK. CONNECT.** is the national cybersecurity awareness campaign.

Example – improper use:

Stop. Think. Connect. Is the national cybersecurity awareness campaign.

Or

As **STOP. THINK. CONNECT** rolls out across the country more people will become part of the campaign.

### **Tone and feel of the campaign**

**STOP. THINK. CONNECT.** is a positive, action oriented campaign. The research supporting the message clearly showed us that people want to feel empowered and in control.

**STOP. THINK. CONNECT.** should be used in the context of positive, action oriented messaging.

**STOP. THINK. CONNECT.** is not to be used in conjunction with any fear-based or negative messaging. It is ok to discuss the problems and facts, but these must be accompanied by positive steps and actions people can take to protect themselves.

Example – proper use:

Use security software to protect yourself against the bad guys. Keeping software up-to-date is one of your best defenses.

Example – improper use:

The Internet is filled with cybercriminals waiting to prey upon your accounts. If you don't use security software you stand to lose everything.

### **Attribution**

If you intend to create a piece of collateral that can be added to the pool of resources available for anyone to use in the campaign, please consider how you will attribute your contribution. The

STOP. THINK. CONNECT. Messaging Convention recommends the following guidelines for attribution:

Brought to you by [Company Name/logo] or Sponsored by [Company Name/Logo]

Attribution should be placed at the beginning and/or end of videos, on the bottom or backside of print collateral (posters, brochures, print ads, etc.) and at the end of PSA announcements.

Inclusion of [www.stopthinkconnect.com](http://www.stopthinkconnect.com) is also encouraged in the creation of any materials that will be made available to the STOP. THINK. CONNECT. Messaging Convention as a campaign resource for anyone to use.

### **Legal Notice**

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