

BRAND GUIDELINES



CYBERATTACKERS HAVE THE ADVANTAGE.

ExtraHop is on a mission to help organizations stop advanced threats with security that can't be undermined, outsmarted, or compromised.





SECURITY UNCOMPROMISED.

For too long, cybersecurity has been a game of compromise. In order to protect the organization, security leaders must ask the business to make trade-offs between security and agility, between security and user experience, between security and innovation. And even with those compromises, cyberattackers still have the advantage.

**It's time to take it back with security that can't be undermined, outsmarted, or compromised.
It's time for security and agility, security and user experience, security and innovation.**

When you don't have to choose between protecting your business and moving it forward with confidence, that's **Security Uncompromised.**

BRAND MESSAGE

COMPANY CATEGORY Cloud-Native Network Detection & Response

BRAND CAMPAIGN Security Uncompromised.

MISSION STATEMENT ExtraHop is on a mission to help organizations stop advanced threats with security that can't be undermined, outsmarted, or compromised.

100 WORD BOILERPLATE Cyberattackers have the advantage. ExtraHop is on a mission to help you take it back with security that can't be undermined, outsmarted, or compromised. Our dynamic cyber defense platform, Reveal(x) 360, helps organizations detect and respond to advanced threats—before they compromise your business. We apply cloud-scale AI to petabytes of traffic per day, performing line-rate decryption and behavioral analysis across all infrastructure, workloads, and data-in-flight. With complete visibility from ExtraHop, enterprises can detect malicious behavior, hunt advanced threats, and forensically investigate any incident with confidence. ExtraHop has been recognized as a market leader in network detection and response by IDC, Gartner, Forbes, SC Media, and numerous others.

When you don't have to choose between protecting your business and moving it forward, that's security uncompromised. Learn more at www.extrahop.com.

100 WORD DESCRIPTION

ExtraHop is on a mission to stop advanced threats with security that can't be undermined, outsmarted, or compromised. Our dynamic cyber defense platform, Reveal(x) 360, helps organizations detect and respond to advanced threats—before they compromise your business. We apply cloud-scale AI to petabytes of traffic per day, performing line-rate decryption and behavioral analysis across all infrastructure, workloads, and data-in-flight. With complete visibility from ExtraHop, organizations can detect malicious behavior, hunt advanced threats, and forensically investigate incidents with confidence. When you don't have to choose between protecting your business and moving it forward, that's security uncompromised.

