

Brand Book

Version 3.0 | March 2018

This is WinMagic

Within this Brand Book you'll find a simple set of guidelines, rules and standards. Collectively, they help you understand what sits at the heart of the WinMagic brand, so you can create engaging, consistent and high impact communications.

Maybe you work for Winmagic. Or maybe you work agency-side. Making yourself familiar with how all the elements of our brand work together is equally critical. What we look like. How we speak. What we stand for. How these relate to our core values and the mission statement that drives our business forward.

Together, these make us who we are.

When we work to one set of rules we create clarity in our messaging and reinforce our core visual identity.

We also ensure that the extraordinary quality of our solutions and services and the integrity of our approach is reflected in every communication we create, from business cards to brochures, internal communications to emails, online ads and social activity.

Please take your time to browse through this Brand Book and let it guide and inspire everything you create.

Our brand is in your hands.

Be respectful, be creative and be bold.

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Key brand components

At the heart of our brand identity are the key elements described here. This section gives you some basic rules for their consistent use.

WinMagic and SecureDoc logos

These are the most recognizable and visible element of our corporate identity. It must always be used correctly and consistently. Elements from the logo, such as the Chevron can be used separately, as graphical devices in their own right.

Corporate Colors

These distinctive corporate colors help to identify WinMagic. Our Corporate Blue, WinMagic Blue and WinMagic Green are the most significant visual identifiers we have and should be the dominant colors in any execution, supported by our Secondary Color Palette for flexibility.

Typography

Our unifying corporate font is the Ubuntu family, with various weights in the range used for different text and header positions. Arial complements this main typeface and is to be used only when Ubuntu is not available.

Tone of voice

We are bold, expert, authentic, inspired and inspiring. Our approach is optimistic and action-orientated. Please refer to the Tone of Voice section of this Brand Book for more details.





Aa

Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx

Brand components

continued

WinMagic sub brands

WinMagic has a number of product-and company-specific sub-brands which you can use in communications. How and when these are used will be determined at the creative briefing stage.



Icons

Our icons have a clear, uncomplicated, line graphic style. They are executed using a single (or sometimes double) colour from the full range colors in our brand palette. Please use the approved icons where possible. Do feel free to create new icons to suit your communication needs, but please ensure that they adhere closely to our brand style, so that the new icons feel like part of the WinMagic brand family.



Chevron

The WinMagic Chevron is a section of the lock mechanism in the SecureDoc logo. It can layer across photos, be used to hold photography as a frame, or simply as a graphical device.



Photographic style

Our photographic style is real-world and contemporary. As a brand, we pride ourselves on being open, relevant and ethnically diverse. Professional but never posed or stuffy. The focus is on the individual, the working environment, and the architectural vision.



Logo exclusion zone

The exclusion zone is the minimum amount of clear space that should be left around the logo. It is equal to the height of the icon within the logo.

Minimum size

Ideally, the WinMagic logo should be printed no smaller than 40mm wide. When space is severely limited, such as on a promotional pen, you can reduce the logo further.



Exclusion Zone



Vertical logo exclusion zone

The exclusion zone is the minimum amount of clear space that should be left around the logo. It is equal to the height of the icon within the logo.

Minimum size

Ideally, the WinMagic logo should be printed no smaller than 35mm wide. When space is severely limited, such as on a promotional pen, you can reduce the logo further.



Exclusion Zone



Logo colorways

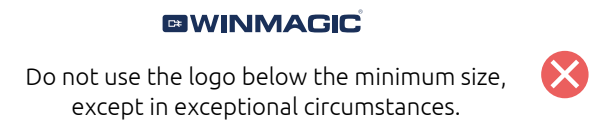
When you're choosing which logo to use, visibility and legibility are critical. Please ensure a good contrast between the logo and background color.

The full and single color logo options should be used on white and light colored backgrounds and the white-out logo options on dark backgrounds.



Logo: Misuse

The logo should never be redrawn, distorted, reconfigured, re-colored, or changed in any way.



Supplementary logos and elements

For use where appropriate. Please contact the Marketing Department on **+44 (0)1483 343029** for artwork files and apply the same rules for misuse as the corporate logo.

These colors are taken from our Primary Color Palette. Alternatively, you can use these logos white-out of the background color.



www.winmagic.com

www.winmagic.com

SecureDoc logos exclusion zone

The exclusion zone is the minimum amount of clear space that should be left around supplementary logos. It is equal to the height of the icon within the logo.



Exclusion Zone

Our color palettes

Primary

Our key brand identifiers. Should be used boldly but elegantly.

Secondary

Providing variety and visual interest as needed, they should be used to accent and complement the primary palette. Should never dominate over Primary Color palette.

Primary



WinMagic
Corporate Blue
PMS 295
C100 | M83 | Y33 | K32
R26 | G48 | B89
HEX 1A | 30 | 59

WinMagic Blue
PMS 7462
C100 | M60 | Y20 | K6
R0 | G89 | B142
HEX 00 | 59 | 8F

WinMagic Green
PMS 368
C60 | M0 | Y100 | K0
R118 | G184 | B42
HEX 76 | BB | 2A

WinMagic White
C0 | M0 | Y0 | K0
R255 | G255 | B255
HEX FF | FF | FF

Secondary



WinMagic Aqua
PMS 563
C60 | M5 | Y40 | K0
R108 | G186 | B169
HEX 6C | BA | A9

WinMagic Violet
PMS 265
C60 | M65 | Y0 | K0
R126 | G101 | B170
HEX 7E | 65 | A4

WinMagic Slate
PMS 5415
C65 | M40 | Y30 | K10
R99 | G128 | B148
HEX 63 | 80 | 94

WinMagic Sky
PMS 636
C50 | M0 | Y10 | K0
R133 | G206 | B228
HEX 85 | CE | E4

WinMagic Sun
PMS 1225
C0 | M25 | Y80 | K0
R253 | G197 | B67
HEX FD | C5 | 43

WinMagic Rose
PMS 178
C0 | M75 | Y55 | K0
R235 | G94 | B94
HEX EB | 5E | 5E

Hierarchy of colors

We use a hierarchy of brand colors to achieve consistency and ensure brand recognition across all media. Please test your designed asset against this color ratio chart.



Typography

Ubuntu is our primary typeface and should be used in all word documents, for all printed material and digital graphics.

Ubuntu Light is our main typeface, used for all general body copy. Bold, italic and other weights should be used to create emphasis on key text and to add interest to artwork.

The Ubuntu range includes Light, Light Italic, Regular, Regular Italic and Bold, Bold Italic. All are free, subject to the licensing from Ubuntu.

Arial is our secondary typeface. It should only be used in some digital executions and Powerpoint, when it is not possible to use Ubuntu.

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 alparcil modit laut lame re, odio opta peri conserum, quiae nulla dolorum sum et od eatem quidist in et maximet fugiae plab id esed eat. Et fugiam, odia nonescia dolore.

Ubuntu Font Family

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 alparcil modit laut lame re, odio opta peri conserum, quiae nulla dolorum sum et od eatem quidist in et maximet fugiae plab id esed eat. Et fugiam, odia nonescia dolore.

Arial Font Family

Typography Styles

Style

To obtain a consistent brand, it is important to follow our typography styles detailed on this page.

Main Headline:

This will appear if the document includes a front page. Always in Ubuntu Bold and in a large size (eg 40pt). These can appear over an image or primary color

Main Subhead:

Follows the headline in Ubuntu Medium and can appear in a Primary or secondary color.

Page headline:

For all other headlines use Ubuntu Light, with Ubuntu Bold for pulling out key words. Please make sure there is a large space after for this style (eg. 8mm).

Subhead:

These should appear in Ubuntu Bold and should be same size as body copy. Space after should be visible (eg. 3mm)

Body:

Always in Ubuntu Light, using Ubuntu Bold to pull out key information. Space after should be visible (eg. 3mm)

Bullet:

Follows Body style with a smaller space after (eg. 2mm)

Main headline

Subhead style lorem ipsum dolor sit amet

Page headline text with **bold accents**

Subhead text

This is the body style. Lorem ipsum dolor sit amet, consectetur adipiscing elit do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Bullets look like this. Lorem ipsum dolor sit amet
- Consectetur adipiscing elit do eiusmod tempor

Stand out from the crowd

How to use quotations

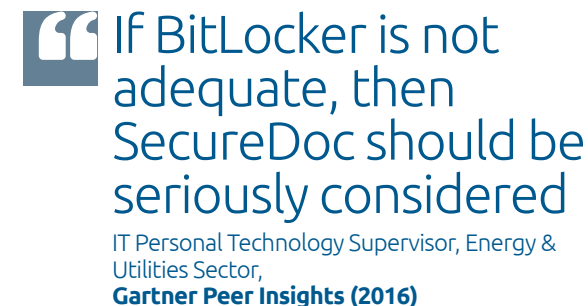
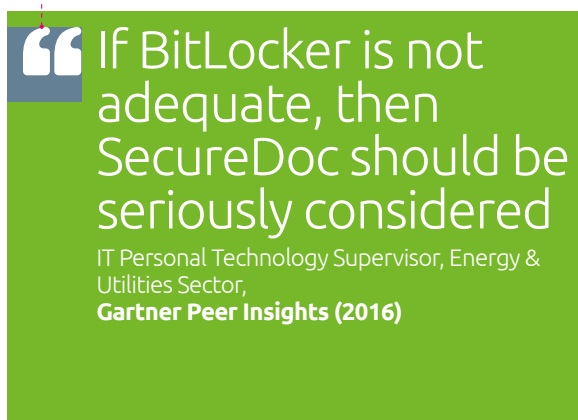
The quotation mark block can be supplied as artwork. It should measure 9.8mm². The background can be any colour from the secondary color palette, but must give enough contrast to the white quotation marks.

