VECTRA®

Brand Identity Guidelines

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Welcome to the Vectra AI brand

We are very proud of our heritage, yet we are even more excited about the future of the Vectra AI brand.

Vectra AI is poised to evolve and grow thanks to a clear sense of purpose inspired by the power of working together, and we are committed to making Vectra AI the most trusted brand in cybersecurity.

But, for this to happen we need your help.

You are a steward of the Vectra AI brand and it is your responsibility to ensure that the brand is used correctly and consistently. Please stay true to the standards established in this document and work together with us to ensure that every experience, every message, and every communication delivers on our promise.

WHAT IS A BRAND?

A brand is the perception of our products, services, experiences, or organization. It is intangible. It lives in the minds and hearts of the people we serve. When we consistently deliver on our brand promise, we build a brand that people purchase because they trust it.

Everything we say and do, every interaction with every stakeholder, every purchase and product experience, every event, and every co-branded partnership impacts the perceptions that people have of our brand.

Trusted brands are based on consistency and are a valuable corporate asset. This is why it is crucially important that we leverage these guidelines to grow, manage and protect the Vectra AI brand.

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Cybersecurity isn't just a familiar icon that tells you that your enterprise is protected.

It impacts every server, every cloud, every network, every sensor at home and at work.

It's on the minds of parents, captains of industry, even leaders of governments. And they're all asking the same question.

Can the world get better at cybersecurity?

After years of focusing on it, we've arrived at one conclusion. There's not one person or one company that can provide total security. The solution to this greatest digital challenge of our time isn't as complicated as it seems. It comes down to three things.

Coverage. Clarity. Control.

By working together with you we can better provide the right solutions.

By working together with other industry providers we can help you orchestrate a safer and fairer world with security that's truly integrated. So protection, detection, and correction of security threats happen collaboratively and instantaneously.

By working together with other security organizations and sharing threat information, we unearth smarter ways to protect you.

Only by working together, can all of us become stronger.

Vectra AI

AI. It's in our DNA, it's in our name.

WHAT IS A BRAND MANIFESTO?

A brand manifesto is a public declaration of our intent. It is carefully crafted to clearly sum up our beliefs and our values. It is our plan for a safer and fairer world and a rallying cry that guides our behavior, and defines our brand for our customers and partners.

The brand manifesto serves as a constant reminder of the energy and passion of a brand and the culture that it helps shape.

Brand Strategy

Brand Platform

The brand platform is an internal document that defines the strategic foundation for the Vectra AI brand and should inspire all our behaviors, activities, and communications.

BRAND PURPOSE

Make the world a safer and fairer place.

BRAND PROMISE

Deliver the best Attack Signal Intelligence on the planet.

BRAND POSITIONING

We consistently put our customers first and care deeply about their success. This is where trust comes from. This is essential in everything we do at Vectra AI.

BRAND ESSENCE

We find the attacks others can’t

BRAND PERSONALITY

- Customer First
- Integrity
- No Drama Teamwork

WHAT IS THE BRAND PLATFORM?

The brand platform elements answer the following questions:

Brand Purpose

Why does Vectra AI exist?

Brand Promise

What should people expect from Vectra AI?

Brand Positioning

How is our approach different from others?

Brand Essence

What is the heart and soul of the brand?

Brand Personality

What are the key human attributes associated with the brand?

Brand Strategy

Key Messaging

To help guide web copy, content assets, pitch decks and other digital marketing. These foundational messages are intended to convey important value props in short, easy-to-digest summaries. Each key message can — and should be — backed up by corresponding proof points and customer quotes.

WHAT IS VECTRA AI?

Vectra AI is the leader in AI-driven threat detection and response for hybrid and multi-cloud enterprises.

Attack Signal Intelligence™ is the integrated signal that powers the Vectra AI Platform. With 35 patents in AI-driven threat detection and the most MITRE D3FEND references, our AI-driven Attack Signal Intelligence is trusted by organizations worldwide to stop cyberattacks from becoming breaches.

The Vectra AI Platform delivers the integrated signal powering XDR, SIEM, SOAR — whatever your pane of glass. This powerful platform equips SOC teams with hybrid attack surface coverage and real-time Attack Signal Intelligence, along with integrated, automated and co-managed response. Companies can choose the modules they need to achieve full coverage across identity, public cloud, SaaS and data center networks. Modules include:

- **Vectra AI Network Detection and Response (NDR)** to erase unknown threats across data center and cloud-based networks.
- **Vectra AI Identity Detection and Response (IDR)** for Azure AD to signal when Azure AD accounts have been compromised.
- **Vectra AI Cloud Detection and Response (CDR)** for AWS to show when AWS is under attack.
- **Vectra AI Cloud Detection and Response (CDR)** for M365 to show when Microsoft 365 is under attack.
- **Vectra AI Managed Detection and Response (MDR)** adds 24/7/365 reinforcements who work alongside in-house analysts within the Vectra AI platform.
- **Vectra AI Support** is available 24/7 for technical guidance and product support via phone, email and chat. It's frequently praised by customers for being uncommonly fast and reliable.

HOW IS VECTRA AI DIFFERENT?

VECTRA AI IS the leader in AI-driven threat detection and response for hybrid and multi-cloud enterprises.

VECTRA AI DELIVERS the most powerful Attack Signal Intelligence on the planet:

AI claims from cybersecurity vendors are now a dime a dozen. But only Vectra AI's extensive team of security researchers, data scientists and engineers have been pioneering Attack Signal Intelligence for more than a decade. We don't just say we have AI. We deliver the most powerful cybersecurity intelligence on the planet.

VECTRA AI SOLVES for the most advanced attacks — we find attacks others can't:

Hybrid and multi-cloud enterprises are drowning in a sea of "more." More attack surface. More blind spots. More noise. They're using more tools than ever, but the sheer number of silos has created a breeding ground for unknown attackers to blend in and progress unseen. Vectra AI stops this vicious cycle by providing the only "more" SOC teams actually need — signal clarity. Attack Signal Intelligence provides clarity so analysts can finally focus on what they do best: hunting, investigating and stopping real attacks in real time.

VECTRA AI ATTACK SIGNAL INTELLIGENCE IS DIFFERENT because it:

- **Thinks like an an attacker** with AI-driven detections, knows what's malicious and security relevant with AI-driven triage and focuses on what's urgent with AI-driven prioritization
- **Learns account privilege** with patented Privileged Access Analytics (PAA) to automatically focus on accounts most useful to attackers. (See solution brief for more.)
- **Detects without decryption** by using neural networks and deep learning to find attackers without forcing decryption.
- **Reveals attack progression** by focusing on what attackers use to hide, such as M365 Power Automate and AWS admin API calls.
- **Uses multidimensional AI t**o see threats other tools miss.

The VECTRA AI PLATFORM IS DIFFERENT because it provides:

- **Coverage:** Integrated attack signal visibility across the entire hybrid attack surface (identity, public cloud, SaaS, and data center networks).
- **Clarity:** Integrated AI-driven Attack Signal Intelligence thinks like an attacker, knows what's malicious and focuses on what's urgent to prioritize attacks in real-time.
- **Control:** Integrated, automated, co-managed investigation and response action that arms SOC teams to move at the speed and scale of hybrid attackers.

VECTRA AI IS KNOWN FOR outstanding customer support.

On review sites and social media, customers frequently praise Vectra AI's helpful sales engineers, support specialists and MDR analysts. They use words like "refreshing," "enjoyable" and even "brilliant" when describing these teams.

Brand Strategy

Brand Promise

Deliver the best Attack Signal Intelligence on the planet.

The Vectra AI brand promise is built on our commitment to protecting our customers' business. The strength of that commitment is the trust that customers have in us each day. We must never lose sight of why we are in business: to secure the organizations of our customers (make the world a safer and fairer place).

Our brand promise also reflects the innovative approach we take to detecting and stopping cyberattacks. As the cybercriminal landscape evolves, Vectra AI constantly innovates to stay ahead of attackers.

Our brand promise speaks directly to the dedicated security professionals who work to secure their organizations. Our goal is to support these individuals and make their job easier as defenders.

Brand Strategy

Brand Personality Attributes

Like people, each brand has a distinctive and unique personality. The Vectra AI brand personality attributes describe the specific character traits of our brand.

HUMAN

We're human, and we never forget that our customers are real people too. They're doing the best job they can under difficult circumstances to stop relentless cybercriminals who never take a day off.

We get it. We put ourselves in our customers' shoes and do everything we can to make their jobs easier and more efficient. In so doing, we help our customers go from feeling overwhelmed to heroic.

SMART

Vectra AI employs some of the most brilliant technical minds in the industry. That fact is one of our greatest strengths and differentiators.

Vectra AI customers are smart as well. We must never underestimate them, speak down to them or think that we have more knowledge than they do.
We seek to understand their perspective, so we're able to offer real solutions to their challenges.

DIRECT & HONEST

Our customers are tired of false and inflated promises made by vendors. They aren't impressed by outrageous claims and neither are we. We strive for honesty and never exaggerate. Being direct, honest and holding up our commitments builds trust with customers.

Our tone is conversational. Where possible, we avoid industry jargon and instead choose simple, nontechnical ways to describe our technology.

