



Brand Identity Guidelines

Version 3.0 / Abridged Version / 05 25 26



Welcome to the Vectra AI brand

Vectra AI is *the* AI-native security and observability company.

We exist to protect modern AI enterprises from modern AI-powered attacks. As enterprises evolve into always-on, always-connected environments driven by AI, the network has become the most critical (and most exposed) attack surface.

This Brand Guide defines how Vectra AI shows up in the world: what we say, how we say it, and how we express our value visually and verbally. It is fully aligned to our FY Strategic Narrative and FY27 Brand & Platform Message Map.

This document is the **source of truth** for ***brand expression***. It sets direction, guardrails, and standards, so teams can move fast without drifting off brand.

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.

Table of Contents

01

Narrative Foundation

- 1.1 Why We Exist
- 1.2 The Reality
- 1.3 The Problem
- 1.4 Our Approach
- 1.5 The Outcomes
- 1.6 The Vectra AI Platform

02

Brand Strategy

- 2.1 Brand Idea
- 2.2 Brand Philosophy
- 2.3 Brand Purpose
- 2.4 Brand Promise
- 2.5 Brand Value

03

Messaging System

- 3.1 Positioning Statement
- 3.2 Elevator Pitch
- 3.3 Vectra AI Descriptions
- 3.4 Boilerplate
- 3.5 Message Map

04

Brand Expression System

- 4.1 Core Expression Model
- 4.2 Headline System
- 4.3 Illustrative Patterns
- 4.4 Subhead System
- 4.4 Proof & Support

05

Voice & Tone

- 5.1 Who We Are
- 5.2 How We Sound
- 5.3 How We Do NOT Sound

06

Applying the Brand

- 6.1 Homepage / Web
- 6.2 Campaigns & Paid Media
- 6.3 Events & Trade Shows
- 6.4 Final Guidance for Application
- 6.5 Vectra AI Name Usage

07

Visual Design System

- 7.1 Design Principles
- 7.2 Corporate Logo
- 7.3 Typography
- 7.4 Color Palette
- 7.5 Signature Graphic Elements + Patterns
- 7.6 Photography Style
- 7.7 Custom Iconography
- 7.8 Motion
- 7.9 Monster Usage
- 7.10 Charts and Diagrams

08

Governance & Usage

- 8.1 Collateral + Digital Overview
- 8.2 Editorial Guidelines
- 8.3 Copyright and Trademarks
- 8.4 Governance
- 8.5 Final Guidance
- 8.6 Legacy Elements

01

The Narrative Foundation

1.1 Why We Exist	1.3 The Problem	1.5 The Outcomes
1.2 The Reality	1.4 Our Approach	1.6 The Vectra AI Platform

1.1
Why We Exist

For enterprises building their future with AI, Vectra AI exists to make that future safer and fairer.

1.2
The Reality

Modern enterprises operate in constant motion—humans, machines, services, and AI agents moving across a unified network at massive scale. Attacks are AI-powered campaigns moving at AI speed.

1.3
The Problem

Legacy security—fragmented visibility, siloed tools, human-speed response—cannot keep pace. Defenders cannot clearly see, connect, and act fast enough.

1.4
Our Approach

AI built to defend the network. We **observe** what’s happening across the network, **signal** what matters in the moment, and **take control** with confidence before impact—at AI speed.

1.5
The Outcomes

- Stop modern attacks with AI
- Proactively protect modern networks with AI
- Automate the SOC with AI

1.6
The Vectra AI Platform

The Vectra AI Platform is AI-native security and observability for the modern enterprise.

Narrative Rule

Every asset must map to at least one stage: Reality, Problem, Approach, Outcomes, or Platform.

02

Brand Strategy

2.1 Brand Idea	2.3 Brand Purpose	2.5 Brand Value
2.2 Brand Philosophy	2.4 Brand Promise	





2.1
Brand Idea

For modern AI enterprises, the modern network is the modern attack surface — and protection is knowing who/what is on your network, understanding how it’s behaving, answering where risk exists, and taking confident action – all at AI speed. Vectra AI is for security teams who trust us as their source of truth when it comes to building cyber-attack protection.



2.2
Brand Philosophy

Cyber protection isn’t proven by detecting threats, publishing fancy dashboards, or generating point-in-time reports. It’s proven by understanding and reducing exposure, responding faster, and showing — at any moment— where risk exists across the entire modern network.



2.3
Brand Purpose

Make the world a safer and fairer place by enabling cyberattack resilience at AI speed.



2.4
Brand Promise

Vectra AI protects modern enterprises from modern attacks.



2.5
Brand Value

What Vectra AI gives you: Continuous insight into cyber risk across your modern network.

