



Magnet Forensics

Brand Guidelines

NOVEMBER 2022

OUR MISSION

SEEK JUSTICE.
PROTECT THE
INNOCENT.





OUR VISION

PROVIDE PUBLIC AND PRIVATE SECTOR
ORGANIZATIONS WITH **INNOVATIVE TOOLS**
TO **COMBAT THE CRIMES OF TODAY.**

Our Logos

Always use the original and approved logo art files. No aspect of it should ever be altered. Do not attempt to draw or recreate the Magnet Forensics logotype using computer fonts.

The wireframe logo is often used for branding of promotional materials. It is also used for situations requiring black and white art.

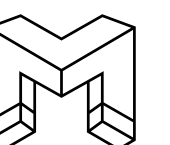
When the logo is used over any photography or background, it is important to make sure the background does not take away from the logo. Colour contrast is important in making sure the background does not distract or blend in with the logo.

The Brand Team must review and approve all logo uses. Please email us at [brand\[at\]magnetforensics.com](mailto:brand[at]magnetforensics.com).

Full Colour Logo



Wireframe Logo



Horizontal vs. Stacked

Our logo is available in two orientations, horizontal and stacked. They have been created to provide flexibility for use on different printed pieces, depending on the available space and layout.

Horizontal Logo

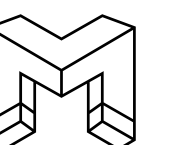


Stacked Logo



White Space

Use the appropriate white space between the logo and other graphic elements such as images, type, and other logos to ensure a strong presence wherever it appears. Where possible, allow even more space around the logo.



Logo Sizing

The minimum size has been carefully established to ensure that the Magnet Forensics logo is reproduced correctly in smaller sizes. At minimum size, the logo is still clearly legible and provides a strong level of identification.

This specific requirement is based on the orientation of the Magnet Forensics logo.

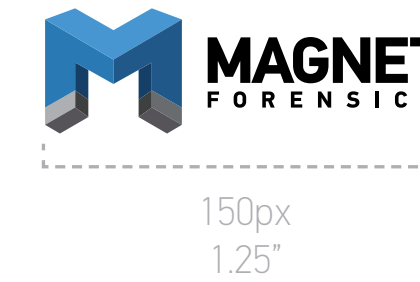
There is no maximum size for the logo as long as it is appropriate for the specific use.

Stacked Logo

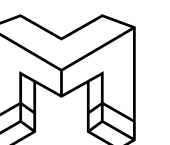


When printing the vertical logo, the minimum size is 0.75" wide. For online use, it is 100 pixels wide at 72 dpi.

Horizontal Logo



When printing the horizontal logo, the minimum size is 1.25" wide. For online use, it is 150 pixels wide at 72 dpi.

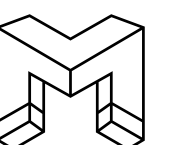


Logo Rules

In order to maintain a consistent brand, keeping the logo true to itself is key. Any alterations, or recreations of the logo risk diluting the impact of our carefully curated logo.

Shown are some examples of logo misuses. Please do not do any of these don'ts.

Logo Misuses



Primary Colour Palette

The Magnet Forensics primary colour palette communicates strength, security and trustworthiness.

