

A photograph of two people in a meeting. One person with glasses and a beard is leaning over a laptop, pointing at the screen. Another person is sitting at the desk, also looking at the laptop. The scene is dimly lit with a blue tint. The background shows a desk with papers and a yellow sticky note.

VIPRE®

 2017

The VIPRE **Brand Book**

Leading the Industry.



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Who We Are

The VIPRE Brand

Our brand represents who we are.

VIPRE is an established industry leader, with more than 20 years of experience; an early innovator in anti-spyware/antivirus solutions, currently leading the market in number of detections and fewest false positives. Our sandbox delivers the best malware analysis on the market with more than 1M unique samples processed daily and more than 1PB of collected samples altogether, protecting more than 6M endpoints. Government agencies, enterprises and even industry competitors rely on VIPRE to defend against threats.

Who We Are

Brand Promise

VIPRE has your back!

VIPRE puts the world's most sophisticated anti-malware technologies in your hands, using cutting-edge machine learning and heuristics to protect you from ransomware, zero-days and other pervasive threats that easily evade traditional antivirus. We provide customers with additional peace of mind by providing free U.S.-based technical support, dispelling any fears of future hidden costs and challenges they may have experienced with overseas call centers. We stand behind VIPRE and always have the customer's back.

Who We Are

Brand Offerings

VIPRE Elevator Pitch:

VIPRE is a cybersecurity software company. Our products defend consumers against viruses and malware, as well as protect businesses and government agencies from data breaches by guarding against advanced cyber-attacks. In an increasingly dangerous online world, our solutions keep consumers' digital lives safe, and protect organizations' customer and financial data, intellectual property, and ultimately their reputations.

VIPRE Product Elevator Pitch:

VIPRE arms organizations with the tools and information they need to combat advanced cyber threats like ransomware and other advanced malware. Where others attempt to simply identify malicious content, we go beyond to connect seemingly normal behavior to reveal malicious intent. Our solutions are designed to detect, analyze and track active attack campaigns, providing security teams with the insights to make faster, better informed decisions to contain and remediate advanced threats.

Who We Are

Our Tagline



Bite Back with VIPRE.
Bite Back Against Malware.

Personality + Tone

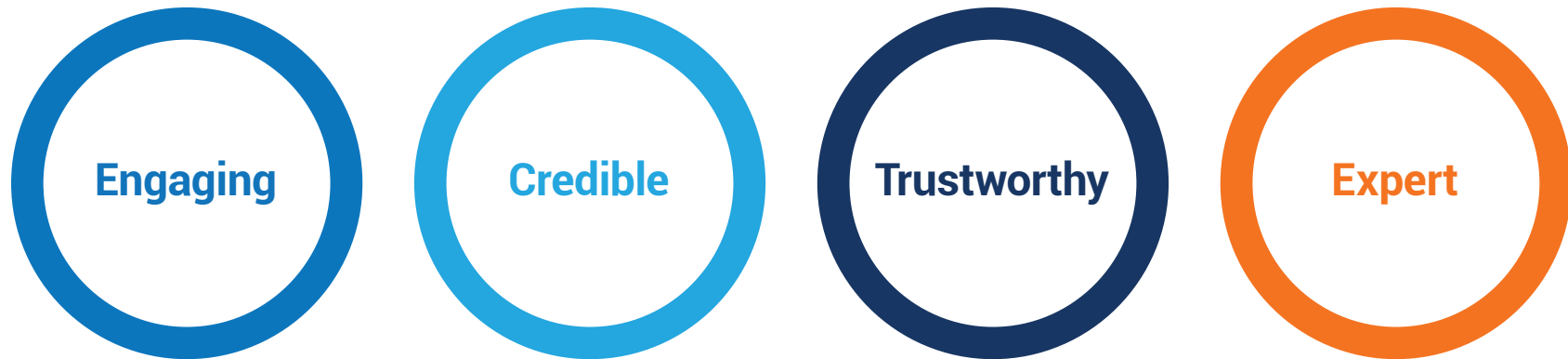
Who Is VIPRE?

Engaging, **Trustworthy**, Credible, **Expert**,
High-tech, Knowledgeable, **Stable**, Helpful,
Confident, Approachable, Intelligent, Refined,
Professional, Seasoned, **Established**,
Collaborative, **Reliable**, Sophisticated, State-
of-the-art, **Advanced**, Smart.

VIPRE is TRUSTWORTHY. EXPERT. STABLE. ESTABLISHED. RELIABLE. And ADVANCED.

Personality + Tone

We "Get It"



Small businesses lack in-house IT and security resources but still face many of the same security challenges as large enterprises. They are looking for a credible and trustworthy security vendor to provide antivirus solutions that keep them secure while freeing them to focus on what's most important – growing their business. We “get it.” Their end objective is not security and malware defense. It's keeping their business operating efficiently. Malware infections hurt their bottom line by killing productivity, wasting limited IT resources and damaging their reputation with customers. We understand their world. We are their champion for SMB security issues.

Logo Guidelines

The VIPRE Logo



Logo Guidelines

Minimum Size + Clear Space

Minimum Size

1"



2"



1" Minimum. Logo should never appear to be less than one inch in length.

Logo measurement (width) should include the ®.

Logo Clear Space



To maintain clarity and legibility, the VIPRE logo needs to have a clear space maintained around the logo that is equal to the width of the uppercase letter 'E'.

