<) FORESCOUT

# 2022
# Brand Guideline

# Introduction

## Welcome to the Forescout brand guideline.
## It defines how our brand speaks, looks, and acts.

Our aim with this brand guideline is to support a consistent delivery of the Forescout brand experience and capitalize on the investment already made. Consistent use of the Forescout brand elements builds trust with all who interact with them.

## How to use the Forescout brand guideline.

This manual is not intended to be prescriptive. Instead, it aims to provide guidance and flexible support to marketers and communicators who wish to express the Forescout brand consistently across a wide variety of communications materials.

FORESCOUT

# Table of Contents

FORESCOUT

# **Section 1**
# The Forescout Brand

The Forescout brand defines the associations that our audiences make with our company. The Forescout brand includes our mission, vision, brand promise, tagline and boilerplate.

# The Forescout Brand

## Vision: Where we are going

**Managing cyber risk, together.**

## Mission: Our purpose

**Managing cyber risk through automation and data-powered insights.**

## Tagline: What our brand stands for

**Automated cybersecurity across your digital terrain**

## Brand Promise: What our customers give us permission to do

**Automated cybersecurity for every connected thing on every kind of network.**

## Boilerplate: Who we are and what we do

**About Forescout**

**Forescout Technologies, Inc. delivers automated cybersecurity across the digital terrain, maintaining continuous alignment of customers' security frameworks with their digital realities, including all asset types – IT, OT, IoT, IoMT. The Forescout Continuum Platform provides complete asset visibility, continuous compliance, network segmentation and a strong foundation for Zero Trust. For more than 20 years, Fortune 100 organizations and government agencies have trusted Forescout to provide automated cybersecurity at scale. Forescout arms customers with data-powered intelligence to accurately detect risks and quickly remediate cyberthreats without disruption of critical business assets. www.forescout.com**

# Short, medium, & long format descriptions of Forescout

These written descriptions provide field marketing teams with flexible, consistent, and accurate copy to use in promotional materials for the industry events, invitations, and conferences that Forescout is participating in.

## Short

Forescout delivers automated cybersecurity across the digital terrain, maintaining continuous alignment of customers' security frameworks with their digital realities, including all asset types – IT, IoT, OT, IoMT.

## Medium

Forescout delivers automated cybersecurity across the digital terrain, maintaining continuous alignment of customers' security frameworks with their digital realities, including all asset types – IT, IoT, OT, IoMT. The Forescout Continuum Platform provides complete asset visibility, continuous compliance, network segmentation and a strong foundation for Zero Trust.

## Long

Forescout delivers automated cybersecurity across the digital terrain, maintaining continuous alignment of customers' security frameworks with their digital realities, including all asset types – IT, IoT, OT, IoMT. The Forescout Continuum Platform provides complete asset visibility, continuous compliance, network segmentation and a strong foundation for Zero Trust. For more than 20 years, Fortune 100 organizations and government agencies have trusted Forescout to provide automated cybersecurity at scale. Forescout customers gain data-powered intelligence to accurately detect risks and quickly remediate cyberthreats without disruption of critical business assets.

# Forescout Brand Narrative

Work is constantly evolving. So is your network reality. Keeping it secure is a non-stop journey and Forescout is with you every step of the way.

Forescout gives you complete visibility of your network, showing you all potential threats and risks. Our powerful, adaptable, data-driven approach serves everyone in your organization. Our solutions deliver continuous, automated control, freeing you to focus on other priorities.
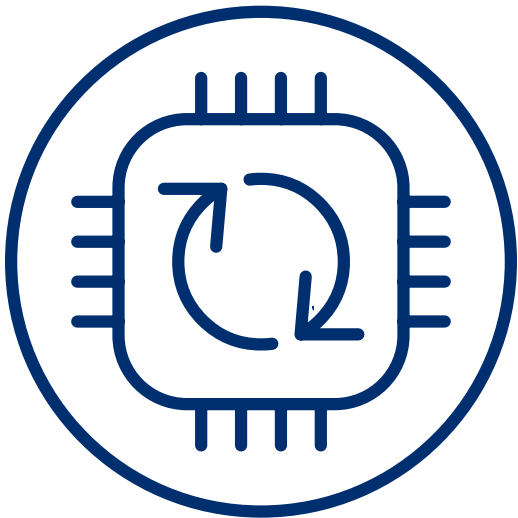
For over 20 years we have partnered with security experts around the world solving challenges like the ones you are facing now.

Forescout. Security is a journey shared.

# The three A's of Forescout.

The three A's describe succinctly what we do, how we do it, and the benefits we deliver to our partners, customers and business communities around the world.

## Automation

Leverage the automatic, continuous collection and use of information to provide active defense against cyber threats.

## Assistance

Detects threats and manage network risk by sharing data with expert analysts, while freeing resources to focus on other tasks.

## Assurance

Use network information to demonstrate compliant network governance. Preserve business reliance and continuity in the face of cyber threats.

# Forescout Brand Tone and Voice

Brand tone of voice defines the emotion we convey with brand messages through design and writing style.

### Expert

For over 20 years we've been partnering with over 3,000 enterprises and government agencies in over 90 countries, helping them effectively mitigate risk with a broad range of security solutions for IT, IoT, IoMT and OT devices. Our brand is synonymous with leadership and always speaks with authority.

### Visionary

We are dedicated to addressing our customers' cybersecurity challenges today, but equally dedicated to discovering and analyzing the threats they will face in the future. We share our data-driven intelligence with our customers and the cybersecurity community around the globe. When the Forescout brand expresses visionary ideas, they are believable and supported by data.

### Empathetic

We listen to our customers and understand their real word challenges. While we are a leader in delivering comprehensive coverage of all devices and device types, including IoMT, IT, IoT, and OT devices, we never lose sight of the positive impact our work has on humans.