The text of the quote should be in Ubuntu Light at a larger point size compared to the reference text. The size will be dictated by the length of the quotation.

The reference text should appear in Ubuntu Light, with the publication reference Ubuntu Bold.

Brochure artwork can be obtained from the Marketing Department. Contact: **+44 (0)1483 343 029**

Quotation Mark block



Our chevron

This useful graphic element is a section of the lock icon in the SecureDoc Logo.

Please always use original artwork files to reproduce this. Never redraw or alter it.

The Chevron is intended to be a playful brand element. It can layer across photos or be used to hold photography as a frame. Different crops can be used to keep collateral interesting and varied. You can also use the negative space the chevron creates within your designs as a copy or simple graphic space. Always use the chevron facing up or facing down, never sideways.

The Chevron can be used on lead images and within or alongside other graphical devices. Please see the examples opposite. When using it behind text, the color tint should be 15% of the background color. If it is being used on a dark background, it should be used at 80% of the background color.

The Chevron element should only be used with the primary palette colors.

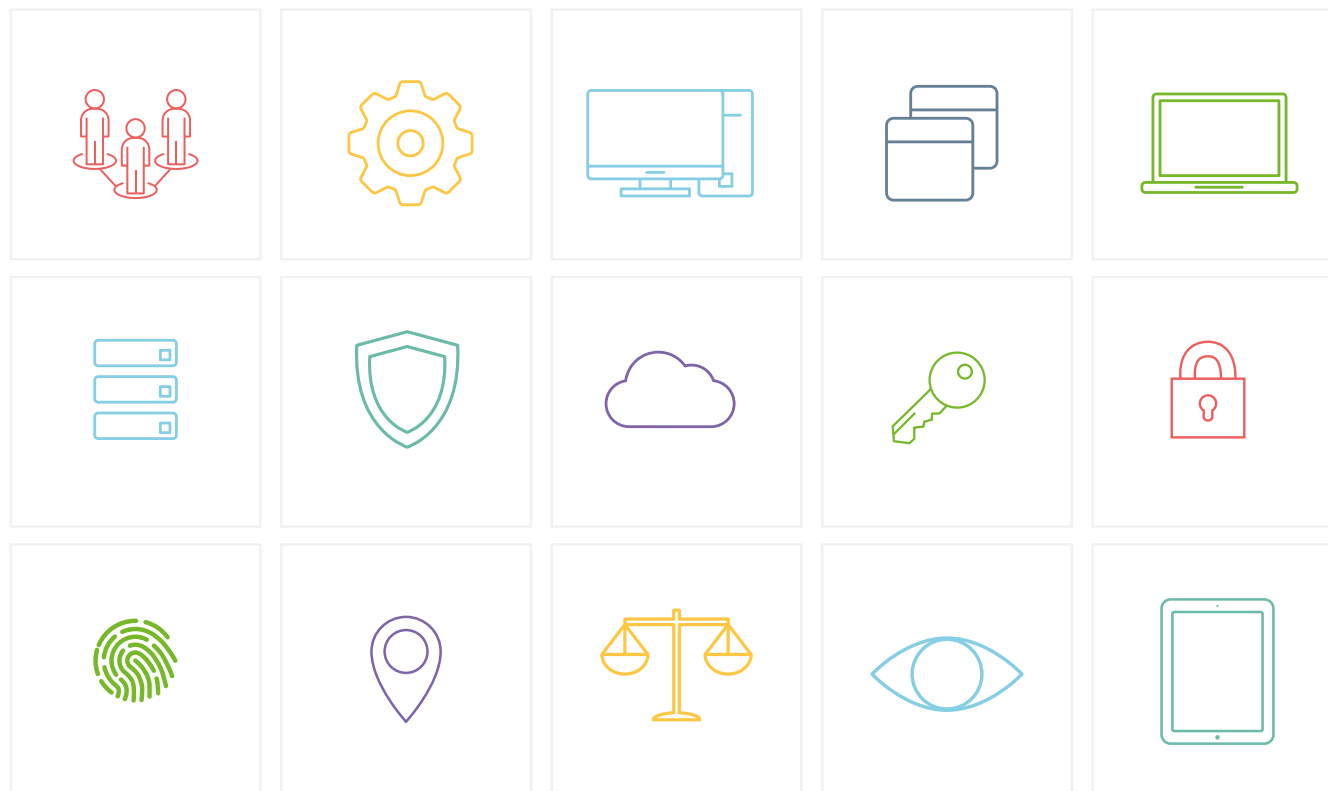


Core elements: Chevron

Iconography

Our icons are simple, clear and engaging.

Please create them using the primary or secondary color palettes



Photography

Overview

Our brand has a layered photographic style comprised of three elements: Portrait, Working Environment and Architectural photography. The aim is to let the brand live in vibrant, relevant and engaging ways across everything from Power Point presentations to LinkedIn posts.

Our photography choices travel with the customer story in the same way that our security travels with data, from the personal microcosm through everyday working environments and out into the architectural cityscapes. So, you can always find an image that's right for a particular brand message or mood.

Please note that Portrait is our lead photographic style, with the other two secondary styles used to complement and add variety.



Photography

Portrait style

These are people in control of their security challenges, thanks to WinMagic. Think real-world, culturally diverse and optimistic: just like our brand.

Choose relaxed and confident decision-makers of any age: either professionally suited or in smart casual attire, but always in their every-day work environment.

The hero looks to camera but these shots are never in a studio and are never forced or posed.

One woman or man within a frame is usual though you can opt for a mixed group.

Only use an illustrative style within an infographic or animation environment.



Please do not use

- Black and white or monotone images
- Stylized effects on images
- Hyper-real or unrealistic images
- Negative content

Photography

Working environment

Look for light-filled office space shots that feel aspirational yet natural. Never staged.

These are real-world environments where sleeves get rolled up and work gets done.

A reportage or fly-on-the-wall feel works best. No-one looks to camera here.

These are fast paced, highly productive and successful enterprises with a human touch.

Natural materials wood, glass, brick play well.



Please do not use

- Black and white or monotone images
- Dark or old-fashioned work spaces
- Complex or cramped images

Photography

Architecture

These images show our strong architectural foundations reaching out into the world, extending one powerful vision from the personal through the work space into the clouds.

This image set is smart and outward looking, bridging internal structures and showing gateways to new worlds and ways of seeing. Seek out contemporary, sleek, light-filled images, potentially reflecting back moving clouds.



Please do not use

- Black and white or monotone images
- Imposing or daunting looking buildings
- Images without architectural symmetry or structural interest

Illustration

Photography should always be the lead when designing WinMagic communications, however it is occasionally good to use illustrations to make a read more engaging. When considering illustration, make sure that all the colors are WinMagic colors, and that the illustration used is bold and clear.

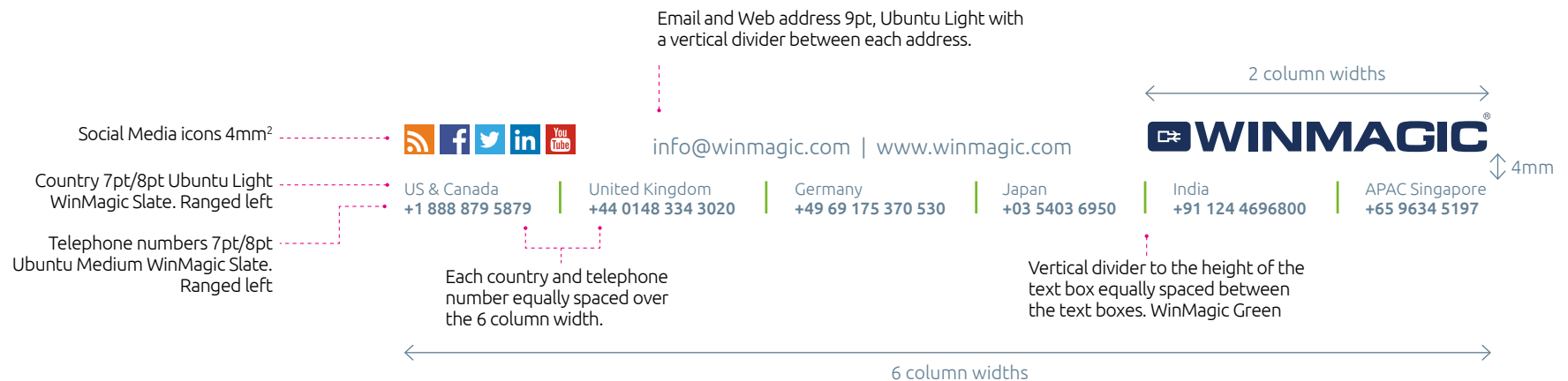


Call to Action

The Call to Action must be included as the final sign off on all collateral.

It should run to a 6 column width on portrait brochures and 5 column width on landscape brochures. For landscape versions, please use portrait CTA and scale to fit 5 columns.

