



ATLANTIC
DATA SECURITY



Brand Guidelines

CREATED JULY 17TH 2024

Outline

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Introduction

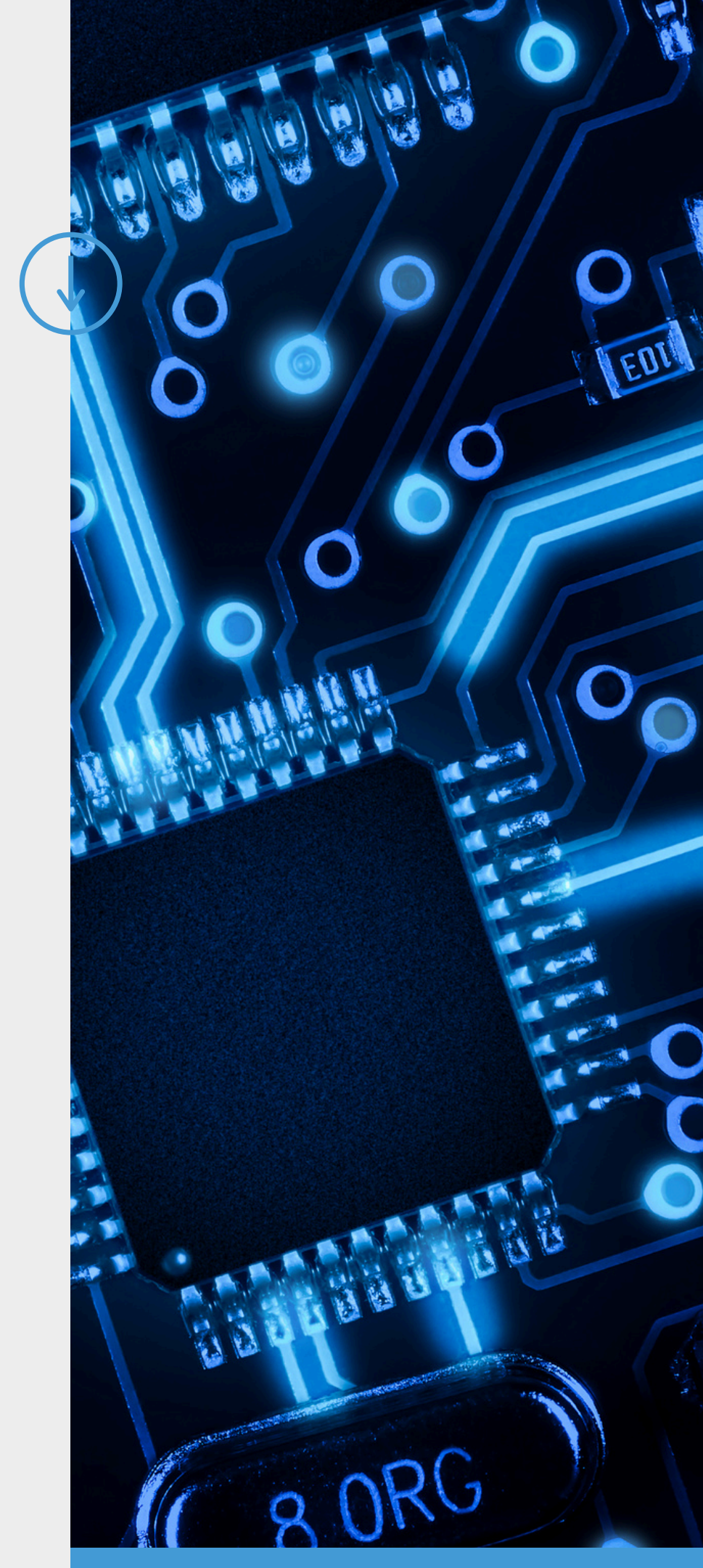
Atlantic Data Security 101

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

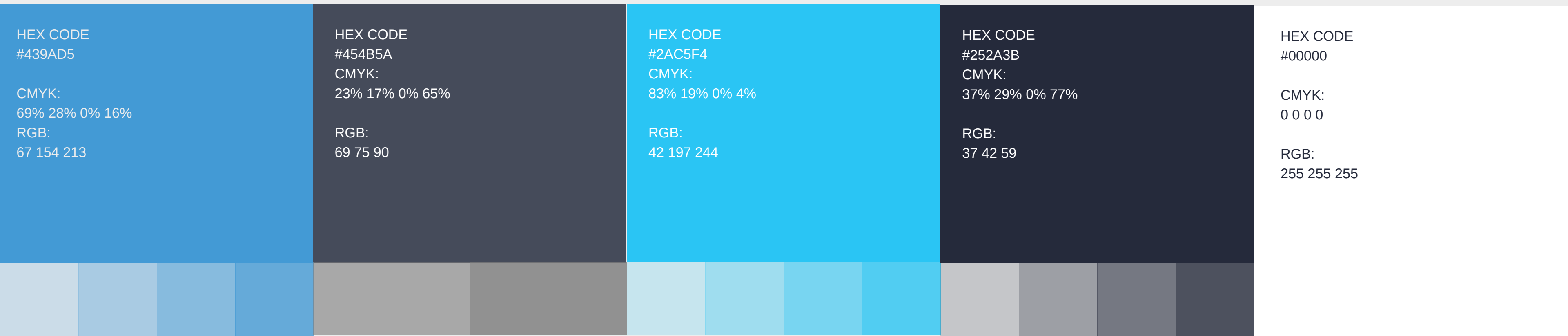
To be the most trusted cybersecurity partner for businesses, known for our expertise, innovation, and unwavering commitment to data security.



SLOGAN

ANCHORED IN TRUST POWERED BY SECURITY

Color Palette