Logo Guidelines

VIPRE Logo Options



ONE COLOR - NAVY



ONE COLOR BLACK (100K)
NOTE: only for black and white publications.



WHITE / REVERSED (KO) DARK BLUE



WHITE / REVERSED (KO) BLACK
NOTE: only for black and white publications.

Logo Guidelines

VIPRE Logo Usage Don'ts

1. Don't add any additional text, tagline or slogans to the logo.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a similarly colored background.
4. Don't apply "glow" effects to the logo
5. Don't apply any kind of pattern or texture to the logo.
6. Don't cut off any part of the logo.
7. Don't outline the logo.
8. Don't recolor the logo.
9. Don't apply "drop shadow" effects to the logo.
10. Don't stretch, squeeze, squish or otherwise distort the logo.
11. Don't recreate the logo.
12. Don't place the logo on a busy background.



1. Adding Text to Logo



2. Bevel / Embossing



3. Similar background color



4. (Outer) Glow



5. Pattern/Texture Overlay



6. Cropped Logo Elements



7. Outlining



8. Recoloring the logo



9. Drop Shadows



10. Stretching /



11. Recreating



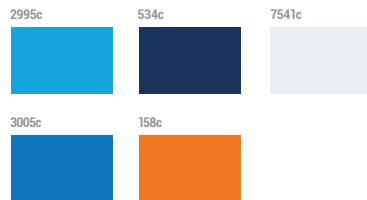
12. Busy background

Elements of Design

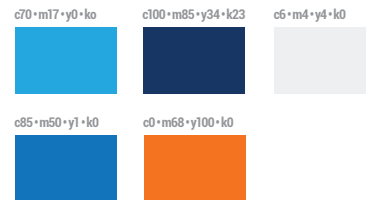
Color Palette + Breakdowns



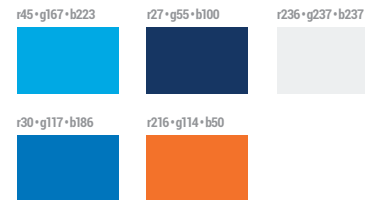
PANTONES



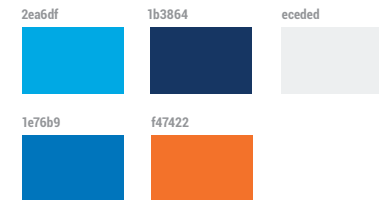
CMYK



RGB



HEX



Elements of Design

Color Theory - Why THESE Colors?



Blue is a masculine color; according to studies, it is highly accepted among males. Dark blue is associated with depth, expertise, and stability.

It symbolizes trust, loyalty, wisdom, confidence, intelligence, blue is linked to consciousness and intellect. Use blue to suggest precision when promoting high-tech products.

Dark blue represents knowledge, power, integrity, and seriousness. Strength and reliability, responsibility, depth and stability.

Bright blue is energizing and refreshing.

Blue is known for its trust and dependability. It's reliable, responsible, and mentally soothing. For that reason alone, it's one of the most-liked colors across the entire world.



Orange is vibrant and energetic. It commands attention without being as overpowering as red. It's often considered more friendly and inviting.

Orange can signify change and renewal.

Orange has very high visibility, so you can use it to catch attention and highlight the most important elements of your design.

Elements of Design

Color Usage + Rules for Application

The boxes are an approximation of how to employ the color palette. Ratios of the colors to one another in application.

This is roughly a 60-30-10 color ratio.

60 Lighter / Medium Blues

30 Darker Blues

10 Accent Color

And don't forget about negative space! **One quarter (1/4) of the color application should be attributed to negative space, or white space.** White space allows you to add contrast to an element and direct attention where necessary without overwhelming the eye. White space is good. We accomplish this with the use of white (negative space) and neutral grays.



Elements of Design

Primary Typeface

Roboto

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Regular Italic

Roboto Thin

Roboto Thin Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

Roboto Black

Roboto Black Italic

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Elements of Design

Web-Safe Typeface

Calibri

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

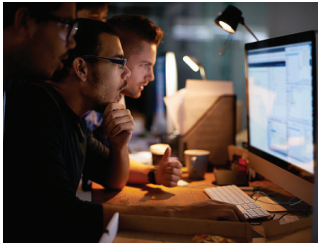
Elements of Design

Iconography



Elements of Design

Imagery



A mix of abstract imagery and candid photography that use selective focus, color and lighting techniques, to convey depth and energy. **Black or overly dark images should be avoided.**