Brochure artwork can be obtained from the Marketing Department. Contact: **+44 (0)1483 343 029**



Boilerplate

So we keep our messaging consistent globally we have some approved words (or 'boilerplate') that can be used whenever we need to talk about WinMagic the company, or SecureDoc CloudVM. Please ensure you always use approved messaging

About WinMagic

WinMagic, one of the most respected names in the data security business, encrypts over 8 million endpoints in 84 countries. Our award-winning comprehensive encryption and unified intelligent key management solution is the best protection against sophisticated threats and data loss. Through WinMagic's data centric approach to security, our SecureDoc suite of services ensure that data is protected wherever it is stored within any end point, physical or virtualized data center, or Cloud IaaS environment.

SecureDoc CloudVM

With the widest support from virtualized servers to numerous public and private Clouds, WinMagic's SecureDoc CloudVM enables a unified encryption strategy across any end point, virtualized or cloud IaaS environment. By providing a single platform and pane of glass, SecureDoc CloudVM increases enterprise security, ensures encryption compliance, reduces complexity and removes silos of encryption within your organization.

Tone of Voice

The era of corporate speak is over.

Enterprise buyers are people too. They are often on complex buying journeys, influenced by all sorts of third-party sites, industry peers and social channels.

As a brand, we need to talk to customers and prospects in the right language, giving them believable, digestible, relevant information in language they understand, via the channels they prefer.

Housekeeping

- Please use US English and expression
- Keep PowerPoint slides brief; they should simply be a prompt.
- Keep things simple to translate and understand for our global audience

Some simple pointers

- **Quickly get to your point, without being blunt.** Be informative, upbeat, helpful and pain-point led. Treat headlines as engaging conversation starters.
- **People like to buy from people, not conglomerates.** Imagine you are speaking to a respected colleague rather than a stranger whether we're writing product sheets, emails, LinkedIn posts or webpages.

SWAP: This industry-leading unified key management approach allows administrators the ability to optimise their end-to-end management approach to encryption.

FOR: This clever new encryption approach lets admin teams save time and take back security control across workloads and devices.

- **Avoid convoluted tech talk.** Give great innovation great context. Explain the so-what of feeds and speeds. Make tech relevant by linking it to business and IT-objectives. Avoid acronyms where you can and jargon at all costs. They are mental wall-paper. Try and paint the amazing picture that sits on top of the wallpaper, using simple phrases.
- **Don't be scared of emotive thoughts.**
NOT: Why choose WinMagic? **BUT:** It's easy to trust WinMagic. 8 million users already do.
- **Brevity always wins.** If we can make a point in 140 characters, readers will appreciate it. Even if it's not a tweet.

Core values

WinMagic isn't just another security vendor. We are industry innovators. Specialists in our field, passionate about the power of our solutions to transform challenges and deliver aspirational new ways of managing security.

- **We can be bold**, sometimes even controversial, challenging the status quo and having a clear opinion.
- **We can be inspired and inspiring**, imagining a better world, standing shoulder to shoulder with partners, building collaborative routes forward.
- **We can be action-orientated**, because words don't solve problems, positive technology choices do.
- **We can speak peer-to-peer with other experts.** Assuming certain knowledge and never patronising the audience.
- **We can be authentic**, admitting that the world isn't perfect and that stuff is tough out there. But together, we can crack it.

Stationery

2.02 Stationery: Letterhead and Business cards

Stationery

Our stationery uses the WinMagic logo, Chevron graphic and our primary color palette

Need artwork for the letterhead or business card?
Get in touch with the Marketing Department on
+44 (0)1483 343 029



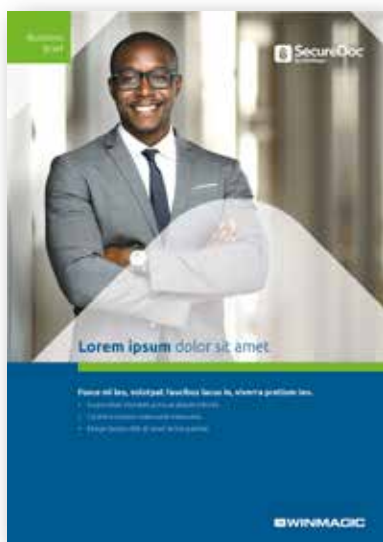
Collateral – Sales enablement

- 3.02** Overview
- 3.03** Briefing Paper
- 3.05** Case Study
- 3.06** Whitepaper
- 3.07** Battlecards
- 3.08** Data Sheet
- 3.09** Sales Enablement Matrix



Briefing Papers

There are 4 types of Briefing Papers; Business Brief, Solutions Brief, Tech Brief and Product Brief. To make the brand simple to follow, all Briefing papers now use one template.



Business Brief



Solutions Brief



Tech Brief



Product Brief

Briefing Papers

To achieve an engaging read with an attractive, clean layout, please follow these simple steps:

- 1 Follow a 7-column grid with a gutter of approximately 4mm
- 2 Indicate the briefing type top left in a WinMagic green box
- 3 Copy can run as a single read stretched across 4 columns, or run in two double columns stretching across 6 columns. Choose whichever layout gives the clearest read and looks cleanest and most balanced on the page
- 4 Use primary-colored boxes to pull out key information or quotes
- 5 Always include the WinMagic CTA
- 6 Place page numbers in the green rectangle at the bottom of the page, 5mm high and spanning one column from the edge of the page
- 7 Always lead with a portrait style image on the cover. All pages after that can lead with or include secondary imagery
- 8 Green tinted chevron should appear on all inside pages



Case Study

The Case Study template is very similar to that for Briefing Papers. Please observe those rules, plus the following:

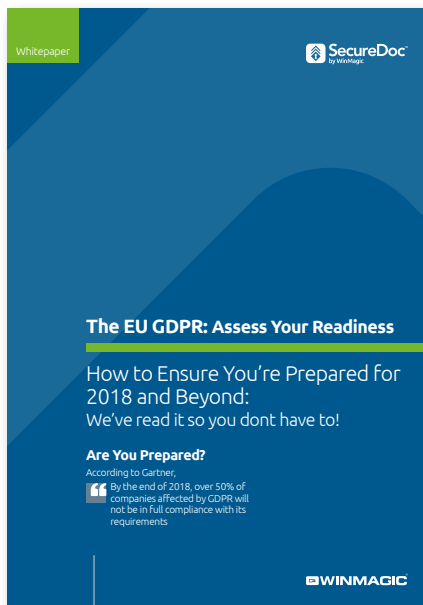
- 1 The front cover headline should include the name of the company and the Case Study title, as well as a short project description
- 2 The company logo should feature above the title on the front page
- 3 When pulling out quotes, please place them in a primary-colored box and use the large boxed quotation marks
- 4 Use imagery wherever possible to break up the text and achieve an easier read
- 5 When pairing the WinMagic logo with a partner logo, the two should sit side by side with a 1pt line separating the two. The distance between each logo and the line should be the same as the exclusion zone (see page xxx for reference)



Whitepaper

Whitepapers follow the same structure as the Briefing Papers and Case Studies. The only major difference is that there is no lead image on the front. Please observe the Briefing Paper rules plus the following:

- 1 The front page should not include an image. It should be full bleed WinMagic Blue with a tinted white chevron over the top
- 2 A tinted chevron should appear on every page
- 3 The blue bar on the inside pages should be used to hold key bits of information or tips relating to the content



1



Battlecards

Battlecards tend to be very information heavy. The design needs to work hard to make the information clear and really easy to digest. Unlike Briefing Papers and Case Studies, Battlecards cover just 2 sides of A4 and do not need a front cover. Please follow these steps to achieve a clean and effortless design:

- 1 Follow a 7-column grid
- 2 Headline and subhead always sits above a rule
- 3 Tinted green chevron sits behind content
- 4 Use bullets and box-outs to break up large chunks of text
- 5 Rules can be used throughout the design to define sections



Data Sheet

Data sheets follow the same rules as the Battlecards. Please follow these steps to achieve a clean and effortless design:

- 1 Follow a 7-column grid
- 2 Headline and subhead always sits above a rule
- 3 Tinted green chevron sits behind content
- 4 Use bullets and box-outs to break up large chunks of text
- 5 Use of stylised tables can be used to display information in an easy-to-read way

2

Data Sheet

4

Data Sheet

5

Data Sheet



SecureDoc Enterprise

Endpoint Encryption | Device Control

Technical Specifications

Supported Client Platforms:

- Windows 7 and higher (32-bit and 64-bit versions)
- Windows Embedded for IoT models (32-bit and higher)
- Linux OS versions (OS only)

Supported Encryption:

- SecureDoc Drive Encryption
- SecureDoc File Encryption
- Microsoft BitLocker for Windows
- Apple FileVault 2 for macOS
- TCG Opal 1.0/2.0 SEDs

Validations:

- FIPS 140-2, CIPM/AT Gold

Support Server Platforms:

- Windows Server 2008 or Higher (32-bit and 64-bit versions)

Supported Databases:

- SQL Server 2008, 2008 R2, 2012
- Microsoft Exchange 2007, 2010

See System Requirements for more on minimum hardware and network requirements.

Centralized Management & Compliance

SecureDoc Enterprise Server (SES) lets you enforce consistent protection, policies and compliance across all data and devices in your mixed IT environment.

- Unify key and policy management under a single platform, synchronized with Active Directory for a user-centric approach
- Enable BitLocker pre-boot protection – even over wireless – for faster password resets, policy updates, and secure key delivery over the network
- Manage remote users over the network, ensuring that the most vulnerable devices are protected from loss or theft

“Full disk and file system encryption will always play the first line of defense”

Market Guide for Information Controls, Endpoint and Mobile Protection, Gartner (2017)

Passwords alone cannot protect your data and devices. Full drive encryption is the essential first line of defense to protect confidential data, prevent costly data breaches, and achieve key compliance objectives.

