



**TRUSTED PARTNER
NETWORK**

BRAND GUIDE

For Vendors, Trusted Partner Network (TPN) Provides:

- **SINGLE LENS:** THE TPN PLATFORM ALLOWS MOTION PICTURE AND TELEVISION CONTENT PROVIDERS/ CREATORS/OWNERS TO QUICKLY IDENTIFY VENDORS WITHIN THE TPN COMMUNITY AND VIEW OUTCOMES OF THEIR ASSESSMENTS.
- **SINGLE ASSESSMENT, SINGLE SET OF CONTROLS:** THE TPN COMMUNITY SECURITY STANDARDS AND ASSESSMENTS HELPS TO REDUCE THE NUMBER OF ASSESSMENTS CONDUCTED AT YOUR FACILITIES ANNUALLY, AND PROVISIONS A SINGLE SET OF CONTROLS SET FORTH BY THE TPN COMMUNITY.
- **MARKET DRIVEN PRICING FOR SECURITY ASSESSMENTS**
- **A HIGH BAR IN SECURITY PREPAREDNESS:** RAISE YOUR SECURITY PROFILE BY SHARING YOUR COMMITMENT TO TPN STANDARDS AND BEST PRACTICES.



**TRUSTED PARTNER
NETWORK**

What the Trusted Partner Network (TPN) is NOT:

- **SECURITY CERTIFICATION:** THE TPN IS A COMMUNITY FOCUSED ON RAISING THE BAR IN RELATION TO SECURING MOTION PICTURE AND TELEVISION CONTENT. IT IS NOT HOWEVER, A CERTIFICATION OR GUARANTEE OF SECURITY BETWEEN VENDORS AND CONTENT CREATORS. EACH CONTENT OWNER AND VENDOR MUST MUTUALLY CONFIRM ASSESSMENT DATA AND AGREE ON REQUIREMENTS FOR SPECIFIC ASSETS.
- **SECURITY GOVERNANCE:** TPN PROVIDES GUIDANCE AND EASE AROUND THE SECURITY ASSESSMENT PROCESS AND INDUSTRY CONTROLS BY STREAMLINING REQUIREMENTS AND PROCESSES. COMPLETING AN ASSESSMENT SHOWS YOUR COMMITMENT TO INDUSTRY BEST PRACTICES AND FUTURE COLLABORATION IN REFINING AND FURTHER IMPROVING INDUSTRY STANDARDS. THE TPN IS NOT A REGULATORY AGENCY THAT CAN ENFORCE SECURITY CONTROLS OR ONGOING GOVERNANCE OF STANDARDS.



**TRUSTED PARTNER
NETWORK**

**Language and Display to show your
TPN participation:**

"WE FOLLOW TRUSTED PARTNER NETWORK STANDARDS"

"WE HAVE COMPLETED A TRUSTED PARTNER NETWORK
ASSESSMENT"

"WE UPHOLD TRUSTED PARTNER NETWORK STANDARDS AND
BEST PRACTICES"

"COLLABORATIVE MEMBER OF THE TRUSTED PARTNER
NETWORK "



**TRUSTED PARTNER
NETWORK**



**TRUSTED PARTNER NETWORK
ASSESSMENT AVAILABLE**



**MEMBER OF ★ ★ ★ ★
TRUSTED PARTNER NETWORK
VENDOR ROSTER**



**TRUSTED PARTNER
NETWORK**

**MEMBER OF TPN
VENDOR ROSTER**

ASSESSMENT AVAILABLE



**MEMBER OF ★ ★ ★ ★
TRUSTED PARTNER NETWORK
VENDOR ROSTER**








**TRUSTED PARTNER NETWORK
ASSESSMENT AVAILABLE**



**TRUSTED PARTNER
NETWORK**

TPN AND ITS CUSTOMERS MAY ONLY USE THE ABBREVIATION “TPN” AND/OR THE SHIELD LOGO (PICTURED BELOW) IF PAIRED WITH, OR REASONABLY CLOSE TO, THE PHRASE “TRUSTED PARTNER NETWORK”. THESE ITEMS CANNOT BE USED ALONE OR INDEPENDENTLY

