

Brand Style Guide



Lorem ipsum dolor sit amet, consectetur **adipiscing elit**, sed do eiusmod tempor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultricies tristique nulla aliquet enim tortor at auctor urna nunc. Lobortis elementum nibh tellus molestie nunc non blandit massa enim. Mattis vulputate enim nulla aliquet porttitor. Facilisis leo vel fringilla est ullamcorper eget. Mauris ultrices eros in cursus. Mollis nunc sed id semper risus in hendrerit. Ac placerat vestibulum lectus mauris ultrices eros. Sem viverra aliquet eget sit amet. Eu consequat ac felis donec. In egestas erat imperdiet sed euismod. Suspendisse ultrices gravida dictum fusce ut placerat orci nulla. Arcu felis bibendum ut tristique et.

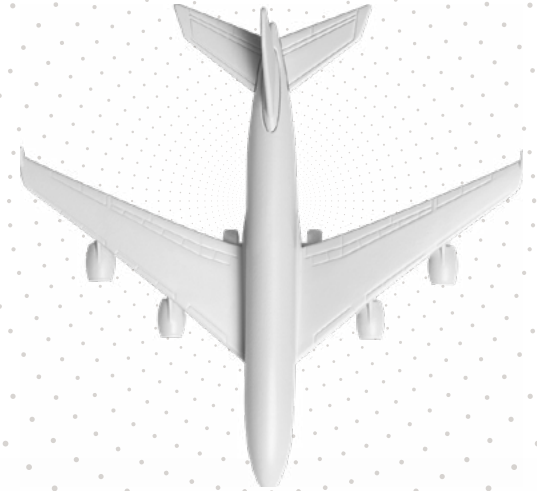


Table of Contents

About Forter	4
Visual Brand Identity	10
Vidyo Trademarks.....	19
Color Palette	34
Iconography	37
Photography.....	42
Typography.....	47
Use of Brand Elements.....	54
Brand in Action	60
Grammar & Usage Guide	66



FORTER®

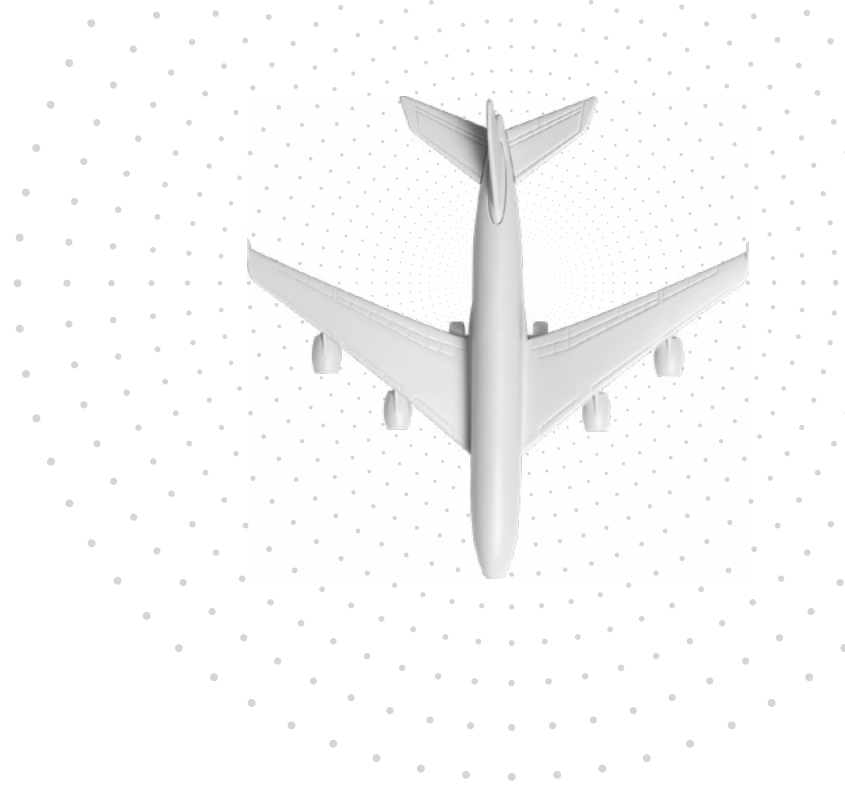
About Forter

© 2020 Forter, Inc. All Rights Reserved.

Who We Are

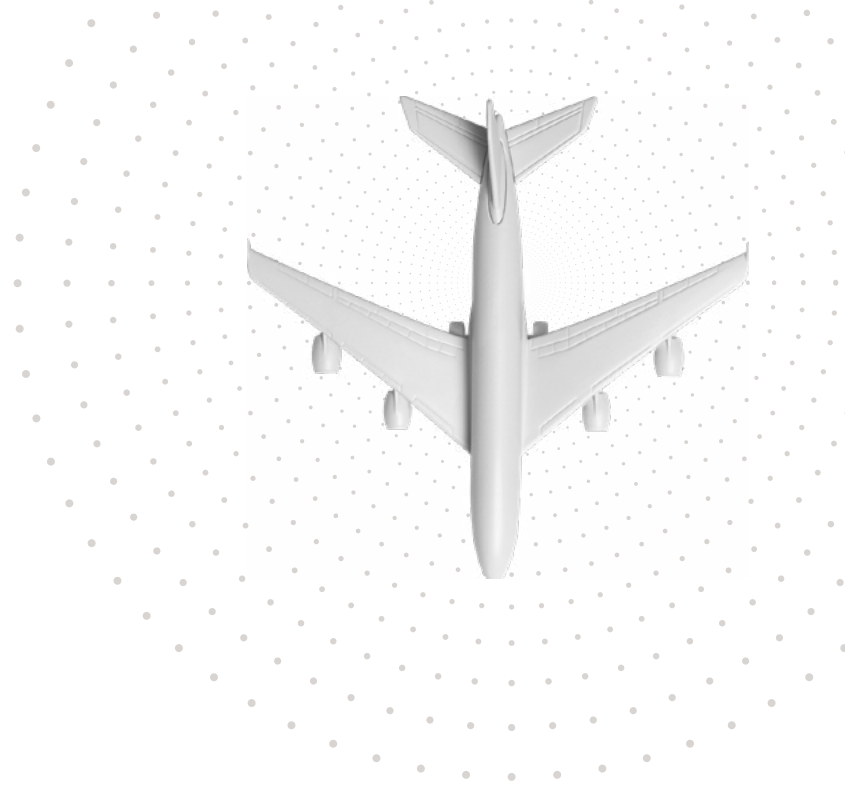
Forter is the leader in e-commerce fraud prevention empowering innovators with the only enterprise-grade platform for managing fraud and abuse.

The single, comprehensive fraud prevention platform assesses trust at every point of interaction, in real time, giving businesses the confidence to build deeper customer relationships and unlock the full promise of commerce based on trust.



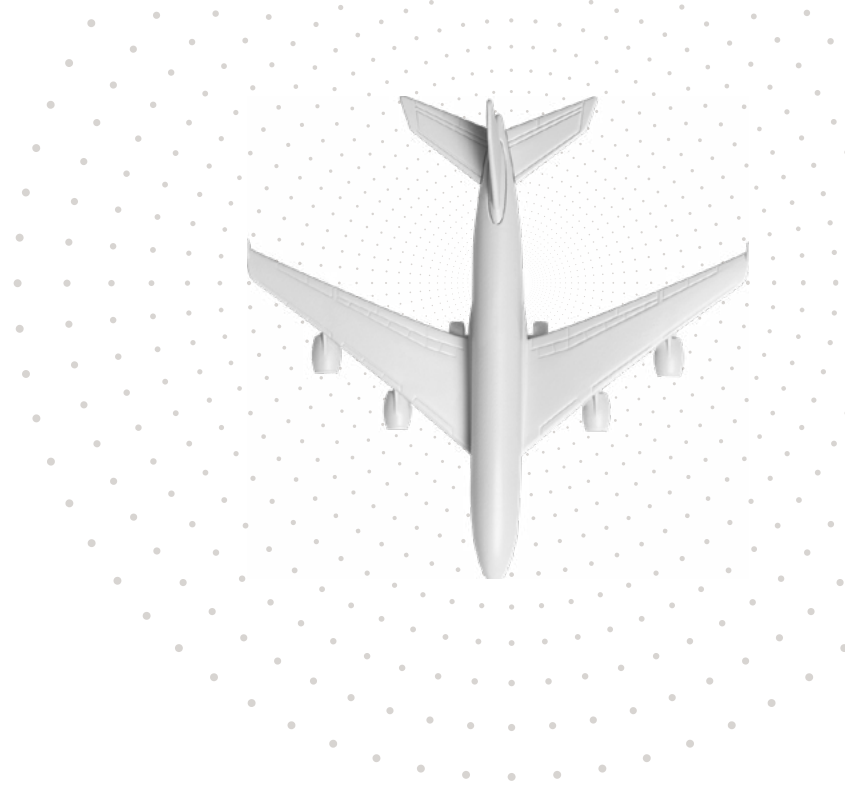
Why We Are Here

Forter was founded to prove that traditional approaches to fraud prevention were inadequate for the realities of evolving online commerce. Through the combination of innovative technology, nuanced fraud expertise, and a deep understanding of merchant needs, Forter's founders developed a comprehensive and fully automated fraud prevention platform that drives business growth.