That said, the proliferation of data and devices across your business has increased the complexity of deploying full drive encryption – a challenge further amplified by constantly evolving hardware, OS updates, and increasingly mobile users. SecureDoc in the event of a lost or stolen device has never been more demanding.

WinMagic SecureDoc Enterprise offers a single, unified console to manage data and device protection – combining full-disk and removable media encryption with robust device and port controls to significantly reduce the threat of data loss. This helps ensure that your data will continue to be protected across virtually any hardware or OS platform, even as you shift from physical to virtual desktops.

Data Security Challenges. Solved.

Product

Endpoint Devices – Desktops, Laptops, Tablets and/or Other Removable Media – USB, CD/DVD, and removable drives, Files, Folders and Network Shares

Prevent

- Block Device Loss or Theft
- Block Unauthorized Physical Access
- Block Unauthorized Access
- Block Unauthorized Sharing

Maximize Protection with Enterprise-wide Coverage

Protect data and devices with flexible, multi-OS encryption support.

- Protect devices with industry-leading FIPS 140-2 compliant full drive encryption
- Leverage built-in OS encryption with BitLocker or FileVault 2
- Manage hardware-embedded encryption with the most expensive Opal SED support
- Prevent data loss with OS-Agnostic removable media encryption and granular device and port controls

Simplify Data Security & Compliance

Centrally deploy, manage and monitor encryption from a single console.

- Deploy encryption faster with compatibility automation tools and transparent user recovery options
- Maximize user uptime with faster and more secure single sign-on or network-aware unlock
- Quickly respond to lost or stolen device scenarios with remote lock, reset or “kill” commands
- Streamline operations with role-based access to management, recovery and reporting tools

Lower TCO with Improved User & IT Helpdesk Uptime

Don't compromise productivity for security – get the best of both.

- Reduce IT helpdesk time spent on password resets by up to 75% with multiple user recovery options
- Manage users, keys, and policies with Active Directory integration
- Reduce compliance reporting time by up to 60% with a single dashboard for all devices
- Protect remote users and devices with network-aware pre-boot authentication



Enterprise Drive Encryption

- Protect the entire device – including the OS, data and applications – in the event of loss or theft with FIPS 140-2 Validated SecureDoc Drive Encryption
- Enforce robust pre-boot protection with support for AD, Multi-Factor Authentication over the network
- Support OS-Agnostic management of Opal Self-Encrypting Drives

Advanced Native Encryption Management

- Centrally enforce and manage encryption on BitLocker or FileVault 2-enabled devices, ensuring consistent compliance and audit trails
- Reinforce native encryption with SecureDoc Network-Aware Pre-Boot, enabling AD authentication, Single Sign-On and MFA integration
- Automatically detect and block users from disabling or suspending BitLocker and FileVault 2 encryption with advanced tamper protection

Removable Media Protection & Device Control

- Enable automatic, enforced encryption of removable media devices – including portable drives, USB, CD/DVD and SD Cards
- Access encrypted data from any device without the need for any additional software installation or limitations to specific OS, devices
- Apply trusted device and port controls to prevent data loss or off-line malware injection via external media

File and Folder Encryption

- Upgrade your SecureDoc Enterprise clients with automatic and transparent file-level encryption, protecting access to individual files and folders
- Never interrupt workflow – encryption, decryption and access to information is automated and transparent to the end user
- Centrally enforce automatic encryption or allow users to manually encrypt individual files and folders, with persistent protection even when shared



	SecureDoc Enterprise	SecureDoc Essentials	SecureDoc Standalone
Management			
• Policy and Key Management	X	X	
• Reporting and Auditing Tools	X		
• Directory User Integration	X	X	
• Device Management	X	X	
Encryption			
• 256-bit Validated Full Drive Encryption	X		X
• BitLocker for Windows	X		
• FileVault 2 for macOS	X		
• Opal Self-Encrypting Drives	X		X
• XFS File and Folder Encryption	X		
Controls			
• Advanced Pre-Boot Authentication	X	X	
• Advanced Auto Unlock	X		
• Network File Networking			X
• Device and Port Controls	X		X
• Removable Media Encryption	X	X	X
• User Authentication Support	X		X

How Can You Protect Your Data Everywhere?

If you already have SecureDoc Enterprise Endpoint Encryption, consider building out an enterprise-wide data security strategy beyond your endpoints. Simply add new licenses modules to your SecureDoc Enterprise Server.

- **SecureDoc File Encryption** – Protects data stored in local files and folders, as well as network file shares
- **SecureDoc CloudSync** – Encrypted data stored in Cloud-based Enterprise File Sync and Share (EFSS) solutions
- **SecureDoc for Servers** – Ensures your backed physical servers infrastructure is protected from offline attacks
- **SecureDoc CloudVM** – Protects virtual and cloud workloads from a range of known threat vectors

SecureDoc Enterprise Server offers the flexibility to protect data across physical, virtual and cloud environments. Combining modules enables a defense-in-depth strategy to deliver persistent encryption of data wherever it resides across your organization.



US & Canada: 1-888-875-8779 | United Kingdom: +44 (0)1462 335 320 | Germany: +49 (0) 175 370 320 | Japan: +81 (0) 3-6861-4000 | India: +91 (0) 124-8606060 | Africa: +27 (0) 124-8606060

www.winmagic.com | www.winmagic.com



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Collateral piece	Audience	Description	How to use it
Solution Brief	Particularly aimed at Business Decision Makers (BDMs), although suitable for all. Perfect for influencers who are important in the decision chain but don't have much technical knowledge (e.g. compliance focussed).	Highlights a challenge, business issue or pain point and describes how a key WinMagic solution set can help.	Useful for customers and prospects in a sales environment, or lower down the marketing funnel as they become MQLs and SALs. <i>End user facing</i>
Product Brief	Aimed at Technical Decision Makers (TDMs) and influencers conducting online research or engaged in the sales process and looking for detailed information.	Overview of a product and what it does, including features and benefits as well as some use cases.	Great in sales meetings and as backup to any technical questions. Can be used to target Technical Decision Makers in marcomms campaigns, or smaller 'one-man band' businesses. <i>End user facing</i>
Data sheet	TDMs and influencers, engineers, Dev Ops and other technical roles.	Detailed description of functionality, feature lists and performance comparison tables.	Ideal for supporting detailed technical enquiries. Useful at any stage of an opportunity and best used by a sales person or engineer. <i>End user facing</i>
Case Study	All customers and prospects and all types of decision makers.	Describes a real customer journey and success story, detailing how WinMagic helped solve their business or technical challenges.	Can be used by all sales and all marketing contacts. <i>End user facing</i>
Use Case	All customers and particularly good for prospects.	Show how our products or technologies were successfully used in a particular vertical or to solve a stated business challenge.	Supports all sorts of meetings and opportunities, demonstrating in a practical way how WinMagic can solve pin-pointed issues. <i>End user facing</i>
Battlecards	Great for sales and marketing teams. Also useful for partners and the wider channel.	Offer detailed descriptions of competitor features as compared to WinMagic. Focussed product overviews and specification comparisons in an easy-to-scan format	Great for overcoming objections at any stage of the sales cycle and good for creating high-impact marketing messages. <i>Internal and channel facing</i>
Partner enablement	Aimed at WinMagic partners.	Various types of partner collateral designed to communicate the WinMagic proposition and promote our most powerful USPs. Covers everything from solution playbooks to integrated sales Toolkits.	Ideal for galvanising the channel to sell WinMagic over competitor solutions.

Collateral – Lead Generation

- 3.11** Overview
- 3.12** Infographics
- 3.13** eBooks
- 3.14** CXO Security Briefing
- 3.15** Lead Generation Matrix

WINMAGIC **SecureDoc**

Why only the **smartest encryption strategies** are fit for next generation IT.

Data security decision-makers are under more pressure than ever.

- Clouds and hybrid environments
- Growth of BYOD and mobile devices
- Increasing regulatory requirements
- Increasing data breach incidents
- High profile security breaches
- Constant threat of ransomware

There are some real barriers to delivering security peace of mind.

- Fragmented security approach
- Complex compliance management challenges and risk
- Poor business continuity and disaster recovery

The answer is easier than you think.

Deliver a centralized, integrated, risk-based next generation approach to data security.

Make a new business case for investment with reduced TCO, less risk and simplified compliance.

3 reasons the time to act is NOW

1 Mobile working innovation and BYOD is on the rise

Gartner research shows BYOD is already supported by:

- 80%** of the CIOs and 75% of the CISOs
- 64%** of the CIOs and 50% of the CISOs

Problemsolving Business: an essential skill for the future. 95% research now and 95% of the CIOs.

CXO
SECURITY BRIEFING

Simpler together
Unified data security for your hyper-converged future

SecureDoc **WINMAGIC**

SecureDoc

New cloud era. New security rules.

5 rules that will free your organization to securely flex and scale with cloud.

WINMAGIC

Infographics

Our infographics should be bold and fun, but clear and easy to navigate and digest. Display information in bite-size chunks, pulling out vital facts and statistics in an interesting way. You can exercise creative freedom, as long as each execution always clearly ties back to the brand.

All infographics should predominantly use the primary color palette. Employ secondary colors for accents and pull outs only.