What you get: Reduced cyber risk exposure, faster threat response, and improved posture.

03

Messaging System

3.1 Positioning Statement	3.3 Vectra Descriptions	3.5 Message Map
3.2 Elevator Pitch	3.4 Platform Messaging	



3.1

Positioning Statement

For growing enterprises building their future with AI, Vectra AI exists to make that future safer and fairer. The modern enterprise is dynamic – humans, machines, services, AI agents are always in motion – always moving across the modern network at high-speed and massive scale. Defenders have the nearly impossible task of safeguarding what never stops moving against adversaries that never stop learning, adapting, evolving...attacking at AI speed. Vectra AI is built to keep up with this motion - to co-defend - to observe what's moving on your network, signal what matters in the moment, and take control when it counts. For the fellow defenders out there constantly playing defense, it's time we go on offense. As innovation and risk move at AI speed, its time network defense moves at the speed of Vectra AI.

3.2

Elevator Pitch

10-second Vectra AI delivers AI-native security and observability that helps customers build and prove their resilience to AI-powered cyber-attacks.

30-second (Prospects) Vectra AI delivers AI-native security and observability that helps customers build and prove their resilience to AI-powered cyber-attacks. Modern attackers only have one objective: get in and move across your environment before defenders can respond. Vectra AI helps defenders regain control by providing unified observability across the modern enterprise, identifying attacker behavior in real time, and helping teams proactively reduce exposure, accelerate response, and prove resilient. More than 2,000 organizations trust Vectra AI to help them stay ahead of modern attacks.

30-second (Existing customers) Most organizations first partner with Vectra AI to detect attacker behavior on the network. But the customers getting the greatest value realized modern attacks don't happen on a single attack surface—they move across identities, cloud, SaaS, devices, and unmanaged assets as one connected environment. That's why they're expanding their use of Vectra AI to gain unified observability, proactively reduce exposure, accelerate response, and continuously prove resilience. Because when attackers hide in the gaps, the advantage goes to the teams that can see the whole attack surface.

3.3

Vectra AI Descriptions

10 Words

Vectra AI is the AI-native security and observability company.

27 Words

Vectra AI is the AI-native security and observability company. We pioneered and patented AI/ML that empowers security teams to proactively protect hybrid networks from hybrid cyber-attacks.

50 Words

Vectra AI is the AI-native security and observability company. We help organizations regain control of modern cyber risk by delivering unified observability, attack signal intelligence, and resilient control across on-premises, cloud, identity, AI agents, SaaS, edge, and IoT/OT environments. The result is reduced exposure, faster response, and stronger cyber resilience.

3.3

Vectra AI Descriptions**100 Words**

Vectra AI is the AI-native security and observability company. Modern attackers move across on-premises, cloud, identity, AI agent, SaaS, edge, and IoT/OT environments as one connected attack surface. Vectra AI helps organizations see the environment the way attackers do by delivering unified observability, attack signal intelligence, and operational control across the modern enterprise. By continuously discovering identities, devices, workloads, and AI agents, identifying attacker behavior in real time, reducing exposure before attacks spread, accelerating investigation and response, and validating resilience outcomes, Vectra AI helps security teams gain the visibility, confidence, and control needed to stay ahead of modern attacks.

3.4

Boilerplate

Vectra AI is the leader in AI-native security and observability. Vectra AI delivers organizations real-time visibility into their network, clear insight into which behaviors matter, and the ability to act before risk becomes impact. By connecting on-premises, multi-cloud, identity, SaaS, edge, and IoT/OT infrastructure, Vectra AI helps organizations reduce exposure, accelerate detection and response, and automate security operations with AI. With over a decade of AI and ML innovation, 39 patents and a Leader in the 2025 and 2026 Gartner Magic Quadrant for Network Detection and Response, Vectra AI empowers security teams to stay ahead of emerging AI powered attacks, increase operational efficiency, and prove resilient in an increasingly complex, AI-driven world.

3.5

Message map

The Vectra AI Brand and Platform Message Map defines how we talk about who we are, what we do, and why we matter. It serves as the source of truth for Vectra AI brand and platform messaging—ensuring clarity, consistency, and credibility across everything we put into market. Grounded in our strategic narrative, this message map aligns marketing, sales, partners, and communications around a shared understanding of modern AI enterprises, modern AI-powered attacks, and the need for modern, AI-driven cyber resilience—rooted in protecting the one unified attack surface: the modern network.