75 WORD DESCRIPTION

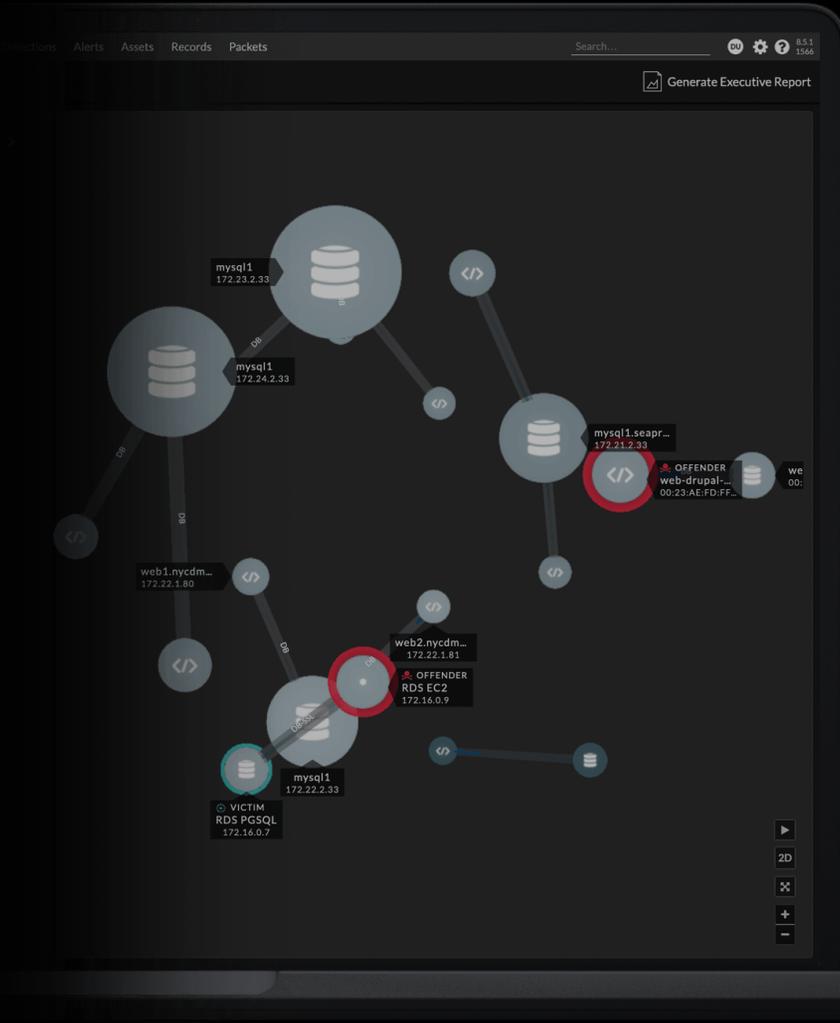
ExtraHop is on a mission to stop advanced threats with security that can't be undermined, outsmarted, or compromised. Our dynamic cyber defense platform, Reveal(x) 360, uses cloud-scale AI to help enterprises detect and respond to advanced threats—before they compromise your business. With complete visibility from ExtraHop, enterprises can detect intrusions, hunt threats, and investigate incidents with confidence. When you don't have to choose between protecting your business and moving it forward, that's security, uncompromised.

50 WORD DESCRIPTION

ExtraHop is on a mission to stop advanced threats with security that can't be undermined, outsmarted, or compromised. Our dynamic cyber defense platform uses cloud-scale AI to help enterprises detect and respond to advanced threats—before they compromise your business. When you don't have to choose between protecting your business and moving it forward, that's security, uncompromised.

25 WORD DESCRIPTION

Real-time detection and response from ExtraHop uses cloud-scale AI to help enterprises stop advanced threats—before they compromise your business.



Cloud-Native Network
Detection & Response

Reveal(x) 360

SaaS-based Network
Detection & Response

Reveal(x)

Self-Managed Network
Detection & Response

Reveal(x) Advisor

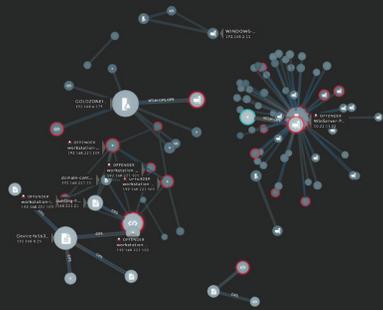
Cybersecurity Services

Reveal(x)



BUILT FOR DYNAMIC CYBER DEFENSE

- Uses advanced techniques like ML and AI
- Adapts to any changing environment, including the cloud
- Is highly scalable and grows with the enterprise
- Always tracking behavior and identifies malicious intent
- Automatically and continuously discovers and classifies devices
- Adapts to workflows across multiple teams
- Provides context and perspective
- Integrates with other tools
- Uplevels the skills of your security teams



COMPLETE VISIBILITY

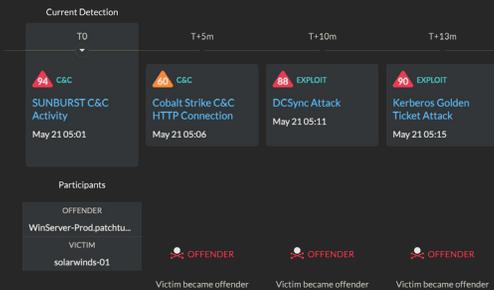
Automatically discover and classify every asset in your enterprise, including all cloud workloads and IoT devices, in real time and at scale. ExtraHop shows you all connections, users, and dependencies so you can see everything that matters to your organization instantly and without friction.

