NEXUM®
AT NEXUM, WE MEAN SECURITY®

BRAND
GUIDELINES

CONTENTS

INTRODUCTION

Nexum's Brand Guidelines describe the strategic elements used to identify the Nexum brand and guidelines for appropriate use. Strict adherence to these guidelines is essential to create consistency within our company's messaging, build a strong bond with our customers, and differentiate us from our competitors. The goal is for our audiences to recognize who we are and what we do through the pride we take in the professionalism and uniqueness of Nexum's brand.

COMPANY MOTTO

Do what's right for the customer, and success will follow.

COMPANY TAGLINE

At Nexum, We Mean Security®

Questions? Contact marketing@nexuminc.com

NEXUM LOGO

At Nexum, *We Mean Security®*. Our name – Nexum – is our word to you, a bond to our customers: Latin for the arrangement by which one pledged one's very liberty as security. Nexum stands for our unwavering commitment to our customers to ensure their security. Founded in 2002, our core value is "Do what's right for the customer and success will follow." As a service-disabled, veteran-owned business, our company mission continues to remain "fixed, determined, inviolable"[1]: it is to defend and protect our customers from cyber threats of any origin.

**The symmetry in the logo shows that every circle is equally as important and interconnected as the others.**

1. MacArthur, Douglas. "Sylvanus Thayer Award Acceptance Address." Speech, West Point, NY, May 12, 1962.
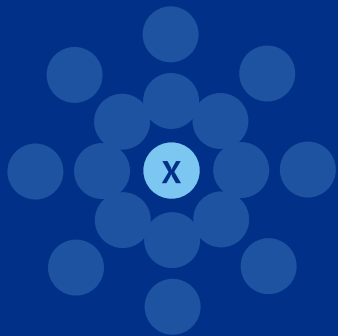
THE CORE OF A CUSTOMER'S BUSINESS

The "X" in the middle of the logo and of "NEXUM" represents the core of a customer's business. This core is a company's data, but the nature of today's data means we also protect a company's reputation, their customers' trust, and assets (both fiscal and intellectual). We know organizations rely on the integrity and privacy of that data combined with maximal uptime, as well as compliance with required standards; that's what inspires our mission.
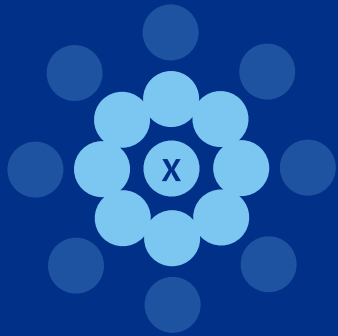
AN IMPERMEABLE DEFENSE

The inner ring represents Nexum's protection of the core and an impermeable defense. Protecting that core means taking a holistic view of a customer's network by providing vetted and industry-leading products, knowledge transfer and education, 24x7 manufacturer-authorized product support, security and network management and monitoring, and professional services. The depth of industry insight and understanding of business needs, combined with our dedication to customer service, results in a tailored solution that works in each unique environment.
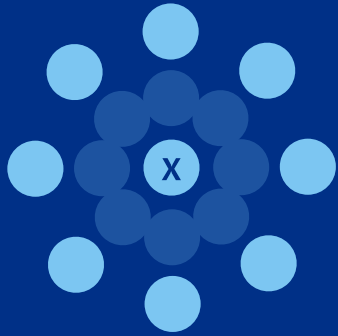
THREATS AND ATTACKS

The outer circles represent the various threats and attacks that potentially compromise a client's business. The efforts and methods of bad actors are omnipresent and ever changing, requiring a high level of technical prowess to thwart: a leveraging of knowledge and a spirit of collaboration to predict, adapt to, and/or mitigate the constantly shifting threat environment.

