

PARTNER VERSION

# ThreatConnect Brand Guidelines



## COLOR SPECIFICATION

### Corporate Color Application

The four-color ThreatConnect logo should be used in all contexts where a light or white background is present. The four-color reverse logo should be used over a gray or dark background. The one-color black logo should be used over light backgrounds only when color is not available. The one-color reverse logo should be used over a bright blue gradient background, orange background, or dark backgrounds when color is not an option.

4-Color



One-Color Black



*This logo is only used when absolutely necessary.*

4-Color Reverse



1-Color Reverse



### Incorrect Usage



Do Not Apply Effects



Do Not Change Color



Do Not Alter Alignment



Do Not Stretch  
or Compress



Do Not Alter the Scale  
of the "Mark"



Do Not Use  
Outlines

### Flat Color Logo

#### NO GRADIENT LOGO

The flat color logo is used in any situation where the gradient logo cannot be used. This logo is typically used for "one-color" print purposes. Examples include shirts, embroideries, or anything that is silk screen or stitched. Before using this logo, please contact your vendor to see if there are options to print the full color (gradient) version. Note: there is typically an added cost to print the full color version.

2-Color



2-Color Reverse



ThreatConnect.com



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1.800.965.2708

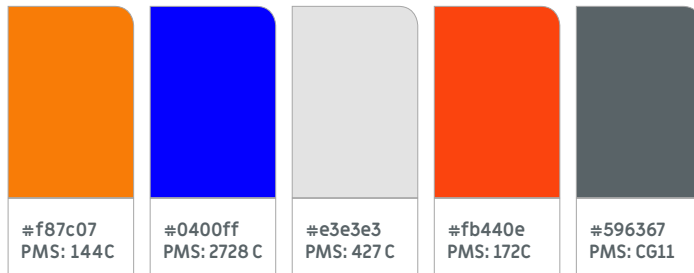
## Primary Color Palette

### REPRESENTING INNOVATION, TECHNOLOGY, AND SECURITY

The ThreatConnect color palette is comprised of core tones:

Pantone 144 C (orange), Pantone 2728 C (royal blue), Pantone 427 C (light gray), Pantone 172 C (red-orange) and Pantone CG11 (dark gray).

ThreatConnect-branded collateral should use the following colors:



## Web & Print Fonts

For documents and collateral, ThreatConnect uses Miriam Libre for headers and Lato Regular for body copy.

Alternate universal typefaces that closely resemble the primary typefaces should be used on the Web. Similarly, for systems that do not support Miriam or Lato, choose a substitute as close as possible. Roboto would be a first choice as substitute. When system fonts must be used, please use Helvetica.

### Header Copy

Miriam Libre | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

pqrstuvwxyz

1234567890!@#%&\*(.,:)

### Body Copy

Lato | Light Italic

Regular | Italic | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

pqrstuvwxyz

1234567890!@#%&\*(.,:)

## ThreatConnect Platform

"ThreatConnect" is also the name of our Platform.

The ThreatConnect Platform is not to be called a "tool" or "software" or "product."

- ✓ **Correct Use:** ThreatConnect Platform, the ThreatConnect Platform, ThreatConnect's Platform, the Platform
- ✗ **Incorrect Use:** TC's platform, TCP, any derivation other than the above

## ThreatConnect's CAL™

A feature developed to leverage ThreatConnect's powerful platform analytics, ThreatConnect's CAL™ (Collective Analytics Layer) provides anonymized, crowdsourced intelligence. CAL gathers the collective insight of the more than 10,000 analysts worldwide who use ThreatConnect to provide global context regarding an organization's indicators and threats.

- ✓ **Correct Use:** CAL™
- ✗ **Incorrect Use:** Collective Analytics Layer™, Collective Analytics Layer (CAL), Collective Analytics Layer when not explaining CAL

## The Diamond Model for Intrusion Analysis

The Diamond Model for Intrusion Analysis is our fundamental threat intelligence methodology.

- ✓ **Correct Use:** Diamond Model for Intrusion Analysis, the Diamond Model
- ✗ **Incorrect Use:** DMIA, the Diamond, Diamonds Model, Diamond Methodology, Diamond Model for Threat Detection, or any derivation other than above



Designed by analysts but built for the entire team (security operations, threat intelligence, incident response and security leadership), ThreatConnect's intelligence-driven security operations platform is the only solution available today with intelligence, automation, analytics, and workflows in a single platform. Centralize your intelligence, establish process consistency, scale operations, and measure your effectiveness in one place. To learn more about our threat intelligence platform (TIP) or security orchestration, automation, and response (SOAR) solutions, visit [www.ThreatConnect.com](http://www.ThreatConnect.com).



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