[Please refer to this document on a regular basis for brand and platform messaging](#)

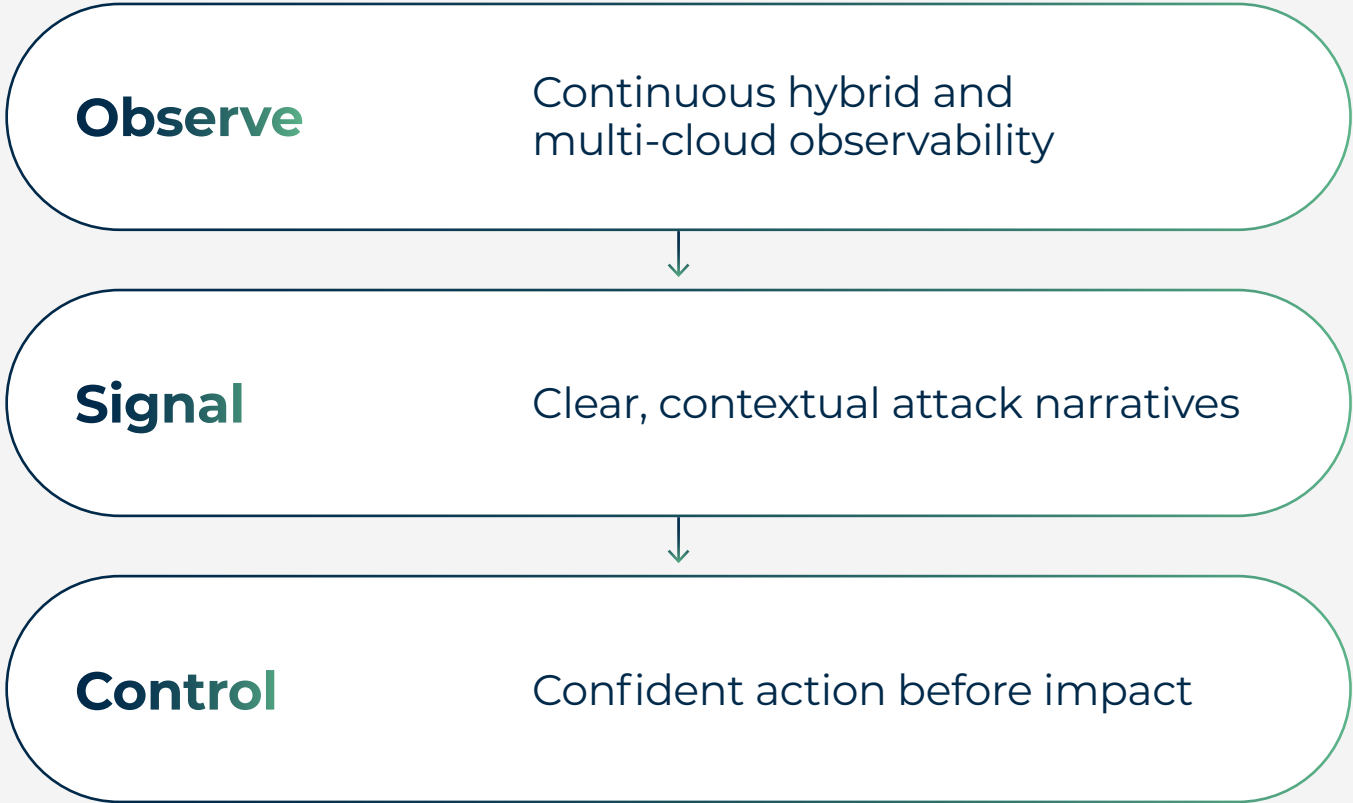
04

Brand Expression System

4.1 Core Expression Model	4.2 Headline System	4.4 Subhead System
	4.3 Illustrative Patterns	4.5 Proof & Support



4.1
Core Expression Model



4.2
Headline System (Guardrails)

- 2–11 words
- Verb- or outcome-led
- No product names, acronyms, or metrics
- Must imply Observability, Signal, or Action

4.3
Illustrative Patterns (not prescriptive)

- See deep. Move faster.
- Know more. Act sooner.
- Observe. Understand. Act.

4.4
Subhead System

- One sentence
- Explains what is seen/understood/acted on
- Anchored in network behavior or attacker activity
- Answers: Why this matters now

4.5
Proof & Support

- Use at least one:
- Quantified outcomes (e.g., faster MTTx)
 - Concrete capabilities (behavior, network, identity)
 - Customer/analyst evidence

05

Voice & Tone

5.1 Who We Are

5.2 How We Sound

5.3 How We Do NOT Sound

5.1

Who We Are

Our Voice + Tone:

Optimistic, empowering, clear, insightful, human - Vectra AI's voice is optimistic and empowering, focused on helping people feel informed and in control rather than overwhelmed by security complexity. We communicate with clarity and insight, using plain, human language to explain what matters and build trust without hype or jargon.

