

I Brand Guidelines

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INTRODUCTION

WHO WE ARE

Attivo Networks® is the leader in deception technology for real-time detection, analysis, and accelerated response to advanced, credential, insider, and ransomware cyber-attacks. The Attivo Deception and Response Platform accurately detects advanced in-network threats and provides scalable continuous threat management for user networks, data centers, cloud, IoT, ICS-SCADA, and POS environments. Attivo Camouflage dynamic deception techniques and decoys set high-interaction traps to efficiently lure attackers into revealing themselves. Advanced attack analysis and lateral movement tracking are auto-correlated for evidence-based alerts, forensic reporting, and automatic blocking and quarantine of attacks.

For more information visit 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

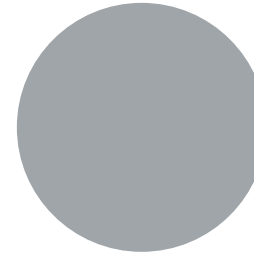
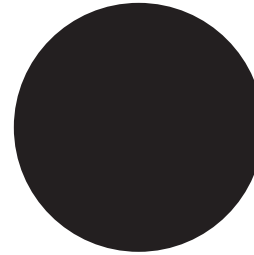
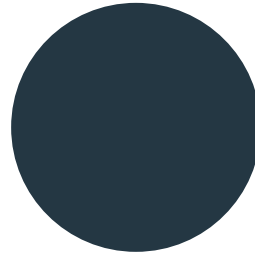
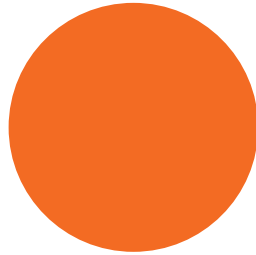


HORIZONTAL CO-BRANDING



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

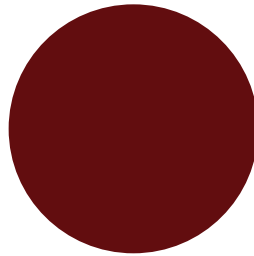
HEX #F1F3F4

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.

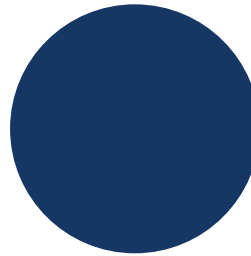
A majority of these colors are used on headers, charts, and many graphical elements.



RGB 99/14/13

CMYK 0/86/87/61

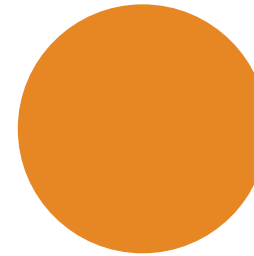
HEX #630E0D



RGB 26/55/99

CMYK 74/45/0/61

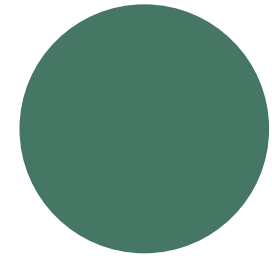
HEX #1A3763



RGB 230/135/36

CMYK 0/41/84/10

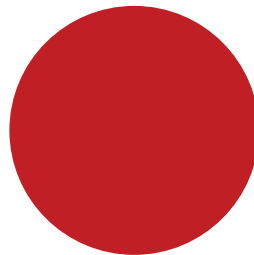
HEX #E68824



RGB 71/118/101

CMYK 40/0/14/54

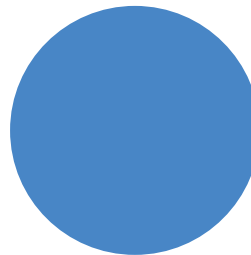
HEX #477665



RGB 192/0/0

CMYK 0/100/100/25

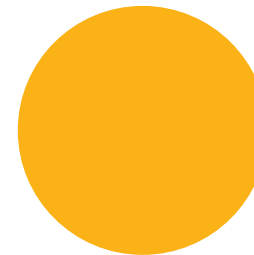
HEX #BF0000



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

A large, bold, white number '3' is positioned in the upper left quadrant of the image. The background is a dark blue gradient with a grid of white dashed lines that recede into the distance, creating a sense of depth and perspective.