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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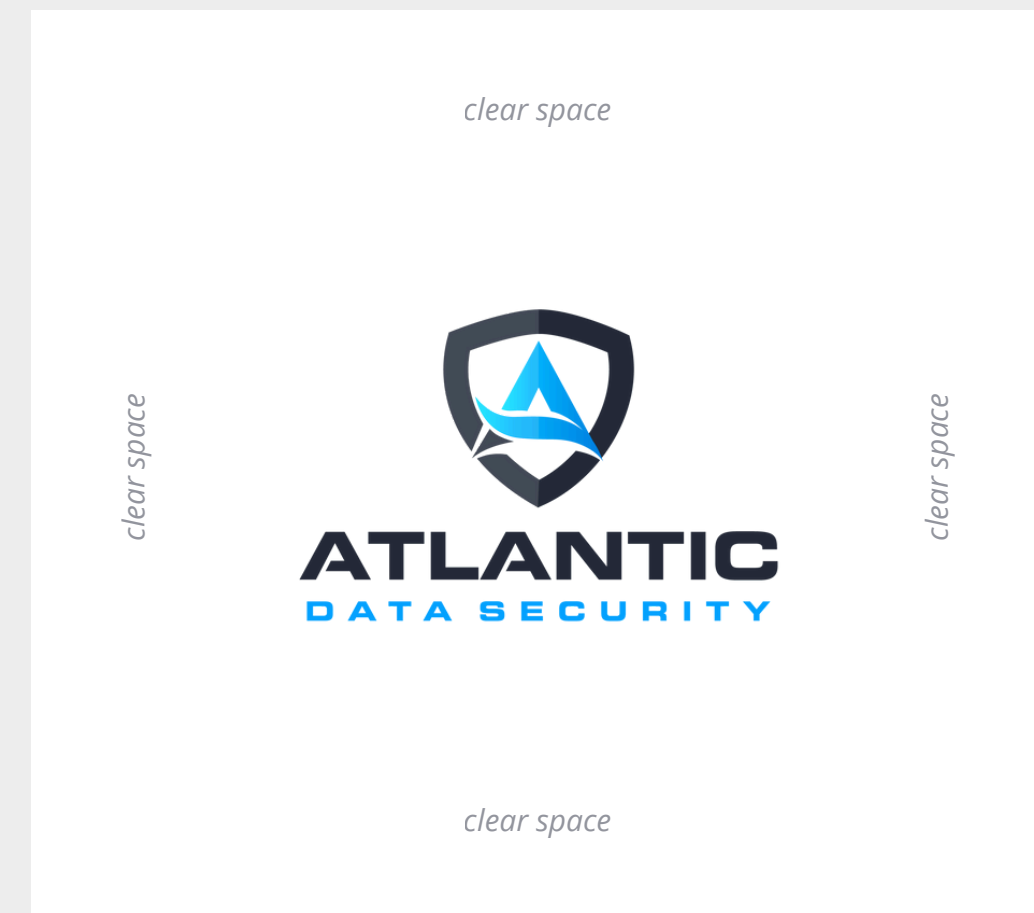
Exclusion Zones

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
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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](#)



Boosting Network Security with Managed Firewall Services

In the ever-evolving digital landscape, the security of your business's network is paramount. As cyber threats become increasingly sophisticated, resilient network security solutions has never been more important.

