



Brand Guidelines

2024



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02 Brand Proposition

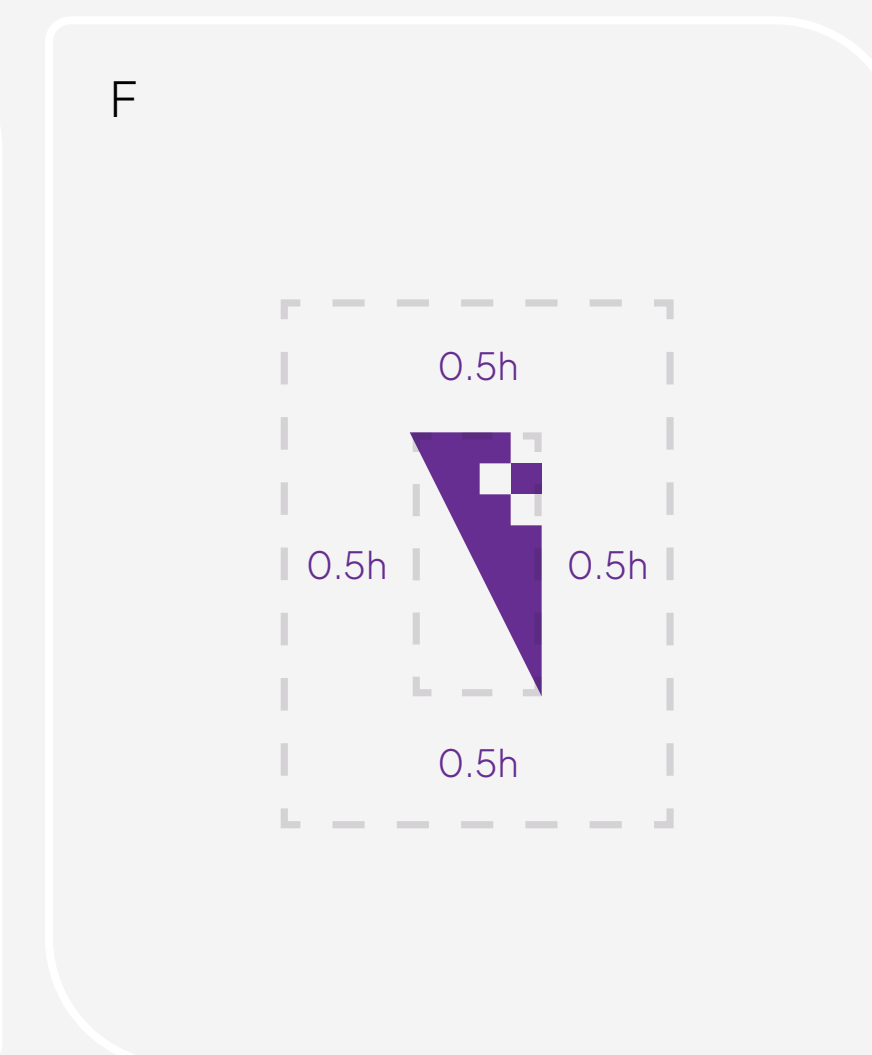
