THREATCONNECT™

BRAND GUIDELINES 2016

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WHO WE ARE

The Minds Behind the Most Widely Adopted Threat Intelligence Platform

Today, business depends on connectivity. But with connectivity comes vulnerability. It is chaos out there. Together we will bring order.

At ThreatConnect®, we take the vast potential of threat intelligence and make it accessible to Fortune 5000 organizations and allied government agencies around the globe. We have built the only truly extensible platform in the industry. We bring together trusted communities of security professionals and make ThreatConnect users stronger and more agile in order to defend themselves.

We are analysts first. We know what it takes to work at the front lines of cyber defense. We know that we are stronger together than we are apart. And, we are strategic business thinkers. Since 2011, we have led the threat intelligence revolution, building the industry's most comprehensive threat intelligence platform, along with its largest trusted cybersecurity community.

The following guidelines contain the details of our brand.

HOW TO USE THIS GUIDE

One Brand. One Voice. One Standard.

The ThreatConnect Brand Guidelines document sets the standard of quality, tone, and identity for the ThreatConnect brand. The document is intended for all ThreatConnect team members to read, internalize, and reference when creating any new internal or external collateral or when presenting the ThreatConnect platform to potential clients. All team members in all departments must adhere to the guidelines contained within so that the ThreatConnect brand can remain powerful, consistent, and distinct across all collateral and channels, now and as the company continues to grow.

Any questions on brand guidelines should be directed to the marketing team. Any new collateral and any exceptions to the guidelines must be approved by the CMO.

THREATCONNECT™

OUR LOGO

THE SYMBOL OF THREATCONNECT

The ThreatConnect logo is the center of our graphic identity system. The type and mark concisely represent what we do and who we are. The full logo and logo mark must be consistently applied wherever they are used.

Primary Logo

October 8, 2015 1:55 PM

LOGO DETAILS

The Mark:

The ThreatConnect “bloom” mark is comprised of 11 round figures: each of a specific varying size and each connected to a central hub via slender, tapering arms. The mark represents community—the interconnected threat intelligence networks our platform creates. It represents the notion that we are stronger together, and that only as a united entity, we are able to decipher order from the chaos of the cyber threat landscape. The use of color to highlight particular figures within the mark emphasizes the unique intelligence and perspective of each contributor and, likewise, represents the grave risk of a potential threat.

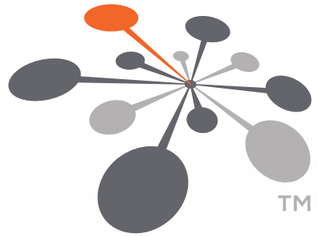
The Type:

The type uses a clean, modern sans-serif font with subtle custom-designed letters to illustrate attributes of the brand. The simple lines and sharp corners denote cutting-edge technology and forward-thinking innovation. The customized “NN” letters symbolize connection and use parallel lines to represent alignment, partnership, and shared purpose.

The mark can be used without the type, but the type should not stand alone without the mark.

Clear Space:

The clear space surrounding the logo should be equal to or greater than the height of the capital “T” in “ThreatConnect.” This allows for appropriate scaling.



Bloom Mark

Mark Type

Minimum Clear Space

COLOR SPECIFICATION

Corporate Color Application:

The two-color ThreatConnect logo should be used in all contexts where a light or white background is present. The two-color reverse logo should be used over a dark gray or dark blue background. The one-color black logo should be used over light backgrounds only when color is not available. The one-color reverse logo should be used over dark backgrounds when color is not an option.

Two-Color Printing

One-Color Printing

Two-Color Reverse

One-Color Reverse

Two-Color Reverse

One-Color Reverse

Column two should only be used as a last option.

INCORRECT USES

Do Not Use Old Logo

Do Not Alter the Scale of “Bloom”

Do Not Alter Alignment

Do Not Apply Effects

Do Not Stretch or Compress

Do Not Use Outlines

SECONDARY LOGO

Use this logo for vertical spaces or when in confined areas.

Two-Color Printing

Two-Color Reverse

One-Color Printing

One-Color Reverse

Column two should only be used as a last option.