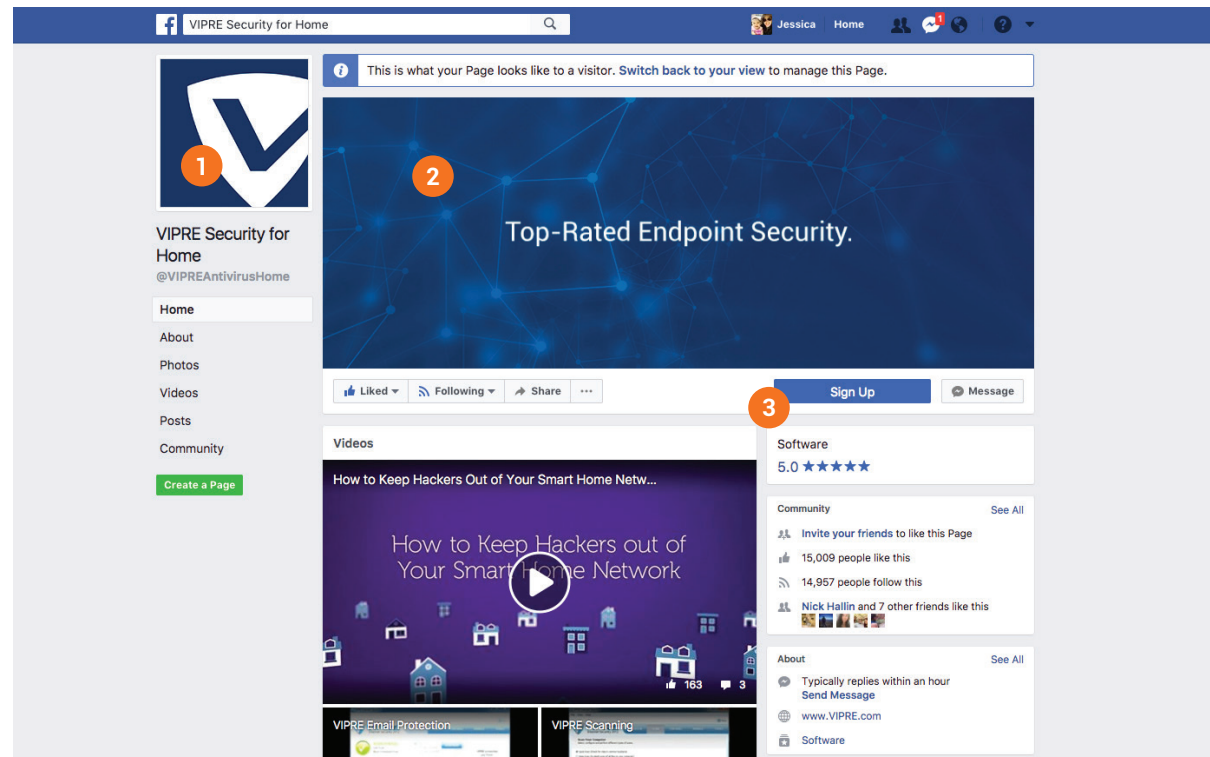
Brand Application

Social Media

1. Thumbnail icon consists of VIPRE (Dark) Blue with our shield knocked out in white and bleeds to the right and bottom.

2. Banner consists of abstract imagery using our VIPRE Blue Overlay. Simple, white text on our Roboto font is placed in the center.

3. If there are any other opportunities to customize the page with color, refer to our color palette.



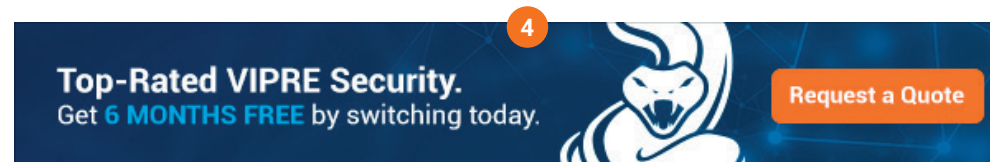
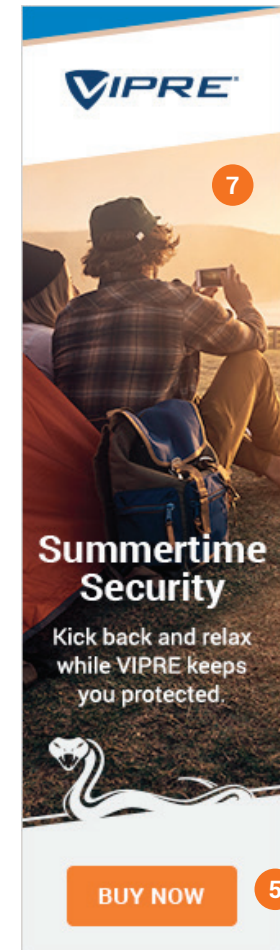
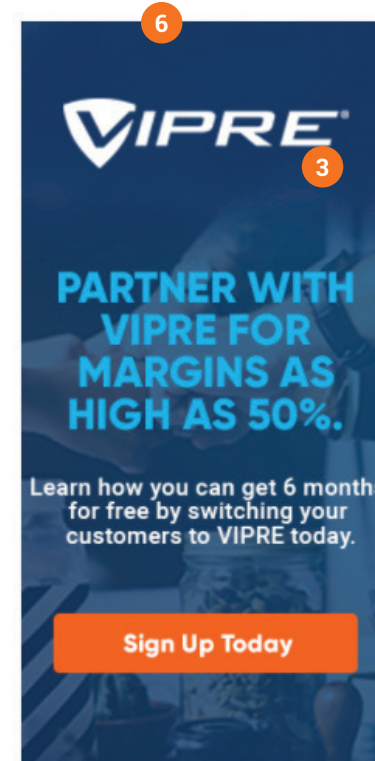
Brand Application

Display Ads

1. Use of lifestyle imagery with VIPRE Blue Overlay.
2. Logo displayed in VIPRE Blue on white background.
3. OR Logo displayed in white on VIPRE Blue background.
4. Abstract background with VIPRE Blue Overlay.
5. VIPRE Orange CTA
6. Use of solid blue background.
7. Use of full color lifestyle imagery with gray overlay for readability.

