

Brand
Guidelines
2022

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/ Who we are

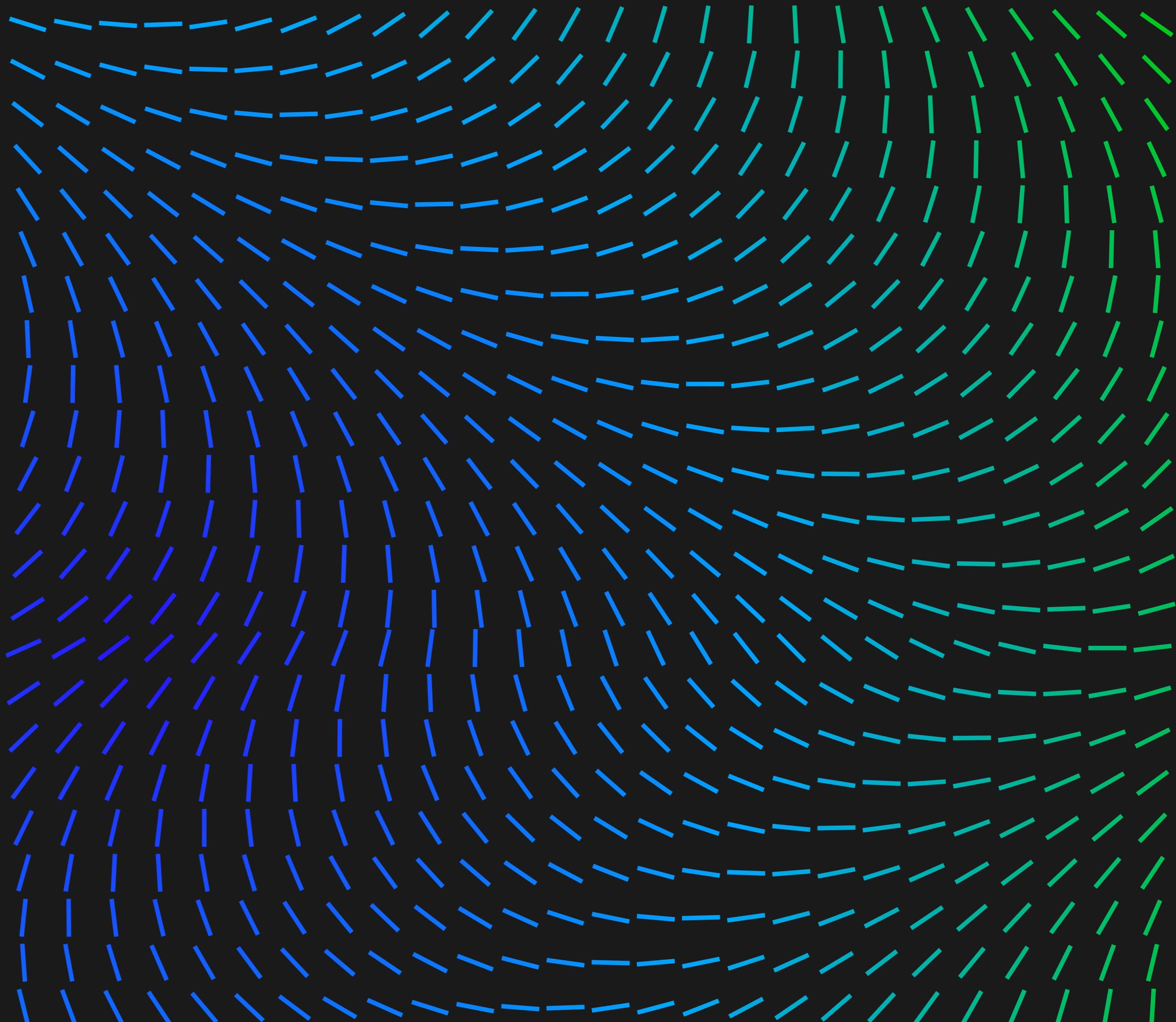
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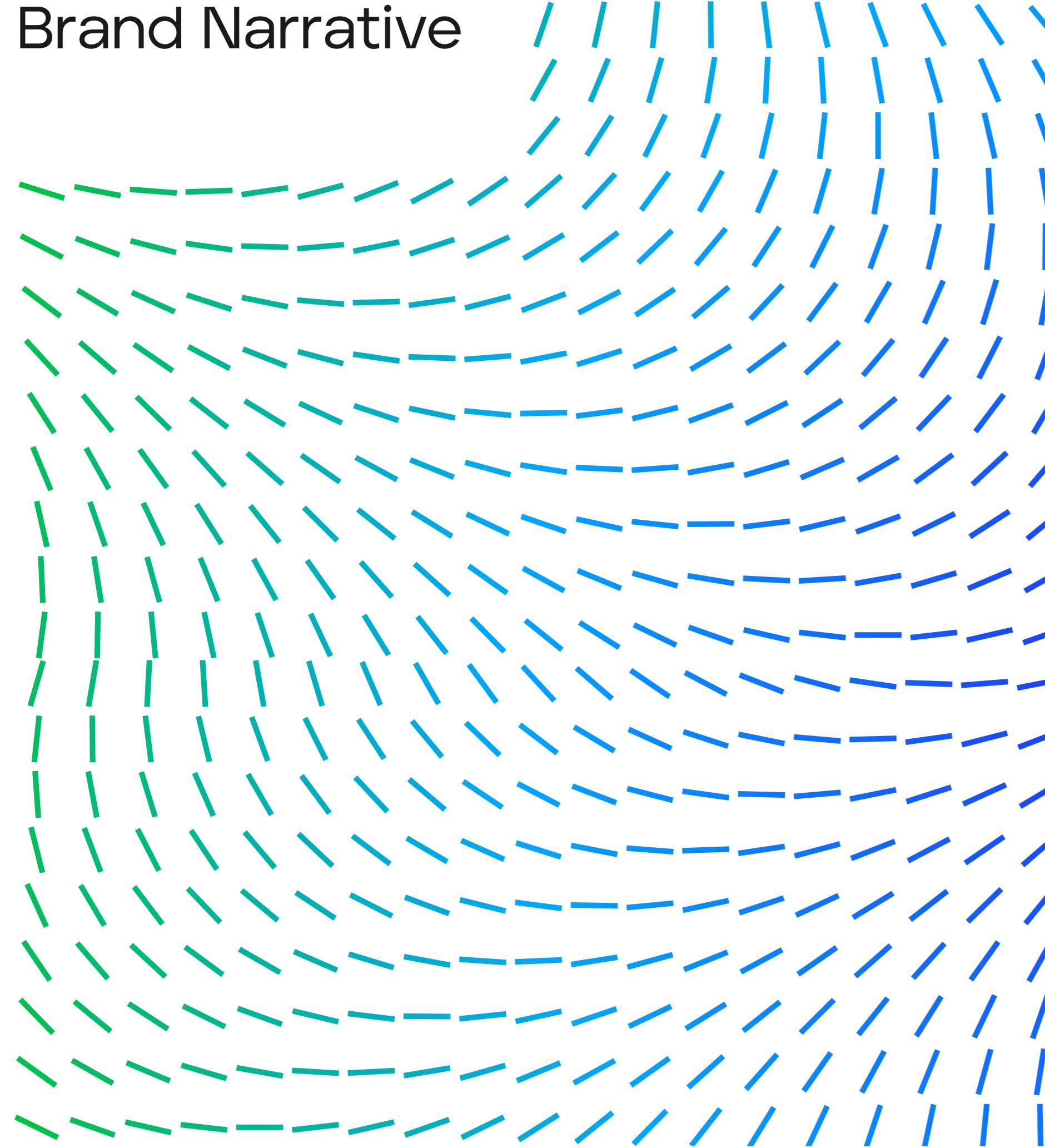


BRAND STRATEGY

/ Who we are



Brand Narrative



CONTEXT

You and your team hear a constant drumbeat of security alerts. Threats are ever arriving, evolving, sophisticated and ever more complex, like the organization you support: Remote teams. Multi-cloud applications. Agile supply chains. Digital Transformation.

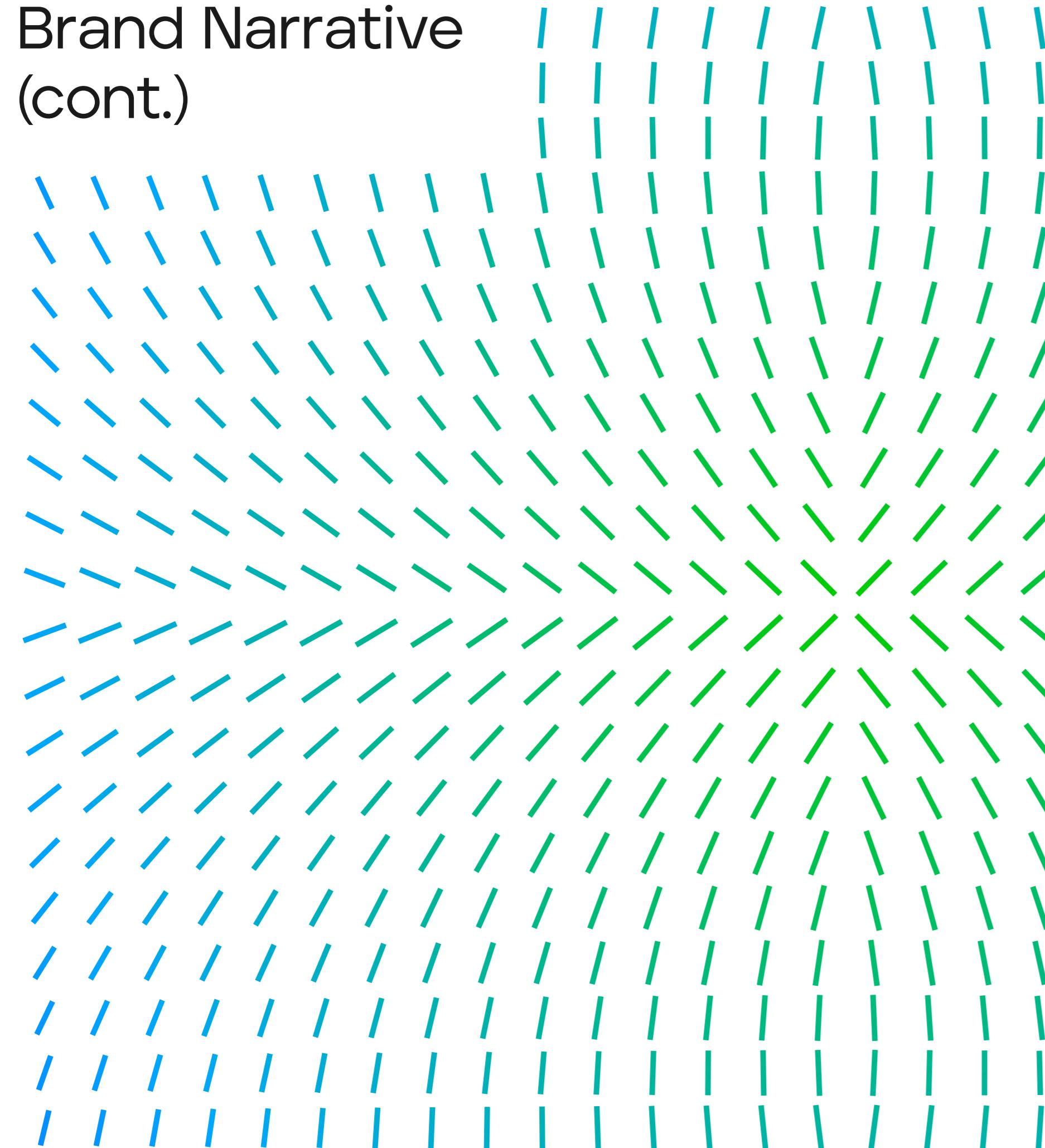
But what if instead of being overwhelming, every threat only made your security operations stronger? Made you even more prepared? Your team even more agile? Because you chose security's next evolution, a leap forward in XDR: You enabled advanced detection, response plus remediation at the same time.

Suddenly—you're a new kind of resilient. Your teams are free to focus instead of just react. Your organization is free to move on its ambitions Because gaining the upper hand against threats is second nature to your system.

That's the power of cybersecurity that's alive and embedded. That learns and adapts as fast as threat actors do—turning today's threats into tomorrow's advantage.

We're Trellix, the next evolution in XDR. And we bring your security to life.

Brand Narrative (cont.)



ESSENTIALS

It starts with our evolved XDR architecture that keeps learning, so you stay protected. Global threat monitoring prioritizes risks and proactively addresses vulnerabilities, while local vector telemetry surfaces insights from our end-to-end native footprint and from our vast open network of API partners. These inputs feed AI/ML analytics that detect and counteract threats before they can take hold.

PROMISE + ROLE

We help you adapt in several ways, so you stay agile with an automated orchestration playbook that responds to active threats and a dynamic recalibration of prevention policies – at scale across endpoints, infrastructure, clouds, plus collaboration, users, and data.

Just as our experts work as an extension of your team, providing the latest insights from the outside-in, you can embed security as code with our DevOps tools for enterprise app protection from the inside out.

It's the next chapter in a story of security that started years ago with prevention, detection and response, and now, with Trellix, integrates all three and adds in remediation.

It's a next-generation security approach that's woven into your operations. That's designed to build resilience and confidence that just keeps growing.

We're creating a resilient digital world that enables trust and success for all.

We are Trellix, your new security DNA.

Brand Context & Promise



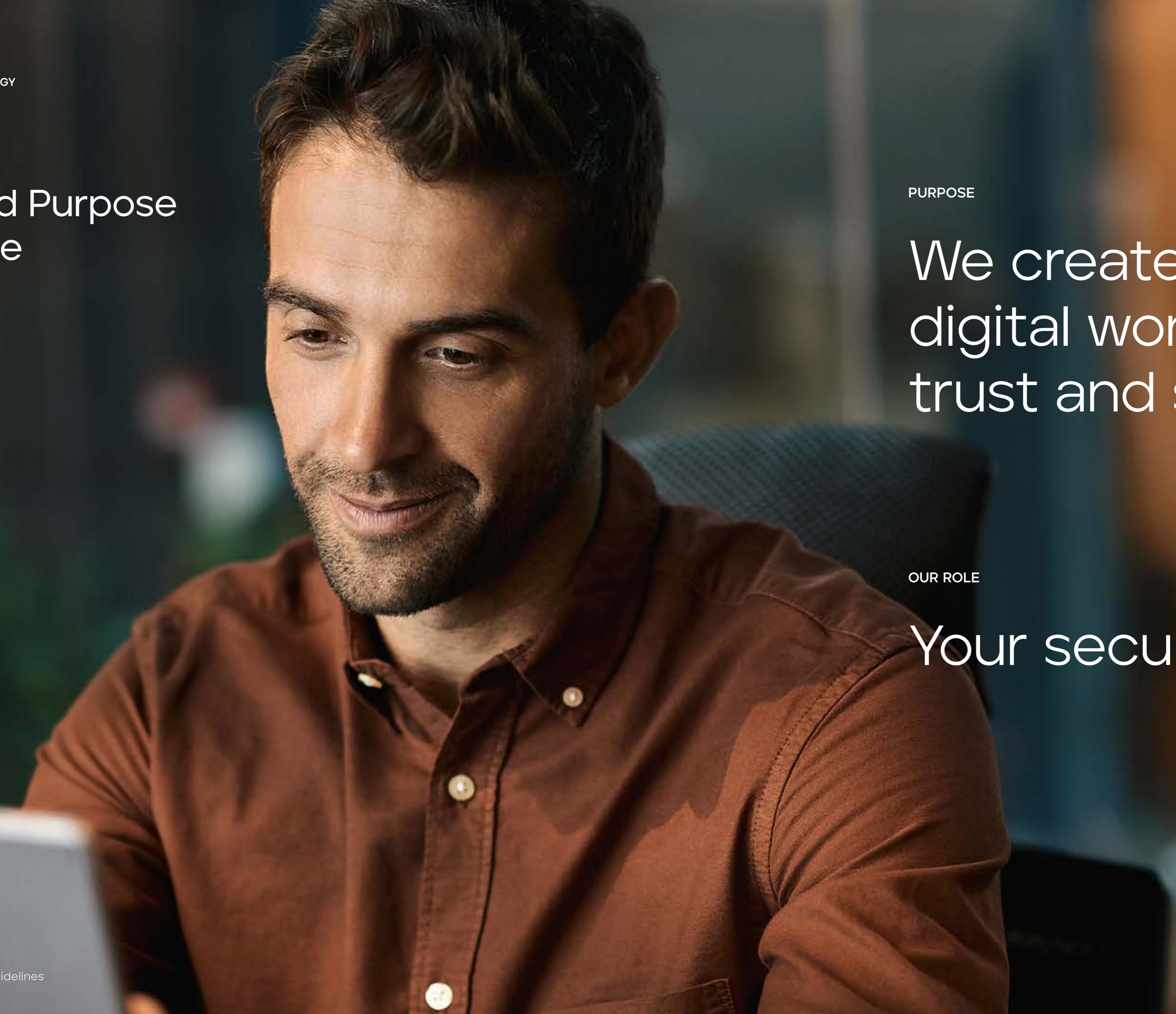
CONTEXT

When static and siloed security no longer stops dynamic threats...

PROMISE

Trellix delivers living security to build resilient and confident organizations.

Brand Purpose & Role



PURPOSE

We create a resilient digital world enabling trust and success.

OUR ROLE

Your security DNA.

Brand Essentials

Learning and Adapting

Our platform generates and prioritizes comprehensive threat insights from outside and inside the company to adaptively strengthen prevention, plus responds and remediates in real time to active threats.

Our ML analytics predict and detect attacks, identify root causes, and guide response and remediation through automated workflows...

...so you can know your operations are protected in the face of dynamic malicious actors.

Native and Open

We provide extensive native integrations plus a broad network of open API partnerships for telemetry data inputs.

Our native connections and deep partnerships enable automated security policy orchestration across a broad portfolio of security products to deliver maximum visibility, control, and vendor choice across all attack surfaces...

...so you can manage a security ecosystem that's configured just right for you.

Expert and Embedded

Our experts provide best-in-class threat monitoring, analytical support services, and advice on Security Operations maturity, with expertise that spans data protection to user behavior and cloud to owned infrastructure.

Our DevOps tools embed security into your multi-cloud enterprise applications. The result is an optimal blend of advice, assistance, and automation...

...so SecOps team can work in an empowered, effective, and efficient manner.

Brand Persona & Voice



At Trellix, we inspire our customers to rethink possibilities and reclaim the forward momentum that has always been the promise of security technology.

Energetic and imaginative, we ignite curiosity with intention and instill confidence with our distinct take on the future.

We are the
Invigorating Ally.

Brand Persona & Voice

The Invigorating Ally

Offer a fresh approach

Set the pace

Make the connection

We inspire our customers to rethink possibilities and reclaim the forward momentum that has always been the promise of security technology. Energetic and imaginative, we ignite curiosity with intention and instill confidence with our distinct take on the future.

Build confidence with a positive point of view, new perspectives when appropriate, and fresh ways of sharing data and information.

Write with energy and momentum, choosing simple but vivid language to speed time to comprehension—and consideration.

Show the “why” by connecting living security to the audience’s goals, bringing them along in your thinking and showing a clear way forward.

Voice Persona

WHO WE ARE

An easy-to-remember, internally facing character Trellix writers can “wear” and use to check how we write and speak. It does not appear in client-facing communications, nor does it need to be trademarked.

Voice Principles

HOW WE ACTIVATE

High-level writing tactics that help us bring our persona to life.

Not all principles will be weighted equally when creating content, but taken together, they shape our expression. We can modulate them as appropriate.

Voice Principle 1

Offer a fresh approach

Build confidence with a positive point of view, new perspectives when appropriate, and fresh ways of sharing data and information.



DO...

- Lead with a positive-oriented point of view
- Use words like "what if," "imagine," to spark the audience's curiosity and challenge what they believe about security
- Be simple, clear and pragmatic when communicating about potential threats, attacks or businesses that have suffered losses
- Look for creative or unexpected ways to present technical data, such as dashboards vs. charts, animation vs. static
- Frequently use "you" and "your", along with first-person plural ("we") to show we're on your side and part of your team
- Offer fresh industry perspectives by sharing something new about security, XDR, our approach, where the industry is headed



DO NOT...

- Sound naïve or lean so far into optimism that you alienate our security audience
- Don't lose the reader with too many rhetorical questions that you leave unanswered
- Point blame at an organization for not having more secure technology and never sound arrogant or mocking
- Choose what's clever over what's clear
- Forget to back up claims with compelling proof points that support the information
- Don't get overly familiar, casual or chatty
- Make our point of view feel experimental or unproven

Voice Principle 2

Set the Pace

Write with energy and momentum, choosing simple but evocative language to speed time to comprehension—and consideration.

✓ DO...

- Use active voice ("our system caught the threat" versus "a threat was caught by our system")
- Keep pacing energetic, so every line is a springboard to the next
- Use contractions, fragments, short sentences, bullets and punctuation to build momentum
- Be concise: use expressive words to say more in fewer words
- We're modern, future-facing and agile, so our writing should feel that way, too—don't contradict our message by using words that imply we're an out-of-touch, legacy provider

✗ DO NOT...

- Confuse an active, energetic pace with force or intensity—we don't want to sound aggressive, flippant or arrogant
- Speed past critical details or gloss over important contextual information
- Include large, dense blocks of text OR use so many fragments, bullets or dashes that the content feels disconnected or choppy
- Sound so future-facing that the benefits don't feel immediately relevant to our audiences right now

Voice Principle 3

Make the connection

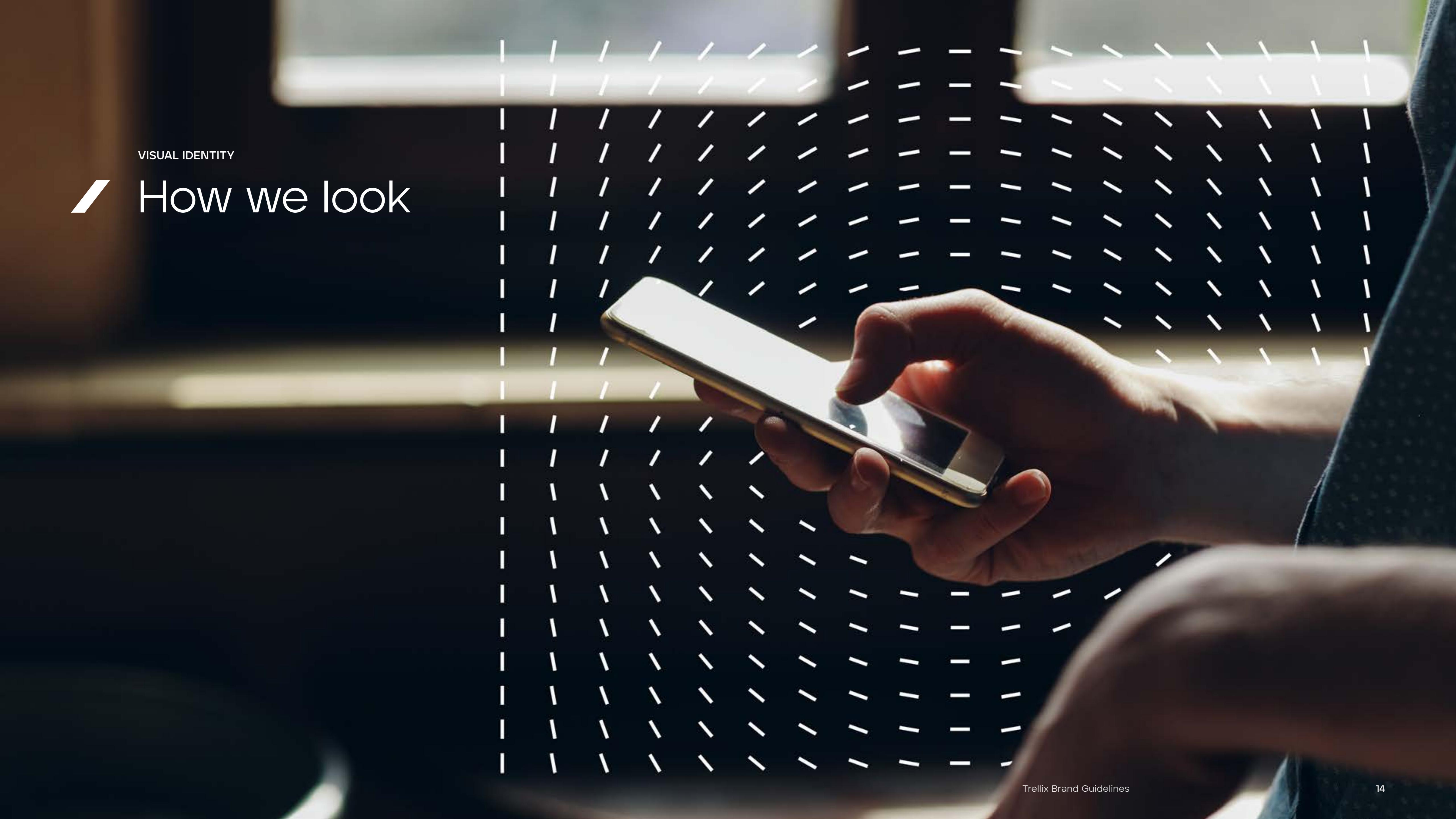
Show the “why” by connecting living security to the audience’s goals, bringing them along in your thinking and showing a clear way forward.

✓ DO...

- Define “living security” when possible, using words that evoke constant learning & adapting
- Tell the story of XDR evolution where appropriate—“First came prevention, then detection and response, and now we’ve brought all three together with remediation”—to put our advancements in context
- Stay grounded in the audience’s goals and perspective, always laddering back to benefits for their business
- Empathize with the audience, showing we understand what’s at stake—and the possibilities
- Break down complicated, technical information into simple, clear ideas
- Paint a picture of what’s now possible for SecOps teams and organizations (use words like “now you can”) thanks to living security

✗ DO NOT...

- Use overly defensive, cautionary or “watchdog” language that sounds too much like competitors
- “Kitchen sink” the copy by including detail that’s irrelevant to the message at hand
- Forget to create the wider industry context
- Simply list features and specs without including higher-order benefits and possibilities for the customer’s business
- Dilute the meaning or impact of the message by using empty jargon
- Overpromise or overstate what our technology can deliver

A close-up photograph of a person's hands holding a silver smartphone. The hands are positioned vertically, with the fingers gripping the sides of the phone. The background is dark, featuring a subtle, glowing grid pattern composed of white dashed lines.

VISUAL IDENTITY

/ How we look

VISUAL IDENTITY

/ How we look Logo

Logo

The Trellix word mark uses a customized modern sans serif to maximize legibility and act as an anchor for the rich visual language.

The upper-right segment of the X uses the brand gradient, representing a singular strand of the Data Pool.



'X' Emblem

The 'X' of Trellix can be used as a singular element when a more graphic representation of the brand is needed.

When using the 'X' Emblem in communications, always be mindful to also display the full logo somewhere in the layout in order to build brand equity.



Safe Space

The logo should always be surrounded by a minimum uncluttered area called "safe space." It is defined by using the height and width of the 'e' in Trellix.

The safe space ensures that headlines, text or other visual elements do not hinder the logo's legibility and visibility.

As a general rule of thumb, the more safe space around the logo, the better.



Safe & Crop Space

The X Emblem should always be surrounded by a minimum uncluttered area called 'safe space.' It ensures that headlines, text or other visual elements do not hinder the logo's legibility and visibility.

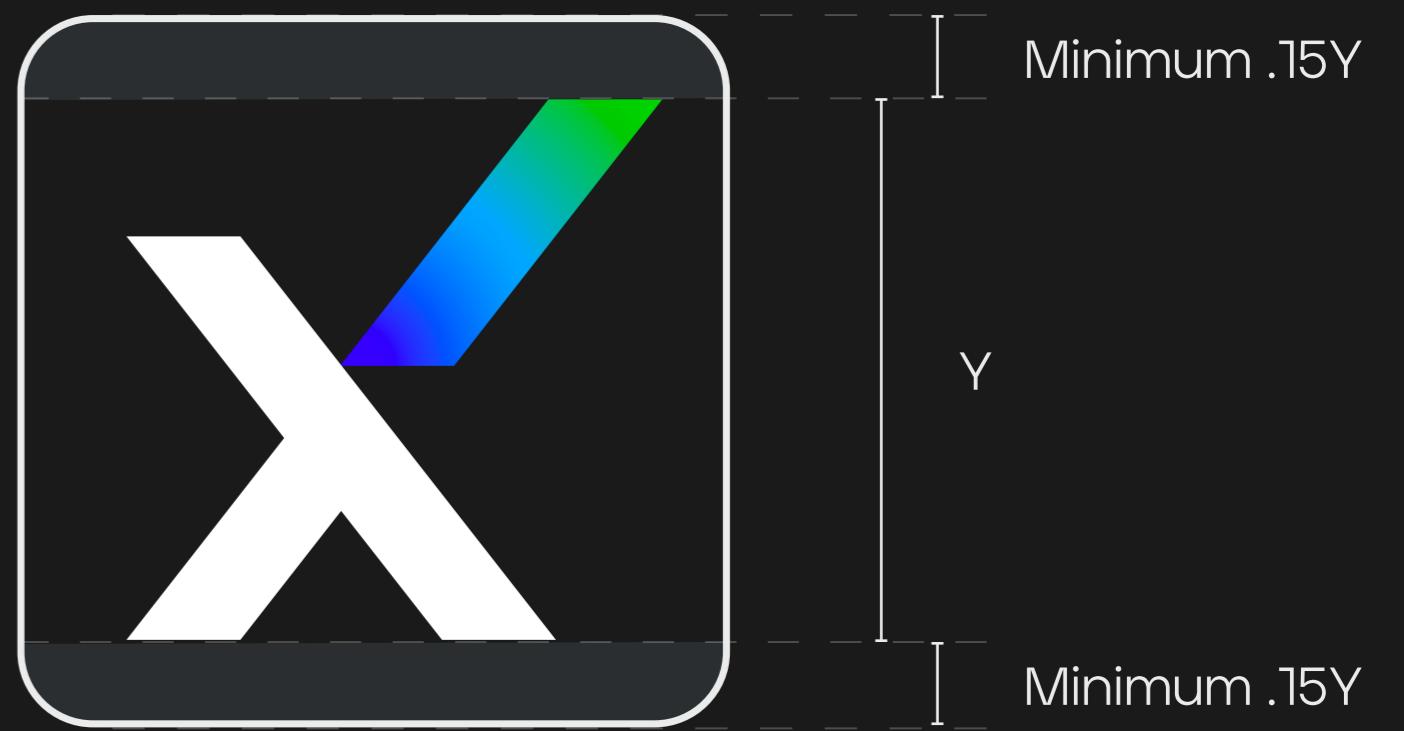
As a general rule of thumb, the more safe space around the 'X' Emblem, the better.

When using the X Emblem on its own with a restricted canvas size (e.g. profile picture, favicon...), please refer to the 'crop space.'

SAFE SPACE



CROP SPACE



When using the X Emblem in communications, please ensure a safe space of the width and height of the 'lambda' in the X is respected.

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the wordmark is not compromised in application.

As such, please refer to the following specifications when using the logo at small scale.

Trellix wordmark

MINIMUM PRINT HEIGHT



0.5" minimum

MINIMUM DIGITAL HEIGHT



32px minimum

COLOR USAGE AT SMALL SIZE ON GRAPHITE BACKGROUND



>1" = Full color
>40px = Full color



<1" = Single Color
<40px = Single Color

'X' Emblem

MINIMUM PRINT HEIGHT



1" minimum

MINIMUM DIGITAL HEIGHT



48px minimum

COLOR USAGE AT SMALL SIZE ON GRAPHITE BACKGROUND



>1" = Full color
>40px = Full color



<1" = Single Color
<40px = Single Color

Color Usage

When deciding on logo or 'X' emblem color, please refer to the following guidance:

White background

Use Graphite logo with gradient

Graphite background

Use Graphite logo with gradient

Other backgrounds

Use the solid white logo



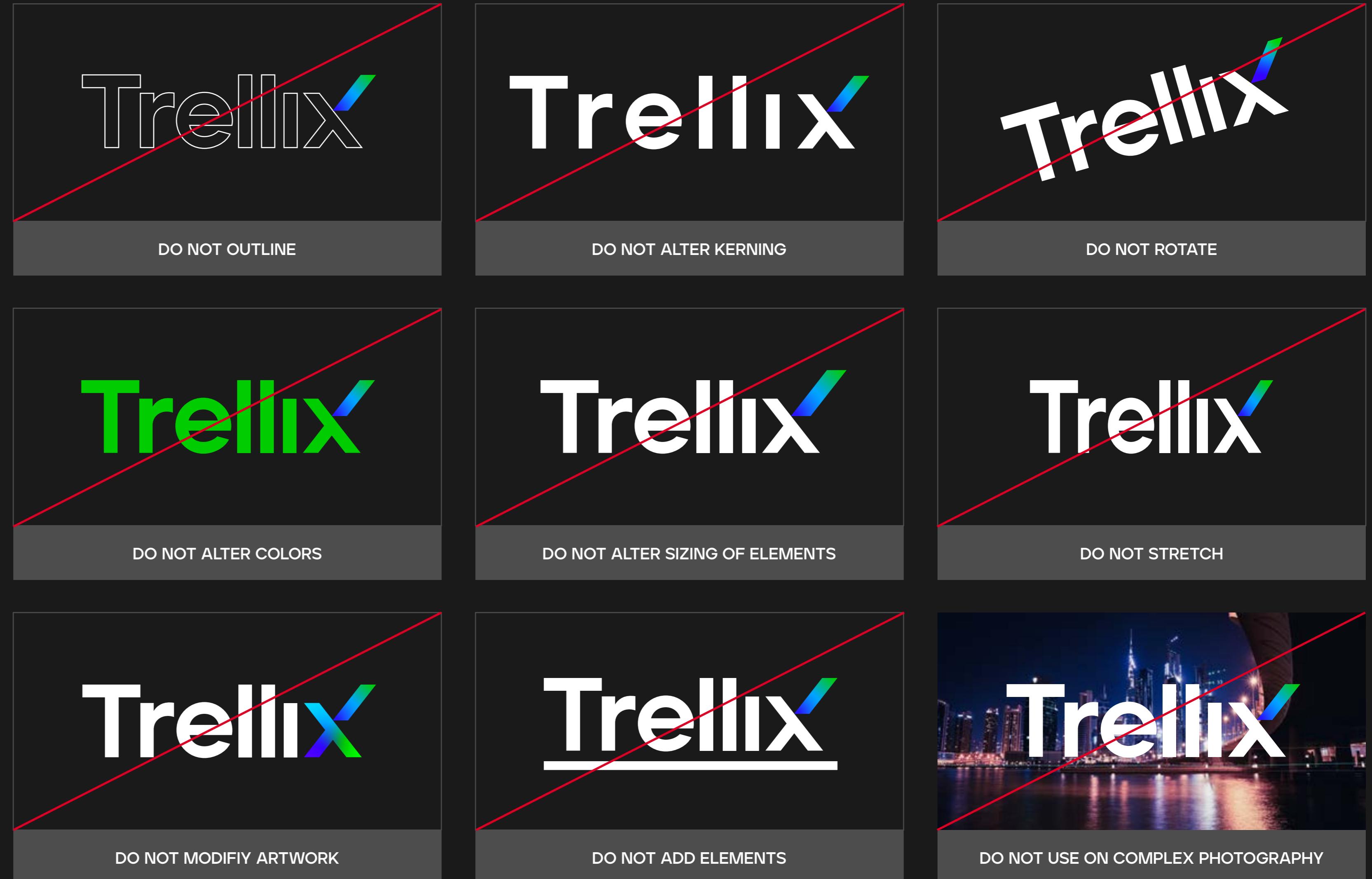
Logo Placement

At a high level, the following diagrams illustrate the preferred placement areas for the Trellix logo, regardless of communication size or ratio.



