ATLANTIC DATA SECURITY

Brand Guidelines

CREATED JULY 17TH 2024

Outline

## What We'll Be Covering

Introduction

Atlantic Data Security 101

THE LEADING CYBERSECURITY CONSULTANCY AND SOLUTION PROVIDER
With upwards of 30 years in the cybersecurity industry, we are ready to guide your organization through the intricacies of the cybersecurity landscape to help you make more informed risk decisions. With a rich history rooted in innovation and excellence, ADS has emerged as a trusted partner to businesses, governments, and organizations around the globe.

A LEGACY OF INNOVATION
ADS shares a common history with some of the biggest names in the technology industry. Just like Apple, Facebook, Amazon, and Google, our journey began in humble surroundings. Founded in Wethersfield, Connecticut, in the early 1990s, ADS started its operations in the basement of a single-family residence. Our dedication and perseverance helped us grow into a leading industry pioneer, challenging some of the biggest players in the field. We've since evolved into a cybersecurity powerhouse, offering our clients innovative and cutting-edge solutions.
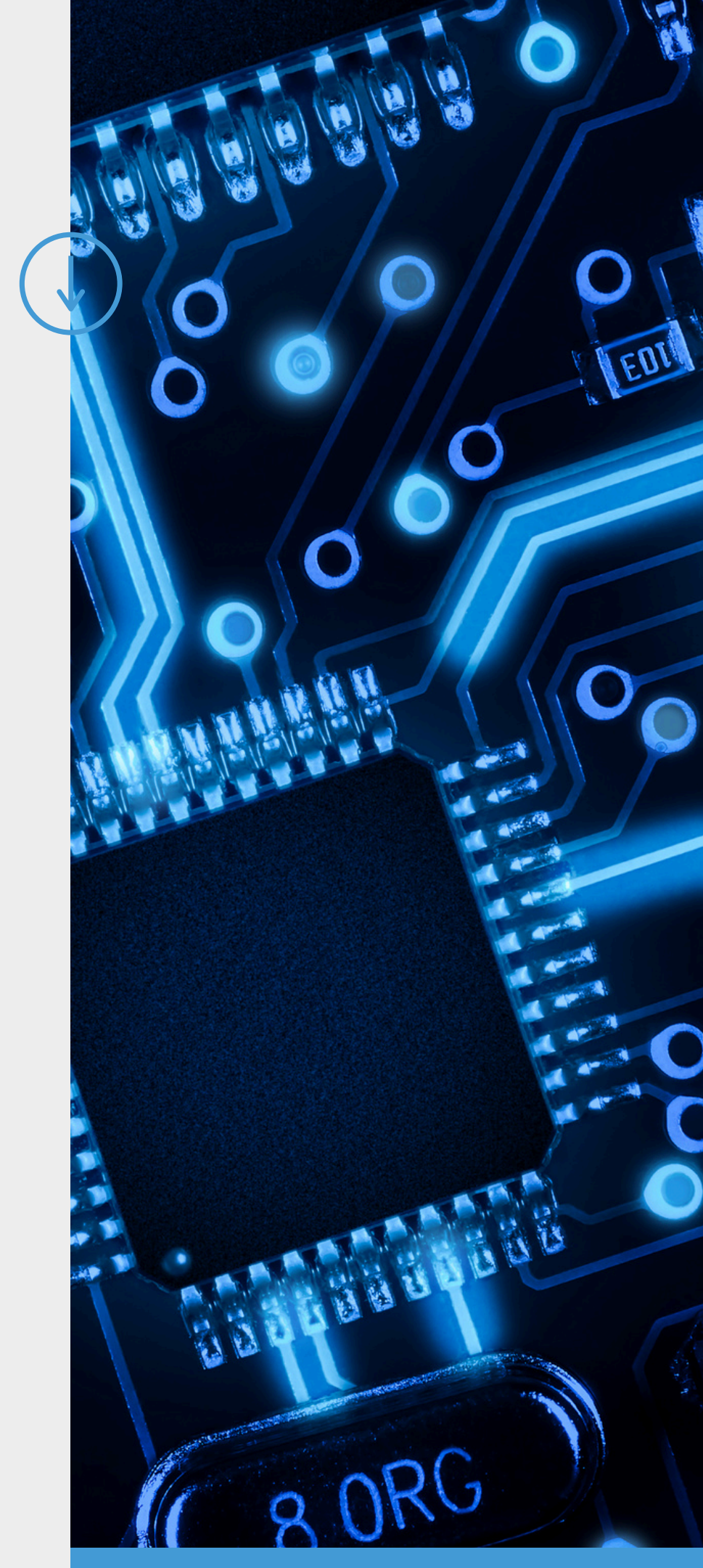
Mission & Vision