APPROVED LOGO USE
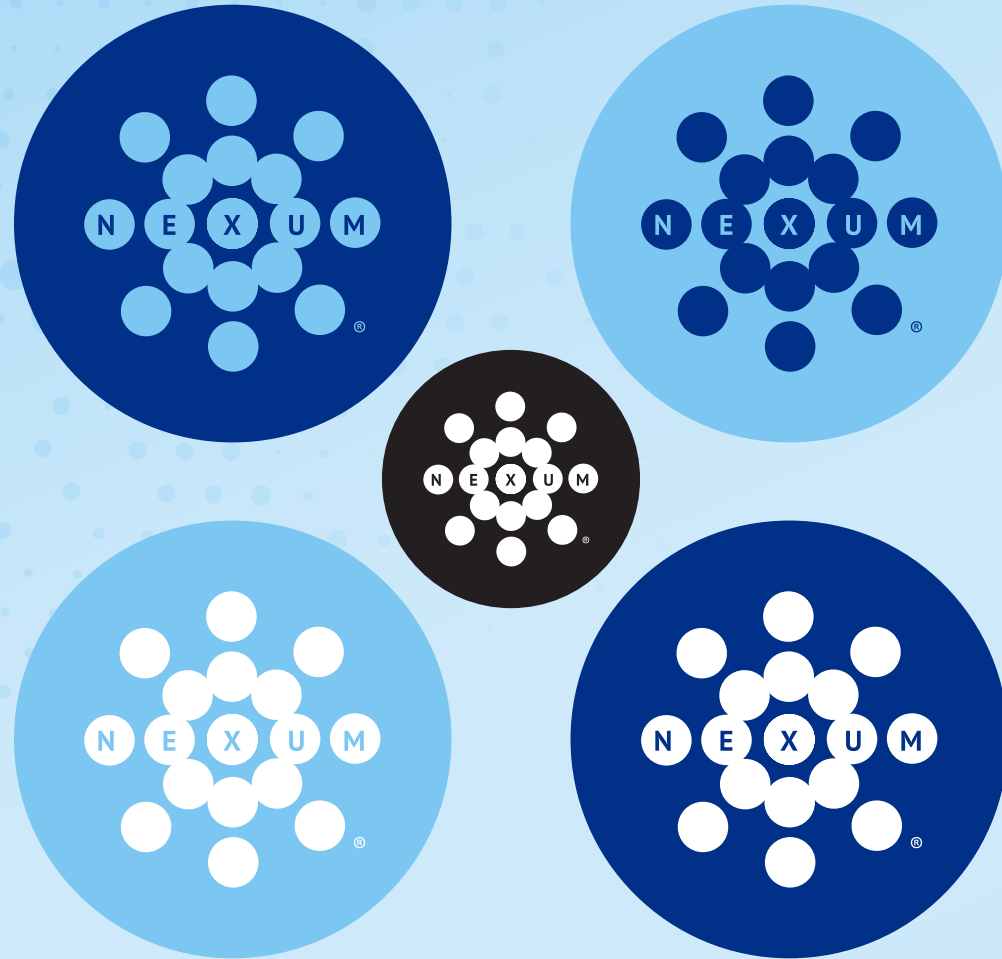
Preferred File Formats

JPG   For print & web use, variable resolutions

PNG   For web-use and transparent backgrounds, variable resolutions

EPS   Vector file that can be enlarged as needed

CMYK files should be used for printing.
RBG files should be used for the web.

THE LOGO SHOULD BE USED ACCORDING TO THESE GUIDELINES ONLY:

- **Color, fill, transparency, shape,** or **border** of the logo may not be altered in any way from the original file format sent from Nexum Marketing

- **Registered trademark symbol** is always required and may not be altered in any way

- Do not use the logo with **complex backgrounds** or patterns that limit readability

- Legacy, tinted, stretched, stylized, animated, hand-drawn, or **other versions of the logo** are not permitted

- **Minimum logo size** for print is 0.5" or 37 px (logo size is measured as the diameter of the circle)

- **Minimum logo size** for digital media is 0.3" or 22 px

- Logo should be surrounded by a minimum of **.5" of blank space** or 37 px on all sides

INCORRECT LOGO USE

Do not stretch or skew the logo.

Do not cut off the edges of the logo.

Do not change the transparency of the logo.

Do not change the color of the logo.

FIRST*DEFENSE® LOGO

Nexum's first*defense is the brand name of our Managed Security Services. Nexum is a SOC 2 Type 2-compliant Managed Security Services Provider (MSSP) with a range of services to help you defend your network efficiently and effectively.

Nexum's first*defense name is a registered trademark of Nexum, Inc. Our logo is a representation of that trademark. Therefore, our logo is approved for use by our partners, event hosts, and customers only in conformity with our trademark guidelines. Please give these entities our external trademark guideline document instead of this Nexum-only document.

first defense ®

The logo should be used according to these guidelines only:

- **Color, fill, transparency, shape,** or **border** of the logo may not be altered in any way from the original file format sent from Nexum Marketing

- **Registered trademark symbol** is always required and may not be altered in any way

- Do not use the logo with **complex backgrounds** or patterns that limit readability

- Legacy, tinted, stretched, stylized, animated, hand-drawn, or **other versions of the logo** are not permitted

- **Minimum logo size** for print is 0.5" or 37 px high

- **Minimum logo size** for digital media is 0.3" or 22 px high

- Logo should be surrounded by a minimum of **.5" of blank space** or 37 px on all sides

APPROVED LOGO USE

first defense ®

first defense ®

first defense ®

Preferred File Formats

JPG For print & web use, variable resolutions

PNG For web-use and transparent backgrounds, variable resolutions

EPS Vector file that can be enlarged as needed

CMYK files should be used for printing.
RBG files should be used for the web.

FIRST*DEFENSE WRITTEN

When writing out the registered trademark phrase first*defense, use the following guidelines:

- All lower case, italicized, with an asterisk in the middle

- ® superscript of the registered trademark symbol must be used in the first instance. It does not need to be used again after the first time (see Trade/Service Mark section).