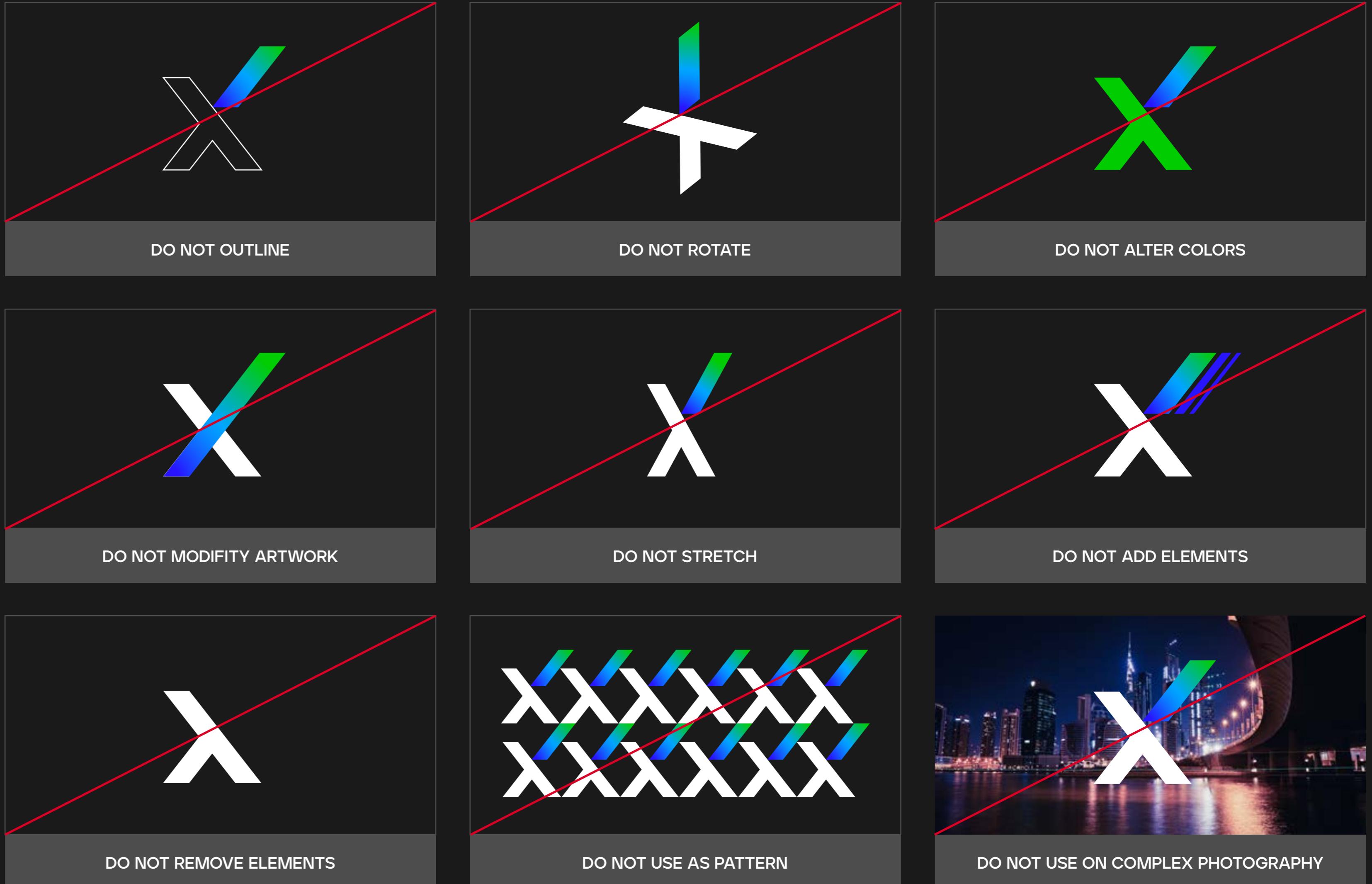
Logo Restrictions

The logo's appearance must remain consistent throughout all communications. It must never be redrawn, adjusted or modified in any way. Please use the provided artwork for any logo application.



'X' Emblem Restrictions

The 'X' emblem's appearance must remain consistent throughout all communications. It must never be redrawn, adjusted or modified in any way. Please use the provided artwork for any 'X' emblem application.



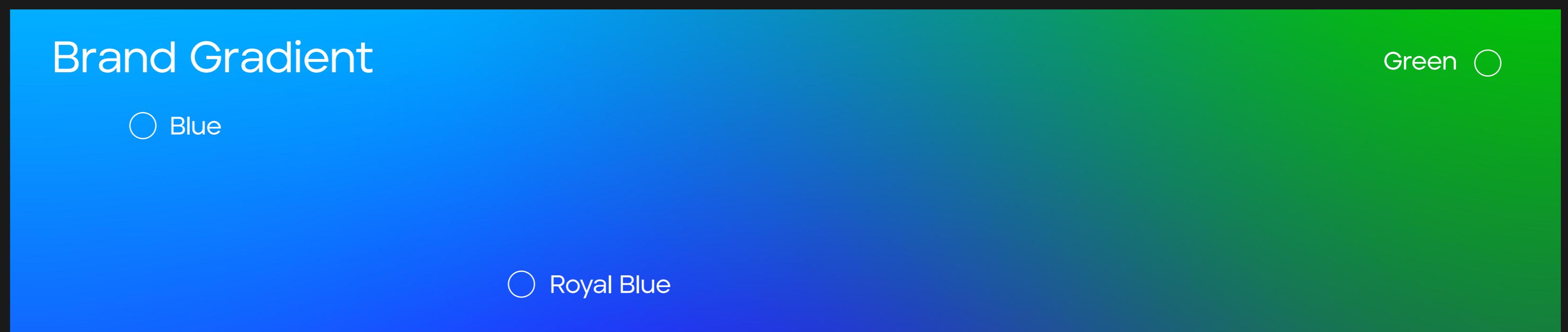
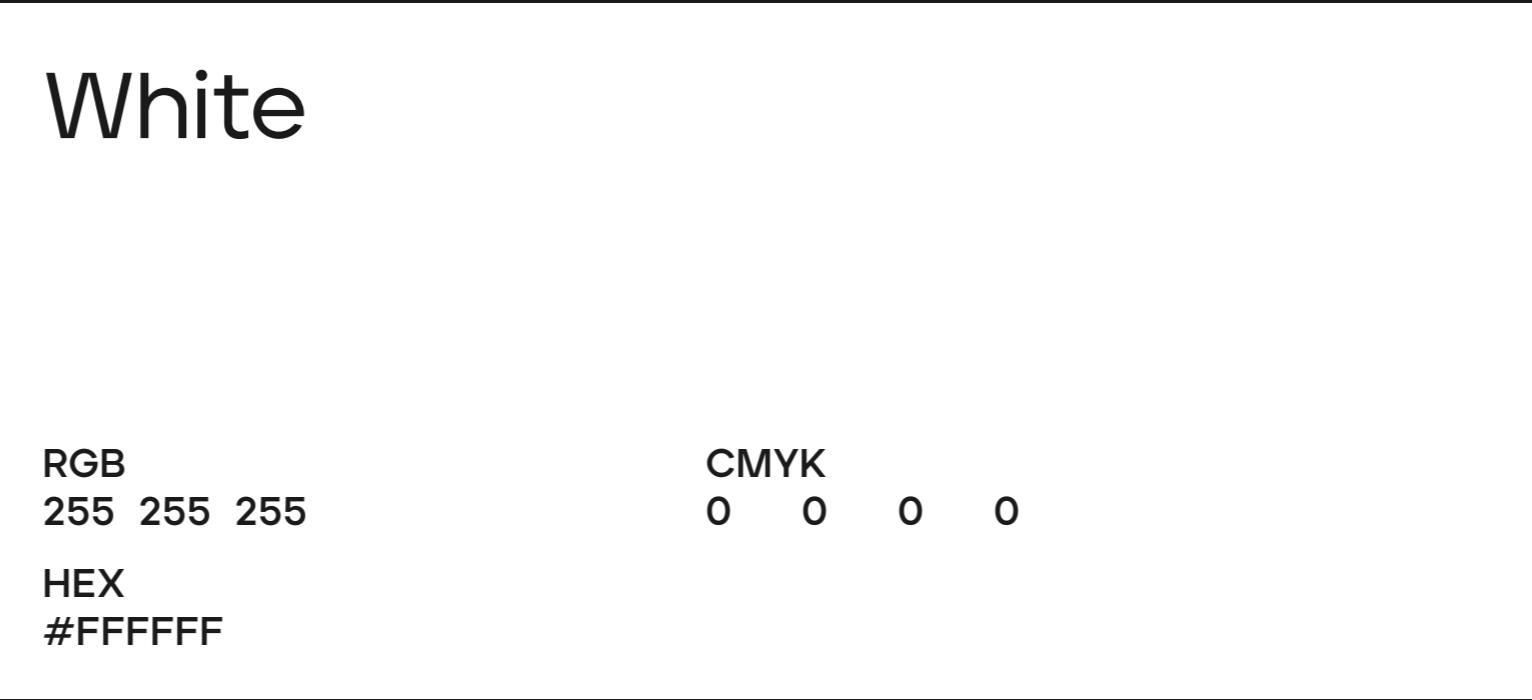
VISUAL IDENTITY

/ How we look Color

Primary Brand Colors

Inspired by the organic and flowing nature of the Northern Lights, the primary brand colors are the main vehicle for brand recognition.

When designing any digital communications, RGB values should always be used.



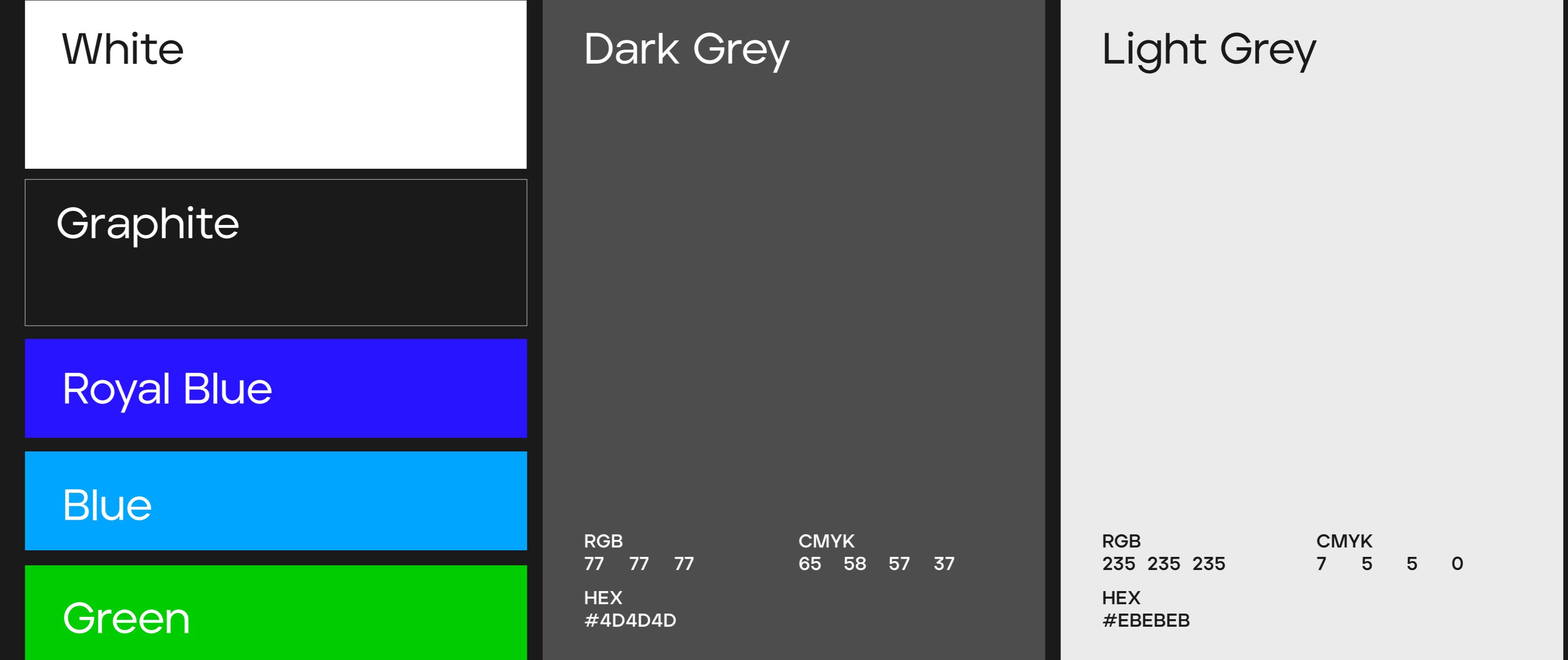
Note: The CMYK values have been established based on the Adobe conversion from RGB.

Core Color Palette

The Core Color palette includes 'Dark Grey' and 'Light Grey' and should only used for the following purposes:

- As background colors for content-heavy communications, as content segmentation tools.
- As body copy color for long paragraphs on White or Graphite background.

When designing any digital communications, RGB values should always be used.



Note: The CMYK values have been established based on the Adobe conversion from RGB.

Color use

Please refer to the following examples to understand how to use the core color palette appropriately in communications.

WHITE / LIGHT GREY BACKGROUND

Headlines: Graphite
Body copy: Dark Grey
CTA / Buttons: Royal Blue
Iconography: Royal Blue / Brand gradient

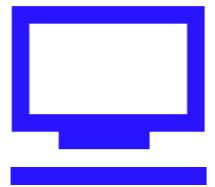
ROYAL BLUE BACKGROUND

Headlines: White
Body copy: White
CTA / Buttons: White
Iconography: White

GRAPHITE / DARK GREY BACKGROUND

Headlines: White
Body copy: Light Grey
CTA / Buttons: White
Iconography: Royal Blue / Brand gradient

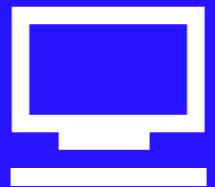
Always learning.
Always adapting.



Ibea conecto riorepe dictem. Excerum as conemporero omnim natatur, aut qui dus eiusam, odi ut exerspiet aut laboratet venditium, suntiandici dicia ditem repelliam earchita sum, que nonsequas atis est volrorrum autecere delenis doluptas volupti alicienimus quae omniamus, consed et aut omnisin pa ped et mo et, sequia corpos provit, ut et, non ni dolupta velissimet etur, soloreptiur molorum estorum.

LEARN MORE

Always learning.
Always adapting.



Ibea conecto riorepe dictem. Excerum as conemporero omnim natatur, aut qui dus eiusam, odi ut exerspiet aut laboratet venditium, suntiandici dicia ditem repelliam earchita sum, que nonsequas atis est volrorrum autecere delenis doluptas volupti alicienimus quae omniamus, consed et aut omnisin pa ped et mo et, sequia corpos provit, ut et, non ni dolupta velissimet etur, soloreptiur molorum estorum.

LEARN MORE

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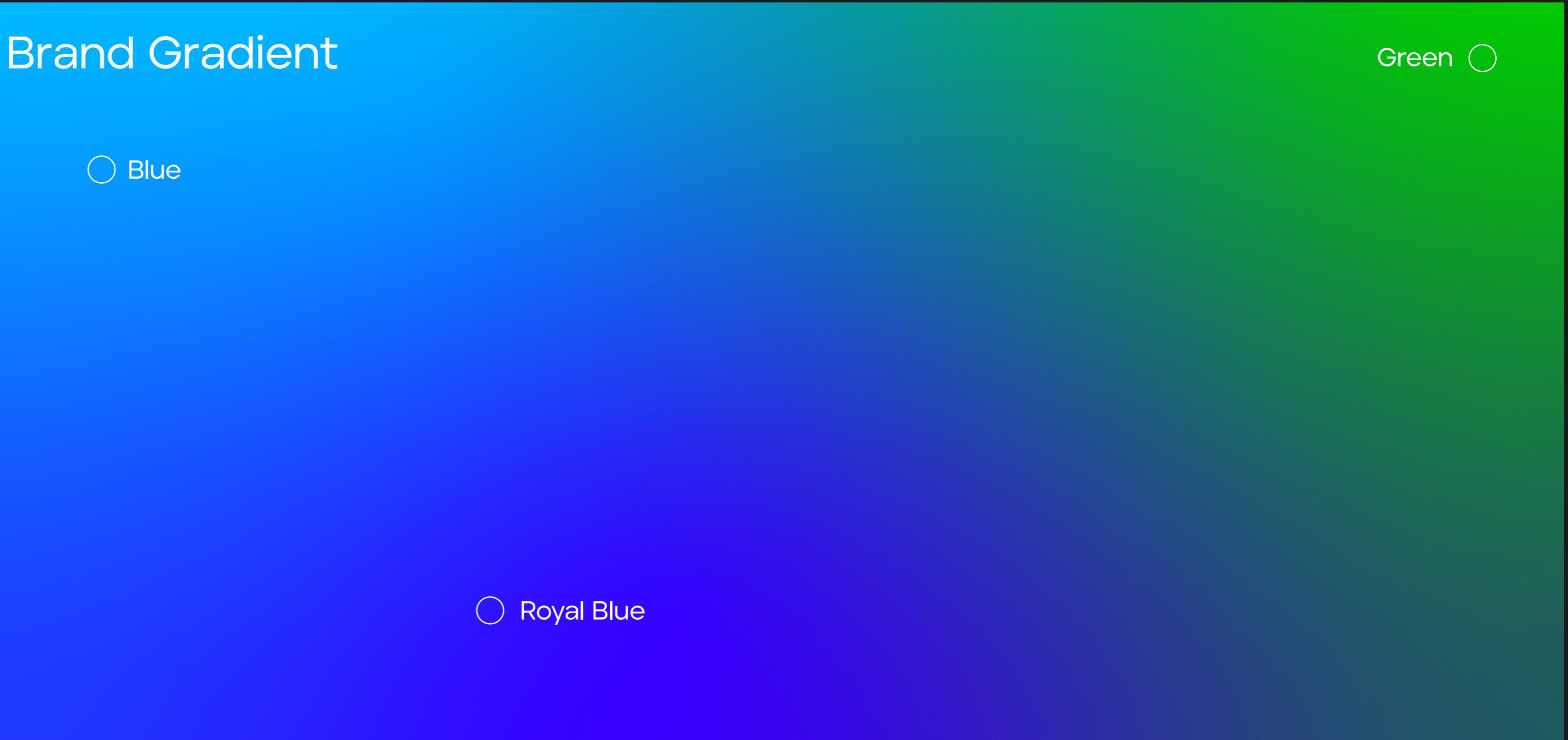
LEARN MORE

Brand Gradient

Representing the ever-evolving nature of the Trellix data pool, the brand gradient is an impactful brand asset.

It should be used in comms when creating strong brand awareness is needed (e.g. cover page, digital ad...) or to highlight important information.

When using the brand gradient, please be mindful of the color balance and respect the below guidance as closely as possible.



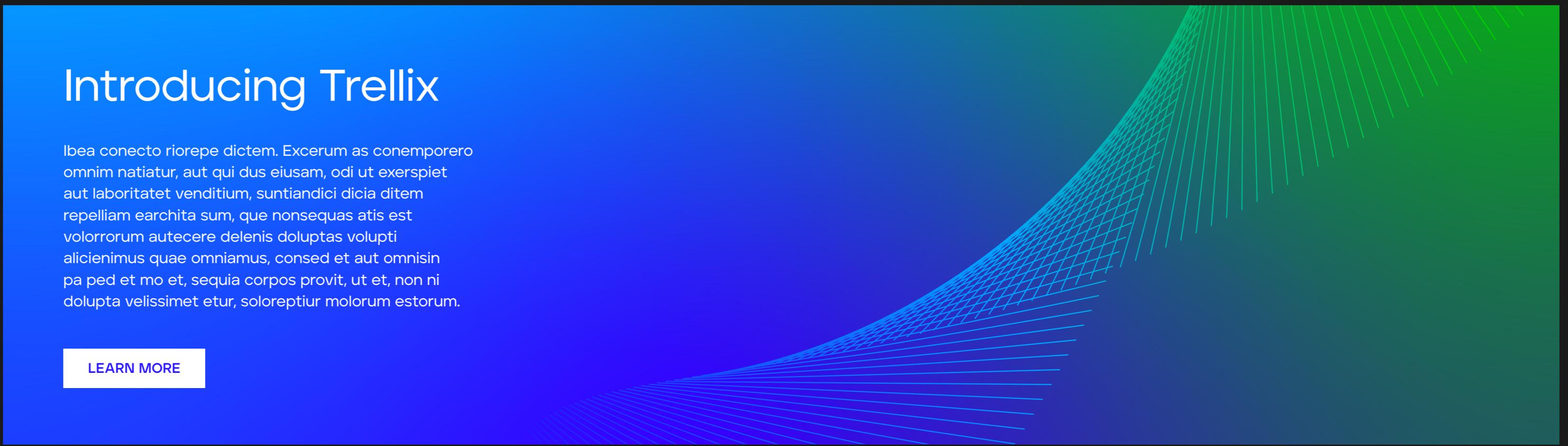
COLOR BALANCE



Color Use – Brand Gradient

Please refer to the following example to understand how to use the brand gradient in communications.

PRODUCT / SERVICE HIGHLIGHT

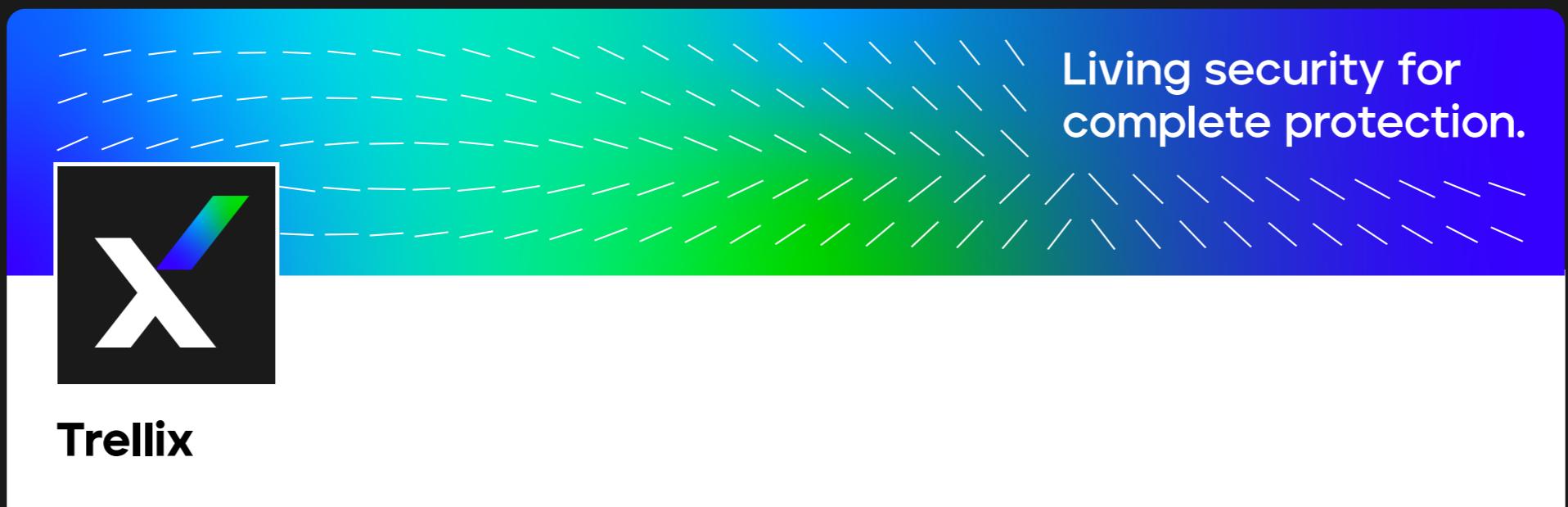


Introducing Trellix

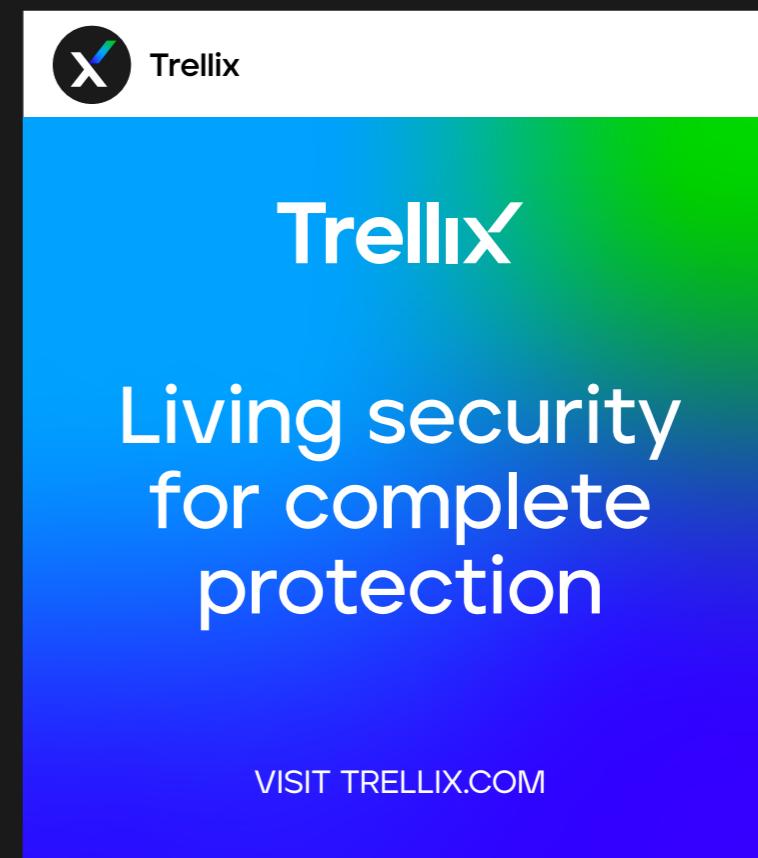
Ibea conecto riorepe dictem. Excerum as conemporero omnim natiaatur, aut qui dus eiusam, odi ut exerspiet aut laboratet venditium, suntiandici dicia ditem repelliam earchita sum, que nonsequas atis est valororum autecere delenis doluptas volupti alicenimus quae omniamus, consed et aut omnisin pa ped et mo et, sequia corpos provit, ut et, non ni dolupta velissimet etur, soloreptiur molorum estorum.

[LEARN MORE](#)

SOCIAL MEDIA PROFILE



DIGITAL AD

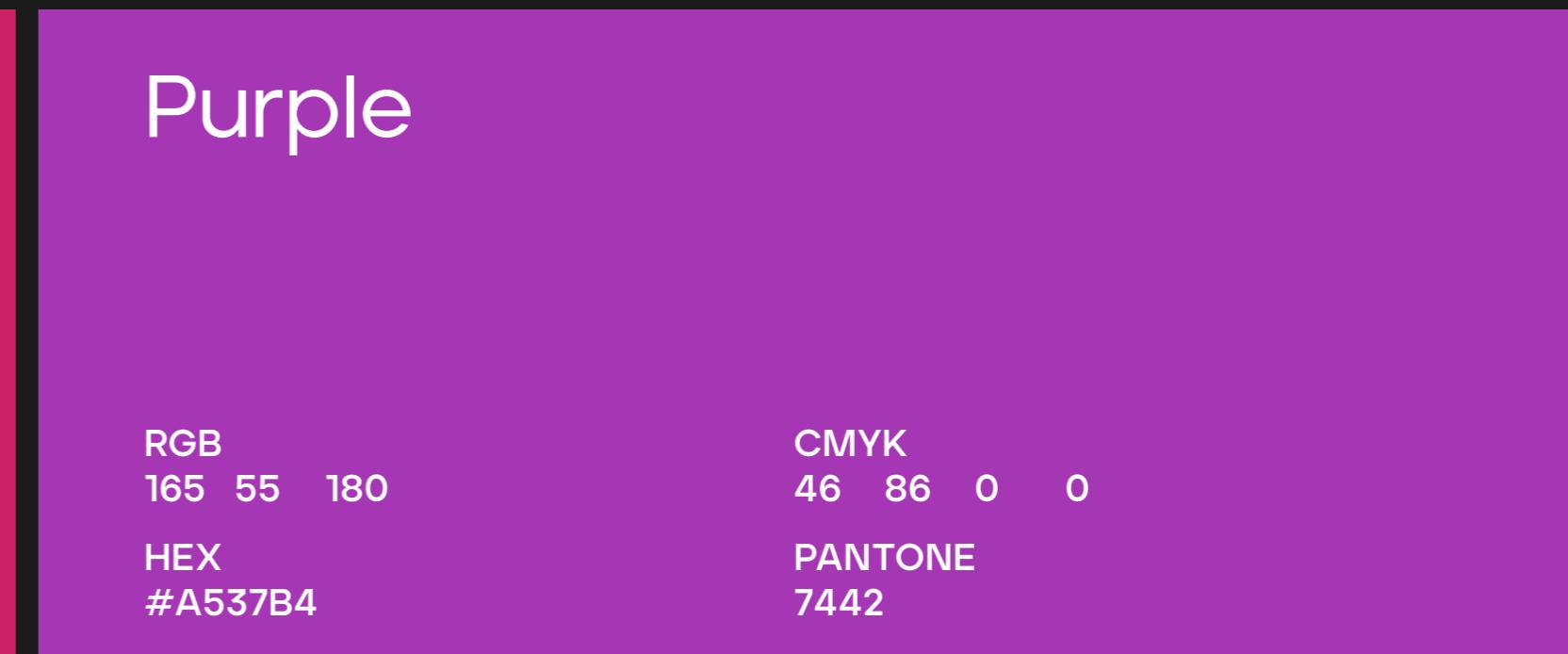
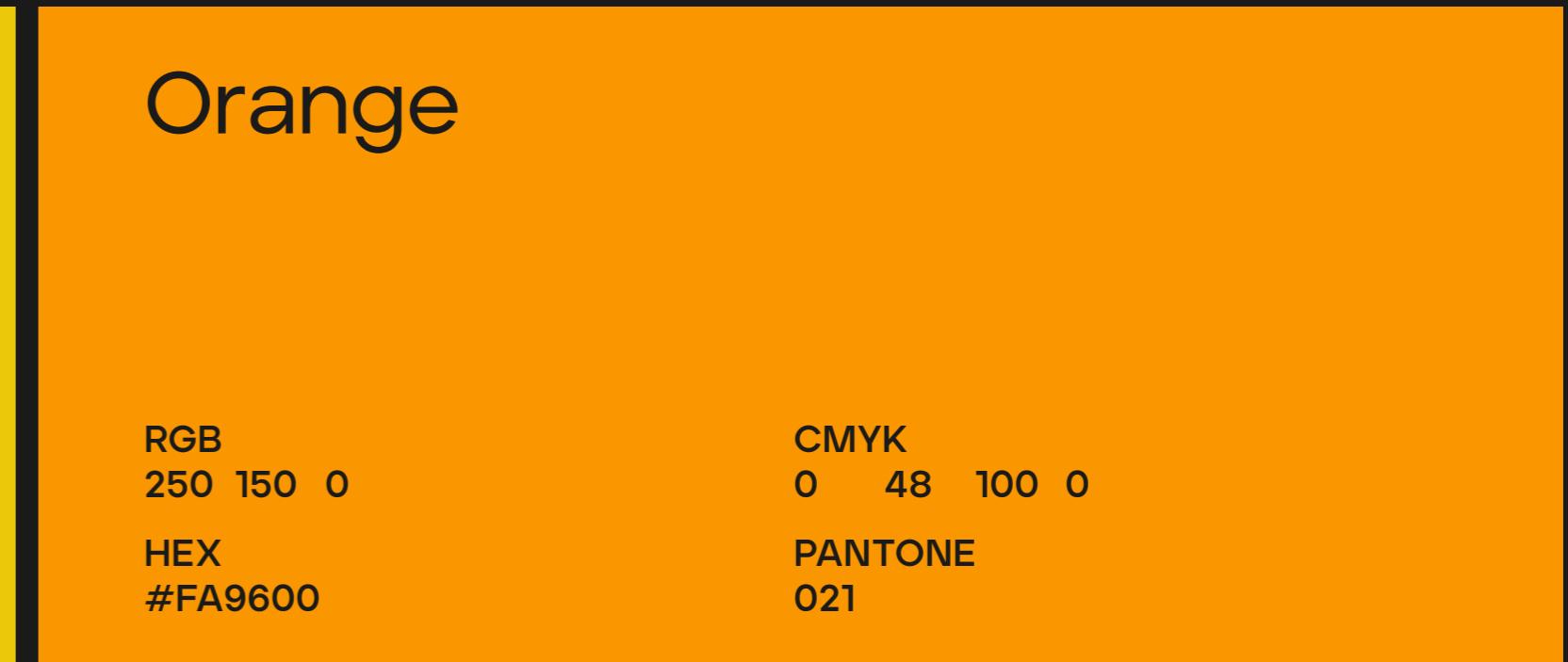


Functional Color Palette

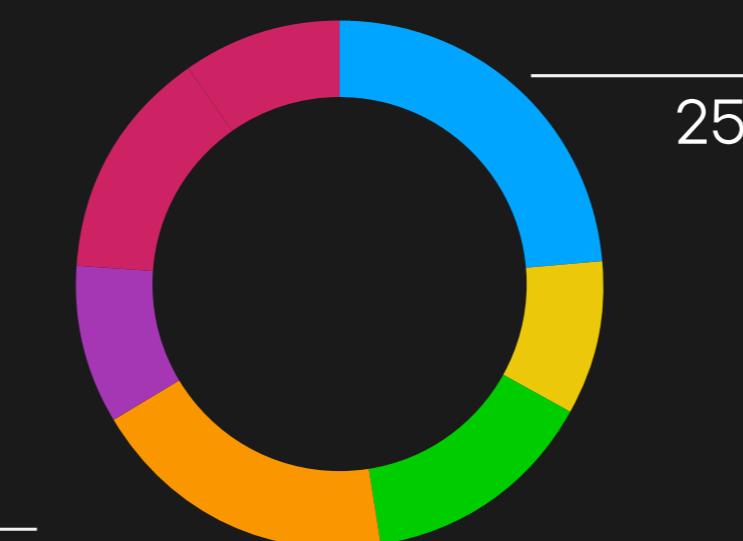
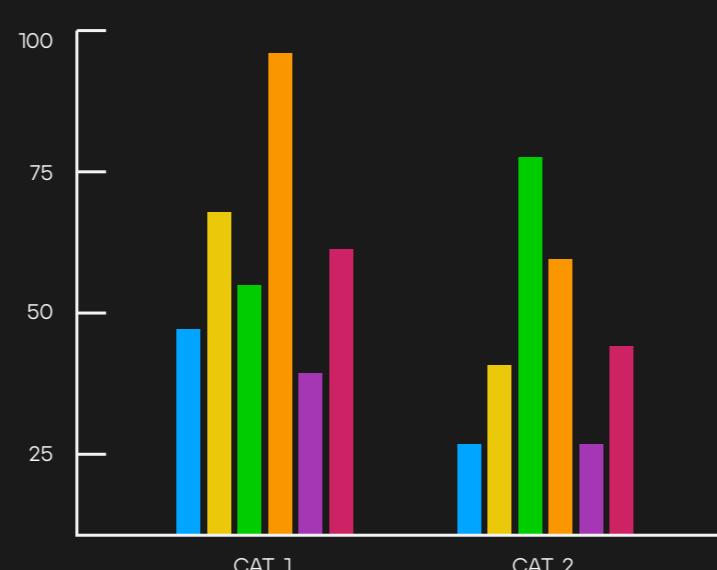
The functional color palette consists of four additional colors that should only be used for infographics or charts when the core color palette doesn't provide enough differentiation.

