



# CHANNEL PARTNER BRANDING GUIDE

Last Updated: March 9, 2022



# Table of Contents

---

Welcome.....	3
Keeping Brands Distinct.....	4
Building Mutual Success.....	5
Using the Ostra Name in Copy.....	6
Partner Logo Usage.....	7
Logo Spacing & Sizing.....	8
Partner Logo DOs and DON'Ts.....	9
General Partner DOs and DON'Ts.....	10



# Welcome

---

This Partner Branding Guide is designed for Ostra's Channel Partners. Please share it with your marketing leaders, general marketing staff, graphic designers, or any others within your organization who are responsible for marketing content.

## **Through these guidelines, we empower our Channel Partners to:**

- Provide accurate, consistent, up-to-date references to the Ostra brand.
- Create clear and effective marketing materials
- Reminder: You are legally responsible for any claims you make in your materials.
  - By adhering to these brand guidelines, your organization can avoid the appearance of direct ownership of Ostra's managed cybersecurity solution, our proprietary technology, or any technical support, product enhancements, or updates relating to Ostra's cybersecurity solution.

If you have any questions not covered in these guidelines, please contact [marketing@ostra.net](mailto:marketing@ostra.net).

# Keeping Brands Distinct

---

## Our Commitment

As a Channel Partner of Ostra Cybersecurity, you have our full support. We are committed to helping you grow valuable relationships with prospects and customers through comprehensive data protection.

## Our Collaboration

Our partnership is mutually beneficial if both the visual and written presentation of our brands are coordinated and consistent. This guide has been developed to help ensure that both Ostra's and your organization's marketing materials are presented in a way that eliminates brand confusion, protects each brand's existing equity, and maximizes their potential for growth. Therefore, we ask you for the following:

- When creating collaborative marketing materials, please refer to this guide for best practices and guidance.
- When creating collaborative marketing materials, please **submit all requests and new materials to [marketing@ostra.net](mailto:marketing@ostra.net) for final approval before it is published/released.**



# Building Mutual Success

---

Ostra has invested time, resources and thoughtful planning into building our brand and defining our unique capabilities in the marketplace. As part of that process, we have created logos, trademarks, infographics, designs, websites, social media assets, marketing collateral, etc. Ostra respects the intellectual property rights of others, and we expect our partners to do the same.

## By following these brand guidelines, Ostra Channel Partners can:

- Build and strengthen their own brands
- Avoid costly rebranding issues



# Using the Ostra Name in Copy

---

**Ostra Cybersecurity** | Use predominantly in marketing copy. This is how to reference Ostra in “first usage” scenarios, or the first time Ostra is mentioned in your materials. Most frequently used in quotes attributed to an Ostra leader, LinkedIn profiles, business cards, etc.

**Ostra Cybersecurity, Inc.** | This is Ostra’s formal, legal name—most frequently used in press releases, legal documents, copyright notices, etc.

**Ostra** | This is the more conversational version of our company name. OK to use, as long as “Ostra Cybersecurity” was used in first mention.

**Our Solutions** | When referencing Ostra’s solutions in copy, please say your cybersecurity solution is powered by Ostra Cybersecurity on first reference (see example below).

---

We are proud to provide your business with best-in-class data protection, powered by **Ostra Cybersecurity**.



# Partner Logo Usage

We want to help you strengthen your own brand. The Powered by Ostra logo is not meant to be used as a primary visual brand identity; your partner brand should always be at the forefront.

Please use one of the approved [Powered By Ostra](#) partner logos on marketing materials:

## Horizontal logo options



## Vertical logo options



The Powered by Ostra logo mark was developed to help companies communicate their relationship with Ostra in a clear and compelling way and establish brand unity with Ostra when it comes to your cybersecurity offering for clients. Please visit [partners.ostra.net](https://partners.ostra.net) to access these logos in a variety of file formats.

# Partner Logo Spacing & Sizing

Always make sure the “Powered by Ostra” logo has space around it.

This allows for easy recognition when viewed on any design.

## Minimum Size

- **Vertical:** For legibility never go smaller than 25mm (0.98 inches) wide.
- **Horizontal:** For legibility never go smaller than 40 mm (1.57 inches) wide.

