

Corporate Logo

The Vectra corporate logo is a visual representation our strong commitment to innovation and leadership in Al-driven security. It is also one of our most valuable assets. To ensure that it remains a strong representation of our company, we must present it in a consistent manner across all channels of communication.

The signature visually establishes our presence and should appear on all external communications materials. The primary logo with the tagline should be used most often, but in digital and other limited communications, the secondary logo without the tagline may be used.

Always reproduce the signature using the digital artwork available from the Vectra Marketing Team (marketing@vectra.ai). Never attempt to redraw or alter this artwork in any way.

Primary Logo



Secondary Logo without Tagline



NOTE: The preferred usage of the logo is always with the registered trademark designation. The mark always appears at the top and to the right of the logo and is the same color as the wordmark. There is also a separate mark on the tagline "SECURITY THAT THINKS." The registered trademark is in a fixed size and position in the master artwork and should retain this relationship.

Alternate Versions

Use the two-color positive primary logo whenever possible. In some instances, the primary version of the logo may not be allowable given printing or digital image limitations. Therefore, we have defined two alternate versions: reversed and black. The application of each logo should be carefully considered to maintain clarity, legibility, and impact.

Use the alternate logo versions only on backgrounds that do not impair their legibility or impact. When our reversed logo is superimposed on a dark-colored image, place it in an area of the image where adequate contrast is provided. Following these guidelines will ensure the logos are highly visible against a particular background.

Primary: One-Color (Positive)



Alternate: One-Color Positive (Black)



Alternate: Two-Color (Reversed)



Alternate: One-Color (Reversed)



Logo Clear Space

Clear space is the area surrounding the logo that must always be free of any text or graphic elements. This helps ensure that the signature is visually prominent. The guidelines to the right illustrate the minimum clear space requirement.

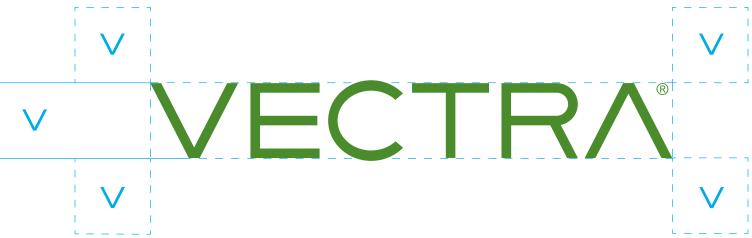
We define the minimum clear space by the measurement "V," which equals the height of the word mark and is required on each side of the signature. Clear space also defines the minimum distance from the logo to the edge of a piece. Whenever possible, allow for more clear space than the minimum requirement shown here.

Minimum Size

At the smaller size, the tagline is removed from the logo lock-up due to readability concerns. We require a minimum reproduction size of ¾ inch. Do not reproduce the signature elements smaller than this size.







Incorrect Usage

Altering or changing the signature in any way weakens the power of the image and what it represents. Use the Vectra logo exactly as it appears in brand-approved logo files. Do not edit or modify the Vectra logo in any way. Here are some common misuses.

DO NOT:

- 1. Stretch or compress the logo
- 2. Retype or redraw the logo
- 3. Skew or angle the logo
- 4. Distort the logo in any way
- 5. Recolor the logo
- 6. Use glows or drop shadows
- 7. Place on a busy pattern
- 8. Rearrange logo elements
- 9. Outline the logo

VECTRA*

VECTRA®

³ VECTRA®

VECTRA

⁵ VECTRA

6 VECTRA



8 VECTR^®

VECTRA

Brand Inquires

For further information or questions regarding the proper use of the Vectra brand, please contact:

Jennifer Geisler

Chief Marketing Officer jgeisler@vectra.ai P 408 205 9053



© 2020 Vectra AI, Inc. All rights reserved. Vectra, the Vectra AI logo, Cognito and Security that thinks are registered trademarks and Cognito Detect, Cognito Recall, Cognito Stream, the Vectra Threat Labs and the Threat Certainty Index are trademarks of Vectra AI. Other brand, product and service names are trademarks, registered trademarks or service marks of their respective holders. Version: **111020**