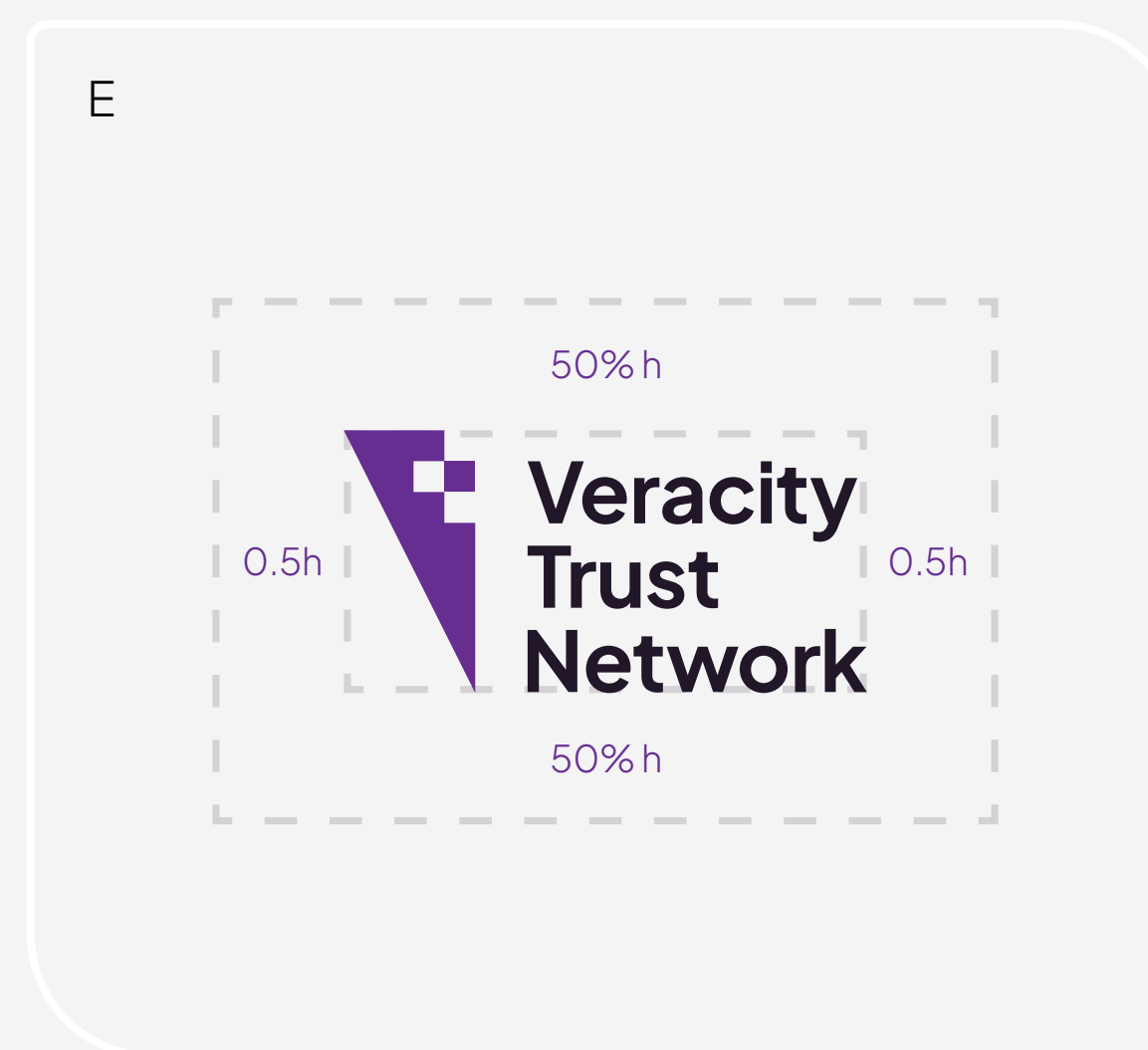
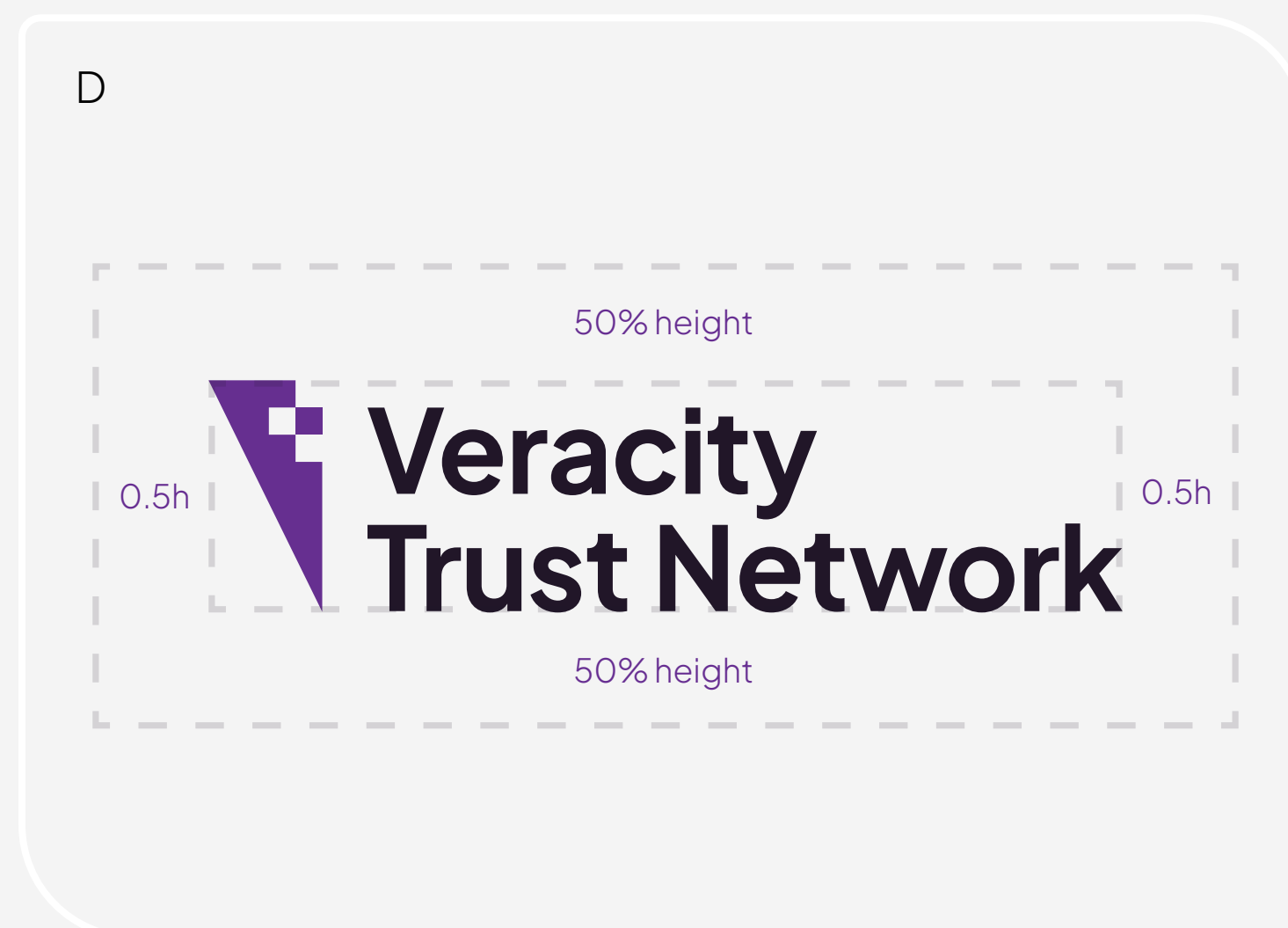
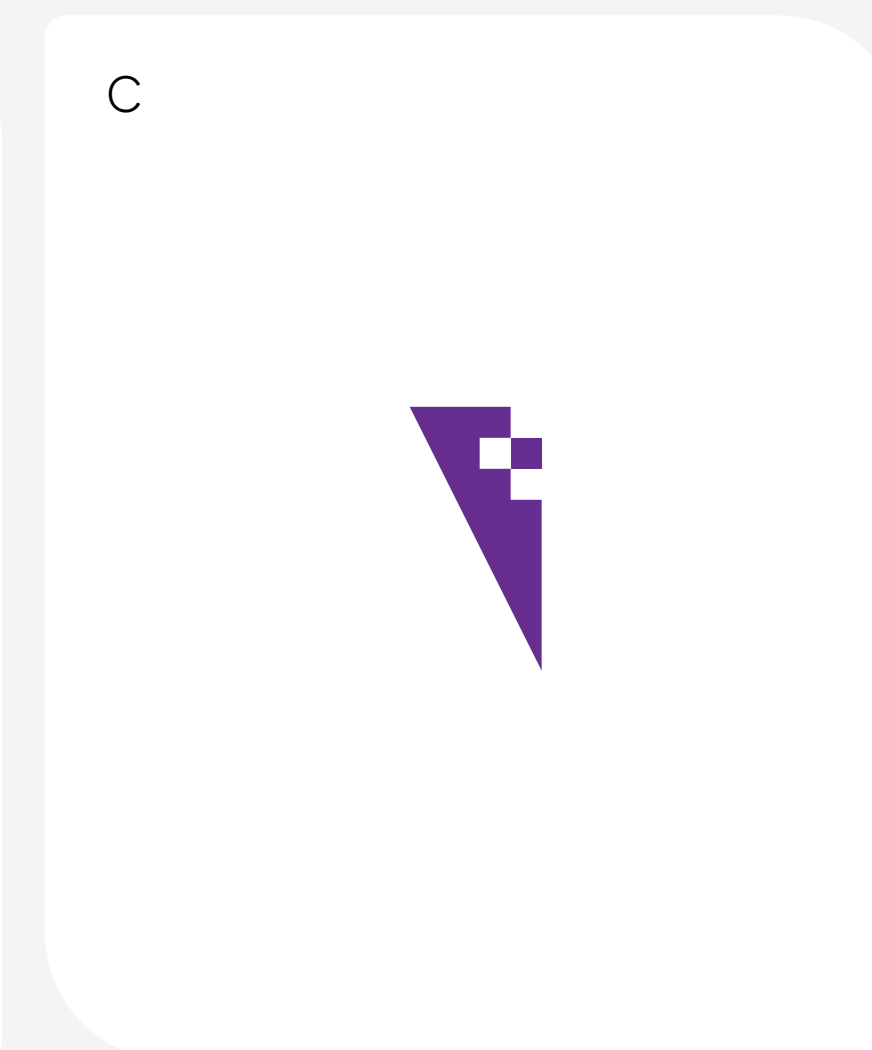
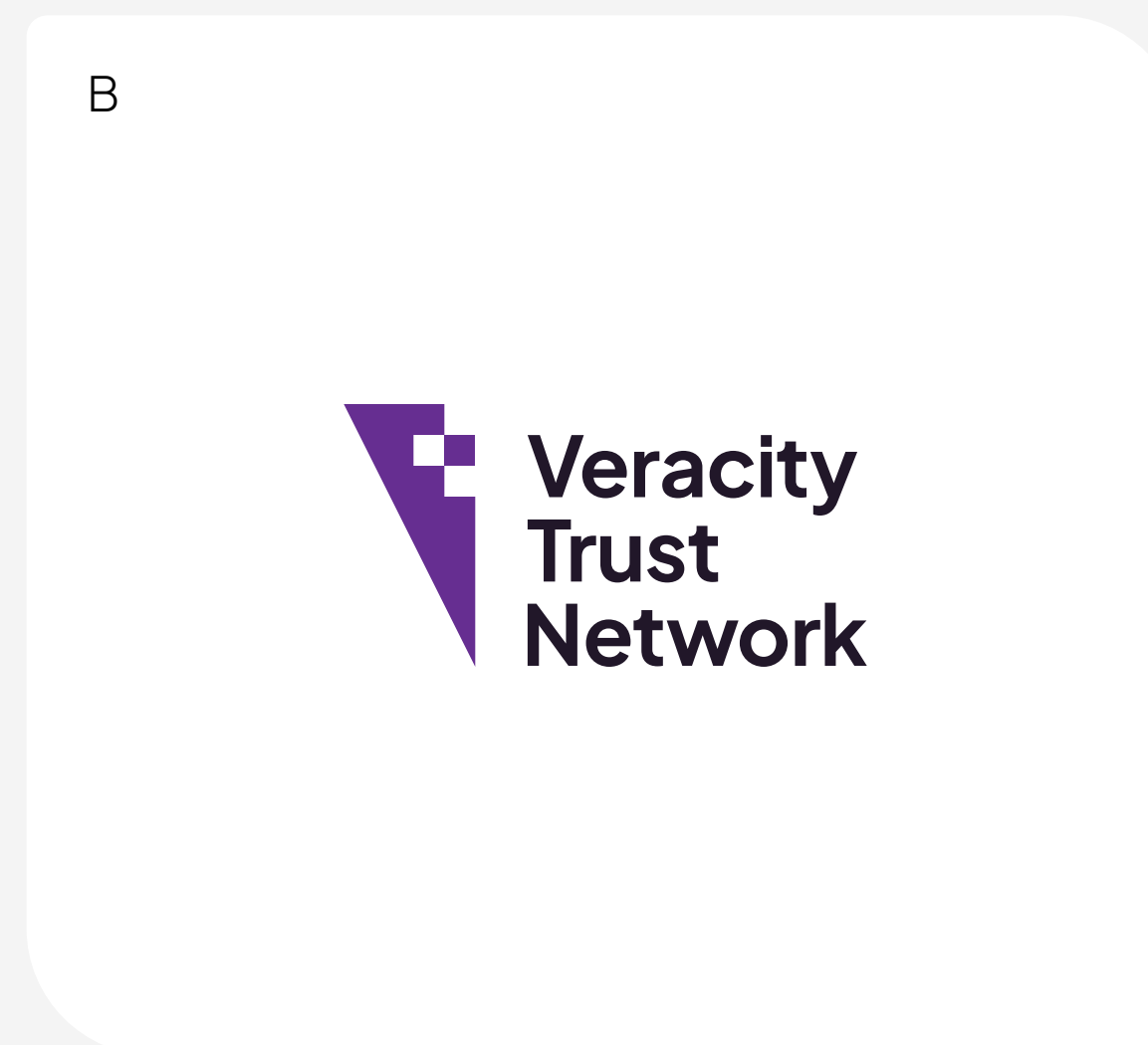
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These are our primary logos, and should be used across communications where needed.

