



eSENTIRE

Brand Style Guidelines

February 2020

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Identity: brand positioning statement

eSENTIRE®

To defend your business, you need an agile partner that arms you with full threat visibility and immediate action. eSentire's trusted Managed Detection Response services safeguard your business with human expertise at machine-scale.

Our tiered services are designed to fit a broad range of needs, and pair the strength of machine learning with the intuition of real people. We help you better detect the threats that matter and disarm them before they disrupt your business.

Brand tone

Steadfast

eSentire is reliable, unwavering, and trustworthy - worthy of safeguarding your business

Human

eSentire leverages the best leading-edge technologies, but we understand the importance of the human touch (as evidenced in our unparalleled customer service and our pairing of machine learning with the intuition of real people)

Dynamic

while eSentire is steadfast, we're also always reinventing ourselves and evolving our approach to stay ahead of fluid, increasingly sophisticated cyber threats

Primary Logo: variations

(01)

eSENTIRE®

eSENTIRE

(02)

eSENTIRE®

eSENTIRE

The full eSentire logo should be used in most all situations. Depending on the background color, use the options above. In **limited** circumstances, single color logos may be used:

- Black and white printing: all white or all black logo
- Color printing: all white or all navy logo

The (R) logo should be used in the first application of the logo, and subsequent logos within the same document may use the logo without the (R).

Logo: acceptable usage



Always maintain a clear space around eSentire’s logo to protect it from distracting graphics or text.

✓ ON WHITE



✓ ON NAVY



✓ ON LIGHT GREYS

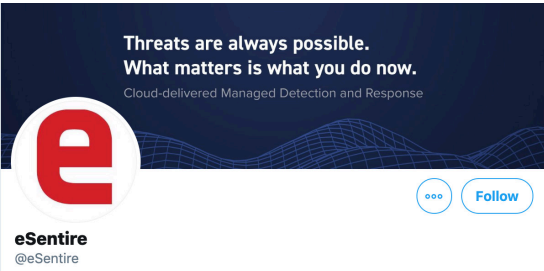


If eSentire’s logo **MUST** be used on red, black, or any other colour, use the all white logo.



The eSentire ‘e’ may be used **ONLY** in rare and specific situations, such as internal avatars or on social media.

If you need the ‘e’ logo, please request from:
Rob.Pittman@esentire.com



Logo: unacceptable usage

✗ ON RED



✗ ON BLACK



✗ ON ANY OTHER COLOURS



✗ UNDESIGNATED COLOURS



✗ EFFECTS



✗ OUTLINE



✗ STRETCH OR COMPRESS



✗ ROTATE



✗ ALTER OR APPROXIMATE



Core brand colour palette and usage



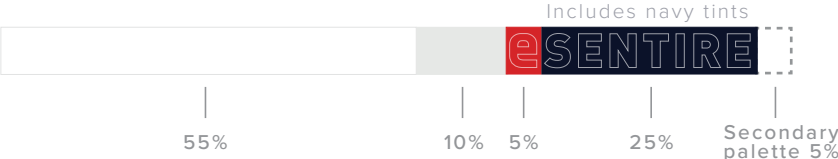
eSentire Red		eSentire Navy		White		eSentire Grey	
RGB	210, 33, 39	RGB	14, 21, 43	RGB	255, 255, 255	RGB	230, 232, 230
CMYK	11, 99, 99, 2	CMYK	91, 82, 52, 68	CMYK	00, 00, 00, 00	CMYK	9, 5, 7, 0
HEX	#D22127	HEX	#0E152B	HEX	#FFFFFF	HEX	#E6E7E9

eSentire red: use sparingly, as an accent color

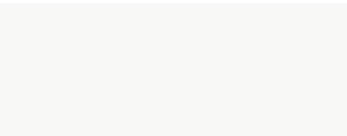
eSentire navy: use in headers, icons, and as a background color, but overall feel of documents should focus on “white and bright.” Do not overuse navy

Shades of blues and greys: use to draw attention, action, or in shading for shapes and graphics

Colour usage recommendation (approximate ratio):



Secondary brand colour palette and usage



Web Grey
HEX #F6F6F6



Copy Grey
HEX #6e727f



esGradient Main 1
HEX #20162D, #F27062



esGradient Main 2
HEX #100942, #0684C



esGradient Accent 1
HEX #E15333, #FDC740



Link Blue
HEX #0684C7



Background Blue Gradient
HEX #202F56, #0E152B



esGradient Accent 2
HEX #672985, #739CD2



esGradient Accent 3
HEX #02103E, #46BEAE



esGradient Accent 4
HEX #1E1D50, #F12C00



esGradient Accent 5
HEX #9A0101, #FF0090



esGradient Accent 6
HEX #0575E6, #00F260

This palette is to be used in conjunction with the colors on the previous page, however they are not replacements for eSentire’s core brand colors. The secondary palette is to be used to enhance and elevate the core brand colors.