THREATCONNECT™

COLORS

COLOR PALETTE

Representing Innovation, Technology, and Security

The ThreatConnect color palette is comprised of three core tones: Pantone 165 (orange), Pantone Cool Gray 10, and Pantone 534 (blue).

These core colors were carefully selected to represent central themes of the ThreatConnect brand. The blue gives a sense of security, confidence, and trust. The orange represents the spark of innovation, and the gray represents the flexibility and compatibility that sets our platform apart. The core color palette is supported by supplementary colors. ThreatConnect-branded collateral should use the following colors:

Primary Colors

PANTONE
165

cmyk: 0, 74, 98, 0
rgb: 242, 103, 36
hex: #f26724

PANTONE
cool gray 10

cmyk: 61, 53, 48, 19
rgb: 100, 101, 105
hex: #646469

PANTONE
534

cmyk: 97, 81, 47, 56
rgb: 7, 34, 58
hex: #07213a

Secondary Colors

cmyk: 98, 82, 47, 55
rgb: 6, 34, 59
hex: #06213b

cmyk: 83, 48, 4, 0
rgb: 41, 120, 183
hex: #2878b7

cmyk: 19, 15, 16, 0
rgb: 204, 204, 204
hex: #cccbcb

cmyk: 0, 0, 0, 0
rgb: 255, 255, 255
hex: #ffffff

THREATCONNECT™

FONT SYSTEM

PRINT FONTS

ThreatConnect uses the Montserrat font family as our primary header typeface and Helvetica Neue LT Std 75 Light for body copy.

Header Copy

Montserrat Bold | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(.,:)

Body Copy

Helvetica Neue LT Std | Light | Roman | *Italic* | **Bold** | ***Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(.,:)

WEB FONTS

Alternate universal typefaces that closely resemble the primary typefaces should be used on the Web. Use Montserrat Bold for headers and Open Sans Light or Regular for body copy.

Header Copy

Montserrat Bold | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(.,:)

Body Copy

Open Sans Light | *Light Italic* | Regular | *Italic* | **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(.,:)

PLATFORM FONTS

The ThreatConnect platform is our core offering. Therefore, its user interface should reflect our brand identity throughout. Within the ThreatConnect platform, use Montserrat Bold for headers and Open Sans Light or Regular for body copy.

Header Copy

Montserrat Bold | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(.,:)

Body Copy

Open Sans Light | *Light Italic* | Regular | *Italic* | **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(.,:)

HEADERS

Headers should alternate in size and color and follow a clear hierarchy on each page. Always begin a new page with H1. Use H2 to indicate sub-sections or paragraph headings. Use H3 to indicate sub-paragraphs, and continue in numerical order as needed, according to the hierarchy, point size, and color use outlined herein.

HEADER 1 | MONTSERRAT | BOLD | 14PT/14PT

Body Copy 9pt/14pt. Helvetica Neue LT Std (45 light) Bold Body (Helvetica Neue LT Std 75 Bold), Bold Italic (Helvetica Neue LT Std 76 Bold Italic) Italic text (Helvetica Neue LT Std 46 Light Italic) Link Text. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Maecenas faucibus mollis interdum.

Header 2 | Montserrat | Bold | 13pt

Helvetica Neue LT Std (45 light) Morbi leo risus, porta ac consectetur ac, vestibulum Link Text. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Maecenas faucibus mollis interdum.

Header 3 | Montserrat | Regular | 12pt

Helvetica Neue LT Std (45 light) **Morbi leo risus, *porta ac consectetur ac,*** *vestibulum* Link Text. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

HEADER 4 | MONTSERRAT | REGULAR | 10PT

Helvetica Neue LT Std (45 light) **Morbi leo risus, *porta ac consectetur ac,*** *vestibulum* Link Text. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

HEADER 5 | MONTSERRAT | REGULAR | 10PT

Helvetica Neue LT Std (45 light) **Morbi leo risus, *porta ac consectetur ac,*** *vestibulum* Link Text. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