PROTECTIVE

Customers need to feel 100% confident that we will always operate in their best interest. We take defending their environment seriously and will do anything within our ability to keep them secure from cyberattacks.

At the end of the day, customers will buy from us because they believe we can make them safer. We take that commitment seriously.

AT THE CUTTING EDGE

Our technology and solutions are advancing the security industry. We have brilliant people doing truly innovative work. That means we can be a little edgy, a little provocative. We're fearless.

But when it comes to the integrity of our customers' data, networks, and systems — we are dead serious. Improving their security in every way imaginable is why we get up every morning. That and coffee.

HOW IS THE BRAND PERSONALITY USED?

It is important to leverage it in all our communications and activities.

For example, a human brand is real and authentic, therefore it is crucial that our communication is consistent in terms of content and messaging as well as voice, tone, and visual style. Do not deviate from the messages outlined in these guidelines, otherwise we run the risk of eroding trust in our brand.

Similarly, if our personality is smart we must sincerely embrace working with our experts within our organization, with our partners and even with our competitors to provide relevant, meaningful information that will help them survive and thrive. Our personality is manifested not just in our words but also through our actions.

To be direct and honest means that we should not be afraid to challenge conventions and disrupt the status quo, always with the purpose to make the world a safer and fairer place.

Our customers mean the world to us, it shows in the accolades we've received consistently throughout the years. We're protective of their integrity and their success as we see it as our own.

And, being cutting edge means that our technology, our data, our AI is what is helping our customers defend against attackers daily and provides them with reprieve so that they can focus on their business, not the continuous noise. And our behavior should always be focused on how we deliver tangible results to our them.

Brand Strategy

Brand Voice and Tone

The Vectra AI brand voice and tone is how we express our brand personality in written and verbal communication.

THE VECTRA AI BRAND VOICE

Our voice is a reflection of our brand personality traits—human, smart, direct and honest, protective and cutting edge. Our messages should be expressed through words and sentences based on these traits. Please keep this in mind:

- Human means being real and authentic. Our content should reinforce that we always deliver honest communication with integrity.
- Smart means being the best at what we do. Our content should reinforce our belief in the power of providing meaningful information.
- Direct and honest means we've put a stake in the ground, not a sword. Our content should reinforce that we believe in pushing boundaries and challenging the status quo.
- Protective means our customers always come first. Our content should reinforce that we believe in their security and success.
- At the cutting edge is all about our technology. We're excited about it and our content should show our enthusiasm is our high-level of expertise.

THE VECTRA AI BRAND TONE

Our tone is conversational and accessible, so customers can easily relate to us. We always speak in the first person, and use words like "we," "you," and "us." Our audiences should feel the following about the Vectra AI brand:

The Vectra AI brand is...thoughtful and concise, as opposed to careless or wordy.

...expert without being arrogant.

...factual and well-researched without being dull.

...knowledgeable without being condescending.

...not afraid to speak the truth but always with optimizm....focused on solutions not problems.

...collaborative but not sappy.

THE DIFFERENCE BETWEEN VOICE AND TONE

BRAND VOICE

The voice is how we express the brand through words reflective of our brand personality attributes.

BRAND TONE

The tone is the attitude we use in our written or verbal communications.

Brand Strategy

Vectra AI Name

Vectra AI

Never just Vectra.

Use Vectra AI in external marketing and communication materials:

- Business cards
- Stationery
- Collateral and presentations
- Company descriptions
- Web and digital content

Vectra.AI, Inc.

Use Vectra.AI, Inc. when necessary to identify the legal entity:

- Press releases
- Contracts
- Purchase Orders
- Checks
- Legal documents and statements

Third Parties

Third parties, including authorized distributors, resellers and alliances, should employ official Vectra branding guidelines when using any Vectra presentation, diagram, authorized logos or other brand asset. In addition, partners should adopt the proper use of Vectra, product and program names as well as reciprocate trademarking protections.

With permission, Vectra content can be posted on third party websites.

Co-Branding

All assets that include elements of Vectra AI brand, such as datasheets, joint email messages, trade show/conference/seminar signage, etc., must be approved by Vectra AI.

Brand Strategy

Vectra AI Descriptions

Descriptions of Vectra AI in different lengths are provided here for easy reference. Simply choose the appropriate length for your application and the space you have available.

100 Words

Vectra AI, Inc. is the cybersecurity AI company that protects modern networks from modern attacks. When modern cyber attackers bypass existing controls, evade detection and gain access to customers' data center, campus, remote work, identity, cloud, and IoT/OT environments, the Vectra AI Platform sees their every move, connects the dots in real-time, and stops them from becoming breaches. With 35 patents in AI security and the most vendor references in MITRE D3FEND, organizations worldwide rely on Vectra AI to see and stop attacks their other tools can't. For more information, visit www.vectra.ai.

50 Words

Vectra AI is the leader in protecting modern networks from modern attacks. When cyber attackers move beyond existing controls, we are the AI that sees their every move, connects the dots in real-time, and stops them from becoming breaches. We are AI that stops attacks others can't.

20 Words

Vectra AI is the leader in protecting modern networks from modern attacks. We are AI that stops attacks others can't.

10 Words

Vectra AI protects modern networks from modern attacks.

CONSISTENCY BUILDS TRUST

Please use these descriptions consistently, exactly as they appear here. Any proposed changes to the company descriptions must be submitted to the Brand Team for approval prior to use.

Brand Strategy

Copyright & Trademarks

The Vectra AI word mark is a registered trademark. We continue to protect and maintain the rights to all registered trademarks whether or not they appear in the boilerplate. Do not alter the trademark boilerplate in any way. Unless otherwise directed, use our standard copyright notice at the bottom of all Vectra AI collateral.

Full Trademark Boilerplate

Vectra AI uses the full trademark boilerplate for most marketing collateral. Use of Vectra AI content and respective data, in whole or part, must be unaltered and must reference the sources as “Vectra.AI, Inc.”

Use a Registered Trademark symbol for:

- Vectra®
- Vectra logo

For more information:
https://www.vectra.ai/assets/vectra-networks-trademarks

Brand Strategy

Copyright & Trademarks

TRADEMARK GUIDELINES

Place appropriate TM (keyboard option 2) or ® (keyboard option r) on both Vectra AI products and partner products in the following instances:

- First occurrence. Note: body text does not include sidebars. Only place a bug in sidebars if the trademark has not been protected in the document's body text.
- Note: where partners have provided trademark guidelines, we follow their guidance on their products. For example, Palo Alto Networks does not put registered trademarks in headlines or subheads.
- For web content or PowerPoint slide creation, place trademark bugs on each page or slide.
- We do not need to specifically reference third-party trademarks in the copyright notice.

It is not required to have a ® after Vectra AI when it is used to reference the company or a product as long as the Vectra logo is within the document (which displays Vectra protection).

COPYRIGHT/LEGAL FLYSPECK NOTICE

Unless otherwise directed, use our standard copyright notice at the bottom of all Vectra collateral.

Vectra REGISTERED TRADEMARKS:

- Vectra®
- Vectra logo is ®

Brand Design Fundamentals

Brand Design Fundamentals

The brand design fundamentals are the assets that make up the building blocks for the brand. By using these assets according to the standards outlined in the Brand Identity Guidelines, we create materials that are consistent with our brand strategy and help us build awareness, trust, and value in the Vectra AI brand.

WHAT ARE THE BRAND DESIGN FUNDAMENTALS?

Following is a list of the various assets making up the Vectra AI brand fundamentals:

- Logo
- Fonts
- Colors
- Design elements
- Photography
- Iconography

Corporate Logo

The Vectra AI corporate logo is a visual representation of our strong commitment to innovation and leadership in AI-driven security. It is also one of our most valuable assets. To ensure that it remains a strong representation of our company, we must present it in a consistent manner across all channels of communication.

The signature visually establishes our presence and should appear on all external communications materials.

Always reproduce the signature using the digital artwork available from the Vectra Marketing Team (marketing@vectra.ai). Never attempt to redraw or alter this artwork in any way.

Corporate Logo

VECTRA®

#35A36B use on dark backgrounds

#1D895E use on light backgrounds

Alternate Versions

Use the positive primary logo whenever possible. In some instances, the primary version of the logo may not be allowable given printing or digital image limitations. Therefore, we have defined two alternate versions: reversed and dark grey. The application of each logo should be carefully considered to maintain clarity, legibility, and impact.

Use the alternate logo versions only on backgrounds that do not impair their legibility or impact. When our reversed logo is superimposed on a dark-colored image, place it in an area of the image where adequate contrast is provided. Following these guidelines will ensure the logos are highly visible against a particular background.

Primary: One-Color (Positive)

VECTRA®

VECTRA AI GREEN

Alternate: One-Color Positive (dark grey)

VECTRA®

Alternate: Reversed

VECTRA®

Logo Clear Space

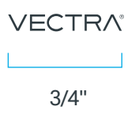
Clear space is the area surrounding the logo that must always be free of any text or graphic elements. This helps ensure that the signature is visually prominent. The guidelines to the right illustrate the minimum clear space requirement.

