

| Brand Guidelines

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INTRODUCTION

WHO WE ARE

Attivo Networks®, the leader in identity detection and response, delivers a superior defense for preventing privilege escalation and lateral movement threat activity. Customers worldwide rely on the ThreatDefend® Platform for unprecedented visibility to risks, attack surface reduction, and attack detection. The portfolio provides patented innovative defenses at critical points of attack, including at endpoints, in Active Directory, and cloud environments. Data concealment technology hides critical AD objects, data, and credentials, eliminating attacker theft and misuse, particularly useful in a Zero Trust architecture. Bait and misdirection efficiently steer attackers away from production assets, and deception decoys obfuscate the attack surface to derail attacks. Forensic data, automated attack analysis, and automation with third-party integrations serve to speed threat detection and streamline incident response. ThreatDefend capabilities tightly align to the MITRE ATT&CK Framework and deception and denial are now integral parts of NIST Special Publications and MITRE Shield active defense strategies. Attivo has 150+ awards for technology innovation and leadership. www.attivonetworks.com

HOW TO USE THESE GUIDELINES

This guide informs Attivo Networks Partners and design agencies on the appropriate implementation of Attivo Networks logos, partner badges, fonts, color, terminology, and design elements for materials commonly used in advertising, marketing, and demand generating activities. It should serve as a reference tool to aid in the creation of any materials that include the Attivo Networks brand including advertising, marketing collateral, press releases, social media promotions, etc.

Note: Attivo Networks reserves the right, at its discretion to modify these Attivo Networks Brand Guidelines at any time.

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**Attivo Networks
Visual Brand Expression**

Attivo Networks Visual Brand Expression - The Attivo Networks Logo

Attivo Networks enables partners to leverage the Attivo Networks logo and partner badges to co-brand print, online and other marketing materials as long as it adheres to the graphic and written standards set in this document, including color, size, placement, and clear-space guidelines. You may not change the color or typography of program logos, take them apart, combine them with any other words or graphics, translate them, change their proportions, animate them, morph them, or otherwise alter them in any way.

THE ATTIVO NETWORKS LOGO

All Attivo Networks partners may use the Attivo Networks logo to promote and showcase membership and status achievements. This might include advertising, collateral, signage for Attivo Network sponsored events, promotional or giveaways items of small monetary value, web and online materials, or other similar initiatives. With written consent, Attivo Networks' partners may use the Attivo Networks corporate logo to co-brand certain materials from time-to-time. All materials using the Attivo Networks logo must be approved for use by Attivo Networks and follow these guidelines. Please submit requests to marketing@attivonetworks.com



ATTIVO NETWORK LOGOS



Three Color Logo

In its preferred colorway, the Attivo Networks logo is comprised of three colors: orange, black, and gray.



Two Color Logo

In some instances a two color logo has been used for Attivo Networks comprising of orange and black



**Two Color Logo
Black Background**

In some instances a two-color logo has been used for Attivo Networks against a black background consisting of white and orange.



One Color Logo

In some instances, it may not be possible to use the primary format. If the preferred three color logo or two color logo cannot be used, choose a white logo—this is commonly used in joint solution briefs.

UNACCEPTABLE USAGE

The Attivo Networks logo must remain recognizable as part of the brand, so it should not be altered. Please follow the brand guidelines in this document to avoid mistakes such as shown here.



Do not use gray against a black background.



Do not use black text on an orange background.



Do not use elements of the Attivo Networks without the rest of the logo.



Do not use colors that are not in the color scheme.



Always include the registered trademark symbol in the logo design.



Do not alter the text in the Attivo Networks logo.

CO-BRANDING GUIDELINES

Co-branding may appear on marketing materials that are developed with an Attivo Networks partner. All Attivo Networks standards and guidelines apply, and guidelines for other companies' logos must also be considered.