The core color palette (minus Royal Blue) should always be prioritized before the functional palette. Do not use Royal Blue for infographics or charts.

When designing any digital communications, RGB values should always be used.



EXAMPLE



Note: The CMYK values have been established based on the Adobe conversion from RGB.

ORDER

Where possible, please try to arrange colors in the following order:



Color Accessibility

Color accessibility is an important factor to consider when designing digital communications.

Please refer to the color combinations to design responsibly.

✓ GOOD ACCESSIBILITY

Graphite / White	Royal Blue / White	Dark Grey / White
Graphite / White	Graphite / White	Dark Grey / White
TEXT AAA HEADLINES AAA	TEXT AAA HEADLINES AAA	TEXT AAA HEADLINES AAA
Graphite / Light Grey	Graphite / Green	Blue / Graphite
Graphite / Light Grey	Graphite / Green	Blue / Graphite
TEXT AAA HEADLINES AAA	TEXT AAA HEADLINES AAA	TEXT AA HEADLINES AAA

✗ INSUFFICIENT ACCESSIBILITY

Graphite / Dark Grey	White / Light Grey	Graphite / Royal Blue
Graphite / Dark Grey	White / Light Grey	Dark Grey / White
TEXT FAIL HEADLINES FAIL	TEXT FAIL HEADLINES FAIL	TEXT FAIL HEADLINES FAIL
White / Green	White / Blue	
White / Green	White / Blue	
TEXT FAIL HEADLINES FAIL	TEXT FAIL HEADLINES FAIL	

Accessibility & Brand Gradient

Optimal typography placement on the Brand Gradient is vital for legibility.

As illustrated by the previous page, white text is only accessible on Royal Blue, and as such please make sure to never lay out text on the Green or Blue area of the gradient.

When using typography on the Brand Gradient, please make sure to use White (and not Light Grey) for both headlines and body copy.

✓ GOOD ACCESSIBILITY

Living security
for complete
protection.

Ad quia quid ut expliquibus
volor aribus, quoditi ium
in consed maiost quis
doluptatio dolupis dolut lanis
volor adipiduntia volupta
temporum quunt aboriatem
ide nimolup tiusda.

✗ INSUFFICIENT ACCESSIBILITY

Living security
for complete
protection.

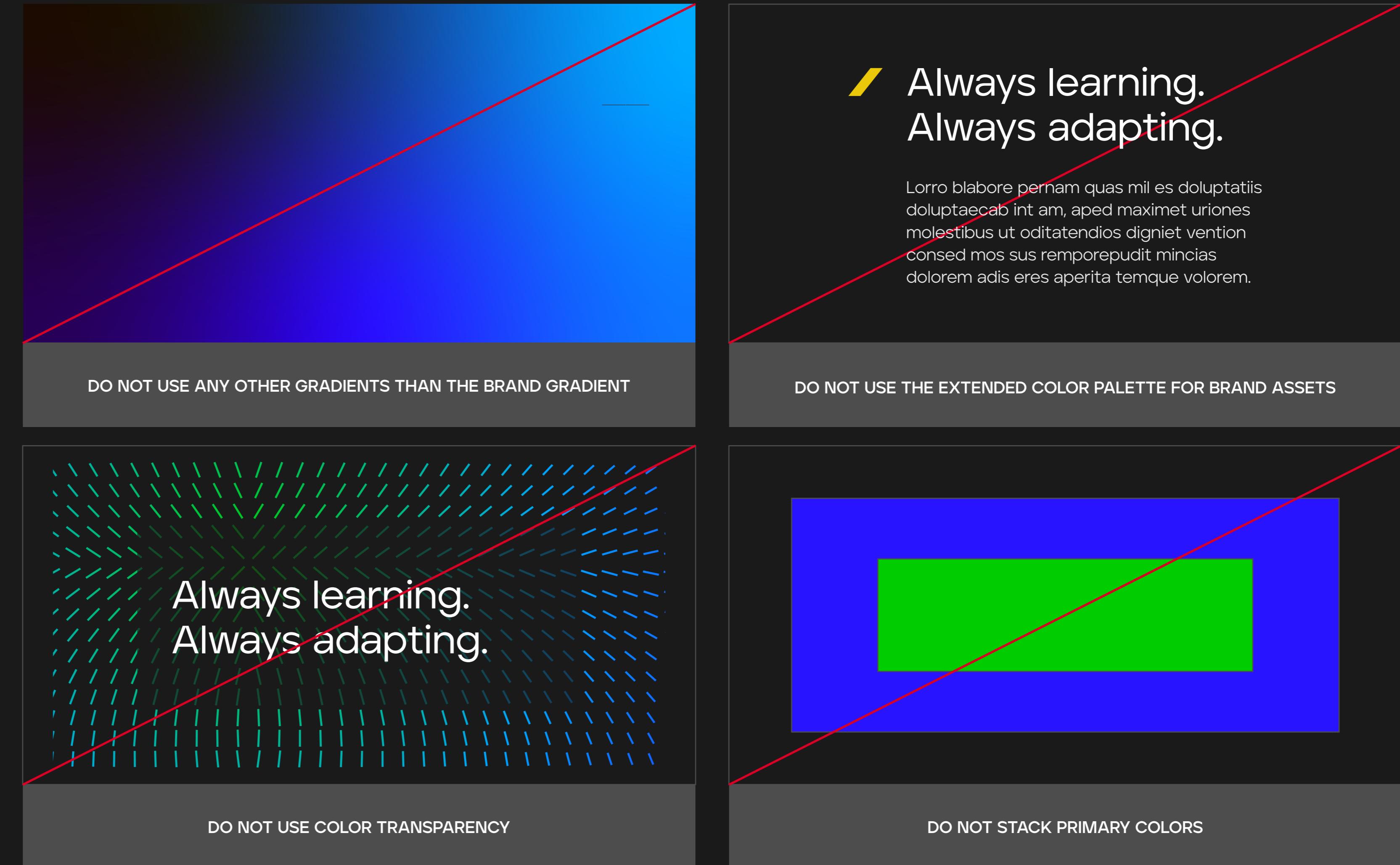
Ad quia quid ut expliquibus
volor aribus, quoditi ium
in consed maiost quis
doluptatio dolupis dolut lanis
volor adipiduntia volupta
temporum quunt aboriatem
ide nimolup tiusda.

Always make sure to lay out typography over the Royal Blue area. Additionally, try to keep body copy amount at a minimum.

Never lay out typography over Green or Blue.

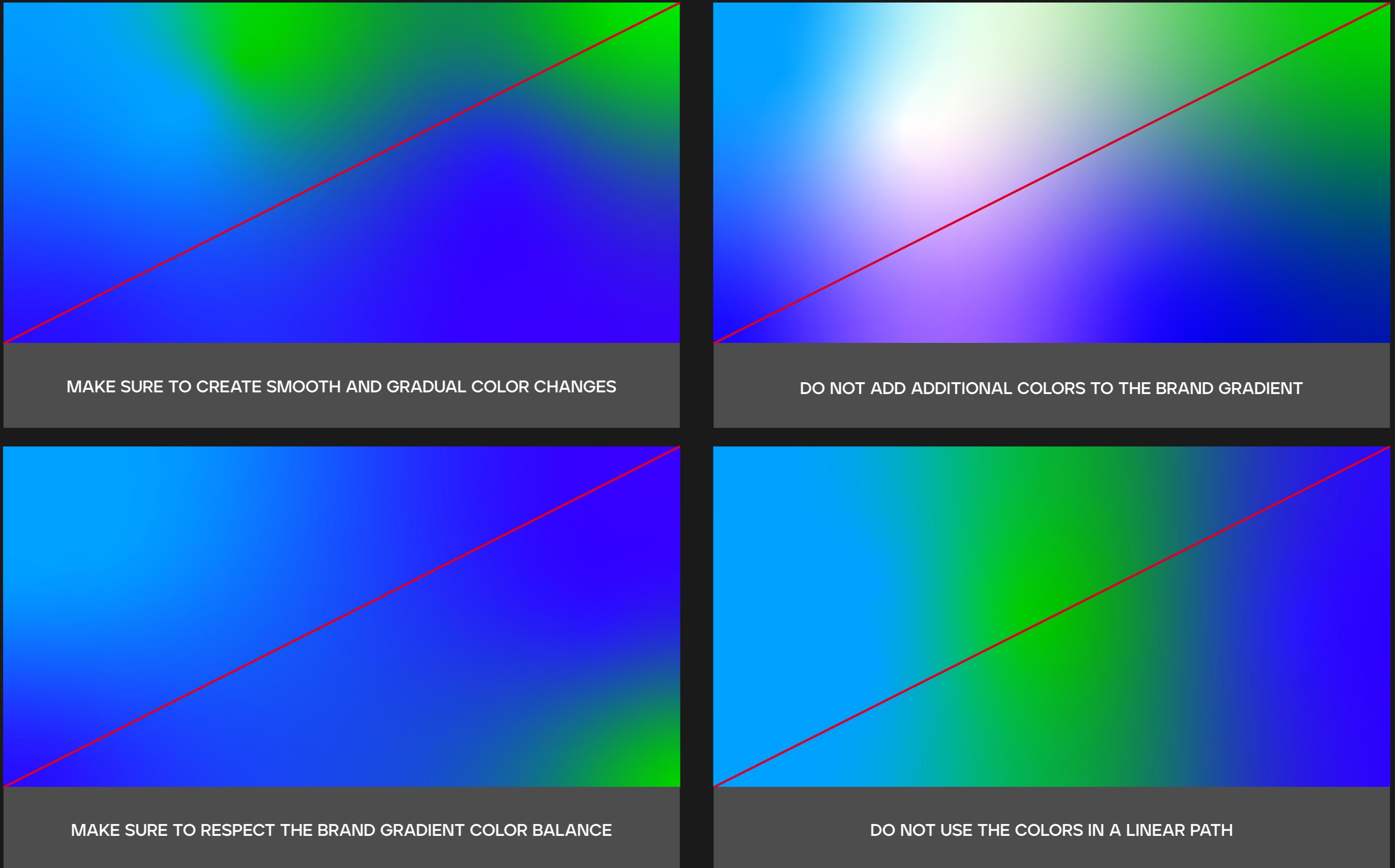
Color Restrictions

Trellix's appearance must remain consistent throughout all communications. As such, please be mindful of the following restrictions.



Brand Gradient Restrictions

Trellix's appearance must remain consistent throughout all communications. As such, please be mindful of the following restrictions.



VISUAL IDENTITY

/ How we look Typography

Brand Font – Aventa Variable

Trellix's typography system is composed of a single font, Aventa Variable, allowing for a simple, modern and cohesive look across communications.

Aventa Variable is a custom font. The license to use Aventa variable is available for purchase using the link below.

Aventa

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 0 1 2 3 4 5 6 7 8 9 ? ! # @ *

Alt Font – Red Hat Display

When creating brand communications in mediums that do not allow custom typography (e.g. Google Slides), please use Trellix's alt font, Red Hat Display.

This font is accessible for free on Google Fonts.

Red Hat Display

Regular

Italic

Medium

Medium Italic

Bold

Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0
123456789?!# @ *

System Font – Arial

When creating brand communications in mediums that do not allow for any other font than system fonts, please use Arial. This font is accessible by everyone and is pre-installed in any operating system.

Arial

Regular

Italic

Bold

Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0 1 2 3 4 5 6 7 8 9 ? ! # @ *

Alignment

When aligning text, please refer to the following guidance. At a high level, left alignment is preferred for both headline and body copy.

Center alignment is permitted for headlines, if not accompanied by text.

Never use right alignment.

✓ LEFT ALIGNMENT

△ CENTER ALIGNMENT

✗ RIGHT ALIGNMENT

Living security for complete protection.

Ad quia quid ut expliquibus volor
aribus, quoditi ium in consed
maiost quis doluptatio dolupis
dolut lanis volor adipiduntia volupta
temporum quunt aboriatem ide
nimolup tiusda dolorum et pliqui
omnihicit alit, coreper ferferempos
alis eossint orepuda cuptatemquo
is moloren ihictur sequeae.

Left alignment is the preferred
alignment for all communications.

Living security for complete protection.

LEARN MORE

Center alignment is allowed if the layout
is only comprised of a headline. Button
text should also be center aligned. Never
center align body copy.

Living security for complete protection.

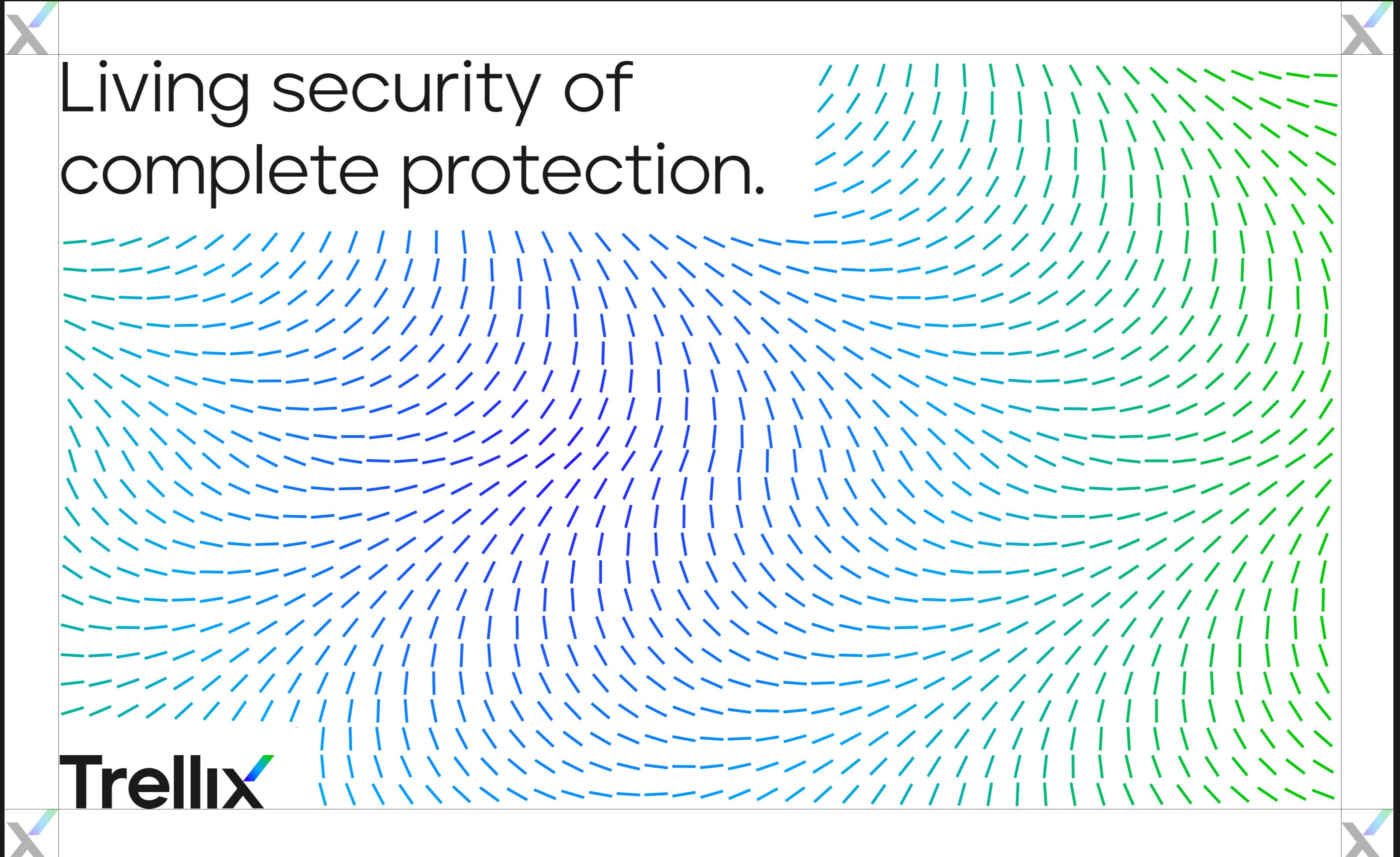
Ad quia quid ut expliquibus volor
aribus, quoditi ium in consed
maiost quis doluptatio dolupis
dolut lanis volor adipiduntia volupta
temporum quunt aboriatem ide
nimolup tiusda dolorum et pliqui
omnihicit alit, coreper ferferempos
alis eossint orepuda cuptatemquo
is moloren ihictur sequeae.

Never use right alignment for either
headlines or body copy.

Margins

Margins are an important consideration when creating layouts to make sure communications look clean and legible.

Please use the same size 'X' as the Trellix logo in your composition and use its height and width to determine the minimum margin required for your layout.



Weight & Sizing

In order to keep a consistent typographic system throughout all communications, please refer to the following guidance.

HEADLINES

If $>50\text{pt}$, use 'Regular'

Always learning. Always adapting.

If between 50 and 30pt, use 'Medium'

Always learning. Always adapting.

If $<30\text{pt}$, use 'Semibold'

Always learning. Always adapting.

BODY COPY

If $>15\text{pt}$, use 'Regular'

Apita conseque rem estotaepro imi, eum quide doloribusci omnihit aut molorate earcita spiscie nditasperum etur aute por reicte sunda coreprorum in et, undae lautem. Oviducimi, tectibusci sae volupta temquas con ea venimag natem. Aliquam ipsam nihit ius, sita voluptae eum etur re dolorporem eum nist plique elest, sum arumque simpora tenant.

If $<15\text{pt}$, use 'Medium'

Apita conseque rem estotaepro imi, eum quide doloribusci omnihit aut molorate earcita spiscie nditasperum etur aute por reicte sunda coreprorum in et, undae lautem. Oviducimi, tectibusci sae volupta temquas con ea venimag natem. Aliquam ipsam nihit ius, sita voluptae eum etur re dolorporem eum nist plique elest, sum arumque simpora tenant.

Typography System

Please respect the following specifications when creating typographic layouts.

LOREM IPSUM SIT DOLOR

Living security for complete protection.

Apita consequem estotaepro imi, eum quide doloribusci omnihit aut molorate earcita spiscie nditasperum etur aute por reicte sunda coreprorum in et, undae lautem. Oviducimi, tectibusci sae volupta temquas con ea venimag natem. Aliquam ipsam nihit ius, sita voluptae eum etur re dolorporem eum nist plique elest, sum arumque simpora teniant.

[LEARN MORE](#)

Note: consequem rem estotaepro imi, eum quide doloribusci omnihit aut molorate earcita spiscie nditasperum etur aute por reicte sunda coreprorum in et, undae lautem. Oviducimi, tectibusci sae volupta temquas con ea venimag natem.

Eyebrow:

- Uppercase
- Weight: Bold
- Kerning: 20

Headlines:

- Sentence case
- Weight: See previous page
- Leading: 1.17x font size
- Kerning: 0

Body copy:

- Sentence case
- Weight: Regular
- Leading: 1.325x of font size
- Kerning: 0

Button text:

- Uppercase
- Weight: Bold
- Kerning: 20

Small copy:

- Sentence case
- Weight: Medium
- Leading: 1.43x of font size
- Kerning: 10

VISUAL IDENTITY

/ How we look Visual System

Overview

Trellix's brand toolkit is composed of 4 different graphic devices:

1. The Line Segment
2. The Data Flow
3. The Data Pool
4. The Flow Graphics

Each device has meaning and purpose, and as such, it is strongly encouraged to read through the following pages to understand how to use them.



Line Segment

The Line Segment is Trellix's simplest brand expression.

Representing a single strand of its security data pool, it can be used for brand recognition in a minimal layout.



Data Flow

The Data Flow is the shorthand representation of the data pool.

This graphic device allows for a subtle articulation of the brand language where branding needs to be minimal.

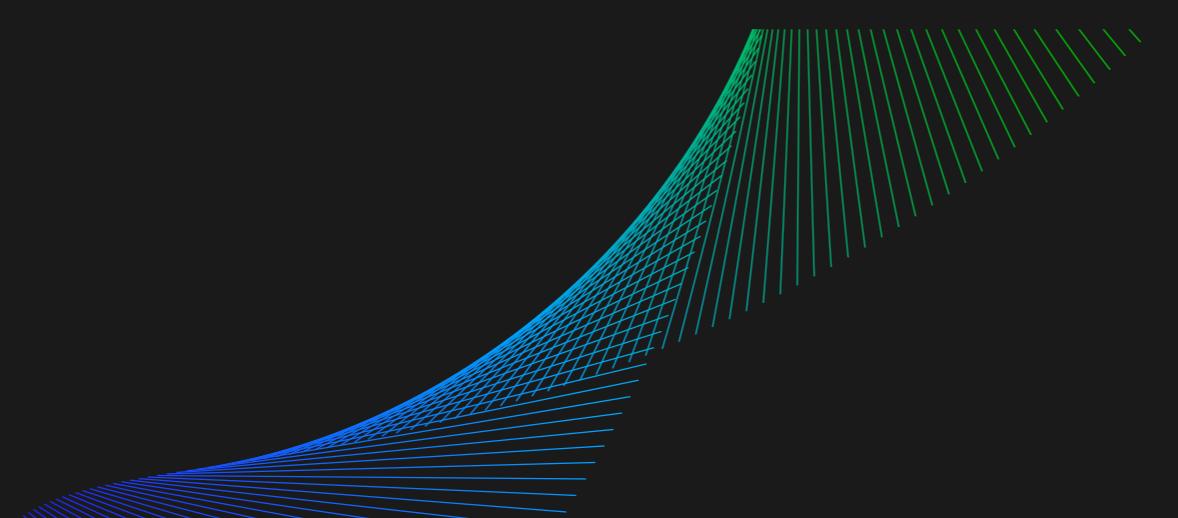


Data Pool

The Data Pool is the primary brand graphic.

As a metaphor for the 'living security' Trellix offers, it should be mindfully used throughout all communications as the primary tool for brand recognition.

With infinite representations, the Data Pool is the richest and most versatile graphic device.



Flow Graphics

The Flow Graphics are expressive and differentiated assets that represent Trellix's core products or services.

The Flow Graphics are defined by a set of rules that allow for the creation of new graphics as new assets need to be illustrated.

Line Segment – Usage

The Line Segment is Trellix's simplest brand expression.

Representing a single strand of its security data pool, it can be used for brand recognition in a minimal layout.

The Line Segment should always be accompanied with a headline to purposefully highlight information.

Please always use, and do not modify, the provided artwork when using the Line Segment.



 **Always learning.
Always adapting.**

Lorro blabore pernam quas mil es doluptatiis doluptaecab int am, aped maximet uriones molestibus ut oditatendios digniet vention consed mos sus remporepudit mincias dolorem adis eres aperita temque volorem.

Paruptaquo tem ut millo conseni hiliciis moluptatem. Riorenisque restiat odi sequunt quosam volorest que sunt faceati onserum qui acea quia sectore stinctatiam, eleste prectibus, ullorita doluptaque vendae pliquid emolare periore, ut estecta disquo duciducimus reris magnatur?

Line Segment – Guidance

When using the Line Segment, please keep in mind the following guidance.

PLACEMENT

/ Always learning.
Always adapting.

The line segment should be used to the left side of a left-aligned headline, justified at the bottom on the first line baseline.

SIZING

/ Always

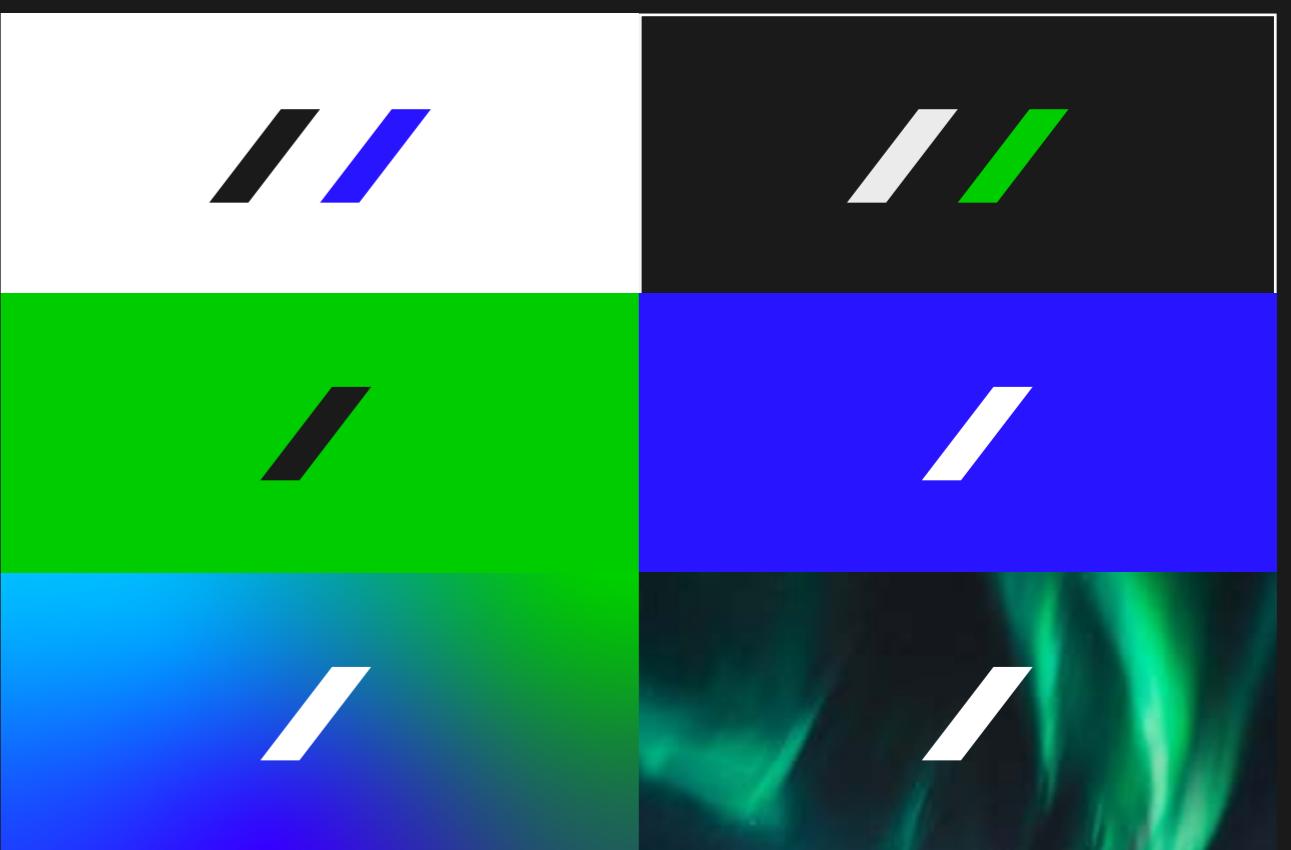
Use the height of your headline's uppercase to size the Line Segment accordingly.

SPACING

/ / Always
1 2 /

The spacing between the line segment and the headline should always be equal to 2 line segments side by side.

COLOR



The Line Segment color should be based on the following background colors.

Line Segment Restrictions

The Line Segment's appearance must remain consistent throughout all communications.

As such, please always respect the prior guidance and be mindful of the following restrictions.

Always learning.
Always adapting.

ALWAYS RESPECT LEFT SIDE PLACEMENT

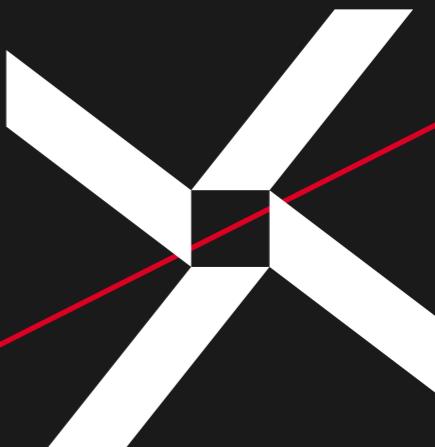
Always learning.
Always adapting.

ALWAYS RESPECT SIZE AND SPACING RULES

Always learning.
Always adapting.

Lorro blabore pernam quas mil es doluptatiis doluptaecab int am, aped maximet uriones molestibus ut oditatendios digniet vention consed mos sus remporepudit mincias dolorem adis eres aperita temque volorem.

DO NOT USE FOR OTHER TEXT BLOCKS THAN HEADLINE



DO NOT USE TO CREATE GRAPHICS

Data Flow – Usage

The Data Flow is a shorthand representation of Trellix's Data Pool.

This graphic device allows for a subtle articulation of the brand language where branding needs to be kept simple, while bringing more impact than the Line Segment.

The Data Flow can be used in two ways:

1. On a canvas' left / right border
2. Around a text composition

Please always use, and do not modify, the provided artwork when using the Data Flow.

1.

Living security for complete protection.

Lorro blabore pernam quas mil es doluptatiis doluptaecab int am, aped maximet uriones molestibus ut oditatendios digniet vention consed mos sus remporepudit mincias dolorem adis eres aperita temque volorem.

Paruptaquo tem ut millo conseni hilicis moluptatem. Riorenisque restiat odi sequunt quosam volorest que sunt faceati onserum qui acea quia sectore stinctatiam, eleste pectibus, ullorita doluptaque vendae pliquid emolare periore, ut estecta disquo ducidicimus reris magnatur?

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Et omnisitio. Et la peribus tiatet hillaceperum nonse vent iur, quidenet doluptatur autem quunt volorendi nonsequat expliqui untis expliquas nem nihit dolorehendem atempos susciendam repuditae volorei cipsusc ipsaniam acea di aut et eatum nim aut officia volectincit voluptaquia voluptum velit hici eatis maximolendae aliasit, qui vent reribus prempor epelessunt, coritio.

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2.

Living security for complete protection.

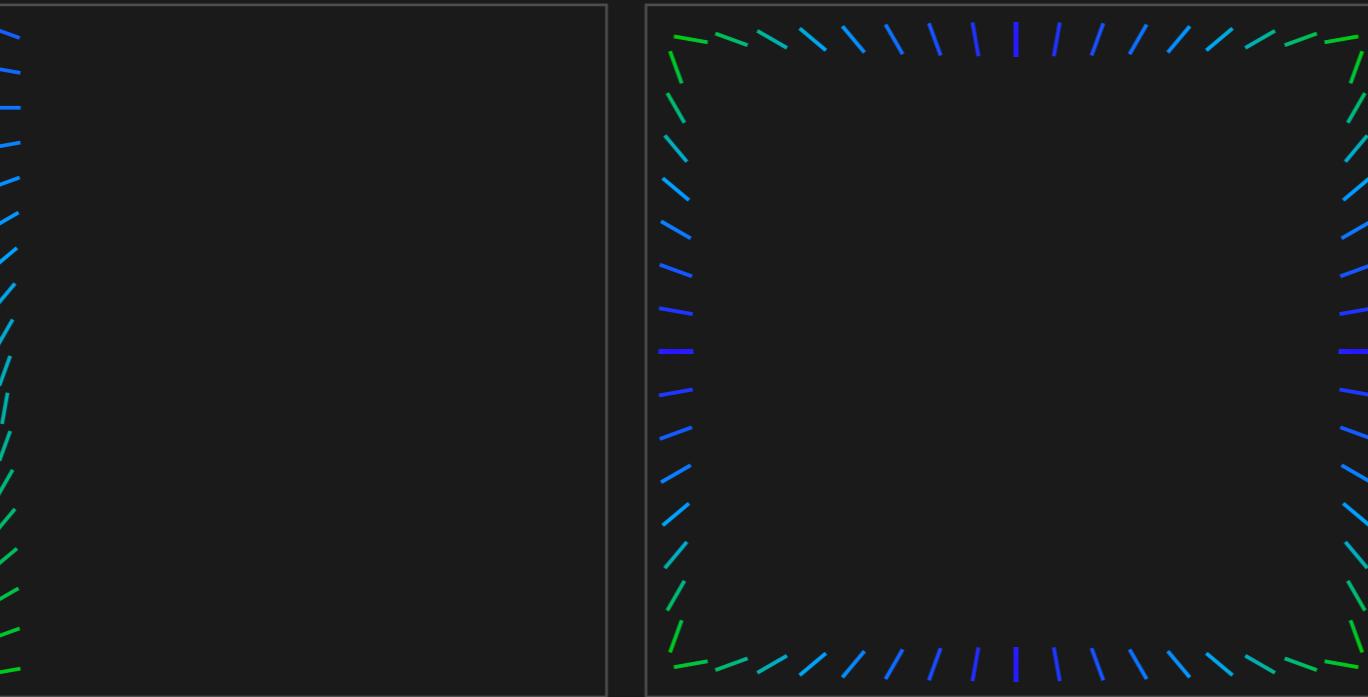
Et la peribus tiatet hillaceperum nonse vent iur, quidenet doluptatur autem quunt volorendi nonsequat expliqui untis expliquas nem nihit dolorehendem atempos susciendam.