5.2



How We Sound

We earn defenders' trust by being simple, real, direct.

- AI not b.s. – we empathize, educate, empower
- Help not hype – we talk answers and outcomes
- Speed not friction – we cut to the chase

5.3



How We Do NOT Sound

We lose defenders' trust by being fear-based, buzzwordy, outlandish.

- Security buyers hate alarmist scare tactics aimed to plant FUD
- Security buyers are turned off by tech acronyms and AI hyphenation
- Security buyers don't believe big superlatives and high percentages

06

Applying the Brand

6.1 Guidance for Application

6.2 Vectra AI Name Usage

6.1

Guidance for Application

Across all channels:

- 1 Narrative creates meaning
- 2 Messaging creates clarity
- 3 Execution creates impact

When applied correctly, every asset should make it easier for security teams to:

Understand
what's happening



Know what
matters



Act with
confidence

If it doesn't do that—it's not on brand.

6.2

Vectra AI Name Usage

1

Vectra AI

Always say Vectra AI.

Use Vectra AI in external marketing and communication materials:

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

2

Vectra AI, Inc.

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

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

3

Third Parties

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

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

4

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.

07

Visual Design System

7.1 Design Principles

7.2 Corporate Logo

7.3 Typography

7.4 Color Palette

7.5 Signature Graphic
Elements + Patterns

7.6 Photography Style

7.7 Custom Iconography

7.1

Design Principles

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 this 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.

Visuals reinforce:

- Motion and connectivity
- Network-centric views
- Observability | signal | control

Our design system is our single source of truth for how our brand looks, sounds, and behaves in product and communication.

It's more than a Figma file — it's a playbook that combines:

- The building blocks – styles, tokens, components, patterns
- The rules – how and when to use them
- The governance – how it all changes over time

If you're designing, writing, or building something, the design system is where you start, not a place you visit at the end.

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
- Motion graphics
- Use of Monsters

7.2

Corporate Logo

The Vectra AI corporate logo is a visual representation of our strong commitment to innovation and leadership in AI 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 logo visually establishes our presence and should appear on all external communications materials.

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

Corporate Logo



What it Means

The bold typeface and navy blue give a nod to our legacy logo while at the same time symbolizing boldness, strength and security. The bright green AI symbolizes our AI superpower while the three waves reverberating off the AI symbolize Observability, Signal and Control in constant motion with Observability closely encircling our AI.

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: One color positive in green and reversed. 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.

The SaaS bug (Logicon), a compact version of the full primary logo was developed for use in small and square spaces. Use it where space is limited and the primary logo would appear too small.

Primary: Multi-Color (Positive)



Alternate: One-Color Positive (bright green)



Alternate: Reversed



SaaS bug small space areas



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 “A,” which equals the height of the highest point of the arc above “AI” to the baseline and the width of the “V” 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.

Please contact marketing@vectra.ai for any logo files or formats needed.

Clear Space



Minimum Size

We require a minimum reproduction size of 1 inch. Do not reproduce the signature elements smaller than this size.



1"

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		6	
2		7	
3		8	
4		9	
5			

7.3

Typography

Primary Font

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

Our corporate typeface is Montserrat paired with Roboto Flex. We use Montserrat for headlines and to emphasis important data points and Roboto Flex for subheads and 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 Montserrat as a headline paired with Roboto Flex bodycopy for HTML communications and the web. Both are readily accessible online. Use Montserrat for headlines (H1) and Roboto Flex for H2 headlines subheads and bodycopy.

Presentation Font

(Use powerpoint, microsoft word docs)

To minimize content unpleasant reflow we use Arial for powerpoint and where ever the corporate font may become subject to a users default setting. Embedded graphics can incorporate the corporate fonts.

Example

I Am a Powerful Montserrat Headline

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

Primary Font

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Roboto Flex Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Roboto Flex Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Substitute Font (Powerpoint)

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

7.4

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 colors are Navy Blue, Bright Green and Dark Grey.

