

Certified Partner Branding Guidelines

Thanks for Being a Certified Partner

These branding guidelines are designed to help DigiCert partners successfully use the DigiCert brand to grow their business and increase trust on the internet.

Through these guidelines, we empower our partners and sponsors to reference DigiCert brands effectively and correctly, as well as create clear and effective marketing materials.

If you have any questions about DigiCert or any of our products, please contact your Marketing Advisor at partnermarketing@digicert.com.

Voice: Describing DigiCert

The DigiCert voice can be recognized by the following characteristics: helpful, insightful, disciplined, and personable. With everything we write, we aim to guide, inform, and respect the customer. The materials included here follow these aspects and will help you communicate with your customers.

The following text is approved copy for use in your marketing materials.

25 words:

DigiCert is the world's premier provider of SSL certificates and PKI solutions, focused on helping customers secure their websites, networks and the Internet for 15 years.

50 words:

DigiCert is the world's premier provider of high-assurance SSL certificates—providing trusted SSL certificates and other PKI solutions. Since our founding almost fifteen years ago, we've been driven to find a better way to provide authentication on the internet to protect end-users and to help our partners grow.

100 words:

DigiCert is the world's premier provider of high-assurance SSL certificates—providing trusted SSL, private and managed PKI deployments, and device certificates for the emerging IoT market. Since our founding almost 15 years ago, we've been driven by the idea of finding a better way. A better way to provide authentication on the internet. A better way to tailor solutions to our customer's needs. Now, we've added Symantec's experience and talent to our legacy of innovation to find a better way to lead the industry forward, and build greater trust in identity and digital interactions.

The DigiCert Identity

Our brand is growing more every day through our integrity as a CA and our consistency in marketing. Your help and contribution in this effort is appreciated and the rewards will be mutually beneficial. Proper use of this identity drives awareness that you're an approved partner.

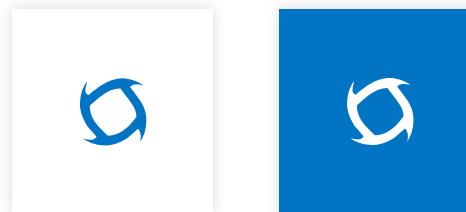
DigiCert Logos

The DigiCert logo is composed of two elements: the DigiCert wordmark and the dynamic locking blade. The DigiCert wordmark is the company's name. The dynamic locking blade is the symbol placed to the left of the logotype. It represents an encrypted tunnel. These assets are [available for download](#) in EPS and PNG formats and in all approved colors.



Dynamic Locking Blade

DigiCert dynamic locking blades are below for uses where the logo is too small to be legible (i.e., social profile or small icon space). If you use it alone, you need to have the actual DigiCert logo in the vicinity in your execution.



Certified Partner Logos

The authorized logo for Certified Partners is composed of the DigiCert wordmark and the Certified Partner caption. The logo may be used on partner websites and collateral pieces. This logo is [available for download](#) in EPS and PNG formats.

DigiCert Certified Partner logos can also depict the tier status of your partnership (Premium, Platinum, etc.). These logos are available upon request from your partner marketing team, and are non-transferable to sub-resellers or affiliates.



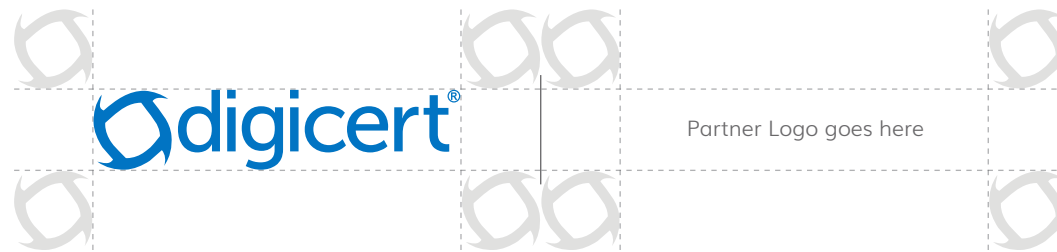
Available to all partners



Available to partners based on tiered status

Partner Logo Horizontal Lockup

For authorized partners who would like to show the DigiCert logo next to their own, place the DigiCert logo, a 1px line and then the partner logo. To determine the appropriate amount of space between the logos and 1px line, use the width of the DigiCert dynamic locking blade.



Examples



Partner Logo Vertical Lockup

For authorized partners who would like to show the DigiCert logo next to their own, place the DigiCert logo, a 1px line and then the partner logo. To determine the appropriate amount of space between the logos and 1px line, use the height of the "d" of the DigiCert logotype. The partner logo should be center aligned and may extend past the DigiCert logo.



Examples



Partner Logo Use Example

DIGICERT | MICROSOFT AZURE KEY VAULT INTEGRATION

Protect Data in the Cloud with Secure Key Management

Microsoft Azure Key Vault customers can now order SSL/TLS certificates directly from their account using the DigiCert REST API.

CertCentral®, DigiCert's certificate management platform, is now integrated with Azure Key Vault, allowing you to purchase certificates and securely store your private keys while enjoying the benefits of Key Vault's HSMs without the cost of on-premise hardware.

GETTING A DIGICERT CERTIFICATE THROUGH YOUR KEY VAULT ACCOUNT

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graph TD; User1[User] -- "1. User creates CertCentral API Key" --> KV1[Key Vault Customer]; KV1 <--> DC[DigiCert CertCentral]; KV1 -- "2. User inputs CertCentral API Key into Key Vault" --> KV2[Azure Key Vault]; User2[User] -- "3. User orders certificates" --> KV2; KV2 -- "4. Key Vault requests certificates" --> DC; DC -- "5. DigiCert issues certificates" --> KV2; KV2 -- "6. Azure stores keys in Key Vault" --> KV3[Azure Key Vault];
```

How Private Key Management Benefits Our Customers

Our goal is to provide trusted connections and a more secure web. DigiCert worked with Azure Key Vault to help developers with a simplified workflow for purchasing and monitoring SSL/TLS certificates and safeguarding cryptographic keys.

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Logo Color

The DigiCert logo and logomark may be displayed in the following colors:



Logo Spacing and Sizing

An important element of the DigiCert logo is the negative space around it. To determine the appropriate amount of space use the height and width of the DigiCert dynamic locking blade on all sides of the logo. The minimum size to print the logo is 1 1/4".



Logo Sizing for Web

The minimum size to display the logo online is 20px x 85px with 15px padding. The logo below has been adjusted so that the ® is still readable at the smaller size. Logo is provided [here](#).

Incorrect Logo Use

These examples demonstrate scenarios that should be avoided.



1. Changing the identity colors



2. Placing the identity over photography or other images, distorting the identity in any way



3. Do not rotate or skew the logo

Website Trust Seals

A website trust seal (sometimes called secure site seal) is an important symbol of authenticity and trust for e-commerce sites. The following trust seals can be displayed on your website and/or payment pages to communicate to visitors that your website is legitimate.



Two Approaches

Our brand is in a unique situation. DigiCert and Symantec Website Security are now one company. Many of your customers know DigiCert, but are not aware of our acquisition or that we are the company now behind the Norton Secured Trust Seal. In fact, some customers are looking specifically for the Norton Secured Trust Seal and need to be able to find it. With this in mind, here are two possible solutions. Use the one that works best for your customers. You may even want to test for the best approach. We welcome your feedback during this transition

Option 1 - Trust Seal Forward

Lead with the product



Follow with the brand enabling the product



Use to validate your partner status



Option 2 - DigiCert Brand Forward

Lead with the brand enabling the product



Follow with the product



Use to validate your partner status