3

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

100 Words

About Attivo Networks

Attivo Networks®, the leader in cyber deception and attack lateral movement detection, delivers a superior defense for revealing and preventing insider and external threat activity. The Attivo ThreatDefend®Deception Platform provides a scalable, customer-proven solution for derailing attackers within user networks, data centers, clouds, remote worksites, and specialized attack surfaces. The portfolio includes its flagship BOTsink® deception solution and the Endpoint Detection Net and ADSecure products. These deliver ground-breaking innovations for preventing and misdirecting attack escalations, streamlined incident response with forensics, automated attack analysis, and third-party native integrations. The company has 130+ awards for technology innovation and leadership. www.attivonetworks.com

—OR—

About Attivo Networks

Attivo Networks® provides innovative cyber deception and attack lateral movement detection solutions for combatting today's advanced threats and ransomware attacks. Delivering a superior defense for revealing and preventing insider and external threat activity, the Attivo ThreatDefend®Deception Platform offers scalable protection, detection, and data concealment and access denial solutions for endpoints, Active Directory, and network devices. It provides comprehensive coverage and attack path visibility for user networks, data centers, clouds, remote worksites, and specialized attack surfaces. It streamlines incident response with forensics, automates attack analysis, and includes third-party native integrations. The company has 130+ awards for technology innovation and leadership. www.attivonetworks.com

75 Words

About Attivo Networks

Attivo Networks®, the leader in cyber deception and attack lateral movement detection, delivers a superior defense for revealing and preventing insider and external unauthorized threat activity. The Attivo ThreatDefend®Deception Platform provides scalable protection, detection, and data concealment solutions for endpoints, Active Directory, and network devices. Comprehensive coverage is available for user networks, data centers, clouds, remote worksites, and specialized attack surfaces. It streamlines incident with forensics, automates attack analysis, and includes third-party native integrations. www.attivonetworks.com

ATTIVO NETWORKS DESCRIPTIONS (CONT.)

—OR—

75 Words

About Attivo Networks

Attivo Networks® provides innovative cyber deception and attack lateral movement detection solutions for combatting today's advanced threats and ransomware attacks. The ThreatDefend® Deception Platform provides scalable protection, detection, and data concealment and access denial solutions for endpoints, Active Directory, and network devices. Comprehensive coverage and attack path visibility are available for user networks, data centers, clouds, remote worksites, and specialized attack surfaces. It streamlines incident response with forensics, automates attack analysis, and includes third-party native integrations.

50 Words

About Attivo Networks

Attivo Networks® provides accurate detection, analysis, and automated response to in-network threats. The Attivo platform efficiently detects advanced, stolen credential, insider, and ransomware attacks within user networks, data centers, cloud, branch, and specialty environments by deceiving attackers into revealing themselves. ThreatOps® playbooks and 3rd party integrations provide accelerated incident response.

25 Words

About Attivo Networks

Attivo Networks®, the leader in cyber deception and attack lateral movement detection, provides scalable protection, detection, and data concealment solutions for endpoints, Active Directory, and network devices. Comprehensive coverage is available for on-premises, clouds, remote worksites, and specialized attack surfaces. Automated attack analysis and third-party integrations accelerate incident response. www.attivonetworks.com

PRODUCTS AND SOLUTIONS

Attivo Deception and Response Platform (600 Characters and Under)

The Attivo Networks ThreatDefend® Platform provides early and accurate detection of in-network threats, regardless of attack method or surface. It provides a comprehensive fabric that blankets the network with deceptive decoys, credentials, shares, bait, and other misdirections that derail adversaries early in the attack lifecycle. Additionally, automated intelligence collection, attack analysis, and third-party integrations accelerate response. The components of the platform include the BOTsink deception server, the Endpoint Detection Net Suite, and ADSecure for Active Directory protection.

BOTsink® Network Decoy (600 Characters and Under)

The Attivo BOTsink® solution provides a comprehensive network-based asset defense for the accurate alerting of threats in on-premises, cloud, remote, and OT environments. Early detection of in-networks threats is gained through deceptive systems that appear identical to production devices and decoy documents. A high-interaction environment facilitates the safe collection of adversary intelligence and automation of analysis and incident response. Machine-learning makes deployment and operations simple and scalable. Over 30 native integrations automate isolation, blocking, and threat hunting.

PRODUCTS AND SOLUTIONS (CONT.)

Endpoint Detection Net Suite (600 Characters and Under)

The Attivo Endpoint Detection Net (EDN) Suite anticipates methods attackers will use to break out from infected endpoints and ambushes their every move with deceptive lures, bait, and misdirections. EDN complements existing endpoint security solutions by closing detection gaps and identifying attackers early so that they cannot further infiltrate the network. It does this by making every endpoint a decoy designed to disrupt attempts to steal credentials, gather Active Directory Objects, find mapped shares, record credentials in transit, discover active ports, or explore lateral attack paths.

ADSecure Solution (600 Characters and Under)

With the Attivo Networks ADSecure solution, organizations gain Active Directory (AD) security without interfering with production Domain Controllers. The solution identifies unauthorized AD queries and returns fake object information to misdirect attackers into a decoy environment. The mere act of attacker observation triggers an alert on unauthorized activity, while the deceptive objects serve to disrupt automated attack tools. Additionally, the solution gathers Tactics, Techniques, and Procedures (TTPs) and company-specific threat intelligence to accelerate response.

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

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 deception 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

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