### Serious

Cybersecurity is serious business. The future of Forescout's customers and the livelihoods of those responsible for securing these businesses depend on it.
For this reason, the Forescout brand does not rely on humor and is never flippant.

# Section 2
# Forescout Products

Forescout Products create the Forescout Continuum Platform. There are two categories of Forescout Products: On premises and Cloud. Actual product names should not be emphasized but instead their outcome and value. Plain language and indicative of the value and outcome.

# Forescout Continuum Platform

Included in the family of Forescout brands is the Forescout Continuum Platform. While it is not represented with a visual identifier it is a high-profile family brand member as it refers to the continuity of security Forescout provides on premises and in the cloud.

## Forescout Continuum Platform Use Guidelines

**First reference:** When first referring to our platform in a sentence or paragraph, we use the entire name, Forescout Continuum Platform.

**Second reference:** Once the Forescout Continuum Platform has been established in the first sentence or paragraph, we use the shortened version, Continuum Platform.

# Forescout Continuum Platform

<) FORESCOUT® | Continuum Platform™

<) FORESCOUT® | eyeSight

<) FORESCOUT® | eyeInspect

<) FORESCOUT® | eyeSegment

<) FORESCOUT® | eyeControl

<) FORESCOUT® | eyeExtend

# Section 3
## The Forescout Visual Language

The Forescout visual language is made up of several design elements including logo, color palette, shapes, typography, illustration and photography. Consistent visual branding creates a memorable experience for all audiences, as it builds trust and understanding.

# Forescout Logo

The Forescout logo consists of a mark and the word "Forescout". The mark consists of a parenthesis and a caret text symbol, creating an "eye" looking to the right.

The mark represents insight, vision, clarity and focus, evoking the idea of code or technical notation.

<) FORESCOUT®

| MARK | NAME | REGISTRATION |

HORIZONTAL COLOR

HORIZONTAL WHITE

STACKED COLOR

STACKED WHITE

# Forescout Logo
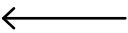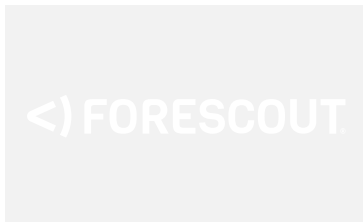


## Safety spacing

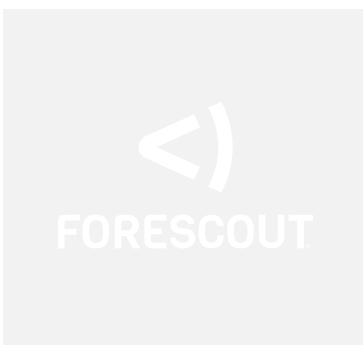The area that surrounds our logo is as much a part of our visual identity as any other element. Providing adequate white space around our logo avoids clutter and ensures the integrity of our brand in visual communications.

# Logo Usage

# Color System

The Forescout color palette is a group of primary brand colors that serve the needs of the corporation, along with a set of secondary colors.

Forescout Blue is the core brand color. It should always be present when color is used to represent the company.

**White**

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #FFFFFF

**Light Gray**

CMYK: 4 / 2 / 2 / 0
RGB: 242 / 242 / 242
HEX: #F2F2F2
PANTONE: 705C

PRIMARY

**Forescout Blue**

CMYK: 75 / 18 / 0 / 0
RGB: 0 / 157 / 234
HEX: #009DEA
PANTONE: 2925C

**Forescout Black**

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000
PANTONE: BLACK

SECONDARY

**FS Dark Blue**

CMYK: 100 / 74 / 0 / 45
RGB: 0 / 47 / 112
HEX: #002F70
PANTONE: 654C

**FS Just Blue**

CMYK: 91 / 74 / 0 / 0
RGB: 42 / 85 / 166
HEX: #2A55A6
PANTONE: 7685C

**FS Mid Blue**

CMYK: 80 / 60 / 0 / 0
RGB: 55 / 107 / 204
HEX: #376BCC
PANTONE: 660C

**FS Slate**

CMYK: 81 / 60 / 43 / 24
RGB: 65 / 84 / 100
HEX: #415464
PANTONE: 7545C

ACCENT

**FS Burned Orange**

CMYK: 2 / 87 / 100 / 0     RGB: 216 / 82 / 4     HEX: #D85204     PANTONE: 717C

# Color System

Each color can be used
at 100% or with a range
of 10-90% white added
to facilitate legibility of
type, symbols, and images
within a field of color.

| | 100% | 95% | 80% | 60% | 40% | 20% | 10% |
|---|---|---|---|---|---|---|---|
| **Forescout Blue** | #009DEA | #1AA7EC | #33B1EE | #66C4F2 | #99D8F7 | #CCEBFB | #F2FAFE |
| **Forescout Black** | #000000 | #1A1A1A | #333333 | #666666 | #999999 | #CCCCCC | #F2F2F2 |

| | 100% | 95% | 80% | 60% | 40% | 20% |
|---|---|---|---|---|---|---|
| **FS Dark Blue** | #002F70 | #1A447E | #33598D | #6682A9 | #99ACC6 | #CCD5E2 |
| **FS Slate** | #415464 | #546574 | #677683 | #8D98A2 | #B3BBC1 | #D9DDE0 |
| **FS Mid Blue** | #376BCC | #4B7AD1 | #5F89D6 | #87A6E0 | #AFC4EB | #D7E1F5 |
| **FS Just Blue** | #2A55A6 | #3F66AF | #5577B8 | #7F99CA | #AABBDB | #D4DDED |
| **FS Burned Orange** | #D85204 | #E07536 | #E89768 | #EFBA9B | #F7DCCD | #FBEEE6 |

# Typography

Consistent use of these fonts is important and strengthens brand presence. Different weights of these typefaces may be used in all communications to add distinctions in text where necessary.