LEARN MORE

Data Flow – Guidance

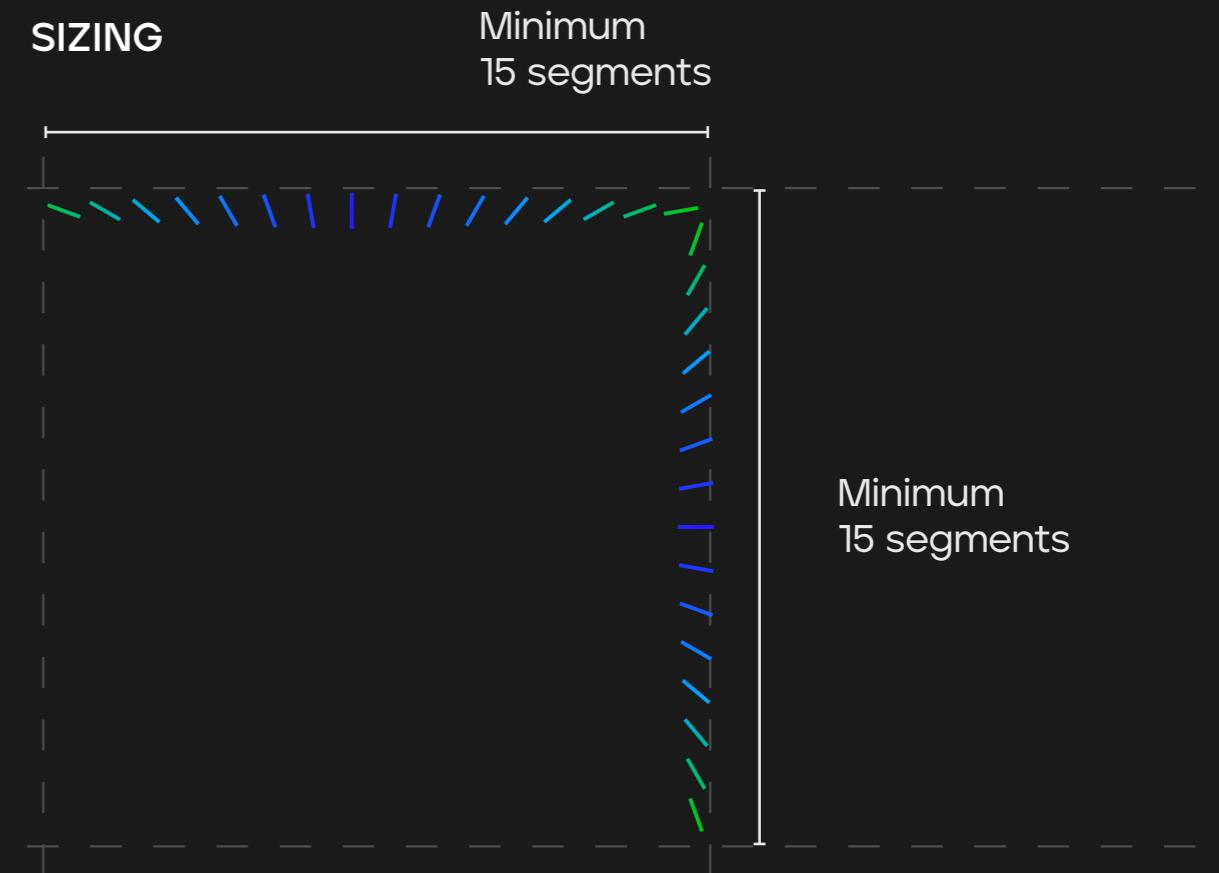
When using the Data Flow, please keep in mind the following guidance.

PLACEMENT



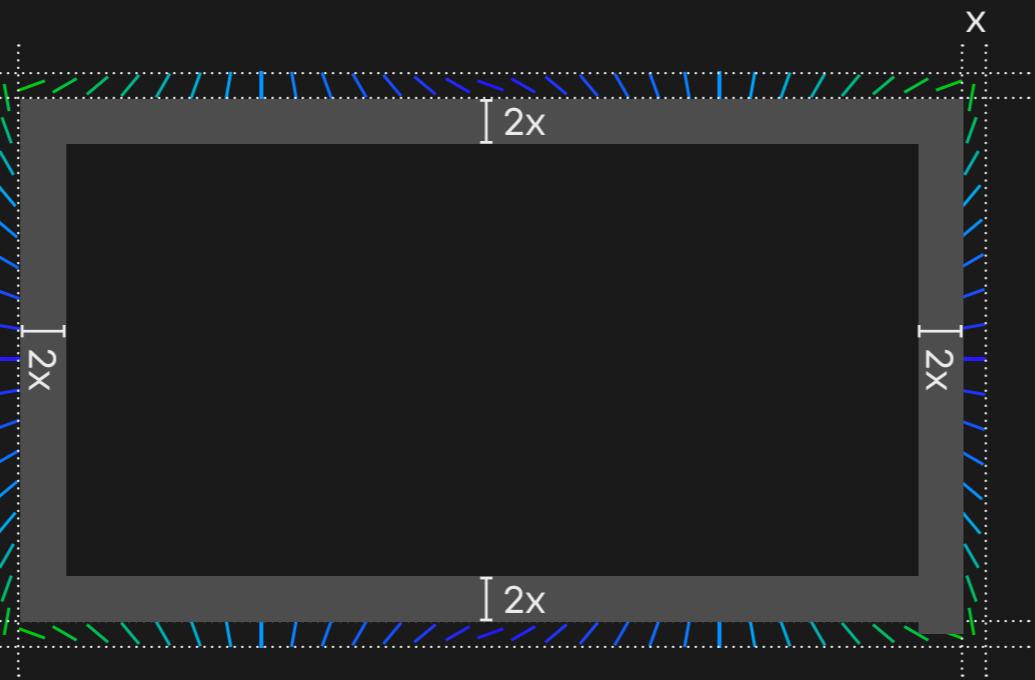
The Data Flow can be used on a single or all 4 sides of a canvas or text composition.

SIZING



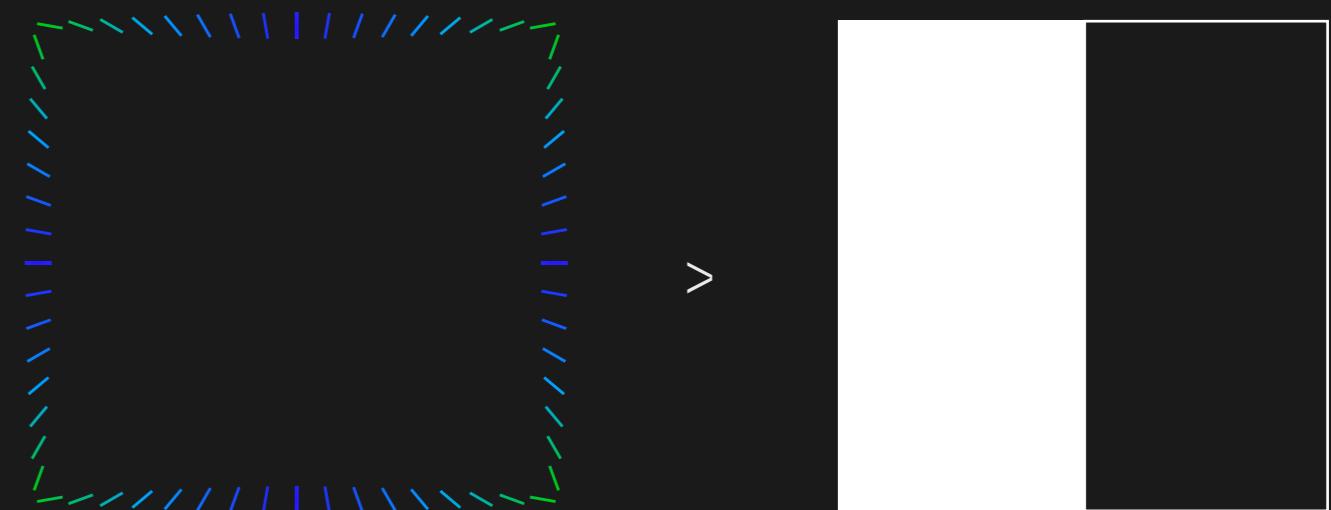
Always have a minimum of 15 segments featured in each 'flow', both horizontal and vertical.

SPACING



Please ensure that any text or graphics are at least '2x' away from the Data Flow.

COLOR



The Data Flow should always be used featuring the brand gradient, and only on a White or Graphite background.

Data Flow Restrictions

The Data Flow's appearance must remain consistent throughout all communications.

As such, please always respect the prior guidance and be mindful of the following restrictions.



Data Pool – Patterns

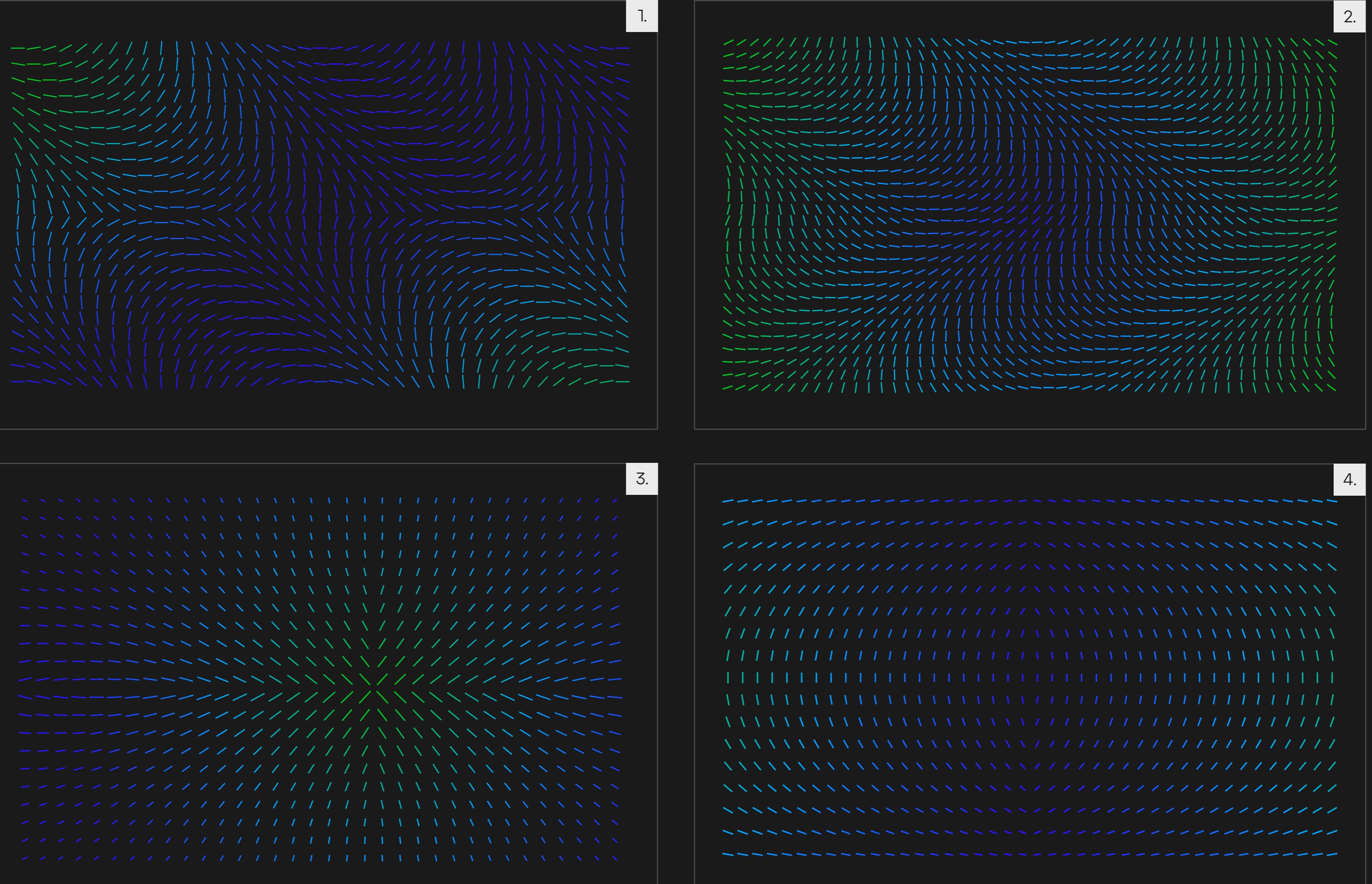
The Data Pool is the primary brand graphic.

As a metaphor for the 'Living Security' Trellix offers, it should be mindfully used throughout all communications as the primary tool for brand recognition.

The Data Pool can adopt a different pattern depending on the meaning it should carry. Some examples include, but are not limited to:

1. Learning (free-flow pattern)
2. Adapting (directional pattern)
3. Targeting (single focus point)
4. Protecting (wave pattern)

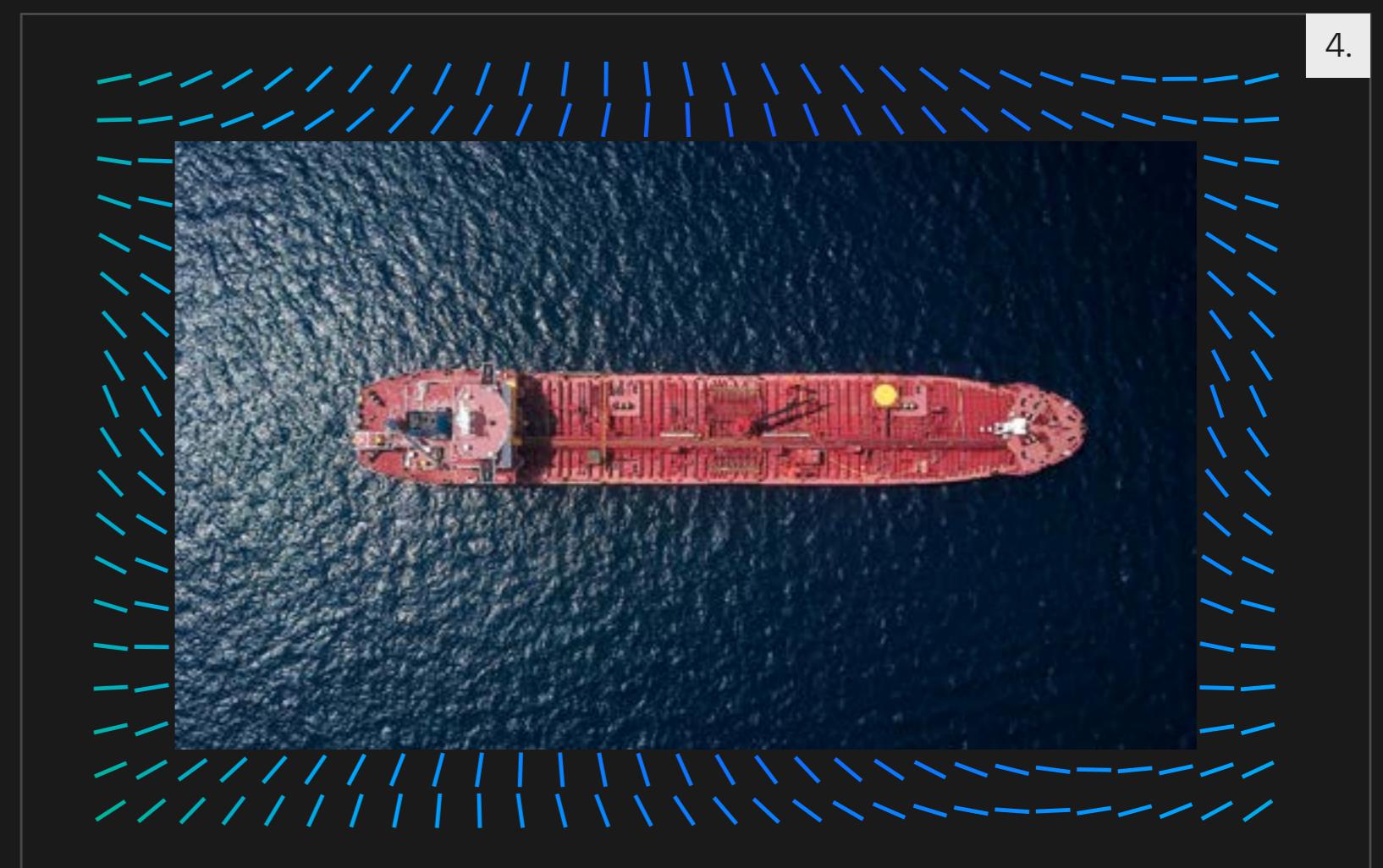
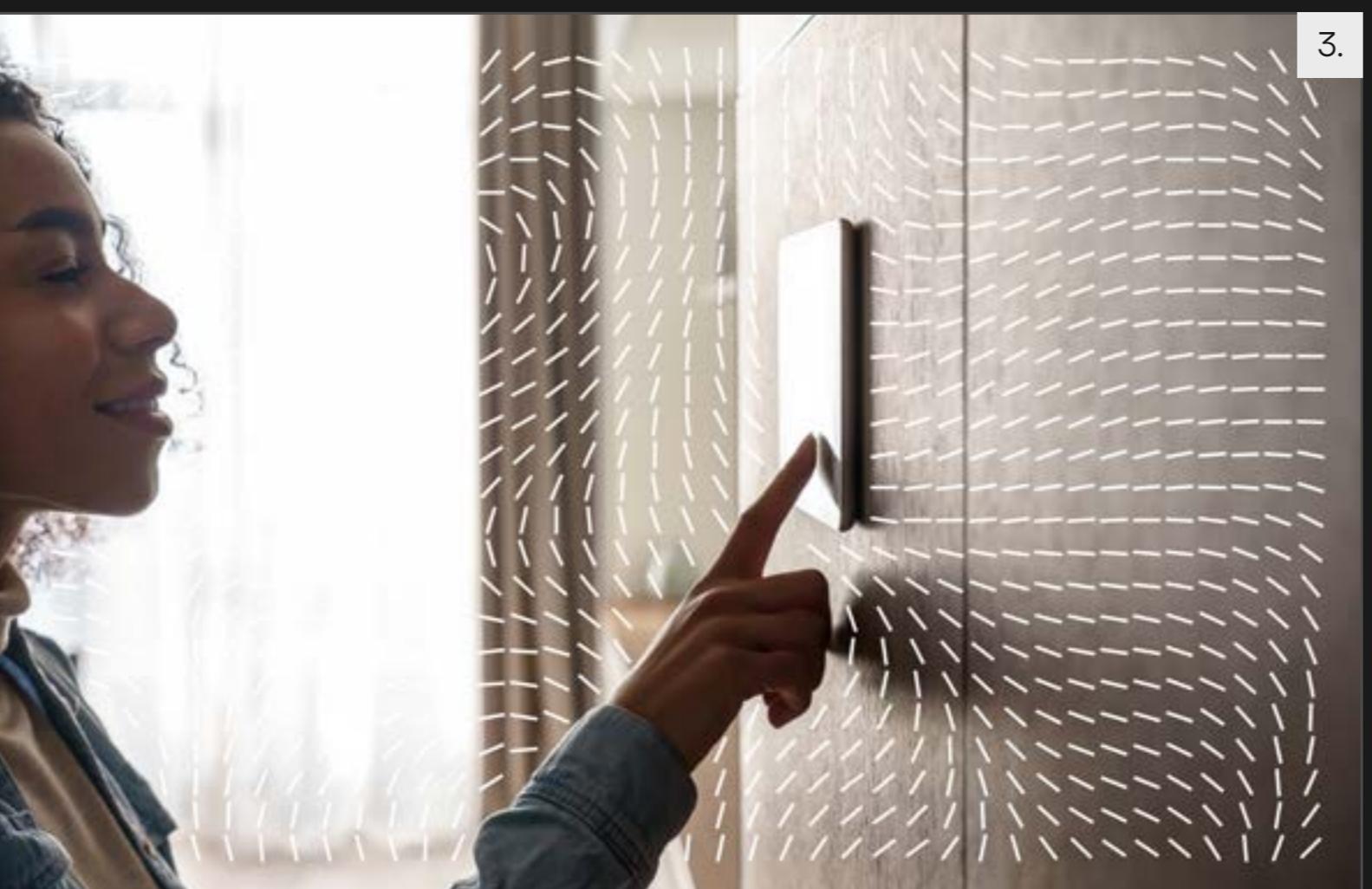
It is encouraged to use the provided artwork when using the Data Pool, although new pattern creation is allowed.



Data Pool – Usage

The Data Pool can be used in four ways:

1. As a standalone pattern
2. As background for masked photography
3. As a photography overlay
4. As a photography frame



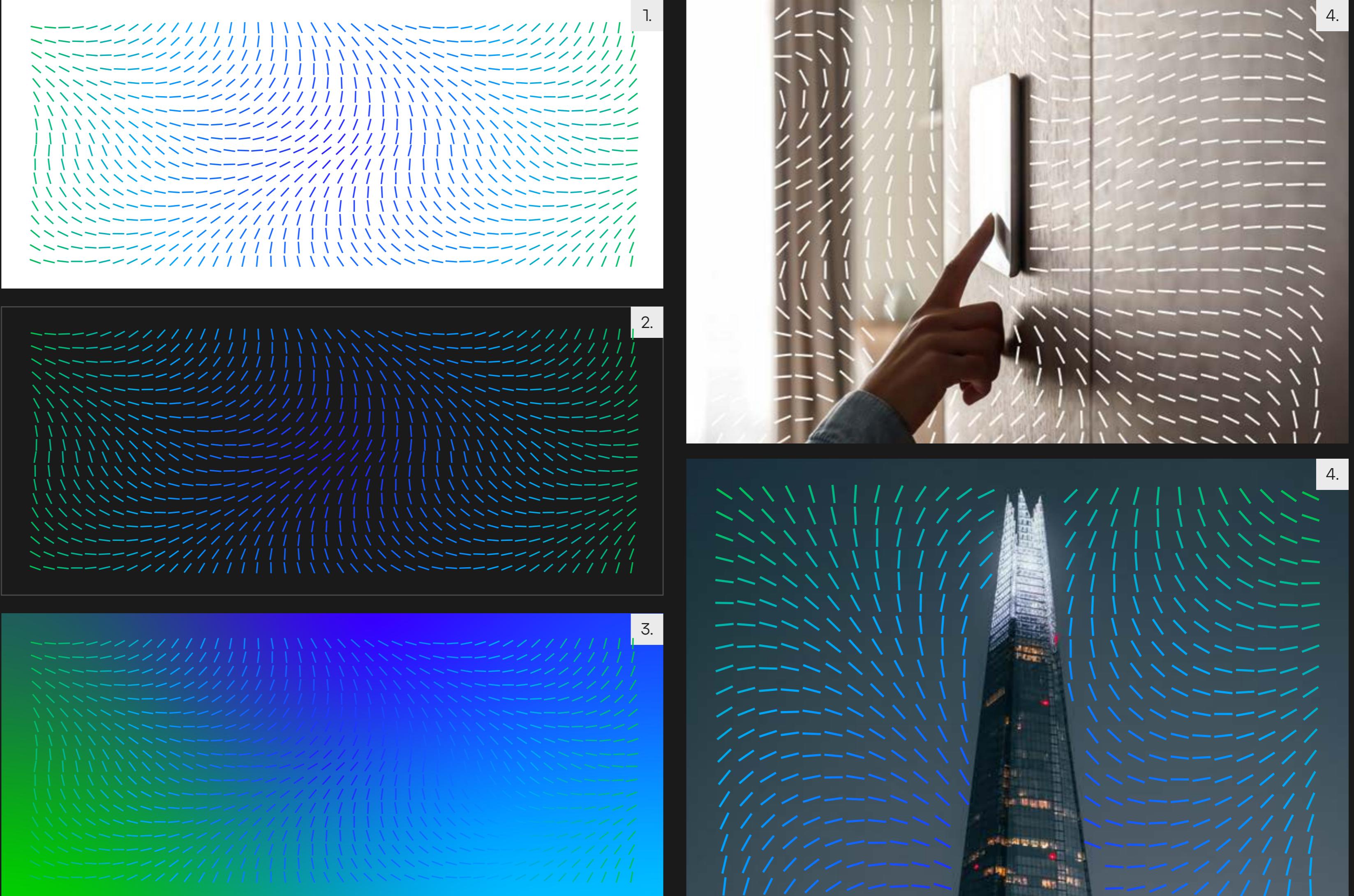
Data Pool – Colors

The Data Pool should only be used on the following backgrounds:

1. White
2. Graphite
3. Brand Gradient
4. Photography

When used on colored backgrounds, the Data Pool should always be used featuring the brand gradient.

When used as photography overlay, it can be used featuring white or the brand gradient, depending on which makes the visual legible.



Data Pool – Sizing

Always make sure that the Data Pool is sized to a minimum of 13x13 segments.

Additionally, it is recommended to leave a clear space when applying the Data Pool for logo, messaging, or other graphics.



Data Pool – Overlay

When using the Data Pool as an overlay on photography, please apply the following methodology:

1. Select a visual with a clear, uncluttered point of interest (e.g. building, person, object...). This point of interest should be an asset influenced by Trellix's living protection.
2. Select a pattern to overlay depending on meaning (protecting, targeting, etc...). Please respect the margin and sizing guidelines when overlaying the Data Pool.
3. Delete the segments that are overlapping with the photography's point of interest and associated elements, as well as create clear space for headline or other elements.



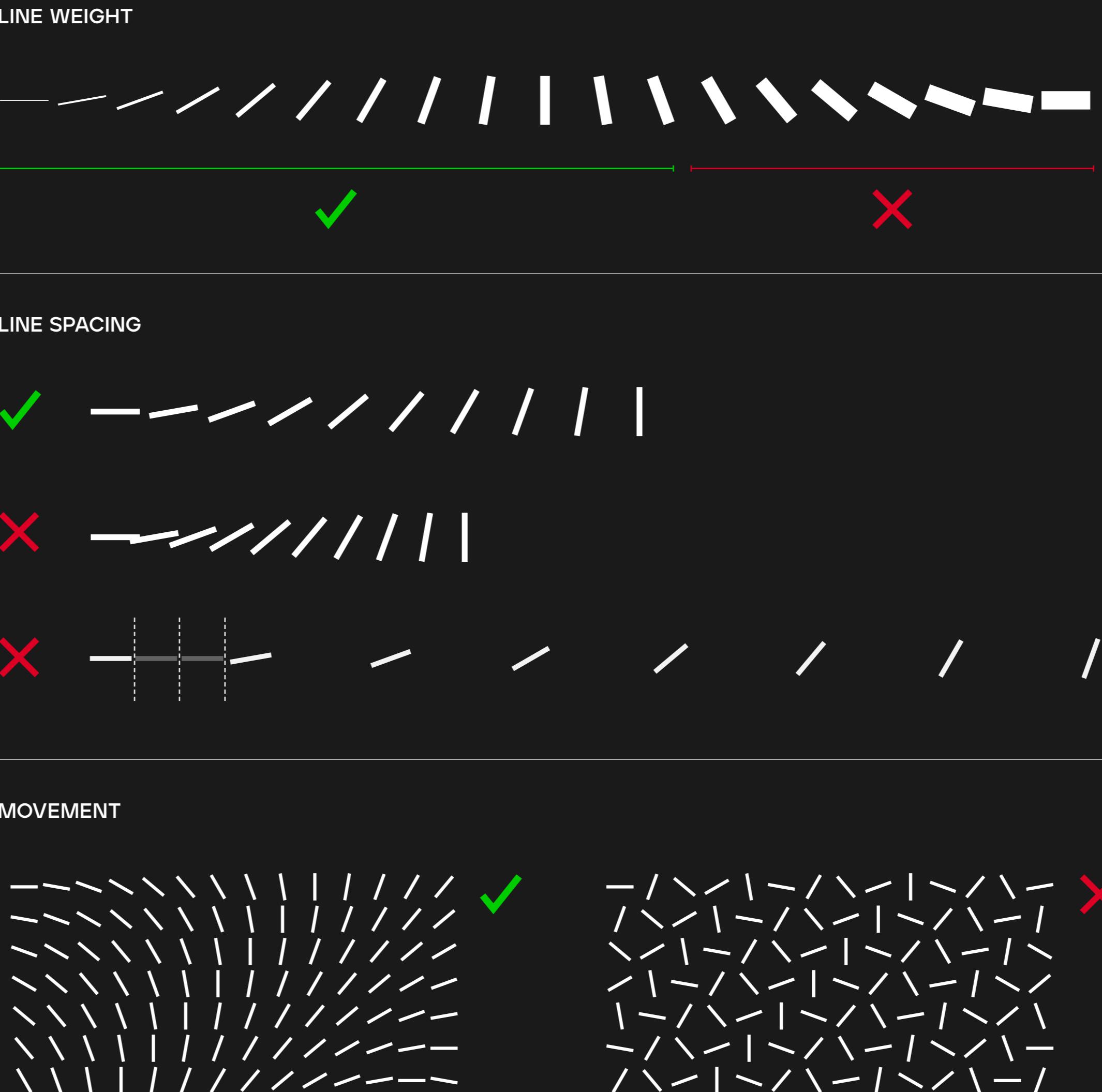
Living security
for complete protection.

Data Pool – Variability

The data pool offers a measure of variability. The flexible parameters are:

1. Line Weight
2. Line Spacing
3. Movement

When creating patterns, please always keep in mind the following guidance.



Avoid line weights that make the segments closer to rectangles than lines.

Segments should never overlap

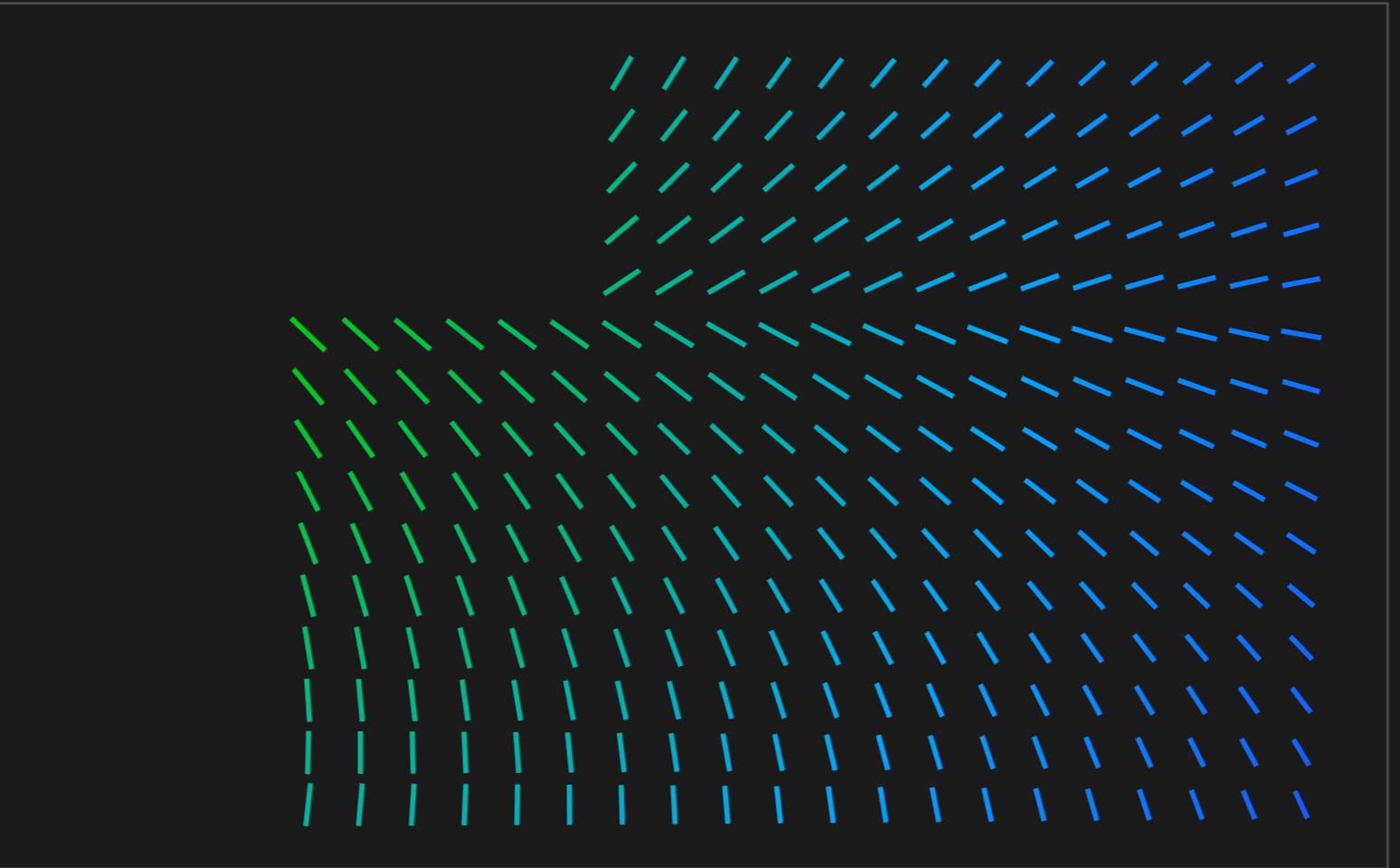
Segments should never be further than 2 line segments apart from each other

The pattern should always illustrate a clear sense of movement and direction.