Primary Color Palette

This is our primary

Vectra AI Primary Blue
#00294A

C=100%
M=83.77%
Y=42.02%
K=43.44%

R=0%
G=41%
B=74%

PMS=7463C

Dk Blue
#003A5D

C=100%
M=77.98%
Y=38.89%
K=29.21%

R=0%
G=58%
B=93%

PMS=302C

Dk Blue
#00466A

C=100%
M=72.95%
Y=35.84%
K=21.22%

R=0%
G=70%
B=106%

PMS=7694C

Dk Blue
#005176

C=77.4%
M=11.42%
Y=76.17%
K=0.91%

R=0%
G=81%
B=118%

PMS=3025C

Dk Blue
#326C8C

C=83.86%
M=51.27%
Y=29.61%
K=6.83%

R=50%
G=108%
B=140%

PMS=7699C

Dk Blue
#77A1B6

C=55.88%
M=26.47%
Y=21.17%
K=0%

R=119%
G=161%
B=182%

PMS=549C

Dk Blue
#ABC5D3

C=32.41%
M=13.13%
Y=11.41%
K=0%

R=171%
G=197%
B=211%

PMS=551C

Dk Blue
#E3EBF0

C=9.59%
M=3.56%
Y=2.96%
K=0%

R=227%
G=235%
B=240%

PMS=656C

Vectra AI_Green (for dark)
#5DB589

C=65%
M=6%
Y=60%
K=0%

R=93%
G=181%
B=137%

PMS=7723C

Vectra AI_Green (for dark)
#35A36B

C=77.4%
M=11.42%
Y=76.17%
K=0.91%

R=53%
G=162%
B=107%

PMS=340C

Vectra AI_Green (for light)
#1D895E

C=65.14%
M=55.39%
Y=52.98%
K=28.35%

R=29%
G=137%
B=94%

PMS=3288C

Green 800
#08392A

C=87.12%
M=48.89%
Y=77.77%
K=60.09%

R=8%
G=57%
B=42%

PMS=567C

Green 700
#275245

C=81.85%
M=45.6%
Y=69.16%
K=38.91%

R=39%
G=82%
B=69%

PMS=626C

Green 600
#466A5F

C=73.22%
M=41.76%
Y=60.43%
K=22.25%

R=70%
G=106%
B=95%

PMS=5545C

Green 500
#65837A

C=63.37%
M=35.9%
Y=50.7%
K=8.93%

R=101%
G=131%
B=122%

PMS=5555C

Green 400
#839C95

C=51.98%
M=28.76%
Y=40.74%
K=1.33%

R=131%
G=156%
B=149%

PMS=7537C

Green 300
#A2B5AF

C=38.05%
M=19.89%
Y=29.57%
K=0%

R=162%
G=181%
B=175%

PMS=5585C

Green 200
#C1CDCA

C=24.23%
M=1.07%
Y=18.14%
K=0%

R=193%
G=205%
B=202%

PMS=5595C

Green 100
#E0E6E4

C=11.11%
M=5.07%
Y=8.35%
K=0%

R=224%
G=230%
B=229%

PMS=7541C

Grey 800
#131516

C=74.70%
M=67.21%
Y=64.90%
K=79.95%

R=19%
G=21%
B=22%

PMS=Neutra Black C

Grey 700
#1F2223

C=74.22%
M=65.58%
Y=63.73%
K=72.12%

R=31%
G=34%
B=35%

PMS=419C

Grey 600
#282B2C

C=72.87%
M=64.22%
Y=62.55%
K=64.88%

R=40%
G=43%
B=44%

PMS=426C

Grey 400
#525456

C=65.54%
M=56.49%
Y=54.10%
K=31%

R=82%
G=84%
B=86%

PMS=445C

Grey 300
#8E9091

C=46.96%
M=37.65%
Y=37.85%
K=2.33%

R=142%
G=144%
B=145%

PMS=423C

Grey 200
#BABBBB

C=27.36%
M=21.25%
Y=21.31%
K=0%

R=186%
G=187%
B=188%

PMS=421C

Grey 100
#E8E8E8

C=7.61%
M=5.55%
Y=5.84%
K=0%

R=232%
G=232%
B=232%

PMS=663C

Use for type and background tints

Vectra AI Grey
#303435

C=72.29%
M=62.72%
Y=61.37%
K=57.18%

R=48%
G=52%
B=53%

PMS=447C

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.

Secondary Color Palette

Color Usage

Percentage of use

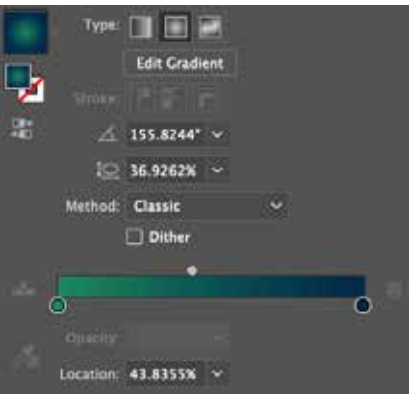
Primarily navy blue, background blue to green gradation, a spark of bright green and white backgrounds