## Primary fonts

The primary display typefaces for Forescout were chosen for legibility, personality, and accessibility.

Montserrat is used for headlines and subheads and Open Sans is used for body copy and text.

## Email, Word & PPT

Arial are the preferred system fonts for emails, word processing or when the other brand fonts aren't available. This includes word-processing documents, and spreadsheets.

DISPLAY

## Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789{ } ? !

# Aa

The quick brown fox jumps over the lazy dog.

BODY

## Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 { } ? !

# Aa

The quick brown fox jumps over the lazy dog.

ALTERNATE FOR WEB, EMAIL, AND DESKTOP APPLICATIONS

## Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 { } ? !

# Aa

The quick brown fox jumps over the lazy dog.

# Photography

Every aspect of Forescout photography should contribute to a better understanding of our brand.

We are security experts and leaders. Therefore, the photography we use should be professional, high quality and convey confidence as leaders.

## Tone and Palette

We must ensure that the tone and palette of our photography complements the Forescout color palette.

## Representation of people

The photography content and composition we employ should be indicative of the empathy we feel for our customers and partners.
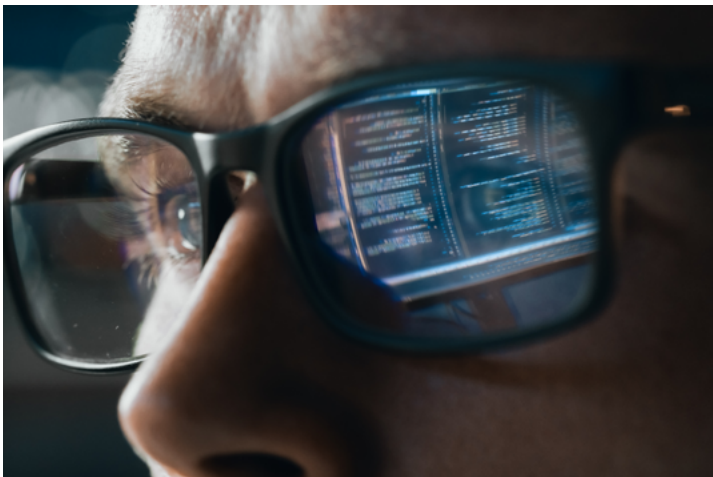
## Composition

The photography we use should feel natural and avoid clutter and confusion. Creating a clutter-free photographic environment allows the viewer's eyes to more easily and immediately grasp the intended message and creates space for content and branding.

# Photography Examples



Cloud



Cyber Intelligence



Cybersecurity



Data



Devices



Education



Oil/Gas



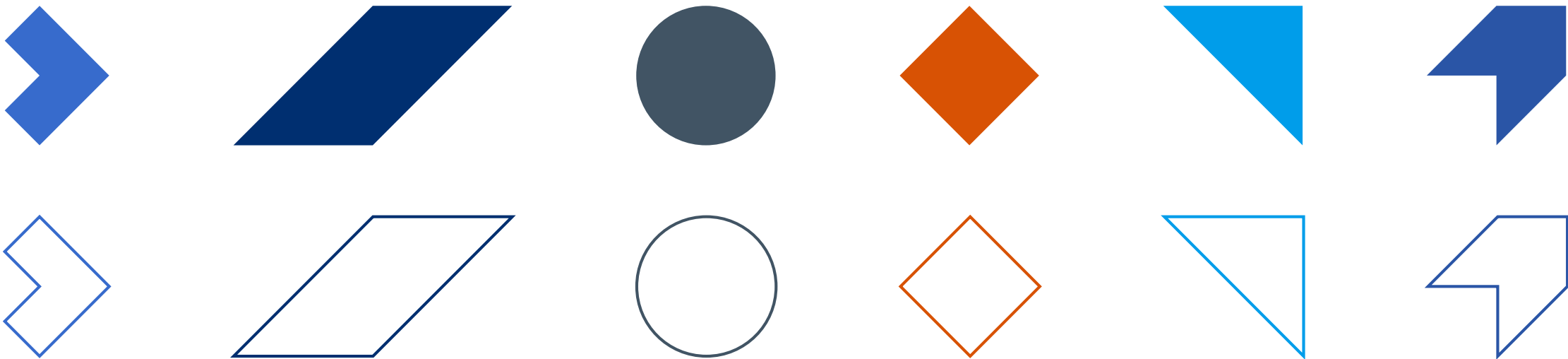Retail



Utility

# Photography Examples

# Graphic Elements

Graphic elements provide designers with ways to add texture or visual interest, and to provide emphasis and focus within a design. Graphic elements should be used judiciously and should never overwhelm a design or interfere with communication.

Angular and right leaning icons create a sense of forward direction and momentum which refers to what Forescout does.

Circular shapes refer to the scope and sight of vision that Forescout provides.

**Colors**
Forescout Just Blue
Forescout Dark Blue
Forescout Slate
Forescout Burned Orange
Forescout Blue
Forescout Mid Blue