MISSION

Atlantic Data Security (ADS) is dedicated to safeguarding businesses by providing comprehensive cybersecurity solutions. Our mission is to protect our clients' data integrity, ensure regulatory compliance, and empower businesses to operate securely in an increasingly digital world.
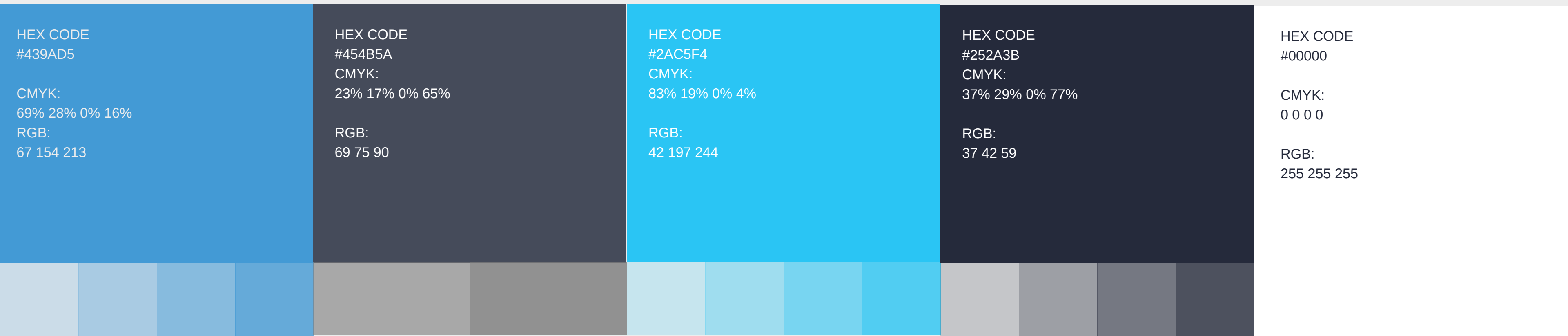
VISION

To be the most trusted cybersecurity partner for businesses, known for our expertise, innovation, and unwavering commitment to data security.

ANCHORED IN TRUST POWERED BY SECURITY

Color Palette

HEX CODE
#439AD5

CMYK:
69% 28% 0% 16%
RGB:
67 154 213

HEX CODE
#454B5A
CMYK:
23% 17% 0% 65%

RGB:
69 75 90

HEX CODE
#2AC5F4
CMYK:
83% 19% 0% 4%

RGB:
42 197 244

HEX CODE
#252A3B
CMYK:
37% 29% 0% 77%

RGB:
37 42 59

HEX CODE
#00000

CMYK:
0 0 0 0

RGB:
255 255 255

Logo Style Variations

& When to Use Them

VERTICAL

This logo can be used when there is not enough horizontal space for the logo

HORIZONTAL

This should be the primary logo used, ensure this logo is used anytime there is ample space

ICON

This logo should only be used in combination with one of the other two. Examples include, in the background of a white paper/flyer or in the header or footer of a document

Logo Color Variation

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Exclusion Zones

The safe distance to put the logo in

We never want our logo to appear cluttered, to ensure the logo is able to stand out on its own, ensure there is a border of clear space around it

