

## CAcert.org Branding and Styleguide

Version 0.3 – Jun.2007

### Introduction

CAcert today stands for Free Certificates and things around it. The focus of our visual identity is our Logo, the unifying element of CAcert.org. We want our corporate Logo to represent the value we deliver to Users, association members, core team members, partners, Community and the internet at large. This Branding and Styleguide is intended to help everyone participate in the CAcert community.

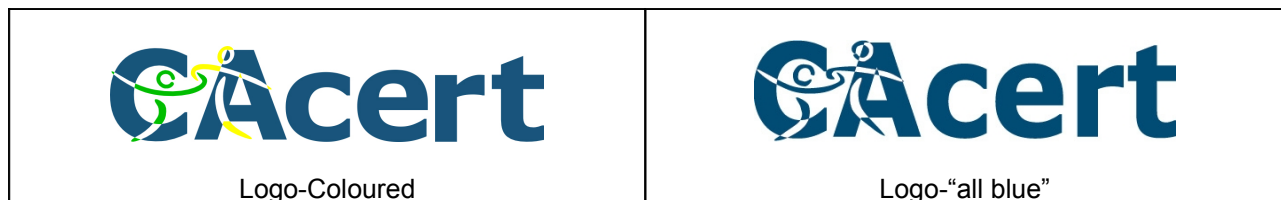
The CAcert brand architecture is based on the following principle:  
We have one corporate Logo. It is to be used to identify all parts of the Cacert-Project and at this time no other Logo are currently authorized.

### Basic Elements

#### - Logo

The CAcert.org Logo is the unifying visual identifier to be used across all our Community and for official use. Using the Logo consistently and correctly is vitally important in reaffirming our brand promise to both internal and external audiences.

The Logo should be the same as presented in this Branding & Styleguide on and on the Website. There are two Variations of the basic Logo. A Full Blue One and a colored One. Both are equal in use, but should not mixed together. The "blue-only" Version (or "all-blue" version) is good for monochrome printing purposes, and the "full-coloured" Version is good for screen-based, online-documents purposes. We provide all necessary variants of this Logo on our Website, so please contact us if you need a specific one.



The Logo should if possible appear in the top right hand corner on all communication tools such as stationery, brochures or advertisements.

The three-coloured CAcert.org Logo Should always be printed on a white background.

Be aware that the CAcert.org Logo is THE Logo to be used to represent CAcert.org.

CAcert.org is a community where each User is permitted to and encouraged to create materials for the benefit of the community. Permission is broadly given to registered Users to use the CAcert Logo to that end. However, such permission does not imply that you are a legal agent of CAcert.org in contract or similar terms, and you should not represent yourself as an agent. Use of the Logo is subject to the normal dispute resolution rules of CAcert.

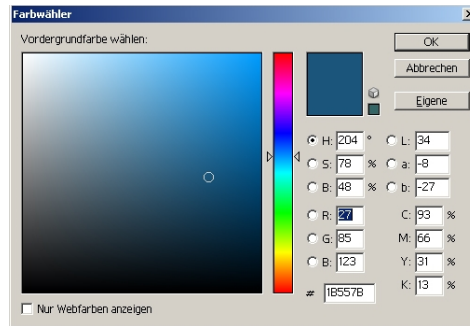
The CAcert "name" as part of the Logo has to be written in latin characters. It is not possible to adapt it into chinese, arabic, cyrillic or other non-latin characters.

Great care must be taken to protect the Logo. To ensure its integrity and impact, always maintain a protective clear area around it.

- Color & Color Usage

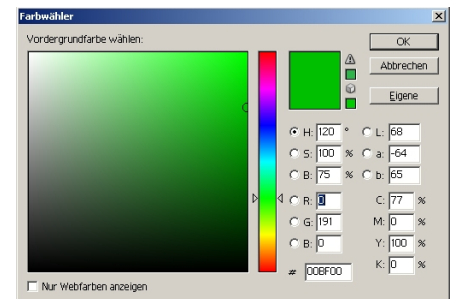
"The Blue"

C = 93  
M = 66  
Y = 31  
K = 13  
RGB = 17, 86, 140  
PANTONE (c) = 647 C  
HTML: #11568C



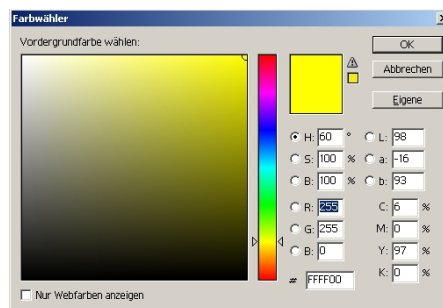
"The Green"

C = 77  
M = 0  
Y = 100  
K = 0  
RGB = 0, 190, 0  
HTML: #00BE00



"The Yellow"

C = 6  
M = 0  
Y = 97  
K = 0  
RGB = 255, 255, 0  
HTML: #FFFF00



Only these colours should be used for Colouring Icons, Graphics, etc. using the Logo itself. Please do not mix them with others like Red, Olive, purple or something else!

