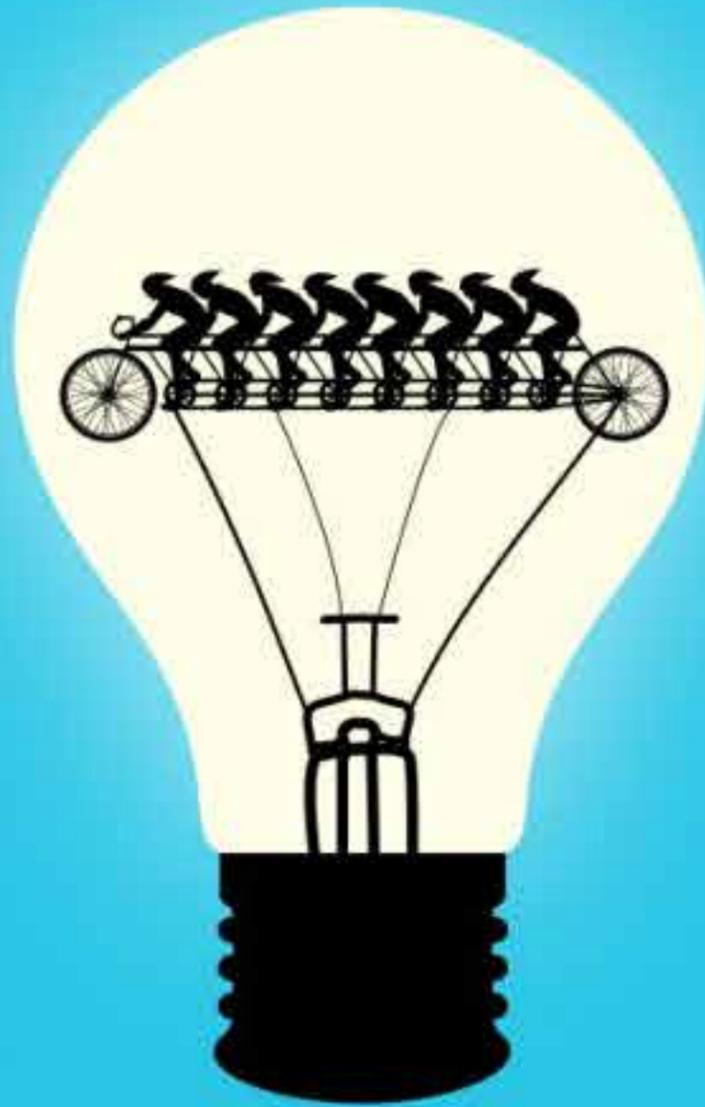


phase 3
Designing Identity



IOActive®

ROAD MAP /

WE'RE HERE



- Project overview
- Setting IO Apart
- Competitive landscape
- Next steps

- Synthesize learnings
- Develop a Position and Marketing POV
- Achieve agreement
- Develop a Positioning Statement
- Develop a Brand Page

- Visualize the future
- Brainstorm big idea
- Design brand identity
 - Logotype and Signature
 - Color
 - Typography
 - Sound
 - Motion
- Brand Vision Book
- Explore applications
- Finalize brand architecture
- Present visual strategy
- Achieve agreement

- Finalize identity design
- Develop look and feel
- Initiate trademark protection
- Prioritize and design applications
 - Letterhead
 - Business card
 - Collateral
 - Website
 - Signage
 - Product design
 - Packaging
 - Advertising
 - Environments
 - Vehicles
 - Uniforms
 - Ephemera
- Design program
- Apply brand architecture

- Build synergy around the new brand
- Develop launch strategy and plan
- Launch internally first
- Launch externally
- Develop standards and guidelines
 - Reproduction files
- Nurture brand champions

AGENDA /

- > Positioning and Marketing POV Final?
- > Design Concepts
- > Achieve Agreement
- > Next Steps

Positioning and Marketing POV

OUR POV - Option 4 /

THIS IS OUR IOACTIVE STORY

Securing our connected world

IOActive is the most elite force of security advisers and consultants in the business world. We protect and secure the Global 1000 from cyber threats at every stage.