Ensure there is a minimum of 50% of the logo's height and width as clear space around it
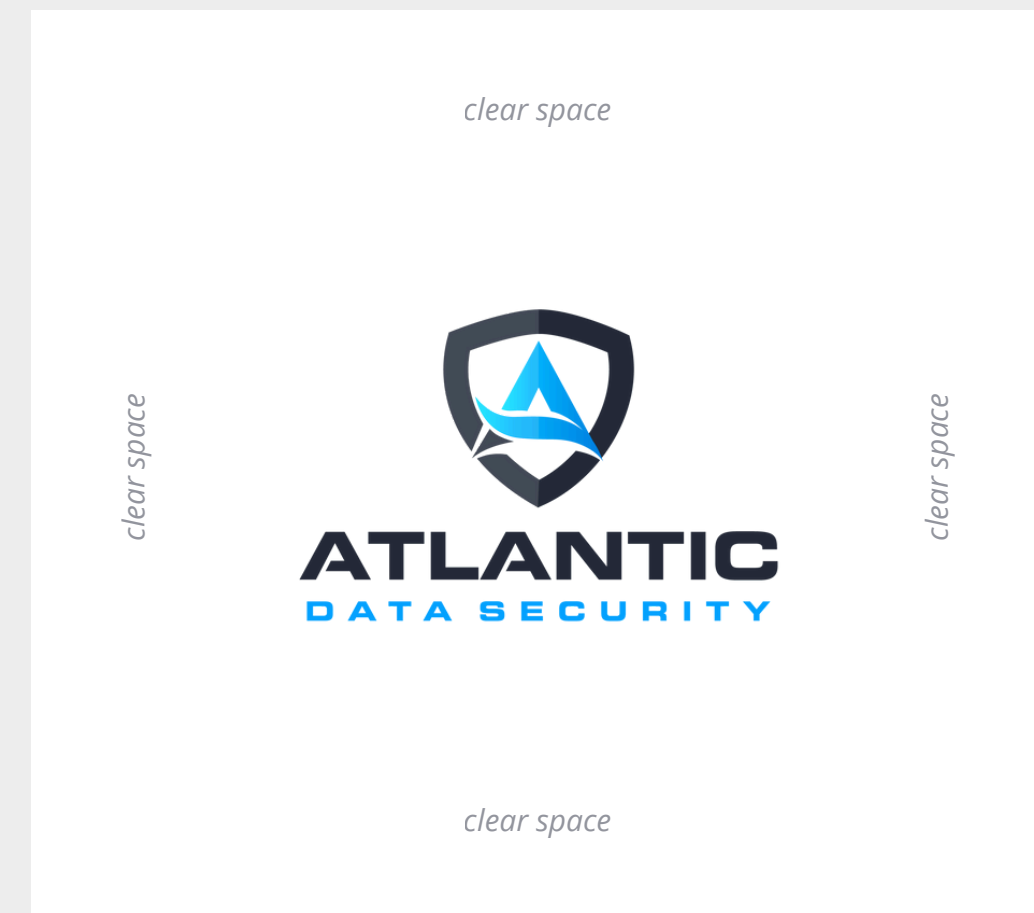
Proper Logo Use

DO NOT change the color. Use colors in the palette.

DO NOT rotate the logo.

DO NOT crop the logo.

DO NOT use tint or opacity **UNLESS** it is the solo shield logo

Typography

Arial / Armino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

brown fox jumps over the lazy dog

Alternative Typography

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

brown fox jumps over the lazy dog

White Paper Format

While these can be styled differently based on the material, white papers should maintain a few consistent elements, including the ADS logo, a footer with the website, a contact number, and a contact email, a paragraph on ADS specifically (seen in the Securing your Digital Future with ADS paragraph), and brand colors and font that align with our standards.