- 1 Make sure that both WinMagic and SecureDoc logos are visible at the top
- 2 Always lead with a large headline
- 3 Break the infographic into sections where possible, for an easy and digestible read
- 4 Always include the WinMagic CTA at the bottom
- 5 Infographics should be A4 wide but can be any length. Do try not to make them excessively long however, as they become difficult to read
- 6 Please make sure all icons and illustrations are in WinMagic colors only



eBooks

Our eBooks should be a vibrant, fresh and easy to read. Try to minimise the amount of copy on each page and use eye-catching graphics and imagery to ensure an interesting read. The following steps will help you to create eBooks that people want to engage with:

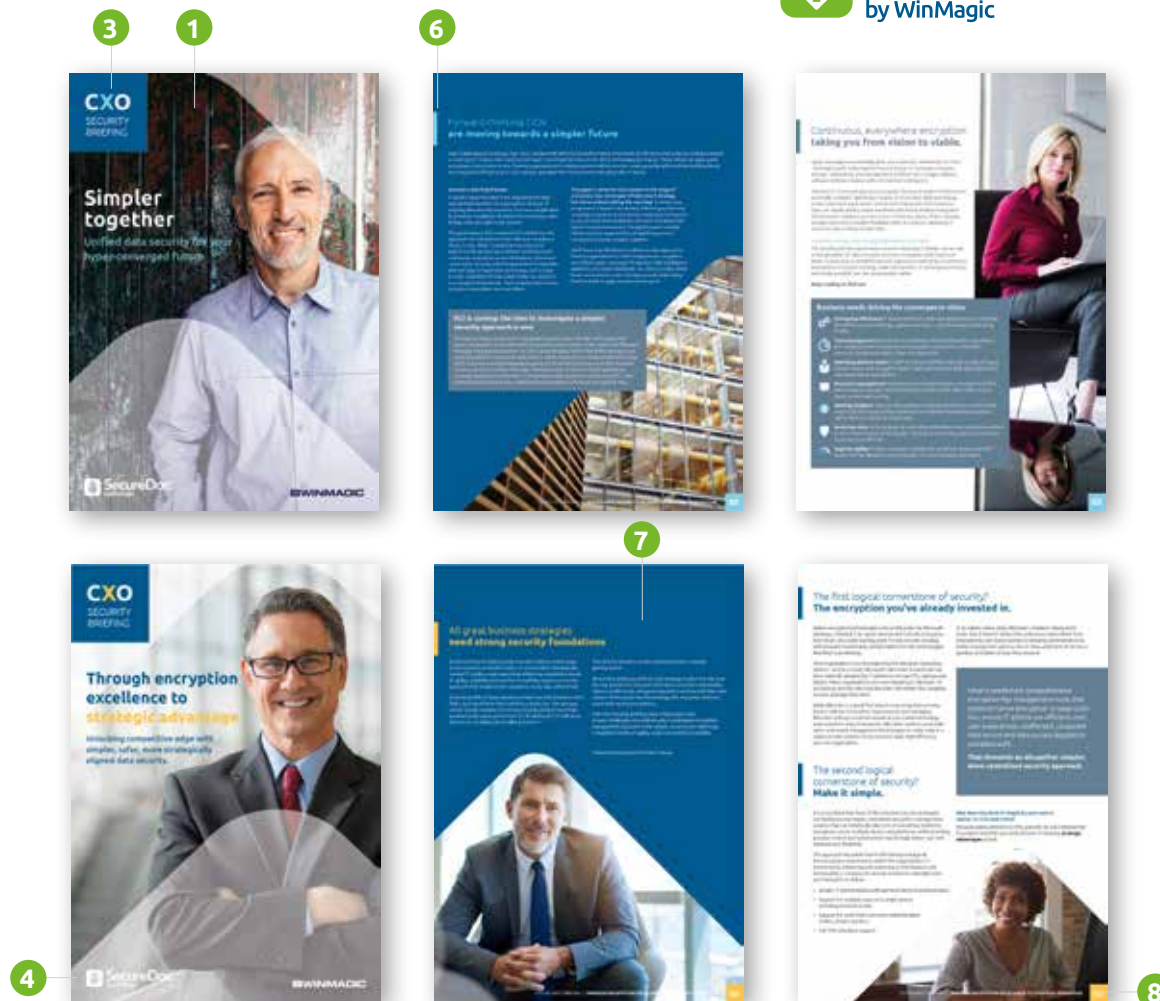
- 1 Follow a 7-column grid
- 2 The front cover must be executed in a primary palette color and include portrait photography, held within a chevron
- 3 Both logos must appear on the front cover
- 4 Page headlines should be large and bold
- 5 The chevron can be used throughout the eBook for masking images or holding text. It should only point up or down, never sideways
- 6 Brand imagery should be used throughout to add interest to lighter copy pages
- 7 Bold and colourful iconography should be used throughout, executed using the brand color palette
- 8 Important information should be pulled out in box-outs and highlighted with icons, wherever possible
- 9 The WinMagic CTA must appear on the final page



CXO Security Briefings

These high-level, thought-leadership style papers are aimed a senior, C-Level audience spanning titles such as CIO, CISO, CFO and CEO. They are meant to engage and build WinMagic's credibility as a consultative-style security partner. Follow these easy steps to create effective and engaging CXO Briefings:

- 1 Front page must have a full bleed portrait image of a confident C-level senior decision-maker with a white, transparent chevron laid over it
- 2 For every CXO paper, a color theme should be decided before design commences; please keep color use controlled to maintain a sophisticated and high-end feel
- 3 The CXO SECURITY BRIEFING badge must appear top left on the front page. The 'X' of the 'CXO' can change color to match the leading accent color of the piece
- 4 Both logos must appear on the front
- 5 An 8-column grid to be followed throughout
- 6 Page headers should be accented with a colored block bleeding off the edge of the page
- 7 Primary colors should be used for full page color bleeds to add interest to the read; secondary colours should be used sparingly to accent text or for pull-out boxes
- 8 Page numbers should appear in a colored box, bottom right of the page
- 9 The WinMagic CTA should always appear at the end of the paper



The main marcomms elements described below are primarily to be used for demand and lead generation. These are suggested formats but the approach can flex according to the campaign and evolving market needs.

Collateral piece	Audience	Description	How to use it
CxO insight	Aimed at business leaders and senior decision makers. CIO/ CISO/ CFO/ CEO	A high level, magazine style business issue focussed paper, based around a clear and compelling campaign topic. Easy to read and actionable.	A great call to action for campaigns. Can also be used by sales teams. Demonstrates WinMagic's understanding of deep business issues. Elevates the conversation while demonstrating our professionalism. <i>End user facing</i>
Quick guide	Great for all audiences but most effective when targeted at specific verticals or job functions.	Short, graphic, 2-page maximum. Can take the form of quick tips/ best practice pointers. Simple to read, colloquial, cutting to the heart of pain points and business issues. Delivering quick insights focussed on the campaign topic.	A great campaign call to action and ideal for seeding on Social Media. <i>End user facing</i>
Whitepaper	All decision makers and influencers	Delivers a more detailed view on a topic. Demonstrates market expertise and thought leadership. Often quite technical in nature.	An overview of a topic or solution aimed at more technically minded audiences. <i>End user facing</i>
eBook	Can either be BDM or TDM focussed. Needs to be clearly aimed at one or the other.	An easy to read asset that tends to be focussed around the campaign topic rather than a particular product or solution. Combines narrative and graphics and is more detailed than a quick guide.	Delivers a detailed end-to-end story that straddles both business challenges and technical solutions. <i>End user facing</i>
Video and animation	All audiences	Visual short cut to powerful communication, exploring products, issues, challenges. Direct and engaging. Can hero a WinMagic thought-leader or follow a simple animation style.	A perfect quick engagement tool for all sorts of audiences. <i>End user facing</i>
Infographic	All audiences	A graphic way of communicating detailed statistics or in depth research. Breaks information down into digestible nuggets to tell a story very simple story.	Great for sharing on Social Media feeds. <i>End user facing</i>

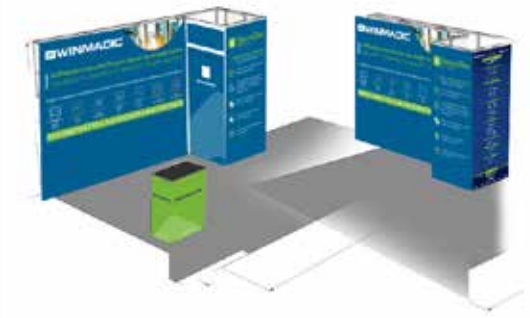
Events

- 4.02** Pop up wall panel
- 4.03** Pull-up Banner
- 4.04** Event Booth
- 4.05** Press ads

Pop-up wall panel

3m x 3m example

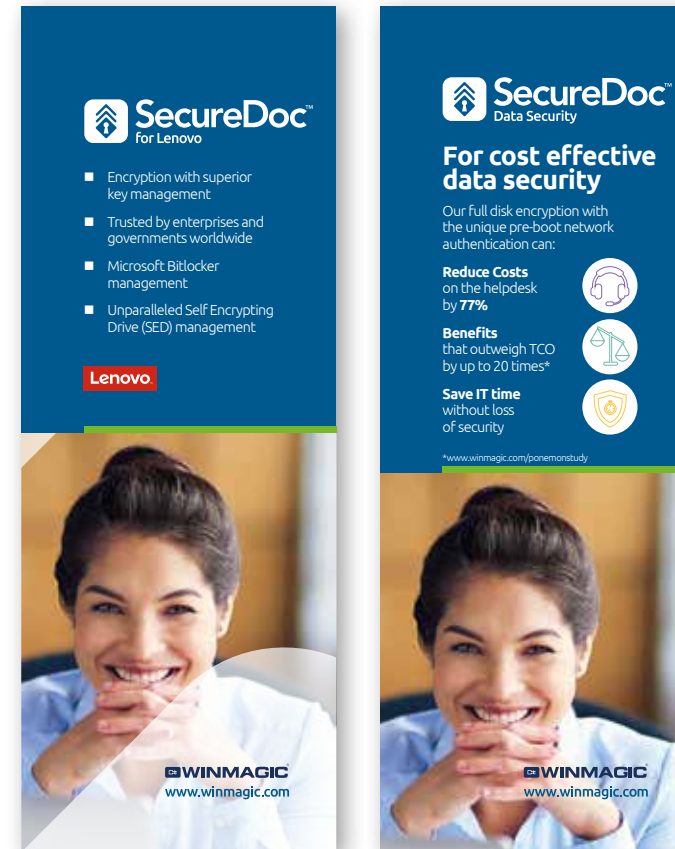
The examples opposite shows how a 3m x 3m graphic wall may be designed. Please note that the image area should always appear at the base of the panel, leaving the information area towards the top of the panel for maximum visibility.