- If italics are unavailable, regular case "first*defense" can be used

- If asterisks and italics are unavailable, the simple phrase "first defense" can be used; ideally it is set off in that case in bold, underline, or with a different font size

Approved Written Use
first*defense® for first use in a document or on a page, **first*defense** thereafter

Incorrect Written Use
First Defense, Firstdefense, FirstDefense, firstdefense, etc.

NEXUM MARKS

Old version of Nexum logo

Current version of Nexum logo after modernization (in use as of 2020)

WORD MARKS:

- Nexum®
- *first defense*® (generally presented as: *first*defense*®)
- We Mean Security®
- Night Vision™ (unregistered mark in commercial use)

Old version of Nexum *first*defense* logo

Nexum *first*defense* logo after modernization (in use as of 2022)

TYPOGRAPHY

Nexum's primary font choice is PT Sans. PT Sans Regular should be used as Nexum's primary font to create a consistent look and feel of the Nexum brand. PT Sans Narrow may be used as an accent font where applicable.

11pt is the preferred size for body text in both digital and print materials. Do not use any font smaller than 6pt.

Where this font family is unavailable or presents usability issues, Calibri or Tahoma may be used as substitutes.

PT Sans

Aa

At Nexum, We Mean Security®
PT SANS **REGULAR**

At Nexum, We Mean Security®
PT SANS **ITALIC**

At Nexum, We Mean Security®
PT SANS **BOLD**

At Nexum, We Mean Security®
PT SANS **BOLD ITALIC**

PT Sans Narrow

Aa

At Nexum, We Mean Security®
PT SANS NARROW **REGULAR**

At Nexum, We Mean Security®
PT SANS NARROW **BOLD**

COLORS

NEXUM BLUE

HEX
#003087

RGB
0 48 135

CMYK
100 91 17 6

PANTONE
PMS REFLEX BLUE C

NEXUM BLUE

MAYA BLUE

HEX
#7CC6F2

RGB
124 198 242

CMYK
46 7 0 0

PANTONE
PMS 298C

MAYA BLUE

ORANGE

HEX
#7C6B03

RGB
252 107 3

CMYK
0 72 100 0

GOLD

HEX
#FFA827

RGB
255 168 39

CMYK
0 39 94 0

DARK GRAY

HEX
#424242

RGB
66 66 66

CMYK
67 60 59 45

LIGHT GRAY

HEX
#F1F1F1

RGB
241 241 241

CMYK
4 3 3 0

VISUAL IDENTITY

TEMPLATES

Nexum's Marketing department is responsible for creating all design templates for company use by these brand guidelines. Templates should not be altered in ways that affect the logo, color, or font use unless prior approval has been received.

Examples of templates available for company use include:

- Letterhead
- Corporate Brochures
- PowerPoint Slides
- One-pagers
- Social Media Graphics

Requests for new materials must go through the Nexum Marketing department with the proper lead time needed for the project. Please put all internal requests in Salesforce under the Marketing Activities tab by submitting a New Marketing Activity.

If you have questions about this, please contact marketing@nexuminc.com.

PROMOTIONAL ITEMS

Branded promotional items will be purchased and distributed at the discretion of the Marketing department through the Chicago Headquarters location. New product requests are welcome, with at least 4-6 weeks of lead time for creation, ordering, shipment, and fulfillment, depending on the item.

EMAIL SIGNATURE

Company email signatures are standard for all Nexum employees with the consistent formatting below. No deviation from this format should be used without prior approval from the Marketing department.

HELEN LESSER   TITLE

helen@nexuminc.com

PHONE: 708-574-0086

nexuminc.com

VOICE & MESSAGING

In all communications in which you are representing Nexum, avoid references to:

• Religion or personal beliefs
• Politics
• Gender or sexual orientation
• Colloquial phrases
• Acronyms without definitions when first mentioned

VOICE CHART

VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T
Human	We are friendly yet professional	• Focus on positive solutions • Be inviting, warm and friendly • Keep answers short and understandable	• Use overly complicated concepts • Be robotic • Be too casual or unprofessional
Unique	We are a diverse, talented, and authentic group of people	• Highlight our people and our cooperative team culture • Our team is made up of the best of the best with diverse industry expertise	• Use slang or obscure examples • Use acronyms without explanation
Trustworthy	We aim to be your first resource because of our industry knowledge and willingness to help you	• Provide partner sources and facts • Be respectful • Be clear, honest, and direct	• Overpromise • Use marketing or industry jargon • Refuse to own up to mistakes
Supportive	We do what's best for the customer	• Put the customer's needs before your own • Listen first, then offer solutions • Admit you don't know the answer but then track down who does	• Placate or condescend • Focus on negatives • Use scare tactics • Be pushy or aggressive

Do what's right for the customer, and success will follow.