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ACID BRANDING
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The Agari Brand
More than half the planet uses email. There are more than four billion inboxes in the world. Millions of users send and receive hundreds of billions of messages every single day. And cybercriminals are taking advantage—turning what should be trusted communications into a place where they can steal sensitive data and generate profit, to the tune of $27B+ annually.

At Agari, we take a stand against these cybercriminals with a bold mission: we protect digital communications to ensure humanity prevails over evil.

Every idea starts with a problem. For Agari, the problem was that email—despite its importance, ubiquity, and staying power—has never been truly secure. The fact of the matter is that anyone can send email using someone else’s identity. This flaw has been exploited time and time again by cybercriminals throughout the world. And while businesses continue to invest massive amounts of money in security infrastructure, 95% of breaches are still happening via email communications.

There is no denying that email is the focal point of everyday technology. We rely on it to send corporate communications, review fiscal transactions, market our products, and stay in touch with relatives. Unfortunately, our reliance on email makes it an easy target for cybercriminals, who use email to trick us into giving up passwords, bank account numbers, and other private information.

Billions of people have been targeted. Millions of people have fallen for these attacks. And hundreds of thousands have lost money to these criminals. Agari stops all of this.

Agari uses predictive AI to model identity at Internet scale and prevent the next zero-day attack. At the core of our investment in data science lies the Agari Identity Graph™, mapping the relationships and behavioral patterns among individuals, brands, businesses, services, and domains using hundreds of characteristics to define trusted sender communications. By focusing on sender identity and behavior versus the attack type itself, Agari models the good to protect you from the bad, ensuring that no threat—new or existing—hits your inbox.

We believe that email should be safe. We believe that email should be secure. We believe that you should have the confidence to open, click, and trust everything in your inbox.
Messaging Platform

Purpose
Why Agari Exists

Positioning
How Agari Is Different

Promise
What Agari Customers Can Expect
We protect digital communications to ensure humanity prevails over evil.
Agari uses predictive AI to model identity at Internet scale and prevent the next zero-day attack.
Messaging Platform

Message Framework

Promise

Agari gives you the confidence to open, click, and trust everything in your inbox.
Logo

CLEARSPACE & MINIMUM SIZE

The clear space around the logo is to stop other elements from interfering with the visibility of the logo. The clearance area around the logo is 1.5x the height of the logo. The clear space always remains in proportion to the logo at whatever size it is used at.

Logos are available for download [here](#).
The logo should be legible at all sizes, so there are established minimum sizes for print and online application.

The minimum sizes shown here should accommodate most applications. Some promotional applications may require logo usage below minimum size. In those instances consider using just the “A” symbol.
Logo assets are available in full color, one-color, or reversed logo versions.

Primary use is full color on white. When only one color is available, use the white logo on a dark background. Always use the white version on black and dark colored backgrounds. Note that there is no approved version with white lettering and the orange A symbol.

PMS colors are available for coated and uncoated paper stocks. The logo should only appear in the official primary color palette, never in any other color variation or combination.
The Agari logo has been custom-drawn. Always use the approved artwork. Never alter or re-create logo elements. These rules also apply to the reversed white version of the logo.

Always use the master artwork files from the Agari website.

Do not add a drop shadow to the logo.

Do not alter the colors of the logo.

Do not rotate or angle the logo.

Do not distort or stretch the logo.

Make sure the background does not cause legibility issues.

Do not place color, gradient, or pattern inside the logo.
The tagline lockup should be used when copywriting needs to be associated with a logo, for either collateral or a campaign.

The tagline should be .5x in height utilizing the clearspace measurement. The .5x height always remains in proportion to the logo at whatever size it is used. Please do not use type that is taller than the .5x specified.
As Agari expands markets and capabilities, there will be new products, solutions, and technologies to promote.

In some cases, these offerings will need their own logos. Use these guidelines to reference which products and logos are currently available. Proprietary technology logos should be used ‘as is’ and never re-created.
**Logo**

**CO-BRANDING**

Align the Agari logo vertically or horizontally with other company logos. Vertically aligned logos are centered aligned. Horizontally aligned logos are aligned along the baseline.

Make sure that there is sufficient clear space and equal distance between the logos and the divider line.
The ‘A’ symbol assets are available in full color, one-color, and a reversed version. PMS colors are available for coated and uncoated paper stocks.

The logo should only appear in the official orange primary color or white, never in any other color variation or combination.

