

The Lookout Logo Guide

V4 / September 2019



Primary Logo

The Lookout logo is a unique graphic mark and our strongest identifier, providing instant recognition for our company. As such, our logo is the core brand element in our visual system. When we consistently use our logo correctly we reinforce our commitment to strengthening our brand.

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Though there is no “legal” requirement to use the ® or ™ with Lookout trademarks, it is important that we put others on notice that Lookout claims certain marks as their own. By providing “notice” we protect the ownership interests in our marks. Including an attribution statement, as provided above, is one important way to provide notice. Placing the ® (for registered marks) or ™ is another important and often used way to provide notice. Ideally where practical we should use both methods, but in any case, we should use at least one of these methods to provide notice to others of our marks.

Primary Logo Horizontal



Reversed on a dark background.



One Color: Sometimes the full-color lockups aren’t an option, so secondary one-color (black or white) options are OK. Gray may be used when those options aren’t available. Use only Gray 30 or Gray 90.



Secondary Vertical Logo (Limited Use)

The vertical logo treatment should only be used when the primary logo cannot be used due to restricted spacing. All other times, only use the primary horizontal logo.

Secondary Logo
Vertical



Reversed on a dark background.



One Color: Sometimes the full-color lockups aren't an option, so secondary one-color (black or white) options are OK.



Clear Space and Minimum Size

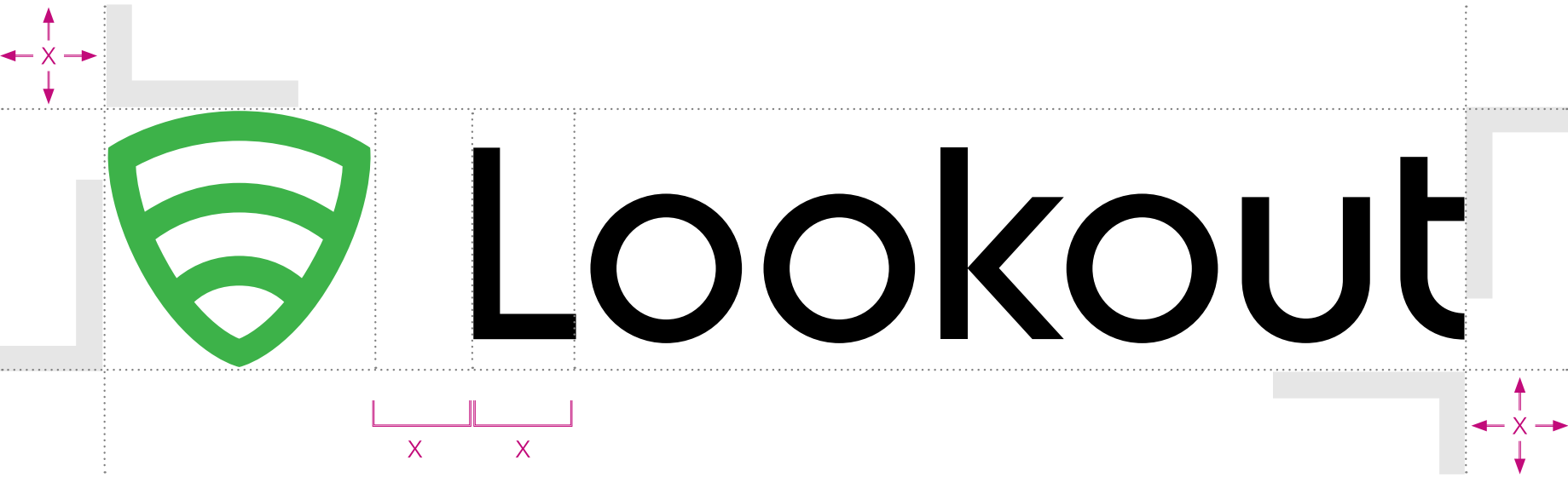
It is important to give our logo a healthy amount of clear space so that it is clearly visible and stands out in our communications. Avoid placing text, graphics, and other elements within the designated clear space. Use the width of the “L” to define the minimum clearance around the logo. Always try and use more than the minimum clear space to create adequate space for the logo to stand out.

