



We protect the brands you know.®

# Partner Brand Guidelines

iON United is one of Canada's most trusted cybersecurity partners—and our brand reflects that trust. Since 2003, we've built a reputation through meaningful relationships and impactful work that helps organizations make informed security decisions.

We believe our brand can help drive success not just for us, but for our partners as well. These co-branding guidelines outline how to activate the iON brand clearly and consistently across your communications.

Thank you for your partnership. By working together, we can protect the strength of our brand and the value it brings to every engagement.



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# Why Co-Brand with iON?

At iON United, we believe in building meaningful relationships through meaningful work. Co-branding is an extension of that philosophy — a way to reflect mutual trust, shared expertise, and a commitment to delivering impactful cybersecurity solutions. When done right, co-branded materials communicate clarity, alignment, and value. They show customers and partners that we're working together to deliver results — combining strengths, elevating messaging, and reaching new opportunities.

To ensure consistency and protect the integrity of our brand and yours, these guidelines outline:

## **Clarity**

Communicating our joint value proposition without confusion

## **Consistency**

Aligning visual identity, voice, and brand tone

## **Efficiency**

Making it easy to co-create assets while protecting both brands

These practices help uphold iON's reputation as one of Canada's most trusted cybersecurity solution providers — and ensure our partners reflect the same standard of credibility.

We appreciate your partnership and your shared commitment to professionalism, transparency, and delivering results.

For questions, clarification, or approval requests, please contact [marketing@ionunited.com](mailto:marketing@ionunited.com)



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# Brand Dominance

Brand dominance defines which partner leads the visual and messaging experience in a co-branded effort. It's typically based on factors like resource contribution, customer ownership, or event hosting.

## How to Show Brand Dominance

Place the lead brand in the most prominent position (e.g. top-left of a slide or bottom-right of a sign).

In side-by-side logos, the dominant brand goes on the left.

## iON-Dominant

Use the full iON logo with tagline. When displaying partner logos: place them on the right following the word “with,” ensure they are slightly smaller ( $\leq 80\%$  of the iON logo size), never alter iON logo colors or scale, and use the standalone iON wordmark when logos are side-by-side.

## Partner-Dominant

Use when the partner leads the engagement: the iON logo must still appear clearly—use the full logo if space allows, or the standalone wordmark if not; the tagline may be removed only when it becomes illegible at smaller sizes.

Some partnerships are balanced. In these cases, a neutral or equal visual treatment may be best. For guidance, contact [marketing@ionunited.com](mailto:marketing@ionunited.com).



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# **Visual Brand** Components

# Logo Usage Guidelines

The iON United logo system includes three approved versions to support various brand expressions and use cases. Each version reflects a different type of relationship—whether iON stands alone, represents its core brand promise, or is co-branded with Fulcrum IT Partners.

To maintain consistency and clarity, always select the version that best aligns with your communication goals. Do not modify the logos or create new combinations. If you're unsure which logo to use, please contact [marketing@ionunited.com](mailto:marketing@ionunited.com) for guidance or approval.

The iON logo consists of the lowercase letter 'i' followed by the uppercase letters 'ON' in a bold, sans-serif font. The 'i' has a small square dot.The iON logo consists of the lowercase letter 'i' followed by the uppercase letters 'ON' in a bold, sans-serif font. The 'i' has a small square dot.

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# Logo Versions

## 1. Standalone Logo

Use: When space is limited and the full logo lockup won't fit.

Best for: Swag items, small-format visuals, or tight design layouts.

Note: Requests for this version must be approved via email.

The logo consists of the word "iON" in a bold, sans-serif font. The "i" is lowercase, while "ON" is uppercase. The letters are black.The logo consists of the word "iON" in a bold, sans-serif font. The letters are black.

## 2. Brand Promise Logo

Use: As the default for most brand expressions.

Best for: Customer-facing materials, marketing content, and internal communications where iON is presented independently.

The logo consists of the word "iON" in a bold, sans-serif font. The letters are black.

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## 3. Standalone Tagline

Use: When reinforcing iON's brand message in a supporting or atmospheric way.

Best for: Headers, footers, or internal slides.

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# Logo Placement

For all external-facing materials, the full iON logo with the tagline (“We protect the brands you know.”) must be used wherever possible. This includes—but is not limited to—marketing collateral, advertising campaigns, website use, social media posts, event materials, partnership announcements, and press releases.