General Rules for Co-Branding

- Make all logos visually equal in size
- Align the Attivo Networks logo horizontally or vertically with other company logos
- Where appropriate, align baselines of the two logos
- Make sure there is equal distance and sufficient clear space between the logos
- Partners may use their company tagline
- Co-logos can appear in full color or reversed white. Make sure all logos are using the same color convention (all white or all full color)
- Hierarchy of the logos may be negotiated with the business partner. Generally, if the deliverable is being produced by Attivo Networks or contains primarily Attivo Networks branding, the Attivo Networks branding should always appear first

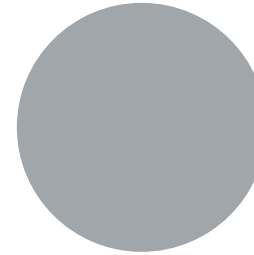
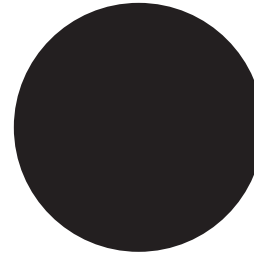
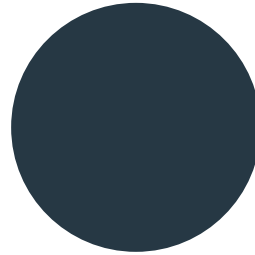
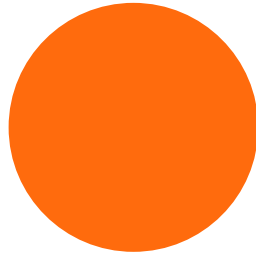


HORIZONTAL CO-BRANDING



VERTICAL CO-BRANDING

ATTIVO NETWORKS CORPORATE COLOR PALETTE



The main colors of the Attivo Networks palette are orange, blue, black, and gray.

RGB 255/108/12

CMYK 0/71/100/0

HEX #FF6C0C

PANTONE 1505 C

RGB 38/56/68

CMYK 84/66/53/47

HEX #263844

PANTONE 7546 C

RGB 17/24/32

CMYK 81/70/59/75

HEX #111820

PANTONE BLACK 6 C

RGB 161/166/170

CMYK 39/29/28/0

HEX #A1A6AA

PANTONE 429 C

RGB 242/243/244

CMYK 4/2/2/0

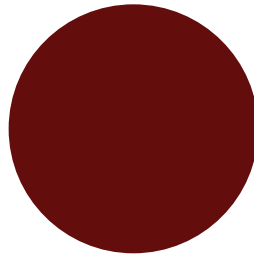
HEX #F1F3F4

PANTONE 656 C

ATTIVO NETWORKS PRIMARY COLORS

In certain instances, we have used primary colors when the corporate colors cannot be used. These colors consist of reds, oranges, and blues.

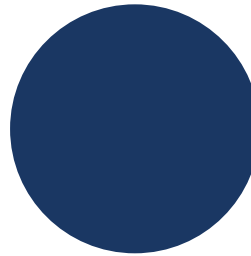
A majority of these colors are used on headers, charts, and many graphical elements.



RGB 99/14/13

CMYK 0/86/87/61

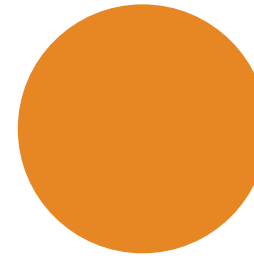
HEX #630E0D



RGB 26/55/99

CMYK 74/45/0/61

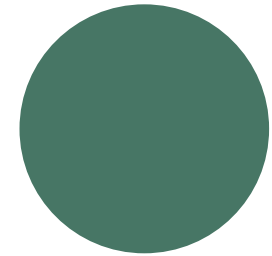
HEX #1A3763



RGB 230/135/36

CMYK 0/41/84/10

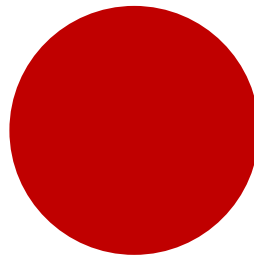
HEX #E68824



RGB 71/118/101

CMYK 40/0/14/54

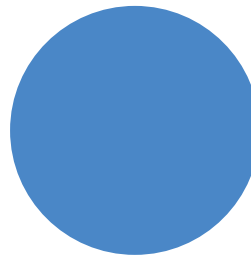
HEX #477665



RGB 192/0/0

CMYK 0/100/100/25

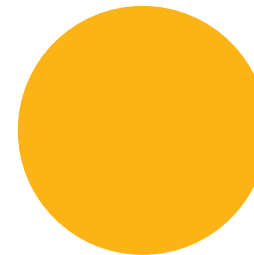
HEX #BF0000



RGB 74/135/199

CMYK 63/33/0/22

HEX #4A86C7



RGB 252/179/21

CMYK 0/29/92/1

HEX #FCB315

ATTIVO NETWORKS TYPOGRAPHY

The official Attivo Networks
corporate typefaces are:

Barlow Semi Condensed
Abel
Helvetica

BARLOW SEMI CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ABEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

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**Attivo Networks
Written Brand Expression**

Attivo Networks Written Brand Expression - Attivo Networks Descriptions

The Attivo Networks verbal and written expression is an equally important part of maintaining brand consistency in front of our joint customers, prospects, and media. The following messaging is approved for use by Attivo Networks partners to describe Attivo Networks and its products in partner materials.