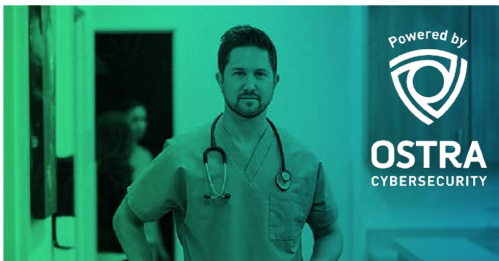




# Partner Logo DOs and DON'Ts

## DO

- ✓ Use only the **approved** "Powered by Ostra" logos.
- ✓ Place the logo on backgrounds with **clear** space and contrast.
  - If the logo needs to overlay an image, consider using a gradient or black and white image so the logo stands out and the image shows through. (Example below.)



## Do NOT

- ✗ **Change** the logo in any way:
  - Never re-stack or rearrange icon and logo text.
  - Never use the logo on an angle or stretch/distort the logo in any way.
  - Never change the color of the logo or use stylized effects on the logo.
- ✗ Use any of Ostra's **corporate** logos without permission.
- ✗ Place logo on **busy** backgrounds.



# Partner Marketing DOs and DON'Ts

---

## DO

- ✓ Leverage Ostra's partner marketing tools and resources via [partners.ostra.net](https://partners.ostra.net)
- ✓ Create your own original content and presentations for marketing use
- ✓ Link to Ostra's videos, blogs and other creative assets
- ✓ Emphasize your brand, not Ostra's
- ✓ Use the phrase "Powered by Ostra," but only do so referentially
- ✓ Use a legal line explaining that Ostra services/content you reference are owned by Ostra and used with permission

## DON'T

- ✗ Copy/paste Ostra content directly into your own marketing assets
- ✗ Use or modify Ostra's images and creative assets as your own in marketing materials without permission
- ✗ Use names or photos of any Ostra executives without permission, or falsely give the impression that Ostra team members work for your company

# Example

Here is an example of how to brand marketing materials, Powered by Ostra Cybersecurity

Your brand colors

Powered by Ostra logo mark

A comprehensive cybersecurity solution

Authorized Partner

YOUR LOGO HERE

**24/7 Managed SOC & SIEM**

- 24/7 monitoring via Security Operations Center (SOC)
- Activity insight via Security Information and Event Management (SIEM) technology
- Threat intelligence
- Security orchestration
- Customized dashboards for compliance reporting
- Event logging and analytics

**Email Threat Prevention (ETP)**

- Machine learning, AI and analytics identify attacks that evade signature and policy-based defenses
- Inspects URLs for links to credential-phishing sites and rewrites URLs
- Impersonation detection and in-house spam filtering
- Retroactive analysis and alerting

**Firewall & VPN**

- Automated Detection and Prevention of Zero-Day Exploits and Malware
- Advanced analysis, machine learning and shared threat intelligence
- Credential Phishing Prevention & blocking new malicious URLs
- Selective Web Traffic Decryption and Safe Search Enforcement

**Endpoint Security (Antivirus & Malware Protection)**

- Single agent with three detection engines to minimize configuration and maximize detection/blocking
- Integrated workflow to analyze/respond to threats within Endpoint Security
- Fully integrated malware protection with antivirus (AV) defenses, machine learning, behavior analysis, indicators of compromise (IOCs) and endpoint visibility
- Triage Summary and Audit Viewer for exhaustive inspection/analysis of threats

**Mobile Device Management & Security (MDM) Elite Add-On**

- Secure data across all mobile devices (laptops/tablets, phones, IoT and more)
- Seamless integration with existing architecture and easy installation
- Robust policy configuration and enforcement including application, content and access management
- Threat detection and remediation, audits and reports

**Cloud Security (CASB) Elite Add-On**

- Discover SaaS, IaaS and web use details and assess risk
- Secure sanctioned cloud services such as Office 365, Box and AWS
- Safe enablement of unsanctioned, business-led cloud services
- Govern cloud and web use for on-premises, mobile and remote users
- Data loss prevention across cloud platforms

Integrated Technology Providers

FIREEYE PaloAlto NETWORKS netskope IBM Security splunk>

Powered by OSTRACYBERSECURITY

Your website & info

Your logo

Your website & contact info



# THANK YOU!

If you have any questions not covered in these guidelines, please contact [marketing@ostranet.com](mailto:marketing@ostranet.com).