Under the Logo (alignment: right) stands the "Subtitle" (e.g. Assurer, Partner, Community, Department, etc.).

It was made a difference between Community and official use.

- Official: Subtitle in cacert-official blue or black
- Community (unofficial): cacert-official green

If the subtitle was larger then four letters then it should be centred under the Logo.

Every official document must be verified/allowed by at least one corresponding Officer or One Person of the Core Team.

	
<p align="center"><i>Official Logo</i></p>	<p align="center"><i>Community used Logo</i></p>

*- Text Usage*

The important thing is to write CAcert.org in only that way. The Typeface Family should be Arial, normal Style. The First two letters are in Capital letters, rest in "normal".

If in the text the CAcert organisation is mentioned, it must always be written as 'CAcert.org'. Don't leave out the '.org' in this case.

The following examples show how the Text and Logo should NOT to be used:

**wrong Textusage:**

cacert  
CACERT  
CaCert  
CacerT  
CAcert.com

**right:**

CAcert

or

CAcert.org

explanation:

- First 2 are Capital letters, rest "normal".



Logo misuse

*- Logo in angle*



Logo misuse

*- Logo NOT in mentioned colors*



Logo misuse

*- Logo with not authorized Addition, wrong position*



Logo misuse

*- Logo with Picture behind*

*Logo-misuse 01...04*

## Styleguide for Documents

### Stationery

By its very nature, stationery is the most personal and yet formal of all CAcert.org media. It is a key medium for communicating our position as a Community Based CA.

Each time you mail a letter to a partner, hand a business card to a customer or send a memo to a colleague, you have an opportunity to impart the CAcert.org image.

By using the elements of our corporate stationery system correctly and consistently, you help to reinforce the worldwide image of CAcert.org. No matter how innovative we are, we will never replace the personal touch of a hand-signed letter or a handwritten note of thanks.

Stationery is also our primary means of formal correspondence.

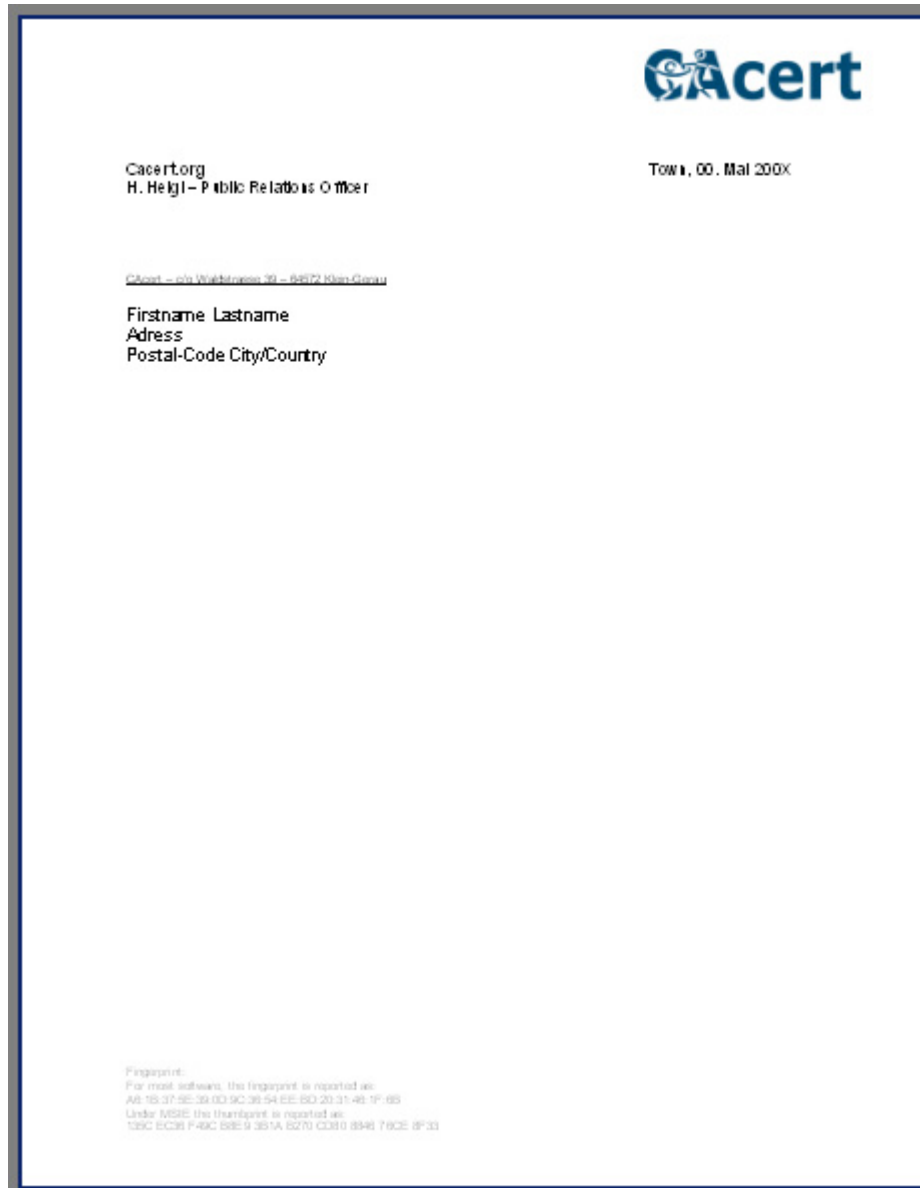
Letters, for example, are often legally binding and memoranda are frequently used to document internal agreements.