Please note that trademark symbols should always be included as placed below.

ATTIVO NETWORKS DESCRIPTIONS

158 Words

About Attivo Networks

Attivo Networks®, the leader in identity detection and response, delivers a superior defense for preventing privilege escalation and lateral movement threat activity. Customers worldwide rely on the ThreatDefend® Platform for unprecedented visibility to risks, attack surface reduction, and attack detection. The portfolio provides patented innovative defenses at critical points of attack, including at endpoints, in Active Directory, and cloud environments. Data concealment technology hides critical AD objects, data, and credentials, eliminating attacker theft and misuse, particularly useful in a Zero Trust architecture. Bait and misdirection efficiently steer attackers away from production assets, and deception decoys obfuscate the attack surface to derail attacks. Forensic data, automated attack analysis, and automation with third-party integrations serve to speed threat detection and streamline incident response. ThreatDefend capabilities tightly align to the MITRE ATT&CK Framework and deception and denial are now integral parts of NIST Special Publications and MITRE Shield active defense strategies. Attivo has 150+ awards for technology innovation and leadership. www.attivonetworks.com

70 Words

About Attivo Networks

Attivo Networks®, the leader in identity detection and response, delivers a superior defense for preventing privilege escalation and lateral movement threat activity. Customers worldwide rely on the ThreatDefend® Platform for unprecedented visibility to risks, attack surface reduction, and attack detection. The portfolio provides patented innovative defenses at critical points of attack, including at endpoints, in Active Directory, and cloud environments. Attivo has 150+ awards for technology innovation and leadership. www.attivonetworks.com

ATTIVO NETWORKS DESCRIPTIONS (CONTINUE)

50 Words

About Attivo Networks

Attivo Networks®, the leader in identity detection and response, delivers a superior defense for preventing privilege escalation and lateral movement threat activity. The ThreatDefend® Platform provides unprecedented visibility to risks, attack surface reduction, and attack detection across critical points of attack, including endpoints, in Active Directory, and cloud environments. www.attivonetworks.com.

25 Words

About Attivo Networks

Attivo Networks® provides superior defenses for preventing identity privilege escalation and detecting lateral movement attacks. Active Directory protection, attack surface reduction, and deception technology. www.attivonetworks.com.

PRODUCTS

Attivo's Products (Under 600 Characters)

Organizations are shifting to an identity-first posture for cybersecurity with today's distributed workforce and migration to the cloud. Attivo Networks has expanded beyond its deception-based detection technology portfolio to Identity Detection and Response (IDR) solutions to help enterprise customers address increased attack destructiveness and expanded attack surfaces. The scalable portfolio of endpoint, Active Directory, and cloud protection solutions provides organizations with enhanced attack prevention, reduced dwell times and accelerated incident response.

ThreatDefend® Platform (Under 600 Characters)

The Attivo Networks ThreatDefend® platform provides a customer-proven solution for preventing identity privilege escalation and attacker lateral movement detection. Organizations seeking to secure their organization based on least privilege access will find that the platform's visibility programs deliver insight into credential, entitlements, and attack path exposures and Active Directory Domain, user and device-level exposures. The ThreatDefend platform's concealment and misdirection technology derail attackers as they can no longer find or access the data, files, AD objects and credentials they seek.

The ThreatDefend platform's modular components include: The flagship Attivo BOTsink® deception server, which provides decoys, gathers attacker threat intelligence and automates incident response with its orchestration playbooks. The ThreatDirect deception forwarders support remote and segmented networks. The Endpoint Detection Net suite consists of the ThreatStrike® credential lures endpoint module, ThreatPath® for attack path visibility, ADSecure for Active Directory defense, the DataCloak function to hide and deny access to data and the Deflect function to redirect malicious connection attempts to decoys for engagement. Plus, the ADAssessor solution, which identifies AD exposures and alerts on attacks targeting it. Attivo Central Managers are available as centralized management consoles. Each component can be licensed separately for easy scalability.