Accent colour palette and usage



Identifier 1

HEX #0085c9



Identifier 2

HEX #36a170



Identifier 3

HEX #fac903



Identifier 4

HEX #f05938



Identifier 5

HEX #d14775



Identifier 6

HEX #ad1457



Identifier 7

HEX #4526a1



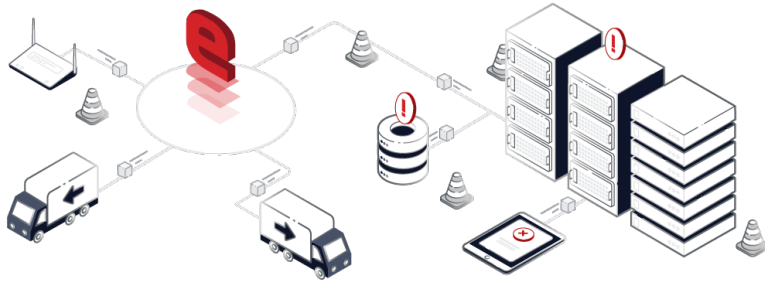
Identifier 8

HEX #1f2670

eSentire Brand Colours: uphold the integrity of eSentire's brand colors by maintaining the same balance as described previously.

Accent Colours: use these colors as information identifiers, not as accents or as main colors.

Colour palette in the wild



Guard Against Third-Party Risk to the Nth Degree

Do you have formal procedures to manage the potential web of cyber risk that comes with outsourcing? Review the report on managing the cyber risk of third-party vendors and their nth-party ecosystem

[Learn more](#)

Know Your Enemy: How to Protect Your Most Sensitive Data

The more sensitive the data, the higher the probability that hackers will attack it. Knowing your enemy is step one to protect your business. The second step is to identify threats and minimize your risk

[Learn more](#)

A Self-Fulfilling Prophecy: The Cybersecurity Skills Gap

How cybersecurity experts and organizations see the skills gap and what they would do to alleviate the shortage

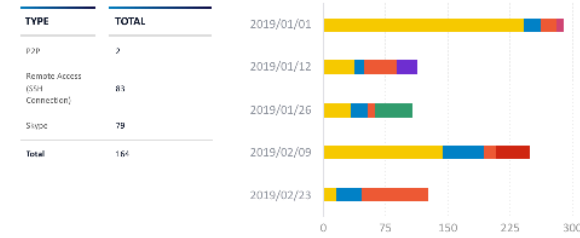
[Learn more](#)

eSentire Brand Colours: Err on the side of fewer colors to maintain the impact of the gradients.

Notification Highlights

Start date: mm/dd/yyyy
End date: mm/dd/yyyy

File Transfer Protocols (FTP, FTPS)	P2P ✓	Proxy Usage ✓	LogMeIn Products	RDP ✓	SSH Connection	TeamViewer	Skype ✓
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LEGEND

- Yellow: P2P
- Blue: Remote Access (SSH Connection)
- Green: Skype

eSentire Cyber Alerts

eSENTIRE

Case Study | Citrix Vulnerability

Citrix identified an issue related to a software vulnerability and offered workarounds for mitigation with patches coming by "end of the month."

DEC 29, 2019

Citrix realized not all mitigations were successful and sent out a communication.

JAN 16

Citrix issues patches a week earlier than originally stated. Patching requires IT testing and deployment for those affected.

JAN 24

JAN 13

eSentire SOC identified increased activity on their networks related to the Citrix vulnerability. Active mitigation was initiated.

JAN 19

eSentire SOC advised that active exploitation is occurring on Citrix vulnerability. Attackers moved from cryptomining to targeted data exfiltration.

FEB 7

40 days later, 1 in 5 companies had not yet patched critical flaw and were still at risk.¹

THOSE WITHOUT eSENTIRE

EXPOSURE

THOSE WITH eSENTIRE

PROTECTION

Source: Proofpoint, Citrix, OWASP, IBM, Symantec, LogRamp, Log4j, CVE.org, CVE.com, CVE.org

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Colour palette in the wild (cont.)



Three white cards with dark blue headers and footers, set against a dark blue background with a grid pattern. Each card has a red icon at the top.

- Card 1:** Icon of a network diagram. Text: INFOGRAPHIC, **The eSentire Difference**, View Infographic →
- Card 2:** Icon of an open book. Text: EBOOK, **The Definitive Guide to Managed Detection and Response**, Download eBook →
- Card 3:** Icon of a network diagram. Text: INFOGRAPHIC, **Managed Detection and Response vs. Everything Else**, View Infographic →

Three dark blue cards with red icons and white text, set against a dark blue background with a grid pattern.

- Card 1:** Icon of a shield with a target. Text: **Security Operations Centers**, Read More →
- Card 2:** Icon of a network diagram. Text: **Network**, Read More →
- Card 3:** Icon of a network diagram. Text: **Endpoint**, Read More →

External Brand Typefaces

PROXIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

Proxima Nova is our primary typeface. Calibri and Calibri Light is to be used a substitute when Proxima Nova is **NOT** available.

** Marketing approved material for outward facing materials**

DIN is only to be used for large headlines.

Internal Brand Typefaces

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

It is not always possible to use eSEntire's primary typeface, **Proxima Nova**. When unavailable, please use Calibri for all customer communications, powerpoint presentations, letters, and all other internally generated collateral. **DO NOT** use calibri on anything *****outward facing, such as ads, flyers, website.