Our two-decade track record of success reflects a never-say-die commitment to our core values: integrity, fierce passion and a relentless creativity that doesn't just "push the envelope" or "think outside the box." We shred the envelope, crush the box, and safeguard your operations from the inside out. Our global team advises companies across all industries – from transportation to healthcare, financial services to manufacturing, energy to retail. No matter the sector, no matter the challenge, we show up armed with uncompromising ethics and a deep desire to improve our clients' security posture.

Because we understand that to protect your organization against cyber threats, you need a partner who knows how the attacker thinks. A partner with the inborn drive to hunt for weaknesses, those areas of opportunity that attackers pillage. A partner you trust to secure your most sensitive information. That trusted partner is IOActive.

SMIT:

IOActive is the most elite force of security advisers and consultants in the business world.

Simplified:

We are elite security advisors.

Design Concepts

CONCEPT 1 - HIGHLY CRAFTED AND CONSIDERED

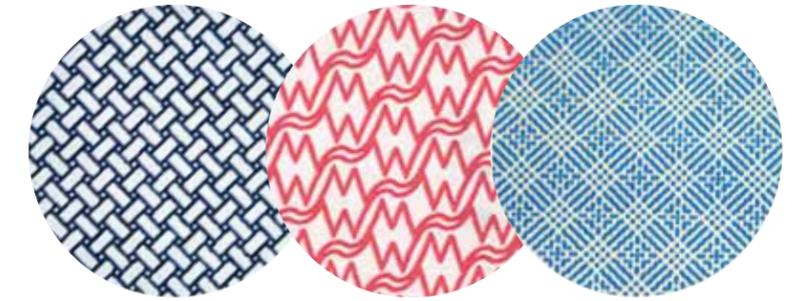
Evolving upon the current IOActive design, this concept contains large fields of color, carefully crafted layouts, minimal graphics and special finishing touches to make these designs add up to more than the sum of their parts. Communicating accuracy and precision, a 55 degree diagonal in the form of a die cut shape on a business card or perhaps a thin red line used to divide white space brings new energy and activity to any design. To suggest exclusivity and professionalism, careful selection is required when choosing papers, inks, and foils. Furthering IO brand recognition, tastefully placed red color touches can be seen in the layers of a business cards, an elastic band on a notebook, or as a background design element on a page or electronic device.

Simple, bold, elegant

High level of detail

Red accents builds brand awareness





CONCEPT 2 - MODERN SECURITY

Solid blocks of color and unique graphic security patterns combine to form a cohesive program and can be used to create artistic patterns and texture. These elements are not only useful in making the look of the program more cohesive, but they can also make the graphic identity more meaningful and memorable. This flexible system of parts can be used time and time again in fresh new ways to extend the brand. Consistent use of these shape elements over time will strengthen the brand and remind the viewer of IOActive without being redundant.

A creative and flexible design system
Security features shown in various collateral
Cohesive and memorable



CONCEPT 3 - DEPTH AND PERSPECTIVE

Always being ahead of the curve, IOActive is equipped to notice potential threats from every angle, every facet, and dimension of our clients business. Utilizing directional devices we can show with great effect how IOActive is actively moving their clients forward and leading the industry. In addition we can also use colored bars, bands, or rings to also communicate this concept. Having been around for 20 years, IOActive offers a deep perspective of knowing how attackers think, and elegant gradients are used here to communicate depth, gravity, and complexity. From the faceted gradients on the business cards to the dimensional shapes of the brochures and displays, these thoughtful touches reflect a premium experience and elevate the IOActive brand.

Directional devices showing advisement

Multi-layered informational devices

Gradients communicating depth and complexity





ELITE SECURITY ADVISORS

CONCEPT 4 - TRIFECTA: Elite x Security x Advisors

Being different in brand identity begins with positioning, and IOActive has defined their position as the most elite force of security advisors and consultants in the business world. To support this position, a triangle shape has been developed to reflect the cornerstones of IOActive (Elite, Security, Advisors) along with a rich and sophisticated color palette with background gradients of light and dark shadows. Futuristic signs and symbols are used to invoke intelligence and perspective, while carefully selected drawings of technical diagrams, networks, and global locations show IOActive's ability to relate to and advise their trusted clients.

- Global security focus
- Sophisticated look and feel
- Future forward



Next Steps

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IOActive®

The hacker started with code. Making code dance. More of an alchemist or magician than an engineer. The object wasn't to "make something" but to "make something happen". To make the code do something that it wasn't strictly designed to do. To invent. Part playful, part cruelty.

THANKS!