What We Do

Forter's mission is to build trust in e-commerce by eliminating fraud for online merchants and marketplaces. To do this, we deliver highly accurate and fully automated fraud and abuse prevention in real time. Our innovative approach ensures a more secure and seamless customer experience, both of which boost revenue.



The future of commerce demands a new ecosystem of trust

Forter is empowering innovators with the only enterprise-grade platform for managing fraud and abuse

A new era of commerce is transforming transactions into relationships, every time, everywhere. This new world demands a new approach to managing fraud and abuse, and Forter has pioneered the only solution purpose-built to deliver it at enterprise scale. A single, comprehensive enterprise-grade platform assessing trust at every point of interaction, in real time. Powered by a coalition of the biggest enterprises – and designed by the world's foremost experts. So you have the confidence to build deeper customer relationships and unlock the full promise of commerce based on trust.

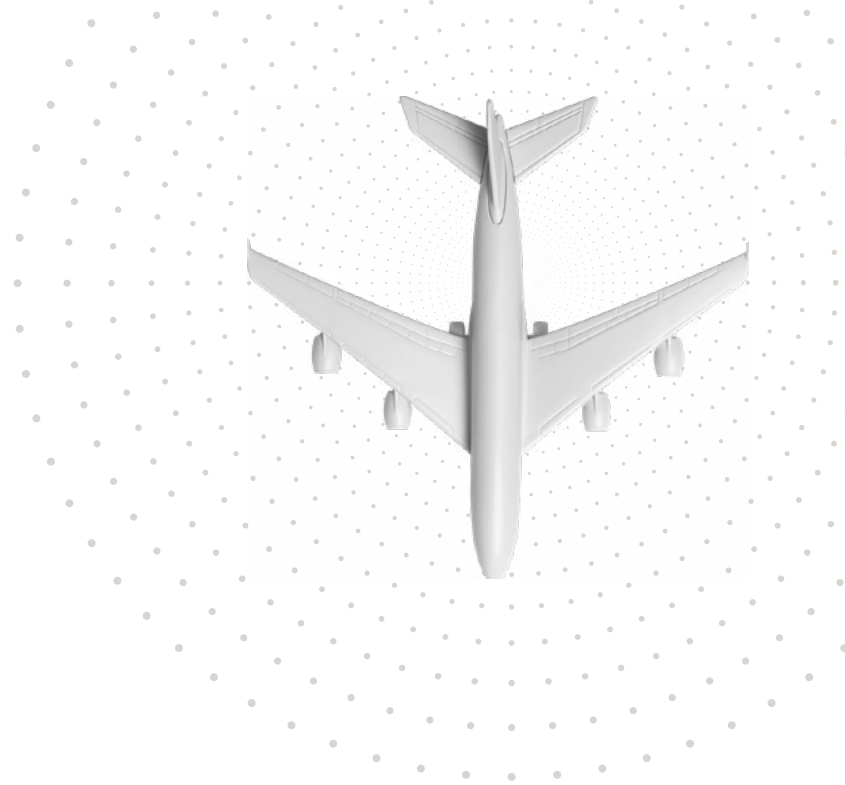


Boilerplate

Forter is the leader in e-commerce fraud prevention, processing over \$150 billion in online commerce transactions and protecting over 600 million consumers globally from credit card fraud, account takeover, identity theft, and more. The company's identity-based fraud prevention solution detects fraudulent activity in real-time, throughout all online consumer experiences.

Forter's integrated fraud prevention platform is fed by its rapidly growing Global Merchant Network, underpinned by predictive fraud research and modeling, and the ability for customers to tailor the platform for their specific needs. As a result, Forter is trusted by Fortune 500 companies to deliver exceptional accuracy, a smoother user experience, and elevated sales at a much lower cost. Forter was recently named the Leader in e-Commerce Fraud Prevention by Frost & Sullivan.

Forter is backed by \$100M of capital from top-tier VCs including Sequoia, NEA, and Salesforce.



FORTER®

Tone and ***Voice***

Writing *Style*

It's not just what we say; it's how we say it. Tone of voice is how the personality of Forter comes through. It lives in our word choice and sentence style. Tone of voice is how we differentiate the reader experience, because in text-based content, our voice is all we have.

Our *audience*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultricies tristique nulla aliquet enim tortor at auctor urna nunc. Lobortis elementum nibh tellus molestie nunc non blandit massa enim.



Uncomplicated

We write succinctly and get to the point.

- Our motto is “maximum value, minimum text.”
- Sentences should be short and crisp and ideally less than 25 words.
- Paragraphs should be short and well-constructed – no more than four or five sentences.
- We avoid jargon and acronyms.

Global

We strive to meet the needs of our local markets, regardless of culture, country or continent. Our uncomplicated customer-centric style translates to an approachable global brand.



Active Voice

We use vivid, action oriented verbs. In our writing, the subject performs the action. We avoid passive voice, which creates complex and confusing sentences.

Active Voice Example:

VidyoEngage delivers significant benefits including an increase in NetPromoter Score and share of

Passive Voice Example:

Significant benefits, including an increase in NetPromoter Score and share of wallet, are delivered by VidyoEngage.

Visual *Identity*

Forter Logo Overview

We use the Forter Logo to identify our company to the world, and as such they are protected by law. Consistent application of these logos reinforces brand recognition and trust.

Except as specified in any of our online terms or in a separate written agreement between with you, use of the Forter Logo by any entity outside of Forter must be requested through our Marketing Communications department, and also requires prior written approval from the Forter Legal Department. Usage violations should be reported to our marketing team at marketing@forter.com

Any use of the Forter Logo is subject to the guidelines contained in this style guide.

The Forter Corporate Signature is a registered trademark of Forter in the U.S. Patent and Trademark Office and in other jurisdictions. The Forter name is a registered trademark of Forter, Inc. in the United States and in other jurisdictions.



Use of the Forter Logo

You may only use our Corporate Signature and/or logo with our prior written permission. The Forter Corporate Signature (shown to the left on this page) must include the fortter logo, the logotype (black print), and the ® registration mark. We use this valued corporate asset to identify our company to the world, and as such it is protected by law. Consistent application of the Corporate Signature reinforces brand recognition and trust.

For these reasons we always display the Corporate Signature as specified in this document, without modification.

Use of the Forter Corporate Signature as part of any other logo is prohibited. The Corporate Signature must not be modified or combined with any other graphic element, e.g. text, illustration, or logotype.



Minimum Size



Clear Space Requirements

Please observe clear space around the Forter Logo to optimize its visual impact and to reinforce protection of our trademark under the law. No other elements can be present in the clear space as specified in these guidelines.

Clear space requirements apply to text, graphics, photos or any other visual elements.

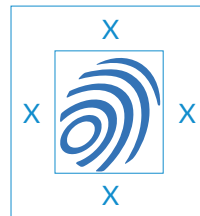
Forter Signature

Clear space is equal to the height of the logo;



Logo

To be used for app stores and icons.



Logo **Color** Usage

1. **Forter Blue on White.** This is the preferred version, to be used on white backgrounds ONLY.



2. **White on Solid Background.** This signature may be used on a solid background color within the Forter color palette. See color palette in this guide.



3. **Black on White.** This is not a preferred usage. To be used ONLY when reproduction limitations force its use.



To protect the value of the Forter corporate identity, it is important to use the Forter logo as it is presented in these guidelines without modification and in full compliance with the following:

Incorrect Use of Forter Logo



Replacing the thumbprint with an “O”



Adding your own tagline no matter how cool you think it is.



Changing the signature color to anything that is NOT white, black or the Forter Blue.



Changing the background color to a color outside our approved color palette.

Forter *Color Palette*

Our corporate colors help convey our brand personality, which is dynamic yet approachable. Consistent use of these colors is vital to our corporate identity. Please use only the color palette and the color formulas and percentages as specified in this document when designing visual elements for Forter communications materials, whether in print or electronic media.

See next page of this style guide for color breakdowns and pantones for print and digital media



Forter *Blue Breakdown*

Forter's primary color used for logo, website hero backgrounds, event booth backgrounds, link color and accent color.

Core

PMS Coated	7683C
PMS Uncoated	300U
CMYK	71 37 0 29
RGB	52 115 182
HEX	#3473b6
HSV	211 71 71

Shade

PMS Coated	7686C
PMS Uncoated	Do not use
CMYK	85 46 0 44
RGB	21 77 143
HEX	#154d8f
HSV	212 85 56

Tint

PMS Coated	659C
PMS Uncoated	542U
CMYK	44 25 0 19
RGB	116 156 207
HEX	#749ccf
HSV	214 44 81



FORTER®

Forter *Secondary Colors Breakdown*

To be used for website hero backgrounds, event booth backgrounds and accent colors throughout web and print.

Core			
PMS Coated	7447C	368C	0961C
PMS Uncoated	2617U	382U	Pantone Warm Grey 6 U
CMYK	20 43 0 51	0 61 75 22	0 5 10 36
RGB	101 72 126	199 78 50	162 154 146
HEX	#65487e	#c74e32	#a29a92
HSV	271 39 46	11 75 78	30 10 64

Shades			
PMS Coated	669C	174C	416C
PMS Uncoated	Do not use	Do not use	417U
CMYK	19 46 0 61	0 69 78 44	0 3 9 49
RGB	80 53 99	143 45 32	131 127 119
HEX	#503563	#8f2d20	#837f77
HSV	275 46 39	7 78 56	40 9 51

Tints			
PMS Coated	666C	486C	Pantone Warm Grey 3 C
PMS Uncoated	7661U	7618U	Pantone Warm Grey 3 U
CMYK	11 25 0 36	0 38 49 15	0 3 6 26
RGB	146 123 164	218 135 112	188 182 177
HEX	#927ba4	#da8770	#bcb6b1
HSV	274 25 64	13 49 85	27 6 74



Forter *Tertiary Colors Breakdown*

Includes CTA button color, text color and accent color
(used only for bullets and subtle icon/graphic treatments.
See table below for usage.