Versions:

- A. Full logo to be used wherever possible
- B. Square logo to be used where space necessitates
- C. Monogram to only be used as a supporting emblem in digital products

The safe zones shown in figures D, E, and F. This is worked out as 50% of the height of the logo. These areas should remain clear of other elements.



The logo is available in a range of colours for use in different circumstances.

Primarily we use either the white logo (E) or the two colour logo (A). But the other colours can be used as needed.

- A. Two colour
- B. Deep purple
- C. Purple
- D. Black
- E. White

A



B



C



D



E



Our primary colours are Deep Purple, Purple, White and Light Grey. But our secondary palette can also be used where required.

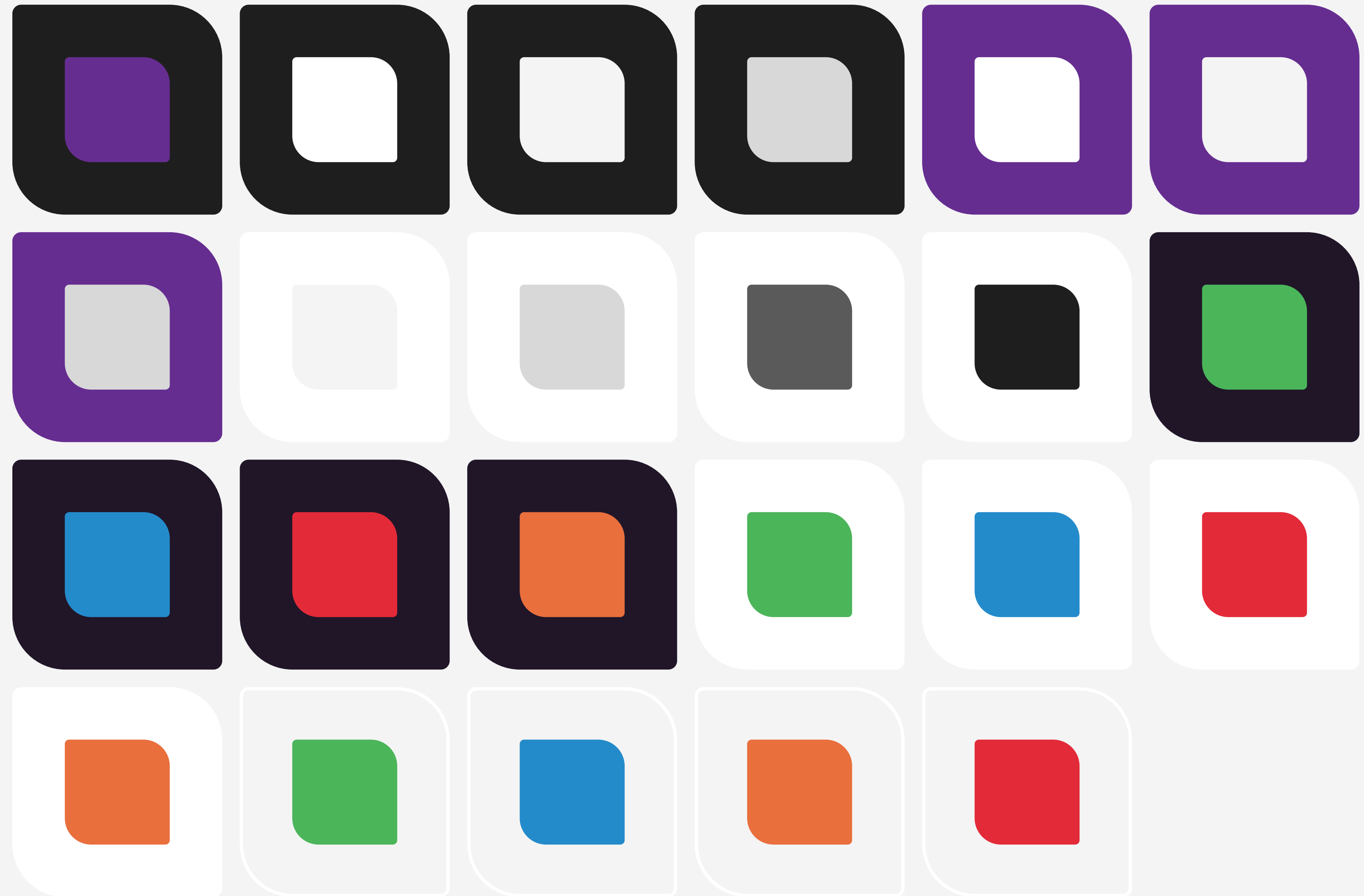
The secondary palette are additional colours that complement the primaries, providing increased flexibility especially for data visualisation.

Tints (10-90% opacities for each of these colours are also permissible for use where appropriate.

| | | | | |
|---|--|---|--|---|
| <div data-bbox="847 330 1939 757"> <p>Deep Purple R32 G23 B39 #201727 C86 M86 Y50 K71</p> </div> | | <div data-bbox="1964 330 3056 757"> <p>Purple R95 G47 B140 #5F2F8C C78 M93 Y0 K0</p> </div> | | |
| <div data-bbox="847 781 1385 1208"> <p>Green R104 G180 B101 #68B465 C64 M2 Y75 K0</p> </div> | <div data-bbox="1411 781 1939 1208"> <p>Blue R62 G139 B209 #3E8BD1 C74 M37 Y0 K0</p> </div> | <div data-bbox="1964 781 2502 1208"> <p>Red R208 G61 B63 #D03D3F C13 M87 Y72 K3</p> </div> | <div data-bbox="2528 781 3056 1208"> <p>Orange R218 G118 B74 #DA764A C11 M62 Y73 K2</p> </div> | |
| <div data-bbox="847 1232 1268 1659"> <p>Black R31 G31 B31 #1F1F1F C75 M65 Y60 K80</p> </div> | <div data-bbox="1294 1232 1714 1659"> <p>Dark Grey R90 G90 B90 #5A5A5A C63 M55 Y54 K28</p> </div> | <div data-bbox="1740 1232 2161 1659"> <p>Mid Grey R216 G216 B216 #D8D8D8 C14 M11 Y11 K0</p> </div> | <div data-bbox="2186 1232 2607 1659"> <p>Light Grey R244 G244 B244 #F4F4F4 C5 M4 Y4 K0</p> </div> | <div data-bbox="2632 1232 3056 1659"> <p>White R255 G255 B255 #FFFFFF C0 M0 Y0 K0</p> </div> |