HEADER 6 | MONTSERRAT | REGULAR | 8

Helvetica Neue LT Std (45 light) Morbi leo risus, porta ac consectetur ac, vestibulum Link Text. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

BULLETED LIST (BODY COPY)

- Helvetica Neue LT Std | 45 Light
- Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.
- Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

NUMBERED LIST (BODY COPY)

1. Helvetica Neue LT Std | 45 Light
2. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.
3. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

BULLETED LIST (SIDEBAR)

- Helvetica Neue LT Std | 47 Light Condensed
- Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.
- Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

NUMBERED LIST (SIDEBAR)

1. Helvetica Neue LT Std | 47 Light Condensed
2. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.
3. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

FOOTER HORIZONTAL

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FIGURE AND TABLE CAPTIONS

RESOURCE TYPE	PATHS	OWNER ALLOWED	PAGINATION REQUIRED
incidents	/v2/groups/incidents /v2/indicators/<indicator type>/<value>/groups/incidents /v2/tags/<tag name>/groups/incidents /v2/securityLabels/<security label name>/groups/incidents /v2/groups/<group type>/<ID>/groups/incidents /v2/victims/<ID>/groups/incidents	true	true
incidents	/v2/groups/incidents /v2/indicators/<indicator type>/<value>/groups/incidents /v2/tags/<tag name>/groups/incidents /v2/securityLabels/<security label name>/groups/incidents /v2/groups/<group type>/<ID>/groups/incidents /v2/victims/<ID>/groups/incidents	true	true

TABLE HEADER I HELVETICA NEUE LT STD 77 BOLD CONDENSED I 8PT
Table Body I Helvetica Neue LT Std 57 Condensed I 9pt
Table Body I Helvetica Neue LT Std 57 Condensed I 9pt

THREATCONNECT™

MESSAGING TONE OF VOICE

ASSERTIVE TONE

The ThreatConnect team is made up of some of the industry's brightest minds. We are the best at what we do. While we do not boast about it, we do speak and write confidently. We are proactive and look for new ways to solve problems. Therefore, our written content and correspondence should feature an assertive and informed tone; and with it, we communicate accurately and precisely.

ACTIVE VOICE

Continuing with the theme of an assertive tone, ThreatConnect communications use active voice. For example: It is bad if "passive voice is used by ThreatConnect," but it is good when "ThreatConnect uses active voice." The difference is that in the first set of words in quotes, ThreatConnect is being acted upon, and the emphasis is on the action, not the actor. Instead, the second set of words in quotes places ThreatConnect as the actor, and ensures that the actor takes responsibility for the action. It is subtle, but this creates a style of writing that communicates strength and ownership.

SIMPLICITY

ThreatConnect makes it easy for clients to manage threat data. Our message reinforces this sense of ease by being concise and direct. We do not use complex sentences when a straightforward one will suffice. When a complex sentence can be split and shortened, we split and shorten it. The same applies to punctuation. We do not use semicolons when a period will suffice. Currently, ThreatConnect does use the Oxford comma. For example: "There is one thing, another thing, and the Oxford comma." The Oxford comma separates "another thing" and "and."

PERSON

We speak and write in the first-person plural, unless introducing ThreatConnect for the first time in an article or section, which then we use third-person singular. For example: ThreatConnect is the industry's most-comprehensive threat intelligence platform. We are committed to enhancing our customers' security. This breaks down the barrier between client and company and creates a personal and interactive human-messaging style.

PRESENT TENSE

Whenever possible, ThreatConnect writing and communication uses the present tense. For example: "ThreatConnect delivers insight that clients need" vs. "ThreatConnect has delivered insight…" or "ThreatConnect will deliver insight…" Using present tense creates a sense of tangible reality, removes hypotheticals, does not dwell on the past, and suggests continuity. Present tense compliments active voice, and it creates an assertive tone.

SPEAKING DIRECTLY

We speak directly to our audience on a personal level. A reader must get the impression that a ThreatConnect team member is speaking directly to him or her, rather than speaking generally about "clients" and "users." For example: "Your team will be better equipped to protect your organization from modern cyber threats."

