



Your Trusted Cybersecurity Team™

Channel Partner Branding Guide

How to be "Powered By Ostra"

Contents



Welcome

Our Commitment and Collaboration

Building Mutual Success

Using Ostra's Name in Copy

Partner Logo Usage

Logo Spacing & Sizing

Partner Logo Dos and Don'ts

Partner Marketing Dos and Don'ts

Welcome

This Partner Branding guide is designed for Ostra Channel Partners. Feel free to share this 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 solutions, our proprietary technology, or any technical support, product enhancements, or updates relating to Ostra's cybersecurity solutions

If you have any questions not covered in this guide, please contact marketing@ostra.net

Our Commitment and Collaboration



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
- For reference to 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
- Okay to use, as long as “Ostra Cybersecurity” was used in first mention

Powered By Ostra Cybersecurity

- Use when referencing Ostra’s solutions in copy
- Please say your cybersecurity solution is powered by Ostra Cybersecurity on first reference

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 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 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

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



DON'T

- ✗ **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

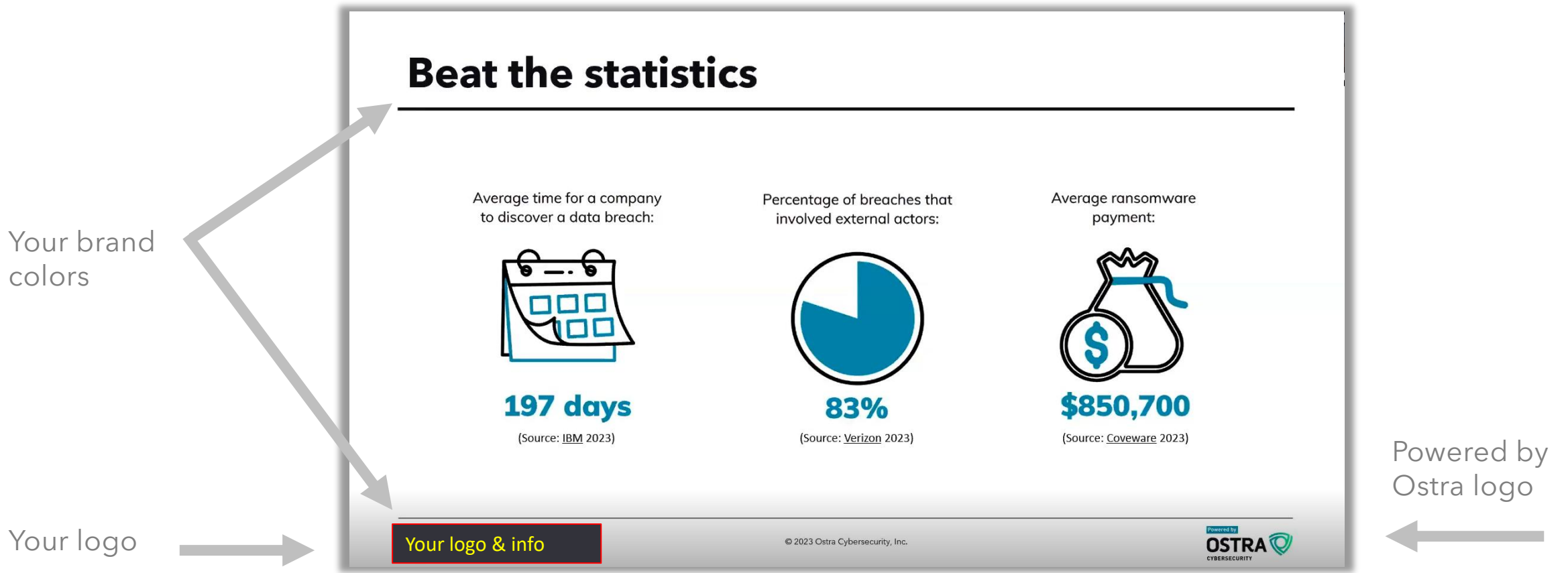
- ✓ Leverage Ostra's partner marketing tools and resources via partners.ostra.net
- ✓ Create your own original content and presentations for marketing use
- ✓ Link to Ostra's videos, blogs and other creative assets
- ✓ Emphasize your brand, not Ostra's
- ✓ Use the phrase "Powered by Ostra," but only 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.



Thank You!

If you have any additional questions, please contact marketing@ostra.net