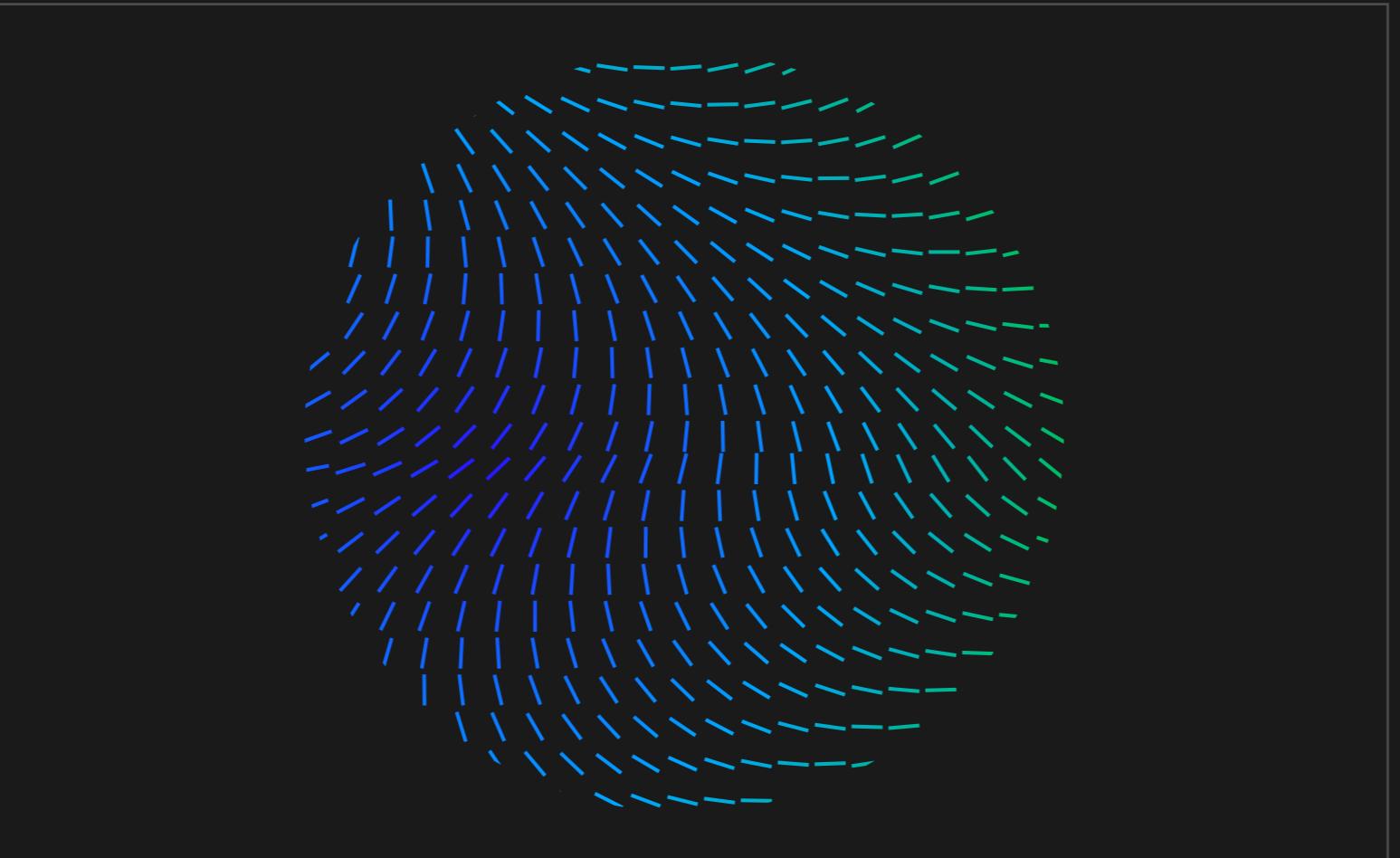
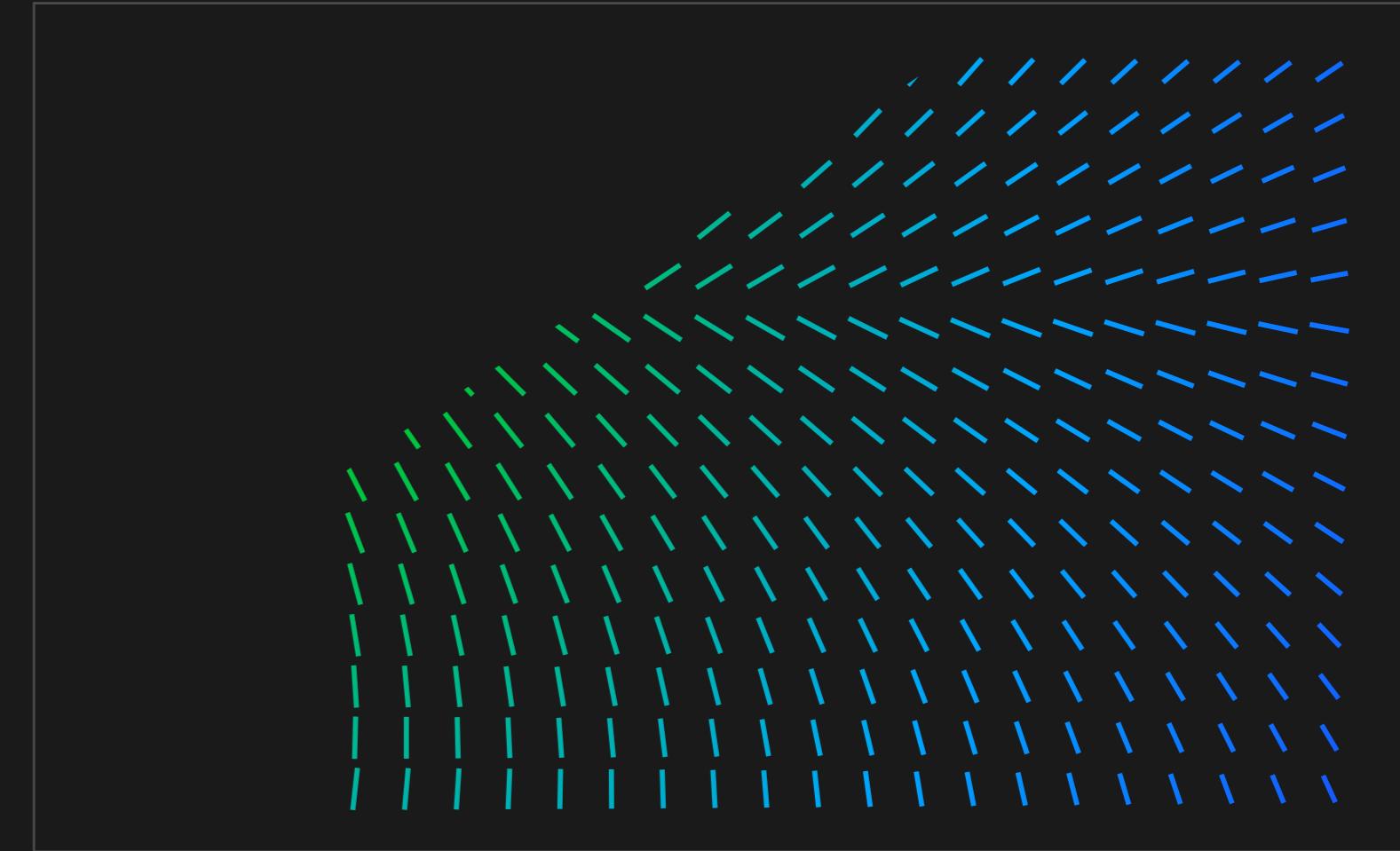
Data Pool – Cropping

When cropping the Data Pool to fit your layout, please only do so by using simple rectangular or circular masks.

✓ CORRECT CROPPING



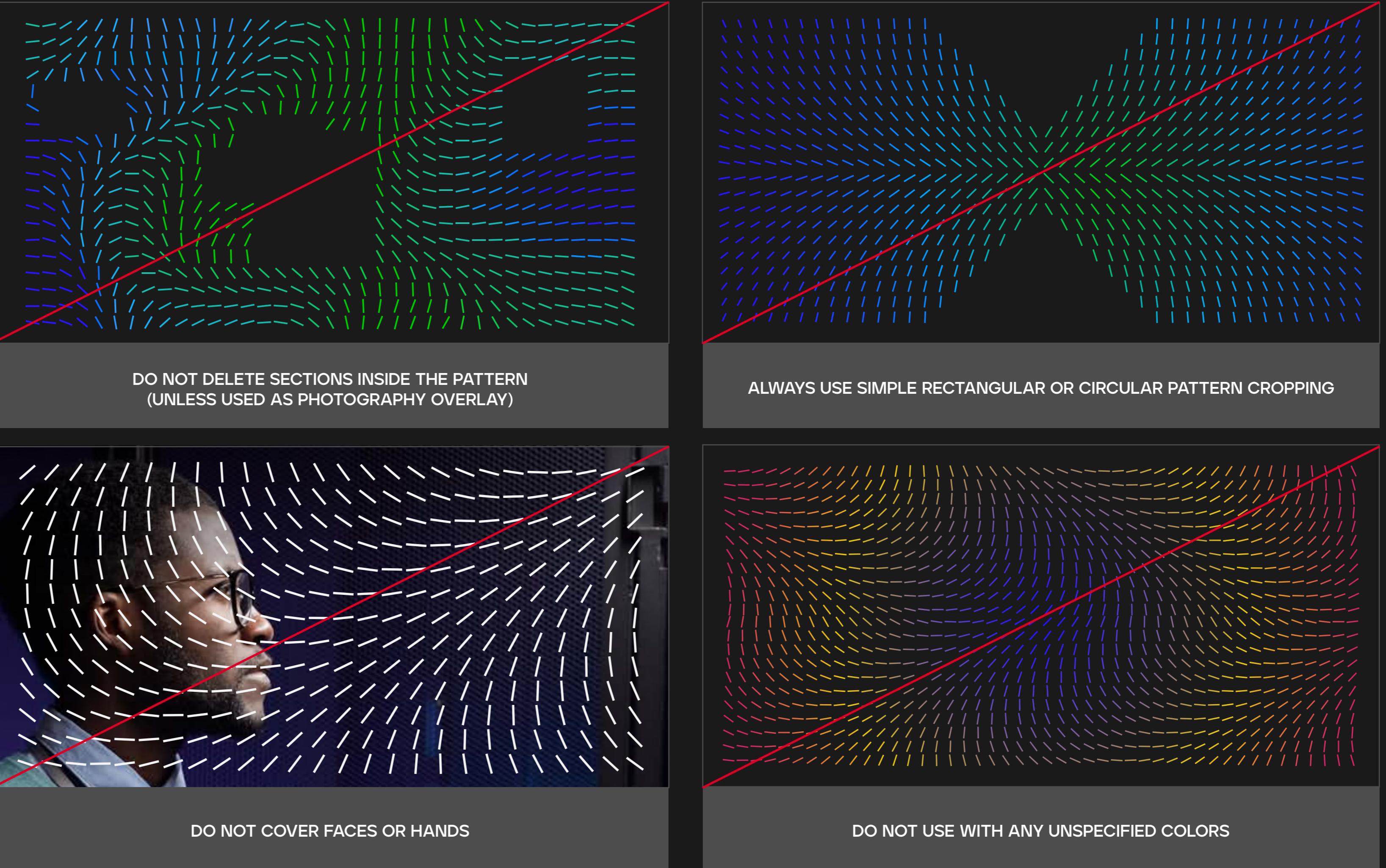
✗ INCORRECT CROPPING



Data Pool Restrictions

The Data Pool's appearance must remain consistent throughout all communications.

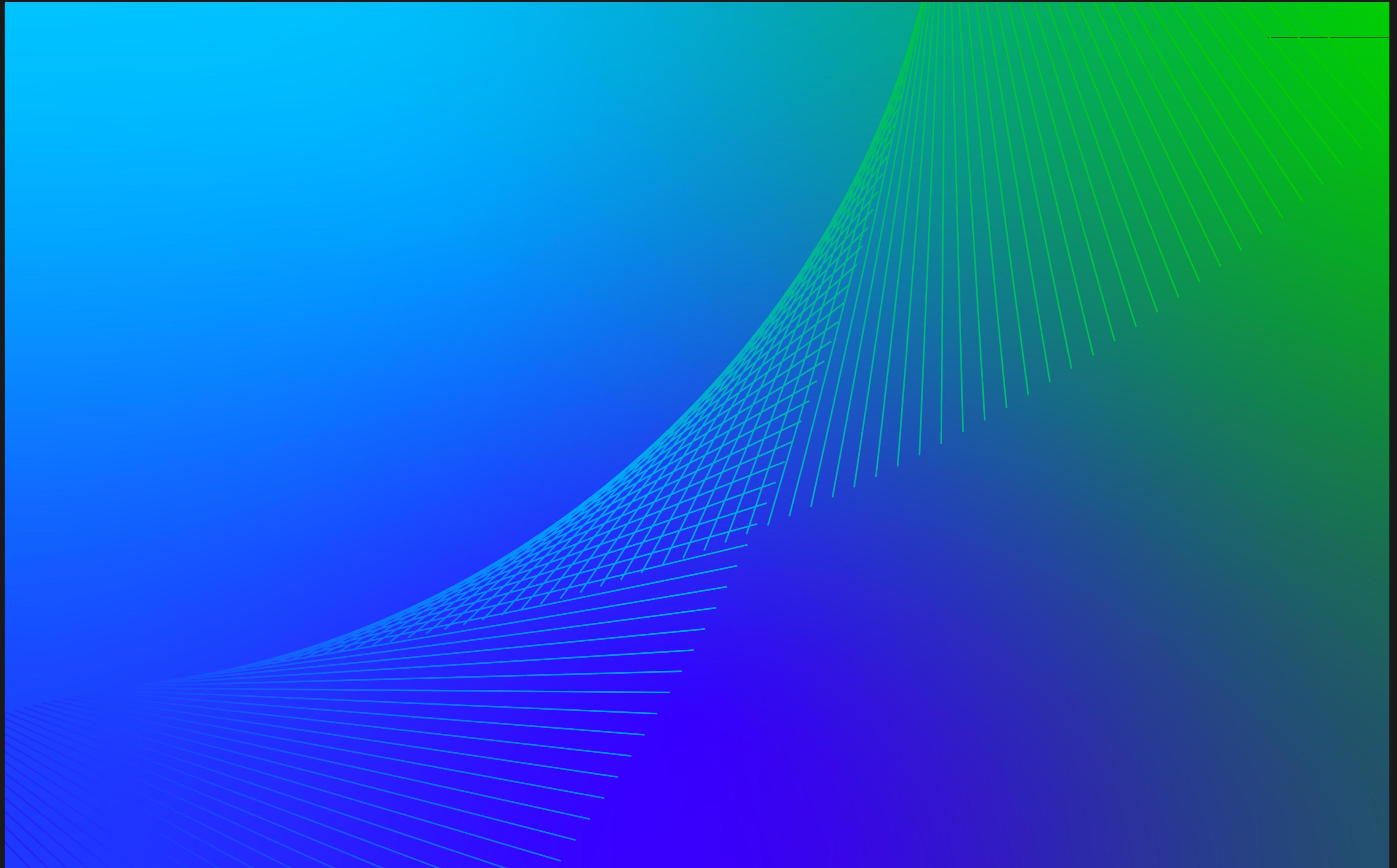
As such, please always respect the prior guidelines and be mindful of the following restrictions.



Flow Graphics – Usage

The Flow Graphics are expressive and differentiated assets that represent Trellix's core products or services.

Borrowing from the graphic language of the Data Pool, the Flow Graphics are impactful illustrations that should reflect the value or name of an important product or service in order to bring it to life in an exciting form, while looking consistent with the brand look & feel.



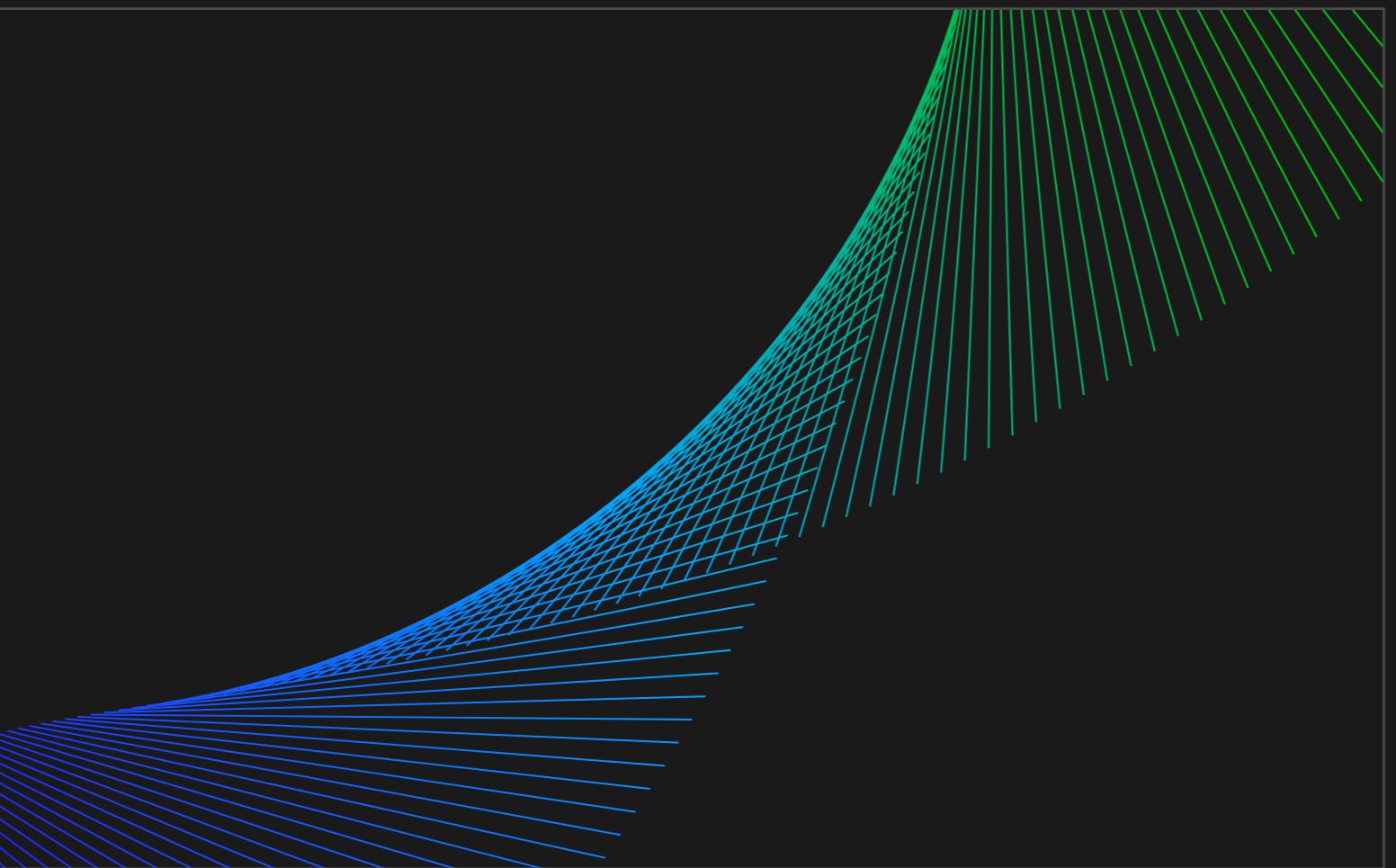
Flow Graphics – Architecture

When drawing new Flow Graphics, please ensure that the graphic depicts a measure of 'Flow' or movement to align with the look and feel of the Data Pool.

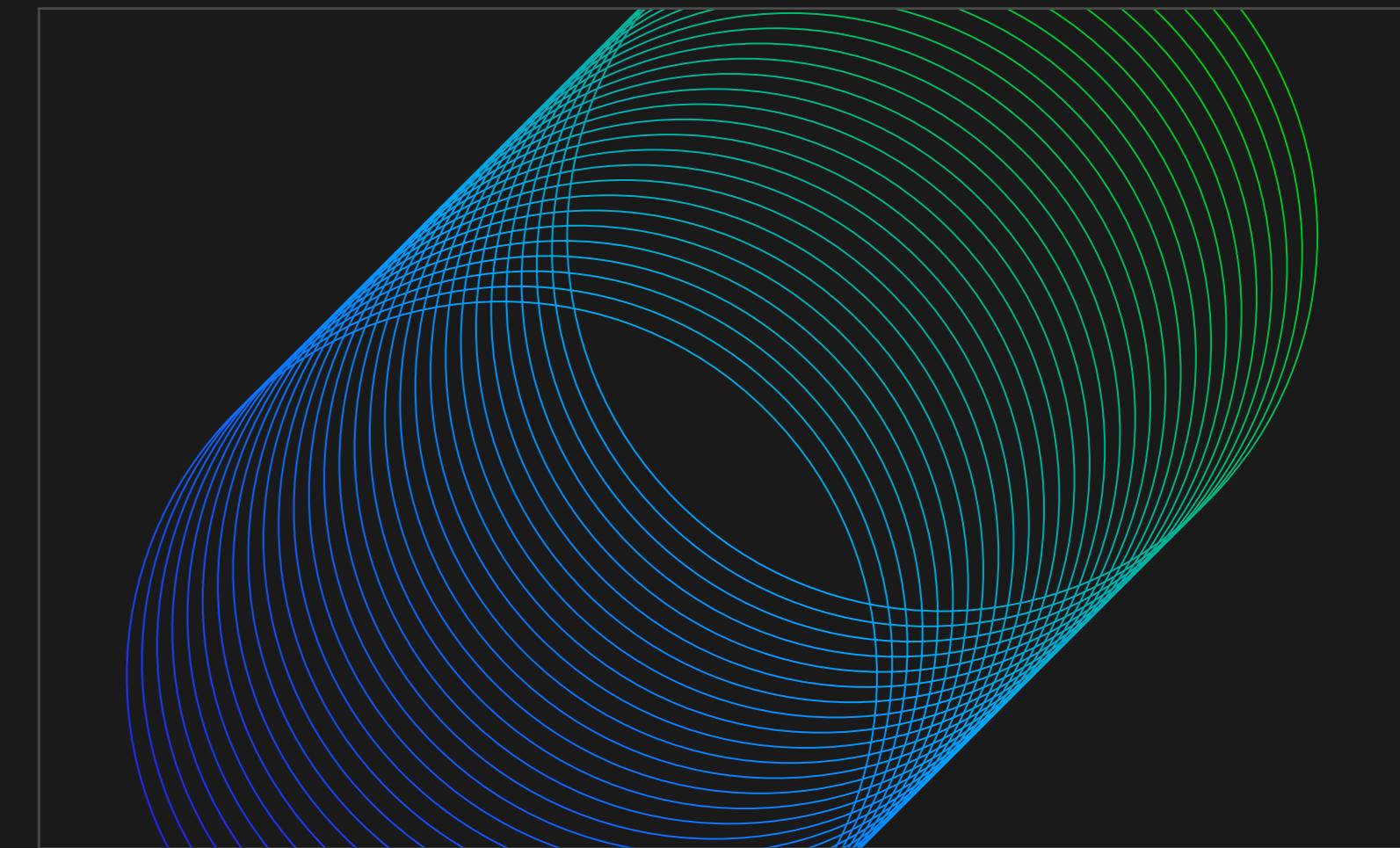
Additionally, please always create Flow Graphics from line segments, and keep simplicity in mind (e.g. do not draw conflicting movements within a single shape.)

The following examples outline what good architecture looks like.

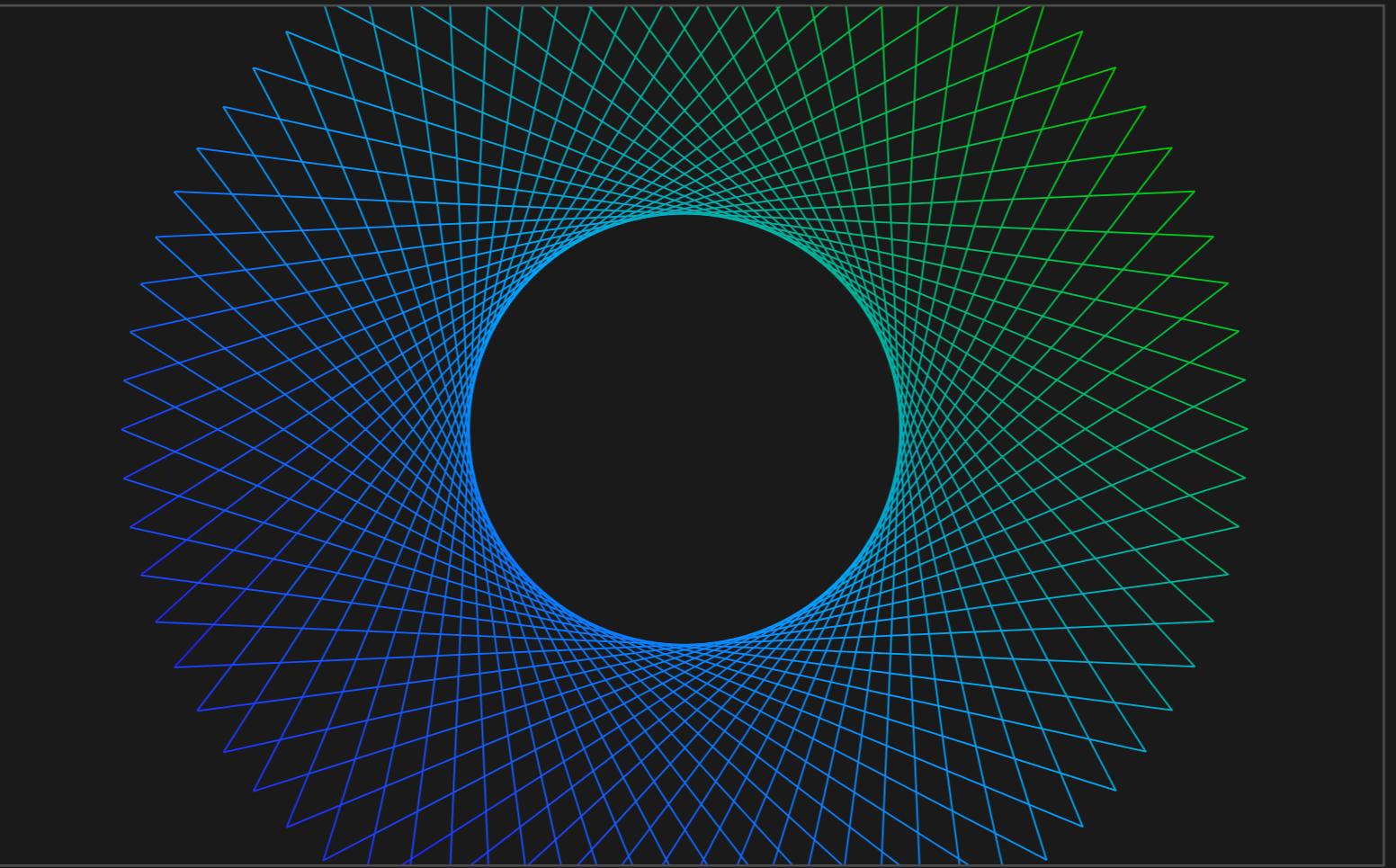
✓ CORRECT



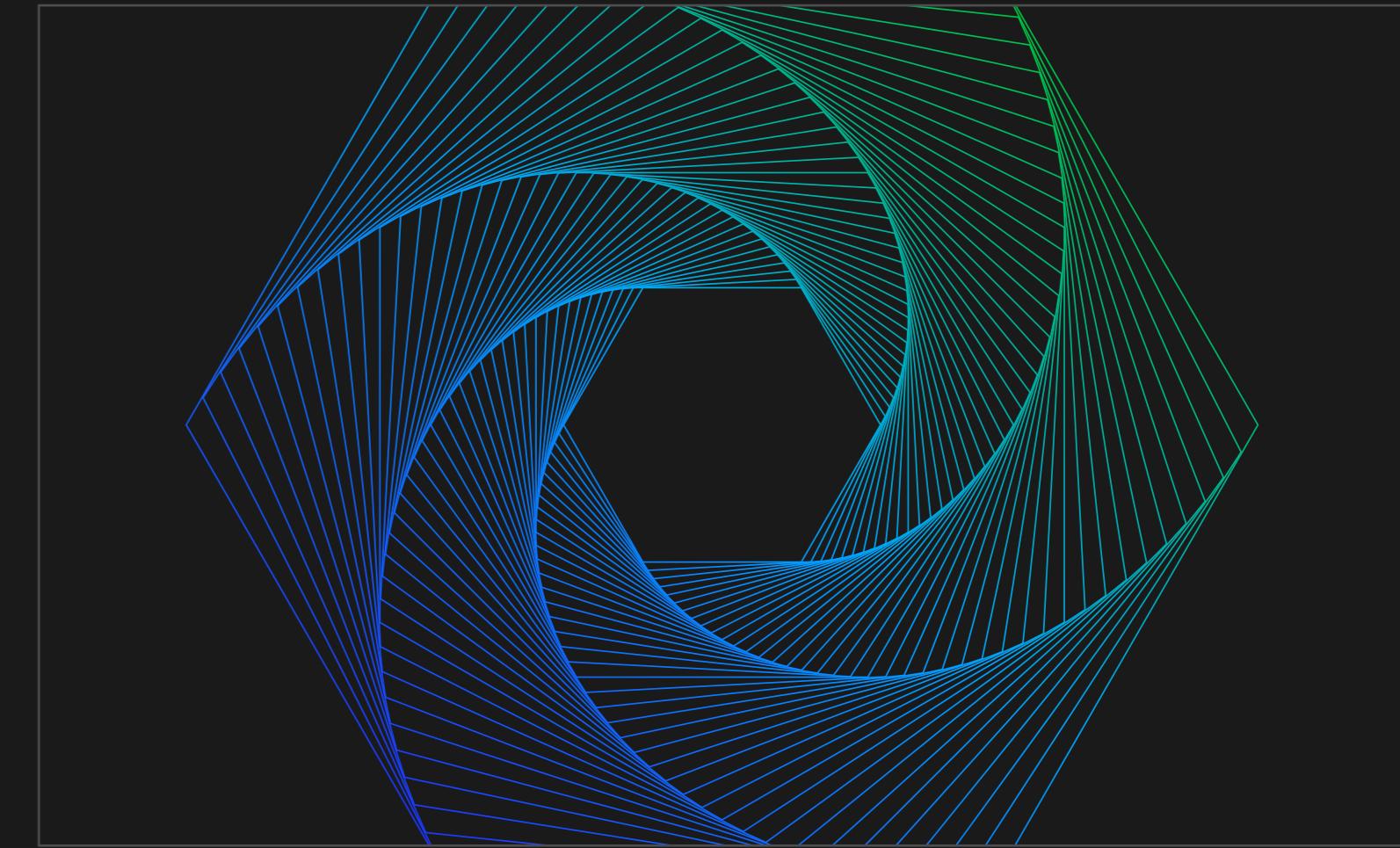
✗ INCORRECT – NOT BUILT FROM LINE SEGMENTS



✓ CORRECT



✗ INCORRECT – TOO COMPLEX (HEXAGON + CURVES)



Flow Graphics – Anatomy

A few key parameters should be kept in mind when drawing new Flow Graphics:

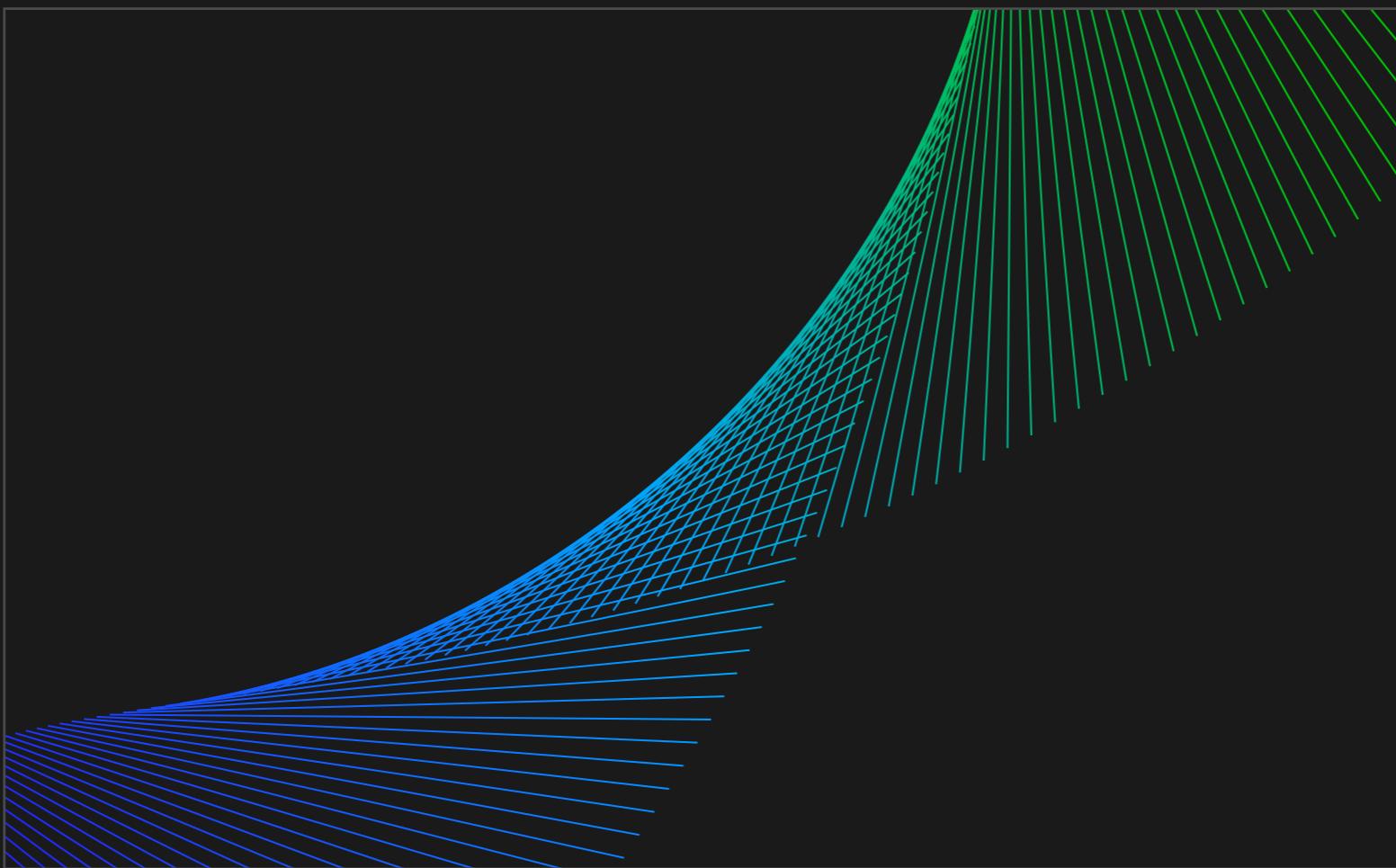
Line Spacing & Weight:

Please make sure the line spacing & weight respect the look and feel of the 'Correct' example for the Flow Graphics to get enough graphic weight (not too spaced out/thin) while remaining legible (not too close together/heavy)

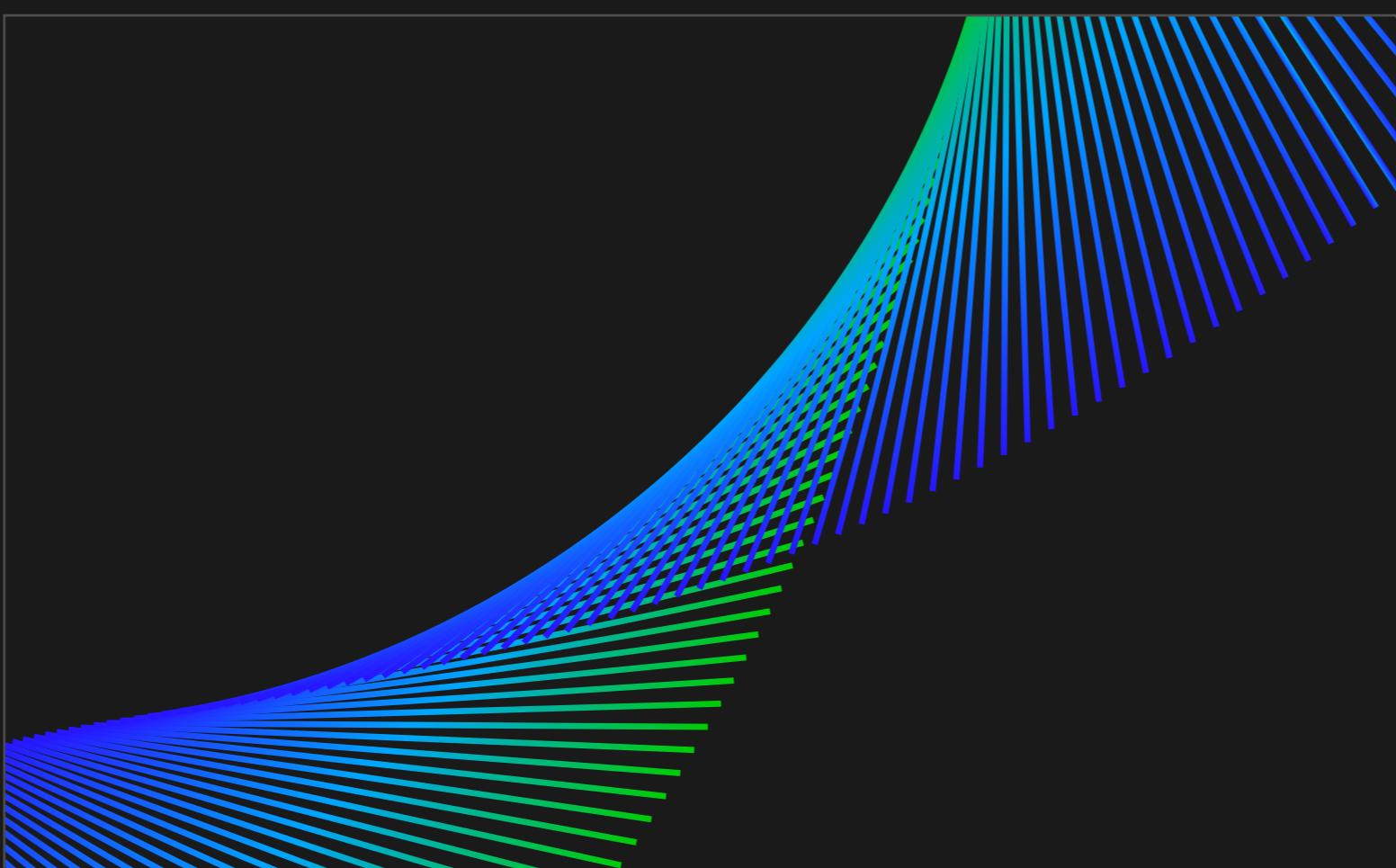
Color Gradient:

Please make sure to apply the brand gradient flowing through the whole graphic, and do not apply the gradient alongside the stroke themselves.