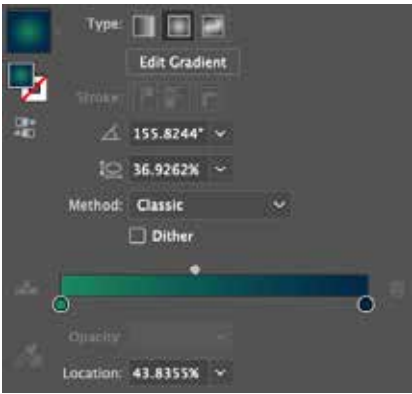
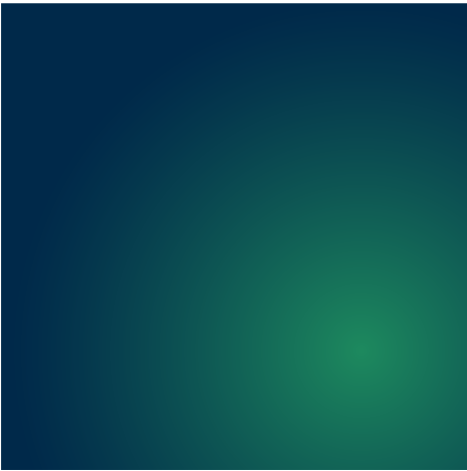
Color in use as gradients