The white version of ‘A’ can be utilized with different brand gradients from page 22. Please refer to the gradient guide for color specifications and gradient utilization.

Do not use the outline shape as a symbol.
The “A” symbol favicon assets are available in an asset pack with all favicon sizes.

As with the logo, do not re-create or modify the favicon. The favicon should only be used to represent the website.
Brand Color
Color has a powerful influence on the personality of a brand. These colors represent the Agari brand at its most essential. They are bright, yet understated, portraying an innovative, confident, and approachable organization. Only use the colors in our palette and never add new ones. The designer should utilize proper percentage usage of colors when designing new compositions or any other collateral for Agari. If there are any questions for color usage, please contact brand@agari.com.
The primary gradients should be utilized first and foremost above the secondary gradients. Please try to limit the usage of orange gradients across collateral when possible.

The reason for this is to preserve the Agari orange color for specific brand touch points. This ensures that Agari orange is not over-utilized and the brand impact of the orange does not sustain diminishing returns.

See previous page for color usage ratios.
Typography
Typography

The primary font for on-screen and print applications is Gotham.

This modern, sans serif font conveys strength and accessibility and helps Agari communicate ideas in a straightforward, confident manner. Its openness and geometry make it highly legible.

Please refrain from using any other font families.

Contact brand@agari.com for desktop font package.
Typography

Hierarchies

Type hierarchy can lend clarity to the message. By employing a consistent type hierarchy, the readability of the communication becomes more clear and meaningful. The examples on this page give some guidance on type hierarchy. In general, maintain a balanced contrast between titles/subtitles and body copy.

Play with color. Infusing color into typography can help clarify both informational hierarchy and organization. It also elevates the typographic communication with personality and style.

40pt Headlines & Titles

10pt Subheader Examples

10pt Body Example
10pt Body Copy - Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat.

10pt Caption Example
8pt Caption Text - Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?
Typography

SYSTEM FONTS

Agari’s substitute font is Arial Regular and Bold. This typeface should be used when developing communications in Microsoft Word, Microsoft PowerPoint, or in corporate correspondence such as letters, memos, presentations, or other collateral where the Gotham typeface is not available.

ARIAL – REGULAR
Display Text, Titles, Quotes, Callouts, Body, Subtext, Footnotes

ARIAL – BOLD
Headers, Subheaders, Quotes, Callouts
When creating a hashtag, it must be written in title case and use Gotham font.

Hashtags should never appear with a mix of colors or use multiple font weights. They should not be written in all capital or all lowercase letters.

#TrustYourInbox  #FakeNotFake

#TrustYourInbox  #FakeNotFake

#trustyourinbox  #fakenotfake

#TrustYourInbox  #FakeNotFake

#TRUSTYOURINBOX  #FAKENOTFAKE
Pattern

FOREGROUND — “WEB GRID”

Used as a single grey color pattern, this mesh graphic represents the technical aspect of the brand. Resembling the mesh of a net, this pattern ties into the trust and confidence that Agari wants its clients to have when using the products.

While a net can catch things, it also protects what is inside, preventing everything on the outside from getting in. This clearly ties into how the Agari products work.

The ‘Web Grid’ plays a key role in marketing and literature collateral. The grid captures the essence of the brand to convey the integral role Agari plays in creating a secure inbox environment.
Pattern

BACKGROUND — “WEB GRID”

The Agari ‘Web Grid’ in its various forms aids the Agari brand and provides a flexible background for various applications.
Pattern

FOREGROUND — “WEB WAVE”

This pattern is made up of two other patterns that are currently being used on the website.

Part of the brand personality is savvy but playful. With the option to use the primary colors or secondary colors, this pattern helps bring the savvy and light-hearted personality traits of Agari together.

This pattern conveys the personality of the brand while also illustrating what Agari does. The wave pattern represents Agari as a protection barrier, while the individual dots represent the threats and attacks that come through email.

On the flip side, this pattern also conveys the network of communication between people and relationships.
Pattern

BACKGROUND — "WEB WAVE"

The Agari 'Web Wave' in its various forms aids the Agari brand and provides a flexible background for various applications.

The white pattern should only be used on a colored background at 45% opacity and the full color pattern should only be on a white background.
Part of the brand personality is savvy and wonkish. With the option to use primary or secondary colors, this pattern helps convey those personality traits.

This pattern conveys the personality of the brand while also illustrating what Agari does. Unlike the previous pattern with the wave, this pattern conveys the amorphous nature of cloud data and the inherent connection within.

