



DOT Security

2022 Guidebook

What is DOT Security?

Your cybersecurity task force against evolving threats

DOT Security was founded in 2020 to protect businesses from falling victim to cyberattacks which were becoming more frequent and more dangerous. DOT Security aims to deliver advanced security services to businesses of all sizes.

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Who is DOT Security?

We Are

- Guardians
- Fierce defenders
- Creators
- Innovators
- Masters

We Are Not

- Egotistical
- Mysterious
- Unapproachable
- Overcomplicated
- Close-minded



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Logo & Use

DOT Security's logo was meticulously designed to evoke feelings of security in our customers and audience while portraying us as modern, strong, and bold.



DOT Security

DOT's Logo

DOT Security's three-layered logo is designed to represent our layered approach to cybersecurity and our three main components: people, approach, and technology. Combined with shield imagery, our logo portrays safety and protection for businesses.

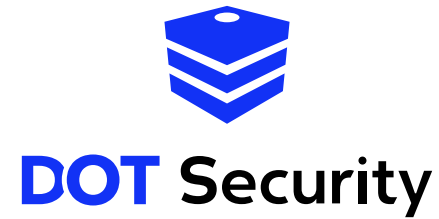
Logo Variations

Horizontal



DOT's full horizontal wordmark is the preferred version and should be used primarily unless circumstances call for one of the alternatives.

Vertical Stacked



The vertically stacked logo should be used when appropriate for spacing or based on the layout or composition of the content.

Icon



The icon logo should be kept for decoration or where space is very limited. Use your discretion and professional judgement when deciding but keep legibility in mind.

Logo Color Variations

Primary Use



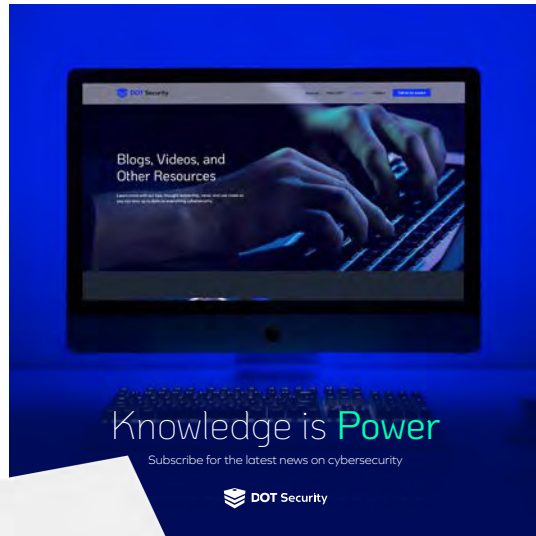
Secondary Use (Color or Blue)



The black and blue full horizontal wordmark logo is preferred in most situations. But feel free to use alternative colors when legibility could be a problem.

As with logo variations, use your own professional best judgement to decide which is appropriate.

Logo In Action





Brand Colors

DOT Security's brand colors were chosen to convey feelings of security, technology, futurism, and wisdom. Our primary shade of blue represents royalty, wisdom, confidence, protection, and stability.

Brand Colors



DOT Blue

Pantone 2728 C

R: 0
G: 7
B: 255

HEX: 0046FF

C: 85
M: 70
Y: 0
K: 0

DOT Green

Pantone

R: 0
G: 255
B: 189

HEX: 00FFBD

C: 56
M: 0
Y: 45
K: 0

DOT Navy

Pantone

R: 32
G: 38
B: 53

HEX: 202635

C: 83
M: 74
Y: 53
K: 60

DOT Cool Grey

Pantone

R: 240
G: 240
B: 247

HEX: F0F0F7

C: 4
M: 4
Y: 0
K: 0



Typography

Our typography draws inspiration from a future world of technology.

It's a balance between minimalism and style with a foundation in digital architecture.

Primary Font

KoHo Regular

Available in 4 weights

KoHo Extra Light

KoHo Light

KoHo SemiBold

KoHo Bold



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KoHo is used for headers & subheaders

KoHo can be italicized

AVOID USING KOHO IN ALL CAPS

Secondary Font

Graphie Regular

Available in 4 weights

Graphie Thin

Graphie Book

Graphie SemiBold

Graphie Bold

Graphie is used for copy

Graphie can be italicized

GRAPHIE CAN BE CAPITALIZED

Kerning should be at 50 for flexibility and balance



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Typography In Action



75% of SMBs working in US critical infrastructure have experienced at least one breach

< 1/4 of candidates who apply for cybersecurity positions are qualified for the role

54.9% of all ransomware victims are in the United States

76% of businesses say they've faced an increased number of attacks in the past year

~90% of business executives currently or plan to use managed services for their cybersecurity

79% of employees engage in risky behaviors

growth in unfilled cybersecurity jobs: +350% one million -> 3.5 million

44% of employees report security issues

56% of IT business decision-makers say a ransomware attack is "likely" or "very likely" in the next 12 months

40% of companies do not perform an annual risk assessment to meet compliance standards



Cybercriminals Have a Plan. Do You?

