

PSA Certified Brand Guidelines

Version 5.0 | March 2023



psacertified™

PSA Certified is a global partnership providing independent evaluation that demonstrates your commitment to security, and alignment to worldwide requirements for all stakeholders in the Internet of Things. Our aim is for the Root of Trust to provide the foundation for the secure, trusted Internet of Things required for the success of digital transformation.



PSA Certified Brand Personality

Visionary

We are on a mission to drive forward IoT security. We see a future that is filled with real opportunity and exciting possibility and are inspired to share our vision with the world.

Substantial

We care deeply about what we do and the positive impact it will have. Our process is evidence-based and underpinned by robust thinking. We can be relied upon to have a rounded point of view and always seek the truth before presenting the facts.

Measured

We don't believe in hyperbole or sensationalising the truth to have our voice heard. We are statesmanlike and our approach is considered and thoughtful.

The Guardian

We stand at the cornerstone of IoT security. We uphold the highest of standards and see it as our duty to give others a collective voice to help create a framework that protects society and beyond.



Hero Logo

This is our Hero logo.

When the Hero logo aspect ratio isn't suitable for a use case or design, the horizontal PSA Certified logo can be used. This is an exception to the norm, and should only be used in exceptional use cases (for example on lanyards).



Main Stack



Horizontal



Supporting Logos

The logo also expands over several different levels. Each supporting logo can be awarded once a certain level has been met.

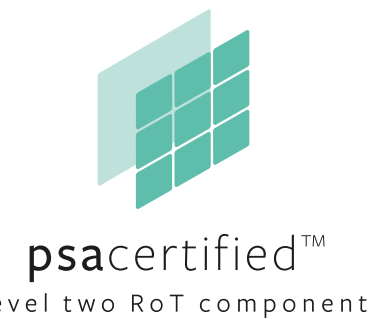
Use of the supporting logos is restricted for partners who have already passed certification, or entities using them to describe the scheme.



PSA Certified Level 1



PSA Certified Level 2 Ready



PSA Certified Level 2
RoT component



PSA Certified Level 2



PSA Certified APIs



PSA Certified Level 3
RoT component



PSA Certified Level 3



PSA Certified Crypto API



PSA Certified Level 2 +
Secure Element

Using the Logo

Neither main or supporting logos should be used smaller than 30.5mm / 115px (w).

There must always be a minimum clear space around the logo, equivalent to the height of the 'p'.



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30 mm

Logo Size



Clear Space



Incorrect Use

Always avoid these examples when using our logos.



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Don't alter proportions.



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Don't use other colors.



psacertified™

Don't outline.



psacertified™

Don't use a different font.



psacertified™

Don't use at an angle.



psacertified™ is a

Don't use logo within a title.

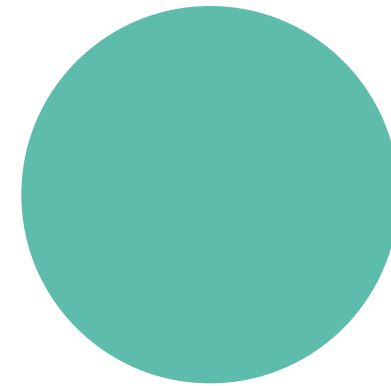


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Lead Color Palette

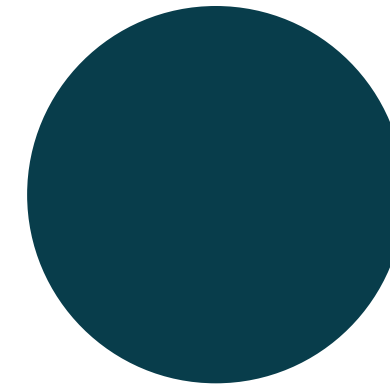
Always ensure there is sufficient contrast between text color and background color. For example, where possible, do not use PSA Certified 'White' text on PSA Certified 'Teal' backgrounds or PSA Certified 'Teal' text on PSA Certified 'White' backgrounds.

RGB values should always be used for digital applications and CMYK should always be used for print applications.