Together, your efforts and the guidelines will ensure that our stationery is always elegant, always consistent and always visually coherent.

All stationery is printed in solid colors. Exceptions are Online or Screen presentations.

#### *- Letterheads*

If necessary use the Logo on a Standard letterhead in the upper right Corner. The CAcert.org Address or official Contact Address of the Office or Officer should be also as the Root-Certificate Fingerprint implemented at the bottom of the pages.



- Memos

Use the Logo in the upper right Corner.

- Badges

Use the Logo in the upper right Corner. The "Function" of the Person should be under his/her name (e.g. Assurer)

Also the CAcert.org root-cert fingerprint should be on the bottom.

Dimensions: 85mm x 52mm



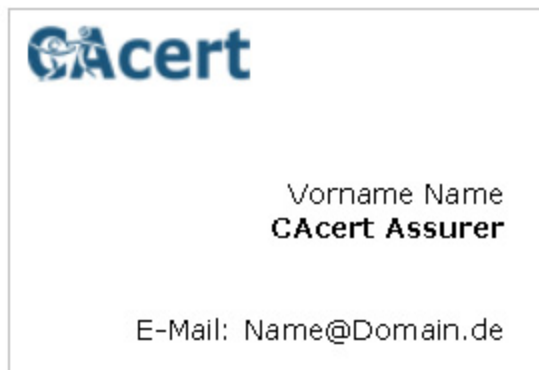
Firstname Lastname

(Sub)Title

Fingerprint:

For most software, the fingerprint is reported as: A6:1B:37:5E:39:0D:9C:36:54:EE:BD:20:31:46:1F:6B  
Under MSIE the thumbprint is reported as: 135C EC36 F49C B8E9 3B1A B270 CD80 8846 76CE 8F33

Or some variations:



#### - Presentations

Use the Logo in the upper right or lower right Corner. Try to implement the following necessary informations

- Name of the presentation or for wich event its made
- Date of the event / Presentation
- Name of the Speaker
- The Homepage [www.CAcert.org](http://www.CAcert.org)
- The CAcert.org Fingerprint if possible and necessary



---

Präsentationstitel

Untertitel

Vorname Name

Ggf. Kontaktinformationen

Präsentationstitel – Vorname name – CAcert@gmx.net (ggf. Datum)



## Überblick

---

- Allgemeiner Überblick
- Topic 1
- Topic 2
- Topic 3
- Ende...

