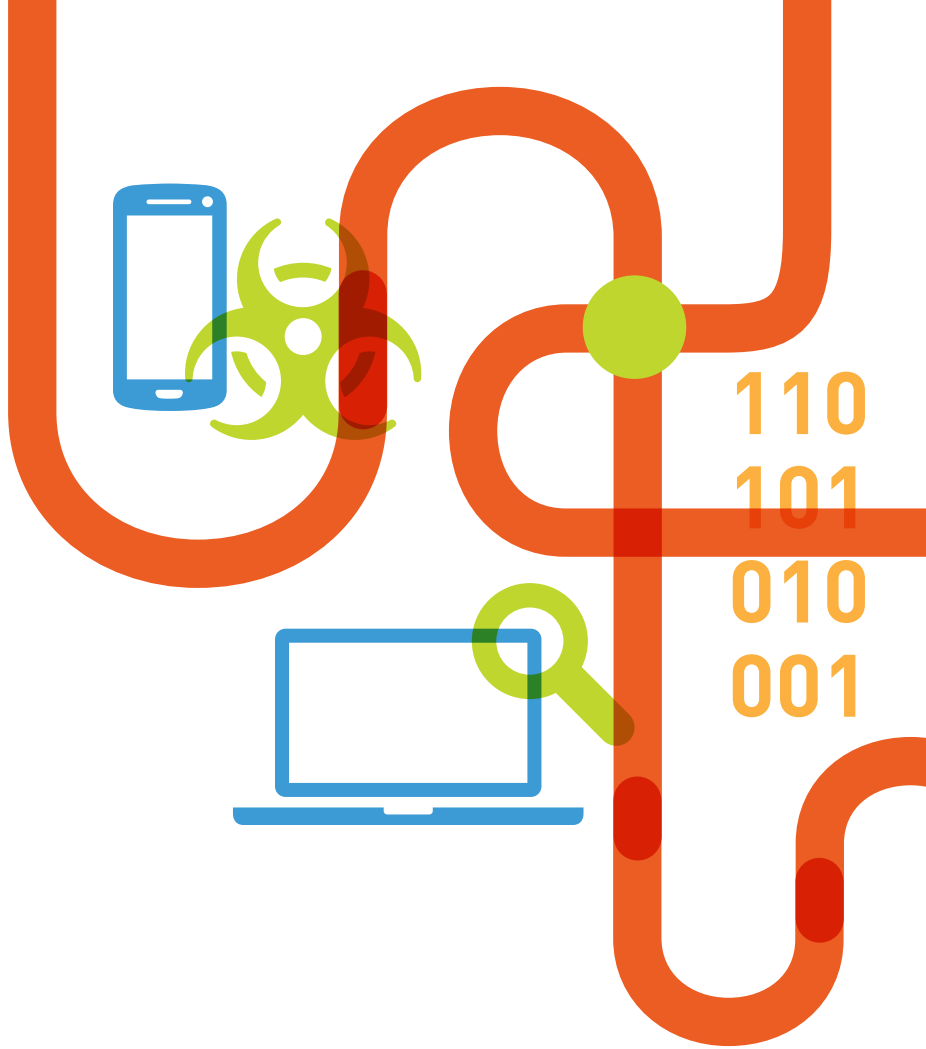
RAPID7



Rapid7 Style Guide

Ver.1 Updated 5.28.14

Welcome.

This is our guide to the basic elements which make up the Rapid7 brand. Use this guide to maintain brand consistency throughout all brand materials. Take a look, it will help you get to know us a little better.

Typography is used to express our brand voice in print and digital communication materials. Consistent usage of type will help reinforce our brand message.

It is important to use DIN whenever possible, but see the following page for an acceptable substitute when DIN is not available.

PRIMARY TYPEFACE

DIN Light

AaBbCc0123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE

DIN Bold

AaBbCc0123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

It is important to use DIN whenever possible. But for on-screen applications and electronic documents such as email and powerpoint, Arial can be used as a substitute when DIN is unavailable. Arial can also be used to compose a letterhead.

SUBSTITUTE PRIMARY TYPEFACE

Arial Regular

AaBbCc0123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SUBSTITUTE SECONDARY TYPEFACE

Arial Bold

AaBbCc0123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR

Color is an essential component of the any graphic identity system. The brand has two designated brand colors, These colors are used to build brand recognition. Be sure to use these colors generously thought out all communication materials.