Pull up banner

800mm x 2.15m example

The example opposite shows how an 800mm x 2.15m pull-up banner may be designed. Please note that the image area should always appear at the base of the panel, leaving the information area towards the top of the panel for maximum visibility.



Event Booth

The example opposite shows how an event booth may be designed. The design should be bold and eye-catching, and should always feature the chevron. The chevron can be used to hold imagery or text. A mix of primary colors should be used.



Press Ad

A4 examples

The examples opposite shows how A4 press ads should look. Please note the use of primary colours used to pull out key information and CTAs.



WINMAGIC

**Join the IT leaders
taking the simply unified
route to cloud security.**

IT Governance is getting more complex, the penalties more worrying and your competition more cloud-based and agile. WinMagic's pervasive, everywhere encryption approach is the way forward. By simply securing your IT environment from endpoints across any cloud, you gain a low-cost, low-risk route to compliance and growth supported by a unique new breed of intelligent key management.

Get in touch today!
Contact our specialists and see how simple securing cloud can be.
Email us today at sales@winmagic.com or call 01483 343020

SecureDoc
CloudM

CloudM
WINNER
2017

CloudM
WINNER
2017



WINMAGIC

**Begleiten Sie unsere
CIOs auf dem Weg zur
einheitlichen Cloud-Sicherheit.**

Besuchen Sie WinMagic noch heute an Stand 929.

Lernen Sie unsere preisgekrönte Verschlüsselung kennen, die Sie überall zuverlässig schützt. **Gewinnen Sie einen Amazon Echo Plus!**

**Sie möchten alles über
DSGVO-Compliance wissen?**

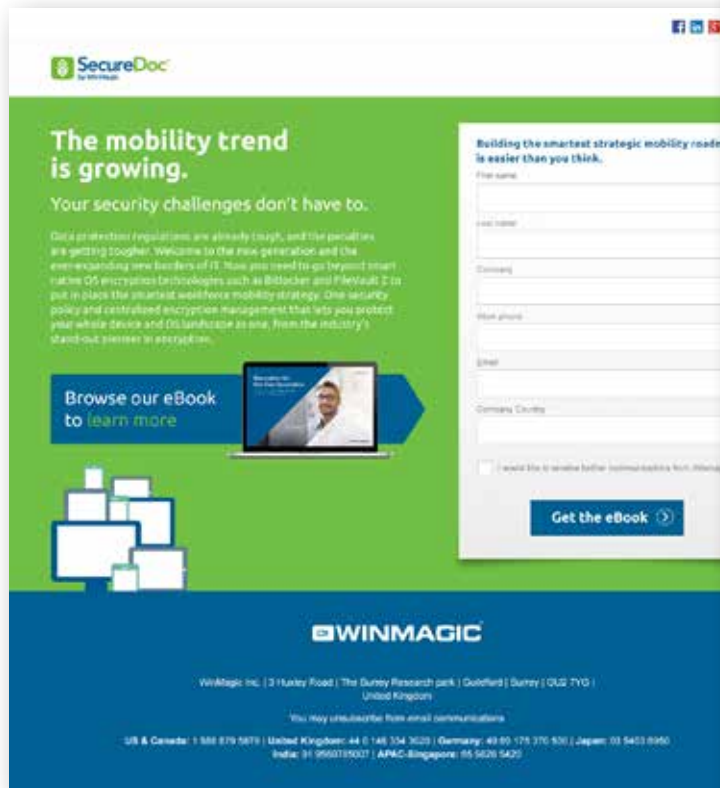
Dann kommen Sie zum kostenlosen Vortrag unseres COO Mark Hickman und erfahren Sie, wie die datenorientierte Verschlüsselung die Compliance vereinfachen kann.

Wloc Compliance, Governance and Security Innovation Theatre
Wann: 28. November 2017, 10:55 Uhr, 29. November 2017, 13:00 Uhr

SecureDoc
CloudM

Digital Communications

- 5.02** Digital Overview
- 5.03** Landing pages
- 5.04** Emails
- 5.06** Website header
- 5.07** Animation
- 5.08** Powerpoint
- 5.09** Social



The mobility trend is growing.

Your security challenges don't have to.

Data protection regulations are already tough, and the penalties are getting tougher. Welcome to the new generation, and the ever-expanding new borders of IT. Now you need to go beyond smart native OS encryption technologies such as BitLocker and FileVault 2 to put in place the smartest web-based mobility strategy. One security policy and centralized encryption management that lets you protect your whole device and OS landscape is one, from the industry's stand-out pioneer in encryption.

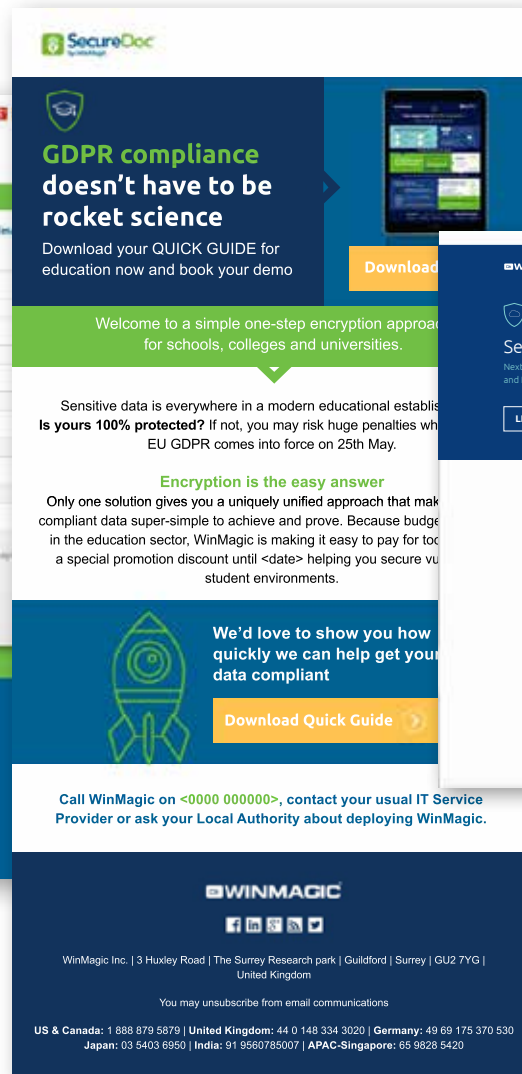
Browse our eBook to learn more

Get the eBook

WinMagic Inc. | 3 Huxley Road | The Surrey Research park | Guildford | Surrey | GU2 7YG | United Kingdom

You may unsubscribe from email communications

US & Canada: 1 888 879 5879 | United Kingdom: 44 0 148 334 3020 | Germany: 49 69 175 370 530 | Japan: 03 5403 6950 | India: 91 9560785007 | APAC-Singapore: 65 5426 5420



GDPR compliance doesn't have to be rocket science

Download your QUICK GUIDE for education now and book your demo

Welcome to a simple one-step encryption approach for schools, colleges and universities.

Sensitive data is everywhere in a modern educational establishment. Is yours **100% protected**? If not, you may risk huge penalties when EU GDPR comes into force on 25th May.

Encryption is the easy answer

Only one solution gives you a uniquely unified approach that makes compliant data super-simple to achieve and prove. Because budgets in the education sector, WinMagic is making it easy to pay for today a special promotion discount until <date> helping you secure your student environments.

We'd love to show you how quickly we can help get your data compliant

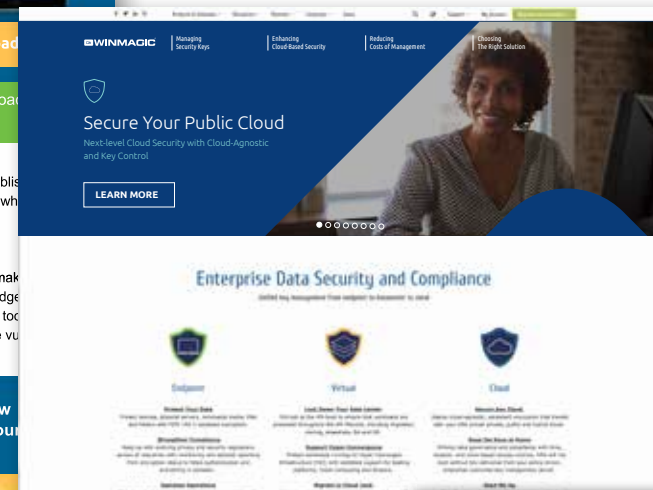
Download Quick Guide

Call WinMagic on <0000 000000>, contact your usual IT Service Provider or ask your Local Authority about deploying WinMagic.

