

FIX IT or ~~RISK IT~~

HOW TO USE THE CAMPAIGN **IDENTITY**

An industry-wide, non-commercial public service campaign giving service providers free, practical security resources. This guide covers the logo, colour, type and the two graphic devices — everything you need to co-promote the campaign correctly.

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WHAT THIS CAMPAIGN IS

Every security incident begins with a moment that feels ordinary. A skipped update. A shared password. An AI prompt. An unencrypted drive. The campaign shines a light on those small moments – and on the free fixes that close them.

IT IS

- A public service effort, backed by the industry and collaborative.
- A route to **free** security and compliance resources for service providers.
- Practical: every message ends in a next step someone can actually take.
- Calm and human. The imagery carries the drama; the words stay clear.

IT IS NOT

- Compliance, enforcement, policy or endorsement.
- A sales or membership drive, or a recruiting campaign.
- Branded as a single company's product.
- Alarmist. No breach aftermath, no scare tactics, no hacker imagery.

THE ONE LINE TO GET RIGHT

The resources are **free**, and free must stay visibly separate from any paid membership offer. Where a resource asks for a profile, that is a free access path – never describe it as paid.

FOUR FILES, TWO SHAPES

The lockup is fixed artwork: the yellow block, the type and the marker strike are drawn together. Pick by shape first, then set the height.



HORIZONTAL · ON LIGHT
fixit-horizontal-ink.svg



HORIZONTAL · ON DARK
fixit-horizontal-white.svg



STACKED · ON LIGHT
fixit-stacked-ink.svg



STACKED · ON DARK
fixit-stacked-white.svg

RULE	WHAT TO DO
Which shape	Horizontal for headers, banners and footers — anywhere the space is wider than it is tall. Stacked where the space is squarer or narrow: social avatars, posters, slide covers and email signatures.
Clear space	Keep clear space on all sides equal to the height of the yellow block. Nothing enters it — no type, no rules, no other logos.
Minimum size	120px wide on screen, 30mm wide in print. Below that the strike stops reading.
On photography	Reversed lockup, placed over a calm area of the frame. If the image is busy, put the lockup on a solid ink panel instead.
Beside your logo	Separate the two by at least the clear space, with a 1px rule between them. Match optical weight, not pixel height.

SIX THINGS NEVER TO DO

The lockup ships in the four files on the previous page. Anything else — a recolour, a redraw, a squeeze to fit — breaks it.



NEVER RECOLOUR. The yellow is the campaign. No tints, no brand-matching, no greyscale.



NEVER ROTATE. The block already carries its own angle. Adding more reads as an error.



NEVER STRETCH OR SQUEEZE. Scale proportionally, always.



NO EFFECTS. No shadows, glows, bevels, gradients or outlines.



NO LOW-CONTRAST GROUNDS. Ink artwork on light, reversed artwork on dark — nothing in between.



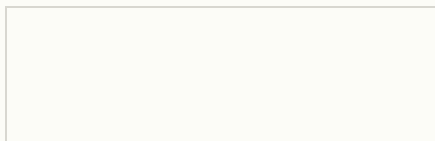
NEVER REBUILD IT IN LIVE TYPE. Use the supplied file, even if the font looks close.

ALSO NOT ALLOWED

Don't set a yellow highlight perfectly level — it always carries a slight rotation. Don't place the lockup inside a box, badge or button. Don't add a tagline to it. Don't use it as a bullet, watermark or repeating pattern. Don't imply endorsement of a product or company — the campaign is industry-backed and never endorses.

THREE COLOURS

Yellow is a **highlight**, never a large field: it marks the one thing that matters on a page. Everything else is white, grey or ink. There is no red and no green in this campaign — status reads through contrast, not hue.



FIXIT WHITE

HEX #FCFCF7
RGB 252 252 247
CMYK 1 0 4 0

The default ground.



FIXIT GREY

HEX #404040
RGB 64 64 64
CMYK 0 0 0 85

Body copy and the marker strike.



FIXIT YELLOW

HEX #FFE400
RGB 255 228 0
CMYK 3 4 100 0

Highlight only. Never a background.



LOGO INK

HEX #231F20
RGB 35 31 32
CMYK 0 0 0 100

Ink is the colour the lockup is drawn in, and the colour of dark sections and headlines. It is not pure black. For print, use rich black only for large solid areas and keep type in 100K.