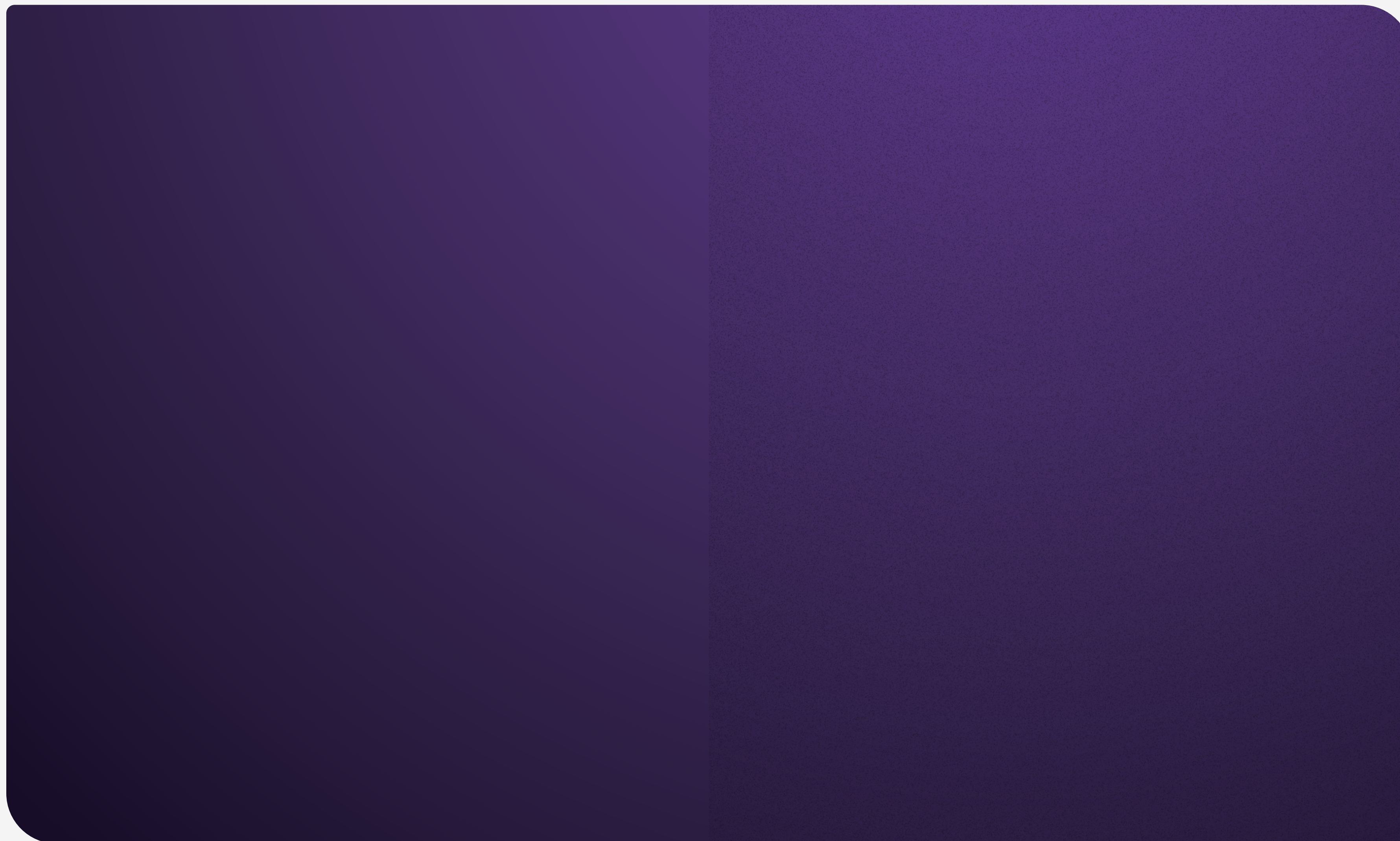
We broadly keep to the core palette of Deep Purple, Purple, White, and Light Grey. But for interactive elements and data visualisation the wider palette is available.

The grid opposite shows the colour combinations that are approved for use to pass colour accessibility guidelines.



Our gradient is a radial gradient from purple to deep purple. We use this for background elements, but are careful not to overuse it.

The gradient can be used with, or without, noise, referencing the noisy environment of cybersecurity. The noisy version also mitigates the gradient banding that is sometimes evident in the noiseless version.



Our diagonal rounded rectangle are core identifiers of the brand. Used sparingly to emphasise key words, or for holding shapes. We can make everything feel 'Veracity' by using these border-radii.

We don't want to put hard and fast rules on the specific values to use as it should be related to the size of the shape in relation to the size of the 'document' it's used on.

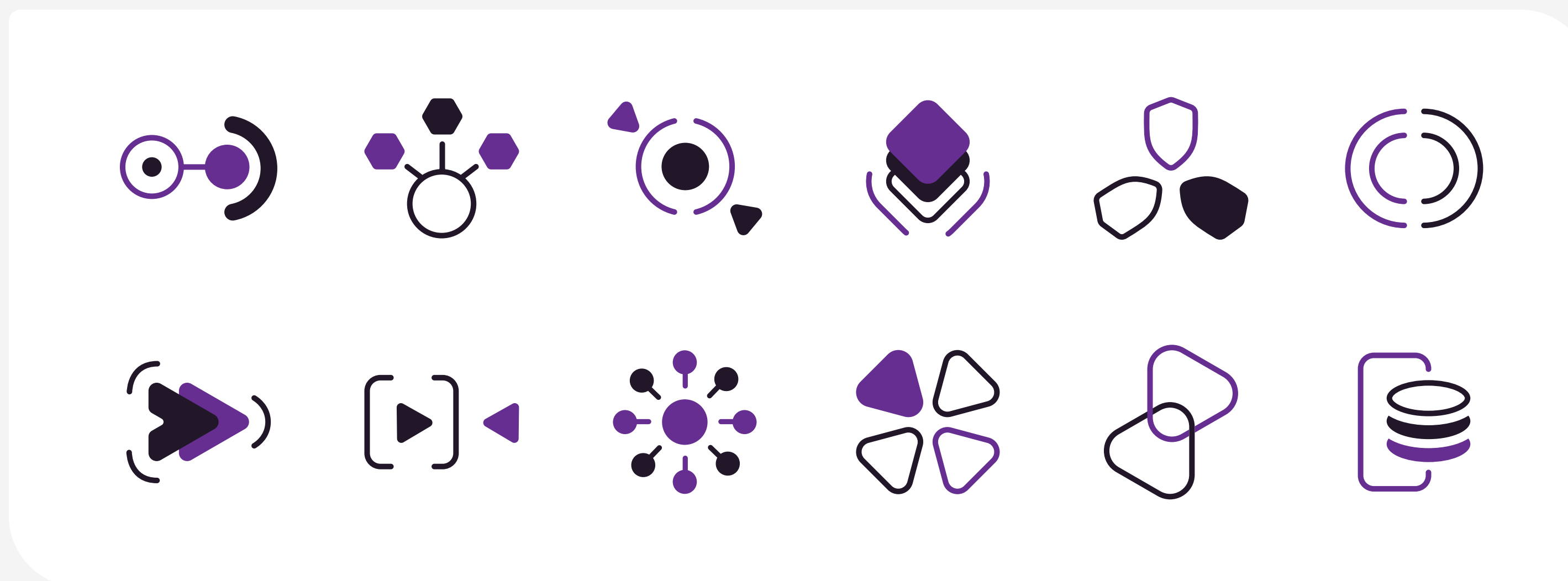
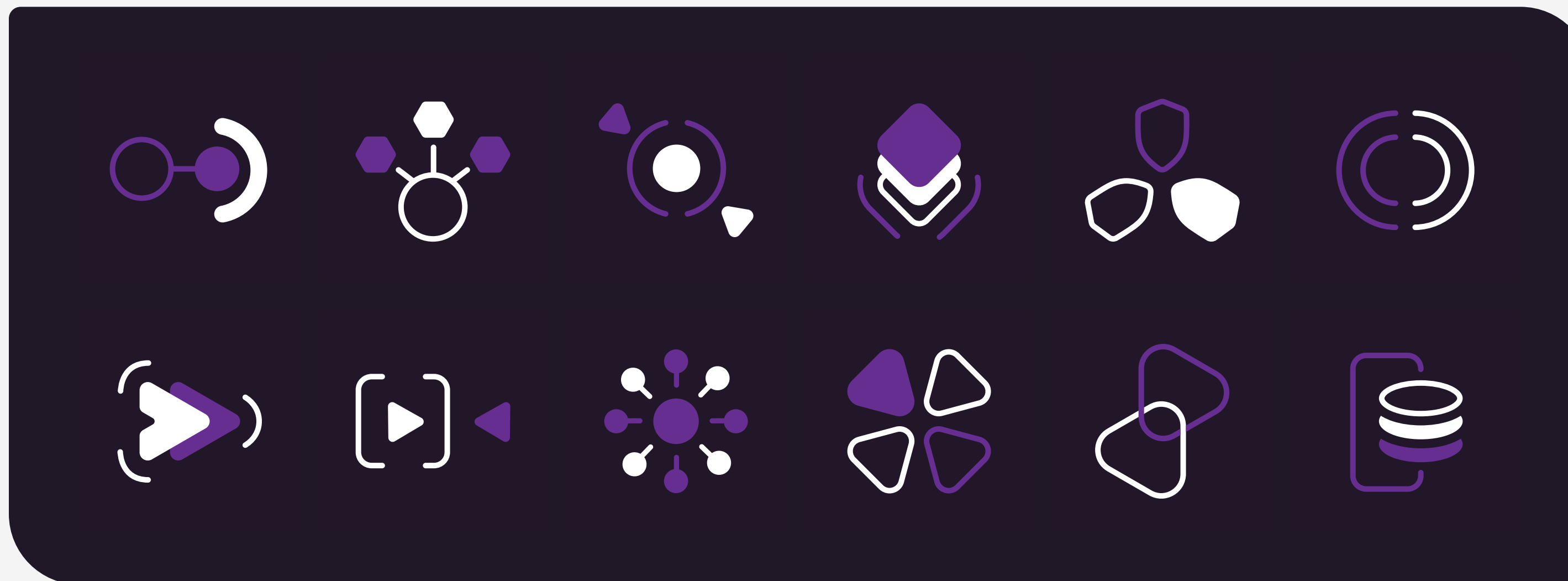
But the important bit to ensure consistency is the that the larger radius is 6x the smaller radius.