We define the minimum clear space by the measurement “V,” which equals the height of the word mark and is required on each side of the signature. Clear space also defines the minimum distance from the logo to the edge of a piece. Whenever possible, allow for more clear space than the minimum requirement shown here.

Clear Space

Minimum Size

We require a minimum reproduction size of ¾ inch. Do not reproduce the signature elements smaller than this size.



Incorrect Usage

Altering or changing the signature in any way weakens the power of the image and what it represents. Use the Vectra AI logo exactly as it appears in brand-approved logo files. Do not edit or modify the Vectra logo in any way. Here are some common misuses.

DO NOT:

1. Stretch or compress the logo
2. Retype or redraw the logo
3. Skew or angle the logo
4. Distort the logo in any way
5. Recolor the logo
6. Use glows or drop shadows
7. Place on a busy pattern
8. Rearrange logo elements
9. Outline the logo

1

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5

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Typography

Primary Font
(use for collateral, diagrams, infographics, etc.)

Our corporate typeface is Haffer paired with Roboto Flex. We use Haffer for headlines and to emphasis important data points and Roboto for body copy. Consistent use of these typefaces reinforces the Vectra AI brand in the eyes of our customers, partners, and employees and is an essential part of our brand expression.

Digital Font
(Use for web, social, etc.)

We use Haffer as a headline paired with Roboto Flex bodycopy for HTML communications and the web. Where our corporate typeface Haffer is not available we use Roboto Flex. Placed graphics and banners with embedded type should incorporate the Haffer and Roboto Flex font families.

Presentation Font
(Use powerpoint, microsoft word docs)

We use Arial for powerpoint and where ever the corporate fonts aren't available. Embedded graphics can incorporate the corporate fonts.

Example

I Am a Powerful Headline

I am bodycopy that you can read. Sitiundi tatati sequae seceriae plitis nimusciis aut et adipsunt vel intionsequas cupta nost vel ius entendi tasped quiste rerovid et veniet que esequi alita eaqui officid quia nonse qui ut fugit aut hillut ium et pos eost, ilique laut velenissim que a endaecae poreptat dolupta tiorem.

Primary Font

Haffer Light
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklnopqrstu
vwxyz1234567890

Haffer Medium
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklnopqrstu
vwxyz1234567890

Haffer Bold
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklnopqrstu
vwxyz1234567890

Haffer Heavy
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklnopqrstu
vwxyz1234567890

Roboto Flex

Roboto Flex Regular
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghijkln
opqrstuvwxyz1234567890

Roboto Flex Bold
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghijkln
opqrstuvwxyz1234567890

Substitute Font (Powerpoint)

Arial Regular
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghijkln
opqrstuvwxyz1234567890

Arial Bold
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghijkln
opqrstuvwxyz1234567890

Color Palette

The Vectra AI color palette was carefully selected to compliment the values of the brand. Our colors are divided into primary and secondary palettes. Color tints are also provided for specific background uses only.

Primary Color Palette

Our primary color is Vectra AI Green, Vectra AI Blue, and Vectra AI Grey.

Secondary Color Palette

Our secondary palette should be used sparingly and only as a complement to the primary palette, never as a main color. Tints of the supplementary palette are allowed.

Primary Color Palette

Use to indicate a strong emphasis with regard to Vectra AI

for dark backgrounds

for light backgrounds

Vectra AI_Green (for dark) C=77.4% M=11.42% Y=76.17% K=0.91% R=53% G=162% B=107%

#35A36B PMS=340C

Vectra AI_Green (for light) C=65.14% M=55.39% Y=52.98% K=28.35% R=29% G=137% B=94%

#1D895E PMS=3288C

Green 800 C=87.12% M=48.89% Y=77.77% K=60.09% R=8% G=57% B=42%

#08392A PMS=567C

Green 700 C=81.85% M=45.6% Y=69.16% K=38.91% R=39% G=82% B=69%

#275245 PMS=626C

Green 600 C=73.22% M=41.76% Y=60.43% K=22.25% R=70% G=106% B=95%

#466A5F PMS=5545C

Green 500 C=63.37% M=35.9% Y=50.7% K=8.93% R=101% G=131% B=122%

#65837A PMS=5555C

Green 400 C=51.98% M=28.76% Y=40.74% K=1.33% R=131% G=156% B=149%

#839C95 PMS=7537C

Green 300 C=38.05% M=19.89% Y=29.57% K=0% R=162% G=181% B=175%

#A2B5AF PMS=5585C

Green 200 C=24.23% M=1.07% Y=18.14% K=0% R=193% G=205% B=202%

#C1CDCA PMS=5595C

Green 100 C=11.11% M=5.07% Y=8.35% K=0% R=224% G=230% B=229%

#E0E6E4 PMS=7541C

Use to offset and still emphasize content

Vectra AI Blue C=100% M=77.98% Y=38.89% K=29.21% R=0% G=58% B=93%

#003A5D PMS=302C

Dk Blue 800 C=100% M=83.77% Y=42.02% K=43.44% R=0% G=41% B=74%

#00294A PMS=7463C

Dk Blue 600 C=100% M=72.95% Y=35.84% K=21.22% R=0% G=70% B=106%

#00466A PMS=7694C

Dk Blue 500 C=77.4% M=11.42% Y=76.17% K=0.91% R=0% G=81% B=118%

#005176 PMS=3025C

Dk Blue 400 C=83.86% M=51.27% Y=29.61% K=6.83% R=50% G=108% B=140%

#326C8C PMS=7699C

Dk Blue 300 C=55.88% M=26.47% Y=21.17% K=0% R=119% G=161% B=182%

#77A1B6 PMS=549C

Dk Blue 200 C=32.41% M=13.13% Y=11.41% K=0% R=171% G=197% B=211%

#ABC5D3 PMS=551C

Dk Blue 100 C=9.59% M=3.56% Y=2.96% K=0% R=227% G=235% B=240%

#E3EBF0 PMS=656C

Use for type and background tints

Vectra AI Grey C=72.29% M=62.72% Y=61.37% K=57.18% R=48% G=52% B=53%

#303435 PMS=447C

Grey 800 C=74.70% M=67.21% Y=64.90% K=79.95% R=19% G=21% B=22%

#131516 PMS=Neutra Black C

Grey 700 C=74.22% M=65.58% Y=63.73% K=72.12% R=31% G=34% B=35%

#1F2223 PMS=419C

Grey 600 C=72.87% M=64.22% Y=62.55% K=64.88% R=40% G=43% B=44%

#282B2C PMS=426C

Grey 400 C=65.54% M=56.49% Y=54.10% K=31% R=82% G=84% B=86%

#525456 PMS=445C

Grey 300 C=46.96% M=37.65% Y=37.85% K=2.33% R=142% G=144% B=145%

#8E9091 PMS=423C

Grey 200 C=27.36% M=21.25% Y=21.31% K=0% R=186% G=187% B=188%

#BABBBC PMS=421C

Grey 100 C=7.61% M=5.55% Y=5.84% K=0% R=232% G=232% B=232%

#E8E8E8 PMS=663C

Color Palette

Secondary Color Palette

Lt Blue_500
#1F91D7
C=75.91% M=31.7% Y=0% K=0%
R=31% G=145% B=215%
PMS= Process BlueC

Lt Blue 800 — C=86.32% M=61.77% Y=0% K=0% — R=24% G=102% B=193% — **#1866C1** — PMS=300C
Lt Blue 700 — C=81.91% M=49.38% Y=0% K=0% — R=27% G=120% B=203% — **#1B78CB** — PMS=3005C
Lt Blue 600 — C=79.1% M=41.09% Y=0% K=0% — R=29% G=132% B=209% — **#1D84D1** — PMS=Medium Blue C

Lt Blue 400 — C=67.68% M=16.38% Y=0% K=0% — R=57% G=170% B=225% — **#39AAE1** — PMS=298C
Lt Blue 300 — C=47.49% M=3.95% Y=1.57% K=0% — R=122% G=201% B=237% — **#7AC9ED** — PMS=297C
Lt Blue 200 — C=29.7% M=0.92% Y=1.82% K=0% — R=172% G=222% B=243% — **#ACDEF3** — PMS=635C
Lt Blue 100 — C=9.16% M=0.06% Y=0.6% K=0% — R=227% G=243% B=250% — **#E3F3FA** — PMS=545C

Orange_600
#E99912
C=7.04% M=44.21% Y=100% K=0.05%
R=233% G=153% B=18%
PMS=144C

Orange 800 — C=8.96% M=59.98% Y=100% K=0.45% — R=226% G=125% B=12% — **#E27D0C** — PMS=138C
Orange 700 — C=7.57% M=50.82% Y=100% K=0.21% — R=231% G=142% B=15% — **#E78E0F** — PMS=1495C
Orange 500 — C=6.5% M=38.51% Y=100% K=0% — R=236% G=164% B=21% — **#ECA415** — PMS=137C

Orange 400 — C=5.34% M=27.05% Y=88.03% K=0% — R=241% G=187% B=62% — **#F1BB3E** — PMS=143C
Orange 300 — C=3.47% M=15.18% Y=58.28% K=0% — R=246% G=212% B=129% — **#F6D481** — PMS=7403C
Orange 200 — C=2.27% M=7.88% Y=34.58% K=0% — R=249% G=229% B=178% — **#F9E5B2** — PMS=7499C
Orange 100 — C=1.04% M=1.82% Y=10.47% K=0% — R=252% G=246% B=228% — **#FCF6E4**