THREATCONNECT™

NOMENCLATURE

THREATCONNECT BRAND NAME

“ThreatConnect” is the correct and only acceptable written form of our company name.

- ✔ **Correct Use:** ThreatConnect, ThreatConnect’s
- ⊘ **Incorrect Use:** TC, Threatconnect, threatconnect, Threat Connect, Threat-Connect, or any derivation other than above.

THREATCONNECT PLATFORM

“ThreatConnect” is also the name of our flagship threat intelligence platform. The ThreatConnect platform is not to be called a “tool” or “software” or “product.”

- ✔ **Correct Use:** ThreatConnect platform, the ThreatConnect platform, ThreatConnect’s platform
- ⊘ **Incorrect Use:** TC’s platform, ThreatConnect Platform (unless in title case), TCP, or any derivation other than the above.

THREAT INTELLIGENCE PLATFORM

ThreatConnect is the industry’s leading Threat intelligence Platform (TIP).

- ✔ **Correct Use:** Threat intelligence Platform, TIP
- ⊘ **Incorrect Use:** TI Platform, Tip, TiP, tip, Threat Intel Platform, or any derivation other than the above.

THE DIAMOND MODEL FOR INTRUSION ANALYSIS

The Diamond Model for Intrusion Analysis is our fundamental threat intelligence methodology.

- ✔ **Correct Use:** Diamond Model for Intrusion Analysis, the Diamond Model
- ⊘ **Incorrect Use:** DMIA, the Diamond, Diamonds Model, Diamond Methodology, Diamond Model for Threat Detection, or any derivation other than above.

THREATCONNECT ACRONYM USAGE

The specific acronym TCIRT is to be used only for internal communications to protect the identity of our team. Outside the company, refer to the team on a broader, general level.

- ✔ **Correct Use:** The ThreatConnect intelligence research team, our intelligence research team
- ⊘ **Incorrect Use:** TCIRT

THREATCONNECT™

PHOTOGRAPHIC STYLE

TEXTURES, PATTERNS, AND PHOTOGRAPHY

The ThreatConnect brand is not particularly photo driven. The photography that we use is abstract and conceptual. We use photography to illustrate the concept of “chaos,” represented by vast stretches of outer space and complex geometric patterns. Our graphics style is driven by custom icon illustration, to which the photographs serve as subtle background elements. We use additional high-quality photography of computers, tablets, and smartphones where needed. We use geometric background patterns throughout to communicate the message of “deriving order” from the “chaos” of the outside world.

THREATCONNECT™

COLLATERAL

THREATCONNECT MARKETING MATERIALS

The following includes examples of ThreatConnect marketing materials. We use templates for these items to ensure consistency when new items are created. Contact the marketing team to locate the template you need for your next project.

BASIC LETTERHEAD

The basic letterhead should be used for all day-to-day correspondence, creation of new Word documents, and marketing materials that use minimal graphics.

Notes:

Do not send Word documents to individuals outside of ThreatConnect. The same holds true for Google® Docs, unless you are using the Google Doc as a collaboration tool with a partner or client.

Save your Word document as a PDF file and then send it. To produce borderless PDF files, please take the following steps in Microsoft® Word:

IN THE WORD FILE, GO TO PAGE SETUP:

- Settings: Choose Page Attributes.
- Format: Choose Any Printer.
- Paper Size: Click here and then click on Manage Custom Sizes.
- Click + to add new size. Name it PDF borderless.
- Click in the paper size boxes to set the dimension to 8.5” x 11”.
- Make sure Non-Printable Area states User Defined, and change margins in boxes to “0”.
- Click OK.

GO TO PRINT MENU:

- Printer: Choose Any.
- Presets: Choose Standard.
- Click on PDF, and choose Save as PDF.
- Choose file name and save location.
- Click Save.