Eliminate Blind Spots with Complete Coverage

Continuous visibility across all devices and workloads

Monitoring of all East-West and North-South traffic

Line-rate decryption of SSL/TLS 1.3 encrypted traffic



REAL-TIME DETECTION

Stay focused on your most business-critical systems with advanced AI and full spectrum detection that identifies advanced threats and anomalies with high fidelity and full context. Spot attacks hiding in encrypted traffic with real-time SSL/TLS decryption.

Detect Threats That Other Tools Miss

Detect threats 50% faster

Cloud-scale ML applies over one million predictive models

Threat intelligence derived from petabytes of data per day

Behavioral analysis using more than 5000 features of data

2021-05-21 10:24:59.957	9.5.18.150	172.22.181	TCP	38203	8080	PSH ACK	577	000C2948133C	000C2948133C	IPV4
2021-05-21 10:24:59.957	172.22.181	9.5.18.150	TCP	8080	38203	ACK	66	000C2948133C	000C2948133C	IPV4
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2021-05-21 10:24:59.958	172.22.181	172.22.233	TCP	45315	3306	PSH ACK	212	000C2948133C	000C2948133C	IPV4
2021-05-21 10:24:59.958	172.22.233	172.22.181	TCP	3306	45315	PSH ACK	516	000C2948133C	000C2948133C	IPV4
2021-05-21 10:24:59.958	172.22.233	172.22.181	TCP	3306	45315	PSH ACK	516	000C2948133C	000C2948133C	IPV4
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2021-05-21 10:24:59.959	172.22.181	9.5.18.150	TCP	8080	38203	PSH ACK	600	000C2948133C	000C2948133C	IPV4
2021-05-21 10:24:59.959	9.5.18.150	172.22.181	TCP	38203	8080	ACK	66	000C2948133C	000C2948133C	IPV4
2021-05-21 10:24:59.957	9.5.18.150	172.22.181	TCP	38203	8080	PSH ACK	577	000C2948133C	000C2948133C	IPV4
2021-05-21 10:24:59.957	172.22.181	9.5.18.150	TCP	8080	38203	ACK	66	000C2948133C	000C2948133C	IPV4
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2021-05-21 10:24:59.958	172.22.181	172.22.233	TCP	45315	3306	ACK	66	000C2948133C	000C2948133C	IPV4
2021-05-21 10:24:59.958	172.22.181	172.22.233	TCP	45315	3306	PSH ACK	190	000C2948133C	000C2948133C	IPV4

INTELLIGENT RESPONSE

Validate, triage, and establish root cause in minutes instead of days, and automate response through trusted orchestration partners. With intelligent integrations and workflow automations, ExtraHop helps you defend your hybrid enterprise from core to cloud to edge.

Act Quickly to Defend Your Business

Respond 84% faster

Investigate from detection to forensics in a few clicks

Integrated response automation to immediately act on threats

LOGO

The ExtraHop logo is the foundation of our brand. This mark is how we identify ourselves and how we are recognized by our customers and competitors.

For the logo to be most effective, it is crucial that it appears consistently in the same way, and is never altered outside of the guidelines.

The ExtraHop logo appears on all collateral where our brand is interacting with the market, including corporate stationery, advertisements, web site, signage, and products.

The logo is always to be displayed in black or white, never in color. The black logo is used on white or light backgrounds. The white logo can be used on black, colored, or darker hues images.



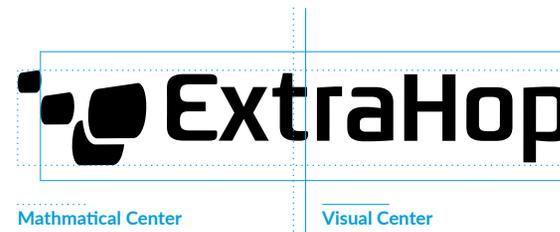
LOGO

Size and Space

When using the ExtraHop logo it is important to give it room to breathe and maintain a safe distance from other graphical or typographical elements in your composition. Use the x in the logotype as a spacing guide around the perimeter of the logo.