	CTA Color	Text Color	Additional Accent Color
PMS Coated	107C	Pantone Black 6 C	7689C
PMS Uncoated	Pantone Yellow U	Pantone Neutral Black U	7641U
CMYK	0 12 84 2	0 0 0 1	85 26 0 23
RGB	251 222 39	0 0 0	29 146 197
HEX	#fbde27	#000000	#1d92c5
HSV	52 84 98	0 0 0	198 85 77

Typeface

Typography is another key element of Forter brand communications in print, web, mobile and video environments. As with graphical elements, our typography reflects the serious yet approachable personality of the Forter brand.

These typefaces are to be used when producing communications materials in any web or print media. This typeface is not to be used in PowerPoint presentations. See next page for fallback font.

Poppins

<https://fonts.google.com/specimen/Poppins>

Poppins Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%\$

Used for standard body text in all media.

Poppins Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%\$

Used for CTA button text

DOWNLOAD NOW

Poppins Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%\$

Used to emphasize key point in heading text

“Fraud prevention done the right way,
enables **safe growth.**”

Typeface Examples

HEADING Forter's Loyalty Prevention Solution

SUBHEADING **Growth** without Risk

BODY TEXT Deliver new programs and experiences without worrying about loyalty fraud and abuse.

CTA **DOWNLOAD NOW**

Headlines in REGULAR weight but larger than the sub-head below.

The keywords of the phrase in BOLD ITALICS. The other words in REGULAR weight.

REGULAR weight font

SEMI-BOLD font, all caps, always yellow

Typeface Dos and Don'ts

	DO		DO NOT	
HEADING	Forter's Loyalty Prevention Solution	Regular weight font, black text	Forter's Loyalty Prevention Solution	DO NOT use bold font, colored text.
SUB-HEADING	Growth without Risk	Bold Italic Key Word, regular weight for rest of text	Growth without Risk	DO NOT use bold italic entire line
BODY TEXT	Deliver new programs and experiences without worrying about loyalty fraud and abuse.	regular weight text	Deliver new programs and experiences without worrying about loyalty fraud and abuse.	DO NOT use thin or light font weight under any circumstance
CTA	DOWNLOAD NOW	yellow btn, all caps, semi-bold	Download Now	DO NOT change the color of the CTA btn, make words sentence or lowercase or change color of text.

PowerPoint *Typeface*

When using Microsoft applications such as PowerPoint, Word and Excel, please use the font Arial.

Arial

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789?(*)()&%\$

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789?(*)()&%\$

Arial Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789?()()&%\$*

Deprecated *Typefaces*

Titillium Web and Proxima Nova are both deprecated and is being removed from all Forter assets. Please discontinue using this font when creating new Forter creative assets and replace with Poppins font or Arial font as indicated in this style guide.

Titillium Web

Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(&)%\$

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(&)%\$

Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(&)%\$**

Proxima Nova

Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(&)%\$

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(&)%\$

Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(&)%\$**

The Data *Burst*

The Forter data burst is a graphic element used to emphasize a high level topic of a creative asset, a statistic or as a background design element.

DATA BURST WITH A STAT



IMPORTANT NOTE: be sure to remove the center circles in your data burst when putting a stat in the middle, so your text is legible.

DATA BURST WITH A 3D OBJECT



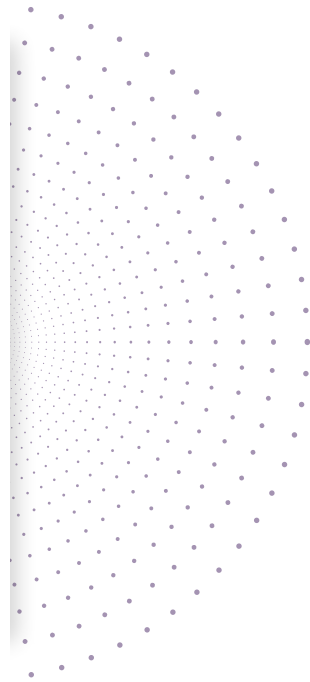
IMPORTANT NOTE: be sure to remove the center circles in your data burst when putting a 3D object in the middle, so your object is the focus and not muddled up by the circle dots.

The Data **Burst**

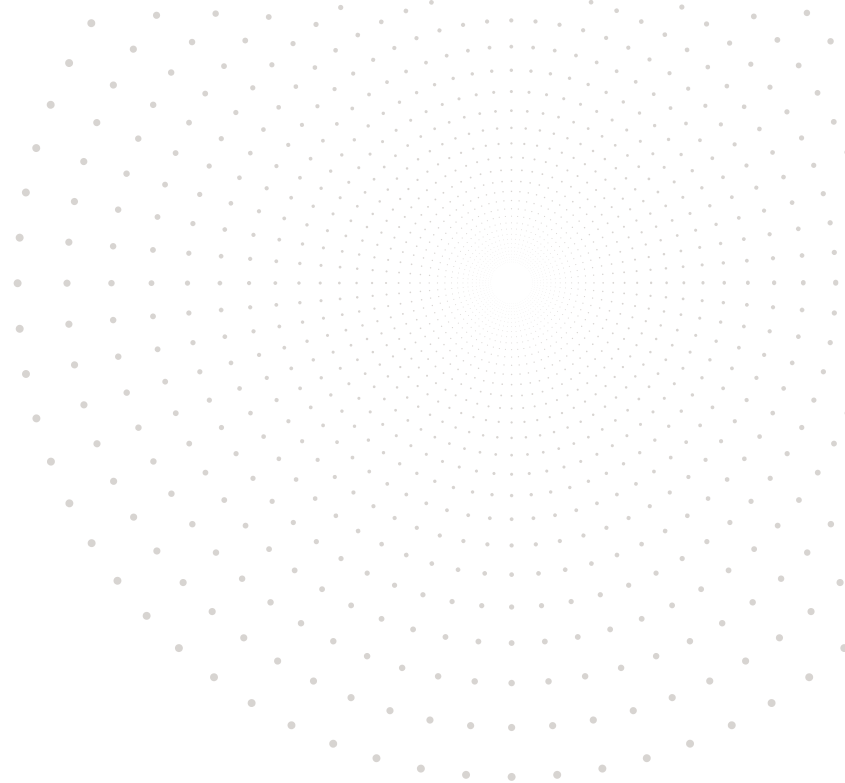
DATA BURST WITH A CALL OUT

Loyalty points
are “free money”
for fraudsters

When criminals take
over an account , they
can easily monetize
these points and
quickly ruin valued
customer relationships.



DATA BURST AS A BG ELEMENT



IMPORTANT NOTE: You can use inner circles in your data burst when using it as a call out with a white box on top with a drop-shadow “cutting the circle in half.”

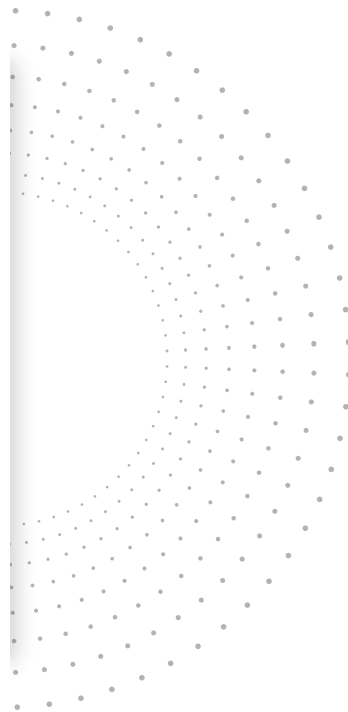
The Data *Burst*

The color of the data burst should be in the shade or white of the core Forter color it's placed on top of. When placed on a white background, the burst can be any of the colors in the Forter core color palette except the warm grey in which case it should be the shade. See page x for the colors in the core color palette