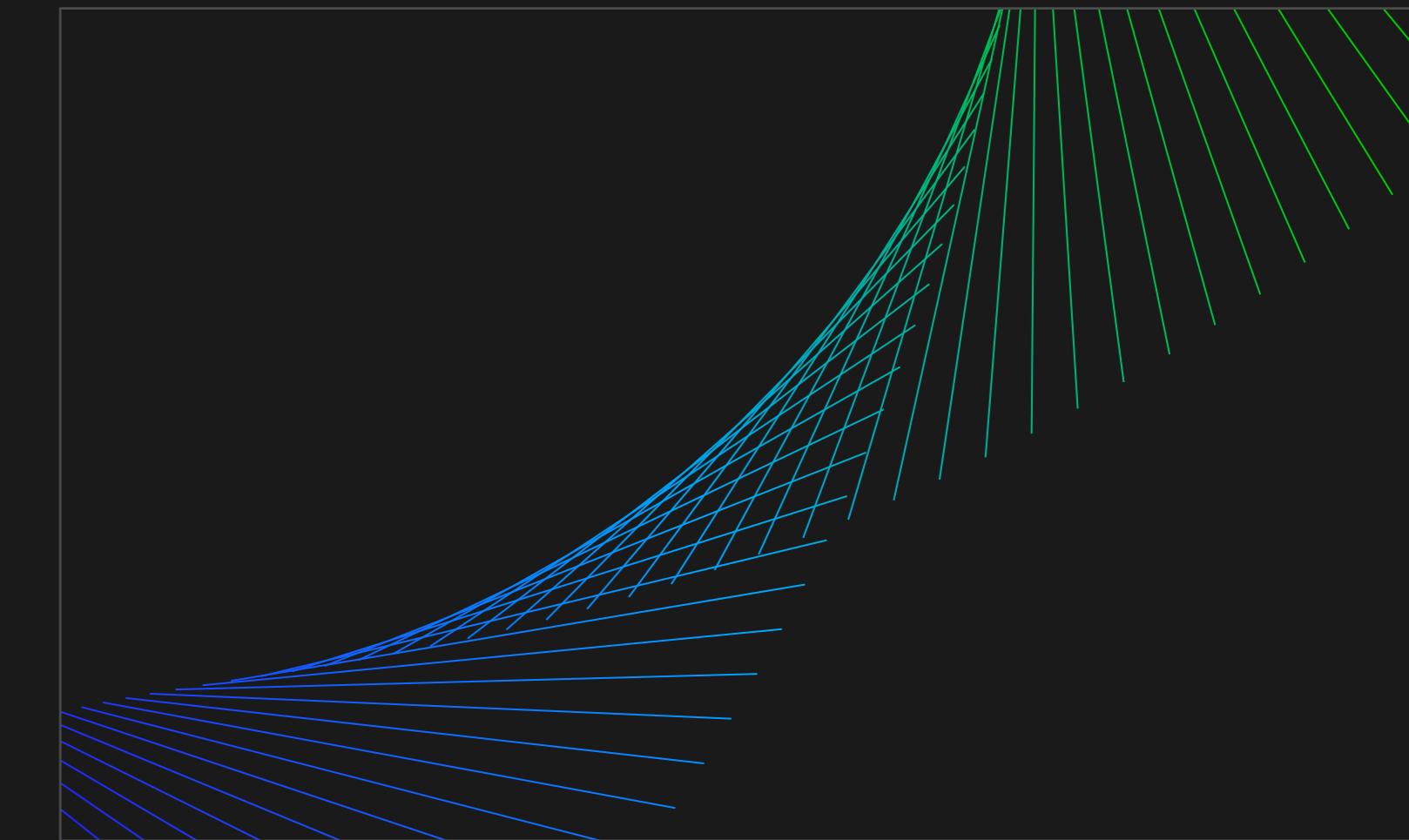
✓ CORRECT



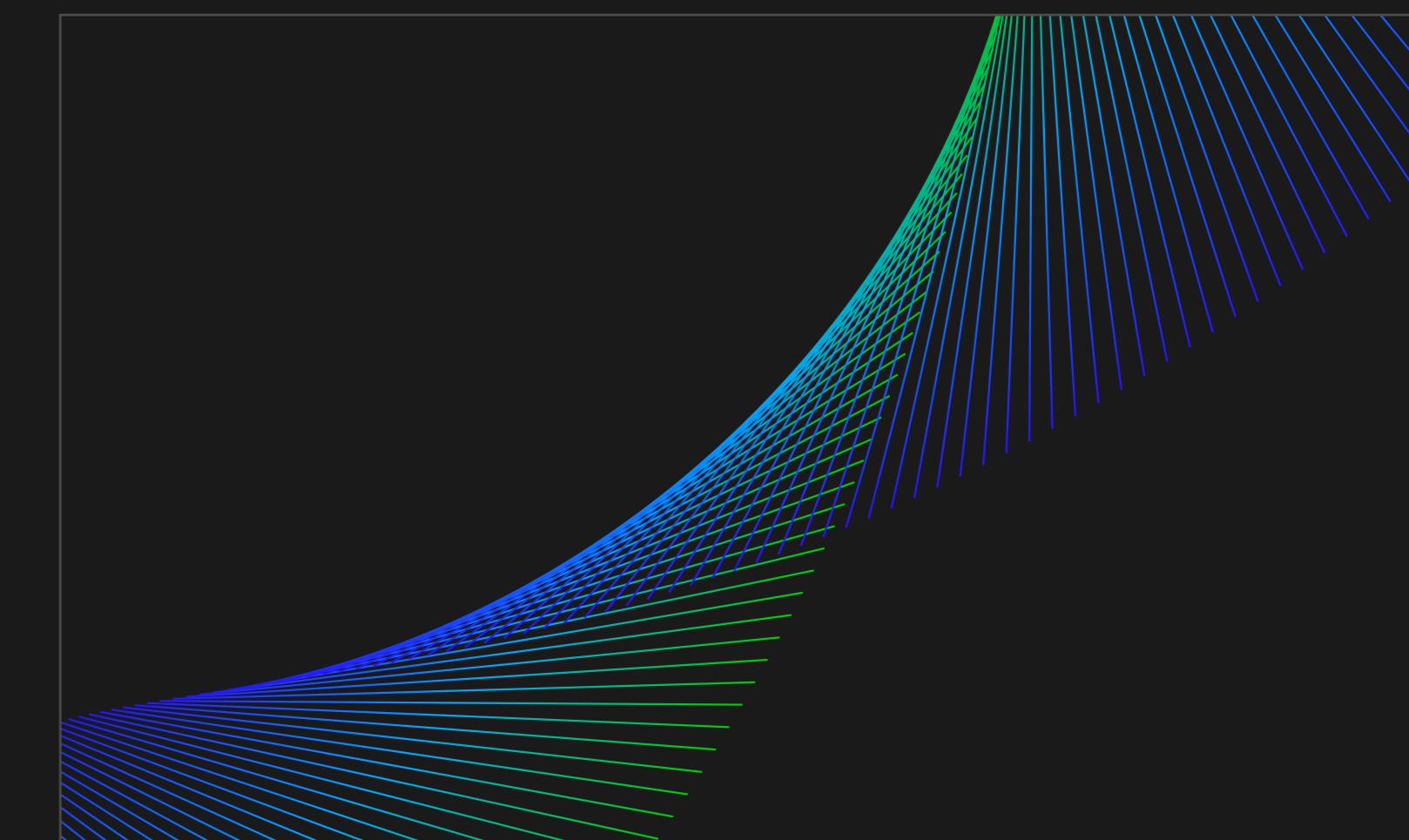
✗ INCORRECT – LINE WEIGHT TOO HEAVY



✗ INCORRECT – LINE SPACING TOO WIDE



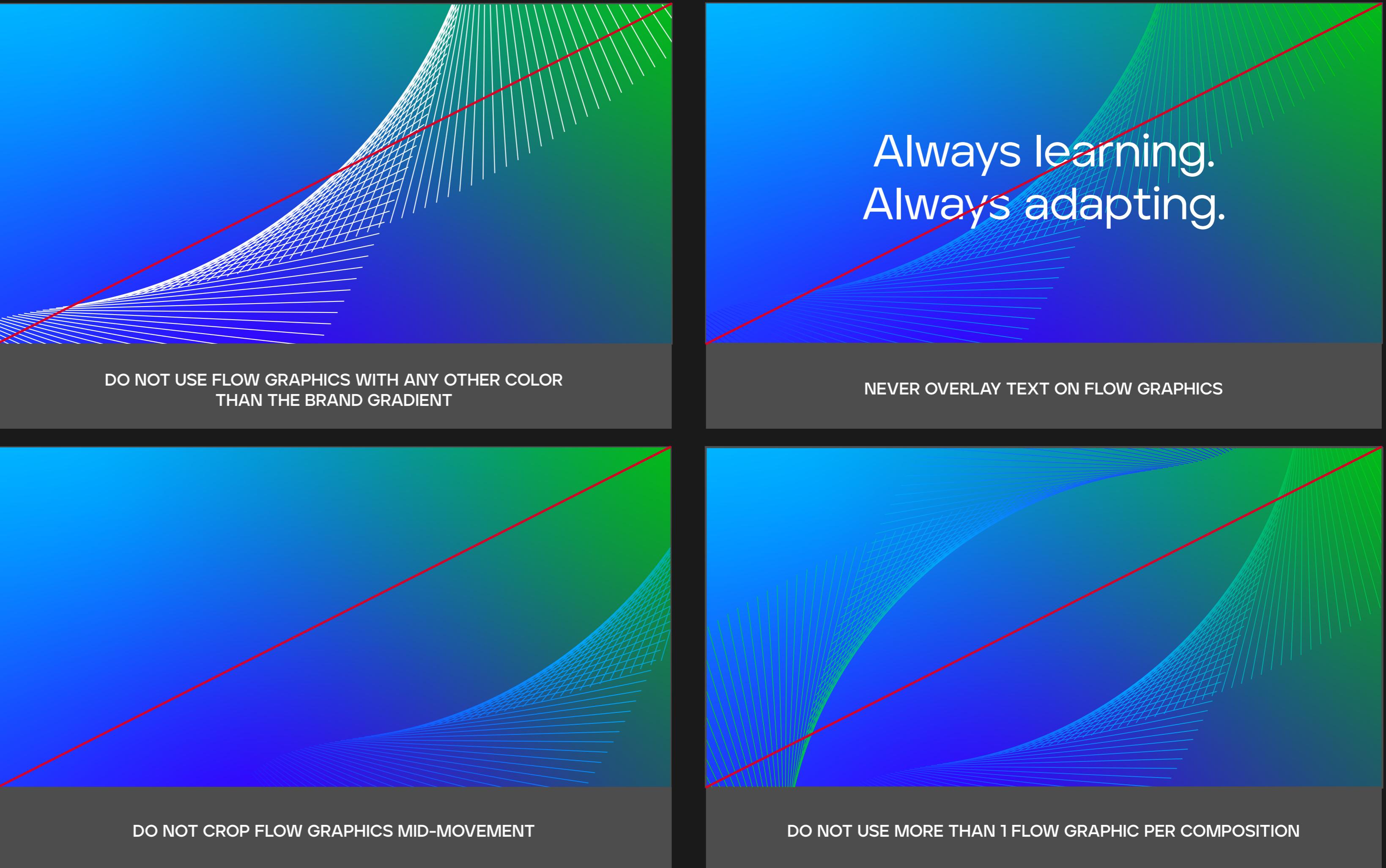
✗ INCORRECT – GRADIENT APPLIED ALONGSIDE STROKE



Flow Graphics – Restrictions

The Flow Graphics' appearance must remain consistent throughout all communications.

As such, please always respect the prior guidelines and be mindful of the following restrictions.



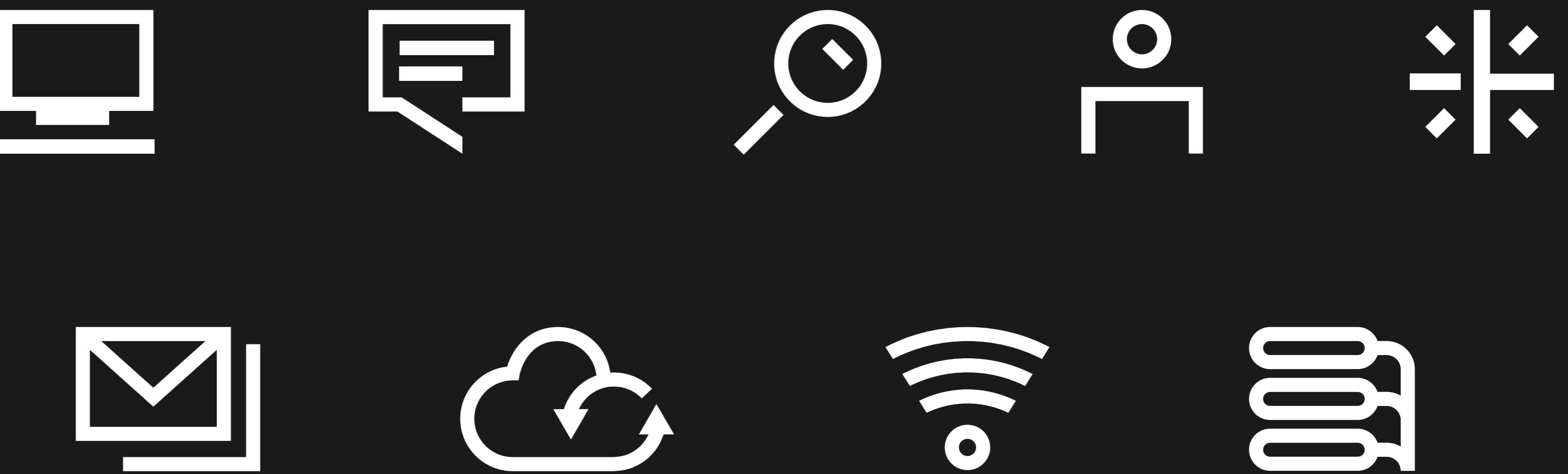
VISUAL IDENTITY

/ How we look Iconography

Overview

Trellix's iconography is helpful when needing to highlight a concept or feature in a digital product while remaining a minimal asset in layouts.

When using or creating icons, please follow the specifications laid out in the upcoming pages.



Iconography – Color

Please refer to the following examples to understand how to use icon color appropriately in communications.

WHITE / LIGHT GREY BACKGROUND

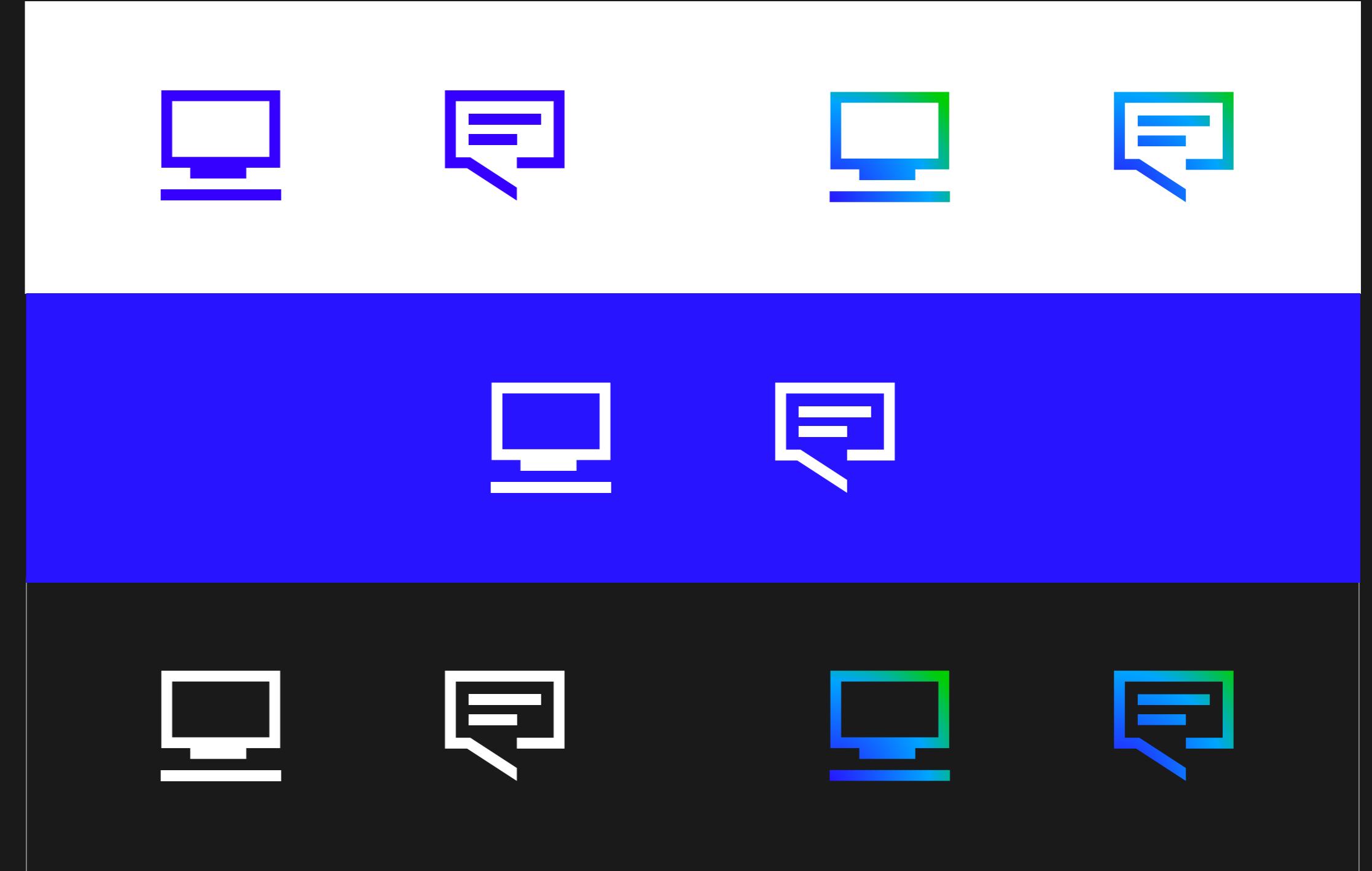
Icon colors: Graphite or Brand Gradient

ROYAL BLUE BACKGROUND

Icon colors: White

GRAPHITE / DARK GREY BACKGROUND

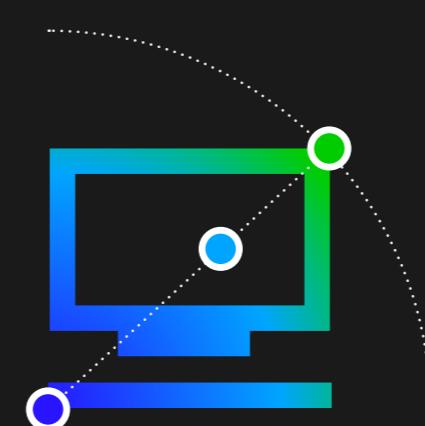
Icon colors: White or Brand Gradient



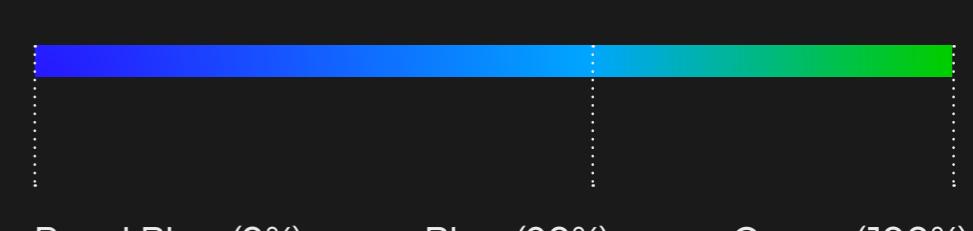
APPLYING THE BRAND GRADIENT

Please refer to the following diagram to use the Brand Gradient for icons appropriately.

Gradient type: Radial



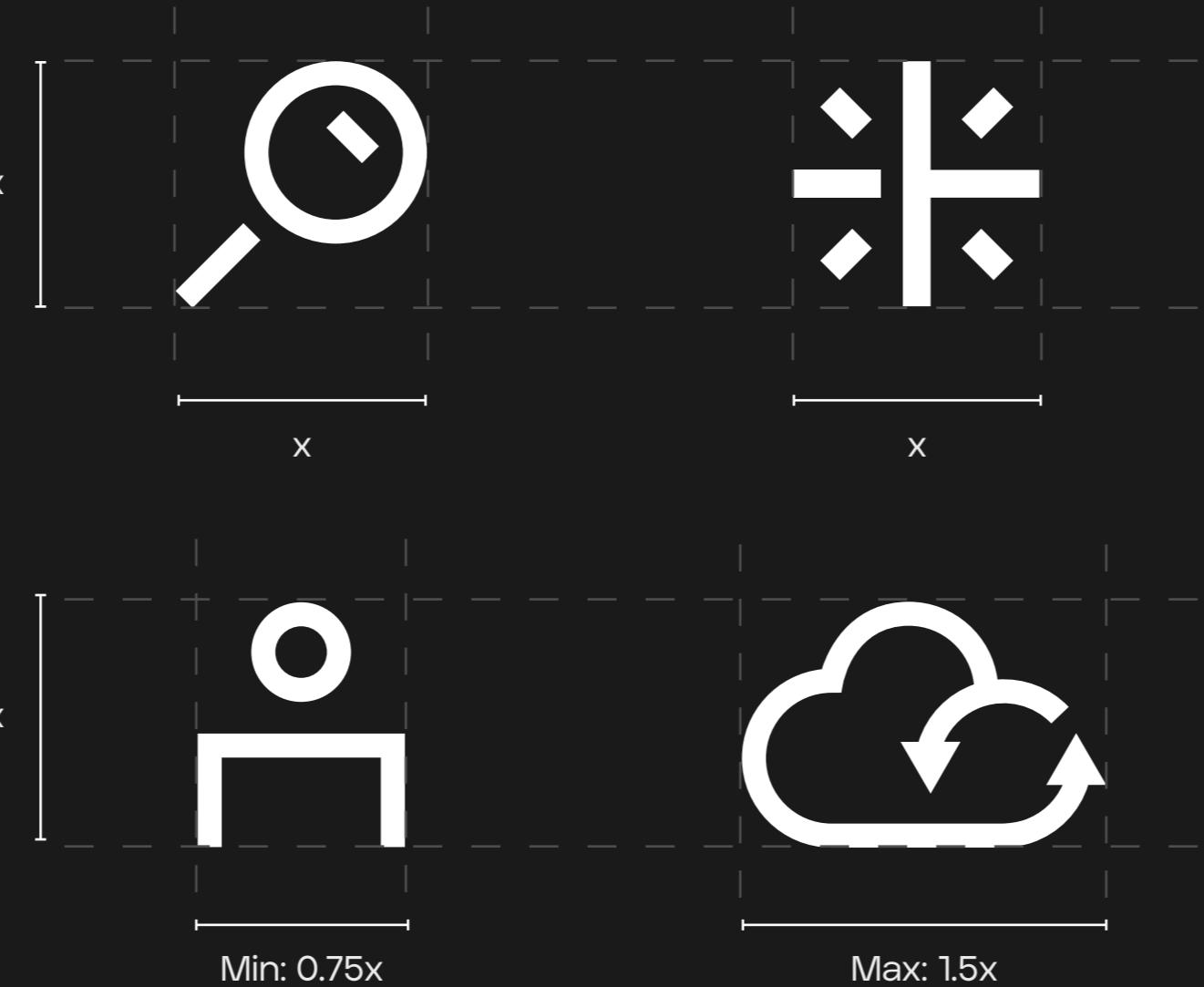
Gradient map



Iconography – Icon Creation

Please refer to the following specifications when creating new icons.

SIZING



LINE WEIGHT



Too thin

Correct

Too heavy

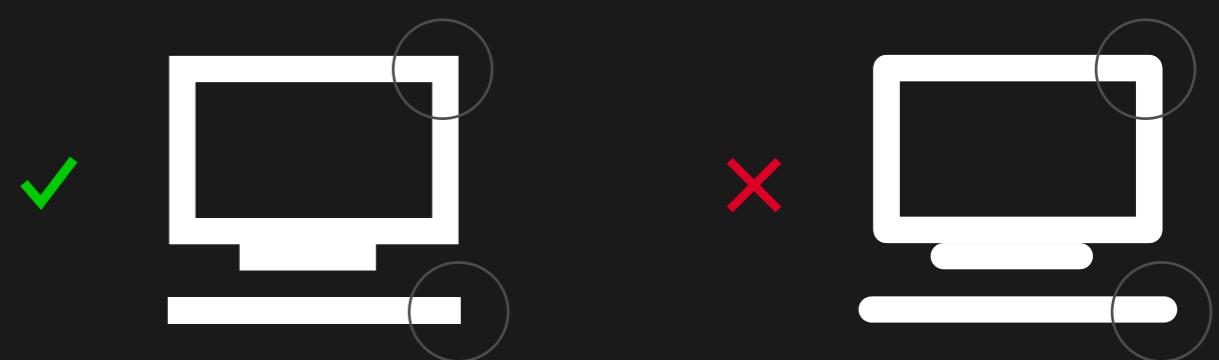
Please refer to the existing collection to determine the right line weight.

CONSTRUCT



Always use strokes to design new icons.
Never use solid color shapes.

CORNERS



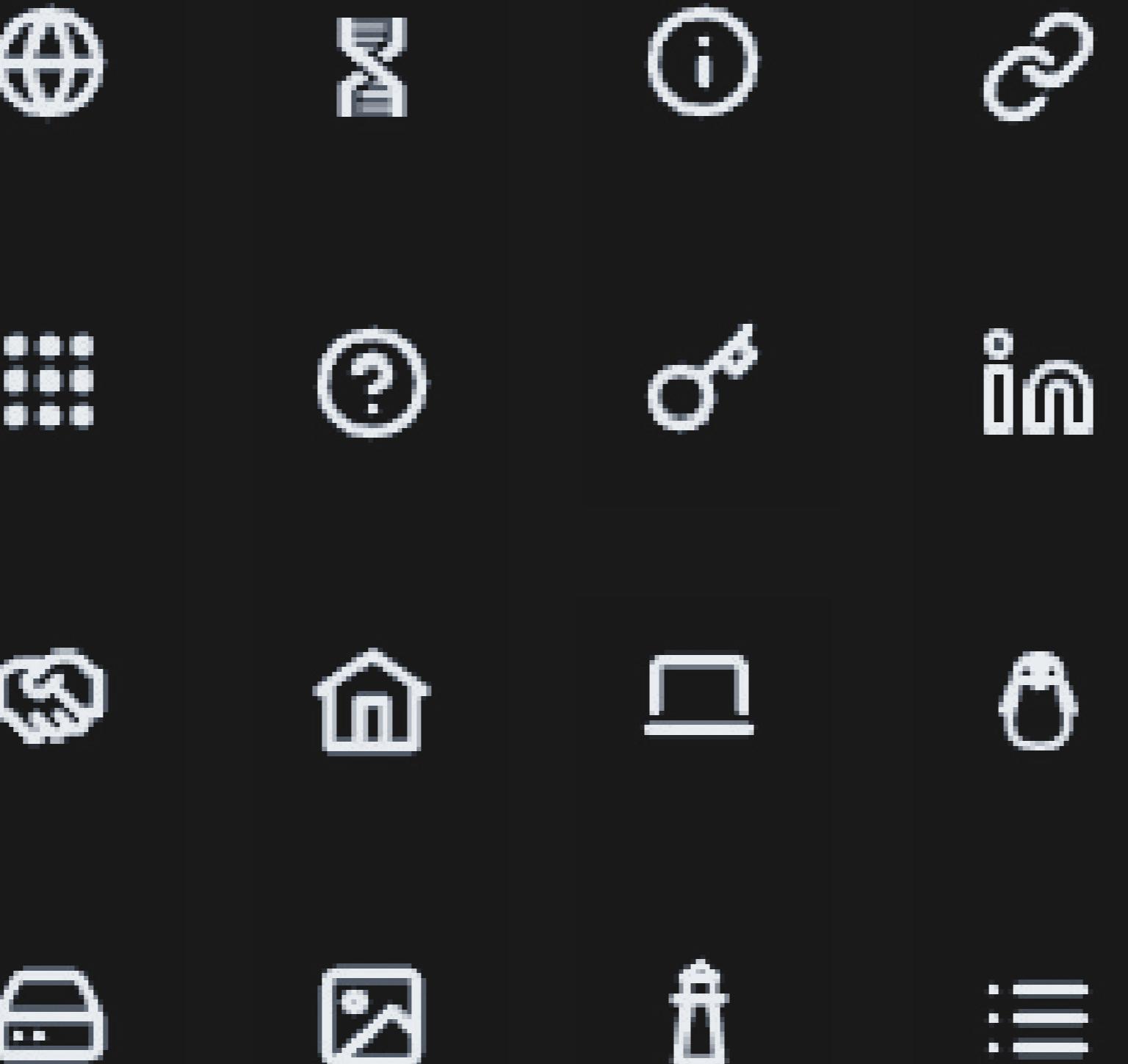
Always use flat stroke caps and angular corners.
Never use rounded caps & corners.

Iconography – Library Update

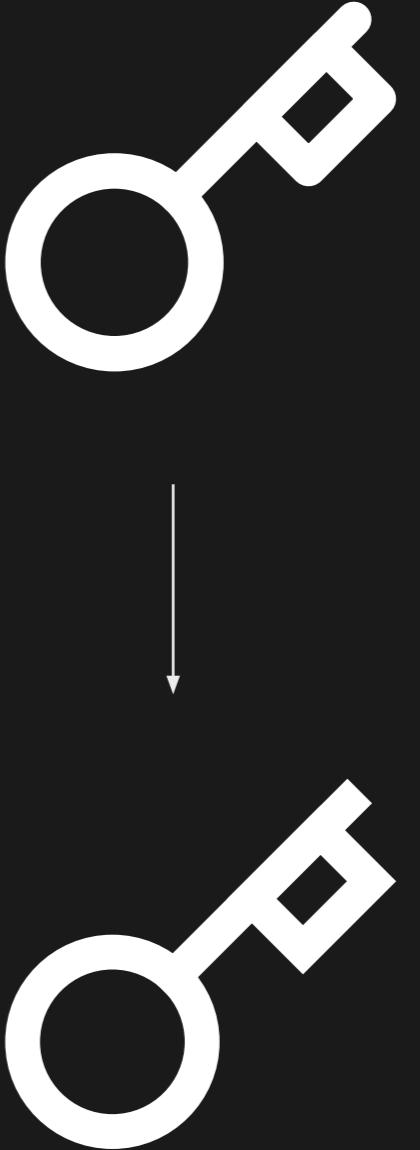
Trellix already possess an extended library of icons that are currently used in the product experience.

While sharing similarities with the new iconography system, the few tweaks highlighted on this page suggest the redesign necessary to make them fully integrated.

CURRENT ICONOGRAPHY SYSTEM



PROPOSED REDESIGN



- | | |
|----------------|---|
| CURRENT | <ul style="list-style-type: none"> ✓ Line Weight ✗ Rounded Cap ✗ Rounded Corners |
| REVISED | <ul style="list-style-type: none"> ✓ Line Weight ✓ Flat Cap ✓ Angular Corners |

To integrate the current icons into the new iconography system, simply flatten the line weight caps and make the corners angular.

VISUAL IDENTITY

/ How we look Photography

Overview

Trellix's photography can be categorized into 2 categories:

Industry & Assets:

Visuals representing the different industries and assets that Trellix helps protect.