	USE OF THE ABBREVIATION “TPN”	USE OF THE SHIELD LOGO
DON’T:	WE HAVE COMPLETED A TPN ASSESSMENT	
DO:	<p>WE HAVE COMPLETED A TRUSTED PARTNER NETWORK ASSESSMENT</p> <p>OR</p> <p>WE ARE PARTICIPANTS IN THE TRUSTED PARTNER NETWORK AND UPHOLD TPN BEST PRACTICES.</p> <p>OR</p> <div>TRUSTED PARTNER NETWORK WE HAVE COMPLETED A TPN ASSESSMENT</div>	<div>WE ARE PROUD PARTICIPANTS IN THE TRUSTED PARTNER NETWORK</div> <p>OR</p> <div>WE HAVE COMPLETED A TRUSTED PARTNER NETWORK ASSESSMENT</div> <p>OR</p> <div>TRUSTED PARTNER NETWORK</div>

HORIZONTAL



LOGO ONLY



WHEN USING THE LOGO ONLY, PLEASE ENSURE
THE WORD “TRUSTED PARTNER NETWORK” ARE
WITHIN REASONABLE PROXIMITY.



LOGO LOCK UPS 1

HORIZONTAL

LOGO ONLY



WHEN USING THE LOGO ONLY, PLEASE ENSURE
THE WORD "TRUSTED PARTNER NETWORK" ARE
WITHIN REASONABLE PROXIMITY.



LOGO LOCK UPS 2

DO NOT ALTER THE COLOR, ANGLE OR
DIMENSIONS OF THE LOGO

ENSURE THE ICON STANDS OUT FROM THE
SURROUNDING TEXT OR BACKGROUND

LOGO SHOULD BE USED IN ITS FULL
VERSION WHERE POSSIBLE

PROPER USE



INPROPER USE



**TRUSTED PARTNER
NETWORK**

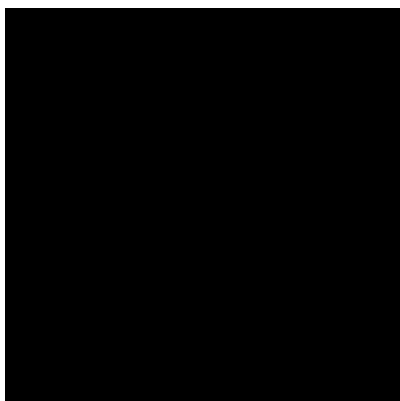
LOGO AND ICON USAGE

TPN ICONOGRAPHY

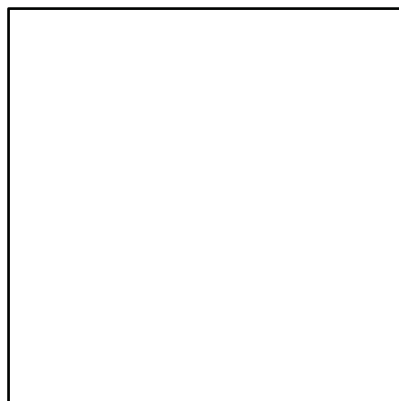


**TRUSTED PARTNER
NETWORK**

ICONS



BLACK



PANTONE 485 C



PANTONE 431 C



TRUSTED PARTNER
NETWORK

COLOR

RIFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

RIFT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

RIFT DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

RIFT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



TRUSTED PARTNER
NETWORK

TYPOGRAPHY

H1 | **TEKO**
BOLD | **48**

H2 | **TEKO**
REGULAR | **24**

H3 | **TEKO**
MEDIUM | **24**

H4 | **TEKO LIGHT** | **14**



**TRUSTED PARTNER
NETWORK**

WEB TYPOGRAPHY

Appendix: Usage Examples



**TRUSTED PARTNER
NETWORK**

ENABLE SECURE CONTENT CREATION



TRUSTED PARTNER
NETWORK



TRUSTED PARTNER
NETWORK



FAQ?



ENABLE SECURE
CONTENT CREATION



TRUSTED PARTNER
NETWORK



TRUSTED PARTNER
NETWORK



ENABLE SECURE
CONTENT CREATION



TRUSTED PARTNER
NETWORK



TRUSTED PARTNER
NETWORK