For example if the smaller corners are 6px then the larger corners should be 36px.



Our iconography is metaphorical, and designed to be suitable for a wide array of messages.

A selection of the available icons are shown opposite, for the full set, please request these from Nick Pomeroy.



Our brand typeface is Plus Jakarta Sans. Where we can, we should always use this typeface. But if this is unavailable e.g. in emails, we use the webspace fonts of Aptos, Helvetica, or Arial.

There are no restrictions to font size but we use Extrabold, Semibold, Regular, or Light weights as appropriate (with italics where required).

Plus Jakarta Sans

Extrabold

~~**Bold**~~

Semibold

~~**Medium**~~

Regular

Light

~~**Extralight**~~

Extrabold Italic

~~***Bold Italic***~~

Semibold Italic

~~***Medium Italic***~~

Regular Italic

Light Italic

~~***Extralight Italic***~~

In circumstances where Plus Jakarta Sans is unavailable (email, editable documents, etc) we use Arial as our fallback typeface.

Arial

~~**Black**~~

Bold

Regular

Bold Italic

Regular Italic

Abbi is our machine-learning model. We gave her a name to better communicate the uniqueness of our behavioural bot protection.

Abbi stands for:

Adaptive

Bot

Blocking

Intelligence

When referring to our machine-learning model we should use her name. And she can be used in sales collateral and messaging as a key differentiator.

“Abbi – our patented, machine-learning model – thinks differently. Going beyond basic behaviours to block even the most complex AI threats.”

The logo and badge can be used where required and is used as a badge of technical acumen across our products.

A

abbiTM

B

Powered by
abbiTM

a

adaptive

b

bot

b

blocking

i

intelligence

We have a range of badges that are used by our partners, clients, or ourselves.

These are all available in a range of brand colours and formats (request from Nick Pomeroy).

- A. Protected by Veracity badge for use by clients where their ads or website are protected by our platform
- B. MSP - Reseller partner badge
- C. MSP - Agency partner badge
- D. MSP - SI partner badge
- E. Strategic Partner badge
- F. Gold Partner badge
- G. Platinum Partner badge
- H. Protected by Abbi badge, for use in our own products and by partner's if they use her technology



A



B



C



D



E



F



G



H

Our photography and imagery follows the metaphorical style of the iconography. Using light trails, cyber imagery, etc to reflect our products and technology.

We use images in full colour to add vibrancy and duotone where appropriate.

People imagery is used sparingly, when it's appropriate to the content, keeping the focus on the product and technology as much as possible.