Colors can be used in a wide range of visuals including text, backgrounds, color fields, buttons, and supergraphics.

PRIMARY COLORS

PMS 166C
C: 3 M: 80 Y: 100 K: 1
R: 234 G: 87 B: 9

PMS
C: 0 M: 31 Y: 100 K: 0
R: 253 G: 183 B: 20

SECONDARY COLORS

PMS
C: 30 M: 0 Y: 100 K: 3
R: 191 G: 215 B: 48

PMS
C: 83 M: 26 Y: 100 K: 12
R: 45 G: 130 B: 63

PMS
C: 70 M: 27 Y: 0 K: 0
R: 64 G: 153 B: 212

PMS
C: 30 M: 2 Y: 0 K: 0
R: 172 G: 219 B: 246

PMS
C: 30 M: 100 Y: 0 K: 0
R: 180 G: 30 B: 142

PMS
C: 30 M: 100 Y: 0 K: 50
R: 108 G: 0 B: 83

TERTIARY COLORS

PMS Neutral Black
C: 30 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

PMS 425C
C: 30 M: 0 Y: 0 K: 30
R: 88 G: 89 B: 91

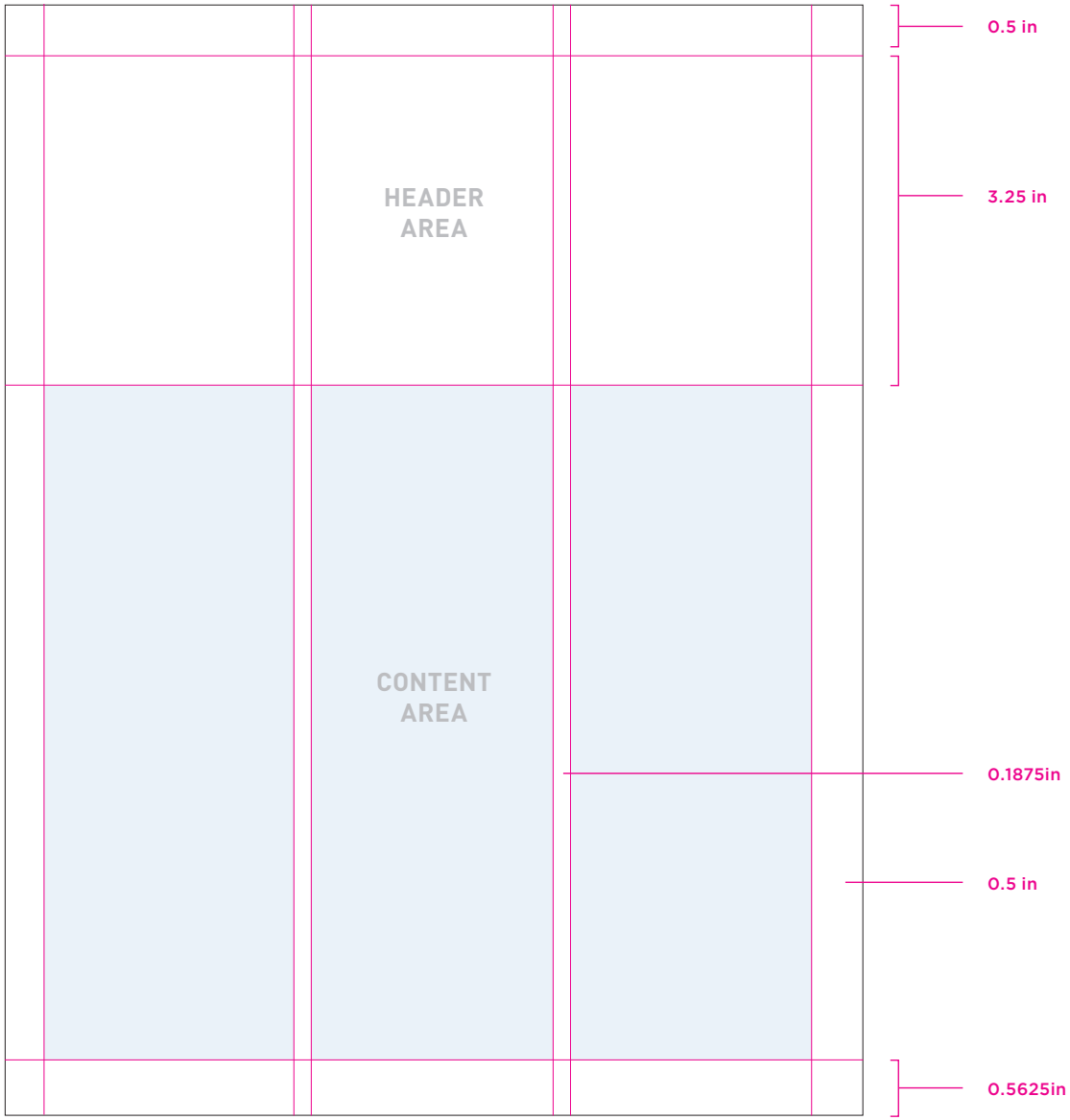
PMS Cool Gray 4C
C: 0 M: 0 Y: 0 K: 30
R: 188 G: 190 B: 192