DATA BURST ON A WHITE BG

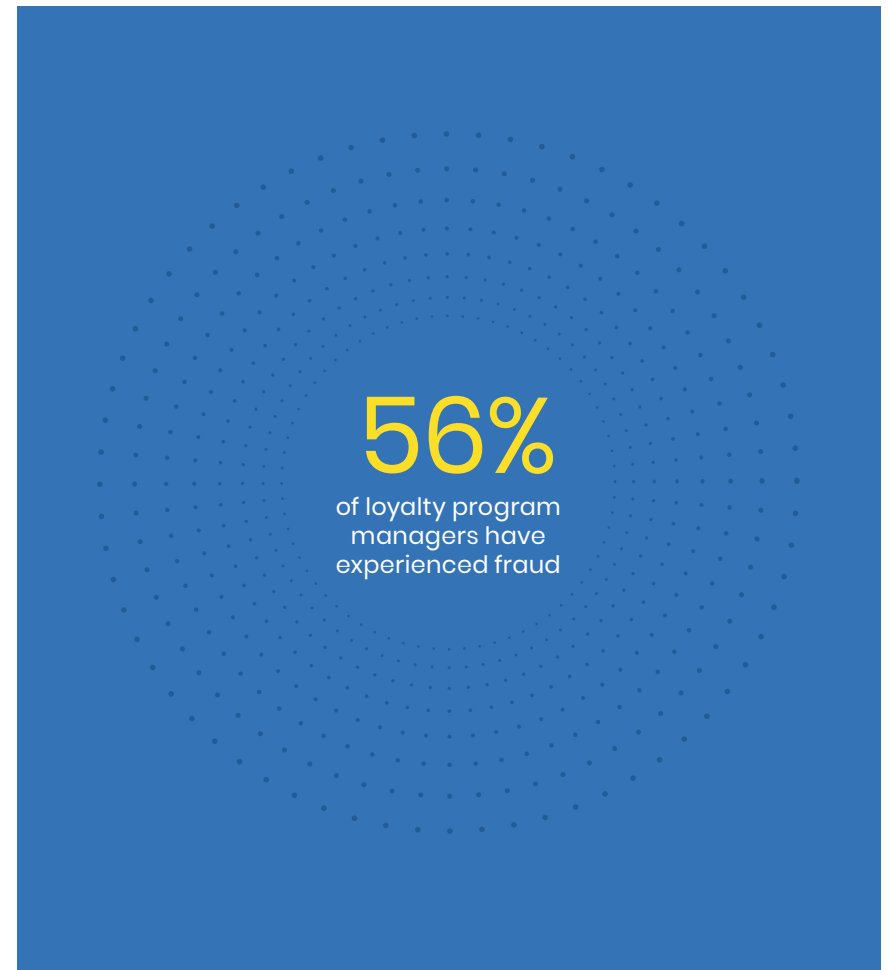
Loyalty points
are “free money”
for fraudsters

When criminals take
over an account , they
can easily monetize
these points and
quickly ruin valued
customer relationships.



Acceptable colors for the burst on a
white background

DATA BURST ON A COLORED BG



3D Objects

3D objects may be used in the middle of a databurst to help emphasize something on a creative asset. You can color a 3D object in one of the core Forter colors when placed on a colored background. The color of the object should be the same color as the background it's placed upon. You can use a white databurst with a colored object.

3D OBJECT IN A DATA BURST

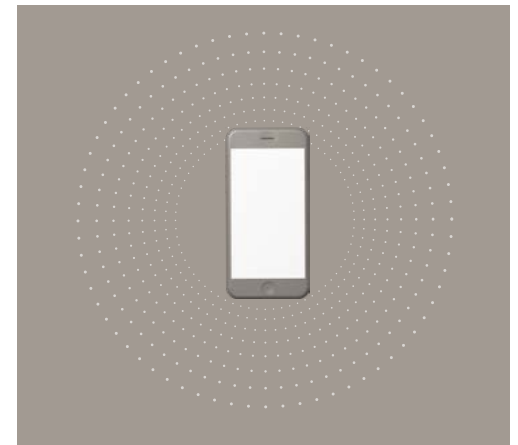
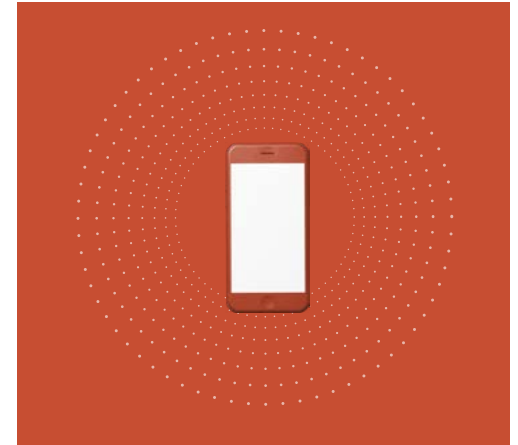
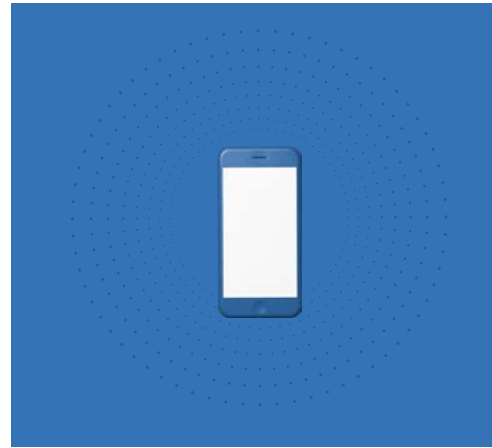


IMPORTANT NOTE:

A 3D object can exist outside a databurst floating in a layout



DATA BURST WITH A 3D OBJECT ON A COLORED BG




3D Object *Treatment Examples*



FORTER®

Forter is the leader in e-commerce fraud prevention, annually protecting over \$150 billion in online commerce transactions for over 500 million consumers globally from credit card fraud, account takeover, identity theft, and more. The company's identity-based fraud prevention solution detects fraudulent activity in real-time, throughout all online consumer experiences. Forter's integrated fraud prevention platform is fed by its rapidly growing Global Merchant Network, underpinned by predictive fraud research and modeling, and the ability for customers to tailor the platform for their specific needs. As a result, Forter is trusted by Fortune 500 companies to deliver exceptional accuracy, a smoother user experience, and elevated sales at a much lower cost. Forter is backed by \$100M of capital from top-tier VCs including Sequoia, NEA, and Salesforce.

<https://www.forter.com>



FORTER®

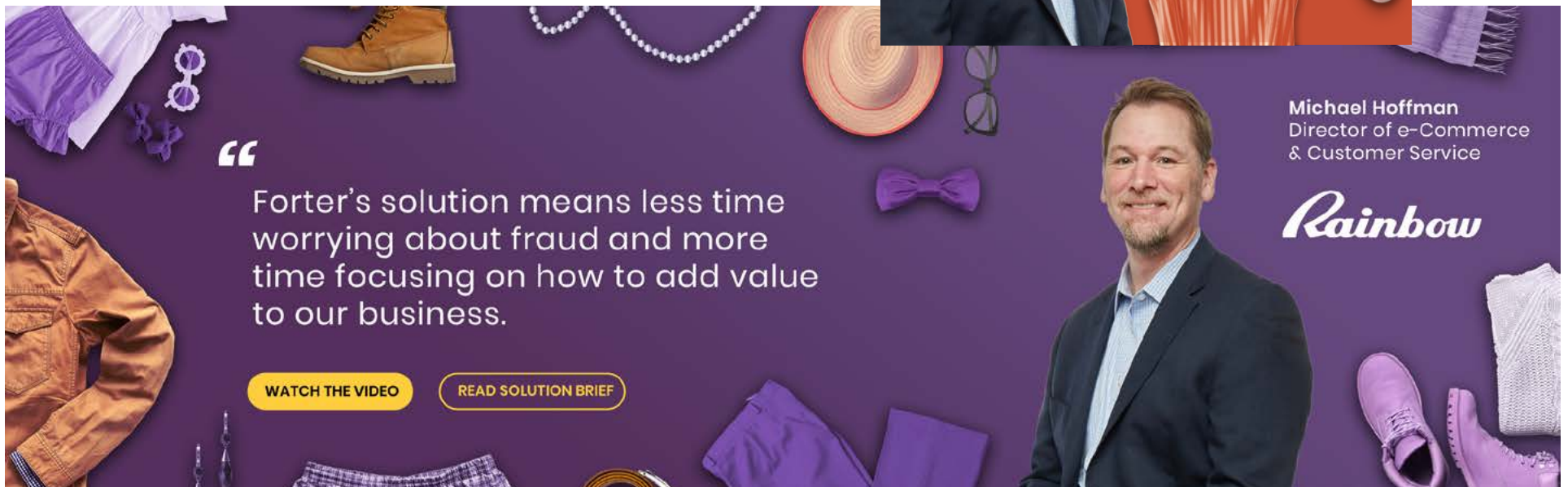
Fraud prevention done the right way enables **safe growth**

IMPORTANT NOTE: 3D object does not have to be in the center of the data burst.

The *Tabletop*

The Forter tabletop is a brand element that is mainly used on website heroes as well as report, ebook, presentation and other collateral cover styles.

It's primary objective is to serve as a visual element deriving from the merchant (our customer's) perspective that helps tell the story of how Forter reduced fraud for that particular industry, merchant or fraud focus.