To view all display ads, visit:

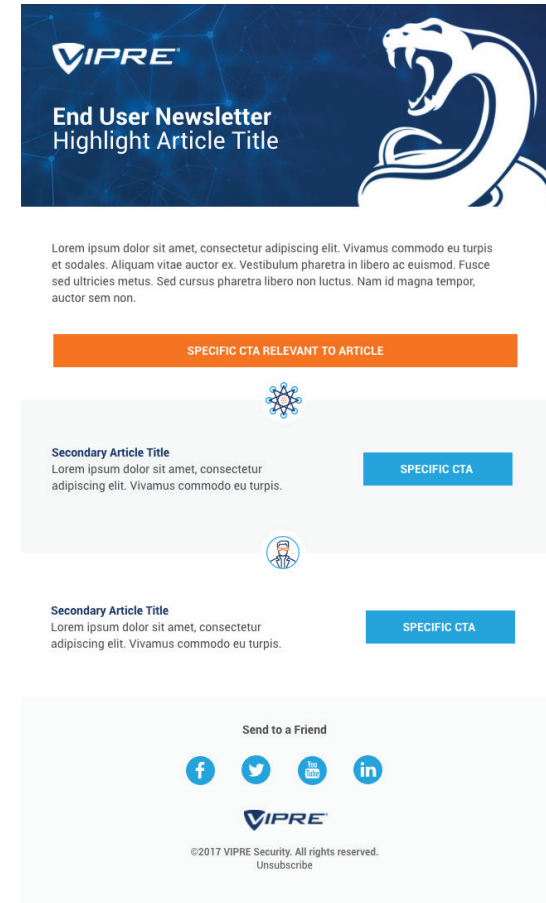
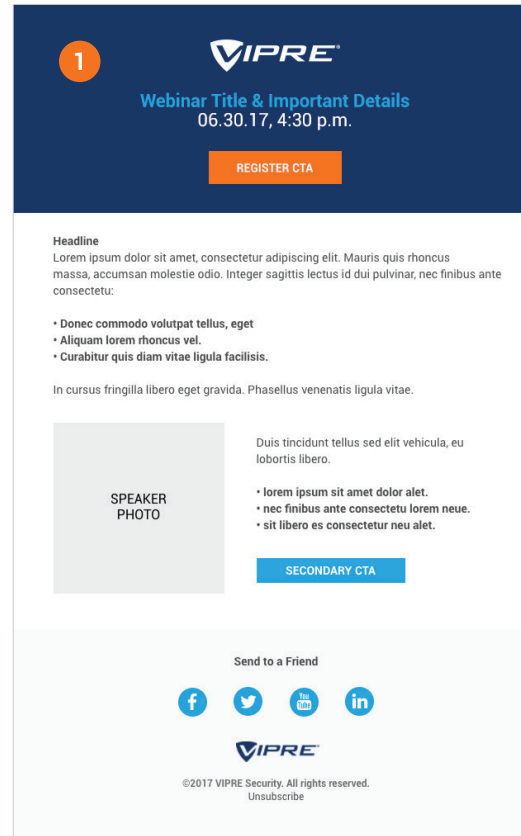
www.Moat.com



Brand Application

Email Templates

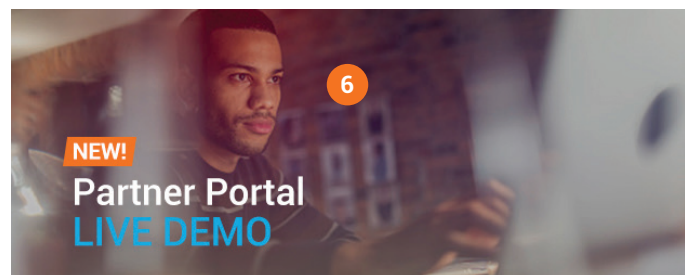
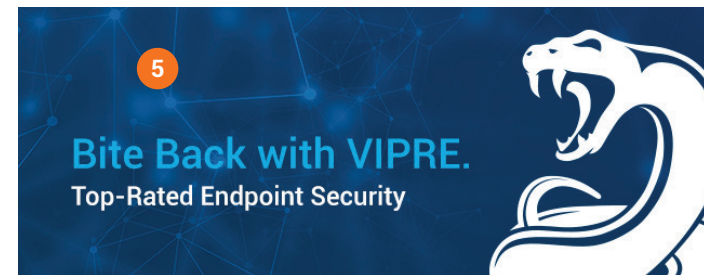
1. Use of lifestyle imagery with VIPRE Blue Overlay.
2. Logo displayed in VIPRE Blue on white background.
3. OR Logo displayed in white on VIPRE Blue background.
4. Abstract background with VIPRE Blue Overlay.
5. VIPRE Orange CTA
6. Use of solid blue background.
7. Use of full color lifestyle imagery with gray overlay for readability.



Brand Application

Email Banners

1. Use of lifestyle imagery with VIPRE Blue Overlay.
2. Logo displayed in VIPRE Blue on white background.
3. OR Logo displayed in white on VIPRE Blue background.
4. Abstract background with VIPRE Blue Overlay.
5. VIPRE Orange CTA
6. Use of solid blue background.
7. Use of full color lifestyle imagery with gray overlay for readability.



Brand Application

Collateral

1. Use of lifestyle imagery with VIPRE Blue Overlay.
2. Logo displayed in VIPRE Blue on white background.
3. OR Logo displayed in white on VIPRE Blue background.
4. Abstract background with VIPRE Blue Overlay.
5. VIPRE Orange CTA
6. Use of solid blue background.
7. Use of full color lifestyle imagery with gray overlay for readability.