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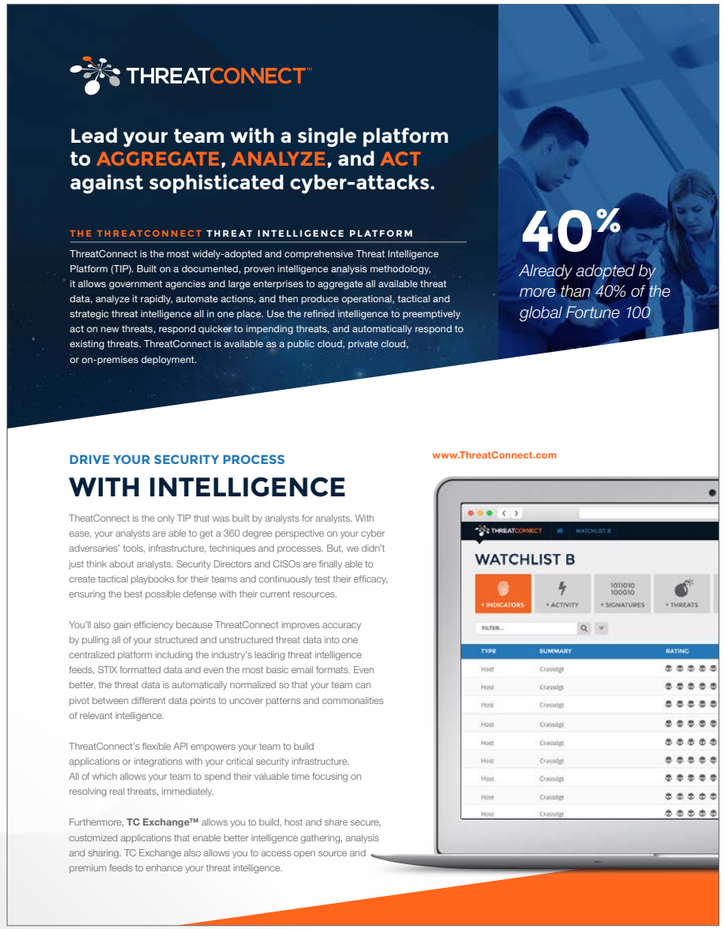
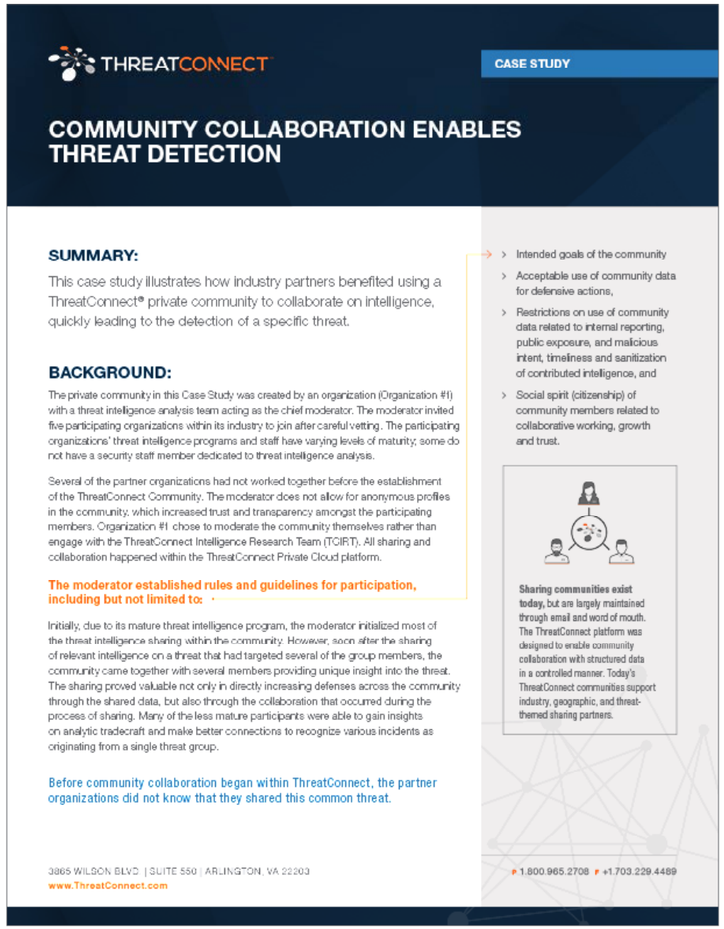
BUSINESS CARDS

ThreatConnect business cards include employee's name and title. We allow flexibility as to which social handles and contact numbers are included, based on the employee's position and job requirements.

