



Critical Start

BRANDING GUIDELINES

Corporate Visual Assets & Usage

A comprehensive guide to Critical Start's corporate brand style, including logos, graphic elements, colors, fonts and text styles.

Last update: June 2016



COLOR PALETTE AND VALUES

Dark Blue

Use as the primary tone for Critical Start branding



C:	100	R:	16	Hex #:	104B87
M:	79	G:	75		
Y:	19	B:	135		
K:	5				

Mid Blue

Use as the secondary tone for Critical Start branding



C:	75	R:	35	Hex #:	2397D4
M:	27	G:	151		
Y:	0	B:	212		
K:	0				

Bright Blue

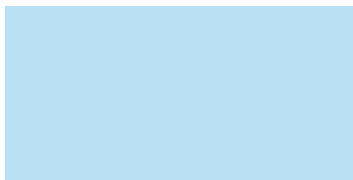
Use as an accent color for Critical Start branding



C:	74	R:	0	Hex #:	00ACD1
M:	11	G:	172		
Y:	11	B:	209		
K:	0				

Light Blue

Use as subtle shading for Critical Start branding



C:	25	R:	186	Hex #:	BADFF0
M:	2	G:	224		
Y:	2	B:	241		
K:	0				

Black

Use at full strength (100%) or tints as needed. Text should be at 70%.



C:	0	R:	0	Hex #:	000000
M:	0	G:	0		
Y:	0	B:	0		
K:	100				

Service Icons

Strategic Services



Technical Implementation Services



Security Assessments



Managed Security Solutions



Security Training



SecCon Levels



Background Watermark



Critical Start is a dedicated cyber security solutions provider with the goal to measurably improve the security capabilities of our customers. Our solutions offerings account for business impact, risk tolerance, and threat landscape to effectively create the capabilities to protect our customers from cyber threats. Critical Start services provide solutions for strategic growth, assessments, implementations, managed services, and security analyst training.

Strategic Services

The design and planning of your information security program requires a strategic approach to stay ahead of constantly evolving threats.

- Defendable Network Workshop
- Threat Information Sharing Workshop
- BYOD Workshop and Strategy
- Threat Intelligence Planning Workshop
- Information Security Threat Analysis
- Regulatory Requirements Review
- Policy Gap Analysis
- Information Classification
- Malware Remediation Strategy
- Incident Response Workshop
- QSA Guided PCI Compliance Workshops

Technical Implementation Services

Critical Start blends implementation experience with deep product knowledge to best integrate technical solutions into your environment.

- Endpoint Security Solutions
- Next Generation Firewalls
- Application Control and Whitelisting
- Vulnerability Scanning Tools
- Network and System Hardening
- Wireless Networking & Security Solutions
- Event Management and Logging
- Authentication and Identity Solutions
- Encryption Solutions
- Content Management Solutions

Security Assessments

Critical Start assessment services provide an understanding of current risks to your organization as well as a roadmap to achieve longer term goals.

- CyberSecurity Assessment
- Cloud Security Assessments
- Penetration Testing
- Security Tools Assessment
- Breach Readiness Assessment
- Infrastructure and System Configuration Audit
- Security Operations Assessment
- Compromise Assessment
- Web Application Security
- Vulnerability Scanning
- Policy & Procedure Audit

Managed Security Solutions

By integrating analytics to system monitoring Critical Start is able to provide intelligence on information security trends and metrics within your organization. Security Intelligence Solutions are far more than a monitoring service and can provide information from your data to help you better protect your organization from threats.

- Malware Monitoring Service with Advanced Threat Analytics
- Continuous Risk Assessment with Phishing, Vulnerability, and Web Application Assessments.
- SIEM and Firewall
- Security Staffing

Security Training

Ongoing education and training of users is important to provide the abilities to complete tasks faster and more efficiently. Our training courses are designed to quickly develop the skills of your team through interactive lessons, small class sizes and hands on lab activities.

- Security Analyst Development
- Malware Hunting
- Incident Response Practices
- Security Awareness Offerings for Users / Administrators / Executives
- SIEM Use Case Development

FONT AND TEXT STYLES

Calibri is the only font used in Critical Start corporate documents. Font colors should be limited to the corporate palette. When in doubt, use the body copy style. Adequate use of white space and a three-column format will improve readability.

Headline

FONT	STYLE	SIZE	COLOR	LEADING
Calibri	Bold	30 pt	Bright Blue	12 pt

TITLE BAR

FONT	STYLE	SIZE	COLOR	LEADING	TRACKING	TYPE	BKGROUND
Calibri	Bold	11 pt 85%ht	Black 40%	30 pt	400	Caps	Dark Blue

SUBTITLE BAR

FONT	STYLE	SIZE	COLOR	LEADING	TRACKING	TYPE	BKGROUND
Calibri	Regular	11 pt, 85%ht	Dark Blue	30 pt	400	Caps	Black 40%

Subhead

FONT	STYLE	SIZE	COLOR	LEADING
Calibri	Regular	22 pt	Bright Blue	12 pt

Section Header

FONT	STYLE	SIZE	COLOR	LEADING
Calibri	Bold	12 pt	Black	12 pt

Body Copy

FONT	STYLE	SIZE	COLOR	LEADING
Calibri	Regular	10 pt	Black 70%	12 pt

Pull Quote

FONT	STYLE	SIZE	COLOR	LEADING	RULE
Calibri	Italic	9 pt	Bright Blue	12 pt	.25 pt