VIPRE
Advanced Security for Business
ENDPOINT SECURITY

Top-Rated Endpoint Protection for as low as \$12 per Seat/Year

Available exclusively in the VIPRE Advanced Security suite, VIPRE Endpoint Security gives you the industry's top-rated malware defense for as low as \$12 per seat/year.*

Combine that unbeatable price with the fact that VIPRE consistently scores 100% block rates and zero false positives in AV-Comparatives Real-World Protection Tests, and choosing VIPRE is the easiest security decision you'll ever make.

Best Protection. Best Value.

Just **\$12** Per Seat/Year* Protects You From Ransomware & Other Top Threats

Why is VIPRE right for you?

Best Protection at the Best Price - VIPRE consistently earns 100% block rates and zero false positives, outperforming big name security vendors for as low as \$12 per seat/year*.

Simple Choice - Selecting which level of endpoint security is right for you is a daunting task. VIPRE makes it easy. We only offer you our best protection.

Easiest to Use - VIPRE's intuitive management console and preconfigured settings makes it easy to secure your network from ransomware and other threats.

Fastest to Deploy - VIPRE deploys in less than 10 minutes and automatically removes old antivirus agents from your network.

Small Footprint - VIPRE proves speed and security do go together by protecting you from malware without slowing down your PCs.

Free U.S.-Based Support - VIPRE always has your back with free, highly rated, award-winning U.S.-based tech support.

*Pricing based on minimum purchase of 250 seats of VIPRE Advanced Security.

Simply the Best.
VIPRE wins Top-Rated Security Product and consistently wins 100% block rates and zero false positives from AV-Comparatives.

Schedule a Demo
See how VIPRE's award-winning malware defense can bolster your security by scheduling a demo today!
www.VIPRE.com/Business.

Let's Talk
Call +1-855-885-5566 or send email to sales@VIPRE.com.

AV comparatives 2016 TOP RATED

Leading the Industry
VIPRE receives top ratings from the industry's leading independent testing authorities.

AV **100** **ICSA labs** **AVTEST** **SC** **AVTEST**

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For more information about VIPRE, visit www.VIPRE.com/Business call +1-855-885-5566 or send email to sales@VIPRE.com.

are protection capabilities, including:

Device Management
Android™ devices from mobile malware and enables locate, lock and wipe lost Android and iOS devices.

Day and Unknown Threat Prevention
the world's most sophisticated anti-malware technology in your hands, VIPRE helps prevent zero-days other than evade traditional signature-based antivirus.

Mobile Device Control & Encryption
to risk presented by introducing infected devices to work and keep your data out of the wrong hands with on.

Centralized Roaming Services
and centrally manage remote PCs that leave your network a cloud-based service using secure HTTPS protocols.

Browser Exploit Protection
against exploits and browser-based downloads with cloud-based URL lookup to protect against this top vector.

Protected Computer Identification
to any machines accessing your network without protection, helping to stop infections before they

, schedule a demonstration or start your free trial of

Brand Application

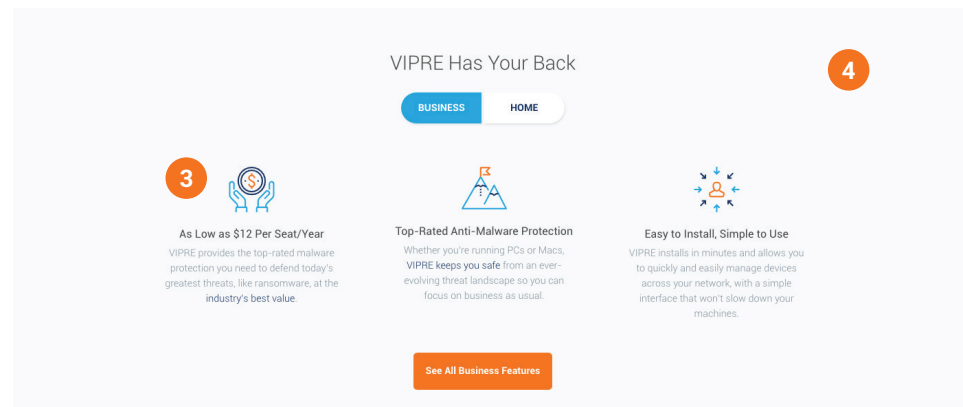
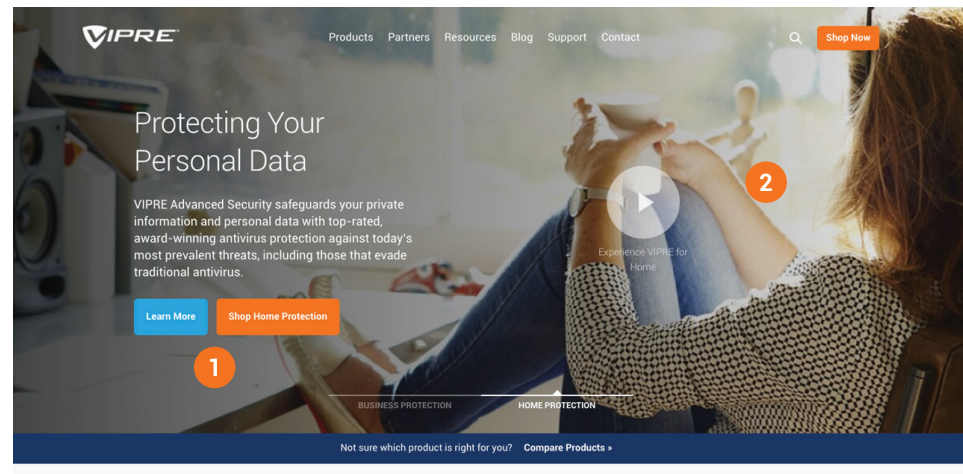
Our Website