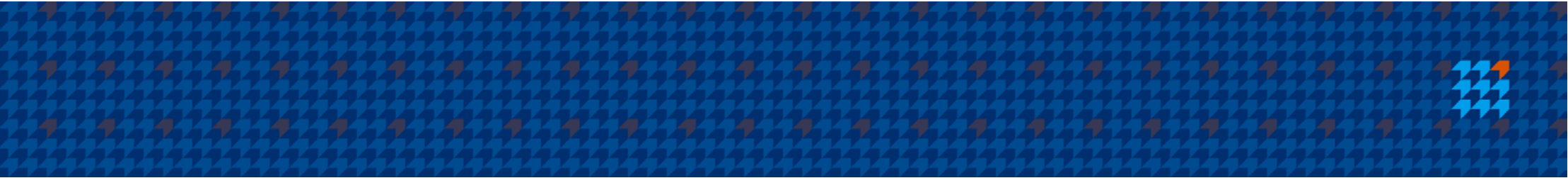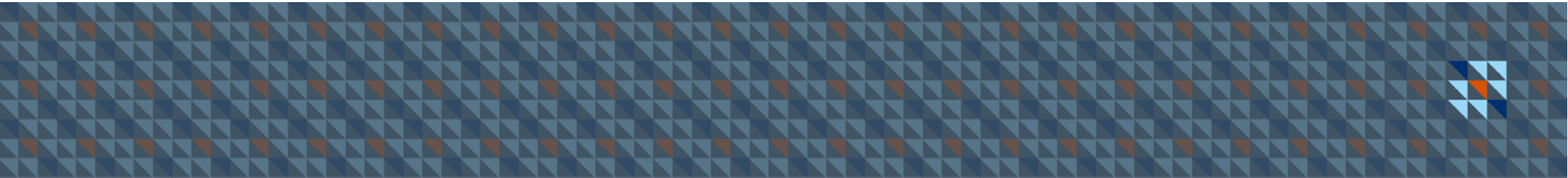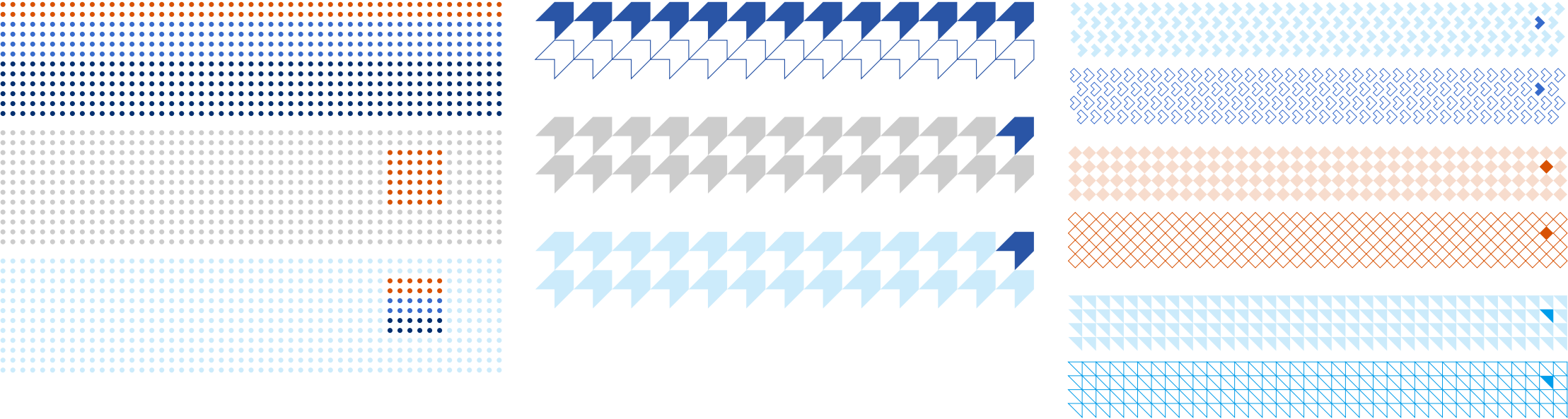* Colors and shapes can be mixed and matched based on environment.

**Shape Sizes**
Ideal Height: 24px - 96px in increments of 12px

Always enlarge or reduce proportionally.

**Stroke Weight**
1px Inner Stroke (scale stroke when enlarging or reducing)

# Graphic Elements

Examples of textures and backgrounds using the Forescout brand graphic elements.

# Graphic Elements

Graphic elements provide designers with visual devices to use as texture or backgrounds and to provide emphasis and focus within a design. They should always be used judiciously and should never overwhelm a design or interfere with communication.
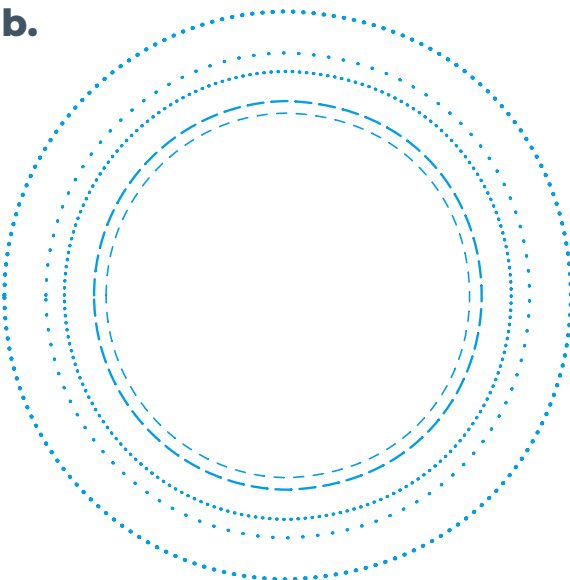
The dotted lines refer to the continuous visual scope that Forescout provides.