Modern businesses are under threat more than ever before from hackers and cybercriminals, and very few businesses are able to withstand and recover from these attacks.

- A cyberattack can cost a business \$3.66 million
- Nearly half of all SMBs have no cybersecurity plan
- 68% of business leaders think cybersecurity risks are still rising

How a Risk Assessment Can Help You Prepare for Cyberattacks

Our experts work to determine a communication and access strategy to ensure a smooth, comprehensive examination of your business' cybersecurity.

Step #1 Build a Plan

Our experts work to determine a communication and access strategy to ensure a smooth, comprehensive examination of your business' cybersecurity.

Step #2 Execute the Plan

We probe and examine your network to understand the status



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Photography

Our photography should feel like a glance into the future. We want to evoke feelings of confidence with glimpses of technology that appears advanced and capable of protecting us in the world of digital defense.

Cool and Advanced

Color and tone are always on the cool side leaning into blues. The cooler tones come from our natural office environments and can be added through grading in post production when using stock.


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Moments of brightness can occur through early morning sun pouring into the SOC or the occurrence of green lighting and tones to reinforce that threats are not present.

Time of day should always appear either early morning, sundown, or night, perfect for an "always on guard" moment.



People

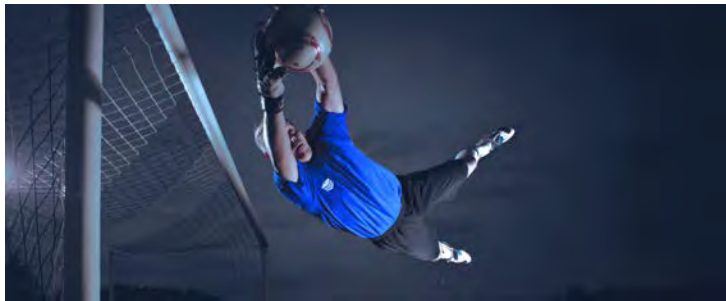
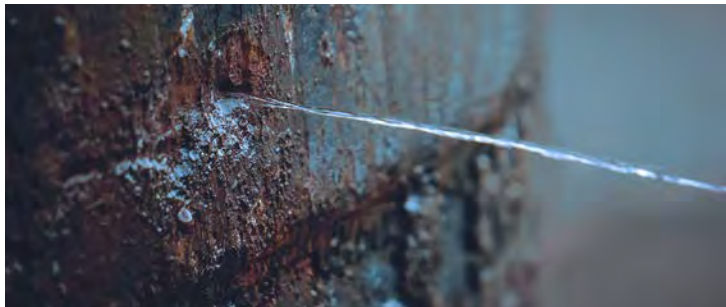
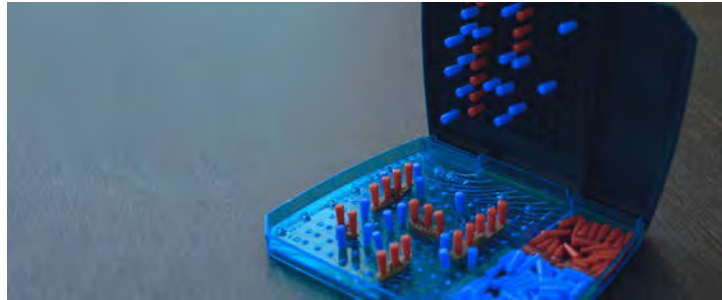
The experts featured in our photography are the talent. They're the genuine, hard-working, and knowledgeable people who work with clients and each other to provide the high-quality security we're known for.



Offices

DOT Security's office spaces provide our experts with state-of-the-art technology accompanied by a modern, cool, and comforting approach. Our space reflects the unique staff.