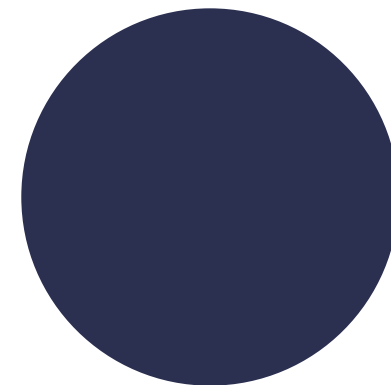
PSA Certified Teal

R93 G188 B171
C63 M0 Y40 K0
#5DBCAB



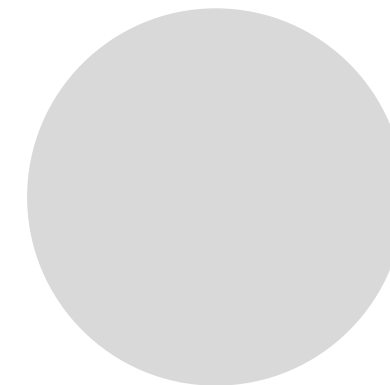
PSA Certified Dark Blue

R8 G61 B75
C95 M59 Y48 K48
#083D4B



PSA Certified Peacoat Blue

R43 G48 B81
C91 M82 Y38 K37
#2B3051



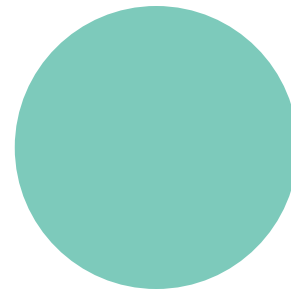
PSA Certified Grey

R217 G217 B217
C16 M12 Y14 K0
#D9D9D9



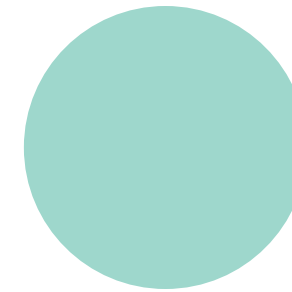
Secondary Color Palette

PSA Certified 'Lime Punch' should be used sparingly to liven up diagrams and icons, to emphasize, and to create contrast.



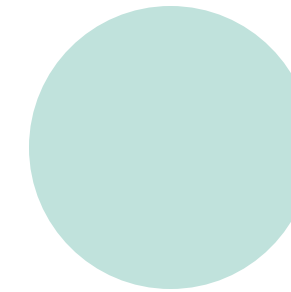
PSA Certified Teal 75%

R125 G202 B187
C54 M0 Y33 K0
#7DCABB



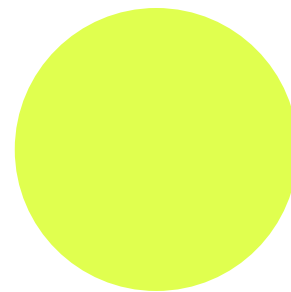
PSA Certified Teal 50%

R158 G215 B204
C42 M0 Y26 K0
#9ED7CC



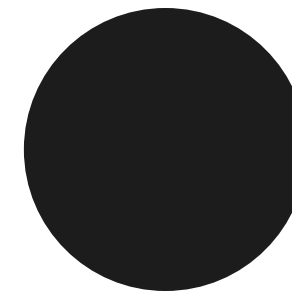
PSA Certified Teal 25%

R190 G228 B221
C30 M0 Y18 K0
#BEE4DD



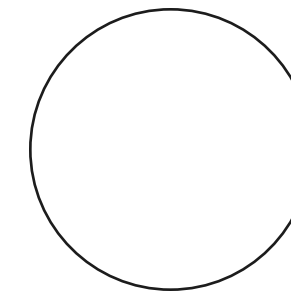
PSA Certified Lime Punch

R224 G255 B79
C23 M0 Y83 K0
#E0FF4F



PSA Certified Black

R28 G28 B28
C76 M66 Y60 K81
#1C1C1C



PSA Certified White

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF



Highlights to Remember

An overview of our key PSA Certified rules to remember:

- PSA Certified encompasses the full four-stage framework and the certification scheme
- PSA Certified should always be used in full, rather than shortening to PSA
- Never preface PSA Certified with 'Arm'
 - Arm should reference themselves as founders of PSA Certified, not owners
- Never expand the "PSA" acronym
- PSA Certified Levels should be written as:
 - PSA Certified Level 1, PSA Certified Level 2, PSA Certified Level 3
- PSA Certified APIs should always be written in full. They should never be shorted to PSA APIs, PSA Dev APIs, PSA Crypto, PSA Fun APIs etc.
- PSA Root of Trust (PSA-RoT) is the only exception to the rules, where PSA is permitted to be used on its own.



Definition & Usage

A brief definition of PSA Certified and how it is used:

- ▶ PSA Certified is a global partnership providing a security framework and independent evaluation that demonstrates your commitment to security, and alignment to worldwide requirements for all stakeholders in the Internet of Things. Our aim is for the Root of Trust to provide the foundation for the secure, trusted Internet of Things required for the success of digital transformation
- ▶ PSA Certified is an independent scheme run across multiple leading security test labs and partners. These entities are collectively known as the 'JSA' or Joint Stakeholders:
 - Labs: Appplus+ Laboratories, CAICT, ECSEC, ProvenRun, Riscure, SGS Brightsight, UL
 - Security partners: Arm, ProvenRun
 - Certification body and scheme manager: Trust CB
- ▶ PSA Certified does not mandate Arm based solutions and will certify any product meeting the PSA Certified requirements

Rules & Use Cases

Our PSA Certified rules in more detail with some use-case examples:

Rule

PSA Certified is a registered TM trademark, the trademark should be used on the first instance