BOTsink® Network Decoy (Under 600 Characters)

The Attivo Networks BOTsink® server provides a comprehensive deception-based defense for on-premises, cloud, remote, and OT environments. Decoy systems and documents that appear identical to production assets provide early and accurate in-network threat detection. Its high-interaction engagement environment safely collects adversary intelligence and automates analysis and incident response. Machine learning makes customizations, deployment, and operations scalable and straightforward. Over 30 native integrations automate isolation, blocking, and threat hunting.

PRODUCTS (CONTINUE)

Endpoint Detection Net Suite (Under 600 Characters)

The Attivo Networks Endpoint Detection Net (EDN) Suite anticipates attacker methods to move laterally from infected endpoints and ambushes their moves with lures, bait, and misdirection to speed threat detection. EDN boosts existing endpoint security detection performance by showing exposed credential attack paths, credential misuse, and attempts to enumerate Active Directory (AD). Concealment technology hides and denies access to critical files, data, AD objects, and credentials. The solution prevents discovery, credential theft, privilege escalation, data collection, and lateral movement.

ADSecure Solution (Under 600 Characters)

Attivo Networks ADSecure solution customers gain Active Directory (AD) security without interfering with production domain controllers. The solution identifies unauthorized AD queries, hiding sensitive objects, and returning fake results to misdirect attackers to decoys for engagement. The mere act of attacker observation triggers an alert on unauthorized activity, while the decoy results disrupt attacker data collection. The solution diverts attacks to decoys to gather Tactics, Techniques, and Procedures (TTPs), developing company-specific threat intelligence to accelerate incident response.

ADAssessor (Under 600 Characters)

Attivo Networks ADAssessor solution customers gain unprecedented visibility to Active Directory (AD) risk with continuous insight into exposures, overprovisioning, and misconfiguration for domains, users, and devices. It also detects mass changes to AD objects in real-time that indicate an attack is underway, providing an early warning for organizations to derail activities that typically go undetected. The solution deploys to a single standard workstation that belongs to the AD forest and comes with a management console for analysis and management.

IDEntitleX (Under 600 Characters)

Attivo Networks IDEntitleX is the company's Cloud Infrastructure Entitlement (CIEM) solution. Customers gain actionable awareness of cloud identity and entitlement exposures so that they can see risky entitlements and drift from security policies. The solution makes it easy to identify and reduce risk by providing intuitive and interactive graphical visualizations for cloud identities, roles/permissions, and resources. Defenders now gain the visibility needed to see misconfigurations and excess permissions that can be leveraged by attackers to create attack paths and persistence within the cloud environment.

PORTFOLIO DESCRIPTIONS

ThreatDefend

Organizations are shifting to an identity-first posture for cybersecurity with today's distributed workforce and migration to the cloud. The Attivo Networks ThreatDefend® platform provides a customer-proven solution to prevent identity-based privilege escalation and detect attacker lateral movement. The platform's visibility programs deliver insight into credential and attack path vulnerabilities and Active Directory domain, user, and device-level exposures for organizations seeking increased security based on least privilege access. The ThreatDefend platform's concealment technology derails attackers as they can no longer find or access the data, files, AD objects, and credentials they seek.

Additionally, the solution's decoys obfuscate the attack surface, collect forensic data, automatically analyze attack data, and automate incident response through its 30 native integrations. The platform provides the most comprehensive in-network detection solution, providing a detection fabric that scales to on-premises, cloud, remote worksites, and specialty environments such as IoT, SCADA, POS, SWIFT, and network infrastructure.

The ThreatDefend Platform modular components include the ADAssessor solution, which identifies AD exposures and alerts on attacks targeting it. The Endpoint Detection Net (EDN) suite consists of the ThreatStrike® credential lures endpoint module, ThreatPath® for attack path visibility, ADSecure for Active Directory defense, the DataCloak function to hide and deny access to data, and the Deflect function to redirect malicious connection attempts to decoys for engagement. The Attivo BOTsink® deception server provides decoys, gathers attacker threat intelligence, and automates incident response with its orchestration playbooks. Joining the EDN, ADSecure, and ADAssessor solutions as part of Attivo's identity security offerings, the IDEntitleX solution reduces the attack surface by providing visibility to cloud identity entitlement exposure. The ThreatDirect deception forwarders support remote and segmented networks. Attivo Central Managers are available as management consoles.