HOW THE YELLOW BEHAVES

Yellow marks one thing per view — the fix, the action, the number that matters. A yellow panel, a yellow page or a yellow-filled card stops being a highlight and becomes decoration. If you need a strong ground, use ink.

BARLOW

SMALL MOMENTS, BIG CONSEQUENCES

Headline in Barlow Condensed, all caps. Body in Barlow Regular, sentence case, at a comfortable 1.5 leading. Nothing else is needed – the identity comes from the caps, the yellow and the strike, not from a third typeface.

AND LABELS LIKE THIS, IN SEMIBOLD

ROLE	SETTING
Headlines	Barlow Condensed, ALL CAPS , weight 700–800, tight leading, no extra tracking.
Body	Barlow Regular, sentence case, generous leading (1.5).
Labels	Barlow Semibold, uppercase, 0.12em tracking.
If you can't embed Barlow	Use Arial – the campaign's documented safe typeface. Arial Narrow for headline caps. Never substitute a different display face.

LICENSING – FREE TO USE, NO PERMISSION NEEDED

Barlow and Barlow Condensed are released under the **SIL Open Font License** – free to use, embed and redistribute, for partner materials as much as for campaign ones. No kit, no seat count, no domain restriction. Download them from Google Fonts. Where you can't embed a webfont, fall back to **Arial** and **Arial Narrow**.

HIGHLIGHT AND STRIKE

Two marks carry the campaign's argument. They are opposites and they are never used on the same phrase.

**TURN ON MFA
THIS WEEK**

**THE UPDATE
~~CAN WAIT~~**

THE YELLOW HIGHLIGHT

Marks **the right action** — the fix, the next step, the thing to do. Drawn from highlighted scripts and working documents.

- **Always slightly rotated** — about 0.7°, rising to the right, like a pass of a highlighter marker. Level reads as a button.
- One highlight per headline. Never two.
- On the phrase that carries the point, not the whole line.
- Ink text on yellow — never white text on yellow.

THE MARKER STRIKE

Marks **the wrong choice** — the risky habit, the excuse, the "Risk It" side. A hand-cut brush mark that stretches to any width.

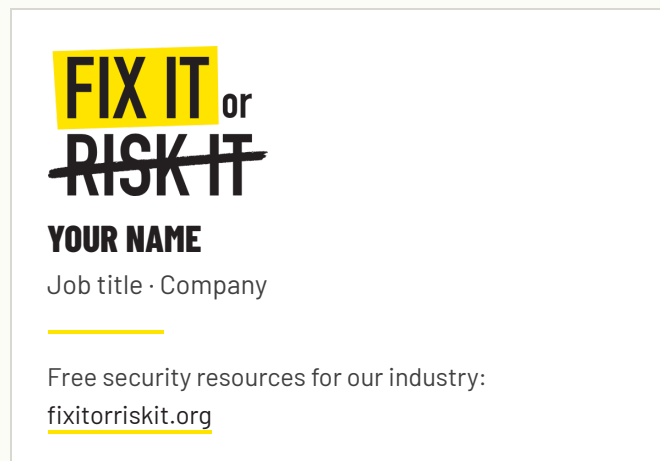
- Use the supplied artwork: `devices/fixit-strike-grey.svg`.
- Never redraw it as a straight rule or a text strikethrough.
- Grey on light grounds, white on dark.

THE RULE THAT MATTERS

Highlight the fix. Strike the risk. Never both on one phrase, and never a highlight on something you are warning against — the yellow always means "do this".

SHOW YOUR SUPPORT

A signature block for anyone at a partner company who wants to point people at the free resources. Unzip the `email-signature/` folder, open the HTML page inside it, and follow the steps on the page — you copy the signature off the page and paste it into your mail client. No code to edit.



RULES FOR THE SIGNATURE

- Stacked lockup at 110px wide, no larger. It supports your name; it doesn't replace your own company mark.
- Keep the campaign line factual — you are pointing at free resources, not claiming certification.
- Never imply the campaign endorses your company or its products.
- Use the PNG, not the SVG: mail clients do not render SVG reliably.

WHAT'S IN THIS KIT

FOLDER	CONTENTS
<code>logos/svg/</code>	Four lockups — horizontal and stacked, each on light and on dark. Use these for anything print or scalable.
<code>logos/png/</code>	The same four at 1×, 2× and 3×, transparent background. For email, slides and web.
<code>devices/</code>	The marker strike as artwork, grey and white.
<code>email-signature/</code>	The signature page above, with its logo file. Keep the two together.
Brand Guide	This document.