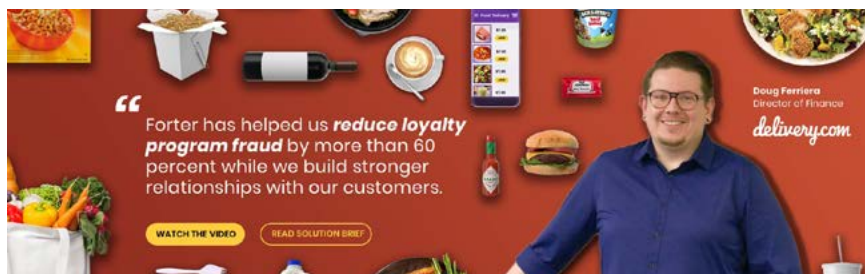
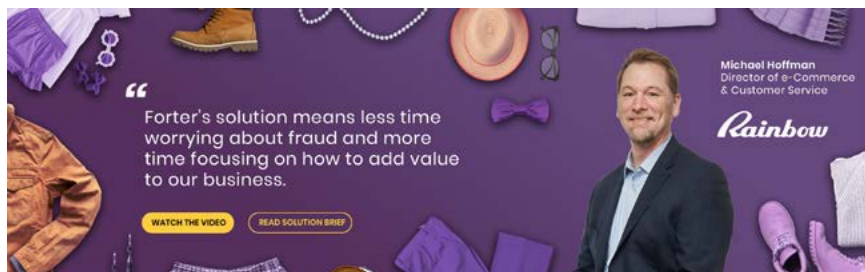
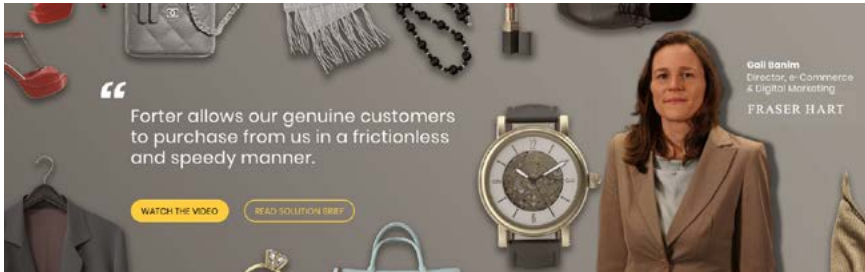
The **Tabletop** Elements



The tabletop consists of several key elements:

- 1 The background gradient
- 2 3D realistic objects that represent the merchant's industry
- 3 coloring and choosing of the objects to match the background color palette
- 4 Space for the copy and / or calls to action on the tabletop.
- 5 An image of the customer or person who the quote is attributed to and/or the person

Tabletop Design Rules



1. The background color of the tabletop can ONLY be in one of the four core Forter colors.



2. Colorize SOME of the objects in Photoshop to coordinate with the background but NOT ALL. Make sure your objects that are their natural color do not distract from the text or the customer.
3. Place objects close together and combine large and small objects as well as objects with a diversity of texture.
4. Objects you choose should feel like they are on a tabletop. Please create a 90 degree drop shadow to make it appear as if they are sitting on a table.
5. You may put a light colored wash over all of the objects but below the text and the customer to set the objects back in importance.
6. Make sure the objects you use are telling a story from the Merchant's perspective and NOT their customer's perspective.

Tabletop Tips & Tricks

Getting the objects

1 pixelsquid.com

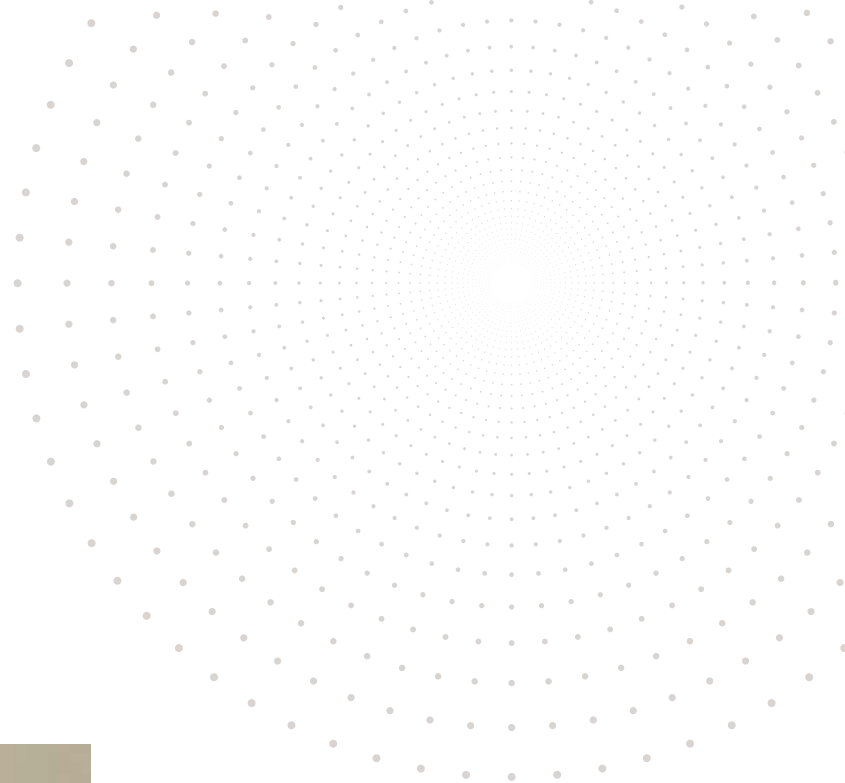
This is the best place to get the objects that we know of so far. Forter has a subscription to this service. Reach out to IT to gain access if you are a Forter designer. Please rotate the object you select so that it appears as if it's on a tabletop prior to downloading.



2 Stockphotos Websites:

- stock.adobe.com
- www.shutterstock.com

Forter has stockimage subscriptions at the above mentioned websites. You can download some tabletop objects from these sites. However you will have to remove the background from the images using a Photoshop Select and Mask or other design techniques.



Tabletop Tips & Tricks

Colorizing the objects

There are a few ways to colorize your tabletop objects to coordinate them with your background.

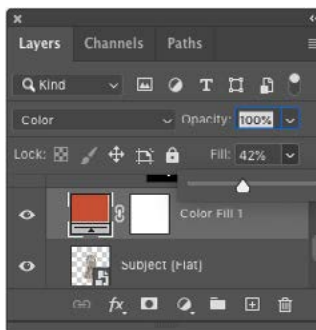
1 Leave it in it's natural color

You can choose objects that already coordinate with the background color that you are placing them on. Therefore, you do not need to do anything but add a drop-shadow (see next page for drop-shadow technique)



2 Add a color fill layer in Photoshop

This is a great techniques because it's non-destructive and very easy to do if you are building your tablespots in Photoshop (recommended)



1. Create a new color fill layer above your object.
2. Make it the same color as your background color of your tabletop
3. Change the layer style to COLOR
4. Adjust the fill opacity to your desired saturation



3 Adjust the Hue/Saturation in Photoshop

This technique is great because you achieve a much cleaner color change than technique #2, however you MUST make a copy of your original object prior to changing the color in this manner. Once you make this change, you will not be able to revert the object back to it's original color.

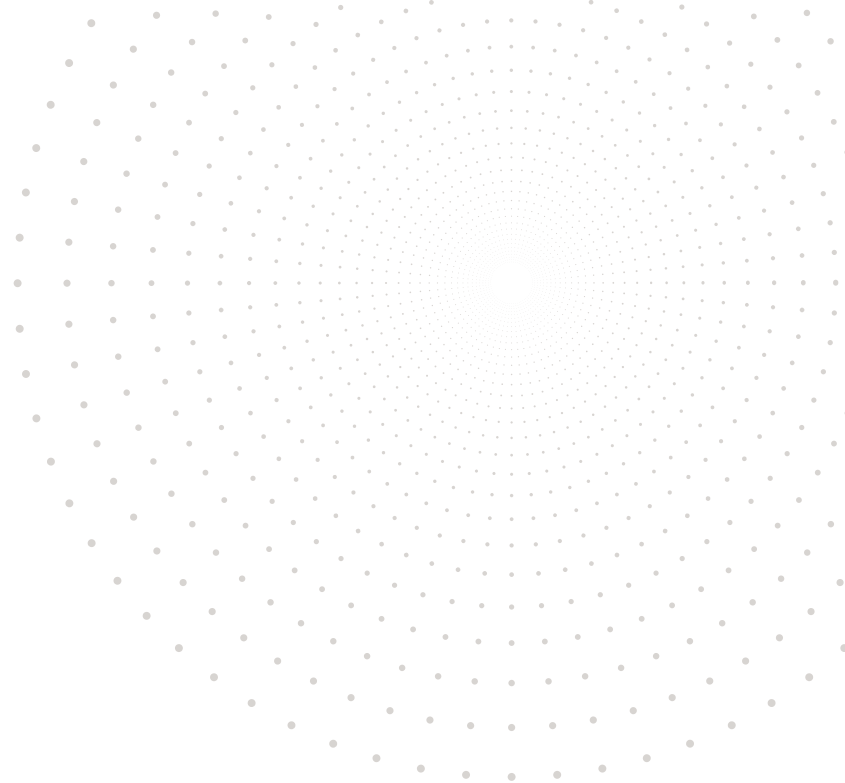
1. Make a copy of your object layer
2. On the copy version, in the top menu in Photoshop, select IMAGE > ADJUSTMENTS > HUE / SATURATION
3. You have two choices in this next step
 - select COLORIZE. This will color your object the same as your fill color
 - adjust the hue and saturation sliders until you reach your desired color.



Tabletop customer images

To access our repository of customer images, please navigate to: [Marketing Team - New Drive > Customers](#) from there, navigate to a customer's folder and see if there already exists a customer torso image.

If a customer image does not exist, please email david.coates@forter.com



Customer *Image Rules*

- 1 The image must show the customer's shoulders and be no shorter than chest height and no longer than belly height.
- 2 The customer must be smiling in the shot.
- 3 The customer must be facing camera or no more than a 3/4 turn
- 4 The image must be high resolution in case we use it on an event booth.
- 5 When undertaking a photoshoot, take the photo of the customer on a simple background color or green screen so we can easily remove the background elements.

Use of *Brand Elements*

The General *Rule*

We do not allow third parties to use the Forter Brand Elements unless they have either received prior written permission from us including pursuant to our standard online terms or if the proposed use falls within extremely limited exceptions: see “Limited exceptions to the general rule.”