On the flip side, this pattern also conveys the network of communication between people and relationships.
The Agari ‘Blips’ in its various forms aids the Agari brand and provides a flexible background for various applications.

The white pattern should only be used on a colored background at 45% opacity and the full color pattern should only be on a white background.
This pattern represents a radar scanning for threats just like Agari scans emails for potential threats. While other patterns show threats being detected, this pattern shows that there is no need to worry about these threats coming through with Agari.
The ‘Sonar’ in its various forms aids the Agari brand and provides a flexible background for various applications.

The white pattern should only be used on a colored background at 45% opacity and the grey color pattern should only be on a white background.
Pattern

BACKGROUND — “LOGO STROKED”

This pattern utilizes the ‘A’ in the Agari logo. This pattern is versatile and can be used both in print and web to create unique designs.

The key lock ties directly to the brand and name while creating an elegant look and feel.

Unlike the previous patterns, this logo remains a single color throughout application to gradients and white backgrounds.
Pattern Dont’s

Mixing patterns is not allowed. Patterns must always stand alone as shown previously.
Imagery
Agari’s lifestyle imagery makes a distinctive impression and is one of the most powerful ways to illustrate the brand.

This style of photography should be the primary image for every piece of corporate communication, such as brochure covers, the hero image on a web banner, or the title slide in a presentation.

Photography should appear to be casual and candid and neutral in color. When possible, have the subject handling a device that can further strengthen the association with email security.

Newly selected photography should fit into the collection presented here without looking out of place.
Imagery

STYLE | DON’TS

Please do not use overly staged photography, isolated photography, or photography with added special effects like sparkles, extra graphics, or non-approved color treatments.

Photography should appear to be casual and candid and neutral in color. When possible, have the subject handling a device that can further strengthen the association with email security.
Imagery

The 'A' image window connects the concepts of the lifestyle image choices to the brand.

Please make sure the subject is not cropped too far out of frame and the subject matter is easily seen.
Imagery

ON GRADIENTS

The ‘A’ image window can appear on approved gradients.
Gradient treatments are available for certain stylistic considerations such as website backgrounds, trade show collateral, or print collateral.

Please use the specifications to the right to create image gradient style. Any approved image can be used in combination with the gradients specified on page 22.

Do not use orange gradients on top of images.
Iconography

WEBSITE ICONS

Icons are intended as supporting visual elements. They can be used on product and application specific materials such as solution briefs and release notes. Use icons to support the narrative, not as a standalone graphic.

Icons are taken from Font Awesome.

You must get approval from the Agari Brand Team at brand@agari.com for any newly created icons or implementations.
Collateral

SOLUTION BRIEF EXAMPLE

This is an example of how a Solution Brief could be presented.

This uses the ‘Web Wave,’ brand colored gradients, proper type hierarchy, correct icon usage, and proper logo clear space.
Executive Summary

While new business communication and collaboration tools emerge every day, email remains the most popular method of intra- and inter-company communication. However, the ubiquity of email, along with well-known limitations in its technology underpinnings, make it a leading attack vector for cybercriminals.

Traditional approaches to corporate email security focus largely on inspecting message content and assessing the reputation of a message's infrastructure of origin. These techniques have become less effective as threats have evolved. Attackers are able to blend in with legitimate email traffic delivered from trusted, mainstream email platforms.

In addition to their effectiveness at circumventing first-generation email defenses, email attacks that explicitly target senior executives or IT administrators have a much greater likelihood of causing financial and reputational damage with C-Suite or even boardroom-level ramifications.

Criminals have evolved the techniques they use for email-based attacks from content deception to identity deception. They use the identity markers of trusted individuals and brands to convince victims to take actions such as wiring money or disclosing sensitive information. The current generation of email security solutions is not able to detect these attacks, resulting in a significant rise in financial and data loss over the last few years.

The best way to protect your organization from the latest generation of targeted email attacks is to deploy a protection model that focuses less on just email content and infrastructure reputation and more on people, relationships, and predictable human and system behavior.

The Agari Identity Graph™ achieves this by combining Internet-scale data telemetry with advanced artificial intelligence and machine learning techniques to model email senders' and recipients' identity characteristics, expected behavior, and personal, organizational, and industry-level relationships.

By modeling the good and reacting to anomalies rather than trying to detect the bad, the Agari Identity Graph™ can protect your IT environment from both known and unknown security threats, reducing the risk that an email-based attack will negatively affect your business.