When centering the logo in a composition, it's important to use the visual center and not the mathematical center of the logo. Due to the nature of our logo design, when the logo is dead center it can appear off center. Use an imaginary line to the right edge of the "t" for a more visual center.

To maintain our mark's strength and legibility, it is strongly recommended to keep the logo 80px/~1in wide or larger.



80px / ~ 1in

EXTRAHOP LOGO

Logo Misuse

Do not modify the logo in any way.

In short, any use outside of the logo in black or white is not allowed.

Additionally, do not place the logo over complicated or busy backgrounds that make the logo difficult to read or notice.



Do not add color to the logo.



Do not use other fonts.



Do not stretch or skew.



Do not change size of elements.



Do not use without the mark.



Do not stack elements.

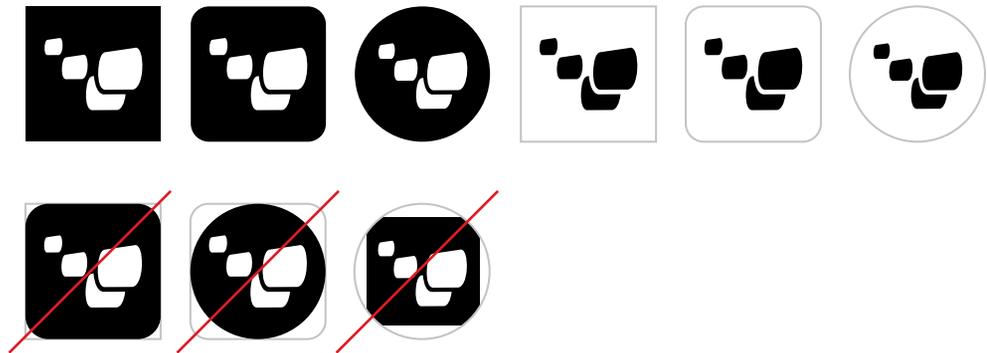
LOGO

Logo Symbol Use

In some cases where the full logo will not fit or be legible, the logo symbol or “hop” can be used. Examples of this use are in social media as profile images or avatars.

As with the full logo, always use black or white and fill the entire frame of the profile image with the background.

Black background with white “hop” is preferred.



TYPOGRAPHY

Lato

Primary typeface

Lato is the chosen font for ExtraHop branding and should always be used when typography can be controlled and embedded into a composition.

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziejczak ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-+

ı™£¢∞Δ©ƒðßåΩ≈ç√∫~μ≤≥

Lato Light

Heading Two, Body Copy

Lato Regular

Body Copy for web/raster images to improve legibility

Lato Bold

Emphasis and contrast in body copy; Heading One if Lato Black is unavailable

Lato Black

Heading One in Uppercase

TYPOGRAPHY

Arial

Fallback typeface

Arial is our fallback typeface when Lato is not available or we cannot ensure it will be displayed correctly to the end user.

Arial is the preferred typeface for Powerpoint as we cannot embed Lato into the presentation files for proper display.

Arial is also used in email or any other web-based correspondence.

Tip: If you have written a white paper or brief using Lato, export it to a PDF to embed the fonts before distributing the file.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-+
ı™£¢∞Δ©ƒ∂βåΩ≈ç√∫~μ≤≥

Arial Regular

Heading Two, Body Copy

Arial Bold

Empahsis and contrast in body copy.

Arial Black

Heading One in Uppercase

COLOR

Primary and Secondary Palette

ExtraHop's color palette is designed to be powerful, energetic, and easily distinguished. Simple color palettes allow for more cohesion across the visual brand.

Our base colors are black and white for exceptional contrast. They also provide a dramatic backdrop with our secondary colors of blue, teal, and green.