SAMPLE GRID

Communications are based upon a simple, easy to use grid that helps organize content and creates consistent, effective communications.

The page is divided into three columns. The generous header area at the top of the page allows room for headlines and/or brand imagery/ icons. Content can span these columns.

The bottom portion should be reserved for longer copy and content. For case studies and product briefs, body copy should cover two of the columns, leaving one column for call outs and infographics.



ICON SYSTEM

We're active, engaged and fun. Our icon system should reflect that. Generally, icons fit into four categories; devices & users, tools/ technology, analytics, and modifiers. Each category is represented by a different color in our color pallet. So, when combined, they tell a cohesive Rapid7 story.

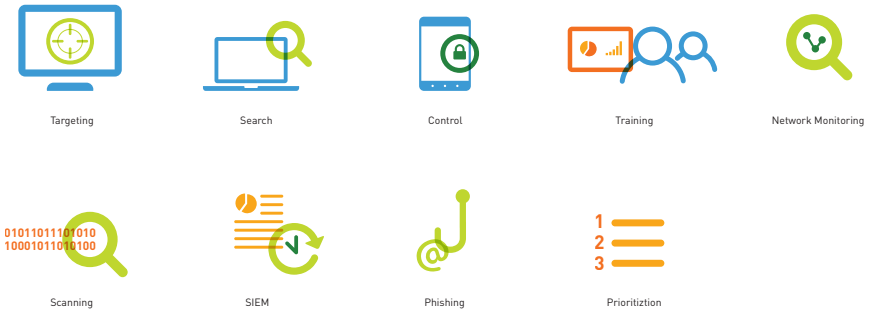
DEVICES & USERS

TOOLS/TECHNOLOGY

ANALYTICS

MODIFIERS

EVENTS/ACTIONS



Page heads are commonly short and to the point. As a general rule of thumb, try not to exceed 3 lines. Page heads should be the most prominent message in the layout and should occupy the header area of the grid.

01_PageHead2. DIN Light, 40/42 pt.

01_PageHead1. DIN Bold, 58/60 pt.

01_PageHead3. DIN Regular, 28/30 pt.

01_PageHead4

Intros and body copy make up the bulk of the content on a page. Mix and match styles to tell your story, making sure that these elements do not compete with or take precedence over the main message being conveyed in the page head. Please note all of this content generally lies with in the 3-column/content portion of the grid.

02_IntroLarge. DIN regular, 32/40 pt. Lorem ipsum dolor sit amet

02_IntroSmall. DIN regular, 16/20 pt. 80% Black. Lorem ipsum dolor sit amet consectetur dolores.

03_BodyHead1. DIN Bold 14/16 pt. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod magna.

03_Body. DIN Regular, 10/12pt. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

03_BODYHIGHLIGHT. DIN REGULAR 16/22 PT. ALL CAPS.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam. Legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam

03_BodyHead. DIN Bold 13/15 pt.

Sunt dolorerio dolupta tusapitate coruptiam inulparuptam fugitas arcipsu sandit que modi solorep rernam, aut qui il mo evendam sanduntem untiam

03_InlineCallout. DIN Bold, 10/12 pt. However, with Nexpose we quickly learned that vulnerabilities can be the biggest risk and weakness in most corporations, and that it's the places that aren't as well-guarded that get overlooked and become a gateway into even the most secure systems.