Avoid the Cliche

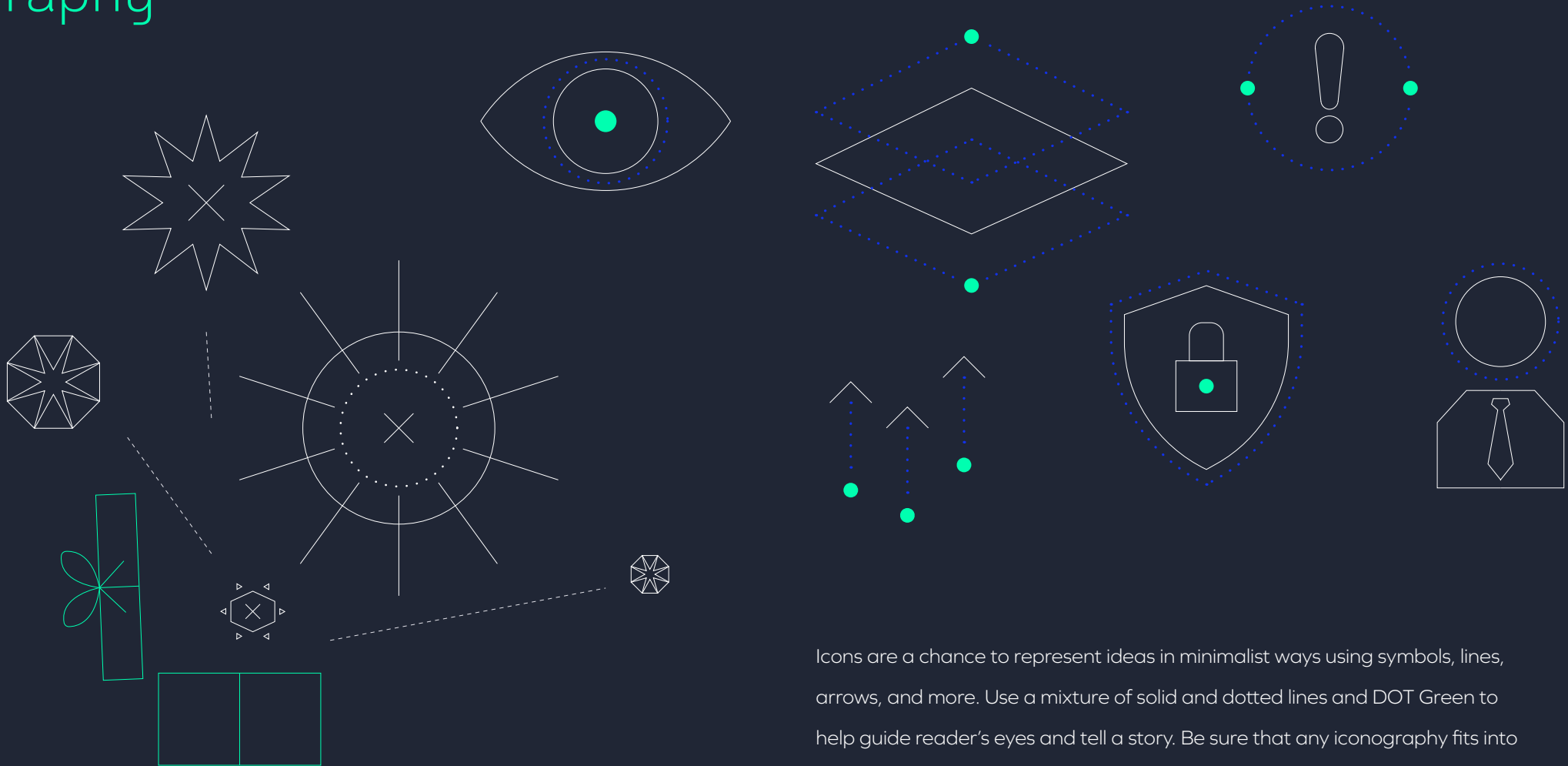
The world of cybersecurity is widely represented with expected imagery of padlocks, breached screens and keyboards, and hooded criminals. We will set ourselves apart and appear more interesting using metaphoric imagery to support our content. This will offer more stopping power in the scroll. Cool blue or green tones and gradients can be added to enhance branding.



Iconography

DOT Security uses iconography to supplement photography and to convey complex feelings and ideas using simple shapes and icons.

Iconography



Icons are a chance to represent ideas in minimalist ways using symbols, lines, arrows, and more. Use a mixture of solid and dotted lines and DOT Green to help guide reader's eyes and tell a story. Be sure that any iconography fits into DOT Security's brand style.

Icons in Action

DOT Security Countdown



DOT Security Ribbon Cutting



The State of Cybersecurity for Small Business eBook – Industries Icons

Brand Asset Locations

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