Burnt Orange_500
#C95321
C=15.68% M=79.97% Y=100% K=4.37%
R=201% G=83% B=33%
PMS=167C

Brnt Orange 800 — C=21.71% M=93.82% Y=100% K=13.89% — R=175% G=46% B=18% — **#AF2E12** — PMS=7599C
Brnt Orange 700 — C=18.84% M=88.73% Y=100% K=9.19% — R=187% G=61% B=24% — **#BB3D18** — PMS=1525C
Brnt Orange 600 — C=17.69% M=84.7% Y=100% K=7% — R=193% G=71% B=28% — **#C1471C** — PMS=718C

Brnt Orange 400 — C=12.45% M=63.57% Y=78.7% K=1.13% — R=215% G=118% B=73% — **#D77649** — PMS=7578C
Brnt Orange 300 — C=8.31% M=38.23% Y=45.5% K=0% — R=229% G=167% B=136% — **#E5A788** — PMS=487C
Brnt Orange 200 — C=4.58% M=22.13% Y=24.48% K=0% — R=239% G=201% B=182% — **#EFC9B6** — PMS=162C
Brnt Orange 100 — C=1.01% M=6.12% Y=6.87% K=0% — R=250% G=237% B=230% — **#FAEDE6** — PMS=705C

Red_700
#A22911
C=24.04% M=94.73% Y=100% K=19.85%
R=162% G=41% B=17%
PMS=484C

Red 800 — C=26.38% M=98.16% Y=100% K=25.86% — R=149% G=29% B=13% — **#951D0D** — PMS=7427C
Red 600 — C=22.49% M=92.41% Y=100% K=15.12% — R=172% G=49% B=20% — **#AC3114** — PMS=1805C
Red 500 — C=20.42% M=89.8% Y=100% K=11.48% — R=181% G=57% B=22% — **#B53916** — PMS=7599C

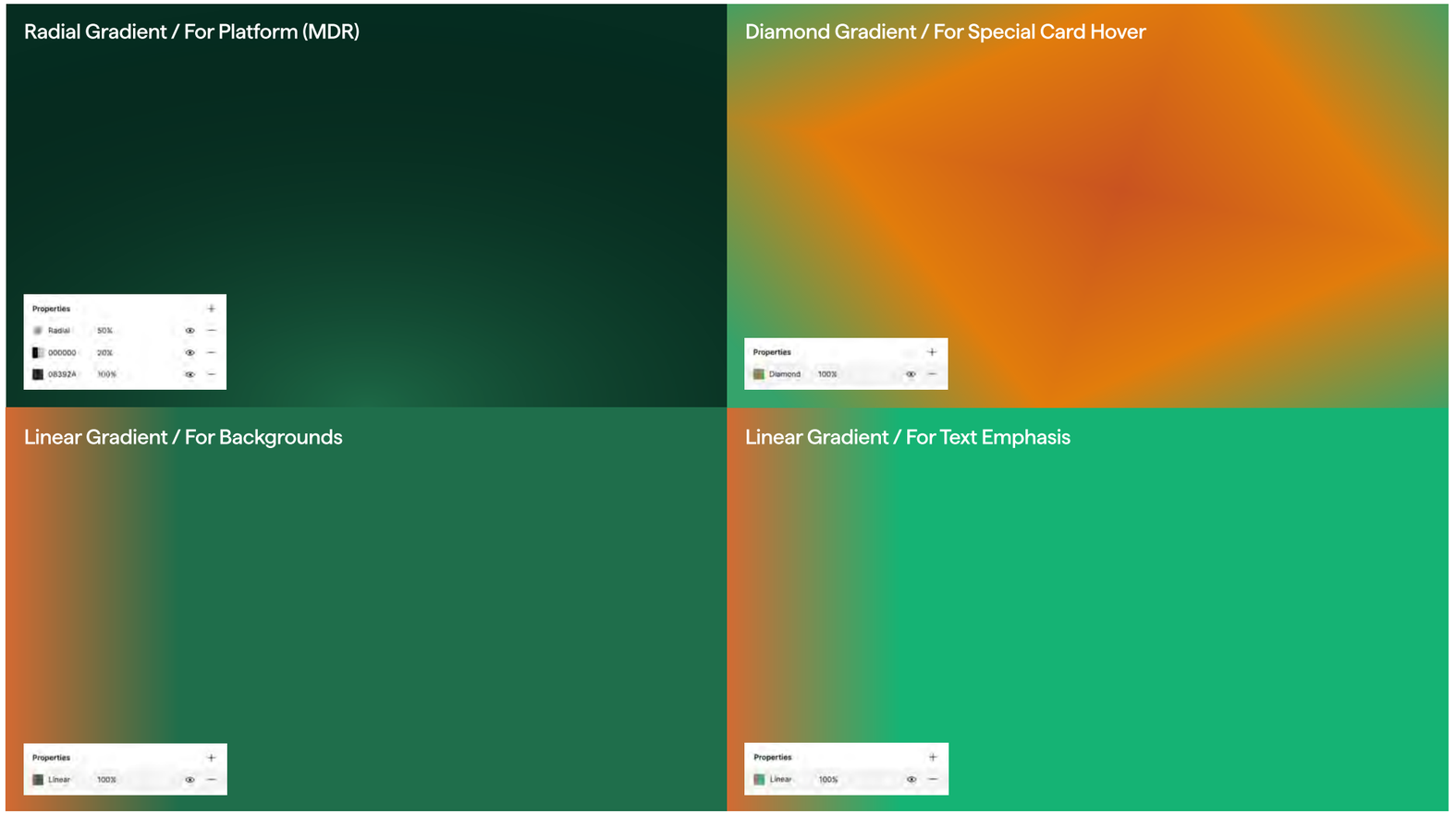
Red 400 — C=16.66% M=74.2% Y=84.83% K=4.58% — R=199% G=95% B=60% — **#C75F3C** — PMS=7583C
Red 300 — C=12.55% M=45.27% Y=48.31% K=0.01% — R=219% G=152% B=127% — **#D8987F** — PMS=7606C
Red 200 — C=6.9% M=27.13% Y=26.08% K=0% — R=234% G=191% B=176% — **#EABFB0** — PMS=489C
Red 100 — C=2.08% M=8.02% Y=6.78% K=0% — R=247% G=233% B=229% — **#F7E9E5**

Secondary Color Palette

Our secondary palette should be used sparingly and only as a complement to the primary palette, never as a main color. Tints of the supplementary palette are allowed.

Color Palette

Color in use as gradients



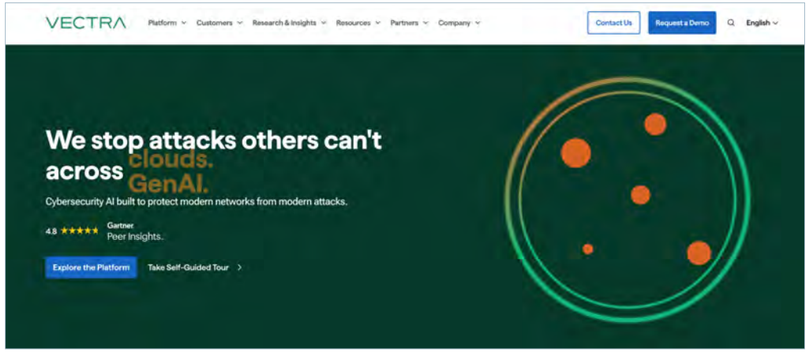
Use sparingly

Create emphasis on something worthy of a grand entrance.

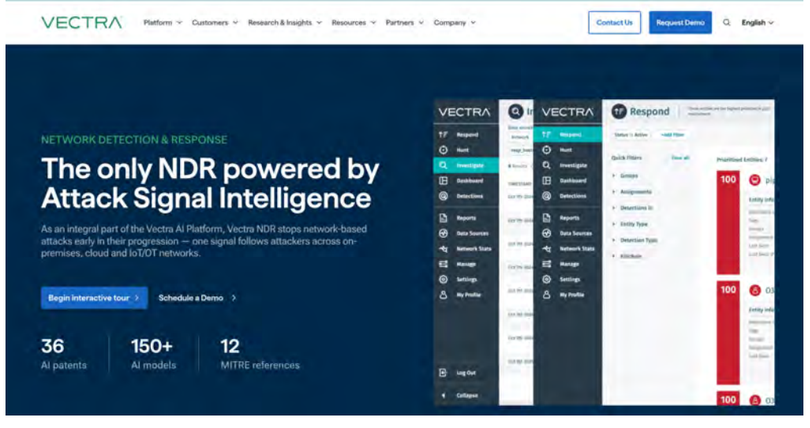
Color Palette

Examples of color usage

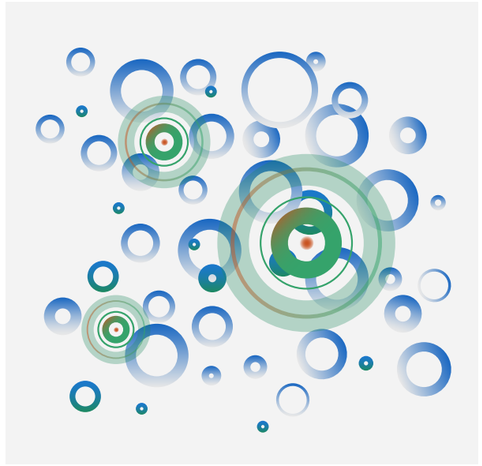
Dark green used as background to make colors in graphics pop. Vectra AI green used to emphasize Vectra Ai proof point. Minimal use of secondary colors in the H1 and graphic to peek interest and not overwhelm.

