

## Ping Identity Logo Usage Guidelines

In general, Ping Identity does not grant permission to use our logos, trademarks, trade dress, service marks, or slogans outside our formal partner relationship programs. Prior written consent is required for logo usage.

### **Exception.**

Members of the press and/or bloggers who agree to follow the logo guidelines below are permitted to use the Ping Identity corporate logo (without prior written consent) as part of published articles and/or blog posts specifically pertaining to Ping Identity and its products or services. Any other use is not allowed without written permission.

## Logo Guidelines

### **Usage.**

The logo may only be used once and only to make accurate reference to Ping Identity, its products and services. The logo should be displayed where the most prominent reference to Ping Identity is made but may not be more prominent than a third party's company logo. Use only the logo provided and only in the format described below.

### **Placement.**

The logos may only be used in close proximity to, or in obvious connection with, a published article or broadcast news story or blog post about Ping Identity or a specific Ping Identity product or service.

### **Background.**

Ping Identity has several different logos available for use – including a 1-color red square logo, 2-color linear logo and single-color versions of the linear logo. Choose the logo based on the contrast and readability of the background color or pattern. Use the 1-color red square logo or 2-color linear logo on white or light colored backgrounds. If using the linear logo on a black or dark background, please knock all parts of the logo out to white.

### **Logo Used in Print.**

File Names: PI\_LinearLogo\_2PMS.eps (2-color PMS)  
PI\_LinearLogo\_CMYK.eps (2-color CMYK)  
PI\_SQLoGo\_1PMS.eps (1-color PMS)  
PI\_SQLoGo\_CMYK.eps (1-color CMYK)  
PI\_LinearLogo\_K.eps (1-color black)  
PI\_SQLoGo\_K.eps (1-color black)

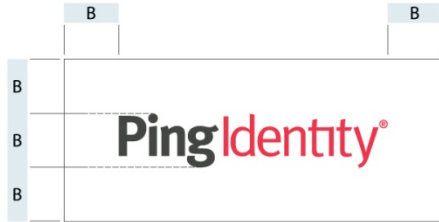
Colors are specified using PANTONE® and CMYK process color systems. Use color systems as provided in logo file. When matching color for embroidery use the PANTONE coated color swatch.

### **Logo Used on Screen – Web or Power Point**

File Names: PI\_LinearLogo.png (2-color)  
PI\_LinearLogo\_K.png (1-color)  
PI\_SQLoGo.png (1-color)

### Clear Space and Staging.

An invisible rectangular border, equal in width to the “B” in the illustration below should be maintained around the perimeter of the linear logo.



In all media, the logo must be separated from any company names, logos or product names. The separation must be equal to the width of the Ping Identity logo or one inch, whichever is greater. Do not place the logo on busy or low contrast backgrounds. Do not alter the logo in any way except to adjust size proportionally (do not alter size of .gif logo). Do not use logo smaller than 3/4 inch wide in print.

### Form and Size.

The EPS logo, for print, must be used as provided with no changes except to proportionally resize the logo. Minimum width for the logo is .75-inches. The GIF logo, for Web use, must not be altered in any way. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.



**Preferred  
Single-color Red Square logo**  
Ping Red (PANTONE 711)



**Reverse Square logo**  
White



**Two-color Linear Logo**  
Ping Black (PANTONE Black 7)  
Ping Red (PANTONE 711)



**One-Color logo**

### Obtaining a Ping Identity Logo

Members of the media and blog community may access and use the logos available in the Press Room on Ping Identity's Website. No written usage permission is required if the above guidelines are followed. Contact Jil Backstrom in Corporate Communications ([jbackstrom@pingidentity.com](mailto:jbackstrom@pingidentity.com) or 303.468.2884) if you require a different graphic format and for all other logo usage permissions.