WHITE PAPERS AND CASE STUDIES

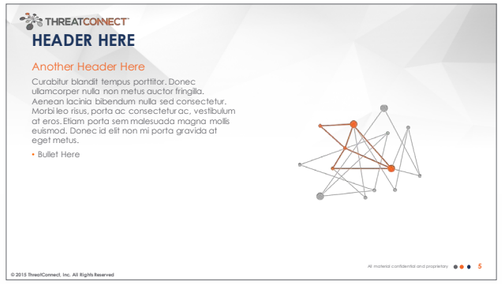
We have developed and continue to produce numerous white papers and case studies that demonstrate our expertise. While the design of each will vary by content, general attributes of logo use, photography and graphics, colors, etc., should always follow the brand guidelines herein.

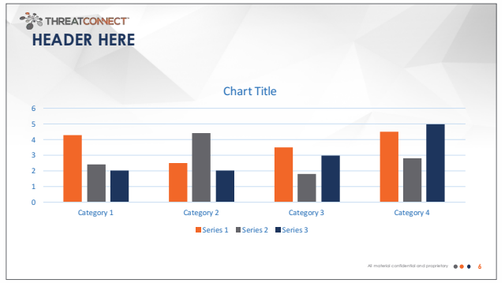


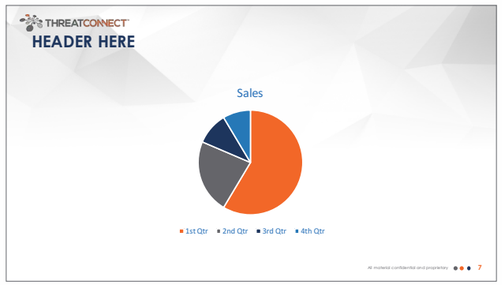


POWERPOINT® AND GOOGLE SLIDES

The ThreatConnect PowerPoint and Google Slides template is intended for day-to-day use. All company internal presentations, sales pitch decks, and external presentations must use these standard templates.







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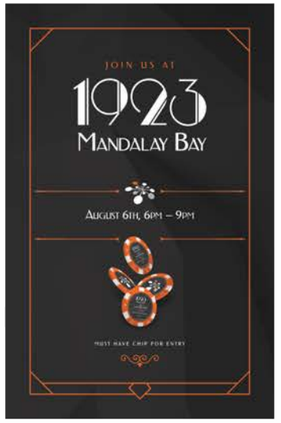
DIGITAL ADS

ThreatConnect runs numerous advertising and lead generation (gen) campaigns across relevant publications and the Google Display Network. Advertising creative and messaging must adhere to the visual and tone-of-voice guidelines contained herein.

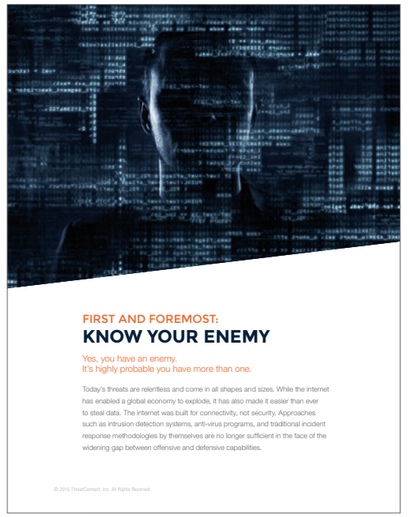
BLACK HAT® 2015

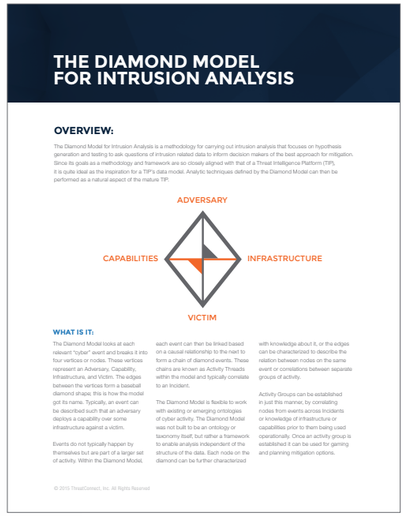
Special events call for special collateral. The following examples demonstrate how ThreatConnect's brand can be carried across unique concepts while still exhibiting the necessary consistency.