The only exception to this rule is when the logo size is so small that the tagline becomes illegible. In these cases, the standalone iON logo may be used without the tagline to preserve legibility and brand integrity. To maintain consistency, do not alter the logo under any circumstances.

This includes:

- Changing the color to match partner or event themes
- Modifying the scale, spacing, or proportions
- Cropping or overlaying the logo with other elements
- Replacing the tagline or adding shadows, gradients, or patterns
- Applying transparency or opacity treatments outside of pre-approved templates

Partners and collaborators must adhere strictly to these brand standards to preserve the strength and recognition of the iON identity.



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# Logo + Tagline Usage

To maintain consistency and brand clarity, please follow the guidelines below when using the iON logo with or without its tagline.

## When to Use the iON Standalone Logo

Use the iON logo only (without the tagline) when:

- The logo appears at small sizes (under 120px wide or 1 inch in print)
- The context is limited in space, such as social media graphics, favicons, or footers
- The tagline is already featured elsewhere on the page or campaign

## When to Use the iON Logo with Tagline

Use the iON logo + tagline ("We protect the brands you know") when:

- The logo is displayed prominently in large formats such as signage, web headers, or presentation covers
- The use case is iON-led, and iON is the primary brand presence
- Reinforcing brand purpose or trust is important (e.g. partner-facing decks or marketing materials)



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# Logo + Tagline Usage

## Sizing Thresholds

Under 120px (or 1")– Logo **Only**

120px–240px– Optional Tagline

240px– Tagline Required

*Note: The tagline should never appear larger than the iON logo or visually overpower it.*

## Tagline Placement Rules

The default tagline placement is directly underneath the iON logo.

If the tagline is placed separately, it **must**:

- Appear on the same page or asset
- Be visually balanced and aligned with other elements (e.g. bottom right or centered)
- Use consistent type size and weight relative to the logo

## Not for External Use

**Do not** reference internal tools or product names such as Fulcrum in partner-facing materials.

# The iON Do's & Don'ts

## Do's:

- Limit your visual branding of the green to **10–20%** of the asset
- Use **only the provided** iON templates, colours, and typography
- Maintain **proper clear space around all iON logo versions** — at least the height of the “i” in iON on all sides
- Use only two opacity levels for brand elements: **100% or 40%**
- Offset the iON logo on the **right-hand side** as a background element only when clearly intentional and visually balanced

## Don'ts:

- **Don't change iON colours** to match partner or event themes
- **Don't outshine iON's brand or use your full visual identity** as if it's a standalone asset
- Don't **scale, stretch, or reposition** the logo — maintain original proportions and spacing
- Don't **crop, overlay, or visually crowd the iON logo** with other elements
- Don't **replace** the tagline or add effects like shadows, gradients, or patterns
- Don't apply **transparency or opacity** treatments outside of pre-approved templates
- Don't alter iON's **typography, layouts, or logo** placement
- Don't introduce **unapproved design styles, fonts, or illustrations**



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# Typography

Consistent typography reinforces clarity and structure. iON's primary typeface is Helvetica Neue LT Pro. Use this font across communications to maintain a unified voice. Alternate fonts may be used in limited cases when necessary.

## POPPINS

The official typeface for print and digital media. Poppins is sans serif typeface with a clean and geometric design. It is also the official font of Fulcrum IT Partners.

**Semibold** AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Medium** AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Regular** AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## OPEN SANS

The preferred typeface for when Poppins is not available for digital media. It is a sans serif typeface designed for legibility across interfaces.

*NOTE: When Poppins or Open Sans are not available, Aptos can be used.*

# Colour Palette

iON’s core colors are iON Blue, black, and white. Accent colors complement the primary palette and offer flexibility while maintaining brand consistency.