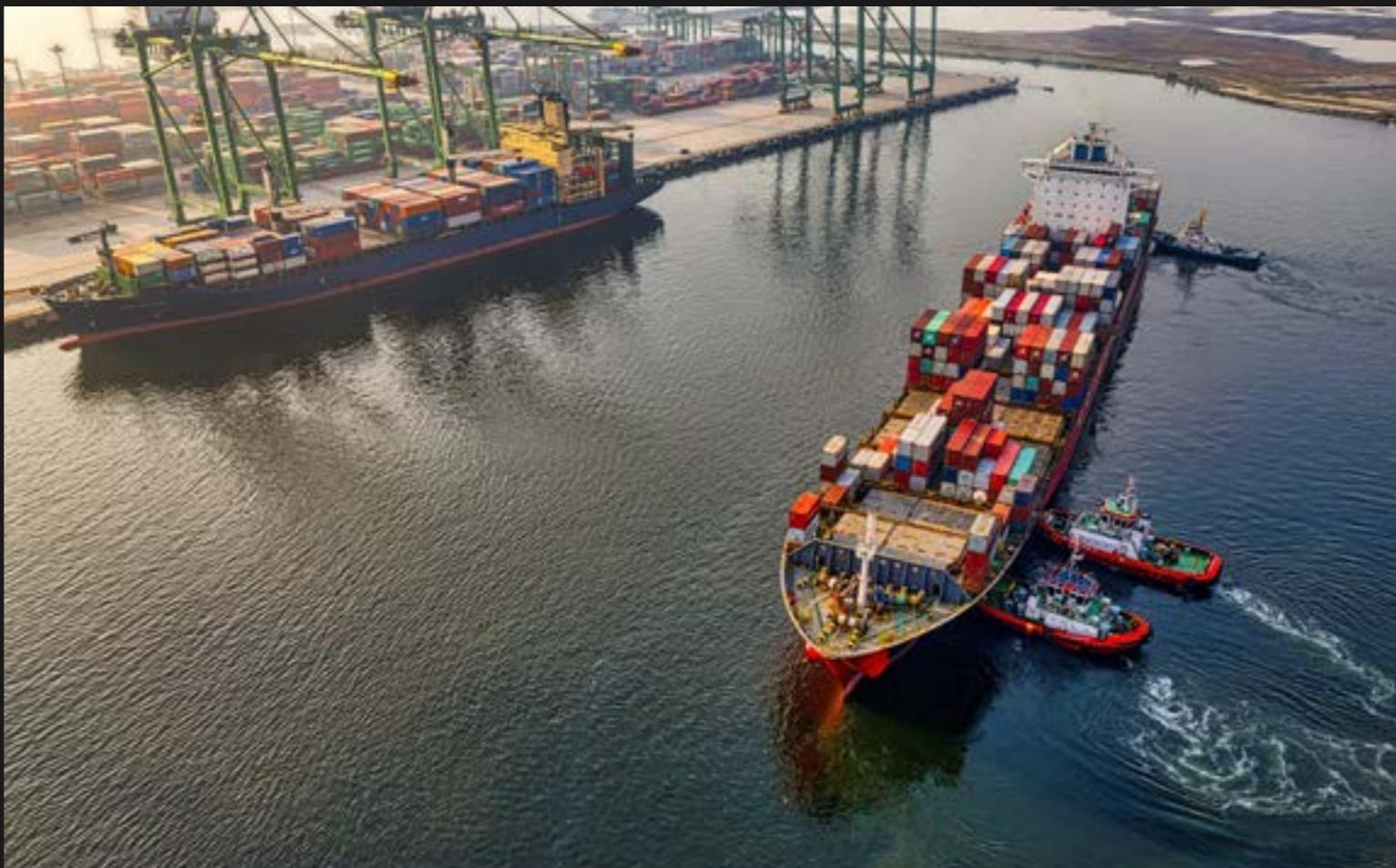
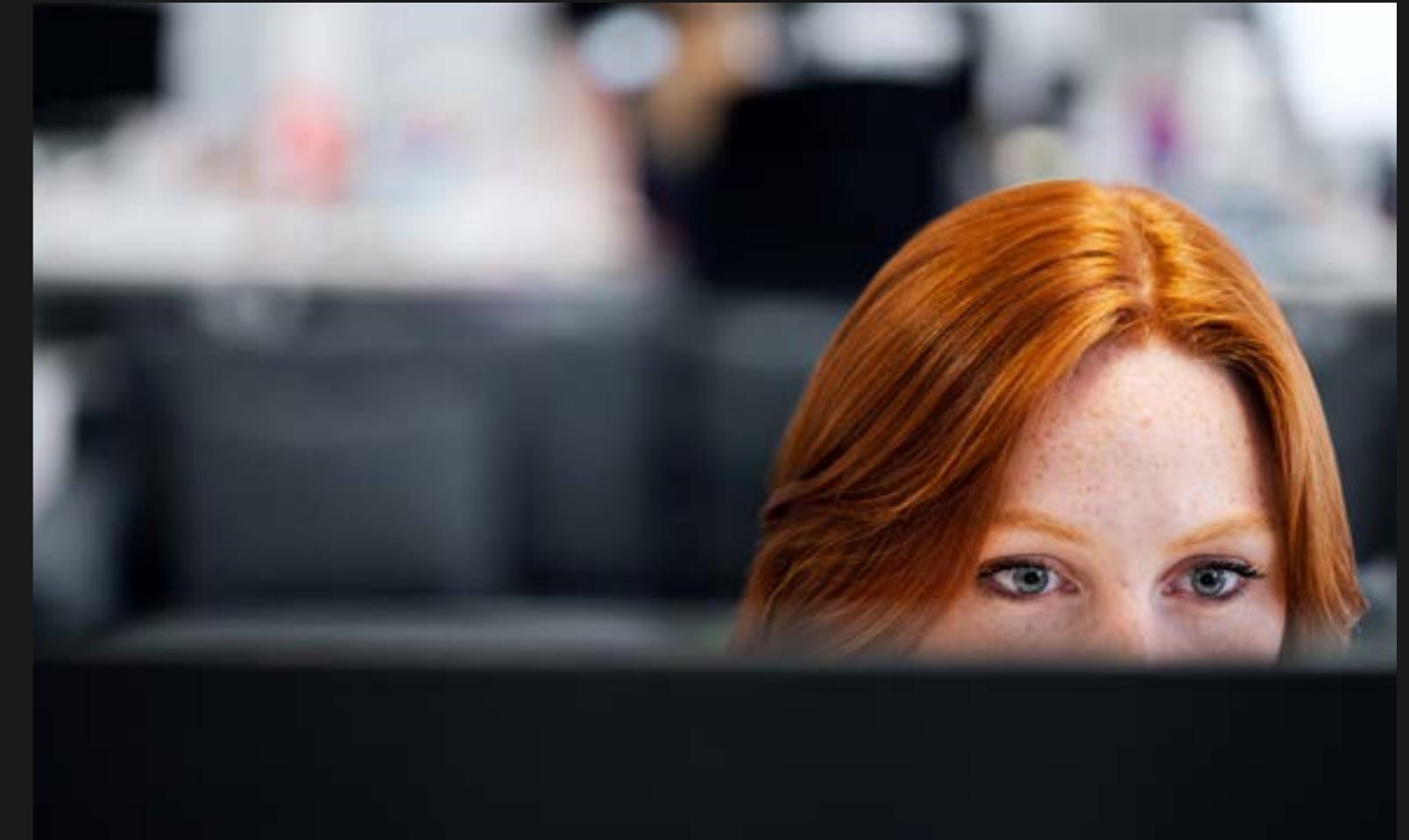
People:

Visuals portraying the people benefitting from Trellix's products & services. Those visuals can represent people from the 'consumer' or 'employee' point of view.

INDUSTRY & ASSETS



PEOPLE

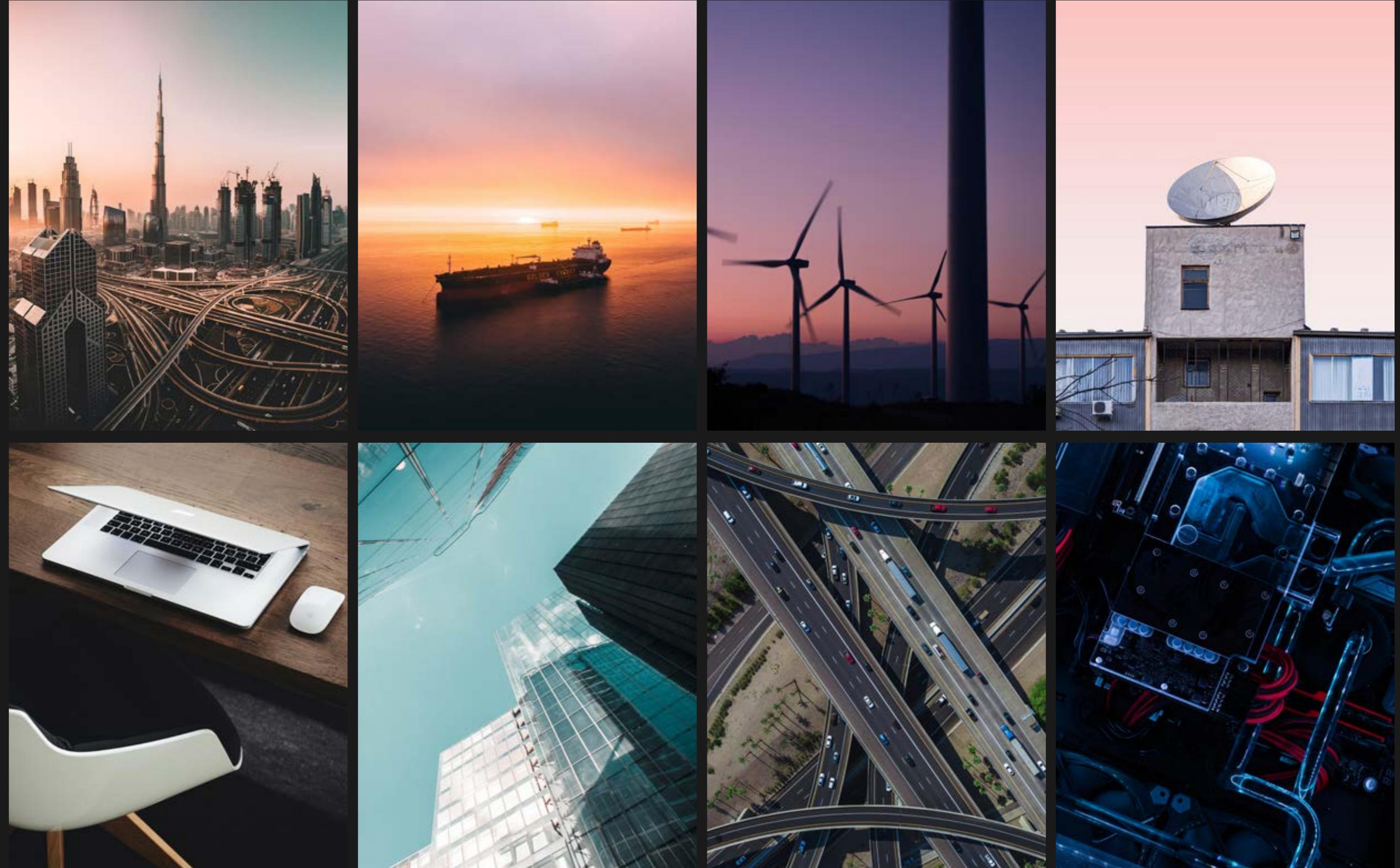


Photography – Industry & Assets

The Trellix photography style aims to be consistently clean and professional. It uses natural lighting and warm colors, but uses more defined shadows and highlights on subjects to create interest and emphasize the focus of the image.

As such, please consider the following principles when choosing Industry & Assets photography:

- Uncluttered composition
- Natural lighting / colors
- Balanced contrast
- Open & wide framing (for Industry)
- Macro & focused (for Assets)



Photography – People

The Trellix photography style aims to be consistently clean and professional. It uses natural lighting and warm colors, but uses more defined shadows and highlights on subjects to create interest and emphasize the focus of the image.

As such, please consider the following principles when choosing People photography:

- Uncluttered composition
- Natural lighting / colors
- Balanced contrast
- Natural expression & body language
- Professional look & attire (but not 'suit & tie')



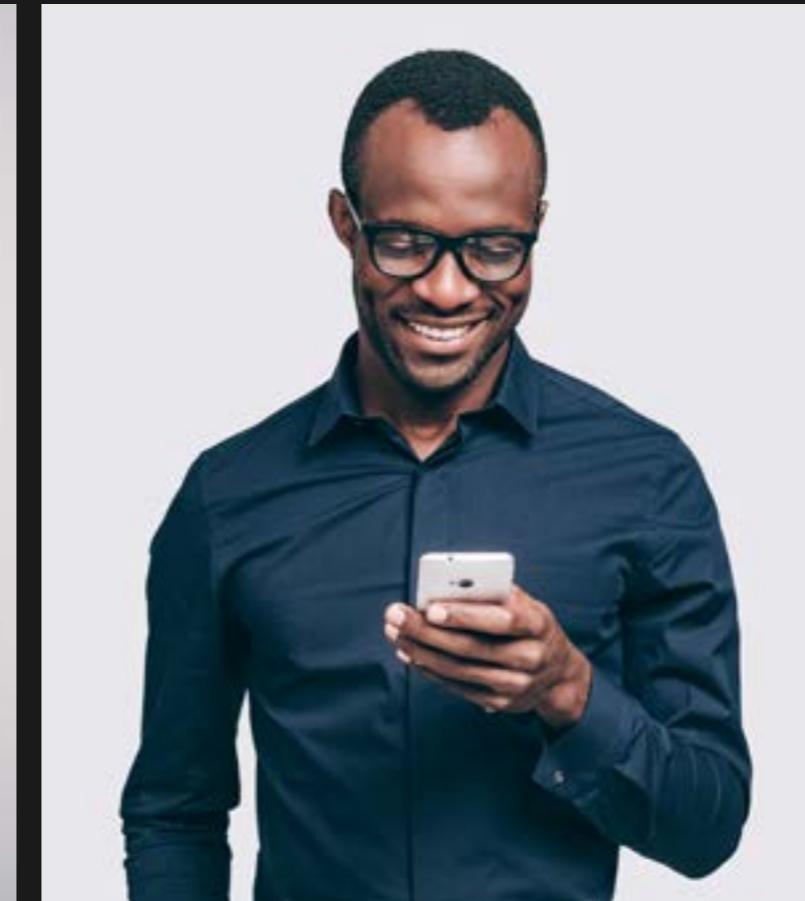
Photography – People (Studio)

'People' photography style expands to studio photography (photography with a plain color background) for when needing to overlay portraits over brand graphics.

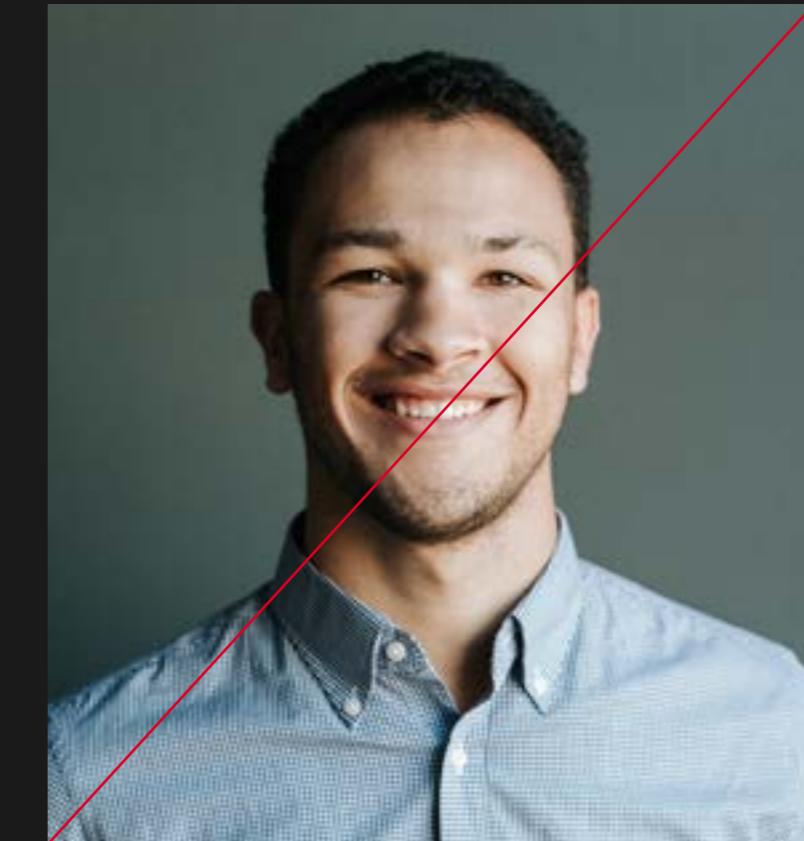
Please consider the following principles when choosing studio photography:

- Natural lighting / colors
- Homogeneous lighting across body & face
- Balanced contrast
- Natural expression & body language
- Professional look & attire (but not 'suit & tie')

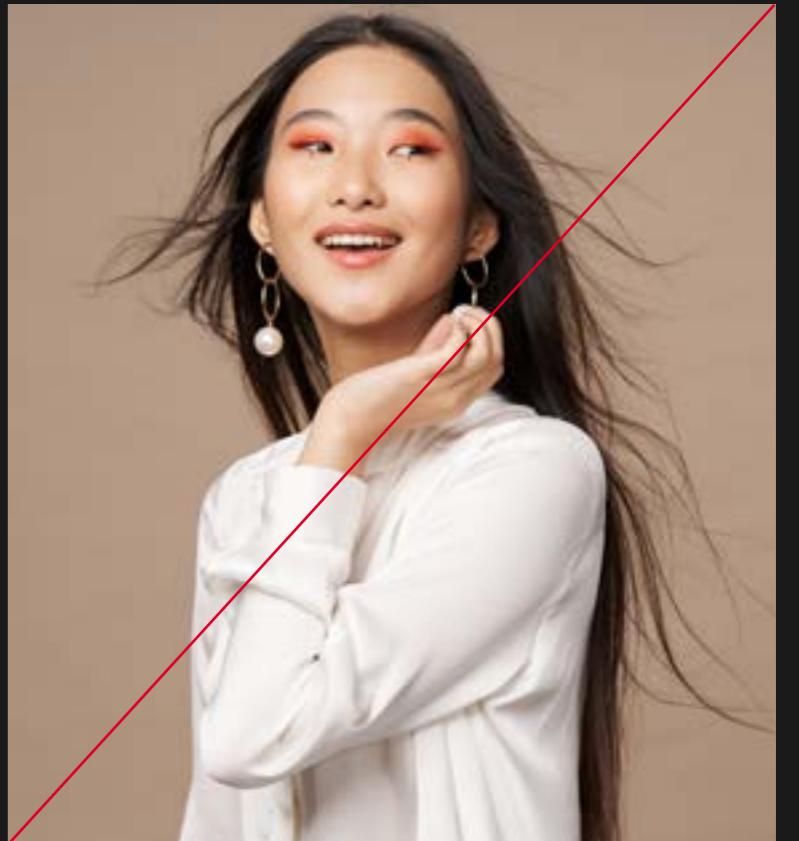
✓ CORRECT



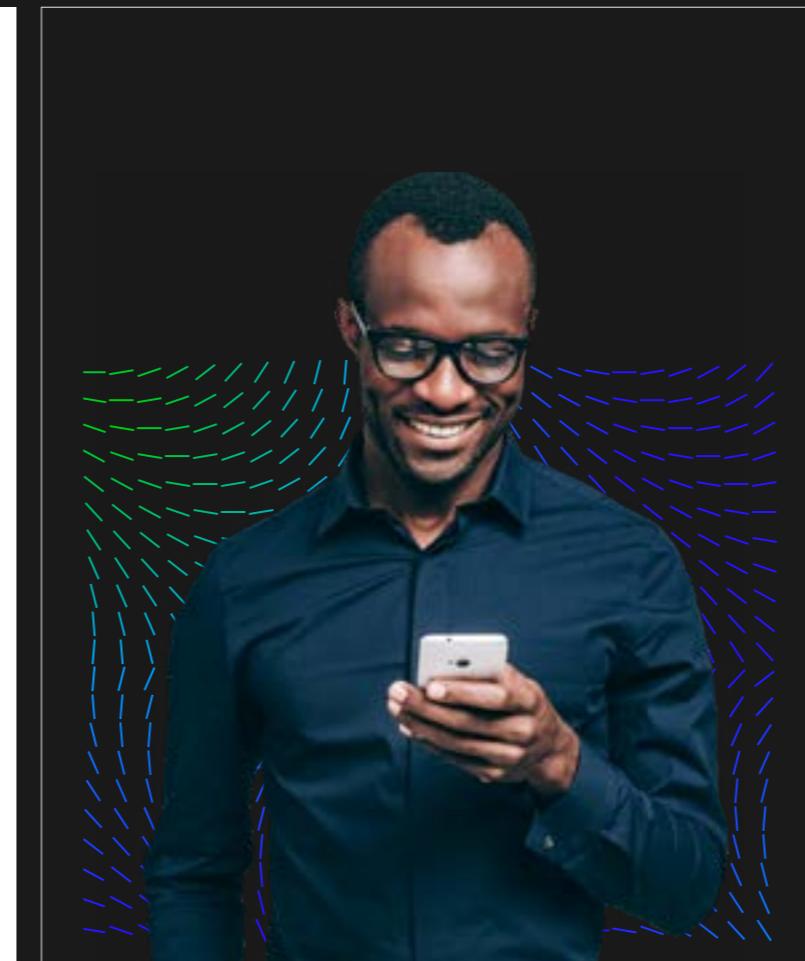
✗ INCORRECT



AVOID UNEVEN LIGHTING



AVOID HEAVY MODEL STYLING



AVOID 'FORCED' POSES



AVOID COLORED LIGHTING

Photography – Style

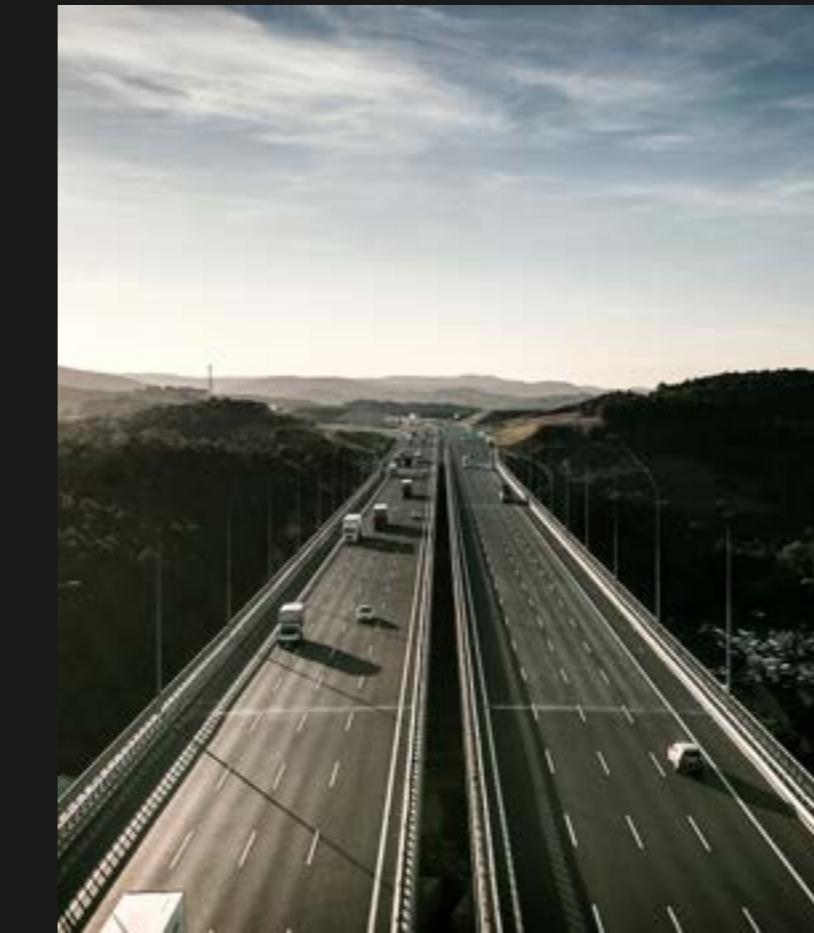
This page is intended to give more tangible examples of Trellix's photography style.

When selecting photography, please make sure to draw inspiration from the following principles.

HIGHLIGHT A CLEAR POINT OF FOCUS



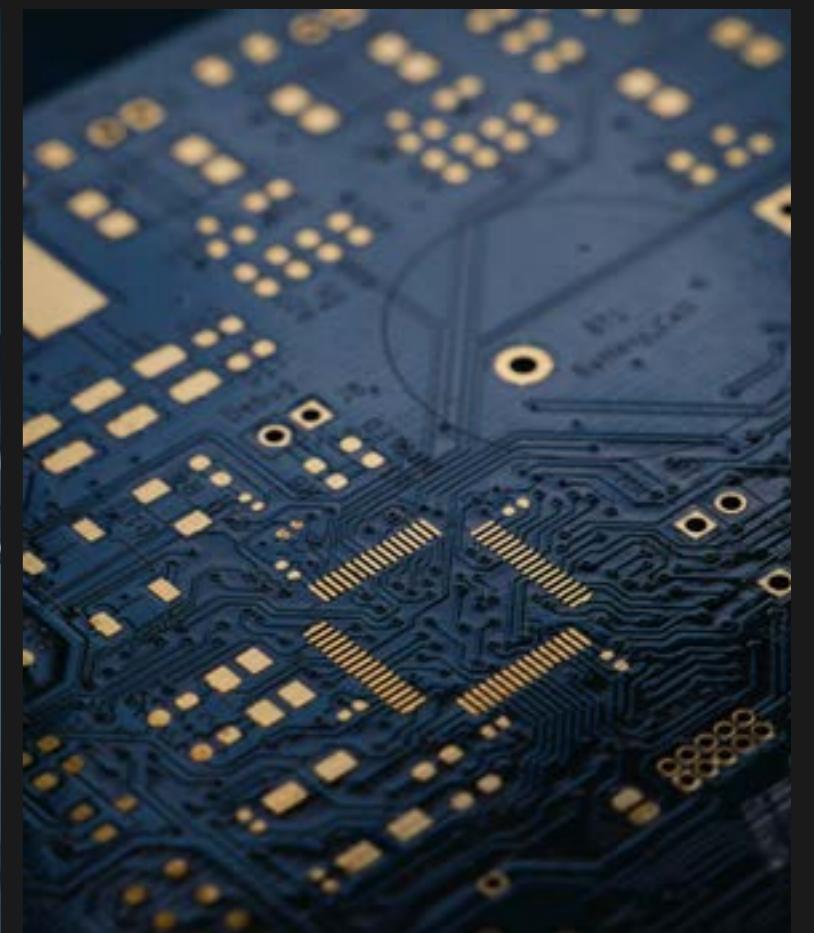
PAINT THE BIG PICTURE



KEEP A CLEAN COMPOSITION



INTRODUCE A WORLD OF TECHNOLOGY



Photography – Lighting & Color

This page is intended to give more tangible examples of Trellix's photography lighting & color attributes.

When selecting photography, please make sure to respect the following examples.

✓ CORRECT

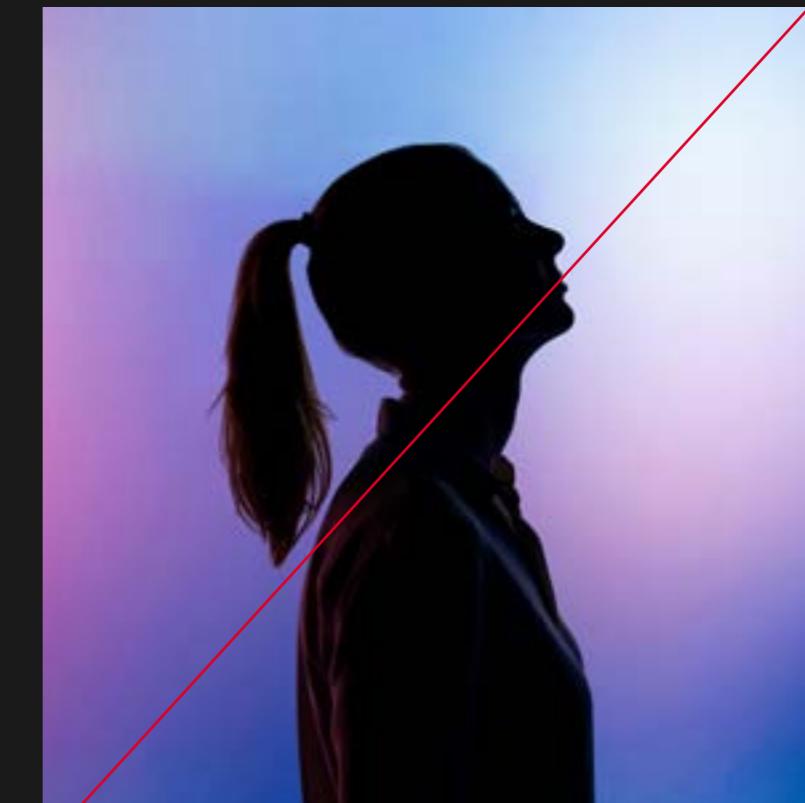


NATURAL LIGHTING

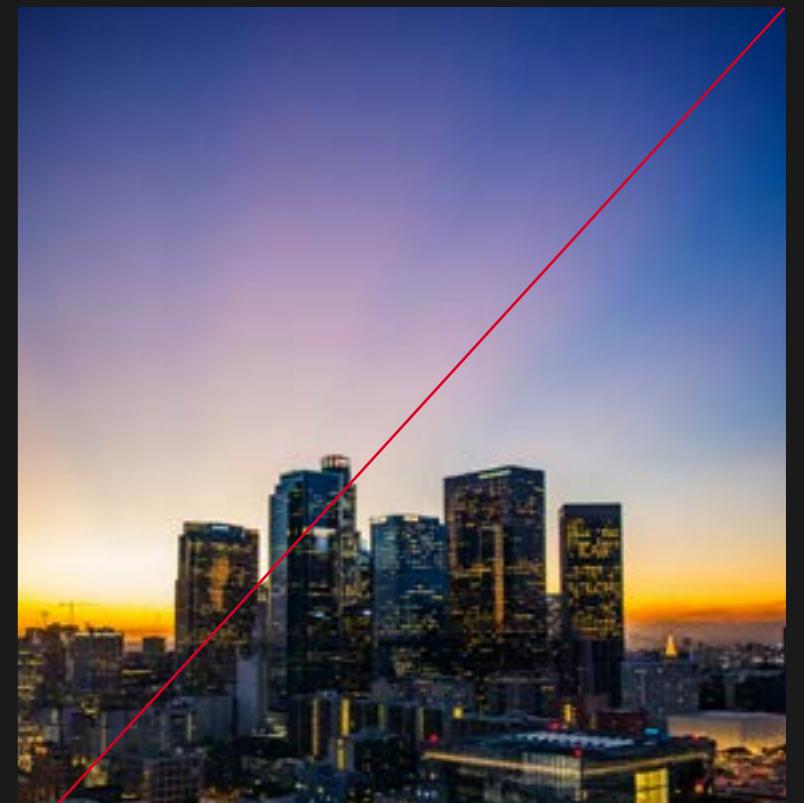


BALANCED CONTRAST

✗ INCORRECT



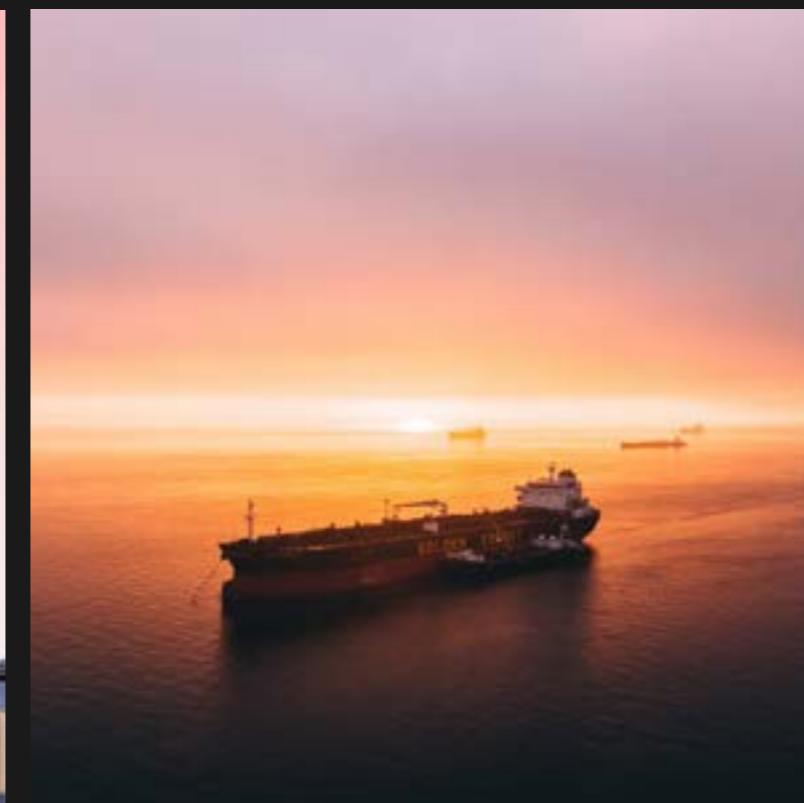
AVOID EXTREME CONTRAST



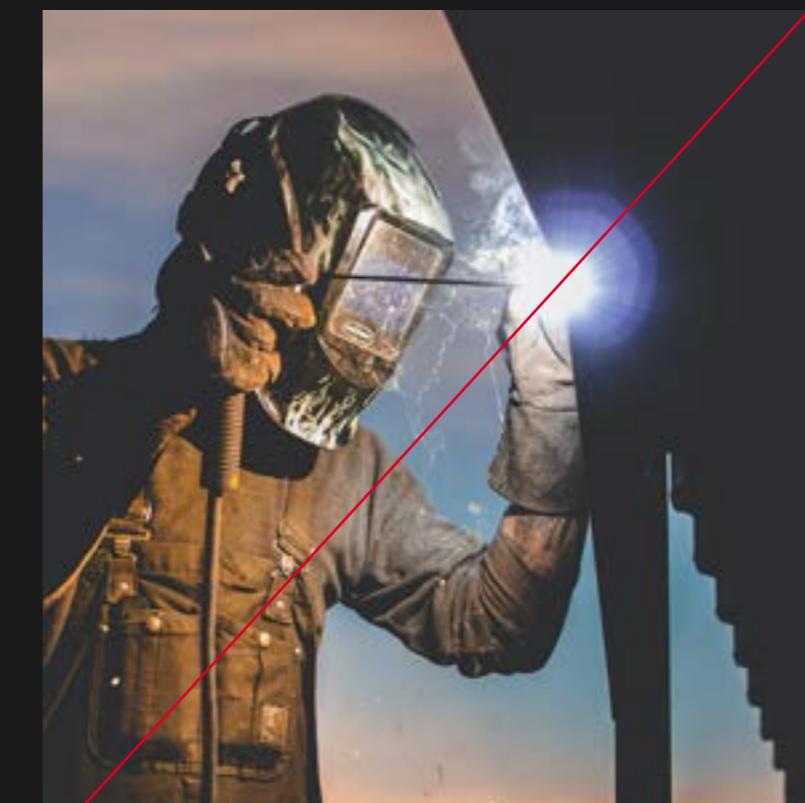
AVOID OVERSATURATED COLORS



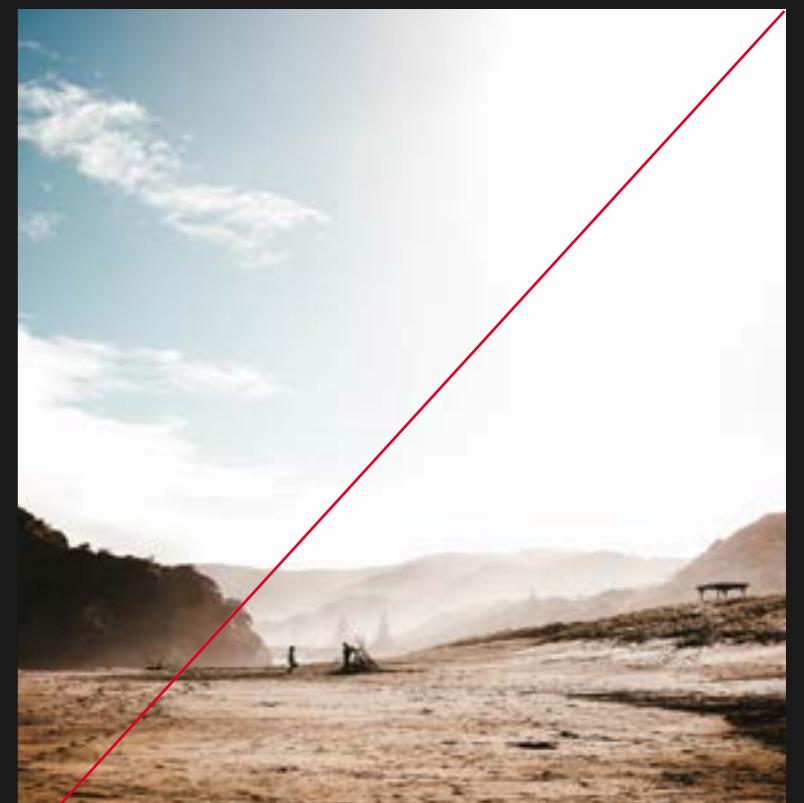
WARM & RICH COLOR TONES



CRISP COLORS (E.G. NO GRAIN)