You must ensure that you adhere to these guidelines or any other guidelines issued by us from time to time. We may modify our use guidelines for the Forter Brand Elements at any time, for example, in relation to the size, color scheme, typeface and prominence of the Forter Brand Elements and accordingly you should check the webpage updates to these guidelines to ensure that your use conforms to our current guidelines.

Permission from *Forter*

If you already have a written agreement with Forter including through any online terms which apply to you that allows you to use some of the Forter Brand Elements, that agreement governs your rights to use those Forter Brand Elements, in addition to these guidelines. In the event of conflict between your agreement and these guidelines, the terms of your agreement prevail.

If you do not have a written agreement with *Forter*

If you do not already have a written agreement with Forter which governs your proposed use of the Forter Brand Elements you must request prior written permission from Forter for your proposed use of the relevant Forter Brand Elements, unless your use falls within the exceptions listed below.

To request permission, send an email with your request to marketing@forter.com. Your request should provide details of the Forter Brand Elements you wish to use, as well as a detailed proposal outlining how you expect to use those elements. You cannot use the Forter Brand Elements until we have expressly granted you permission. Any change to your initial proposal requires that you make an additional request for that use.

If you receive permission from Forter to use any of the Forter Brand Elements, these guidelines govern that use, in addition to any specific requirements set out in the permissions. Forter reserves the right to withdraw its permission to use the Forter Brand Elements at any time and in such case you will immediately cease any and all use of the relevant Forter Brand Elements.

All licensing agreements with provisions for use of the Forter Brand Elements must be reviewed and approved by the Forter Legal Department.

Forter retains sole ownership of the Forter Brand Elements.

Limited exceptions to the *general rule*

If you do not have our express written agreement/permission to use the Forter Brand Elements, you may still use certain word marks such as registered or unregistered Forter trademarks, trade names or service marks (collectively, “word marks”) BUT NOT ANY LOGOS, ICONS, CORPORATE SIGNATURES, DOMAIN NAMES OR OTHER SYMBOLS (collectively, “brand symbols”) in specific limited circumstances as set out below. Please follow the guidelines below for permitted uses of our word marks.

Use of Forter Word Marks to refer factually to our company or our offerings

You may use certain of our word marks (see selected list of trademarks on page 21) in order to identify Forter or its products in compliance with these guidelines.

Use of Forter Word Marks to indicate compatibility with your offerings

You may use certain of our word marks (see selected list of trademarks on page 21) in order to indicate that your product is compatible or works in conjunction with a Vidyo product or service in compliance with these guidelines.

Uses Expressly Prohibited by Forter

- Using any Forter Brand Element in any way that expresses or implies affiliation, association, sponsorship, endorsement, certification, or approval with/by Forter unless you have a written agreement with Forter which expressly permits such usage.
- Incorporating any Forter Brand Element, product name, service, or variations thereof, into your own product names, service names, trademarks, logos, company names, domain names, keywords and search terms etc.
- Changing or modifying any Forter Brand Element, for example, through adding or deleting hyphens, combining words or by using abbreviations of a Forter Brand Element.
- Adopting marks, logos or any other features that are confusingly similar to the Forter Brand Elements or marketing any product or service under a name that is confusingly similar to our offerings.
- Copying or imitating the Forter trade dress or the "look and feel" of any of the Forter Brand Elements, any Forter products or services, or any of the Forter websites, including (but not limited to) the color combinations, graphics, sounds, imagery, presence icons, typefaces or stylization used by Forter (or anything similar thereto).
- Using the Forter Brand Elements in a manner that would disparage Forter or its products or services.
- Using the Forter Brand Elements in relation to products or services or on web sites that may be considered to be sexually explicit, vulgar, profane, offensive, obscene, defamatory, libellous, slanderous or otherwise unlawful, religiously or racially offensive or otherwise promoting hate towards individuals or groups, which violate any applicable laws or has been notified to you to be otherwise objectionable to Forter.
- Registering domain names and search "keywords" containing the name "Forter" (unless you have a written agreement with Forter permitting it) or any soundalike or lookalike variations. This includes both Latin and non-Latin character sets, both generic and country-code top level domain name extensions ("gTLDs" and "ccTLDs," respectively) and applies at all levels of the domain name system ("DNS") hierarchy. This prohibition also applies to all equivocal non-English translations, transcriptions and transliterations, whether integrated into any "Internationalized Domain Name" ("IDN") or otherwise.

File *Formats*

EPS (electronic files provided)

EPS stands for Encapsulated PostScript. This is the preferred file format for reproducing the Vidyo Logos in all use cases. EPS files are scalable and resolution-independent, making them ideally suited for reproduction in Pantone (Spot), Process (CMYK), and onscreen (RGB) environments.

When should I use EPS?

EPS is the primary format for distributing the Vidyo Logos artwork. For all forms of print applications, EPS files should always be used. For electronic media, the RGB version of the EPS logo may be used if the logo needs to be inserted into another graphic. An EPS file can be used to create a GIF file for other web or onscreen needs.

NOTE: Please do not open any of the EPS files. These files are intended to be downloaded, placed and sized directly within a layout software application such as Adobe InDesign or Adobe Illustrator.

GIF

GIF stands for (Graphics Interchange Format). GIF files are RGB only, resolution-dependent @ 72 ppi (pixels per inch measures the resolution provided by devices in various contexts), and limited to a 256-color maximum color palette. These files may be scaled down, but not up. Use GIF ONLY for electronic media and NEVER for print.

When should I use GIF?

GIF is appropriate for online use of images that are composed primarily of lines and solid blocks of color. Use GIF for any onscreen applications of the logo. The GIF format should not be used for photographs or illustrations with complex, subtle gradations of color. For these types of images, use JPEG.

NOTE: If there is a need for the Vidyo Logos in any other file format, these files should always be created from the EPS files, using the appropriate colors and clear space, and at 100% of the final placed size.

Color *Formats*

RGB

RGB (Red, Green, Blue) files should only be used when creating artwork for viewing onscreen. This can be for use within raster programs like Adobe Photoshop when creating graphics for the web. Or for placement into page layout programs such as Adobe InDesign or QuarkXPress for creation of PDFs to be viewed onscreen, or into PowerPoint for presentation decks.

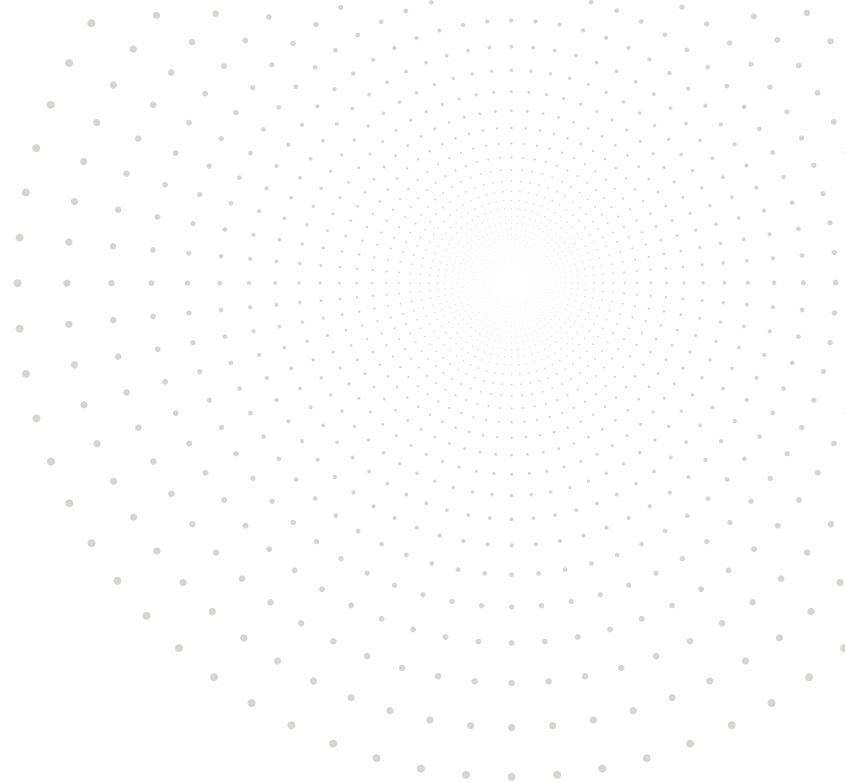
Spot Color

Used exclusively for print, the colors within Spot files have been separated into Pantone Yellow 123, Pantone Green 368 and Pantone Blue Hex Cyan. These files are to be placed into page layout programs for output to lithographic printing using these specific spot ink colors.

CMYK

Used exclusively for print, the colors within CMYK files have been separated into Cyan, Magenta, Yellow and Black.

These files are to be placed into page layout programs such as Adobe InDesign or Quark xPress for output to process lithography or digital printing. Do not use these files for the creation of artwork that will be viewed onscreen.