Since they were first developed over 30 years ago, firewalls have become an essential item in the security toolbox. However, firewalls are not a simple, set-and-forget solution to the threats we face. They require continuous monitoring and updating to remain effective countermeasures. Rules and policies need to be configured to stay up to date with new and changing threats. The problem is further compounded by the fact that business networks are becoming increasingly large and complex.

Many businesses lack the staffing or expertise to effectively manage their firewall, draining valuable resources while leaving them vulnerable. As a result, Managed Firewall Services have become an increasingly common solution in the cybersecurity space to solve these problems.



The Benefits of Managed Firewall Services

ADS' Managed Firewall Services are built to solve your security problems on your terms. Here are some of the core benefits customers of our Managed Firewall Services enjoy:

Bridging Expertise Gaps: Leverage our team of cybersecurity experts. Our dedicated solutions experts ensure rapid implementation and effective incident response for your chosen firewall.

Reduced Staff Burden: Monitoring and updating firewalls can be laborious and time-consuming. With ADS MFW services, your team is free to focus on strategic areas that add value to your organization.

Swift Incident Response Time: We commit to fast response times through Service-level agreements (SLAs) ensuring minimal downtime and rapid threat response.

Proactive Security Approach: Our expertise and threat intelligence ensures up-to-date and effective security policies on your firewalls.

Minimizing Update Burden: We manage all hardware, software, and firmware updates, saving your team time and ensuring that your equipment is always up to date.

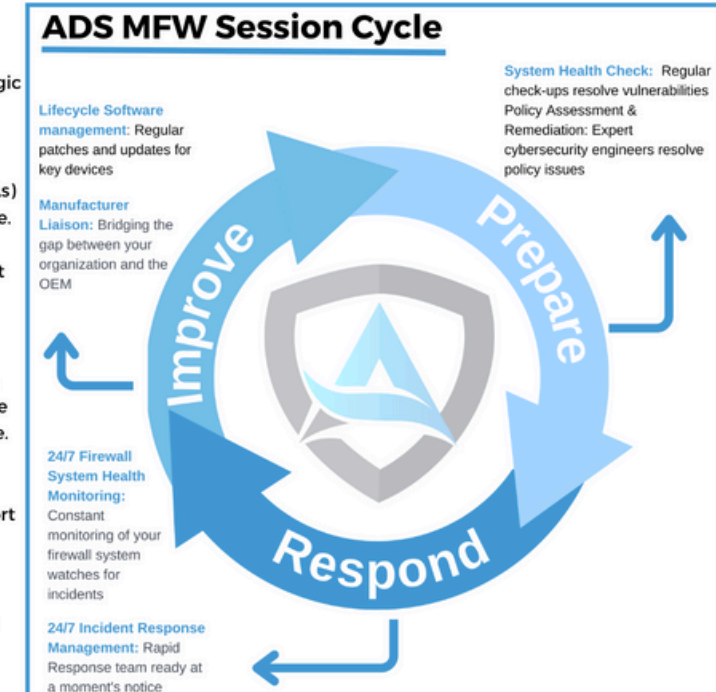
Enhanced Support: ADS directly resolves network or firewall issues as they arise, and if manufacturer support is required, leverages close business relationships for faster resolution.

Facilitating Growth and Scaling: As your organization grows, our Managed Firewall Services scale with your growth, reducing the burden of additional hiring and equipment purchases.

Compliance with Industry Standards: We have experience working with organizations that need to meet a range of regulatory needs, including in the financial and medical sectors, and with security standards including NIST-800-171 and CMMC.

Securing your Digital Future with ADS

In today's complex digital landscape, ADS's Managed Firewall Services provide a robust, efficient, and cost-effective solution to your network security needs. Our team of cybersecurity experts ensures continuous protection, proactive threat detection, and swift incident response. We handle the complexities of firewall management, freeing your team to focus on strategic business initiatives. As your business grows, our services adapt, providing scalable security solutions tailored to your needs. Trust ADS to secure your digital frontier, ensuring your data's safety while you concentrate on running your business. With ADS, you gain peace of mind and a partner committed to your network's security.