Präsentationstitel – Vorname name – CAcert@gmx.net (ggf. Datum)



## Weitere Infos

---

- Weitere Infos unter
  - <http://www.cacert.org>
  - <http://wiki.cacert.org>
  - <http://wiki.cacert.org/wiki/ClientCerts>
  - <http://blog.cacert.org>
  - <http://www.ivamp.de/cert>
- CACert im irc
  - Server: irc.cacert.org
  - Chanel: #cacert oder #cacert.ger

Präsentationstitel – Vorname name – CACert@gmx.net (ggf. Datum)



- Brochures

Use the Logo.



**DIGITALE ZERTIFIKATE**

---

**WAS IST CACERT ?**

CAcert.Inc ist ein Communitybasierter, eingetragenen Non-Profit Verein mit Sitz in Australien. Ziel ist der Betrieb eines kostenfrei arbeitenden Zertifizierungsdiensteanbieters (CA) zur Ausstellung von elektronischen Zertifikaten nach dem X.509 Standard.  
Die Anwendungsbereiche sind u.a. :

- Webserver mit HTTPS absichern
- Unterschreiben und Verschlüsseln von Emails
- SSL/TLS Serverprogramme
- Anmeldung bei Webseiten
- Anmeldung bei VPN 's
- digitales unterschreiben von selbst erstelltem Programmcode (z.B. Java)

CAcert.Inc will somit die OpenSource Philosophie auf die IT-Sicherheitswelt übertragen, und Sicherheit für jeden erschwinglich und verfügbar machen.

**KOSTENLOSE E-MAIL UND SERVER ZERTIFIKATE**

---

Wer seinen E-Mail-Verkehr und/oder (Web)Server mittels S/MIME digital signieren oder sicheren Zugriff auf seine Online-Präsenz über HTTPS anbieten möchte, braucht -- mitunter sehr teure -- X.509-Zertifikate. Er zahlt dafür, dass eine Firma diese sogenannte Trustcenter-Aufgaben wahrnimmt: Sie prüft, ob dem Kunden wirklich die Webseite oder die E-Mail-Adresse

gehören (Identitätsüberprüfung). Dies kann je nach zu erwartendem Verwaltungsaufwand mehrere hundert Euro kosten.

**WIE GEHT DAS MIT CACERT**

---

Interessierte Personen müssen eigentlich im ersten Schritt nichts weiter tun als sich kostenfrei und ohne jede weitere Verpflichtung bei [www.CAcert.org](http://www.CAcert.org) anzumelden. Anzugeben sind lediglich Ihre E-mail Adresse, Name und Geburtsdatum. In einem zweiten Schritt haben Sie z.B. bei Veranstaltungen oder auf Einzelanfrage die Möglichkeit sich beglaubigen zu lassen (Assurance) um Ihre Identität zu verifizieren. Danach können Sie Ihre eigenen Zertifikate über das gesicherte Webinterface ausstellen und weiterverwenden.

**KOSTENLOSE PGP/GNUPG KEYSIGNING**

---

Auch Ihren PGP/GnuPG Key können Sie innerhalb des CAcert Web-of-Trust beglaubigen lassen.

**CODESIGNING**

---

Wenn Sie Programmierer sind und Ihren Code als Ihren eigenen kennzeichnen und Ihn ebenso digital unterschreiben möchten ist dies auch möglich.

**ORGANISATIONS ASSURANCES**

---

Bei CAcert, Inc. können auch im Handelsregister eingetragene Gesellschaften, Kaufleute und Vereine ebenso wie Hochschulen, Städte, Gemeinden, Ämter und andere siegelführende Körperschaften und Gesellschaften des bürgerlichen Rechts von einem CAcert Organisations-Assurer abgenommen und beglaubigt werden.

**WIESO SOLLTE MAN MITMACHEN?**

---

**Sicherheit:**  
Sie erhöhen Ihre eigene Sicherheit und den sichereren Umgang im täglichen Umfeld des Internets.

**Authentisch:** Andere können sich sicher sein, das Sie auch wirklich *Sie* selbst sind.

**WIE KANN MAN MITMACHEN ?**

---

Sie können sich zum einen natürlich einen CAcert.org Account anlegen und aktiv Zertifikate zur Sicherstellung Ihrer Identität verwenden. Sie es im E-mail Verkehr, in Dokumenten oder auf Servern.

Desweiteren können Sie CAcert natürlich auch selbst aktiv als Assurer unterstützen und andere Leute assuren (Identitäten beglaubigen).