What we do

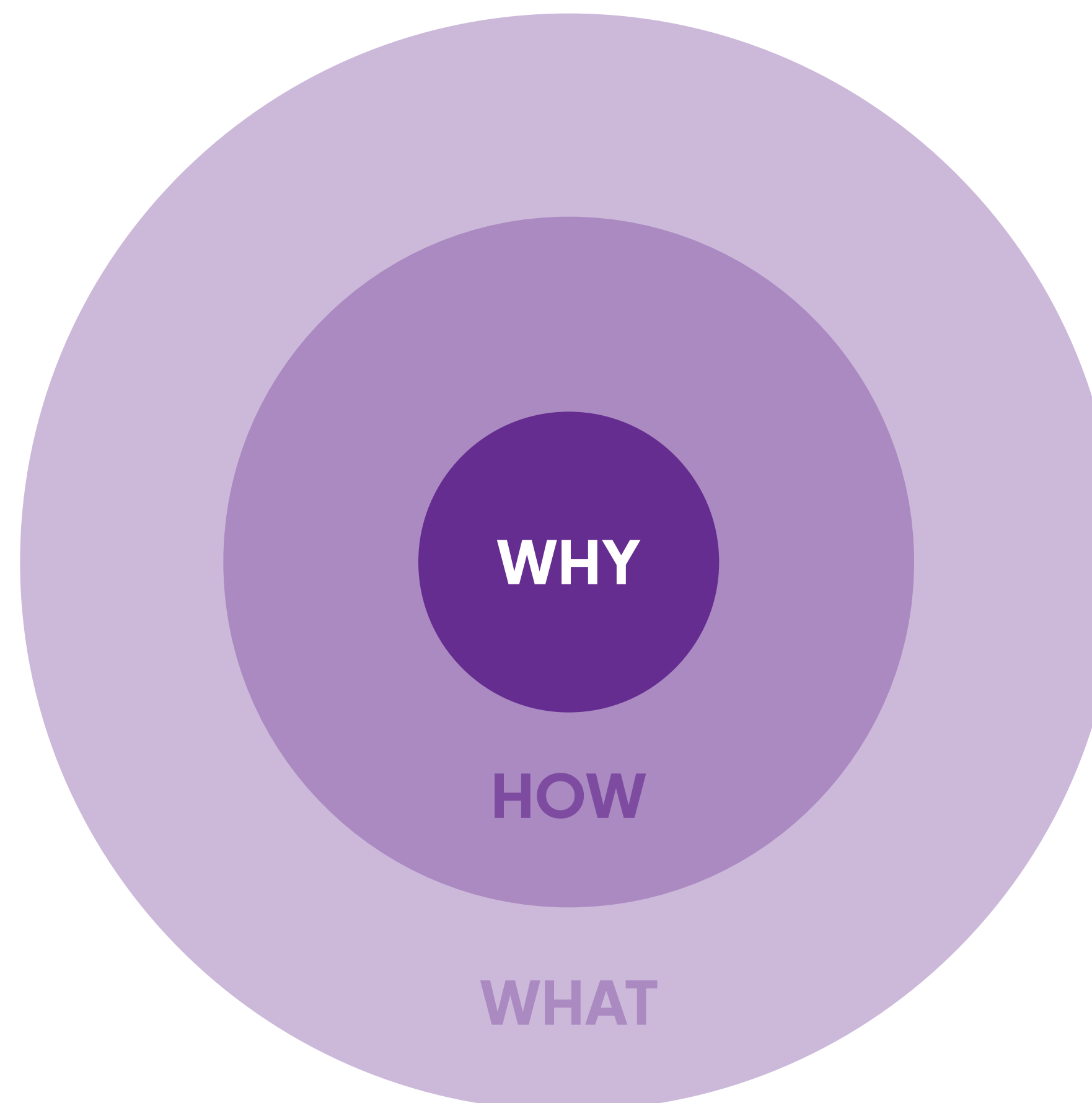
We protect businesses from malicious bot attacks, fraud and wasted budget on their website and social advertising campaigns.

How we do it

By creating defence products that detect and block sophisticated bots using our behaviour-led machine-learning model.

Why we do it

To protect businesses from the malicious bots of today and tomorrow.



Our Vision

To protect businesses from the malicious bots of today and tomorrow.

Our Mission

Malicious bots are constantly evolving, and so are we. Our patent pending, machine-learning bot protection lives on your digital estate, analysing micro-behaviours, to identify and block threats in real-time. Put simply — **we block what others don't.**

Target Audience

Organisations vulnerable to the growing threat of sophisticated malicious bots on their website and looking to protect their ad budget from fraudulent bot clicks.

Threats We Stop

Data theft. Fake account creation.
Data scraping. Account takeovers.
Attack scouting. Basket blocking. Data contamination. Ad abuse. Budget waste.

Our One True USP

We're the only bot defence platform that sits Beyond the Edge to utilise real-time behavioural analysis to detect and block even the most complex bots.

Our brand values are how we behave internally and externally. Whether we're talking to colleagues over lunch or a customer on a sales call.

Be bold and commit

We collaborate and innovate, sharing ideas across teams, and following through with drive and passion.

Done isn't done

We don't rest on laurels. Continuing to iterate and improve our output based on data and research.

Challenge without fear

We push each other to excellence and foster a culture that doesn't let bureaucracy or hierarchy stand in the way.

Speed not haste

We operate at pace by focussing on the important. Without losing sight of the detail, ensuring quality through everything we do.

Together is better

Everyone has a part to play, and by collaborating and respecting others we build better products.

Think as customers

We don't rely on our own assumptions. We utilise customer insights to solve their problems directly.

Our tone of voice should be used across all our internal and external collateral and is designed to ensure the complex nature of what we do is understandable by people without our level of knowledge.

There is flexibility however, when utilised in technical documentation or to cyber security experts we should not be afraid of showing our expertise and thought-leadership in the space.

Pick the right tone, for the right audience.

Our tone of voice is:

Confident + Simple

We have confidence in our products capabilities. And portray this using short sentences and bold statements. But we're careful not to appear arrogant.

In our broad marketing we use straightforward language. Simplifying complex technical information to be understandable to a broader audience. And an audience that aren't native English speakers.

This steps aside for a highly knowledgeable, expert, and technical tone of voice for whitepapers and materials where we know the audience has a high level of technical understanding. Allowing us to be both approachable, and technical when the needs arise.

The following are a selection of benefit statements for our products. There are many more that aren't covered here, and when talking about benefits we should remember to limit the jargon, make it impactful, and make it approachable.

AFP + WTP**Superfast and supersmart**

Our revolutionary behaviour-based protection blocks human-spoofing bots before you can say data theft.

AFP + WTP**Tomorrow's protection, today.**

Our patent pending, machine-learning protection goes beyond basic behaviours to block even the most complex AI threats. And evolves just as quickly as they do.

WTP**Effortless integration**

Combines seamlessly with your existing security stack, and DDoS & WAF solutions, to block the ones they let through.

WTP**Website. WebApp. Wi-Fi Fridge.**

With just one line of JavaScript you can protect all your products. Better yet, see all your platforms in one simple dash.

AFP + WTP

Planet protection included

Malicious bots use energy just like we do. Cut your carbon with adaptive bot protection that works for you, and Mother Nature.

AFP + WTP

<0.01% false positives

Block bots not humans with an incident rate of less than 0.01%. Any higher and we wouldn't be doing our jobs.

AFP + WTP

We block what others don't

Our patent pending, machine-learning model – Abbi – thinks differently. Going beyond basic behaviours to block even the most complex AI threats.

Stats allow us to ensure potential customers understand why our protection platform is an essential part of their cybersecurity posture.

Where possible we should use our own statistics, but can use industry stats where appropriate.