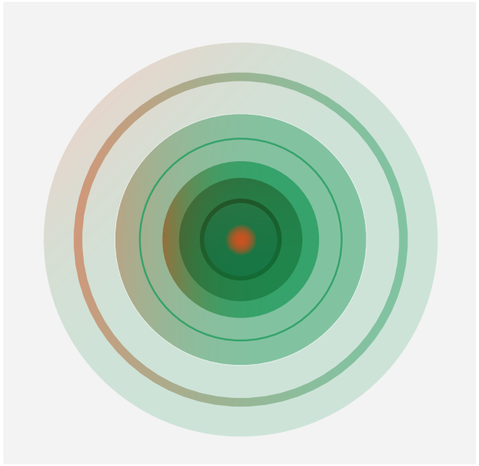


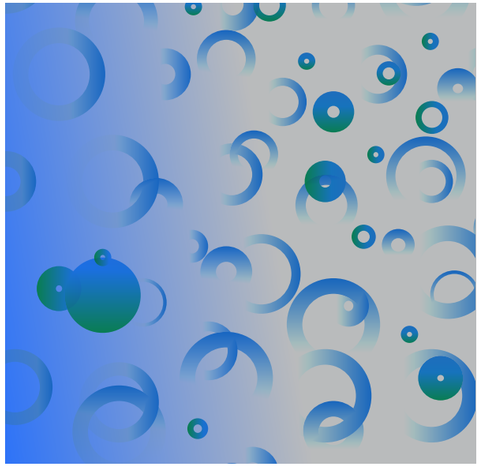
Dark blue used as background to visualize topic, minimal use of secondary colors to peak interest and not overwhelm.



Signature Graphic Elements

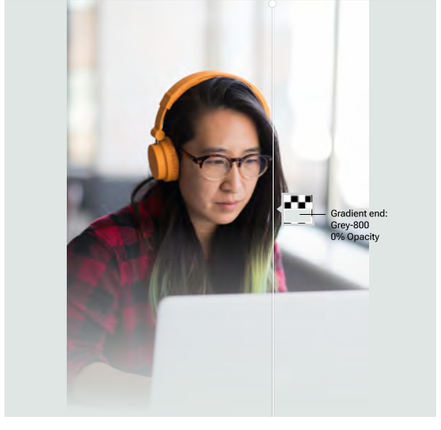


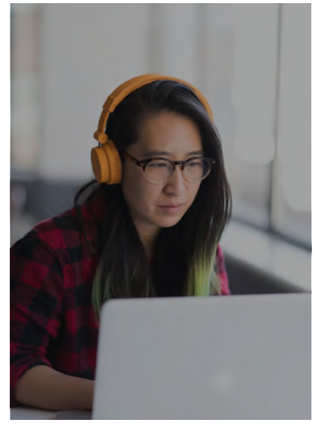


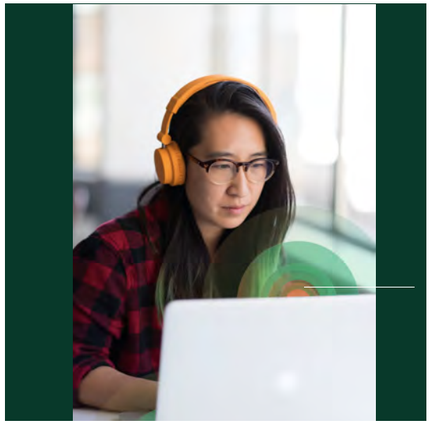


Photography Style

The preferred images showcase dynamic, powerful technology, cybersecurity, artificial intelligence, to underscore the focus and message and utilizing a Vectra AI signature element or filter.







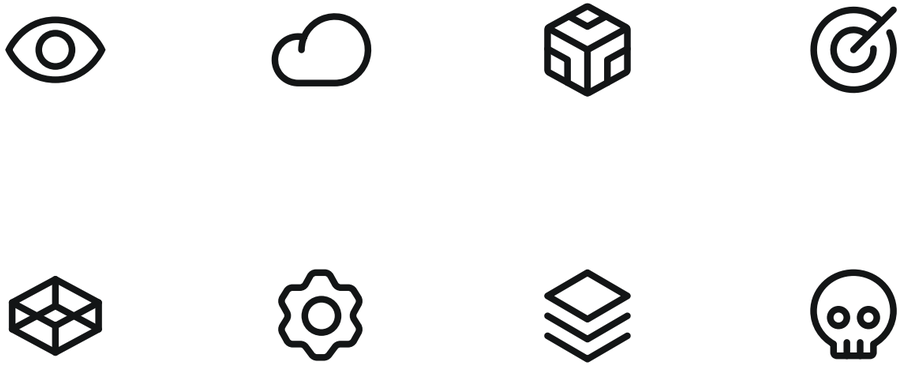
Stock imagery uses an overlay to shift color to bluer range and uses a signature element within or passing over the image. Visit the website to see examples.

Thought leadership images

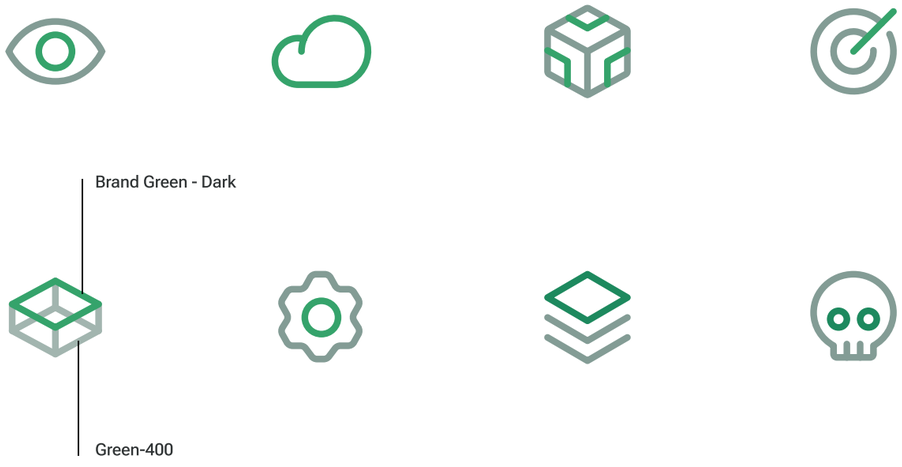
Images must be high resolution against a light background

Iconography

Icons



Branded



The Vectra AI base icon set is Phospor
Icons Repository Figma Plugin

overall Icons

The starting size (before resizing) should be 32x32px

The weight of the icon should be ‘Regular’

Non-branded icons color is Grey-800

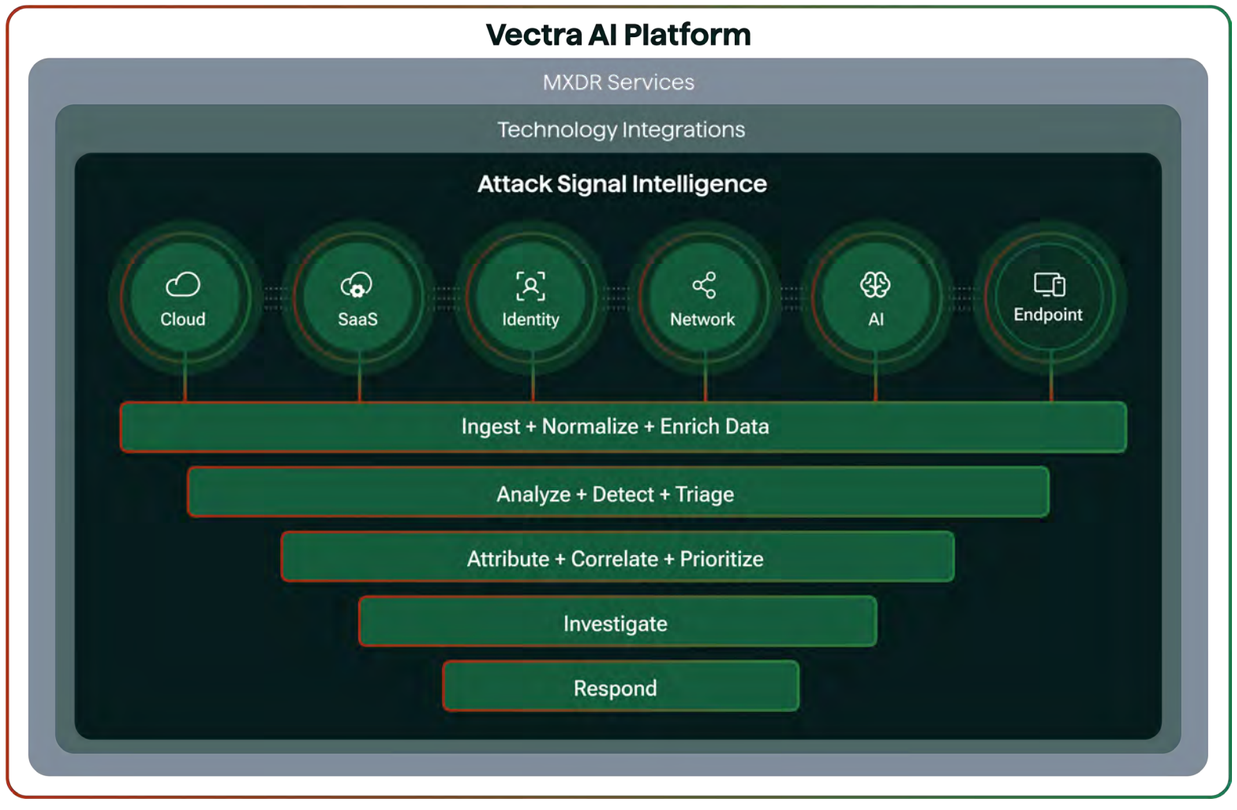
SVGs should always be the file format (unless restricted)