Backgrounds

Note directional angles



#1D895E → #00294A



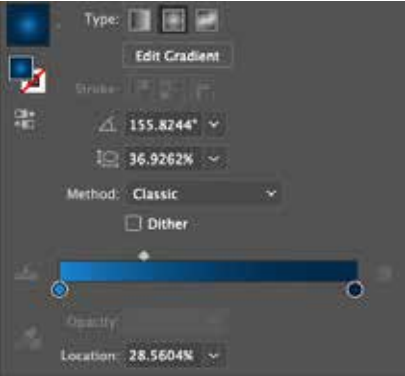
#1D895E → #00294A



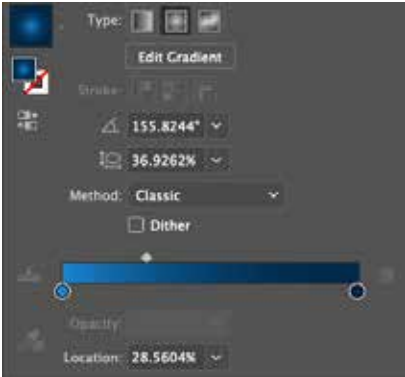
Color in use as gradients

Backgrounds

Note directional angles



#1D895E → #1D84D1



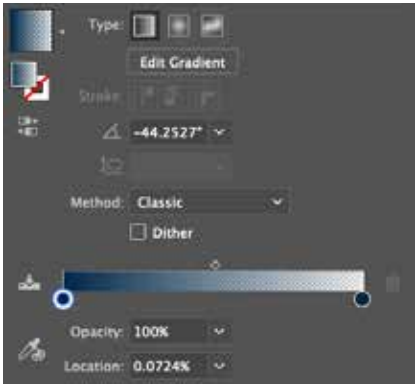
#1D895E → #1D84D1



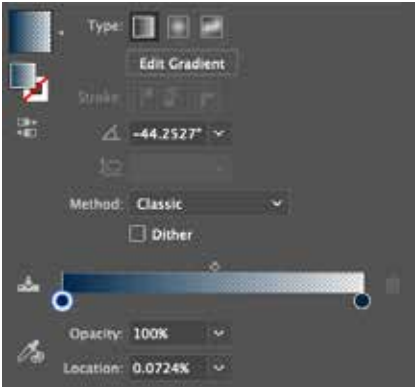
Color in use as gradients

Backgrounds

Note directional angles



#0029A4 → #0029A4

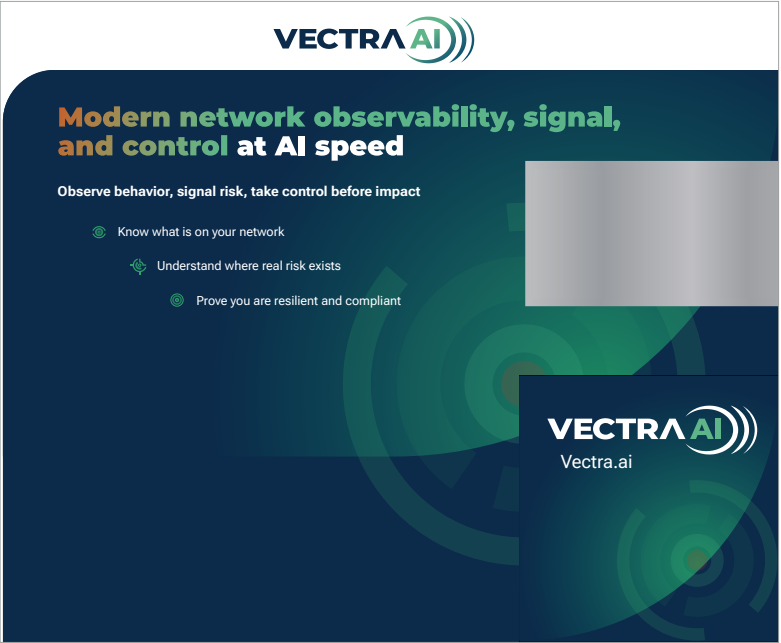
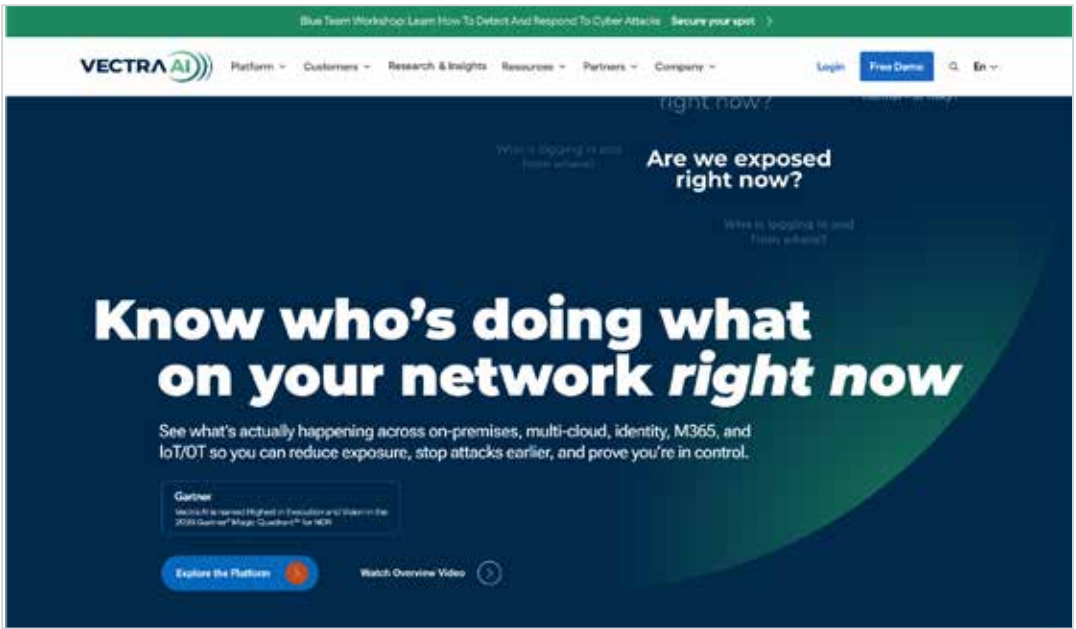


#0029A4 → #0029A4



Examples of color usage

Dark blue used as background to make colors in graphics pop. Vectra AI green used to emphasize our AI superpower. The arched gradation visualizing movement into the Vectra AI solution. Minimal use of secondary colors to peak interest and not overwhelm.



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

7.5

Signature Graphic Elements + Patterns

Graphic elements based on arch from simplified signal graphic.

Observe

Signal

Action

7.6

Photography Style

Photo imagery

Confident, cybersecurity professionals with subtle graphic overlay

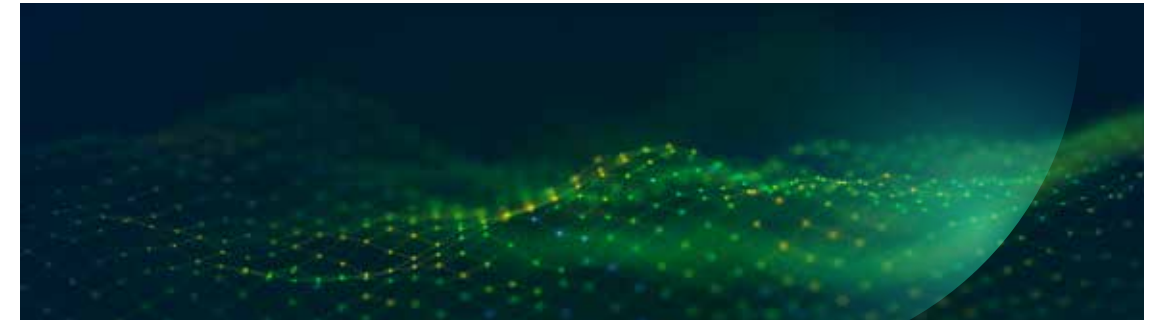
Technology leaning toward blue/green color palette with graphic overlay

Meaning of the gradation/ graphic element : moving into the positive action offered by Vectra AI (light = Vectra AI)

People



Technology



To customize stock imagery use overlays and masks.