- 03_BodyBullets. Anteposuerit litterarum formas humanitatis per seacula quarta
- Modem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

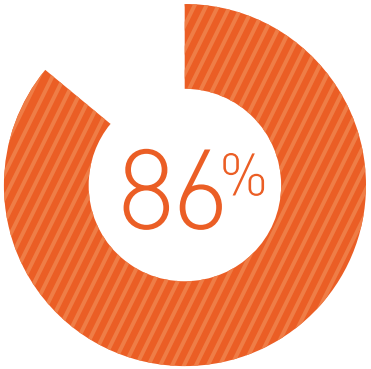
BodyCopyBold - Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

BodyCopyBold- in hendrerit in vulputate velit esse molestie nulla facilisis at vero eros et accumsan et

The leftmost column of the grid can be used to call attention to specific content and message points. Use this area for quotes, infographics and/or important copy points. Try not to overwhelm the area with more than 1 element at a time (ie. Do not use a large quote and sidebar box on the same page).

05_SidebarCo-pyLarge. DIN regular 16/22 pt.

—06_Quote Attribution, Quote attribution title



04_Caption. Lorem ipsum dolor siet amet consectetur dolores.

05_SIDEBARTITLE. DIN BOLD 12/16 PT.

05_SidebarCopy. DIN Light 11/16 pt., 80% Black.

- 05_SidebarBullet. DIN Light 11/16 pt.
- 05_SidebarBullet. DIN Light 11/16 pt.
- 05_SidebarBullet. DIN Light 11/16 pt.

TEMPLATES

A variety of page templates can be imported from this style document into new documents to assist in layout of content.

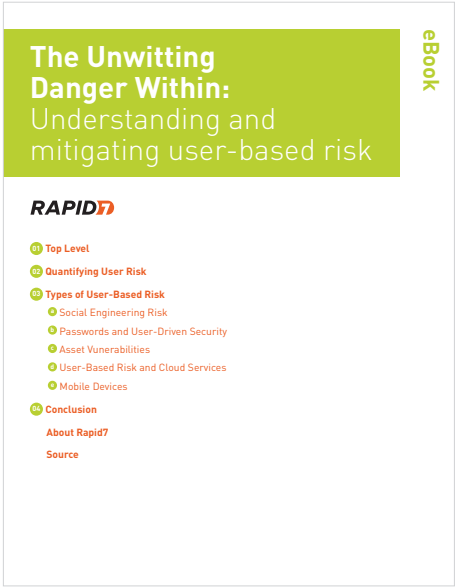
B-Cover_wSidebar

C-Content_wSidebar

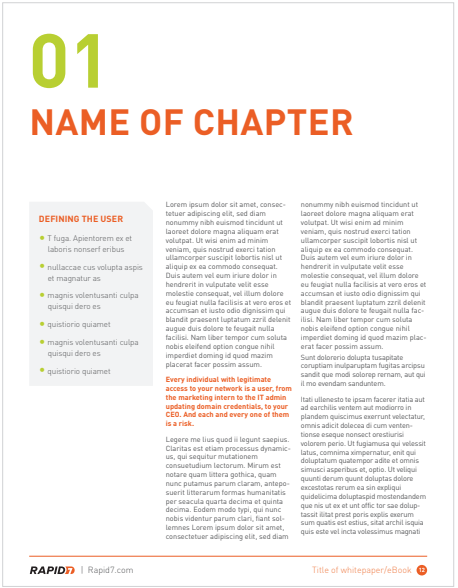
D-Content_wPagehead

eBOOK SPECIFIC TEMPLATES

A variety of page templates can be imported from this style document into new documents to assist in layout of content.



E-eBook_Cover



F-eBook_wSidebar

G-eBookChapter

H-eBook_Content_LgImage

I-eBook_Content_Infographic

J-eBook_Content_wSidebar

nexpose®

Nexpose Enterprise—night vision for your network

Product Brief

Rapid7 Nexpose® Enterprise is a security risk intelligence solution that proactively supports the entire vulnerability management lifecycle, including discovery, detection, verification, risk classification, impact analysis, reporting and mitigation. Designed for organizations with large networks and virtualized infrastructure deployments, which require the highest levels of scalability, performance, customization and deployment flexibility, Nexpose Enterprise Edition helps organizations improve risk posture.