**WAS KOSTET MICH NUN DAS GANZE?**

---

Dadurch, das der technische und organisatorische Teil getrennt ist und der organisatorische Teil von Freiwilligen und Interessierten übernommen wird, ist der administrative Aufwand sehr gering und somit werden hier keinerlei Kosten für Sie anfallen. Die Zertifikate kosten also rein garnichts.



Please always include the Logo and if possible the Slogan "Free Certificates". For monochrome printing use the Blue-One, all others the full-colored One. Always include the CAcert.org Website as contact information. If the text is new or should be made individual, please let them review by the Public relations Officer (mail: [PRO@CAcert.org](mailto:PRO@CAcert.org)) or another Officer ore representative of CAcert.org.



free certificates

<http://www.cacert.org>  
FAQ English

**Is my data secure?**

We do not save any identity data from your identity like identity number and therefore are less vulnerable to identity theft such as in the United States. We hold your name, date of birth and email data and may release this under due process (such as court order).

**How does the points system work?**

CAcert uses a point system to determine how well your identity has been verified. You need 100 points to be able to use CAcert completely. On big events you can get 100 points at once and then you are allowed to assure others. You can find more details on our website <http://www.cacert.org>.

Points	Status	personal clients-certificates	code-signing certificates	PGP/GPG signature	validity for server-certificates	max. issuable points
0 to 49	unassured	-	-	-	6 month	-
50 to 99	assured	yes	-	yes	24 month	-
100 to 149	Assurer	yes	yes	yes	24 month	10 to 30
150	fully assured	yes	yes	yes	24 month	35
200	super Assurer	yes	yes	yes	24 month	150

**Can points expire or decrease?**

No. Points are valid for life time, as long they were collected according to the rules. So it is useful to get assured by as many people as possible to strengthen the web of trust.

**Can I use the certificates for commercial applications?**

Of course! Additionally CAcert offers to assure organisations so as to get the name of the organisation into the certificate. Please ask our local organisation consultant.

**What does an assurer have to care for?**

<http://wiki.cacert.org/wiki/AssuranceHandbook> provides some basic information, but is still under development.

**Where do I get support?**

Email: [support@cacert.org](mailto:support@cacert.org)  
 Chat: <irc://irc.cacert.org/#cacert> (english) or [#cacert\\_gar](irc://irc.cacert.org/#cacert_gar) (german)  
 Wiki: <http://wiki.cacert.org>

**I forgot my password, what do I have to do?**

There are four options:

- A You log in using the client certificate
- A You can answer the 5 questions you provided when you created the account.
- A You can create a new account and lose all your points. You can recover your email addresses and domains from your old account by using the dispute system.
- A You can pay 10,- EUR to CAcert to have an admin reset your password.

**What is the fingerprint of the root certificate?**

SHA1: 13:5C:E0:36:F4:9C:B8:E9:3B:1A:B2:70:CD:80:88:46:76:CE:8F:33  
 MD5: A6:1B:37:5E:39:0D:9C:36:54:EE:BD:20:31:46:1F:6B

**How can I help?**

<http://wiki.cacert.org/wiki/HelpingCAcert>

- Recruitment Advertisements, etc.

Use the Logo in the upper right Corner.

- Signage

Signs are a vital part of the CAcert.org identity. They not only serve a practical purpose – identifying our sites and guiding Users and visitors within them – they are also one of the most visible expressions of the CAcert.org brand. Great care has been taken to develop a flexible system of signs which expresses the unique personality of CAcert.org in a unified, consistent way throughout the world. It is recommend that all official use is signed by the person who write or build the document or other parts made for CAcert.Inc .

### *- E-Mail Signatures*

The CAcert.org E-Mail Signature should always include the Full name, the position within CAcert.org (if possible) and the CAcert.org website URL with the Slogan.  
Here an example:

--

mit freundlichen Grüßen / best regards  
Henrik Heigl - CAcert Public Relations Officer

CAcert.org - Free Certificates  
E-Mail: PR@CAcert-Germany.de

### *- Other Documents*

If there is an Document wich isn't mentioned here and you want to see it included please contact the Public Relations Officer (E-Mail [PRO@cacert.org](mailto:PRO@cacert.org)) for further advise. If its urgent please include always the CAcert.org Logo and the website on all pages of the document and forward the finalised Document to the Public Relations Officer afterwards

Contact information:

If you require further help or advice, have some other information or something wrong or missing please contact your communications representative.

Henrik Heigl – Public Relations Officer CAcert.org  
CAcert@gmx.net