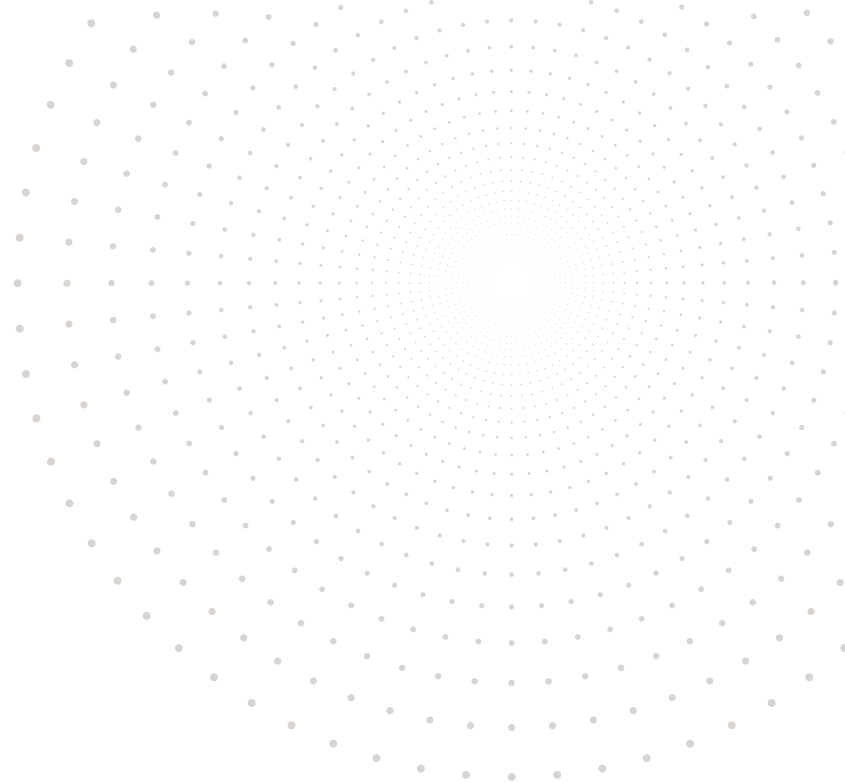
FORTER®

Brand in **Action**

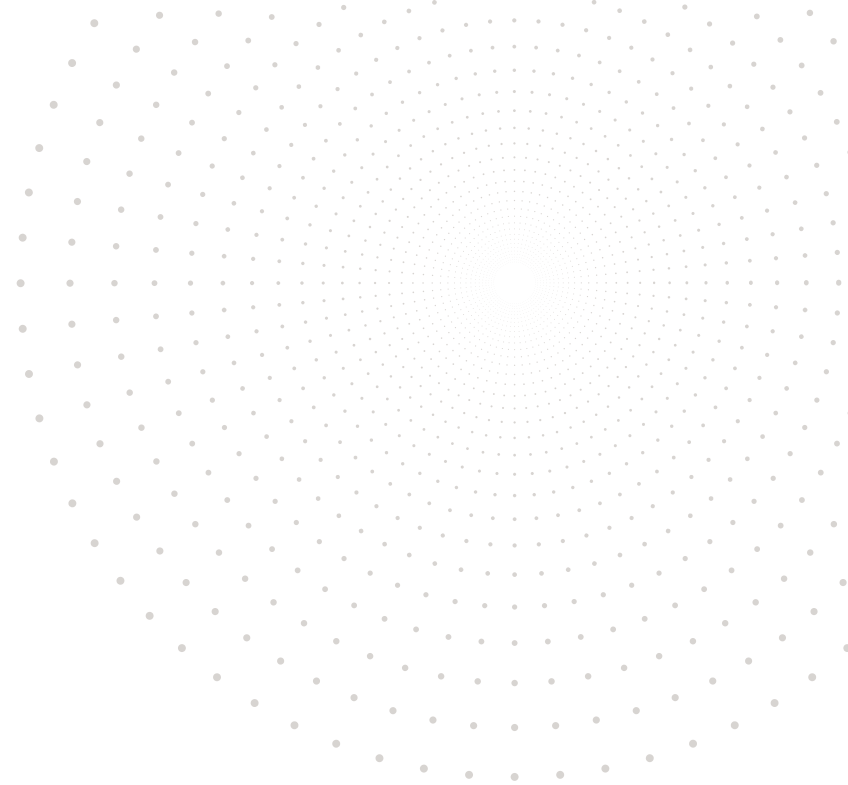
Fact Sheet Example



Solution Brief Example

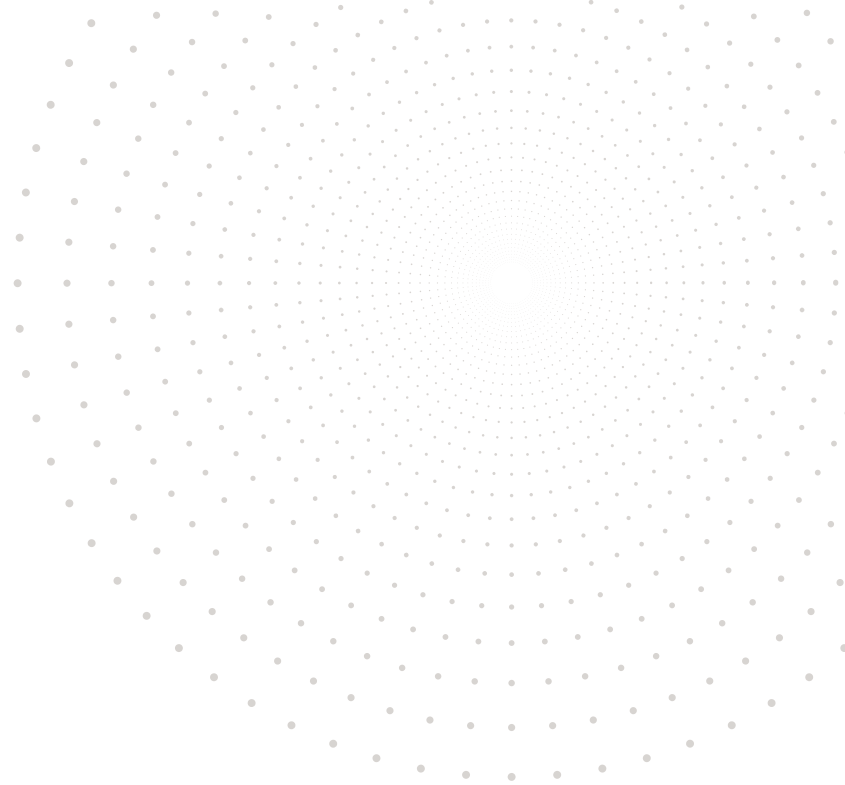


Case Study Example

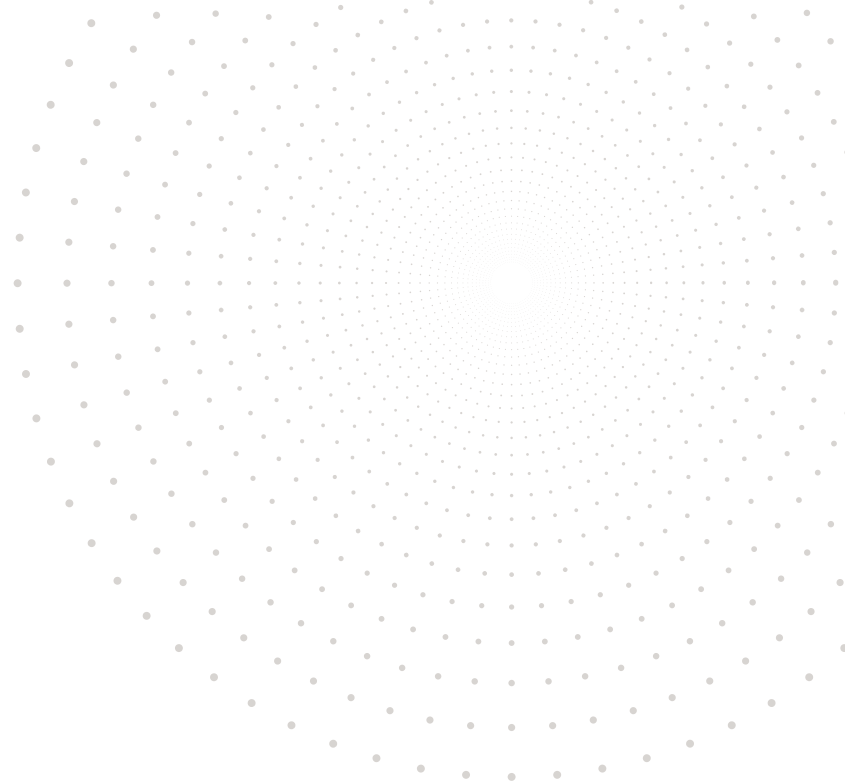


Remarketing Ads Example

When designing for a remarketing campaign make all your designs similar for a specific campaign. A call to action is not needed if it does not fit into the design as the content should suffice as the call to action and the ad will be clickable by the user. Make sure to include a trademark or corporate signature and that your text is legible at the smaller sizes. Do not choose a font size below 10px for web use.