39K

107K

Get enterprise-class protection with up-to-date scans for over 39,000 vunerabilities and 107,000 checks across your network

Take a holistic approach to vulnerability management

Nexpose drives the collection of security risk intelligence to give you the insight you need to make more effective security decisions for your business.

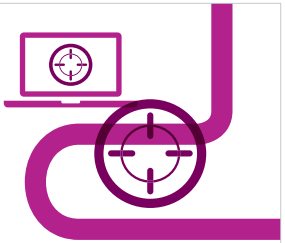
Scan 100% of your IT infrastructure
Scan databases, applications, web applications, network devices across both physical and virtual environments over IPv4 and IPv6 networks to ensure you know about all of your vulnerabilities.

Accurately understand your real risk exposure
Utilize continuous discovery of physical and virtual assets along with integrated information on Malware and Exploit exposure, Nexpose provides insight into your most significant risks.

Prioritize vulnerabilities quickly and accurately
Scans can uncover thousands of vulnerabilities; with Rapid7 Real RiskTM and 145 vulnerability filters, Nexpose effectively prioritizes your remediation efforts.

Verify vulnerabilities are exploitable
With integration with Metasploit, your security teams can automatically verify that vulnerabilities are exploitable, allowing you to prioritize assets and vulnerabilities that are proven to be exploitable.

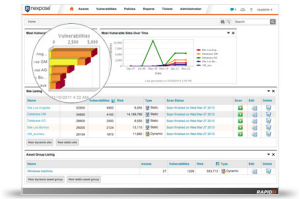
B-Cover_wSidebar



nexpose®

"We reduced risk by more than 98%. That's particularly impressive when you consider that we brought on five new hospitals in that timeframe."

—Scott Erven, Manager, Information Security Essentia Health



Proven in enterprise deployments, Nexpose Enterprise Edition delivers these core capabilities:

Unrivaled breadth of unified vulnerability scanning – Scans for over 39,000 vulnerabilities with more than 107,000 vulnerability checks in networks, operating systems, applications, web applications and databases across a wide range of platforms.

Ongoing vulnerability updates – Automatically provides vulnerability updates without user intervention. Delivers immediate Microsoft Patch Tuesday vulnerability updates within 24 hours to stay current with the changing threat landscape.

Rapid7 Real RiskTM – Provides clear insight into the real risk of each unique environment by incorporating information on Exploit Exposure, Malware Exposure, and temporal risk scores as well as CVSS v2 scores.

Comprehensive compliance and policy checks – Determine if your systems comply with corporate or regulatory policies such as PCI, HIPAA, NERC, or FISMA.

Strong security configuration assessment – Centrally manage and modify your policies and easily detect insecure configurations in your environment. View policy dashboards and report compliance against regulations and auditing guidance such as FDCC, USGCB, and CIS benchmarks.

Distribute step-by-step remediation plans Easily create and automatically distribute short, actionable, step-by-step remediation plans, which allows the IT team to focus on reducing risk important to your organization.

Continuous discovery of virtualized assets – Native integration with VMware Center enables Nexpose to deliver real-time visibility of all virtual assets and insight into the threat exposure of those assets.

Create and manage dynamic groups – Administrators can group assets according to customized risk strategies or other criteria to track and streamline remediation efforts.

Robust predefined and customizable reports and dashboards – Leverage dozens of out-of-the box reports and view executive dashboards to obtain instant insight into your security posture. Create additional reports on the fly or include from community report template library.

C-Content_wSidebar

Enhancing PCI compliance and overall network security for Bob's Stores

Success Story

Industry: Retail
Website: bobstores.com

CHALLENGE:

When a host of new PCI DSS requirements came in to place, Bob's Stores needed to make sure they could meet these compliance standards efficiently and with confidence.

SOLUTION:

Rapid7 Nexpose provided vulnerability assessment scanning and monitoring capabilities that met the required PCI data security standards, while also providing sound vulnerability management practices as part of a comprehensive security program.