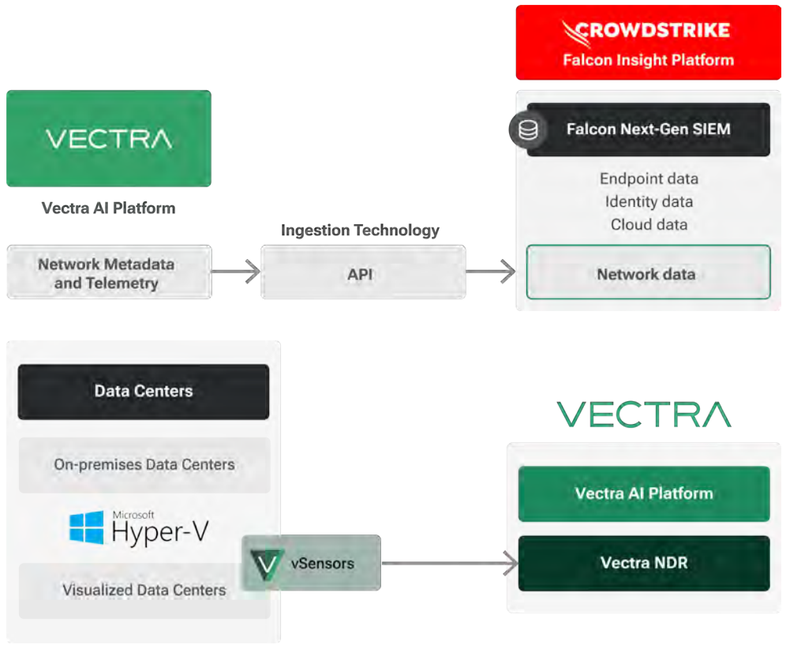
Branded Icons

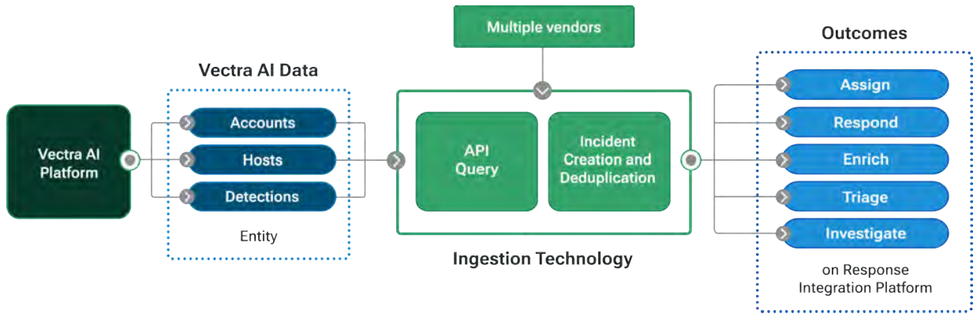
Same rules as above, plus, The spot color is Vectra Green-Dark to add emphasis and remaining color is Green-400

Charts and Diagrams

For web and collateral. See PM for powerpoint diagrams



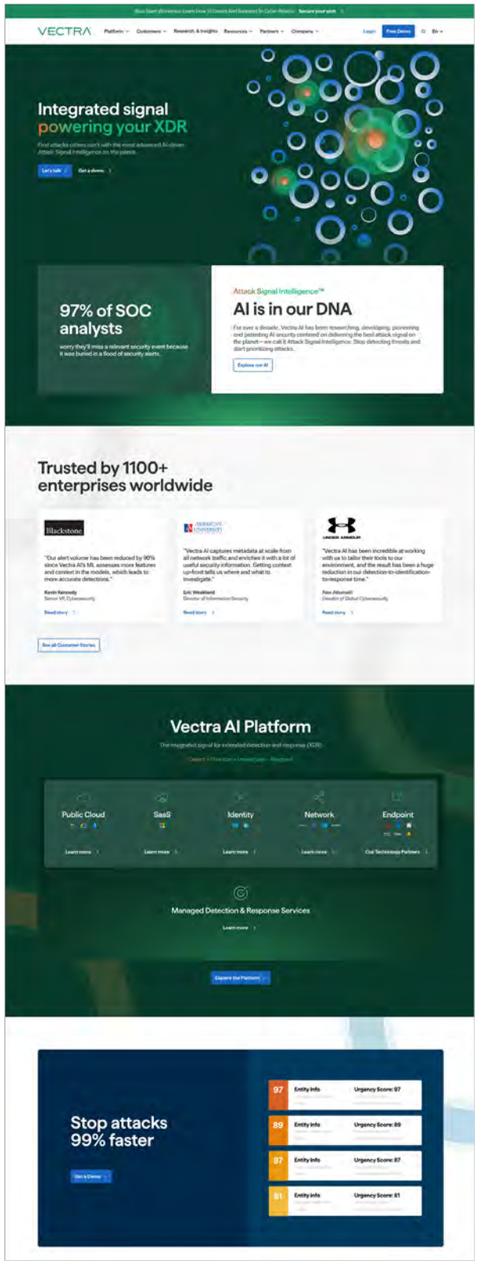




Collateral + Digital Overview

Digital

Website



Social

Consistency across every touchpoint builds trust and has a positive affect on the bottom line.

Digital

Advertising

300x250

236x280

1080x1350

300x600

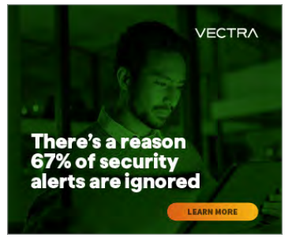
800x800

728x90

970x250

300x250

336x280



970x250

320x50

728x90

Consistency across every touchpoint builds trust and has a positive affect on the bottom line.