## PRIMARY COLOURS

BLACK  
Hex: 000000  
RGB: 0, 0, 0

WHITE  
Hex: FFFFFFFF  
RGB: 255, 255, 255

## SUPPORTING COLOURS

DARK BLUE  
Hex: 091862  
RGB: 9, 24, 98

DARK GREY  
Hex: 53565A  
RGB: 83, 86, 90

MEDIUM BLUE  
Hex: 245AB2  
RGB: 36, 90, 178

LIGHT GREY  
Hex: D9D9D9  
RGB: 217, 217, 217

## LIMITED USE COLOURS

BRIGHT GREEN  
Hex: #AEE84A  
RGB: 174, 232, 74

GRADIENT  
Black 25%,  
Black 25%,  
Dark Blue 25%,  
Medium Blue 25%

GRADIENT  
Dark Blue 33%,  
Medium Blue 33%,  
Medium Blue 33%



# Colour & Opacity Rules

Guideline	Rule
Overall share of layout	Max 10–20 % of any single page or screen may use the iON green.
Allowed placements	Small accents & lines, Icons & infographics highlights, and Call-to-action buttons (web)
Not allowed	Full-bleed backgrounds and Large shapes or panels that dominate the canvas

## Opacity Limits

Element	100%	40%
Primary blue	✓	✓
Secondary green	✓	✓
Logos	✓	✓ (watermark only)



# Logo Lockup

In co-branded communications, the iON logo may be paired side by side with a partner logo. Lockups should maintain optical balance—both logos appearing equal in visual weight.

Maintain clear space around all logo elements to ensure legibility and impact; partner logos must be spaced at least 1/3 (33%) the width of the iON logo apart to prevent crowding. So, for example, any logo placed beside the iON logo should be at least one-third the width of the iON logo away.

In neutral environments, the left logo signals brand dominance. Use logo lockups for alliance marketing where both brands share a message, audience, or initiative. Always follow approved alignment and spacing standards.

## iON Dominant Logo



## Partner Dominant Logo



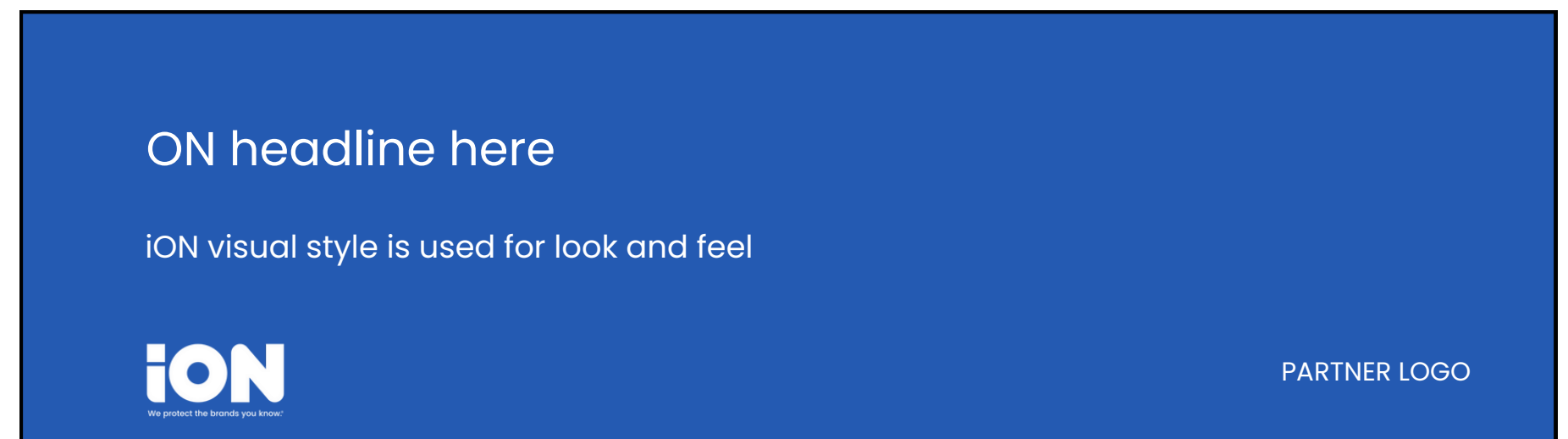
# EXAMPLES OF USAGE

# iON Dominant

iON dominance is established when we lead the customer experience, provide the core solution, or contribute the primary resources. In these cases, the iON visual identity takes precedence. Co-branded materials should reflect iON's look and feel, with partner logos presented in a supportive role.

## DESIGN REQUIREMENTS

1. Use the iON visual identity system wherever possible.
2. The iON and partner logos should appear optically balanced in size.



# Have Questions?

For more information please contact our marketing team:  
**[marketing@ionunited.com](mailto:marketing@ionunited.com)**