TIP EBOOK

Our Threat Intelligence Platforms eBook is one of the central collateral pieces in our lead gen efforts and should be reproduced only in the final, approved format. Any future documents of this type should demonstrate a similar look and feel.





THREATCONNECT™

GRAPHICS STYLE

ILLUSTRATING THREAT INTELLIGENCE

At ThreatConnect, we strive to communicate the details of our value proposition using the clearest possible terms. Sometimes, clarity is easier seen than read. This is why we have developed a suite of graphic icons and a distinct illustration style. Graphics and icons make it easier for our audience to understand the details and benefits of the ThreatConnect platform. We have created target-audience personas embodied in the caricatures of the Analyst, Director, CISO, CEO, and others. These icons, along with the variety of detail icons that represent attributes of the ThreatConnect platform, form our graphics suite.

Graphics Attributes

- Two or three-color palette
- Simple, clean lines
- Single concept per icon
- Avoid including typeface
- Vector format

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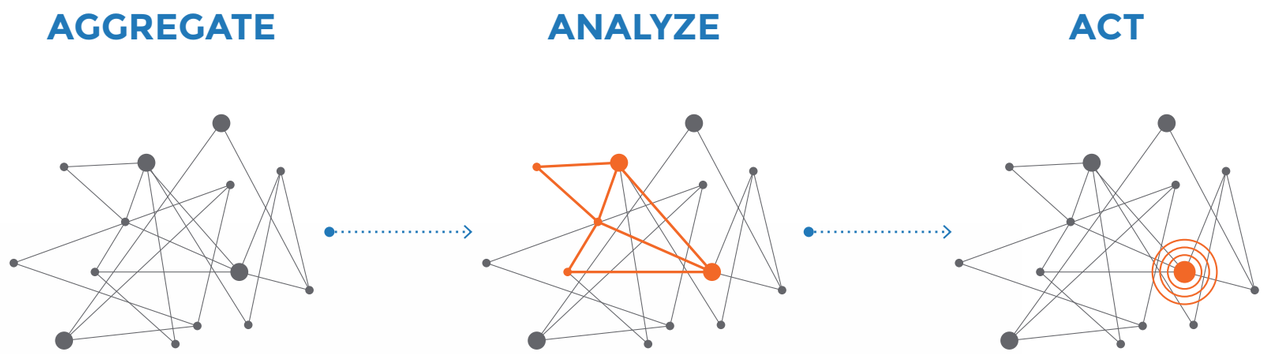
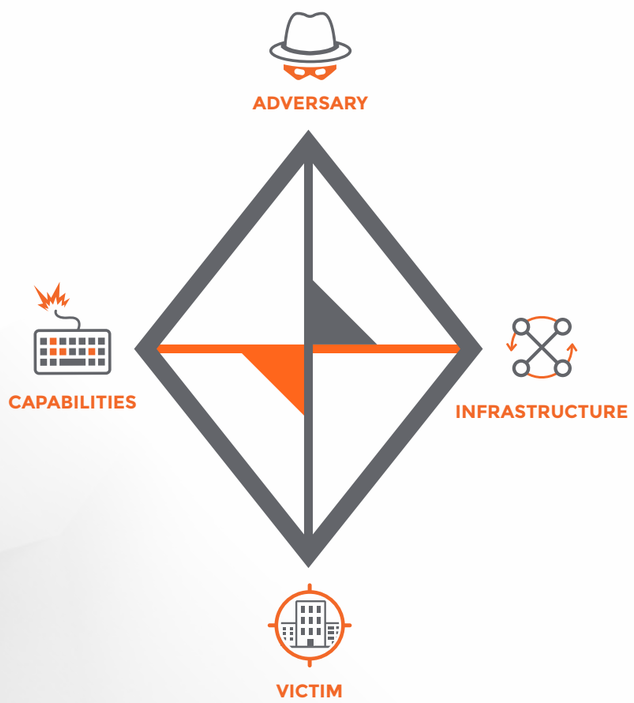
INFOGRAPHICS