Collateral | Pop Ups + Tradeshow Booths

White Papers

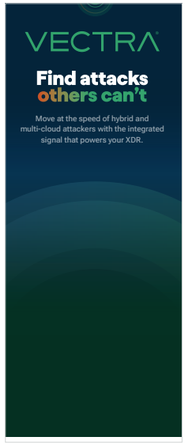
eBook

Solution Briefs

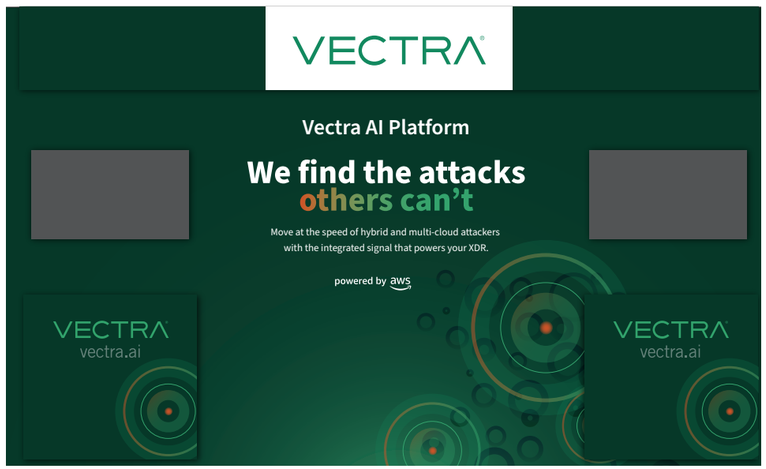
Data Sheets

Guides

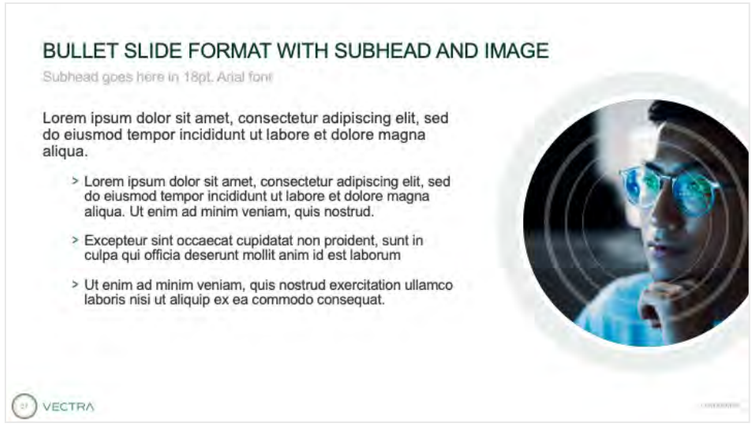
Pull-Ups



Booths

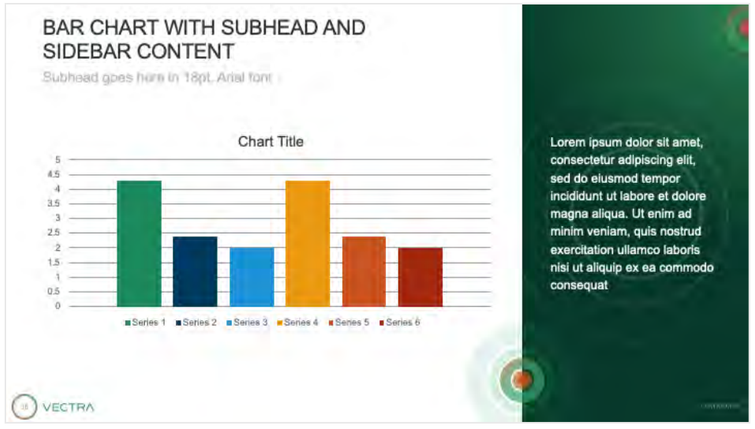


Powerpoint

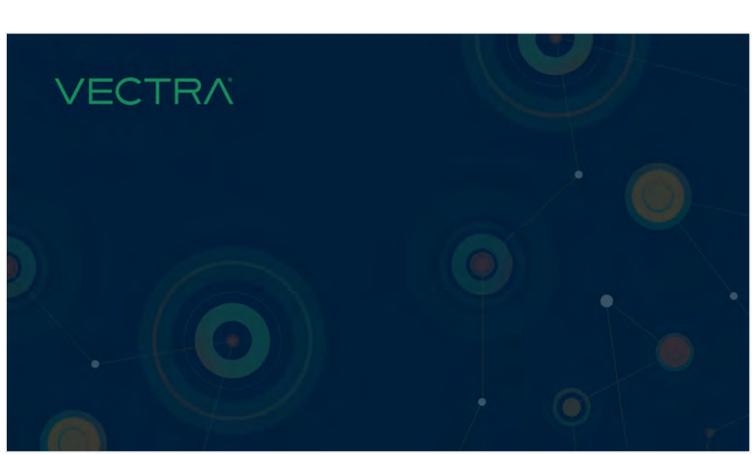


Consistency across every touchpoint builds trust and has a positive affect on the bottom line.

Download the template



Conf Call Backgrounds and Email Signatures



As brand stewards conference call backgrounds and email signatures are provided.

Download here

Editorial Guidelines

Things to Avoid

SLAMMING COMPETITORS

Leaders don't need to do this. Rather, explain Vectra's unique capabilities and associated benefits.

GUARANTEES AND ABSOLUTES

Modify verbs such as ensure, guarantee or others that imply a promise to help. (For example, say "help ensure.") Likewise, using Vectra's products cannot guarantee compliance with industry standards or regulations, as other factors are involved. However, in every case, "Vectra can support your compliance efforts."

Slightly ambiguous verbs such as enforce, mitigate, remediate, restrict and true-up are acceptable without the addition of a qualifier.

SLANG, HUMOR AND POLITICAL AND RELIGIOUS REFERENCES

A country's or culture's idiosyncratic language will not always be understood or appreciated. Avoid using slang, jargon or humor as it may cause offense to those unfamiliar with the context or subject matter. Appropriately "refining" these style lapses to local conditions adds time and increases the costs of delivering content. Also, for obvious reasons, do not mention politics or religion.

IDIOMATIC EXPRESSIONS

Avoid the use of local or U.S.-centric expressions because it is difficult to communicate their meaning into a foreign context. For example, avoid references such as "easy as pie," "cat-and-mouse game" or "when pigs fly."

GENDER-CENTRIC LANGUAGE

Use gender-neutral or all-inclusive terms to refer to human beings rather than using "man' and similar masculine terms.

- Example: Sales representative, not salesman.
- Use the third-person plural, "they." Don't use "he or she" or "he/she."

BUZZWORDS AND CLICHES

Using internal jargon or unfamiliar acronyms can alienate readers. Buzzwords also have a negative effect: they don't stand out from what competitors have written. Whenever possible, be positive and persuasive using language that can be readily understood by any audience with a basic knowledge of IT. Also, use facts (numbers, percentages and other verifiable statistics) that will add credibility to your claims—provided the source of that information is also included. Avoid vague, overused terms such as "cutting-edge," "best-of-breed," "best-in-class" and "industry-leading."

Editorial Guidelines

ELLIPSES

- Avoid using ellipses unless you are omitting content within a quote.

EM DASHES

- Use an em dash to introduce a phrase, for emphasis, definition or explanation, or to separate two clauses (don't use hyphens). One space before and after em dashes.

EXCLAMATION POINTS

- Use exclamation points sparingly.

FOOTNOTES

- Do not use periods at the end of footnotes that contain citations only. However, when a footnote consists of explanations, descriptions or notes, add a period at the end.

HEADLINES

- Document and section headlines use title case ("Interactive Voice Response"). References to sections within body text should retain title casing. Subheads use sentence case. Headlines/subheads should not end with a period or other punctuation.

HYPHENS

- As a general rule, hyphenate a compound adjective that comes before a noun ("long-term security strategy," "in-depth view"). When it follows a noun, do not hyphenate ("our strategy, long term, is to...").
- Do not hyphenate adverb and adjective compounds when the adverb ends in "ly" ("environmentally friendly materials"). When you have an adverb that does not end in "ly" plus a participle or adjective, hyphenate the compound adverb-adjective combination before a noun but not after a noun ("little-understood rules" versus "rules that are little understood," "the best-known author" versus "the author best known for his thrillers"). Compound words may be unhyphenated ("laptop computer"), hyphenated ("mass-produced"), or closed ("notebook"). If in doubt, check a dictionary.
- Don't use hyphens in place of EM dashes (—). (See EM Dashes).

ITALICS

- Use Italics for names of articles, books and other publications. Titles of webinars, podcasts or other broadcasts should be enclosed in quotes with no italics. You can also use italics in moderation to emphasize a word or point. Never use bold for this purpose. (Web: Do not use italics online. Instead, enclose titles in quotation marks.)

ITS, IT'S

- "Its" is the possessive form of it ("The dog lost its collar"). "It's" is short for "it is" ("It's on the agenda") or, in colloquial usage, "it has" ("It's been a long time coming").

NUMBERS

- Spell out numbers one through nine and use numerals for 10 and greater in body text. Note: It's okay to use numerals in headlines and email subject lines.
- Use numerals for any number that precedes %, unless it begins a sentence
- Avoid starting a sentence with a number. If you do, always spell it out.
- Always use a comma for numbers of four digits or more ("1,000") except in a date.
- Only use ordinals as noted under "Dates"
- Never use the number (#) symbol except on the web where, to save space, it's acceptable. ("#1-ranked malware solution.")

PERCENT

- Use the % sign when paired with a numeral, with no space: "Average hourly pay rose 3.1% from a year ago"; "her mortgage rate is 4.75%"; "nearly 70% of those interviewed agreed"; "he won 56.2% of the vote."
- For amounts less than 1%, precede the decimal with a zero: "The cost of living rose 0.6%."
- In casual uses, use words vs. figures and numbers: "Jane has a zero percent chance of winning."

PERIOD

- Put only one space after periods or other sentence-ending punctuation. When a URL is at the end of a sentence, punctuate the sentence with a period.

Editorial Guidelines

POWERPOINT PRESENTATION

- Place the appropriate trademark bug upon the first use of trademarked products on each slide.

PRODUCT NAMES AND TRADEMARKS

- Use the full product name upon first usage. Use registered trademarks or trademarks with product names upon first usage in body copy. Once the name is trademarked, it is not necessary to use trademark symbols again when products are mentioned in text.

QUOTATION MARKS

- In accordance with American-style English, place commas and periods inside quotation marks, but place semicolons and colons outside. Question marks, dashes and exclamation points should be placed inside quotation marks only if they are part of the quoted material.

TITLES

- Capitalize a formal title if it is used immediately before a person's name: "President George Bush." The titles can be lowercase if no name is present: "The president issued a statement."

TELEPHONE AND FAX NUMBERS

- For U.S. phone and fax numbers, always include the area code. Use a hyphen to separate the area code, prefix and line number and include "1" for "800" and "866" numbers: "1-866-622-3911."
- (Web: Use hyphens to separate the area code, prefix and line number: "1-866-622-3911.")
- For international phone and fax numbers, follow the convention above. Always include the "+" and the country code. (Web: Follow these rules and apply conventions used by individual countries. For example, Spain displays phone and fax numbers as "+34-91-347-8535."