**a.**

**b.**
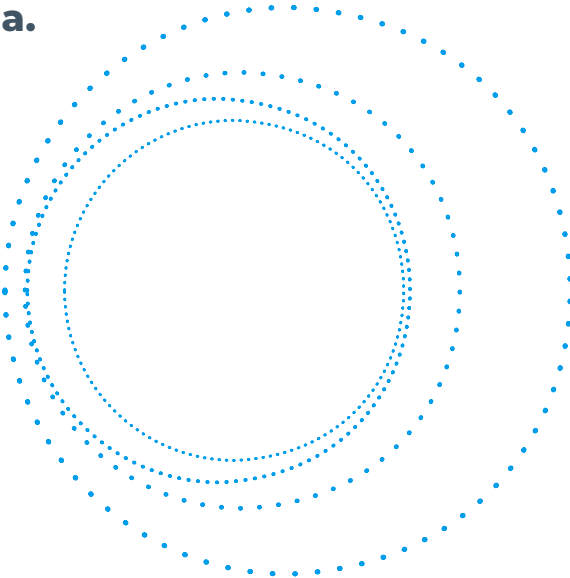
## Line Specs

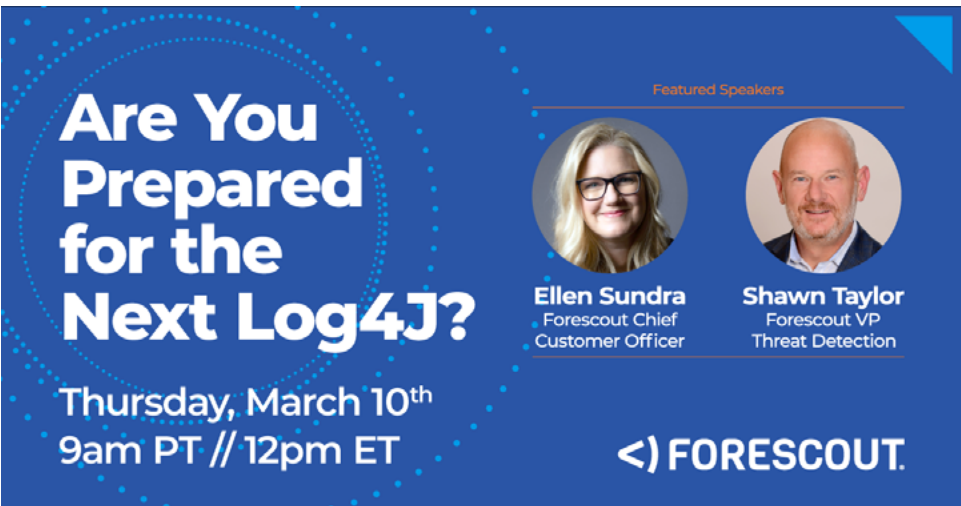Various Dotted and/ or Dashed Strokes between 1px & 4px (scale stroke when enlarging or reducing).

Circles can a) center align for framing or b) overlap for texture and focus.

**Only use Forescout brand colors:**
FS Blue
FS Mid Blue
FS Just Blue
FS Dark Blue
FS Slate
FS Burned Orange

\* Colors and stroke weights can be mixed and matched based on environment.

Forescout Expands Across Asia, Pacific and Japan

Subbu Iyer    Amit Malhotra    Gavin Wilson

Hamish Armati    Taku Nishiyama    Colin Garro

<) FORESCOUT.

CYBER SECURITY EXCELLENCE AWARDS ★ WINNER ★ 2022

<) FORESCOUT.

**GOLD WINNER**
**Critical Infrastructure Security**
North America
(between 1,000 to 4,999 employees)

**SILVER WINNER**
**Security Platform**
North America
(between 1,000 to 4,999 employees)

Are You Prepared for the Next Log4J?

Featured Speakers

Ellen Sundra
Forescout Chief Customer Officer

Shawn Taylor
Forescout VP Threat Detection

**Thursday, March 10th**
**9am PT // 12pm ET**

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CYBER SECURITY EXCELLENCE AWARDS ★ WINNER ★ 2022

**GOLD WINNER**
Best North American Cybersecurity Company

**SILVER WINNER**
Best Cybersecurity Project of the Year North America
**Project Memoria**

**SILVER WINNER**
Best Cybersecurity Woman of the Year
**Elisa Costante**

CyberMDX
A FORESCOUT. COMPANY

**GOLD WINNER**
Cybersecurity Excellence in Healthcare

# Iconography

We are currently in the process of updating Forescout's iconography library. Icons must be meaningful, accurate and relevant to the subject matter. Icons should be used in ways that do not overpower or clutter a design. We will continue to update the brand guidelines with new iconography that you can leverage for your content.
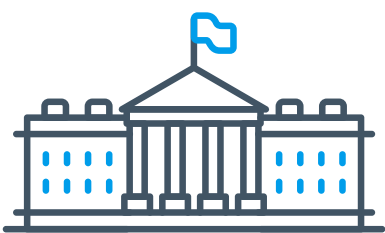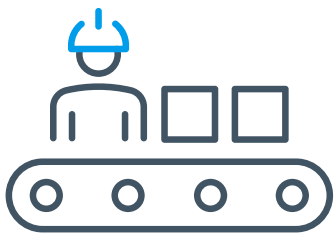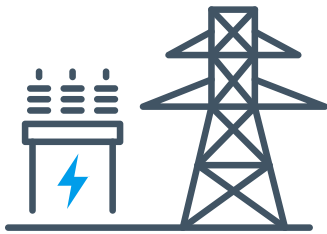
**VERTICALS HERO ICONS**

HEALTHCARE     FINANCIAL SERVICES     GOVERNMENT     MANUFACTURING / INDUSTRIAL

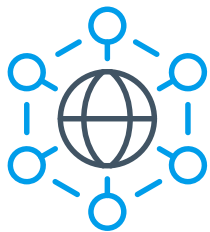OIL / GAS     POWER / UTILITIES     EDUCATION     RETAIL
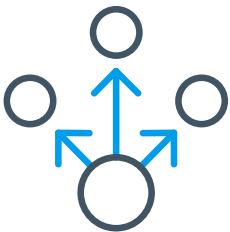
**SOLUTIONS HERO ICONS**