Trust Modeling

As its last step, the Agari Identity Graph™ determines the relationship between the perceived identity and the recipient of the message so as to measure the trust that the recipient will attribute to the message. The chances that a recipient will open a message and be impacted by a malicious attack using an identity that has a close or "highly engaged" relationship to the recipient (e.g. CEO to CFO) is significantly higher than that from a further or "less engaged" relationship (e.g. a domain that has never previously sent to HR). To account for this higher risk:

- The thresholds for behavioral anomaly detection are tighter for more engaged relationships.
- The trust score for an anomalous message will be lower for more engaged relationships.

The following graphic depicts a portion of the Trust Model for Agari as a company and demonstrates two common and close relationships:

The first shows a relationship between two executives within Agari; the second shows the relationship between a recipient within Agari and other organizations that have a close relationship with Agari. Both of these are highly engaged relationships and any detected deception will result in low trust scores for the associated messages.

The sources of Trust Modeling features include:

- Previous email traffic seen between identities
- Organization-specific directories and configuration
- Global organization and account analytics

What if a brand new identity sends a message containing an attachment with ransomware to your Finance team?

The risk of the recipient opening the ransomware attachment from this new identity is lower than if it were to come from a more engaged relationship. However, the low engagement of the new identity, the presence of active code in a document-based attachment, and the sensitive role of the target recipient will lower the final score of the message so that it can be blocked.
Collateral

EMAIL SIGNATURE

Armen Najarian
Chief Marketing Officer | Agari
anajarian@agari.com | 650.743.3159
Trust Your Inbox™

This is an example of what all Agari employees should include in their email signatures.

Updated signatures will be sent out with each major announcement.
Collateral

This is an example of a PowerPoint presentation.

This uses the ‘Web Wave,’ solid brand colors for divider pages, proper type hierarchy using Arial, the sonar pattern, and proper logo clear space.
Examples in Use
Examples in Use

TRADE SHOW ASSETS
Examples in Use
Examples in Use

For use on social media, the orange ‘A’ symbol on white is preferable. Please allow enough space in the social icon or avatar container for the logo to have enough clear space around the edges.
Examples in Use

APP ICON

Please use the App Icon art provided in the brand portal. Do not modify or change the artwork in any way without brand approval.
Examples in Use

Promotional graphics must either have a white logo on a full colored background or colored logo on a majority white background.

Do not use a colored bar with a white logo if the promotional item has a white background.
Examples in Use

For video intros and outros, use the .mp4 video file provided by Agari.

Do not modify the play speed or brand sounds in the logo sting.

Contact brand@agari.com for the logo stinger and other video assets.
Examples in Use

LOWER THIRDS

Please use the provided After Effects templates for usage of lower thirds. All animation and timing has been worked out in advance for easy implementation.

Simply add the composition in as an asset and change the name and title in the pre-composition to the appropriate names.
ACID Branding
ACID Logo

CLEARSPACE AND MINIMUM SIZE

The clear space around the logo is to stop other elements from interfering with the visibility of the logo. The clearance area around the logo is 1.5x the height of the logo. The clear space always remains in proportion to the logo at whatever size it is used at.

The ACID logo should lead and be the primary logo for all ACID collateral. The Agari logo should appear secondary as support and never directly next to the ACID logo. Please see page 62 for examples of proper logo usage.
The logo should be legible at all sizes, so there are established minimum sizes for print and online application.

The minimum sizes shown here should accommodate most applications. Some promotional applications may require logo usage below minimum size. Use best judgment in maintaining legibility of the logo, even at sub-minimum size.
ACID Logo

TREATMENT | DO’S

Logo assets are available in full color or reversed full color logo versions.

PMS colors are available for coated and uncoated paper stocks. The logo should only appear in the official primary red, never in any other color variation or combination.
The ACID logo has been custom-drawn. Always use the approved artwork. Never alter or re-create our logo elements. These rules also apply to the reversed white version of the logo.

Always use the master artwork files from the brand portal.
ACID Logo

LOGO LOCKUP

The tagline lockup should be used when copywriting needs to be associated with a logo, for either collateral or a campaign.

The tagline should be .5x in height utilizing the clearspace measurement. The .5x height always remains in proportion to the logo at whatever size it is used at. Please do not use type that is taller than the .5x specified.
ACID Logo

EXAMPLES IN USE

ACID Report Vertical

ACID Report Horizontal