Premade Footers can be found here

Acceptable Image Guidelines

A majority of stock images are acceptable to be used as long as they spread our brand message effectively, are appropriate, and do not have any copyright infringement.
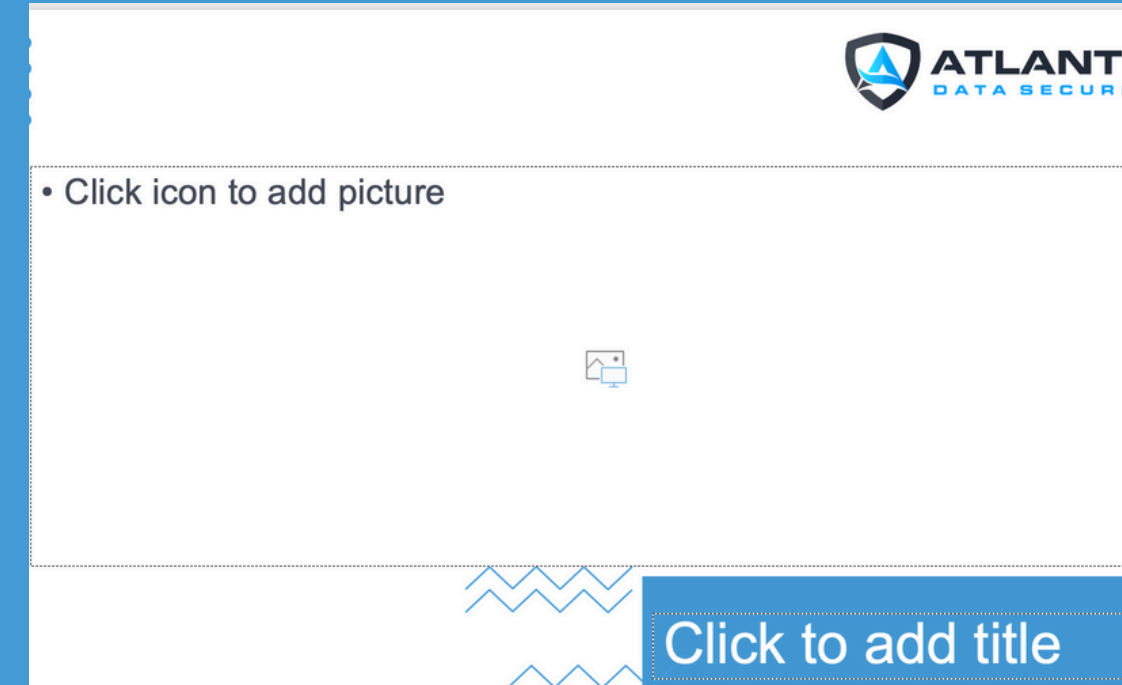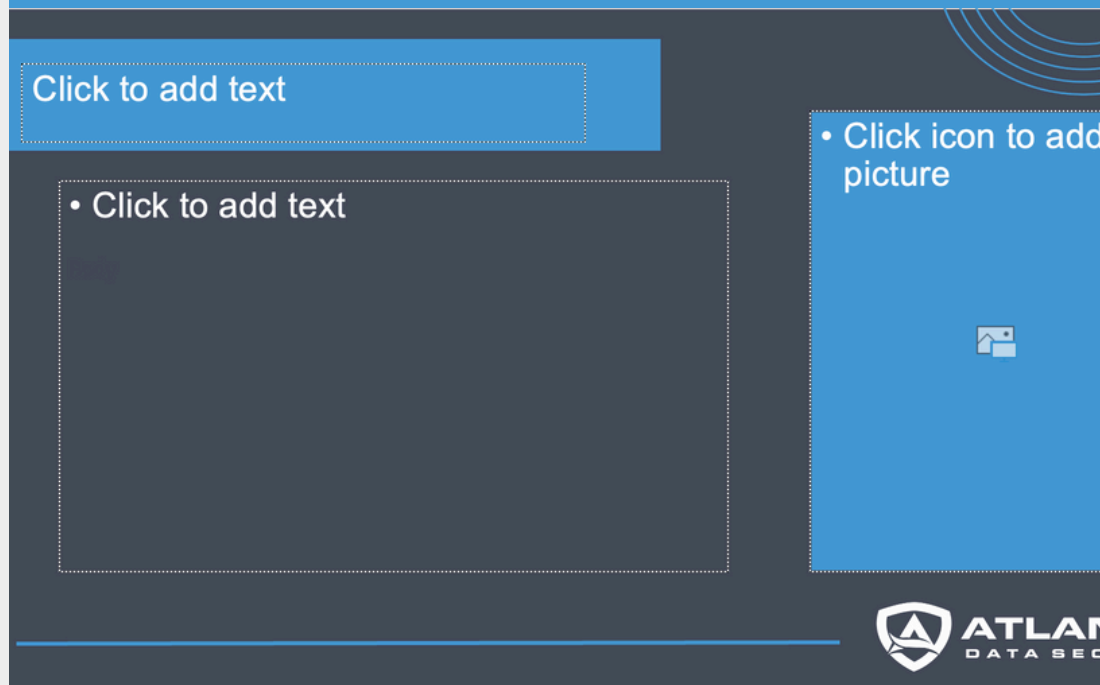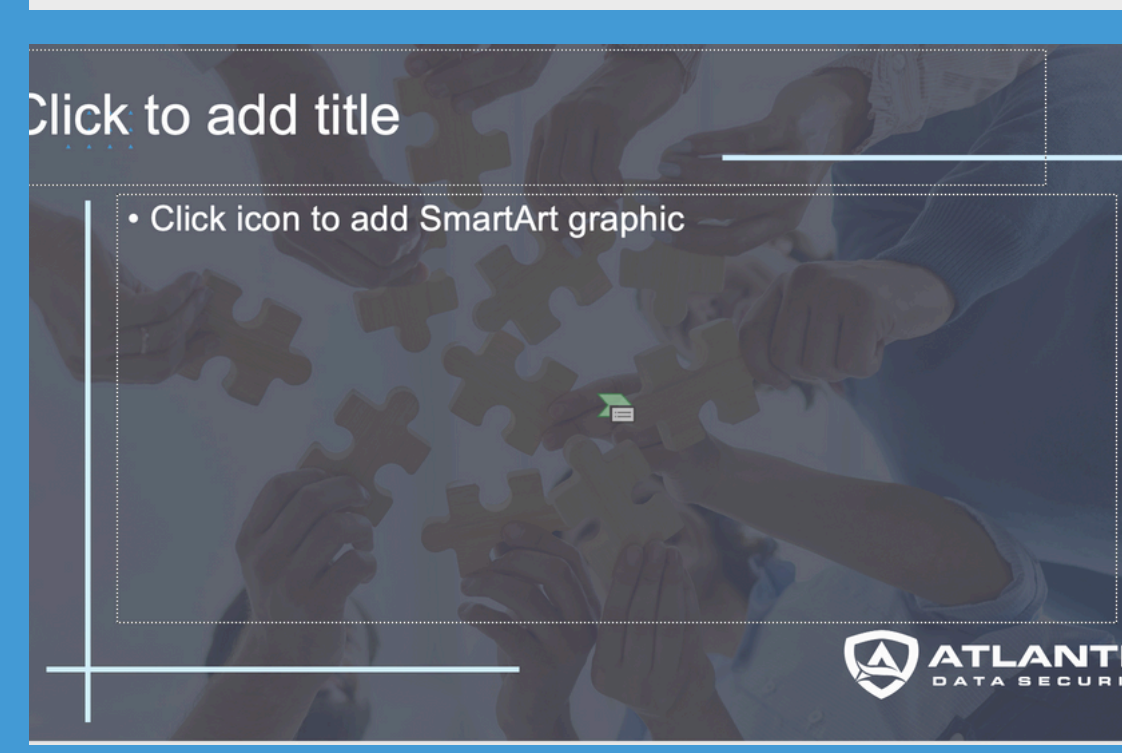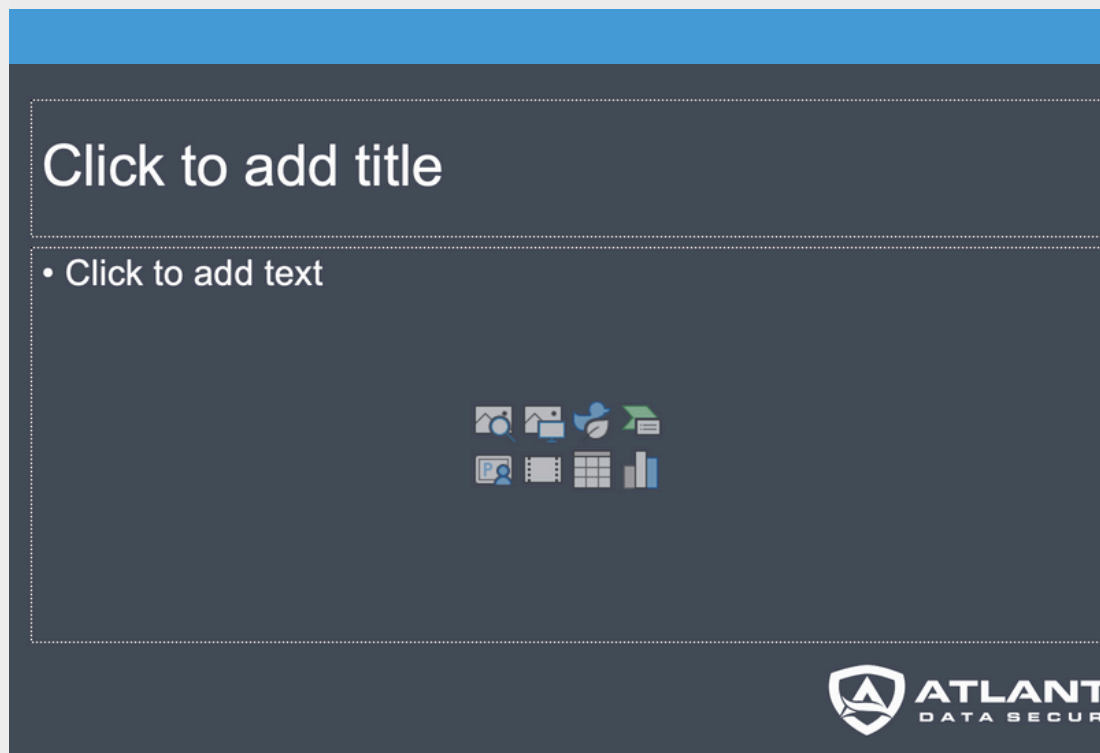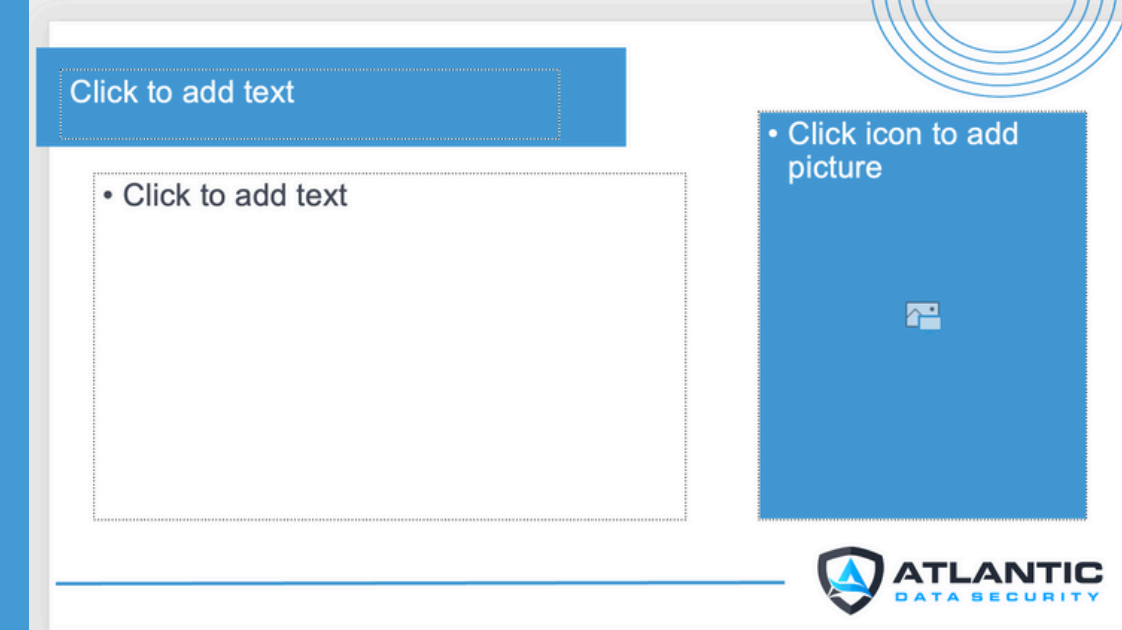
Commonly used stock images can be found here

Presentation Guidelines

We have a slide deck template that should be used for any customer facing presentations, minor things such as the images can be altered but the same font, and overall style should be used

The power point deck template can be found [here](#)

Any Questions?
Email: marketing@atlanticdatasecurity.com