AVOID WASHED UP COLORS

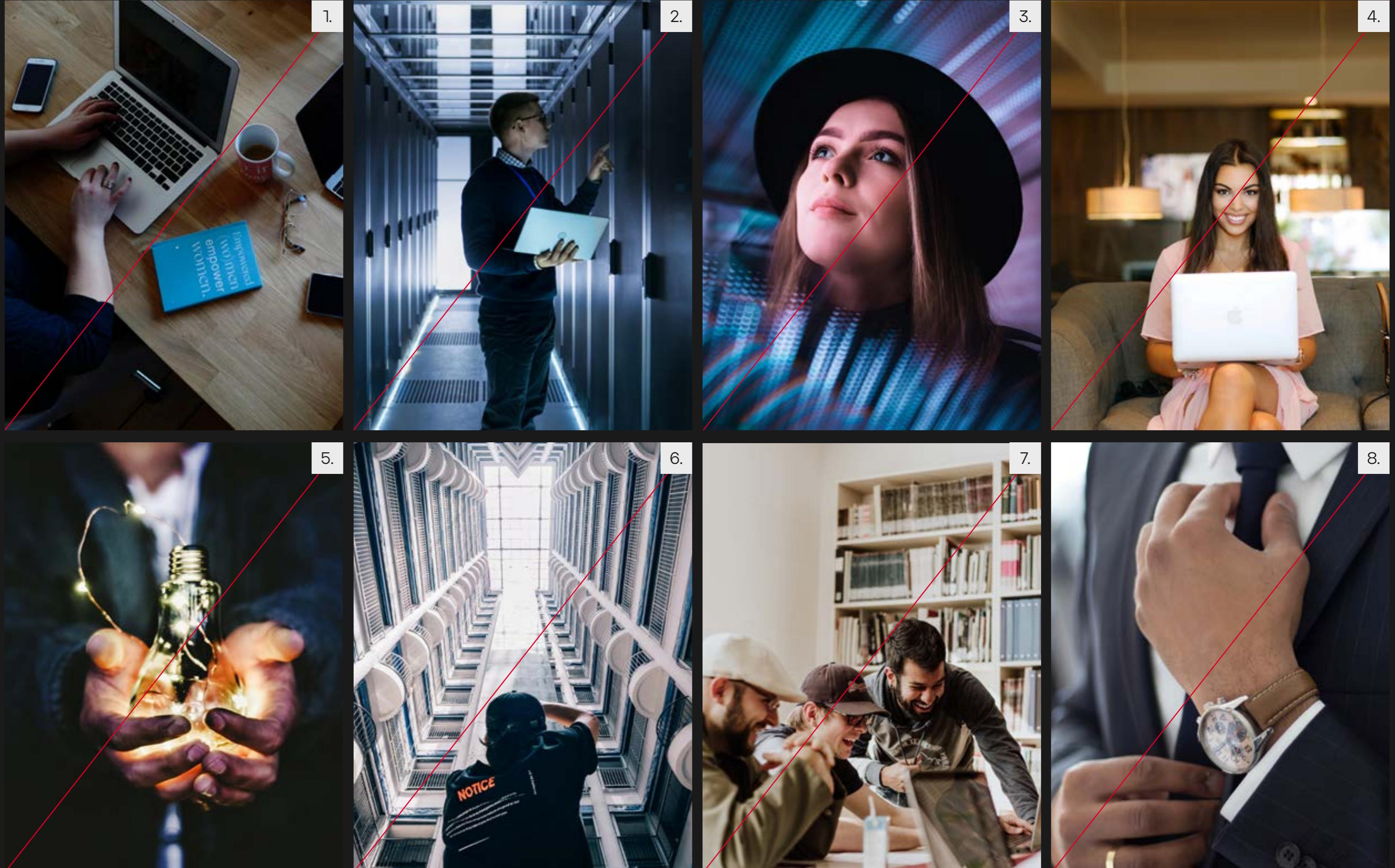


AVOID OVER/UNDER EXPOSURE

Photography – Restrictions

Here are a few things to avoid in Trellix's photography:

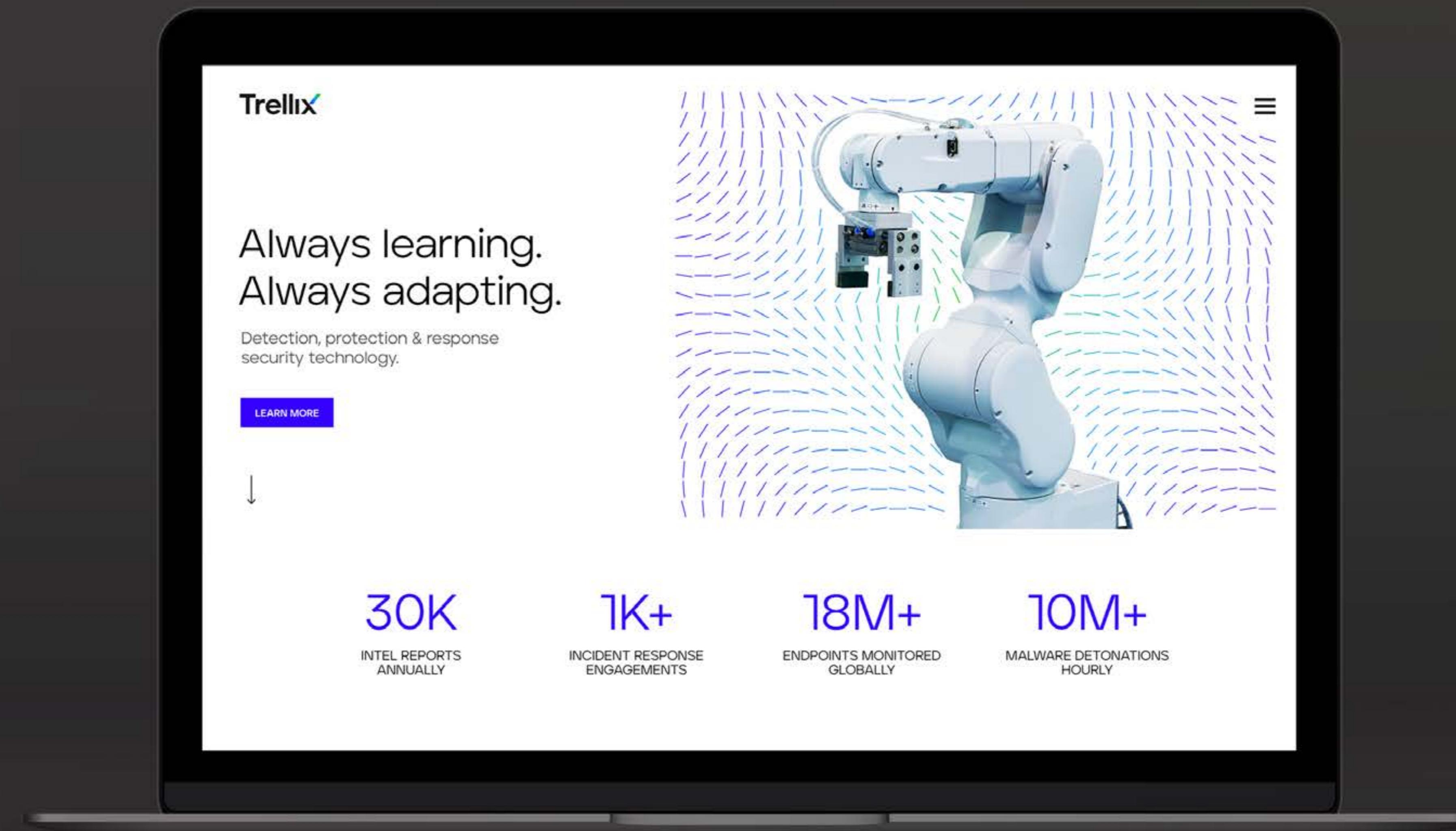
1. Messy, cluttered composition
2. People in data centers
3. Special effects (e.g. blur, long exposure, color overlay...)
4. Staged scenes (e.g. looking at camera, forced body language...)
5. Visual metaphors
6. Unusual angles
7. 'Overly casual' settings
8. 'Overly business' settings

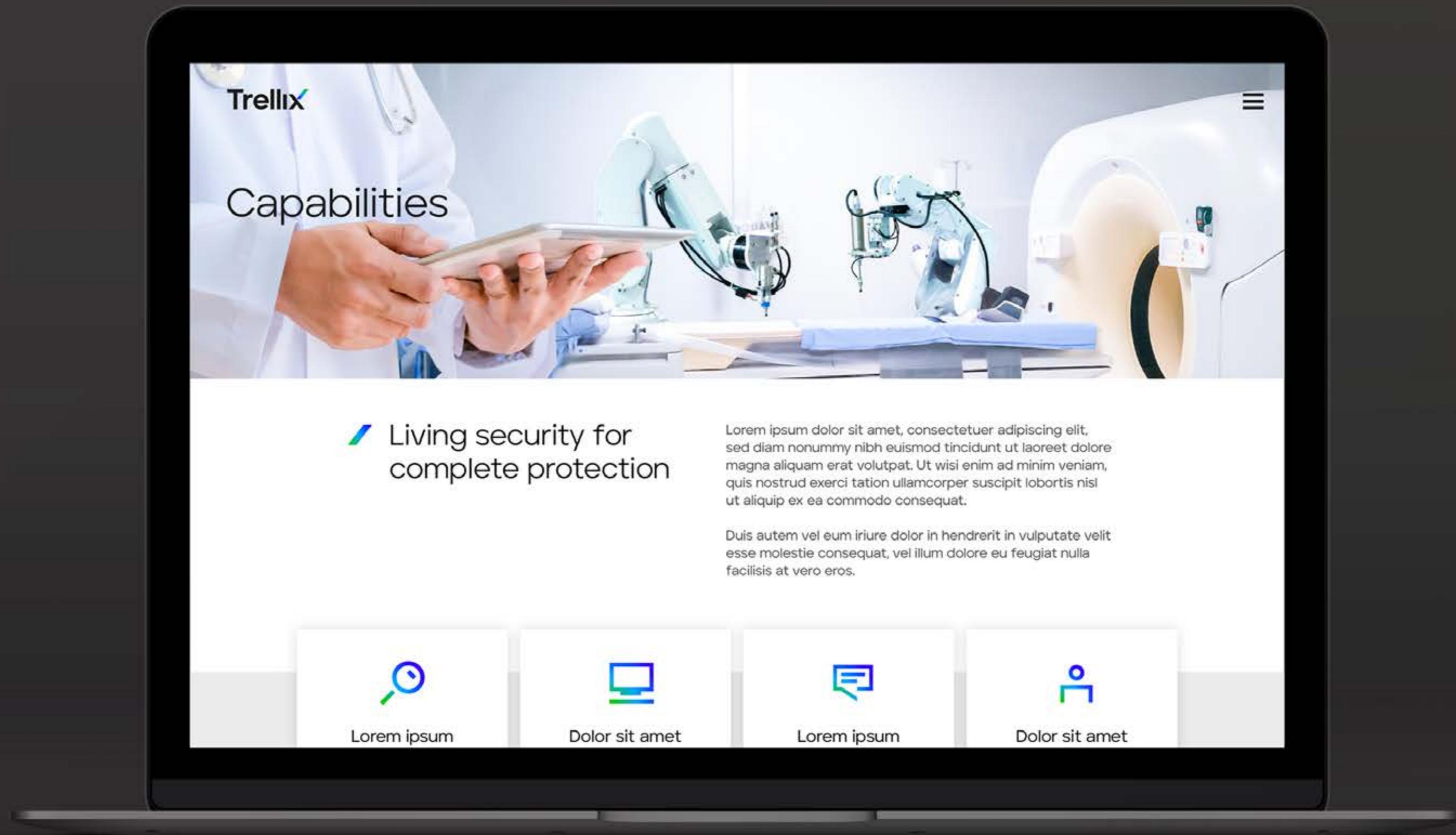


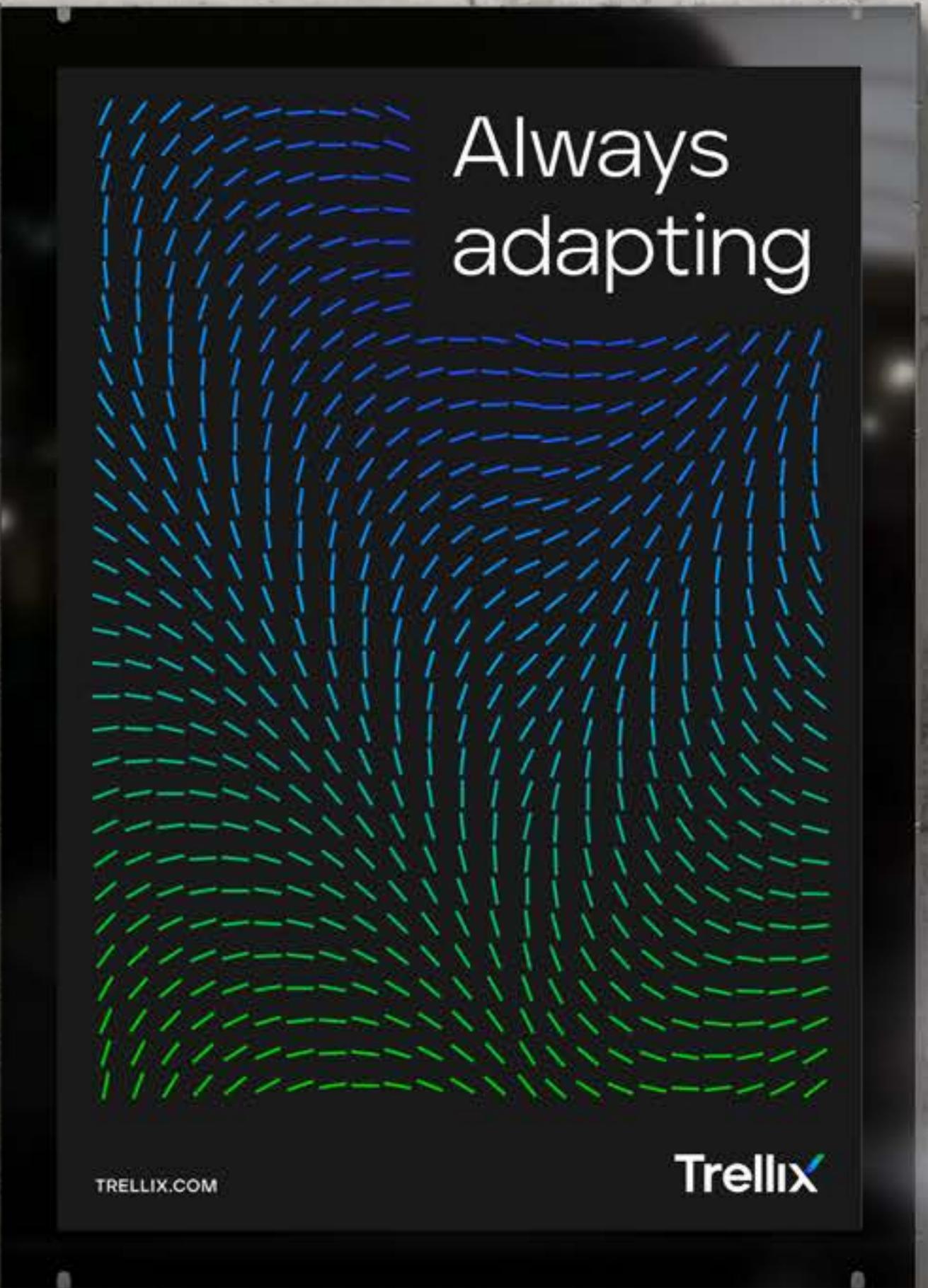
BRAND ACTIVATION

/ Brand in action









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Presentation title goes here

PREPARED FOR LOREM IPSUM
SEPTEMBER 27 2021

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The slide features a large, semi-transparent grid pattern composed of green and blue dashed lines. The Trellix logo is positioned at the bottom right of the slide area.

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FIGURE N°1

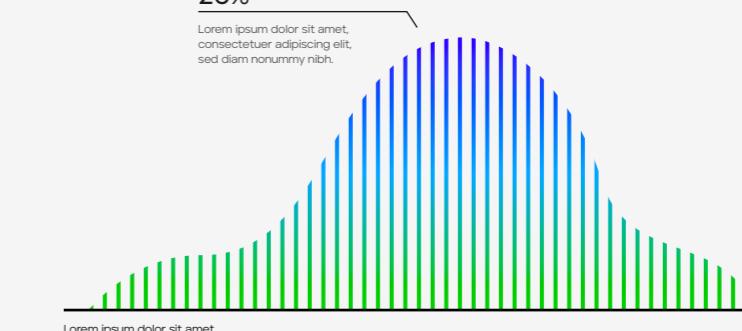
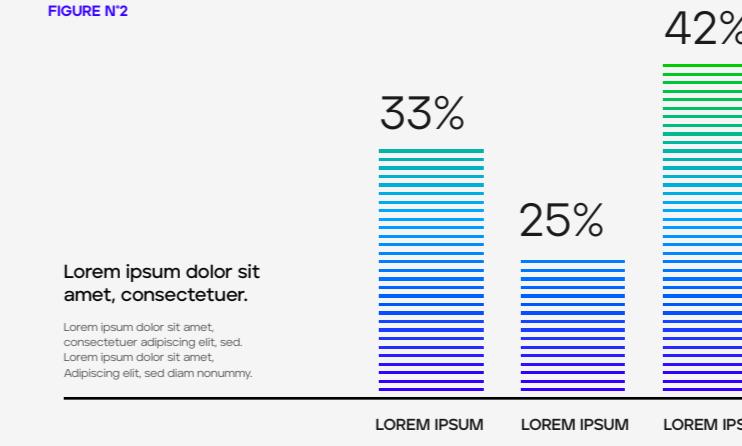


FIGURE N°2



CATEGORY	PERCENTAGE
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LOREM IPSUM	25%
LOREM IPSUM	42%

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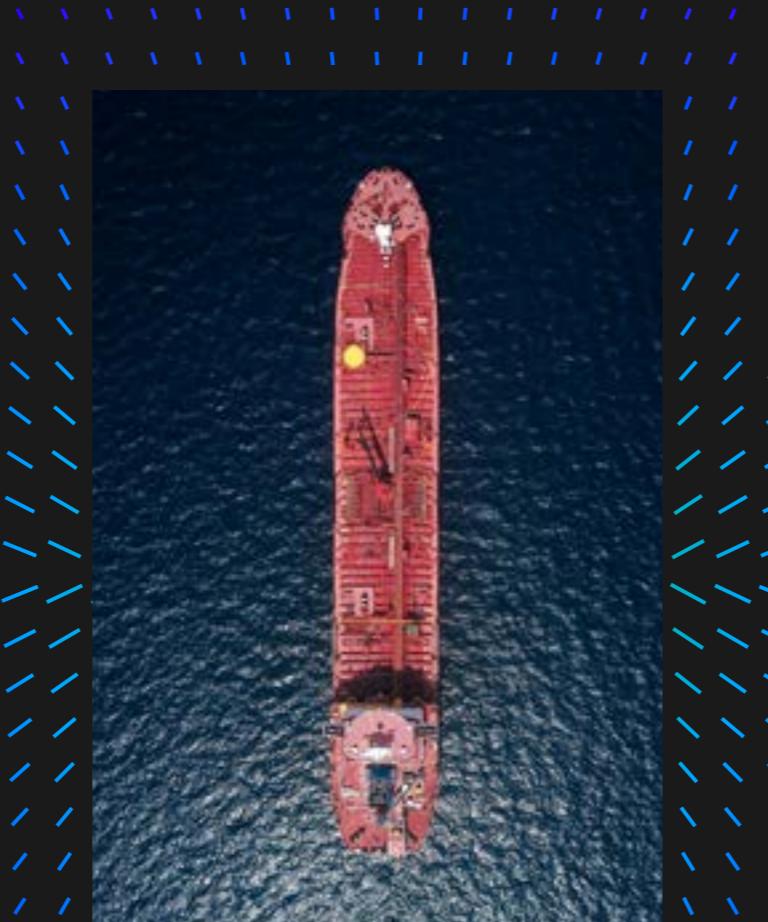
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FIGURE N°1

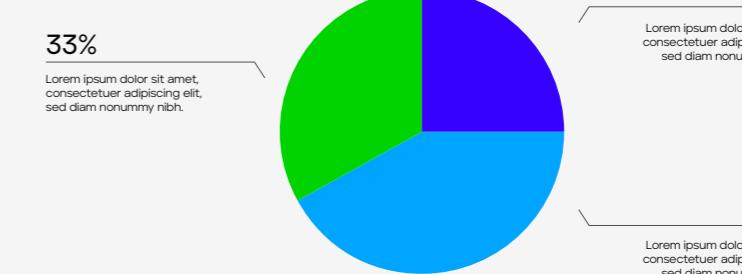
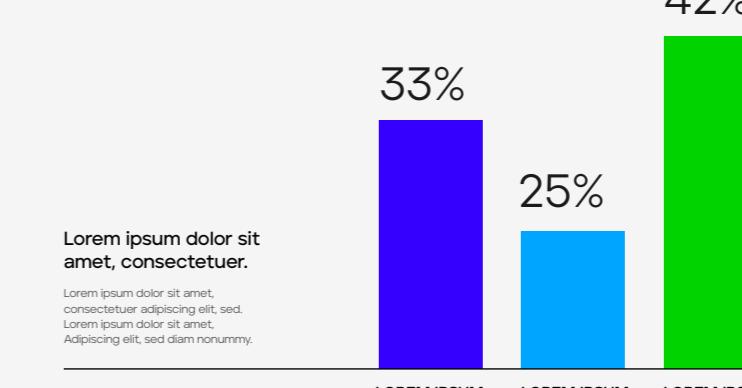
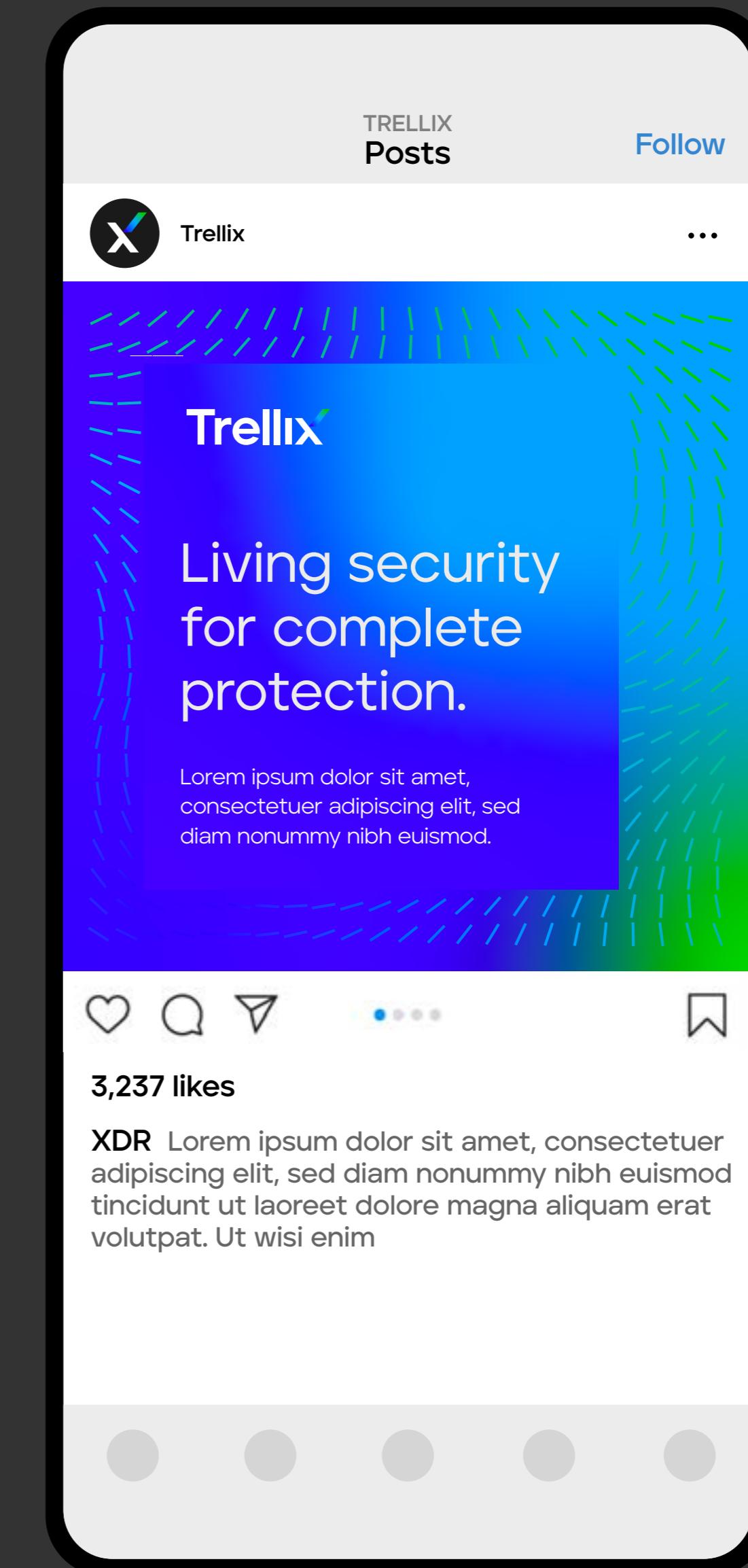
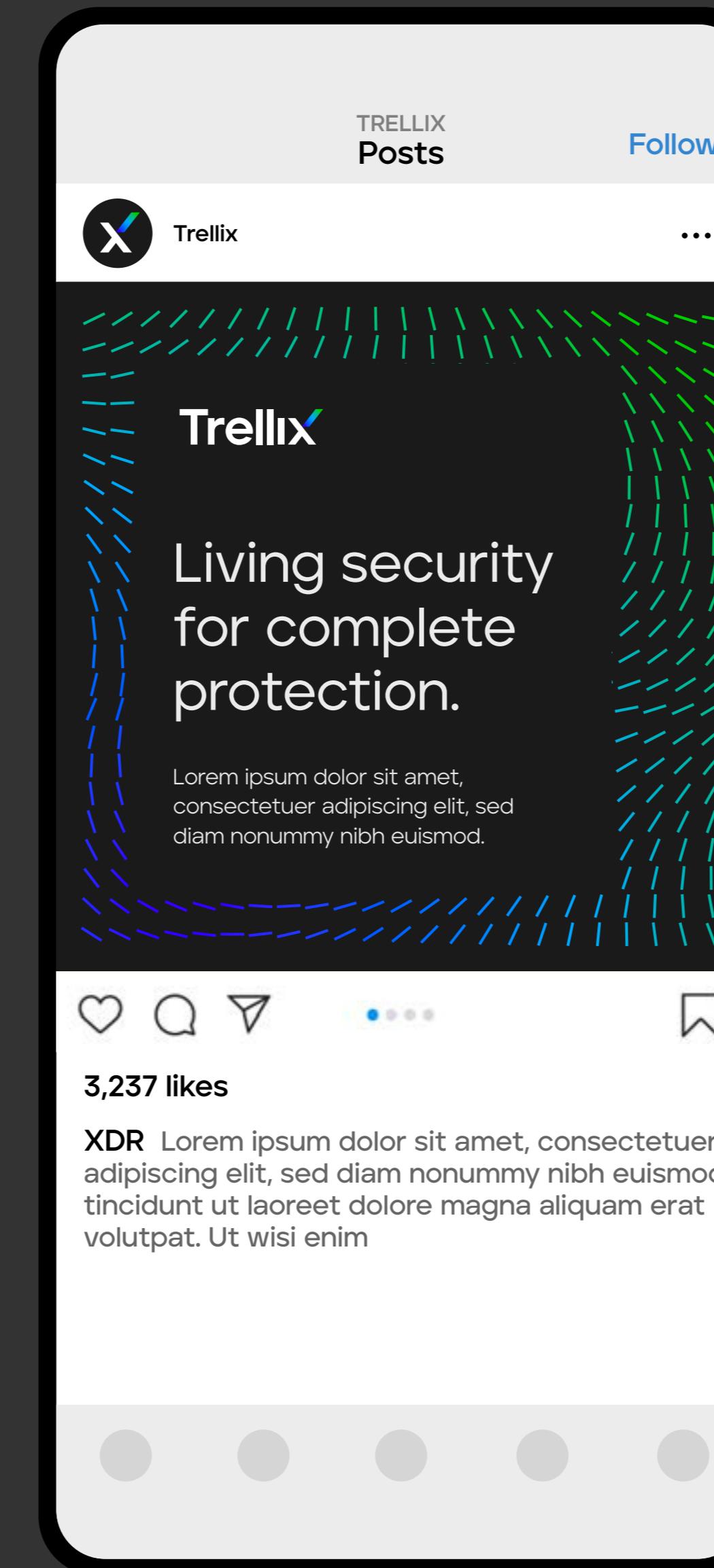
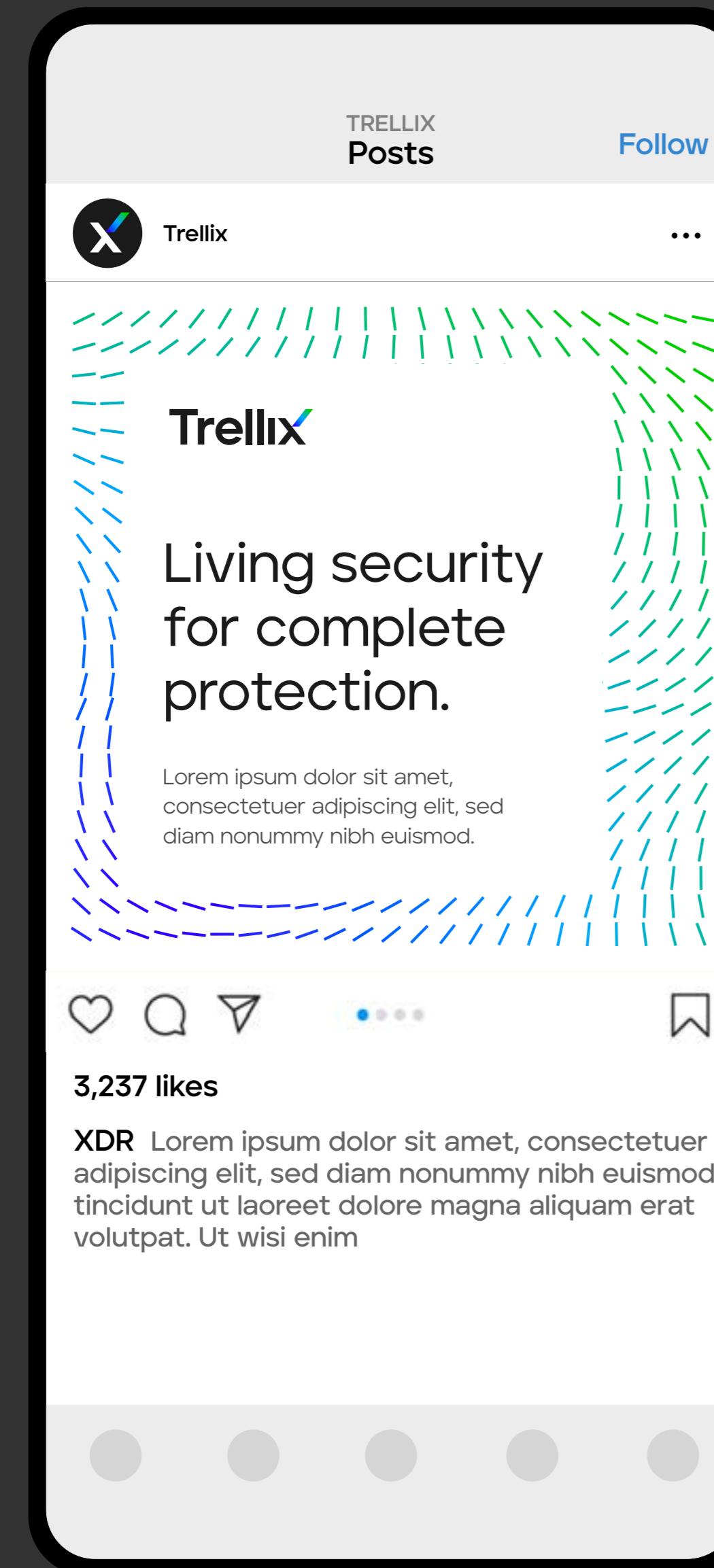


FIGURE N°2



CATEGORY	PERCENTAGE
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LOREM IPSUM	42%



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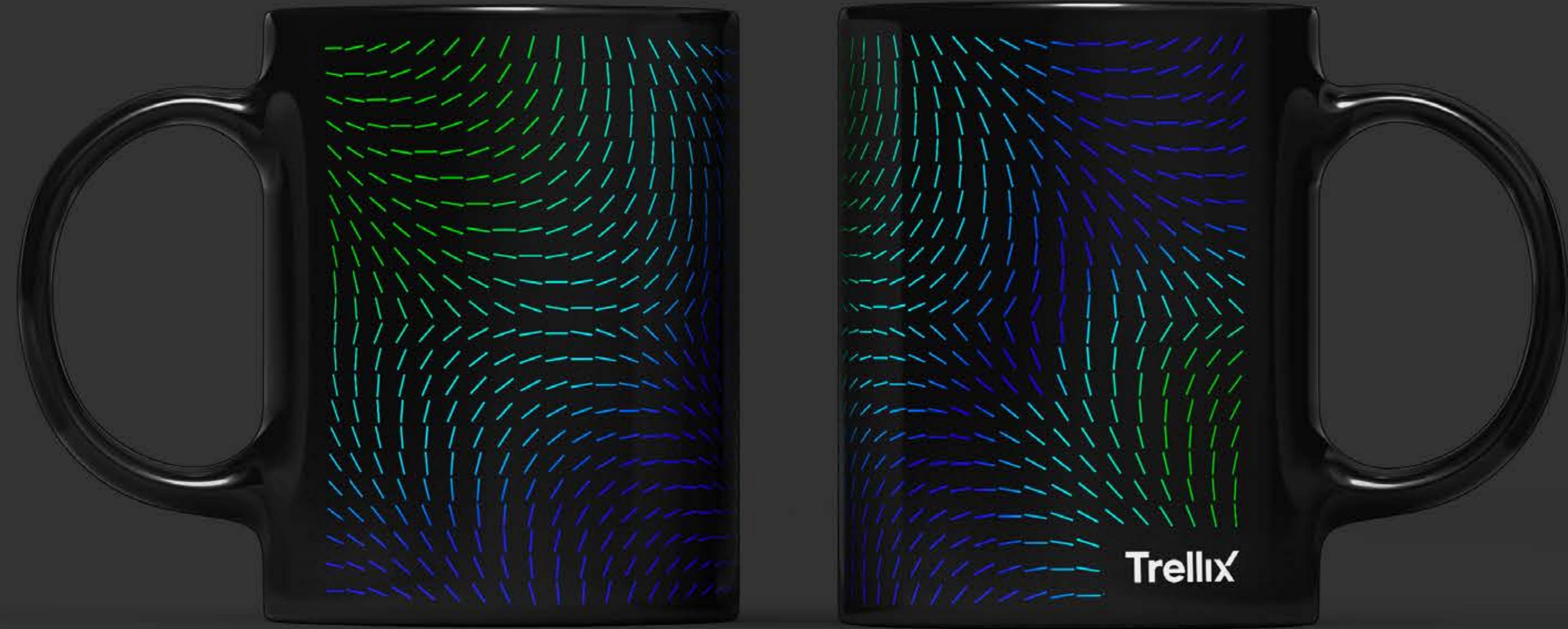
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