IT     OT     ZERO TRUST     SEGMENTATION
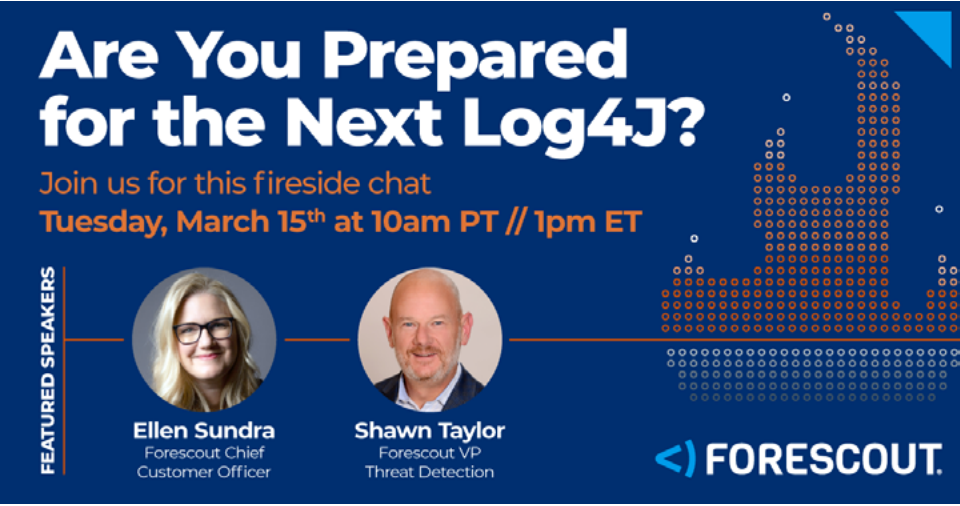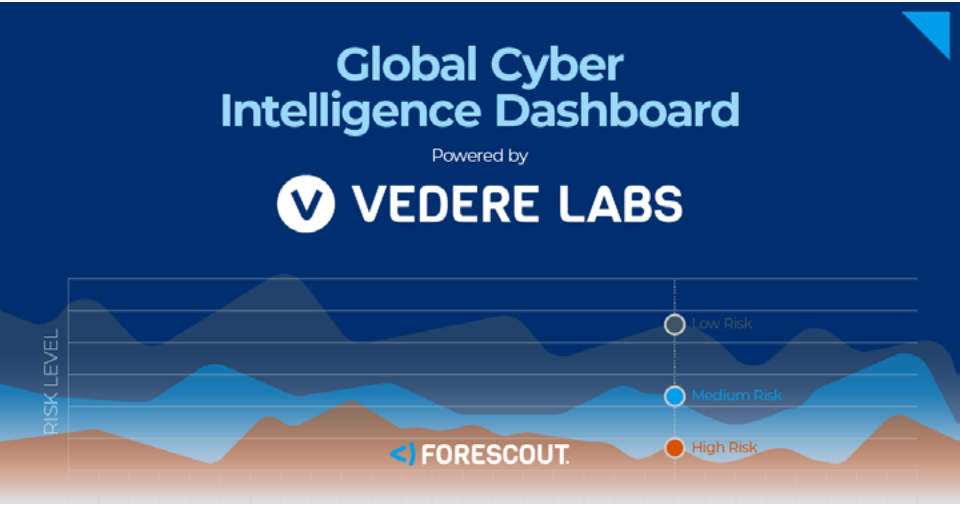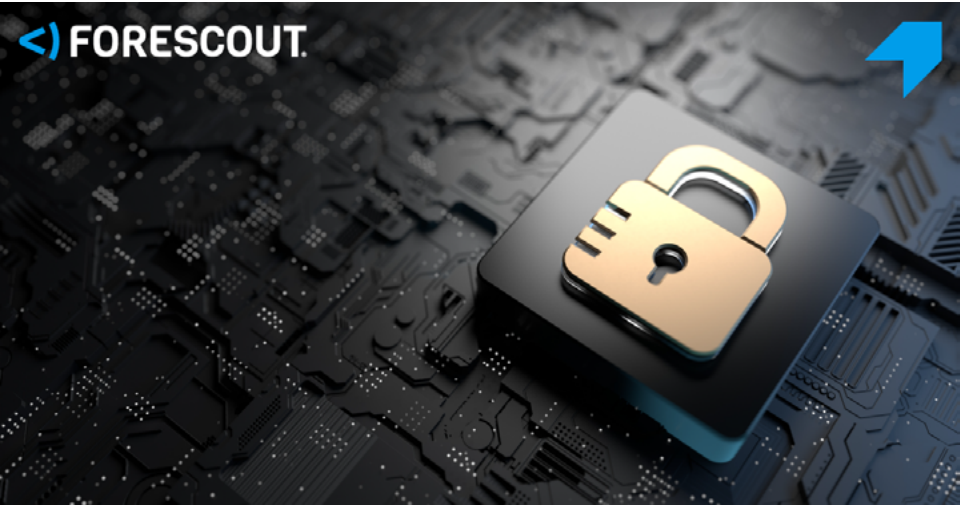