To ensure legibility, never scale the logo smaller than the minimum size recommendation.

Primary Logo Horizontal



with registered trademark



without registered trademark

Lookout & shield logo minimum size: 0.75" (70px) wide
Clear space: You should maintain an area of clear space – as determined by the width of the “L” in the word mark – that is the same or greater than the “x” as shown above.

Clear Space and Minimum Size

Secondary Logo
Vertical



with registered trademark



without registered trademark

Lookout & shield logo minimum size: 0.75" (35px) wide
Clear space: You should maintain an area of clear space – as determined by the width of the “L” in the word mark – that is the same or greater than the “x” as shown above.

Clear Space and Minimum Size

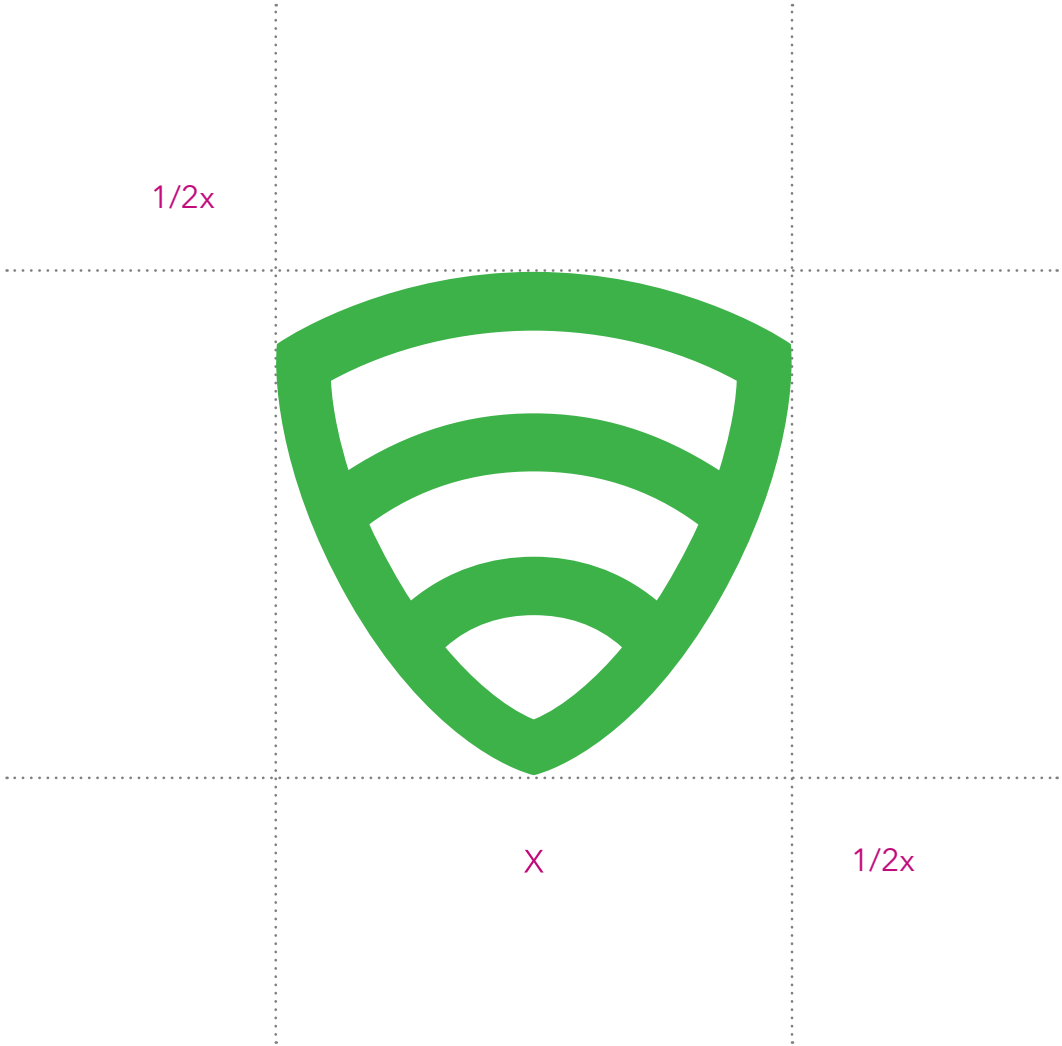
The Shield

When using just the Shield. “Lookout” needs to be mentioned in text on any layout using the standalone mark, unless approved.



with registered trademark

Shield logo minimum size: 0.15” (20px) wide
Clear space: When using only the shield, the minimal clear space is half of the width of the shield.