PORTFOLIO DESCRIPTIONS (CONTINUE)

Active Directory Protection Solutions

Active Directory is a high-value target for attackers infiltrating networks, and businesses need continuous visibility and security-focused testing to protect it adequately and increase enterprise resilience. Attivo Networks® offers the industry's most comprehensive suite of solutions to support an organization's AD security assurance programs. The ADAssessor, ADSecure, and ThreatPath® solutions work together to reduce the credential-based attack surface, identify AD exposures and misconfigurations, and detect and derail live attacks targeting AD.

The Attivo Networks ADAssessor solution provides organizations with the continuous visibility they need to secure AD by revealing and remediating exposures and misconfigurations to the domain, users, and devices that leave them vulnerable to attack. It also detects mass changes to AD objects in real-time, indicating an attack is underway and providing early warning for organizations to derail activities that would usually go undetected. The solution deploys to a single standard workstation that belongs to the AD forest.

The Attivo Networks ADSecure solution significantly enhances Active Directory (AD) security without impacting production domain controllers. The solution identifies unauthorized AD queries, hiding sensitive objects, and returning fake results to misdirect attackers to decoys for engagement. The mere act of attacker observation triggers an alert on unauthorized activity, while the decoy results disrupt data collection. The solution diverts attacks to decoys to gather Tactics, Techniques, and Procedures (TTPs), developing company-specific threat intelligence to accelerate incident response.

The ThreatPath solution identifies and remediates credential exposures and misconfigurations at the endpoint that create attack paths for adversaries to move between systems, including exposed AD privileged, service, and Access Control List accounts. The solution continually monitors and alerts on new exposures so organizations can remediate them before an attacker exploits them.

The Attivo AD protection solutions work together to comprehensively protect both endpoints and domain controllers against credential misuse and privilege escalation activities. All without touching production AD, and it does not require elevated privileges.

ATTIVO NETWORKS SOLUTIONS BY TYPE

THREATDEFEND DETECTION AND RESPONSE PLATFORM

Asset Defense

- BOTsink Deception Server
 - Cloud, VM, or Physical appliance
- ThreatDirect Remote Forwarder
 - Scale to remote office, branch offices, cloud, or micro-segmented networks

Endpoint Defense

- Endpoint Detection Net Suit
 - ThreatStrike Deceptive Breadcrumbs and Lures
 - ThreatPath Credential Vulnerability remediation
 - ADSecure Active Directory protection

Active Directory Protection

- ADSecure – Standalone deployment

Identity Security

- ADAssessor
- ADSecure
- IDEntiteIX

Detection Capabilities

- In-network Threat Detection
- Reconnaissance Activity
- Credential Theft and Reuse
- Insider Threats
- Man-in-the-Middle Activity
- Ransomware detection and delay
- Lateral movement detection and denial
- Active Directory attack misdirection, detection, and prevention
- Early attack detection

Features

- Threat detection across all attack surfaces
- Threat detection regardless of tactics or techniques
- Advanced attackers and Zero Day threat detection
- Detection independent of database lookup or pattern matching
- Attack analysis and correlation
- Forensic collection and reporting
- Phishing email analysis
- Substantiated alerts
- Native integrations and automated response
- Visibility to Active Directory risks and exposures
- Visibility to cloud identity risks and entitlement exposures

BY ENVIRONMENT

- User Networks and Endpoints
- Data Centers
- Remote Workers
- Cloud - Private, hybrid, or multi-
 - ✓ Amazon Web Services
 - ✓ Azure
 - ✓ VMWare
 - ✓ Google Cloud Platform
 - ✓ OpenStack
- OT and Specialized Networks
 - ✓ IoT
 - ✓ SCADA
 - ✓ ICS
 - ✓ POS

Attivo Networks Products & Trademarks

Use the ® symbol in all document and webpage headers; (ii) in the first mention of a product or service; and (iii) where Attivo Networks alone is used as a brand (e.g., inclusion of “Attivo Networks” at the top of a webpage or in any collateral or PowerPoint deck).

®	
ThreatDefend®	BOTSink®
ThreatOps®	ThreatStrike®
ThreatDirect®	ThreatPath®

Attivo Networks Products vs. Attivo Networks the Company

Attivo Networks products and Attivo Networks the company are different. Please keep this in mind as you write about both. The core platform that Attivo Networks provides is the Deception and Response Platform.