***These are not for public use at this time.**

30%

of all traffic to websites is from malicious bots

of UK businesses and 8% of charities experienced cybercrime in the last 12 months

UK cyber security breaches survey 2023

\$4.45m

the global average cost of a data breach

Ponemon Institute survey on behalf of IBM

~50%

of consumers said they had stopped doing business with a company known to have experienced data loss through cybercrime

IBM Report — the Cost of Data Breaches

45,537



sophisticated bots in the last 24 hours that the others didn't stop. **But we did.**

Up to 16x



more effective at blocking sophisticated bots than Cloudflare Bot Manager.

Malicious bots can be classified into 12 types based on what objective they are designed to accomplish.

These range in risk level from nuisance through to dangerous. And objectives from phishing and DDoS attacks to data theft and wasted budgets.

Scraper

Scans your site and content at high speed to fetch information.

Objectives: competitor data mining (content and price scraping), SEO jacking, phishing, LLM training.

WTP

Risk: High

Crasher

Requests the same resource repeatedly in quick succession to overwhelm your infrastructure.

Objectives: service/product shut down or disruption (DDoS).

WTP

Risk: High

Imposter

Creates fake accounts on your product or service.

Objectives: spam overload, fraud, waste time and resource, data muddying.

WTP

Risk: Dangerous

Thief

Attempts to gain access to existing user accounts.

Objectives: fraud, user data selling, phishing and more.

WTP

Risk: Dangerous

Blocker

Adds items to a basket and then abandons it, preventing a real customer from purchasing.

Objectives: sale blocking, inventory confusion, waste time and resource.

WTP

Risk: Medium

Poster

Posts fake reviews, comments, or other form data.

Objectives: service disruption, reputation damage, misinformation spreading/propaganda.

WTP

Risk: Nuisance

Clicker

Clicks on ads to commit Ad Fraud or other action, costing the advertiser.

Objectives: ad fraud, wasted budget and resources, data muddying.

AFP

Risk: Medium

Pretender

Fake traffic from a social network.

Objectives: data muddying, wasted budget.

WTP

Risk: Nuisance

Scout

Looking for sites to attack based on its own internal criteria.

Objectives: identify weak points, identify attack targets.

WTP

Risk: Medium

Scanner

Scans a site for known vulnerabilities to exploit or report back to an attacker.

Objectives: target identification, weak point identification

WTP

Risk: Nuisance

Hoarder

Purchases low-inventory, highly sought after stock in seconds, preventing real customers from purchasing.

Objectives: reputation damage, inventory reduction, waste time and resources.

WTP

Risk: High

Ghost

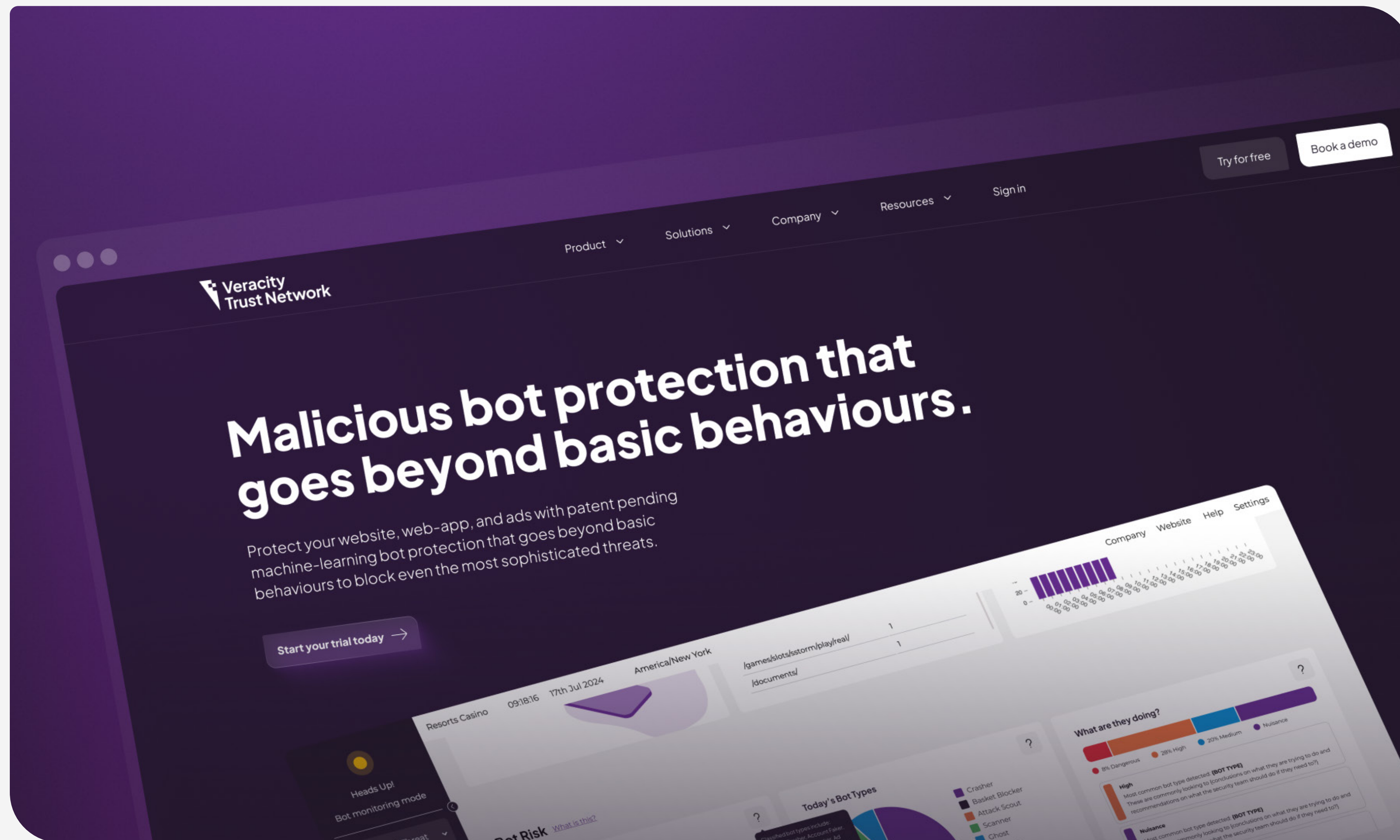
Nuisance bot of unknown origin.

Objectives: unknown.

AFP + WTP

Risk: Dangerous





60%
of SMEs go out
of business

go out of business within 6
months of a breach or attack

Veracity
Trust Network

**Veracity
Web Threat
Protection**

With patented,
AI-powered bot
detection

Get protected for free

Bots make
up 50% of
web traffic.

Veracity
Trust Network



Any questions?

nick.pomeroy@vtn.live

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