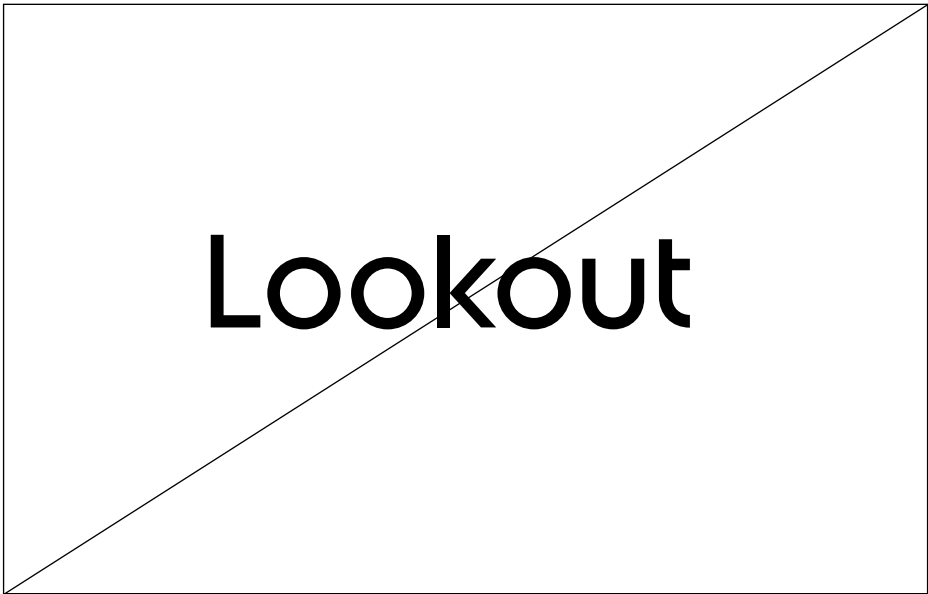


without registered trademark

Shield logo minimum size: 0.15” (20px) wide
Clear space: When using only the shield, the minimal clear space is half of the width of the shield.

Improper Logo Usage

Correct use of our logo is important in building brand recognition. This page show typical mistakes to be avoided.