Booth Design Example

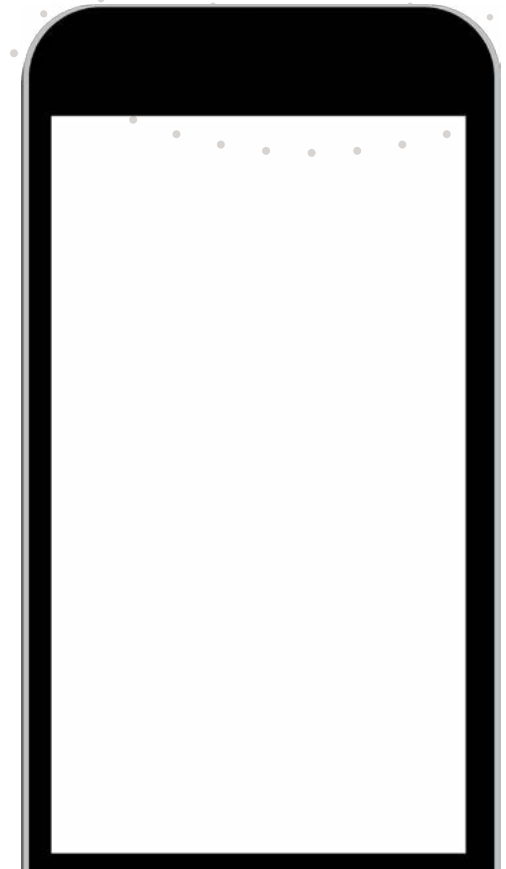


Social Media Example

Social media is a large part of Vidyo's marketing campaign strategy. Please follow these tips when writing headlines and post on social media outlets such as Twitter,



- Keep posts 1-2 sentences long with a maximum of 2 hashtags (#).
- Include a graphic with each post, ideally created and branded by Forter.
- Word each post in a positive light, no matter the subject.
- Never engage in tweets defamatory to Forter publicly, but rather privately message the individual to resolve any issues.



Grammar Guide

Grammar & Usage

This guide, which follows established global best practices for online writing and journalism, ensures that the Vidyo brand voice remains consistent across all channels and authors. It is designed to assist every Vidyo employee and team member in creating persuasive and trustworthy content.

Exceptions & Further Clarification

- Abbreviations and Acronyms
- Capitalization
- Numbers
- Punctuation
- Commonly Troublesome Words

General Guidelines

Global Language

For international materials and regional marketing outside of the UK, use American English.

Associated Press Style

Vidyo uses AP Style, but there are exceptions. (If you are unsure about making an exception when writing, refer to <http://apstylebook.com> for reference.) The AP Stylebook is the style and usage guide used by the news industry in the United States. It is maintained by The Associated Press, the world's oldest news service.

For an individual login, please contact content@vidyo.com.

Merriam-Webster Dictionary

Acronyms & Abbreviations

Acronyms

Spell out the term upon first use. Use the acronym upon second reference.

Example: *The Vidyo VP9 codec was announced last week. Using VP9 can help save much-needed battery life over mobile.*

If the acronym is widely known and used publicly within the industry, then you can use it upon the first reference.

Abbreviations

Do not overuse abbreviations. Examples of universally recognized abbreviations include MB and GB to refer to file size, or US and UK to refer to regions. If the abbreviation is not commonly understood, write it out. Do not use periods in

Capitalization

Company Names

Vidyo is spelled with an uppercase V, and the rest of the word lowercase. The exception to this rule is “vidyo.io.”

Follow how other organizations capitalize and punctuate their names.

Examples: *PayPal, YouTube, PUMA, adidas*

For Vidyo company, product and website names that use all lowercase letters, use a capital letter if starting the sentence.

Example: *Vidyo.io is a video developer service. Using vidyo.io makes video-enabling applications fast and easy.*

If another company or product name includes a capital letter

Offering Names

Capitalize all proper Vidyo product, service and integration names. A few examples include:

- VidyoCloud
- VidyoEngage

Capitalization

- Always use title case. Example: Vidyo Announces Services for Developers
- Capitalize the first and last words.
- Capitalize all nouns, verbs, adjectives, adverbs and pronouns
- Capitalize prepositions with four or more letters (i.e Over, With, From).
- Capitalize conjunctions with four or more letters (i.e Unless, Than).
- Capitalize the conjunctions If, How and Why.

Do not capitalize articles (a, an, the) , or conjunctions or prepositions with three or fewer letters (as, and, or, of, in, for)

Example: *Vidyo Used by Over 250 Healthcare Systems in the US, Representing More Than 2,500 Hospitals*

Do not capitalize “to” ahead of a verb.

Example: *Vidyo Seeks to Establish New Partners*

Capitalization & Pronouns

Use acronyms for commonly known titles (CEO, COO, CIO, CFO). Capitalize formal titles when used immediately before a name. Use lowercase when formal titles are used alone, or if the person's title is separated from their name by commas

Examples:

- *Vidyo President Michael Patsalos-Fox made the announcement on Tuesday.*
- *The president of Vidyo made the announcement on Tuesday.*

Beginning a Sentence

If starting a sentence with a number, spell it out.

Example: *Fifty healthcare systems were added to Vidyo's customer base in the fiscal year 2017. In the fiscal year 2017, 50 healthcare systems were added to Vidyo's customer base.*

Terms

Do not capitalize non-proper nouns, such as solution or platform, in a sentence (unless it is part of a proper name). Do not capitalize a word just because you think it is important.

Pronouns When Referring to a Company, Organization or Other Group

Use the third-person singular pronouns "it" and "its" when referring to Vidyo and other companies based in the United States.

Numbers

Time

Use a.m. and p.m. to refer to a specific time. Use “noon” and “midnight” to refer to 12 p.m. and 12 a.m. For the European market, use the 24-hour clock (15:00).

Use a.m. and p.m. even if additional punctuation is required for the sentence.

Example: *The sale began at 9 a.m., but shoppers were already lined up by the time we arrived.*

Cardinal Numbers

Spell out numbers up to 10 (one, two, three) and use numerals from 10 and above (11, 12, 13). This also applies to ordinal numbers (first, second, 20th, 30th).

Currencies

Use numerals and symbols to convey amounts (\$100/€100). Place the currency symbol before the numeral. Spell out

Percentages

Use numerals even if less than 10 and the % symbol when expressing percentages, rather than spelling out the word “percent.” Example: Approximately 20% of survey respondents

Punctuation

Bulleted Lists

All items in a bulleted list should be capitalized, without punctuation. If they are complete sentences, use punctuation. If the bullets are continuations of an introductory sentence, use semicolons to punctuate each bullet, and use a period to punctuate the final bullet. Do not mix and match bullet styles. Create your bullets in either sentence style or phrase style

Commas

At Vidyo we use the Oxford comma. The Oxford comma is placed before the coordinating conjunction (usually and or or) in a list of three or more items. Use the Oxford comma to avoid ambiguity in the meaning of a sentence.

Example: *Vidyo is reliable, flexible, and scalable.*

Without the Oxford comma, the sentence reads: Vidyo is reliable, flexible and scalable. This is ambiguous since flexibility and scalability could be confused as descriptions of reliability.

Exclamation Point

Avoid using exclamation points in Vidyo materials.

Punctuation

Hyphen/Em-Dash

Hyphens and em dashes are not the same. Em dashes are longer (–) than normal hyphens (-), because they are used to express ranges, as a substitute for brackets or to separate and emphasize phrases from the body of a sentence. Only use hyphens to join words or separate syllables of a word. Use an em dash when breaking up a sentence. Example: Integrated video collaboration leader Vidyo – the first company in the video conferencing industry to take advantage of the H.264 standard for video compression – announced the launch of vidyo.io, a real-time video APIs.

Semi-Colon

Semicolons are used to link two ideas that are logically related, but require a stronger separation than a comma due to the absence of a conjunction (and, but, yet). Example: Vidyo is a pioneer in video conferencing; the company was the first to use H.264 for video compression, and is now working on its own version of the open-source VP9 codec.

Colons and semicolons are not the same, and cannot be used

Commonly Troublesome Words

- ebook - ebook is spelled in all lowercase, unless it is the first word in a sentence (then it is eBook).
- ecommerce - ecommerce is spelled in all lowercase, unless it is the first word in a sentence (then it is eCommerce). Do not hyphenate (e-commerce).
- customers - In all external marketing materials, refer to Vidyo customers as customers (rather than clients).
- data - The word data should be used in the singular. (Data is). Do not use the word data in the plural (data are).
- omnichannel - Do not hyphenate the word omnichannel.
- on-premise - Hyphenate the term on-premise when using it to modify another noun or phrase. Do not hyphenate the term when using it standalone. When used standalone, a suitable alternative form is “on premises.”
 - The customer decided to deploy Vidyo software on premise.
 - The customer decided to deploy Vidyo software on premises.
- The customer insisted on buying on-premise software.
- The analyst wrote a report describing on-premise software solutions.
- real-time - Hyphenate the term real-time when used as an adjective. Do not hyphenate the term when using it as a noun.

Examples:

 - Vidyo.io lets you easily embed real-time video collaboration.
 - We have decided to hold this conversation in real time.
- plugin - Write out the term plugin as one word, rather than two (plug in).
- platform - Vidyo is a platform company. The term platform should be used to refer to Vidyo’s patented core architecture and suite of APIs/SDK that customers use to embed video into their applications.

Attribution

It is necessary to cite third-party sources in Vidyo materials where applicable, even if these sources are already public information on the Internet or in print.

- Always obtain permission (if needed) and check for attribution before citing third-party content in Vidyo materials. Obtain permission and attribute the source even if the content is already in the public domain and it is clear permission is not required.
- Salesforce is not recognized as a credible data source.

Footnotes

Follow the Chicago Manual of Style guidelines: http://chicagomanualofstyle.org/tools_citationguide.html

Link Attribution

When linking to third-party sources such as articles, websites, blog posts or ebooks, utilize anchor text, and hyperlink the anchor text directly to the source whenever possible.

Image Attribution

When using photos or images in Vidyo materials that are protected by the Creative Commons license, you must properly attribute the image source via the instructions given by