When a trademark disclaimer is being used, TM is not required

When using PSA Certified, the PSA acronym is never expanded

PSA Certified is not Arm branded

PSA Certified does not have any post or pre-fixes and should be used alone

There is one PSA Certified which covers different applications

Correct Use

PSA CertifiedTM
(on first instance)

PSA Certified

PSA Certified tests
IoT devices

PSA Certified tests
infrastructure edge devices

Incorrect Use

PSA Certified[®]

Platform Security
Architecture Certified

Arm Platform Security
Architecture Certified

Arm PSA Certified

PSA Certified-IoT
PSA Certified-edge
PSA Certified-X



PSA Certified Levels

Our PSA Certified reveals in more detail with some use-case examples:

Rule

When referring to the level of the certification, it should always use the PSA Certified prefix

When referring to the level of the certification, level should always be capitalized

When referring to the level of the certification, it shouldn't be shortened

The level of the certification always uses the number, rather than the word

The three levels of PSA Certified can also be referred to collectively as PSA Certified security certification

Correct Use

PSA Certified Level 1
PSA Certified Level 2
PSA Certified Level 2 Ready
PSA Certified Level 3

PSA Certified security certification

Incorrect Use

PSA L1
PSA Certified L1
PSA Certified level 1
PSA Certified Level one
Level 1
L1 / L-One



PSA Certified Security Evaluation Categories

This page outlines extra guidance on how to refer to certification categories.

Rule



There are four known categories which can pass PSA Certified security evaluation: chip, system software, RoT components and devices. None of these categories represent a specific scheme, but instead represent the type of product that has been PSA Certified.

They are never capitalized except when used with title case, or when used as a H1 header on the website.

Correct Use



<product name> from <partner name> has achieved PSA Certified Level 1 device certification.

<product name> from <partner name> has achieved PSA Certified Level 2 chip certification.

<product name> from <partner name> has achieved PSA Certified Level 1 system software certification.

Incorrect Use



<product name> from <partner name> has achieved PSA Certified System Software Certification

PSA Certified
Chip Certification



PSA Certified Security Evaluation Categories

This page outlines extra guidance on how to refer to certification categories.



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Rule



RoT component is not a “level of certification” instead it is certification category (like chip, system software and device)

It should be used as a clarification on the end of a PSA Certified level and should always have a word between “PSA Certified” and “RoT component” to avoid confusion that it’s a separate certification scheme, or the fact it’s a branded trademark as we’re using it as a descriptive word.

As a general rule it is not capitalized, except for when:

- It’s in a title of slides / webpages / H1s etc.
- RoT is always capitalized as per our writing guidelines

Correct Use



PSA Certified Level 2
for RoT components

PSA Certified Level 3
for RoT components

PSA Certified Level 2 security
evaluation for RoT components

PSA Certified Level 3 security
evaluation for RoT components

X RoT component has achieved
PSA Certified Level 2

Incorrect Use



PSA Certified Level
2 RoT Component

PSA Certified Level 2
Security Evaluation for
RoT Components

PSA Certified RoT
Component

PSA Certified Security Evaluation Categories

This page outlines extra guidance on how to refer to certification categories.



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Rule



For SEO terms, when you want to include IoT security, you can add it as a descriptive term but it should not be capitalized

When we write about the collective of RoT components with certification, these are some of the approved examples of referencing:

Correct Use



PSA Certified IoT security evaluation for RoT components

- RoT components with PSA Certified security certification
- We have X RoT components PSA Certified
- PSA Certified evaluation for RoT components
- PSA Certified Level 2 and PSA Certified Level 3 for RoT components
- PSA Certified lab evaluation for RoT components
- PSA Certified penetration testing for RoT components

Incorrect Use



PSA Certified IoT Security Evaluation for RoT Components

PSA Certified Security Evaluation Categories

This page outlines extra guidance on how to refer to certification categories.

Rule



There is no shorthand for the RoT component category

Correct Use



Incorrect Use



PSA Certified L2RoTC
PSA Certified Level 2 RoT Com
PSA Certified Level 2 RoTC



Exceptions

There are two exceptions where PSA is used without the 'certified' suffix:

PSA-RoT and **PSA Functional APIs**.

Rule



When talking about PSA Certified APIs, the full brand name should always be used and never shortened. Note: PSA Certified APIs were previously known as the PSA Functional APIs.

When writing about the PSA Root of Trust, write the full name first with the PSA-RoT abbreviation in brackets. Industry standard says this should be written with capital 'R' and 'T' and lower case 'o'. PSA Root of Trust can be referred to as PSA-RoT

Correct Use



PSA Certified APIs
PSA Certified Crypto API
PSA Certified Firmware Update API
PSA Certified Secure Storage API
PSA Certified Attestation API

PSA Root of Trust (PSA-RoT)
PSA-RoT

Incorrect Use



PSA APIs
Crypto API
FF API
PSA Certified Functional API
PSA Certified API

Arm RoT / Arm ROT
PSA ROT / PSA-ROT
Root-of-Trust

Contact

For any questions when using these guidelines, please contact:

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