WinMagic Inc. | 3 Huxley Road | The Surrey Research park | Guildford | Surrey | GU2 7YG | United Kingdom

You may unsubscribe from email communications

US & Canada: 1 888 879 5879 | United Kingdom: 44 0 148 334 3020 | Germany: 49 69 175 370 530 | Japan: 03 5403 6950 | India: 91 9560785007 | APAC-Singapore: 65 5426 5420



Secure Your Public Cloud

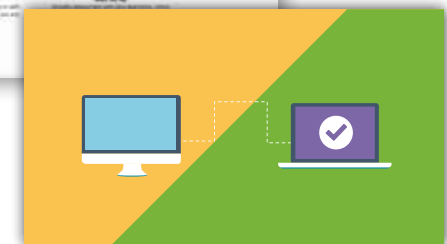
Next-level Cloud Security with Cloud-Agnostic and Key Control

LEARN MORE

Enterprise Data Security and Compliance

Unified Key Management from endpoint to destination to cloud

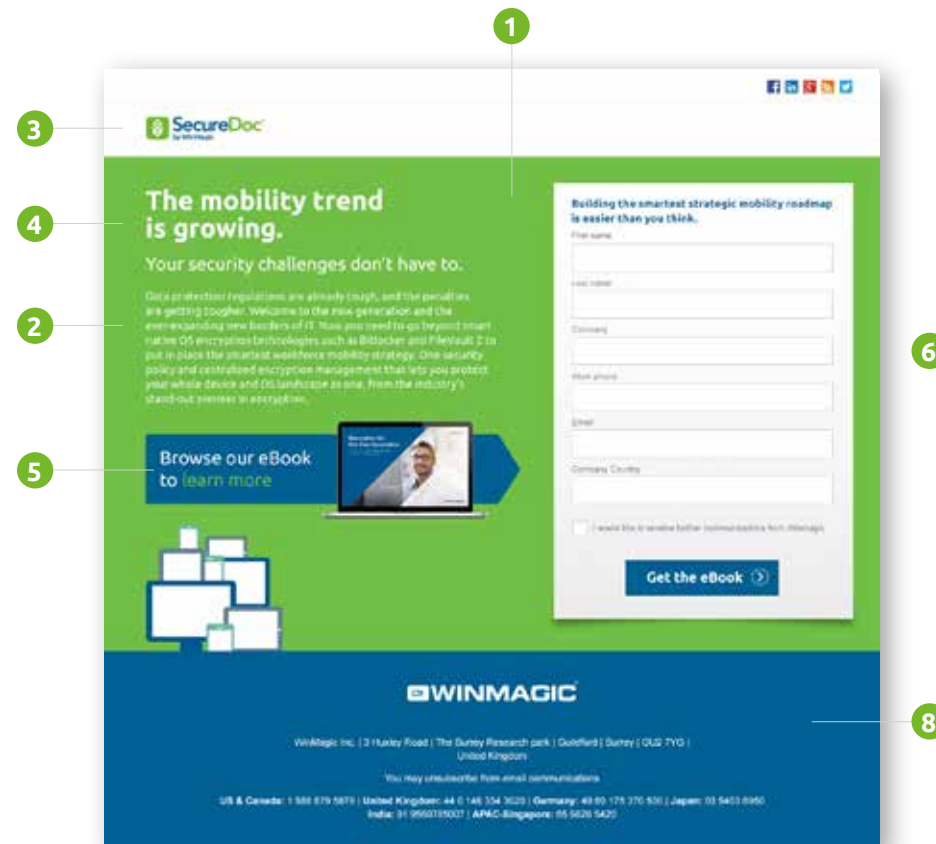
Endpoint	Virtual	Cloud
Protect Your Data Protect sensitive data at rest, in motion and in use. WinMagic's endpoint security solution provides a unified approach to protect your data across all devices, including mobile devices, laptops, and servers.	Lock Down Your Data Center Protect your data in the cloud by encrypting it before it leaves your premises. WinMagic's cloud security solution provides a unified approach to protect your data across all cloud services, including Amazon S3, Microsoft Azure, and Google Cloud.	Secure Your Cloud Protect your data in the cloud by encrypting it before it leaves your premises. WinMagic's cloud security solution provides a unified approach to protect your data across all cloud services, including Amazon S3, Microsoft Azure, and Google Cloud.



Landing pages

Our landing pages are bold and should be easy to navigate. Follow these steps to ensure an engaging design:

- 1 Primary colours should be dominant, with secondary colours used for accents and visual interest
- 2 All text should be in Ubuntu with Arial as a fallback typeface.
- 3 The SecureDoc Logo should feature in the top home bar, along with social media icons (top right).
- 4 The body header should be clear and uncluttered.
- 5 A bold CTA should be visible, with a large thumbnail of the asset being downloaded, and should always be above the fold.
- 6 The form element should be clear and concise with large entry fields. The form should always appear above the fold.
- 7 Web development should be responsive and easy to view.
- 8 All landing pages should include the WinMagic contact footer at the bottom of the page.



Emails

Overview

These email examples are for reference only. They should be designed to be fresh and bold, with easily digestible information and a strong CTA.

- 1 Primary colours should be dominant, with secondary colours used for accents and visual interest
- 2 All headlines should be in Ubuntu with Arial for everything else.
- 3 Color blocks should be used to segment and create interest
- 4 The SecureDoc Logo should feature at the top, ranged left.
- 5 The body copy should be clear and uncluttered .
- 6 The CTA should always be close to the top, making it bold and appealing, and should always include and thumbnail of the downloadable asset.
- 7 Try and use a secondary color for the button so it stands out
- 8 Web development should always be responsive
- 9 All emails should include the WinMagic contact footer at the bottom of the page.



- 7 NOTE: When creating the button for the mobile version, best practise states the button should be no smaller than 44px.



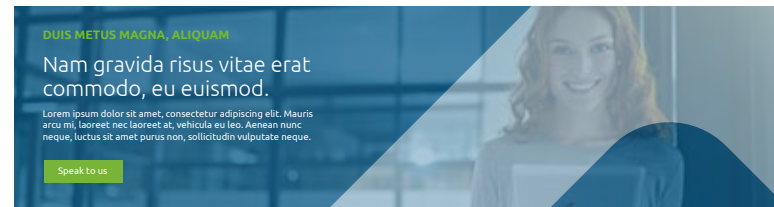
Partner emails

There should be an additional clear block at the top of emails which should hold the 'Securedoc By WinMagic' logo on the top left hand side and the partner logo on the right.

- 9

Email headers

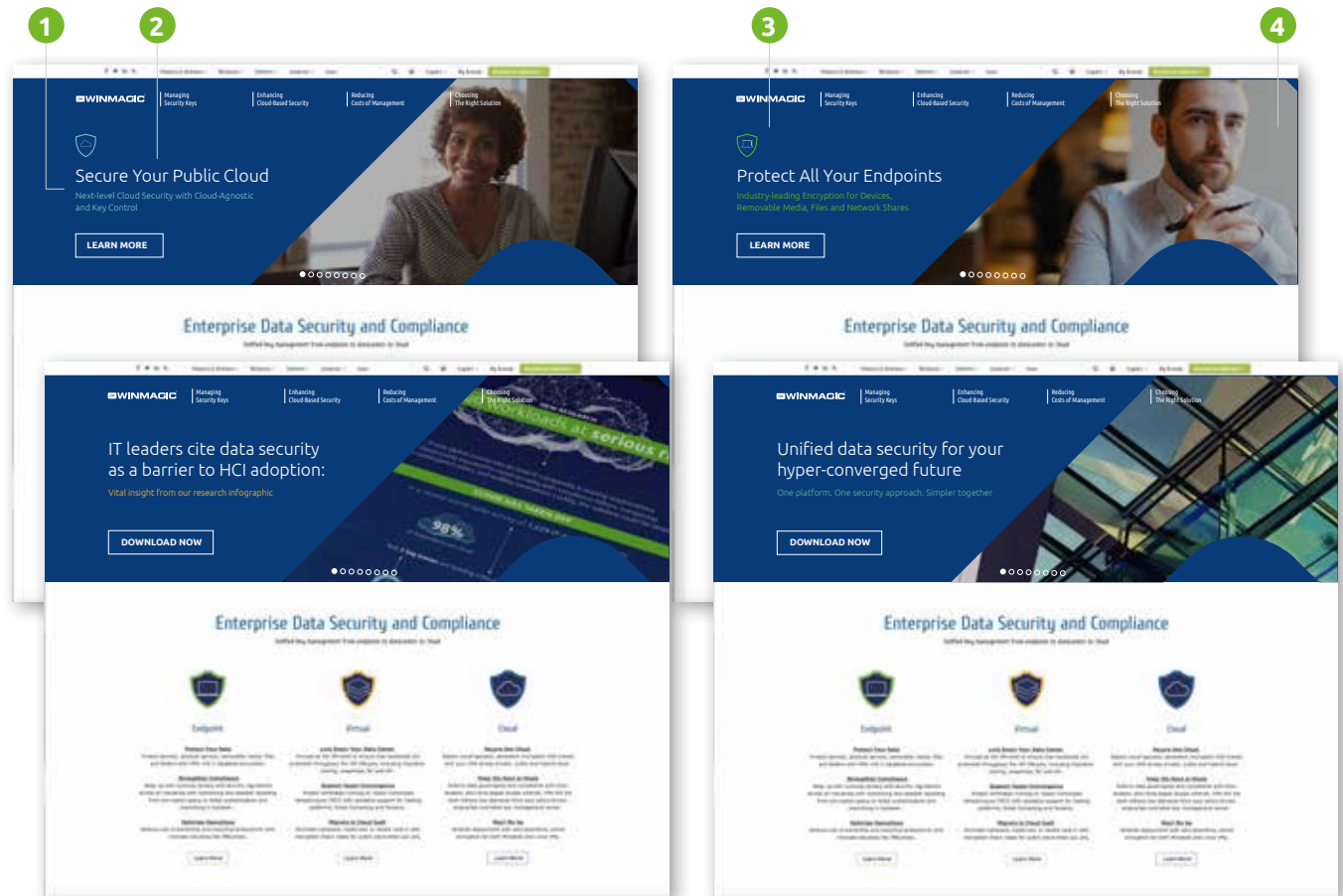
Here are some examples of email headers using the secondary colour palette and the different tiered imagery.