Logo is missing the shield



Size of the shield has been modified



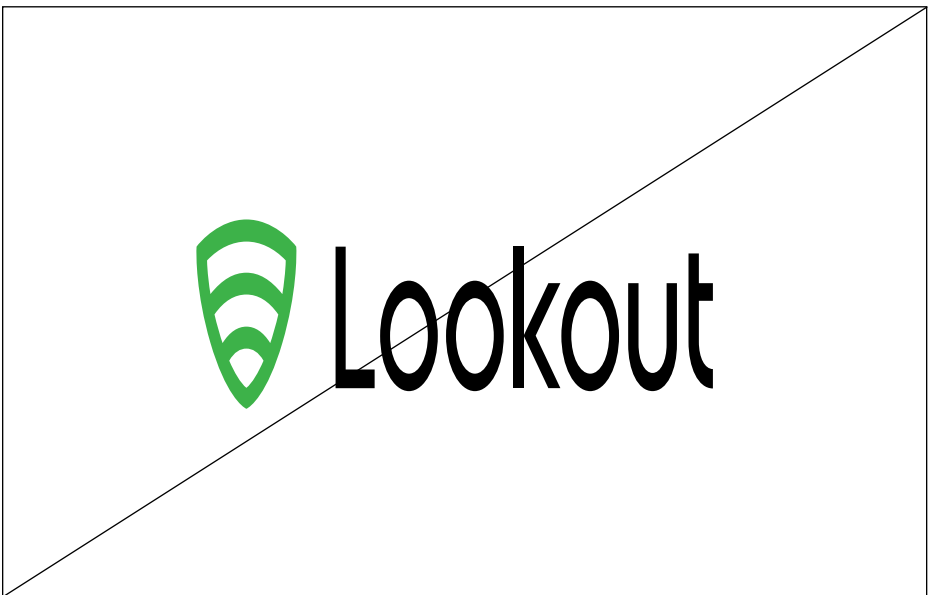
Improper color



Shield has improper color



Logo has a drop shadow



Logo is skewed



Not enough contrast between logo and background image



Not enough contrast on shield and background



Do not outline logo

Partnerships

Lookout has developed a global partner ecosystem of channel, technology, and carrier partners to secure the connected world and drive growth opportunities together. We have created a combined-logo layout in a clean arrangement to promote these initiatives.

We placed a bar between the logos to create a clear separation between the two companies and make it easier to combine the Lookout logo with partner logos.



Partnerships Partner Whitepaper/Case Study/Datasheet:

¹ ©2016 Gartner, Inc., Market Guide for Mobile Threat Defense Solutions, John Girard, Dionisio Zumerle, 28 July 2016

Partnerships in Apps

Lookout has several different types of partnerships with carrier partners and client partners. These partnerships should be expressed using the treatments on this page.

Acceptable gray usage in logo
(Use when full color, reverse, and black logos are not an option)

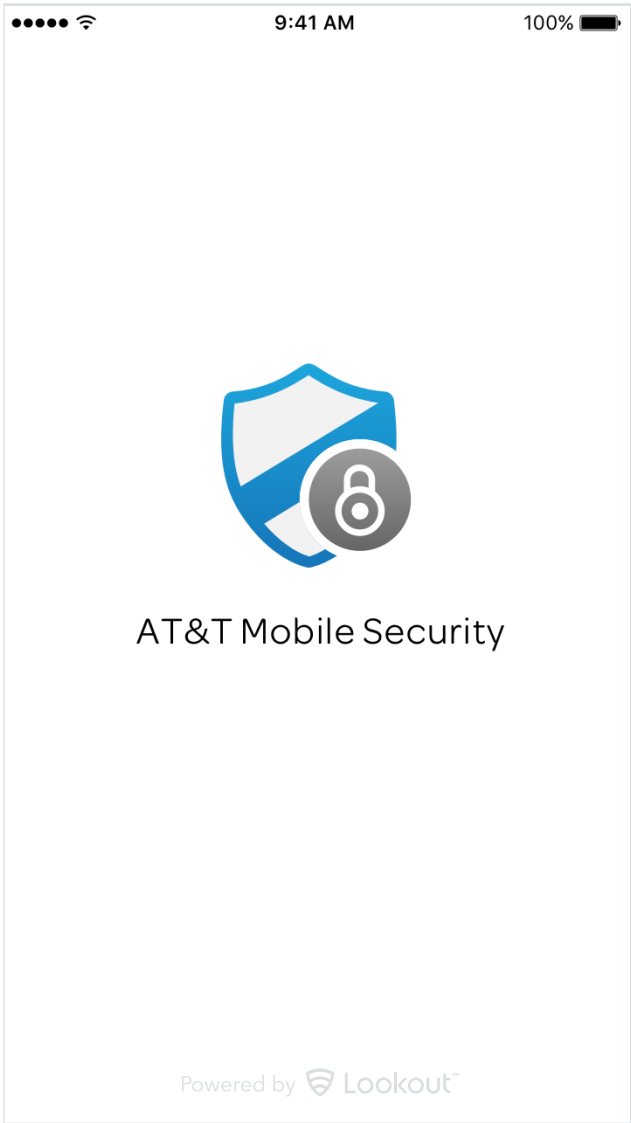
Gray 30

PMS Cool Gray 11
C71 M58 Y54 K35
R70 G78 B82
#464E52



Gray 90

PMS Cool Gray 3
C13 M7 Y8 K0
R218 G224 B226
#DAE0E2



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To be used on Lookout white labeled apps.



Lookout | Partner

To be used for Lookout preloaded apps with carrier partners.



For additional information regarding our brand usage contact creative@lookout.com.