Writing About Attivo Networks Products

When discussing Attivo Networks products, specify the product in question. When it applies to all products, use “Attivo Networks® Platform” or “the Attivo Networks® BOTSink Network Decoy.”

Rule of Thumb

Unless there's context that makes it clear you're referring to a specific product, if you use “Attivo Networks,” you're referring to the company. Please be sure to specify “Attivo Networks® platform” or “Attivo Networks® products” when discussing products. Neither the ® or the ™ symbol should be used when referring to Attivo Networks the company, only when referring to Attivo Networks® products (please see the Registered & Unregistered Trademarks section below for further guidance).

Identifying Products as Originating from Attivo Networks

Always use "Attivo Networks" in front of product names where applicable (e.g., always use "Attivo Networks BOTSink," "Attivo Networks: Platform,"). We want to make sure that Attivo Networks products are distinguished as coming from – and are clearly connected to – Attivo Networks.

Other Dos and Don'ts

Do not make declarative statements around being "the best," "the first," "the only," etc. in any of your marketing collateral:

- DO: "XXX leverages Attivo Networks [product/platform] enabling customers to..."
- DO: "XXX App for Attivo Networks leverages the Attivo Networks platform to..."
- DON'T: "XXX is the first to provide customers..."
- DON'T: "XXX App for Attivo Networks provides [Attivo Networks solutions] capabilities..."

Attivo Networks will not endorse any statements that could insinuate another product or organization makes Attivo Networks solutions faster or that Attivo Networks solutions are not scalable, cost effective or accessible without a partner's product or service:

- DO: "XXX extends the Attivo Networks platform to enable even more customers to..."
- DO: "XXX app for Attivo Networks enables even more customer to gain visibility..."
- DON'T: "XXX helps Attivo Networks software gain faster time to value."
- DON'T: "XXX app for Attivo Networks provides customers with better visibility."

Trademark and Credit Line

All print advertising, brochures, press release and other collateral bearing any Attivo Networks logos or trademarked content must credit ownership of the trademark to Attivo Networks. The following credit line should be used:

Please fill in text....All other brand names, product names, or trademarks belong to their respective owners."

Third-Party Trademarks & Logos

If we do not have permission to use a third party trademark, you may only use it to refer to the third party's own product or service in a way that does not suggest that it is our own product or service, and only when necessary (e.g., when explaining the relationship of our product to a third party's product, or when comparing their features or prices). Generally, that will mean that the third-party trademark will be after a preposition that describes the relationship.

- DO: "Attivo Networks Add-on for Linux"
- DON'T: "Linux Attivo Networks"
- DON'T: "Attivo Networks is the Google for deception software"

You cannot use another party's logo at all unless you have express written permission from the third party to use it. Please be prepared to provide express consent from the other party should you wish to use it in conjunction with the Attivo Networks logos on any materials.

PRESS RELEASES AND ANNOUNCEMENTS

Attivo Networks supports the development and distribution of press releases, announcements, and media-facing activities that use the Attivo Networks name or related trademarks, when specific criteria are met. Partners looking to pursue these activities must adhere to the following guidelines and template. The detailed guidelines and approval process for Attivo Networks- related announcement approvals can be found below. You can also find a recommended template in the appendix. Press releases and announcement requests that do not follow these guidelines will require additional time for review and approval.

Partners must submit draft press releases and announcements to marketing@attivonetworks.com for review. Attivo Networks will return all releases as soon as possible, but you should expect review cycles to take 5-10 business days. The Attivo Networks PR team must approve, in writing, all announcements, including international announcements that represent Attivo Networks, Attivo Networks technology, or Attivo Networks positioning. We encourage you to contact your partner marketing manager with questions you have regarding making an announcement and/or social media promotion guidelines.

PR Submission Checklist

Please adhere to the following requirements before submitting a press release or announcement for Attivo Networks PR to review and approve:

1. Use authorized partner announcement template.
2. Mock up desired quote from Attivo and identify person or role that you would like quoted.
3. Provide 5-10 business days to approve. Non-standard requests may take longer.
4. Identify target release date.
5. Request social media promotion. Please include preferred hashtags and @ attributions.

RESOURCES

Additional documentation to support announcements can be found at www.attivonetworks.com/resources

Executive biographies can be found at www.attivonetworks.com/management

Executive photos can be found at www.attivonetworks.com/management