THAT, WHICH

- "That" singles out the item(s) being described ("The elements that are being described have been highlighted."). "Which" adds details and is usually preceded by a comma.

TIME

- Use "a.m." and "p.m.," lower case, no capitalization, as in "5:00 p.m." When showing a range of time, use the word "to," as in "7:00 p.m. to 9:00 p.m."
- Use lower case with periods for a.m. and p.m. (Web: Use an em dash with a space on either side when indicating a range of time: "9 a.m. — 3:30 p.m. CDT.")

URLs

- Use the abbreviated address, starting with "www" as in "www.google.com." When a URL ends a sentence, punctuate with a period.

Common Usage

- 24x7
- 802.1X (“X” is uppercase)
- 802.11 wireless networking standard
- 30-day (adj.)
- access point
- Active Directory (Microsoft product)
- agentless instead of agent-less (as in agentless Software design)
- all right (never “alright”)
- among (more than two); between (only two)
- and/or (rewrite to avoid this construction)
- anytime (not “any time”)
- antimalware
- antivirus
- anywhere (not “any where”)
- app or apps (acceptable term for application/applications)
- app store (used as generic term)
- around-the-clock (adjective, as in “around-the-clock performance”; do not hyphenate when using an adverbial phrase, as in “working around the clock”)
- auto-classify, auto-classification (always hyphenate)
- backdoor (n., adj.)
- backup (noun) or back up (verb)
- best of breed, best-of-breed (avoid both forms of this overused term)
- bi-directional
- Big Data
- botnet
- client (use agent instead)
- cloud
- colons (if used in a heading, capitalize the first word following the colon)
- compared to (when comparing dissimilar things)
- commas (do NOT use a serial comma before “and” or “or” in a list of three or more items unless it is required to clarify the meaning of a statement)
- communication, communications (use the singular to describe the act of communicating, the plural to describe the technology)
- compared with (when comparing similar things)
- complementary (describes something that completes or is a supplement to)
- complimentary (free or favorable)
- context-aware (adj)
- CRM (Customer Relationship Management) software
- crowdsource (not crowd source)
- cyber (There is no standardization of “cyber” terms across the industry. In general, use compound cyber terms as one word (cyberattack, cyberwarfare, cybercriminal). Exceptions are allowed when quoting industry analysts or citing reports from standards bodies.
- cyberattack
- cybercriminal
- cybercrime
- cyberdefense (avoid, use cybersecurity instead)
- cyber hygiene (use this two-word exception)
- cyber-risk
- cybersecurity
- cyberthreat
- cyberwar
- cyberwarfare
- database
- data center
- data is (In the IT industry, “data is presented,” not “data are presented.”)
- data loss (do not use “data leakage”)
- datasheet
- decision-making (hyphenated only when used as an adjective)
- DevOps
- different from (not “different than”)
- e-commerce
- e-discovery
- e.g., (means “for example”; okay to use on the web, but avoid in collateral and other documents)
- email (when it starts a sentence, capitalize: “Email”)

Common Usage

- end user (n.)
- end-user (adj.)
- ensure/insure/assure (follow correct usage as listed in dictionaries or follow AP style)
- federal (lower case when used as a general description term; for example, “federal requirements”)
- Federal Government
- Federal Reserve
- fewer, less (use fewer when referring to quantifiable or individual objects (“The software had fewer functions than we expected.”) and less when referring to an abstract amount or to bulk or quantity (“The software had less functionality than we expected.”).
- Forbes Global 2000 (not Global 2000 or Fortune Global 2000)
- Fortune 500
- Fortune Global 500
- Fortune 1000
- friend (can be used as a verb when referring to Facebook)
- G2K (global 2,000)
- GB (gigabytes)
- Gbps (gigabits per second)
- Healthcare
- Help desk
- hosted
- HP-UX (acronym for HP UNIX operating system)
- internet
- jailbreak, jailbreaking, jailbroken
- KB (kilobytes)
- Kbps (kilobits per second)
- kHz (kilohertz)
- lifecycle (one word)
- log in (v.)
- login (adj. or noun)
- lifecycle
- Linux
- malware
- Mbps (megabits per second)
- MP3 (MPEG, audio layer 3 file format)
- MP4 (MPEG, audio layer 4 file format)
- more than, over (use “more than” with numbers and “over” with time spans)
- multi (In general, do not use a hyphen with this prefix: multiplatform, multipurpose, multiuser, multivendor).
- multichannel
- multifaceted
- multifunction
- multigigabit
- multilayered
- multiplatform
- multiuser
- multivendor
- near-zero latency
- noncompliance
- nonstop
- off-box implementation
- offline
- okay (not OK)
- on-premises (adj.) NOT on-premise
- onsite (adj.) (“onsite implementation”)
- on site (adv.) (“a technician will be available on site”)
- popup
- ROI (acceptable on first mention on the web and in documents for “return on investment”)
- MB (megabyte)
- real time, real-time (use two words for a noun, as in “discover devices in real time,” but hyphenate for a modifier, as in “real-time device discovery”)
- set up (verb)
- setup (noun)
- silos/siloed
- smartphone
- Spear phishing (two words)
- standalone
- SUSE (enterprise Linux operating system distribution)
- TCO (acceptable on first mention on the web and in documents for “total cost of ownership”)

Common Usage

- time frame (two words)
- time-to-compliance (adj.)
- time to compliance (n.)
- true-up
- United Kingdom, UK (abbr)
- United States, U.S. (abbr)
- Unix
- virtual environment (not “virtualized environment”)
- virtual device
- virtual host
- web
- Web 2.0, Web 2.0 applications, Web 2.0 technologies, Web 2.0 environment
- webcast
- webcam
- webinar
- website
- whitelist (one word)
- white paper (not whitepaper)
- wiki, wikis
- Wi-Fi

Writing for the website

Writing for the website

In addition to our editorial guidelines, there are a few standards to keep in mind when writing for the Vectra AI website and other digital content.

CLARITY

Few people will read a full webpage or blog post — most skim. For this reason, clarity is essential. Make your copy clear by being:

- **Direct**: Use short, easy-to-digest sentences wherever possible. When in doubt, write similar to how you would speak if you were talking to someone in person.
- **Plainspoken**: Avoid buzzwords, jargon and internal abbreviations, unless they're commonly used by our audiences in spoken conversations. People will appreciate simple language that's easy to understand.
- **Helpful**: Rather than solely talking about products, services and features, focus on the benefits SOCs experience with Vectra AI. Answer the question "What's in it for me" as often as possible.

Pro tip: *Use the Hemingway Editor for a real-time "grade" of your copy. To achieve the guidelines above, aim for a reading level of 8th grade or below*.

SIMPLICITY

The easier it is to understand your message, the more impactful it will be. Keep your digital copy simple by:

- Using bulleted lists to break up long text
- Bolding the information you want to stand out
- Limiting paragraphs to 2-4 sentences
- Using conversational contractions ("we're and "you're") instead of formal phrases ("we are" and "you are")

Pro tip: *People digest information better when it's presented in groups of three. Where possible, try limiting your content to three items at a time — three commas, three columns, three bullets, etc.*

READABILITY

If your digital copy is too detailed or repetitive, people won't read it. This is true for even the most technical audience. Make your copy easy for time-strapped SOC leaders and analysts to read by:

- Deleting extra sentences that repeat the same information
- Saving detailed technical content for white papers and ebooks
- Breaking up one long blog post into a series of shorter blogs

SEARCHABILITY

In addition to clarity, simplicity and readability — which help ensure web copy meets Google's quality standards — you can help make your content searchable by:

- Using important keywords — words and phrases you think people will type into the Google search bar — in the main headline and subheads
- Answering questions our audiences are likely to ask (i.e. "What is the threat detection and response process?" and "Is SIEM outdated?")
- Write a compelling title (55 characters or less) and description (155 characters or less) for each page

HEADLINES

Use sentence case for all headlines and subheads, unless there are three words or less. If it's the latter, use title case. Use title case for eyebrow copy (descriptive text that appears above the headline). Do not end a headline or subhead with a period or other punctuation.

BULLET POINTS

- Capitalize the first letter of each bullet.
- If a bullet point includes or completes a full sentence, use a period.
- f a bullet point is not a full sentence, do not use a period.
- In a bulleted list, use either complete sentences or fragments. Don't use a mix.

Legacy elements

Cognito character has retired

The Cognito character was retired in 2020 to laser focus awareness on our company and brand. Any reference to “Cognito” in literature and web must be replaced with “Vectra AI”. For example, “Vectra AI Platform” instead of “Cognito platform”.

The Cognito character is now only brand appropriate in connection with Hunt Club. Please do not use the character in when referring to product, in demos, or powerpoint presentations.

Any questions or concerns please reach out to Tommy Jenkins for Marketing or Mark Wojtasiak for Product Marketing.

Security that thought

VECTRA®

SECURITY THAT THINKS.®

Vectra AI as a company has grown far beyond “Security that thinks”.

This tagline has been retired.

Please do not use it on new communications, collateral, media, etc.. and remove it where possible.

Brand Inquires

For further information or questions regarding the proper use of the Vectra AI brand, please contact:

Tommy Jenkins
Chief Marketing Officer
tommy@vectra.ai