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.

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.

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.

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).
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.
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’.

Logo Size

Clear Space
Incorrect Use

Always avoid these examples when using our logos.

Don't alter proportions.
Don't use other colors.
Don't outline.
Don't use a different font.
Don't use at an angle.
Don't use logo within a title.
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
#5D8CAB

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: Applus+ 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™ trademark, the trademark should be used on the first instance.
- When a trademark disclaimer is being used, ™ 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 Certified™ (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 Brand Guidelines**
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`
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.

<table>
<thead>
<tr>
<th>Rule</th>
<th>Correct Use</th>
<th>Incorrect Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>For SEO terms, when you want to include IoT security, you can add it as a descriptive term but it should not be capitalized.</td>
<td>- PSA Certified IoT security evaluation for RoT components</td>
<td>- PSA Certified IoT Security Evaluation for RoT Components</td>
</tr>
<tr>
<td>When we write about the collective of RoT components with certification, these are some of the approved examples of referencing:</td>
<td>- RoT components with PSA Certified security certification</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- We have X RoT components PSA Certified</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- PSA Certified evaluation for RoT components</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- PSA Certified Level 2 and PSA Certified Level 3 for RoT components</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- PSA Certified lab evaluation for RoT components</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- PSA Certified penetration testing for RoT components</td>
<td></td>
</tr>
</tbody>
</table>
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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psacertified.org