1. CTAs: Primary CTAs is VIPRE Orange. Secondary CTAs are VIPRE Light Blue.

2. Imagery: A mix of colorful Lifestyle imagery and abstracts with 25% gray overlay.

3. Iconography: Use of approved VIPRE icons.

4. Color: Appropriate mix of VIPRE colors and negative space.



Brand Application

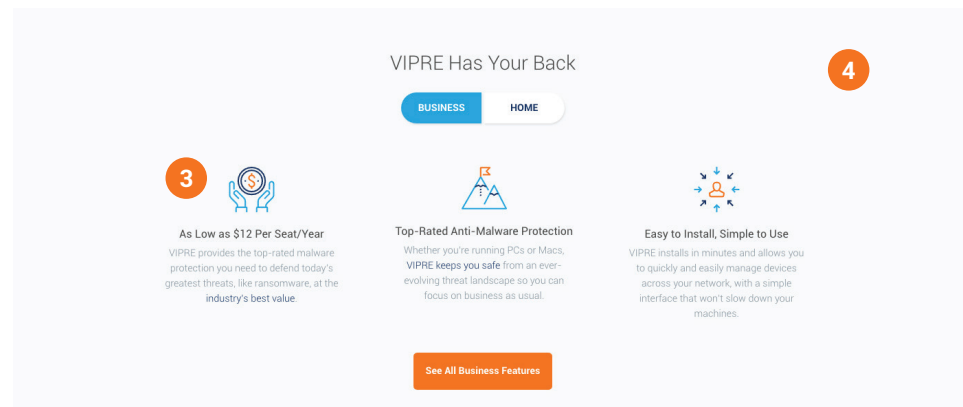
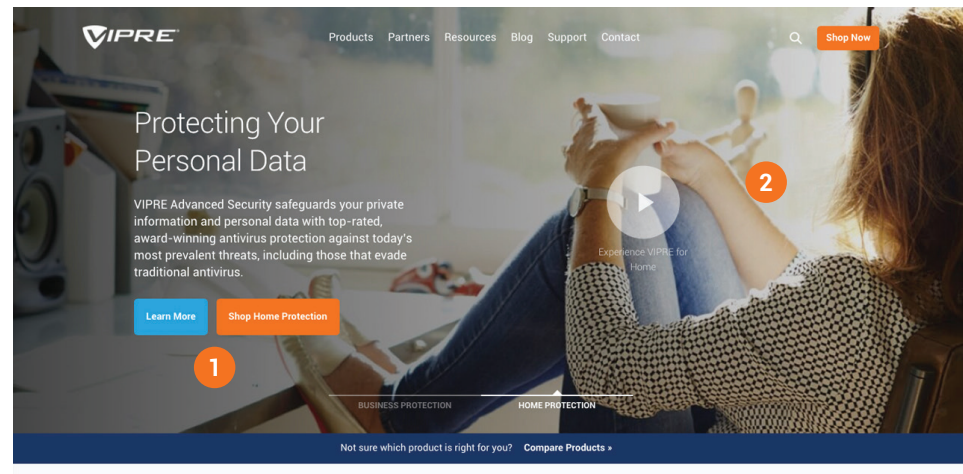
Landing Pages - Website

1. CTAs: Primary CTAs is VIPRE Orange. Secondary CTAs are VIPRE Light Blue.

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Brand Application

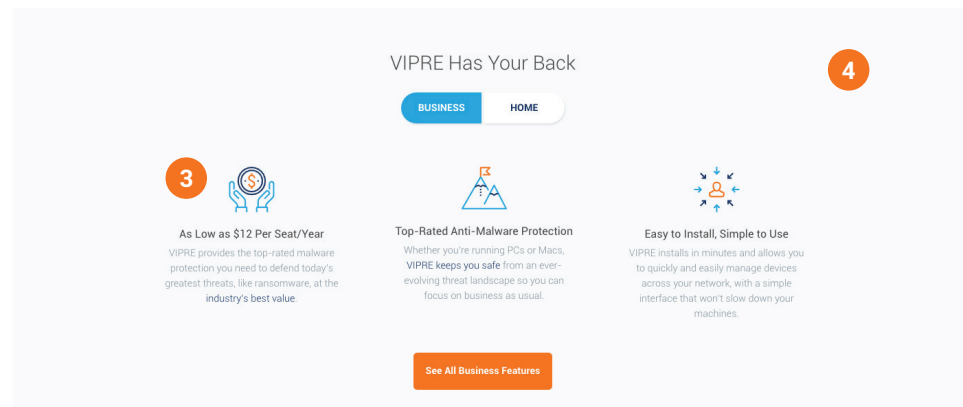
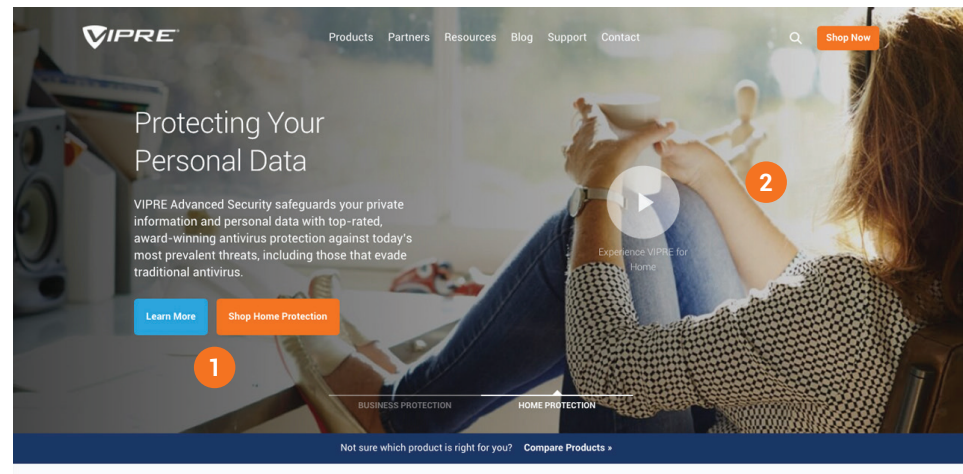
Landing Pages - Marketo