Website header

The header banner at the top of our website is the most important section on the page, so it is vital that this part not only looks good, but functions correctly:

- 1 Headlines and CTAs should always appear on the left hand side, with a clear CTA button underneath.
- 2 Headlines should always be in white, while subhead can be in any secondary color
- 3 Small icons can be used above the headline if appropriate
- 4 The chevron should always appear on the right handside and can hold images from our photography library or asset images. Please use a black tint of 30% over the top of any image so that the secondary navigation does not get lost



Simple video animations

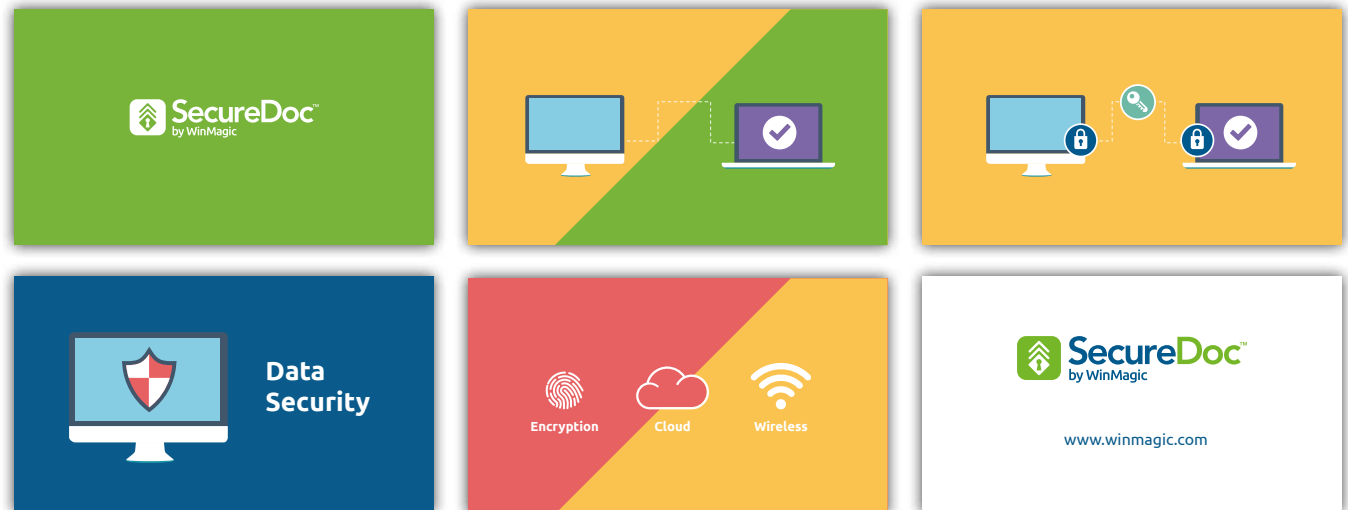
Overview

The WinMagic color palette should be used throughout the animation. Background colors should be carefully selected so that key content in both white and black stands out and copy is clearly legible.

Simplicity rules the day. Designs should be kept clean with icons used to describe bulleted content.

A pinhole effect can be overlayed to add interest. This should be light and subtle, never be a severe, dark gradient.

A 1080 HD master should be produced unless specified.

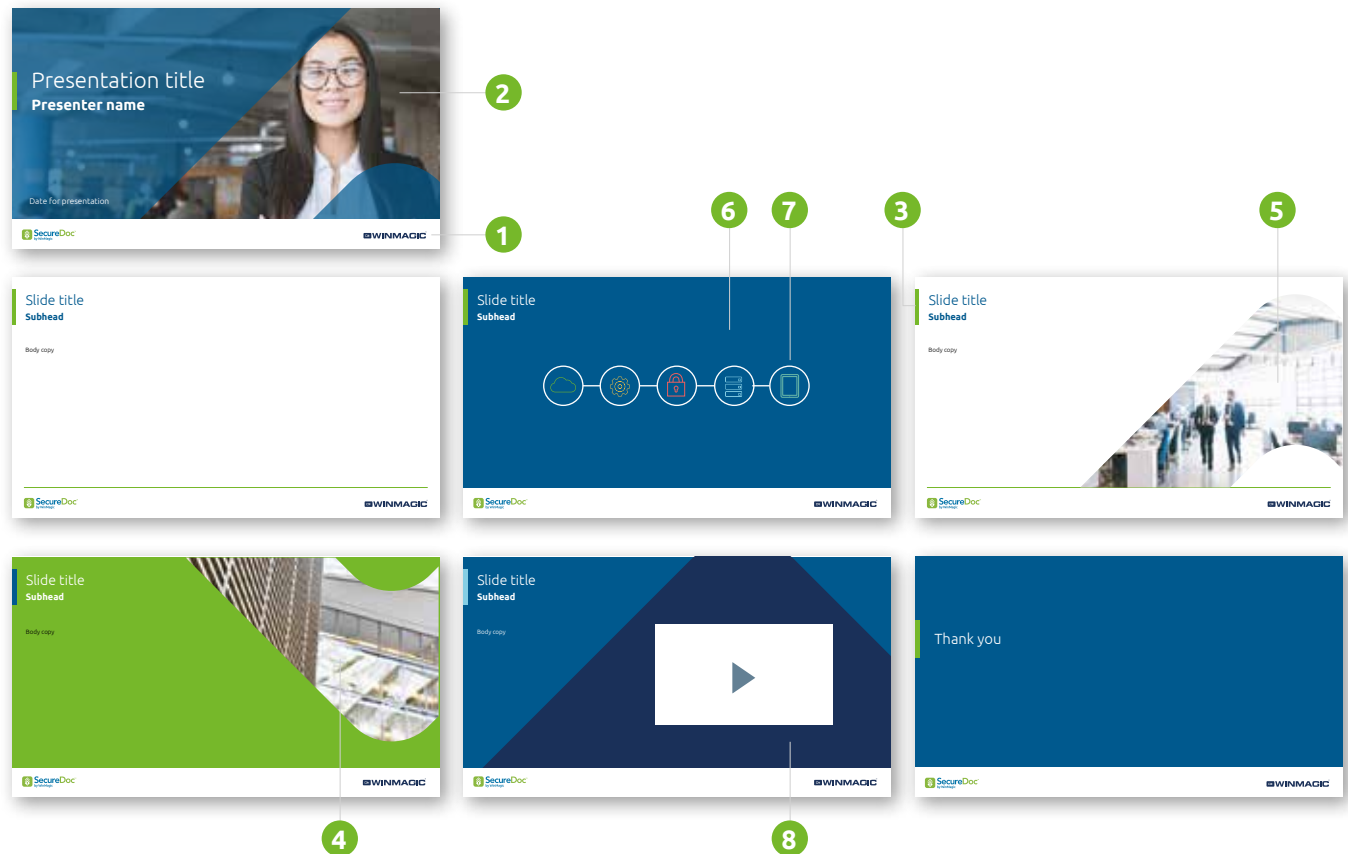


PowerPoint

All presentations should reflect the WinMagic brand and follow our general brand guidelines.

The slides opposite show examples of an on-brand presentation.

- 1 Make sure the WinMagic and SecureDoc logos are on every slide
- 2 The front page should include a portrait style image with a colored tinted chevron over the top
- 3 Use the coloured bar to bring out headlines and slide titles
- 4 For content slides, any imagery used should be taken from tier 2 and 3 of the brand imagery
- 5 Image chevrons should be used on pages with limited text
- 6 Slide color variation should be used throughout the presentation to create an engaging view
- 7 For maximum impact, diagrams and icons should be used on color slides
- 8 For any external imagery or videos, please use the dark blue chevron to hold the asset



Social

Overview

Work within the general WinMagic brand guidelines.
Keep executions clean and messages short, engaging and customer-focussed.

Youtube



LinkedIn



Twitter



Social posts

When posting image tiles on social media, please be aware that these must be on brand. The chevron must be present and can be used to hold brand imagery or an asset image. Limited copy should be used and a simple clear CTA button must be visible. Use predominant primary colours where possible. When creating artwork for social, please be aware of the different platforms rules, so that copy and image guidelines are adhered to.



Thank you

Artwork files are available from the Marketing Department. Just give us a call on
+44 (0)1483 343029