Infographics are central to how we communicate the complexities of our platform. ThreatConnect has, and will continue to create, numerous infographics to illustrate aspects of our technology. Infographics should feature two- or three-color palettes, clean lines, simplicity in design, and the ability to work in both full color and grayscale, as needed.



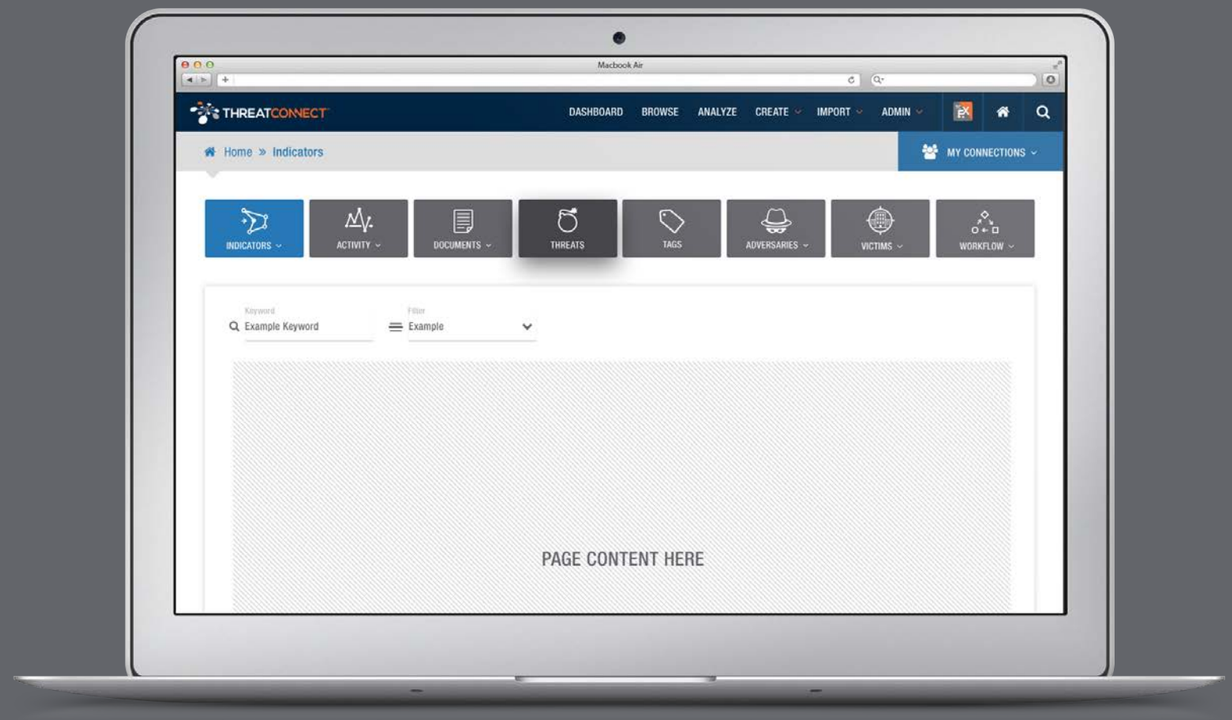


MINI INFOGRAPHIC SUITE

The ThreatConnect icon suite includes nearly 100 unique icons to represent elements of our platform, our users, the benefits of our service, and the threats we detect. All future icons should be created as simple two- or three-color designs with the ability to translate to grayscale, as needed.

APPLICATION ICON SUITE

The ThreatConnect icon suite includes nearly 100 unique icons to represent elements of our platform, our users, the benefits of our service, and the threats we detect. All future icons should be created as simple two- or three-color designs with the ability to translate to grayscale, as needed.



CONTACT

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