1. CTAs: Primary CTAs is VIPRE Orange. Secondary CTAs are VIPRE Light Blue.

2. Imagery: A mix of colorful Lifestyle imagery and abstracts with 25% gray overlay.

3. Iconography: Use of approved VIPRE icons.

4. Color: Appropriate mix of VIPRE colors and negative space.



Brand Application

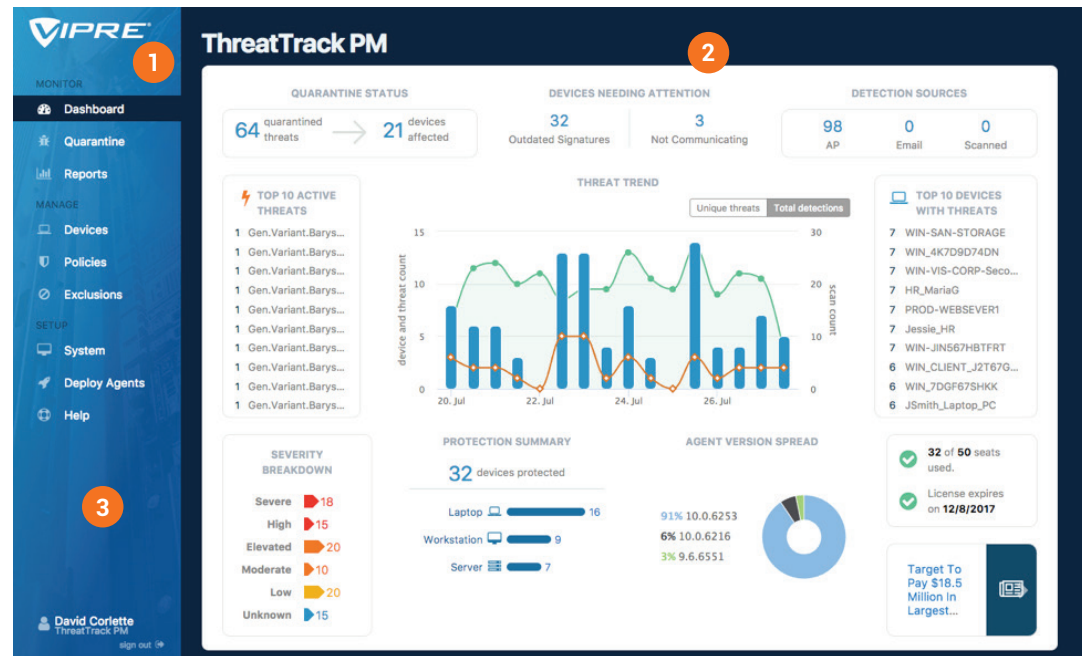
Software

1. CTAs: Primary CTAs is VIPRE Orange. Secondary CTAs are VIPRE Light Blue.

2. Imagery: A mix of colorful Lifestyle imagery and abstracts with 25% gray overlay.

3. Iconography: Use of approved VIPRE icons.

4. Color: Appropriate mix of VI-PRE colors and negative space.



Brand Application

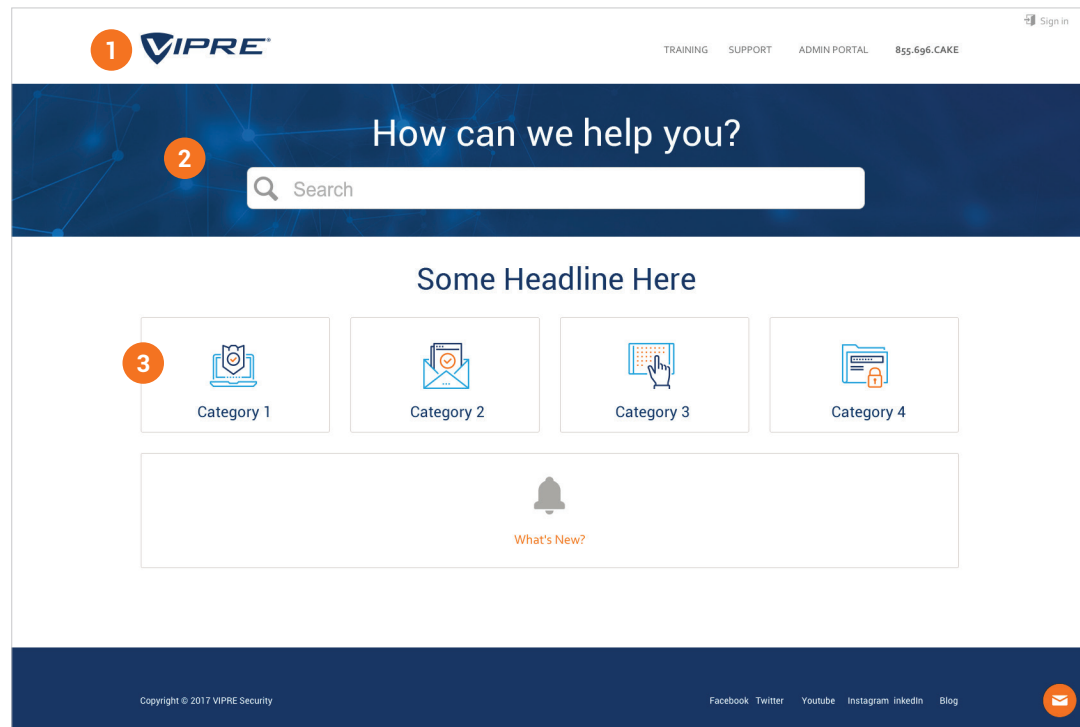
Other Applications

1. CTAs: Primary CTAs is VIPRE Orange. Secondary CTAs are VIPRE Light Blue.

2. Imagery: A mix of colorful Lifestyle imagery and abstracts with 25% gray overlay.

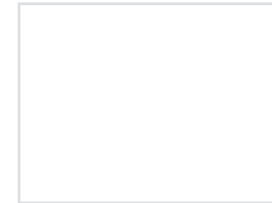
3. Iconography: Use of approved VIPRE icons.

4. Color: Appropriate mix of VIPRE colors and negative space.



Awards + Recognition

badges and Certifications



Awards + Recognition

Application

VIPRE PERSONAS

VIPRE FOR HOME



The Novice

- › Inexperienced and not confident in using technology
- › Frequently 45+, but not exclusively
- › Wants to make an informed decision about antivirus purchases, but not sure what to pick
- › Wants a clear and easy way to make new purchases
- › Very afraid of being scammed
- › Prefers to call Support than use self-help tools on website



Tech Savvy, Confident Advisor

- › May be a long time VIPRE user
- › Frequently 35-50, but not exclusively
- › Interested in technical specifications and new features
- › Advanced users, but not w/ antivirus
- › Wants to make quality recommendations to friends and family
- › Prefer to use a website for support, but will call if needed
- › Want to be able to try a quality product

VIPRE FOR BUSINESS



Novice, Part-Time IT

- › “Jack of all trades” maybe SMB owner, operator and part-time IT
- › Probably the most tech-savvy at their company, but not confident in security technology
- › Prefer a product they can deploy and then walk away from
- › Want a clear and easy to use experience
- › Doesn't want extensive technical details
- › Willing to search online for support but will call in



IT Admin, Generalist

- › IT Manager/Systems Admin, usually ages 25 – 40
- › May be the entire IT team, or on a very small team
- › Doesn't have time to spare. Time fixing infected machines is time wasted