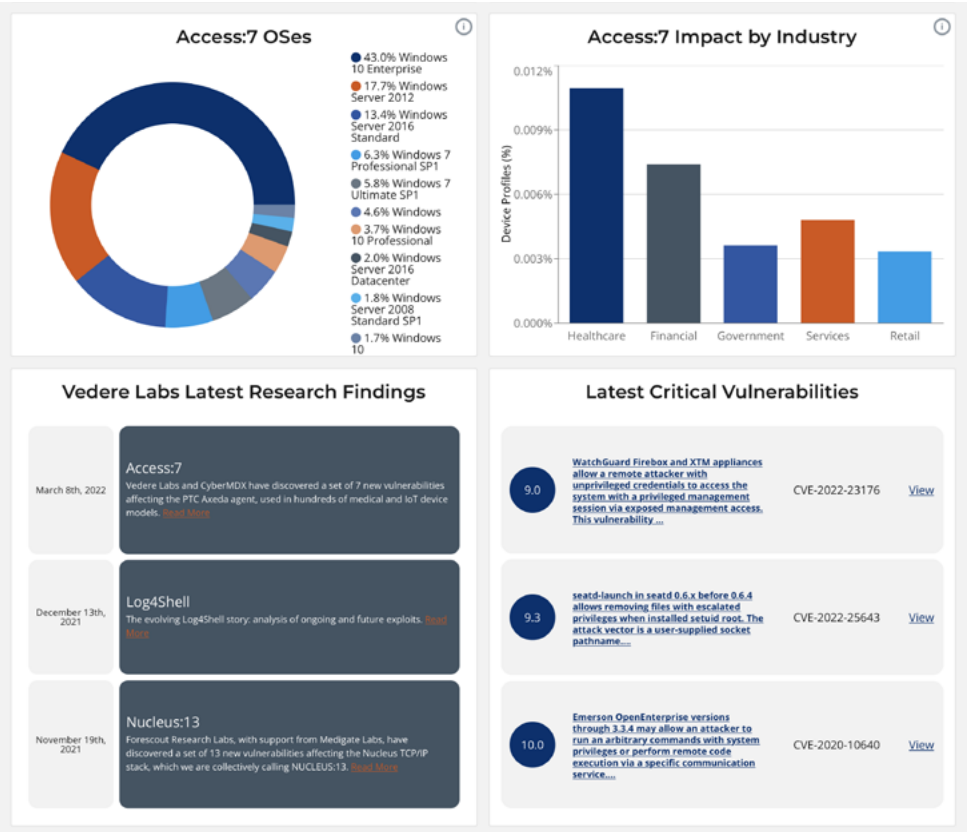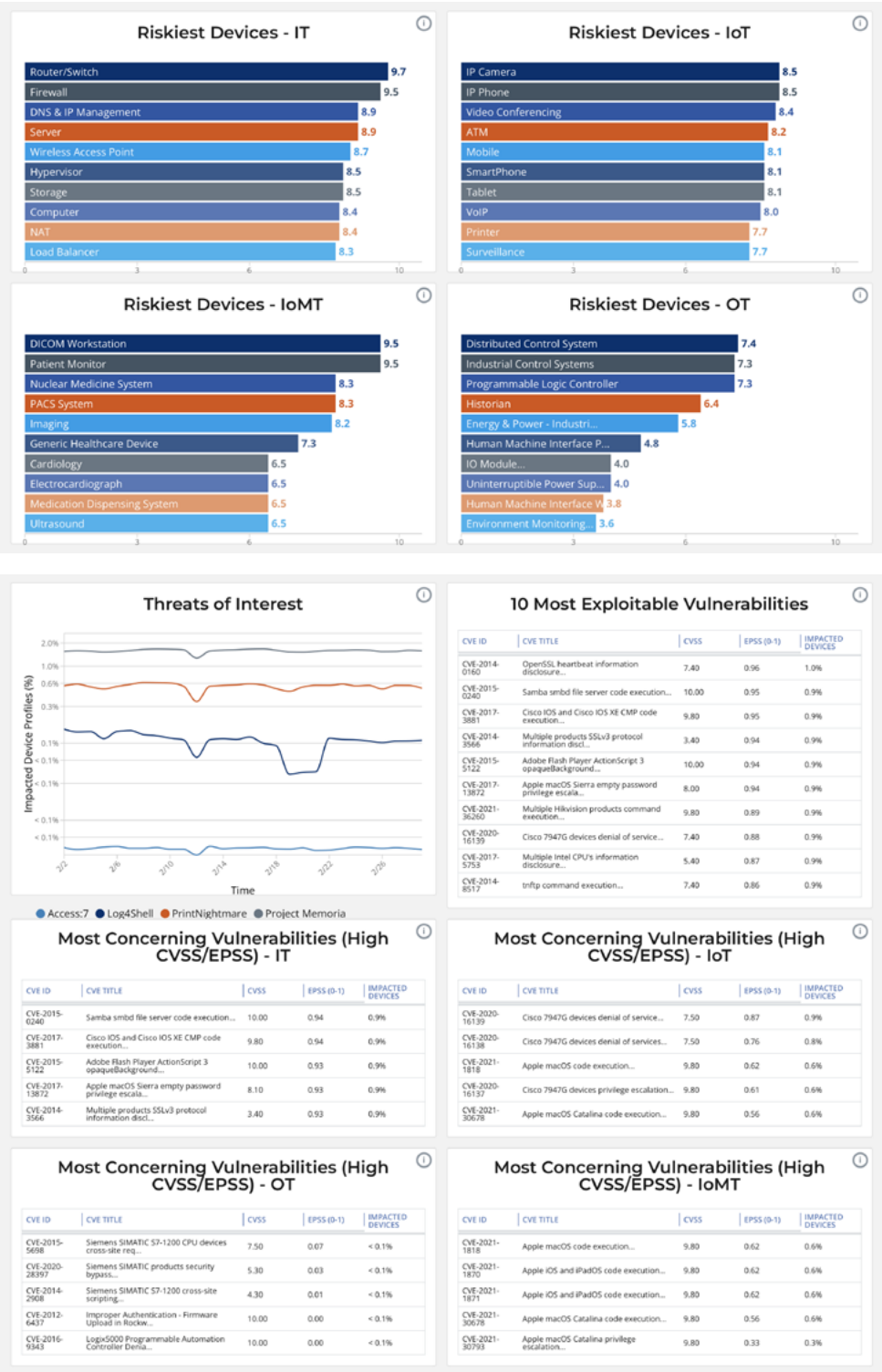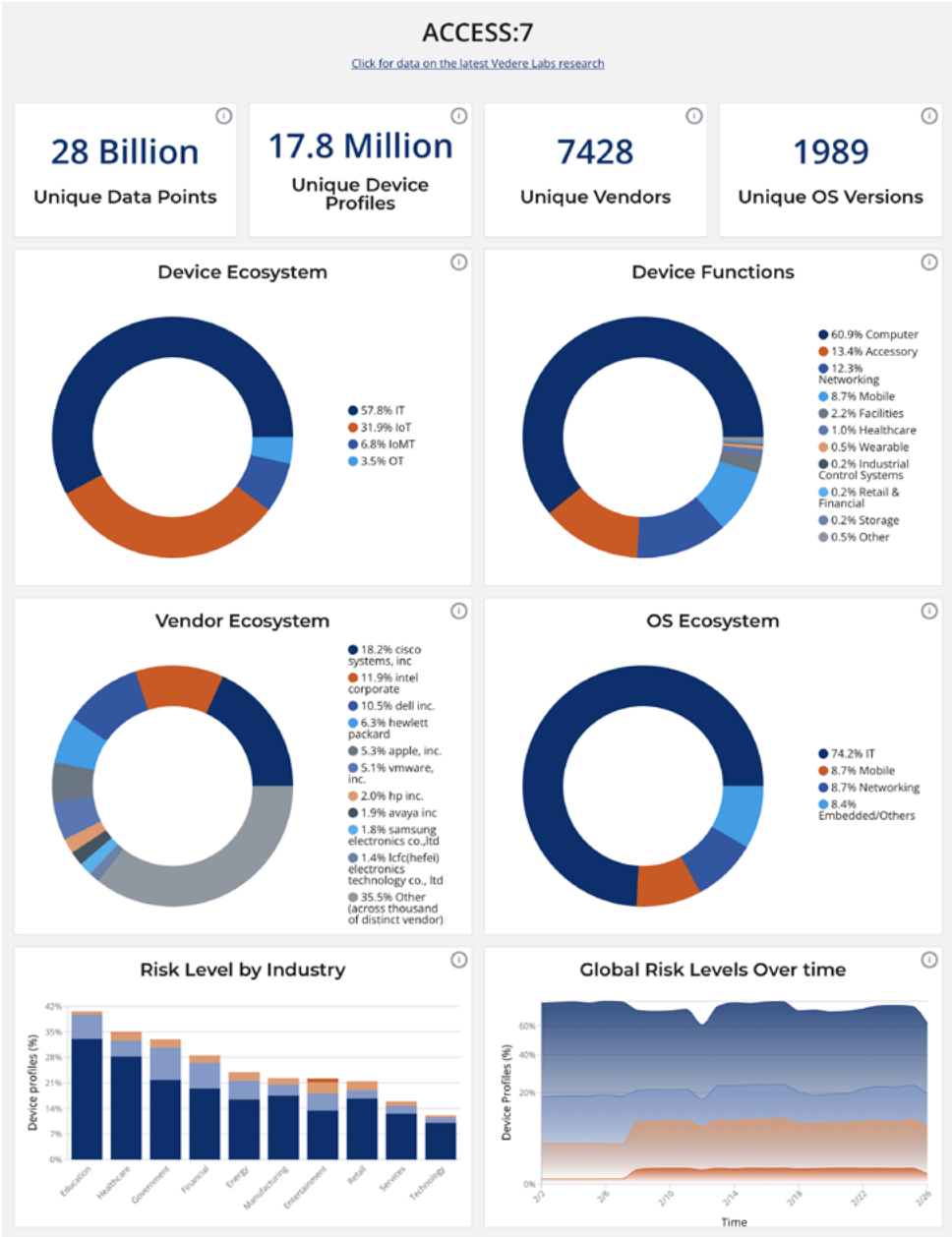ASSET INVENTORY     DEVICE COMPLIANCE     THREAT DETECTION