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.

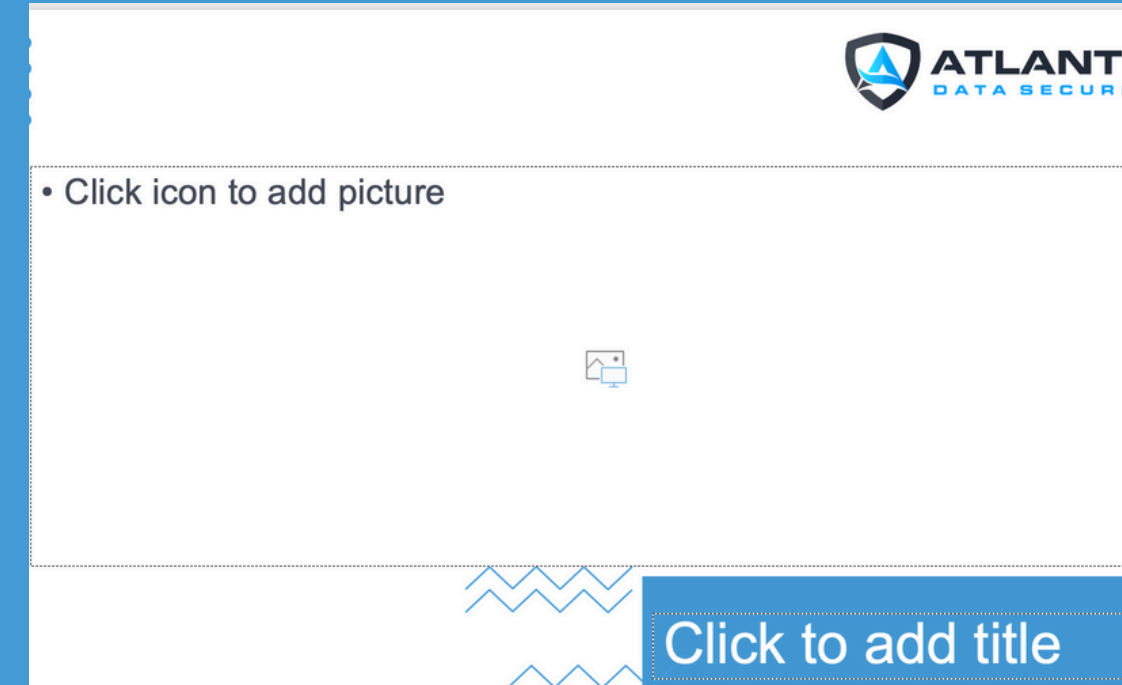
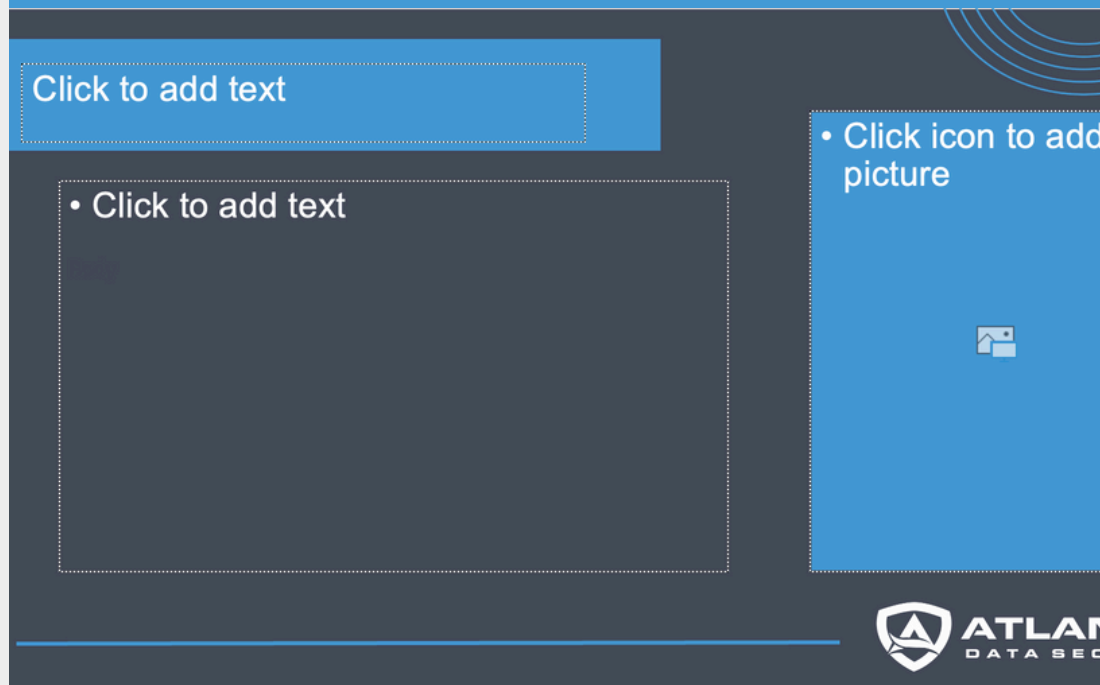