Technology



Thought leadership images



Images must be high resolution as indicated in the example

7.7

Custom Iconography

Keep Phosphur icon library,
custom icons for Observe, Signal,
Control, modified signal graphic

Please contact marketing@vectra.ai
for any files or formats needed.

Observe



Signal



Control



Iconography

The Vectra AI base icon set is Phospor

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

Icons
Repository

>

Figma
Plugin

>

Icons





Branded





Brand Green - Dark

Green-400

08

Governance & Usage

8.1 Editorial Guidelines	8.3 Governance
8.2 Copyright and Trademarks	8.4 Final Guidance



8.2

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.

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.

Glossary of Terms

Coverage	The defender’s ability to observe indicators of attack exposure and attacker activity across the cyber kill in the target environment.
Clarity	Based on the Coverage provided, the defender gains visibility to attacks, attacker intent and attack exposure, with rich contextual detail and accuracy.
Control	Based on the Clarity delivered, the defender is in full control of response, remediation, and reporting resilience pre-and post-compromise.
Agentic AI	Autonomous systems that plan, reason, and act to achieve goals with minimal human oversight
Agentic Network	Dynamic, hybrid environments where autonomous agents, identities, and systems continuously learn, act, and interact
Alert	A notification of suspicious activity or potential security threats
Anomaly	A deviation in behavior from a baseline
Context	The additional information that gives meaning to an event, entity, or incident, transforming raw data into actionable intelligence
Correlation	The act or process of linking a detection to a unique entity
Detection (event)	A single observation of a potential malicious behavior.. Also referred to an an atomic detection.
Detection (process)	The act/process of detecting threats and attacks.
Entity	Any identifiable and distinct unit that interacts within a computer system or network and is subject to security measures or potential cyber threats

Glossary of Terms

Event	An observable occurrence in a system, network, or service that indicates a potential threat, policy violation, or failure
Exploit	A technique that takes advantage of a vulnerability to compromise a computer system,network, cloud service or applicatioon typically by attackers for malicious purposes
Exposure	A people, process, or technology-based vulnerability or gap that attackers can exploit to gain unauthorized access, steal data, or cause damage.
Incident	An event or grouping of events that could jeopardize the confidentiality, integrity, or availability of information or information systems
Investigation	The process of gathering information and evidence to determine when action is required.
Metadata	Data derived from network traffic that summarizes network activity
Observability	The ability to derive insight from visibility
Policy Violation	The act of failing to follow an organization's established rules, procedures, and guidelines for protecting its people, information and systems
Policy	A set of rules, guidelines, and procedures an organization creates to protect its digital assets, information, and networks from cyber threats and unauthorized access
Policy Compliance	The process of adhering to the security rules, standards, and laws that are in place to protect an organization's people, data and systems from threats
Policy Governance	The framework of rules, practices, and responsibilities that guides how an organization manages its security strategy to achieve business objectives, manage risks, and ensure the responsible use of resources

Glossary of Terms

Policy Validation	The process of testing and verifying that an organization’s security policies are effective, accurate, and followed in practice
Prioritized entity	An entity, that has been prioritized due to the observed detections related to it
Regulatory Compliance	Fulfilling to regulations or mandates e.g. NIS2, DORA, DSS, Policies
Signal	Identified attack activity or exposure correlated to entities and timeline with detail and accuracy.Also referred to as “integrated signal.”
Stitching	The act or process of linking individual events or entities together.
Threat hunting	A proactive process where security analysts actively search an organization’s network for undetected threats or policy violations
Triage	Identify a detection or entity as not being malicious
Visibility	The ability to see, have line of sight to activity in the environment

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”)
- 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”)
- 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
-

8.3

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.

For more information:

<https://www.vectra.ai/assets/vectra-networks-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.

© 2026 Vectra AI, Inc. All rights reserved. Vectra, the Vectra AI logo, and Security that thinks are registered trademarks and the Vectra Threat Labs , Threat Certainty Index and Attack Signal Intelligence are trademarks of Vectra AI. Other brand, product and service names are trademarks, registered trademarks or service marks of their respective holders.

8.4

Governance

Brand Compliance

- All content must map to:
- Narrative stage OR
 - Observe / Understand / Act

Copy Checklist

- ☒ Specific to Vectra AI
- ☒ Outcome-led
- ☒ Grounded in network reality
- ☒ Clear without explanation

Legal & Trademark

Follow standard Vectra AI trademark and copyright guidelines.

8.5

Final Guidance

Every touchpoint should answer:

- 1 What’s happening on the network?
- 2 Why does it matter now?
- 3 What can the team do differently?

Vectra AI delivers cyberattack resilience by helping teams observe behavior, understand risk, and act before impact— at AI speed.

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