BLACK PMS Pantone Black CMYK 60 60 60 100 RGB 0 0 0 HEX #000000		TEAL PMS 326C CMYK 81 0 39 0 RGB 41 163 160 HEX #29A3A0		
GREEN PMS 376C CMYK 54 0 100 0 RGB 138 190 64 HEX #8ABE40		BLUE PMS 7700C CMYK 84 17 0 57 RGB 26 90 117 HEX #1A5A75		
K 95 RGB 16 16 16 HEX #101010	K 89 RGB 29 29 29 HEX #1D1D1D	K 82 RGB 45 45 45 HEX #2D2D2D	K 74 RGB 66 66 66 HEX #424242	K 28 RGB 184 184 184 HEX #B8B8B8
WHITE				PMS Pantone White CMYK 0 0 0 0 RGB 255 255 255 HEX #FFFFFF

COLOR

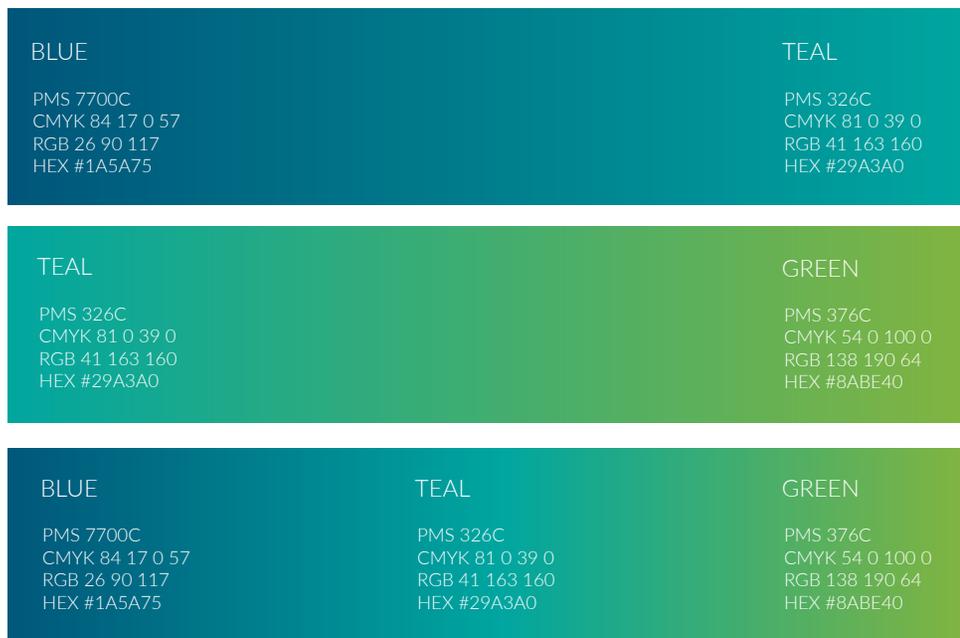
Gradients

Gradients add visual dimension, interest and movement.

They can be used across illustrations, as overlays on imagery, across typography, or as a backdrop in a composition.

Only use the gradients listed here, which are variations using the secondary palette of blue, teal, and green.

Linear, radial, and live gradients are allowed.



PHOTOGRAPHY

Photography is a powerful tool to communicate complex messages, connect to users, establish mood, offer empathy, and differentiate our brand from our competitors.

With our to-the-point messaging, our photography aims to reinforce messages, add relevancy, and impact users on emotional level. Although we heavily use stock photography, we use high-quality images that are not overly produced and don't feel contrived or staged. The styles of photography we use fall into a few distinct categories.



ABSTRACT

Abstract photography allows us to deliver the message in new ways, helps users see their challenges and our solutions in analogous representations, and ultimately stand out from the crowd.



USERS

Our users are smart, focused problem-solvers and innovative leaders. This is the mood we strive for. These photos feel affluent, high-tech, yet relatable.



HEADSHOTS

The portrait style we use is full to the brim with confidence. Our customers are ready to rise above the noise and embrace the future of accelerated business.



INDUSTRY SPECIFIC

Always remember your audience. It's often we'll create collateral for a specific industry, such as healthcare, oil, or finance. Images here always follow the same rich style as the other categories.



THANK YOU

If you're having trouble with anything in this guide or are unsure if your communication best represents the ExtraHop brand, please contact the Corporate Marketing Team.

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