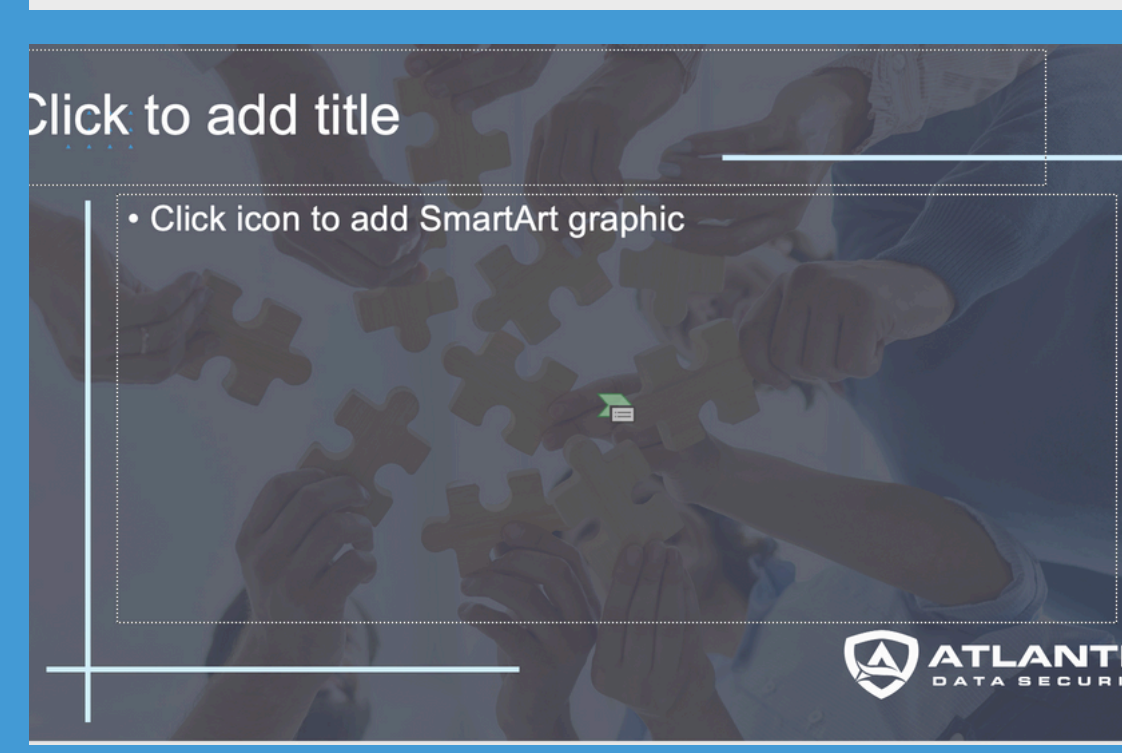
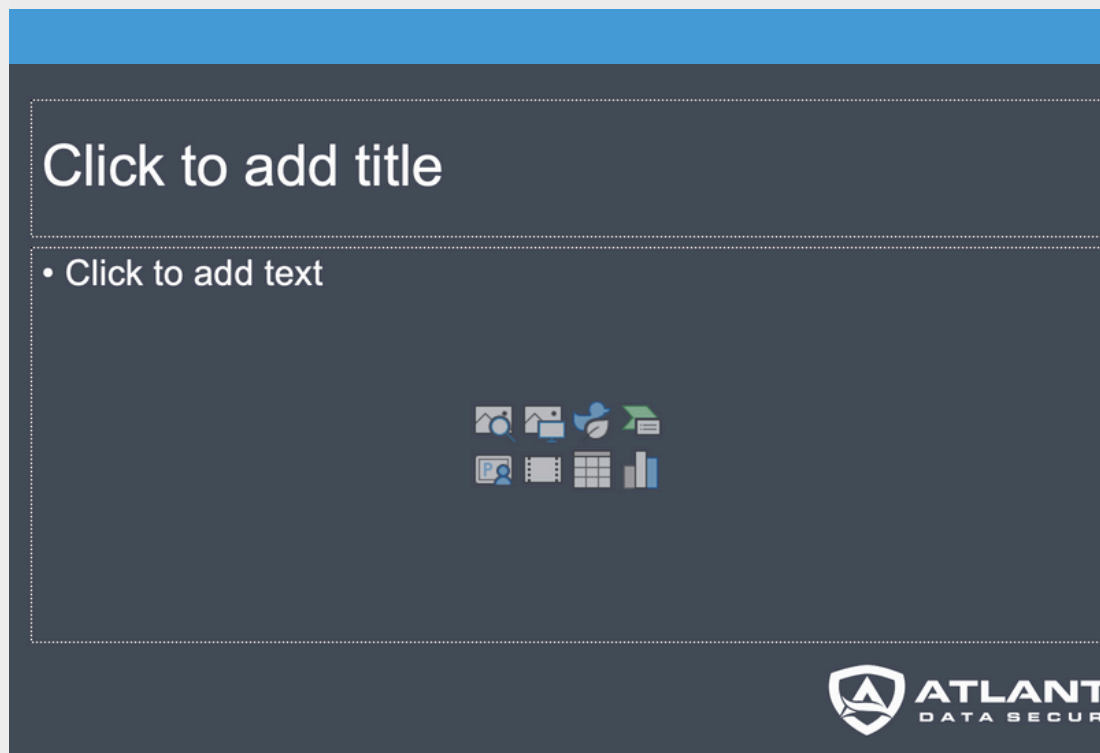
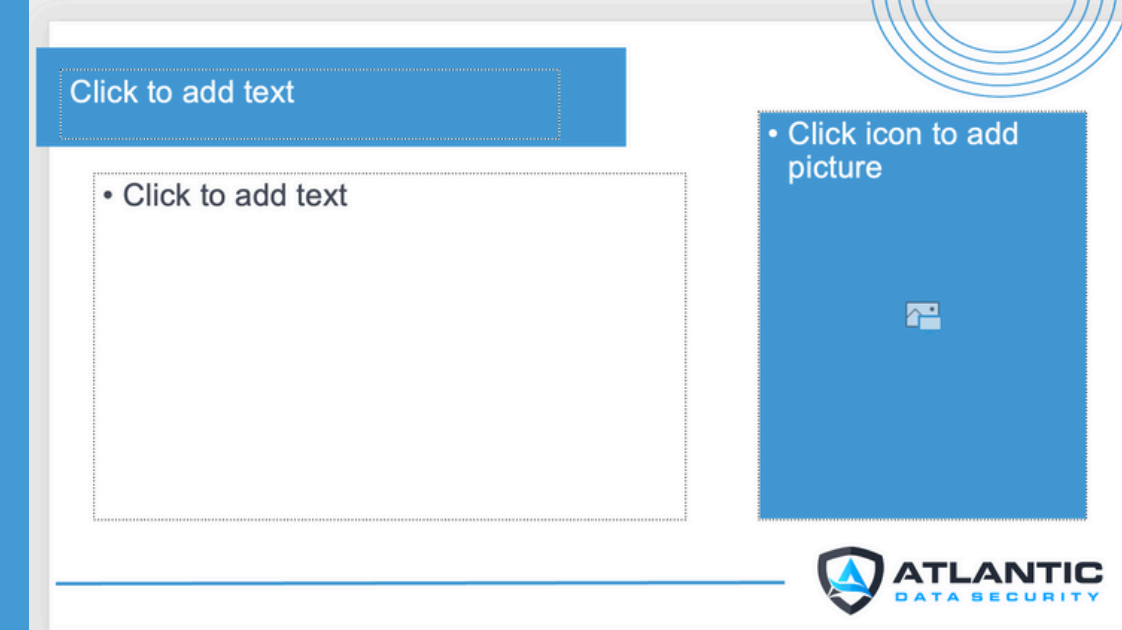
Commonly used stock images can be found [here](#)



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