SECURED BY ARMOR PROGRAM

DETAILS OF THE PROGRAM, HOW TO PROMOTE & STYLE GUIDE

OBJECTIVES

- Why Armor
- Secured by Armor Program
- Brand Guidelines
- Next Steps

WHY ARMOR?

WHY ARMOR EXISTS

Purpose – Why Armor Does What They Do
Armor protects vital customer data from cyber threats no matter where its located – public, private or hybrid clouds.

Strategy – How Armor Does What They Do
Armor's cloud security platform integrates threat intelligence, advanced analytics, and incident response capabilities into a single platform that bolsters our defenses, uncover threats, and prevents security breaches. Armor is relentless in their pursuit of threats – delivering Cloud Security, Uncompromised.

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Program's Purpose

With companies digitally transforming how they do business, cybersecurity is of the utmost importance in solidifying credibility and trust among prospects and customers.

Shorten sales cycles. Solidify credibility. Differentiate yourself from the competition. That's Secured by Armor.

Benefits / Why Participate?

1. The Secured by Armor program empowers you to leverage Armor's security, intelligence and compliance outcomes during your customer and prospect engagements.

2. By proudly displaying the Secured by Armor seal of defense, you are alerting your customers that the protection of their brand, data, and business is your number one priority.

3. Customers who have opted-in to the Secured by Armor program are invited to issue a press release, promote on social media, and add the logo to their website to showcase this recognition.

SECURED BY ARMOR
LOGO USAGE GUIDELINES

LOGO OPTIONS

The Trustmark is not designed to blend in. Instead, the Trustmark design offers options that can seamlessly integrate into your marketing materials. Each Trustmark is available in an outline version or a filled version.

If contrast becomes an issue or a one-color Trustmark is preferred, then the approved monochromatic designs can be used.
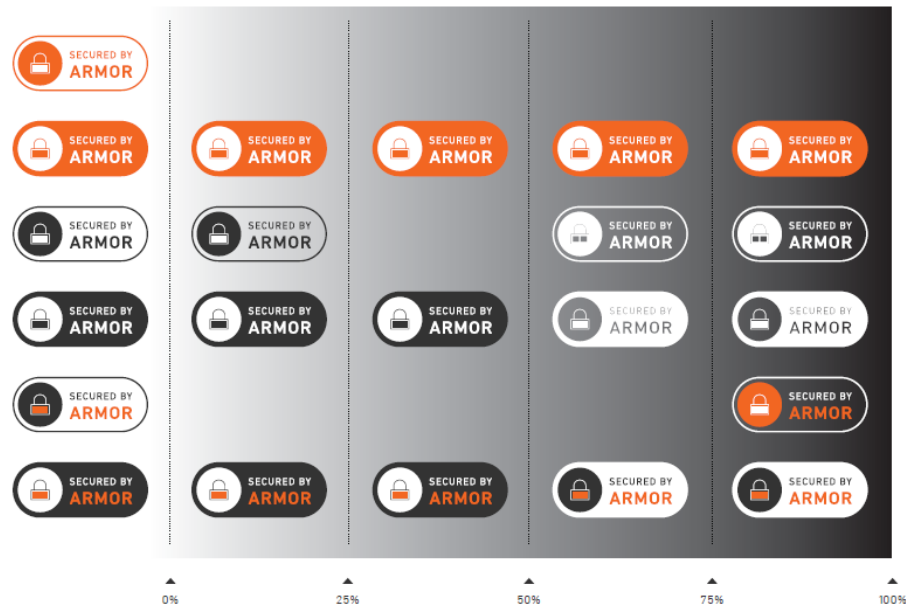
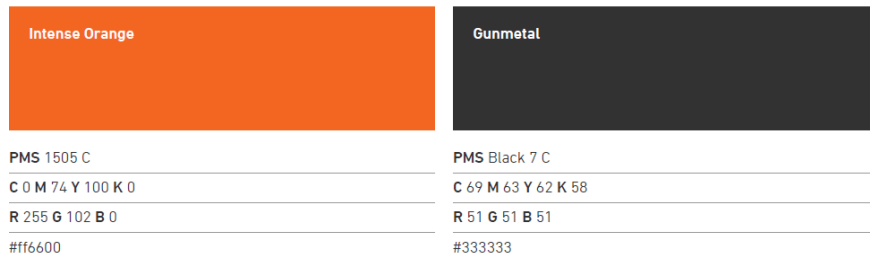**LIGHT BACKGROUNDS**

DARK BACKGROUNDS

COLOR PALETTE & CONTRAST

Please refer to the graphic on the right as a guide for appropriate logo contrast.

Customers can contact Armor for a recommendation based on their needs.

Full guidelines can be downloaded here.

Intense Orange	Gunmetal
PMS 1505 C	PMS Black 7 C
C 0 M 74 Y 100 K 0	C 69 M 63 Y 62 K 58
R 255 G 102 B 0	R 51 G 51 B 51
#ff6600	#333333

NEXT STEPS

ARMOR

NEXT STEPS

ADD LOGO TO WEBSITE

- Download the desired logo at our Secured by Armor webpage.

- Add logo to a designated page or footer on your website.

Download the Logos

PROMOTE YOUR SECURITY COMMITMENT

- Issue your own press release or promote on your social media platforms using our samples.

- 24-hour approval by Armor Marketing.

Contact Armor Marketing

INTERESTED IN JOINT MARKETING?

- Interested in participating in an Armor press release or case study?

- Interested in joint marketing with Armor, such as webinars, blogs, social media, etc.?

Contact Armor Marketing

ARMOR

THANK YOU.

WWW.ARMOR.COM