# Section 4
# The Forescout Brand Experience

In this section you will find examples of how designers and writers have used the Forescout brand in marketing and communications environments.

# Social Media

# Data & Statistical
# Design

# Vedere Labs

Vedere Labs is Forescout's research team that is focused on increasing visibility of cybersecurity threats and providing mitigation steps that organizations can implement to protect themselves.

## Forescout's Vedere Labs Use Guidelines

**First reference:** When first referring to our cyber threat research team in a sentence or paragraph, we use the entire name, Forescout's Vedere Labs.

**Second reference:** Once Forescout's Vedere Labs has been established in a sentence, we use a shortened version, Vedere Labs.

Vedere Labs is an important member of the Forescout brand family. It sits under the Forescout parent brand but has its own visual identifier.



## Vedere Labs Logo Use Guidelines

Usage of the Vedere Labs logo is outlined in the Vedere Labs brand guideline.

# CyberMDX

Forescout acquired CyberMDX on February 1, 2022. CyberMDX is a stand alone company within Forescout. For the foreseeable future the CyberMDX visual brand will be treated as outlined in the CyberMDX brand guideline.

## CyberMDX, a Forescout Company Use Guidelines

**First Instance:** When CyberMDX is first mentioned in written form it is referred to as CyberMDX, a Forescout company.

**Second instance:** After CyberMDX has been established as CyberMDX, a Forescout company in a sentence or paragraph, it may be referred to as CyberMDX in sentences that follow.



## CyberMDX Logo Use Guidelines

Usage of the CyberMDX logo is outlined in the CyberMDX brand guideline.

# Thank you

We sincerely appreciate your interest in helping us deliver the Forescout brand consistently. If you have questions regarding the Forescout brand, use of our brand assets or the materials you are creating, please email us at **Content_Approval@forescout.com**.

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# FORESCOUT

# 2022
# Brand
# Guideline

**VERSION 2.0** // **04.04.22** // FS CREATIVE TEAM

If you have questions regarding the Forescout brand, use of our brand assets or the materials you are creating, please email us at
**Content_Approval@forescout.com**

**CONTACT**

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