About Bob's Stores

In 2008, Bob's Stores was looking to broaden its security tools in order to meet new PCI compliance standards. Specifically, with requirement 11 of the PCI DSS in mind, which called for regular tests of security systems and processes through internal and external scans, Bob's IT department began researching how other vulnerability management vendors could help Bob's meet these standards and protect customer data.

Nick Sorgio, Assistant Vice President, technology manager at Bob's who is responsible for information security and oversees a cross-functional team IT team that handles the entire technology infrastructure, describes the situation they faced in 2007. "With the new PCI requirements, especially for scanning, there was a lot of pressure on retailers to quickly meet compliance standards. At that time, we had no vulnerability management system in place that would help with those mandates and determining a vulnerability management tool that would easily help us get there became a top business priority."

Challenge: PCI DSS Compliance

To address this crucial compliance need, Bob's completed a full assessment of every vulnerability management vendor in the market – ultimately leading the Company to Rapid7. During the evaluation process, Bob's was immediately impressed by Rapid7's ability to identify vulnerabilities across networks, operating systems, databases, Web applications and a wide-range of system platforms. To meet Bob's specific PCI needs, Rapid7 Nexpose provided vulnerability assessment scanning and monitoring capabilities that met the required PCI data security standards, while also providing sound vulnerability management practices as part of a comprehensive security program. In addition, Nexpose delivered audience-based PCI reporting, including PCI audit reports with detailed step-by-step instructions for vulnerability remediation and automated compliance.

"We took a look at every possible vulnerability management company out there, and Rapid7 was by far above-and-beyond the others," said Sorgio. "Rapid7 truly looks at everything, and that completeness was something we didn't see anywhere else. Thismade it an easy decision for our IT team."

C-Content_wSidebar

"We took a look at every possible vulnerability management company out there, and Rapid7 was by far above-and-beyond the others."

—Nick Sorgio, Assistant Vice President, Bob's Stores

Solution: Time-Saving Scanning Automation

Working with Nexpose, the IT team at Bob's quickly realized its endless potential. Like many companies today, Bob's IT department doesn't have the endless budget or staff necessary to manage an infrastructure in an easy, cost-effective and secure fashion; however, Nexpose easily fit into a timesaving process that required little change or additional employee resources. This saved Sorgio countless hours of having to run various tools on individual devices and, instead, allowed him to scan and view all of the servers at once.

"NEXPOSE JUST MAKES OUR LIVES EASIER."

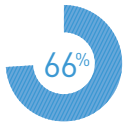
"Nexpose just made our lives easier," recalled Sorgio. "It was incredibly easy to set up the system and get started scanning across the board. The automated scans and detailed reporting features are great and better than anything else we have seen, especially for compliance. We thought we had a good handle on our patch management, but the second we started with Nexpose and receiving scan results, we were actually surprised to see how much more detailed and helpful Nexpose results were. Without that type of in-depth knowledge, the majority of companies are unable to truly see where they actually stand in their security management."

In addition to relying on Nexpose for vulnerability scanning, Bob's IT department turns to Rapid7 as its PCI partner. Rapid7 experts are always on hand to help the IT team understand the PCI requirements and provide analysis of the results. "Our questions are always about taking a deeper dive into understanding the vulnerabilities that Nexpose finds; never about the usability of the product," Sorgio said. "For example, the PCI Council requires scan vendors to address vulnerabilities in a particular way, determining both vulnerable and potentially vulnerable risks, and this can be difficult to understand sometimes. Rapid7 has almost become our PCI partner, taking the time to work with us and prioritize our compliance risks."

Future

Once Bob's got started using Nexpose and Rapid7 experts as a strategy for compliance, the team quickly realized the value that comprehensive vulnerability management can bring beyond the original PCI requirements. "In the retail world, people automatically protect the things that are of the most value, such as customer cardholder data," said Sorgio. "However, with Nexpose we quickly learned that vulnerabilities can be the biggest risk and weakness in most corporations, and that it's the places that aren't as well-guarded that get overlooked and become a gateway into even the most secure systems." As a result, Bob's recently just implemented enough IP addresses to scan their entire environment soup to nuts – a 50% increase in the Nexpose licenses that they previously used. Bob's also began using Metasploit, the open

86% of security professionals claim incident detection is too lengthy



66% of all breaches remain undiscovered for 6 months+

D-Content_wPagehead