- › Upgrades, migrations, updates, new purchases, etc. are all pain points and risks
- › Fairly comfortable with security best practices
- › seeks compliance with security standards
- › Responsible for researching security, but may not have the final approval
- › Wants to save money and preserve budget
- › Wants to see technical product details when researching a product
- › If they call into Support, they expect a quality experience
- › Very opinionated. Their way is the best.
- › May rely on partner for specialized needs

VIPRE CHANNEL PARTNERS



Channel Partner – Owner/Exec

- › Former IT guy turned business owner or entrepreneur turned tech company owner – generally a mix of both
- › Resilient and creative, has re-invented business model several times over as technology has changed
- › Cost+, Break/Fix, Services, MSP, Cloud, etc.
- › Focused on growing the business, enhancing profits, adding value to clients, creating sticky, long-term relationships with clients
- › Not a security guy, but will hire a good one if there's opportunity
- › Plays favorites with vendors & distie to create leverage & get best terms
- › Sets direction for his sales teams, tells them what vendors to sell
- › Vendor status/level is important to them
- › Vendor reputation important. Credibility, especially for security.
- › Steal a deal and they'll tell their peers



Channel Partner – Sales Rep.

- › Not a security expert
- › Works on a busy sales floor (DMR and Distributor) or out in the field with clients (SMB VAR).
- › Can be confused about all the different software licensing rules and relies on vendor or distributor for guidance
- › Lots of vendors vying for his/her attention
- › Very competitive. Wants name on the board. Responds to compensation.
- › “Help me sell quickly.” Needs easy value prop. Just minutes to sell.
- › Looking for help to achieve their own goals/quotas, incrementally grow business with existing accounts and find new clients
- › Generally exposed to lots of products and selling a broad portfolio (DMR and Distributor), or more specialized and focused on specific solutions sets and/or verticals supporting a shorter list of preferred vendors (SMB VAR)

SOURCE: <https://wiki.threattrack.com/display/MKT/VIPRE+Personas>

Contact Information

VIPRE Marketing Department

Send inquiries to:

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Jessica.Morse@ThreatTrack.com

311 Park Place Blvd, Suite 300

Clearwater, FL 33759

Simply. **The Best.**