DARK BLUE

C:99 M:79 Y:35 K:22

Pantone: 7694C

R:21 G:63 B:103

#153F67

MEDIUM BLUE

C:93 M:68 Y:22 K:6

Pantone: 3015C

R:32 G:89 B:139

#20598B

LIGHT BLUE

C:83 M:47 Y:7 K:0

Pantone: 7460C

R:41 G:122 B:180

#297AB4

LIGHTEST BLUE

C:69 M:30 Y:0 K:0

Pantone: 7688C

R:72 G:150 B:209

#4896D1

DARK GREY

C:64 M:56 Y:52 K:27

Pantone: 447C

R:89 G:89 B:92

#59595C

MEDIUM GREY

C:52 M:43 Y:41 K:6

Pantone: Cool Gray 10C

R:128 G:130 B:133

#808285

LIGHT GREY

C:36 M:28 Y:27 K:0

Pantone: 424C

R:168 G:170 B:172

#A8AAAC

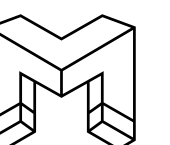
LIGHTEST GREY

C:17 M:12 Y:12 K:0

Pantone: Cool Gray 4C

R:210 G:210 B:210

#D2D2D2



Typefaces

Magnet Forensics takes pride in their brand and want all materials to have a professional appearance. If you have a license for PF DinText Pro please use that as your primary typeface. If you do not have it available, you can download **Roboto**, a free Google typeface.

When system fonts are the only available option, the **Arial** typeface is an acceptable substitute.

Roboto

THE NATURE OF
CRIME IS EVOLVING

Thin

Light

Regular

Medium

Bold

Black

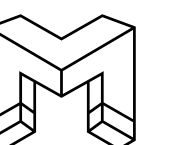
Arial

THE NATURE OF
CRIME IS EVOLVING

Regular

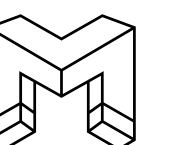
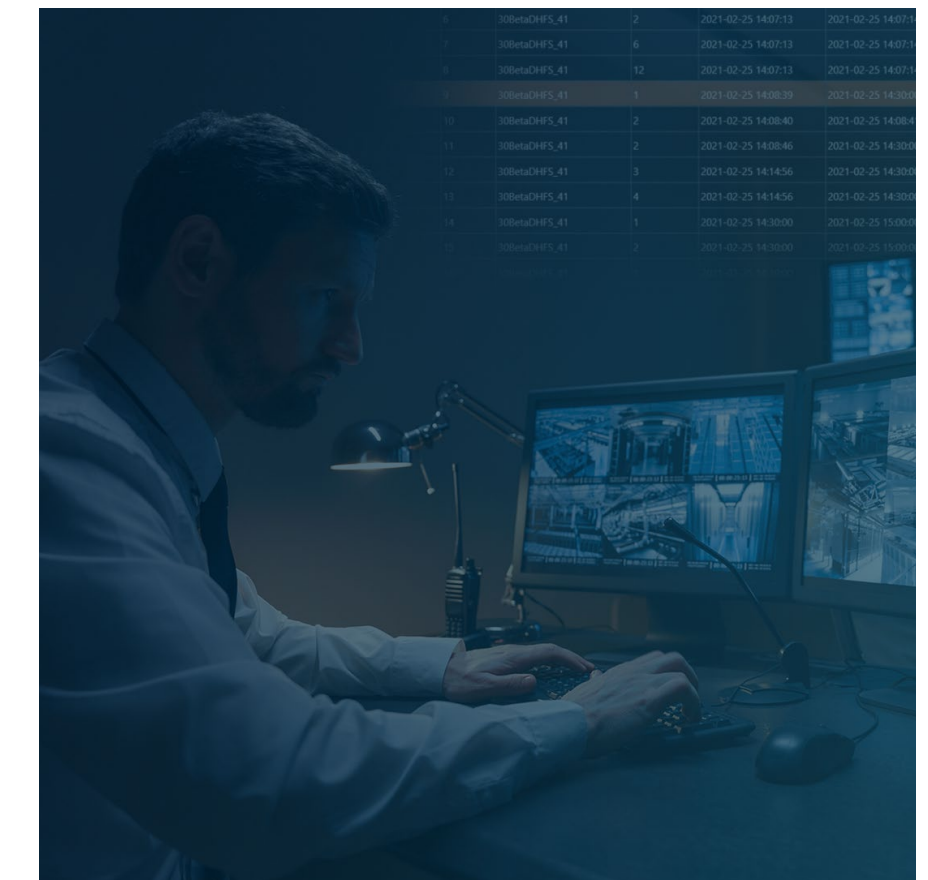
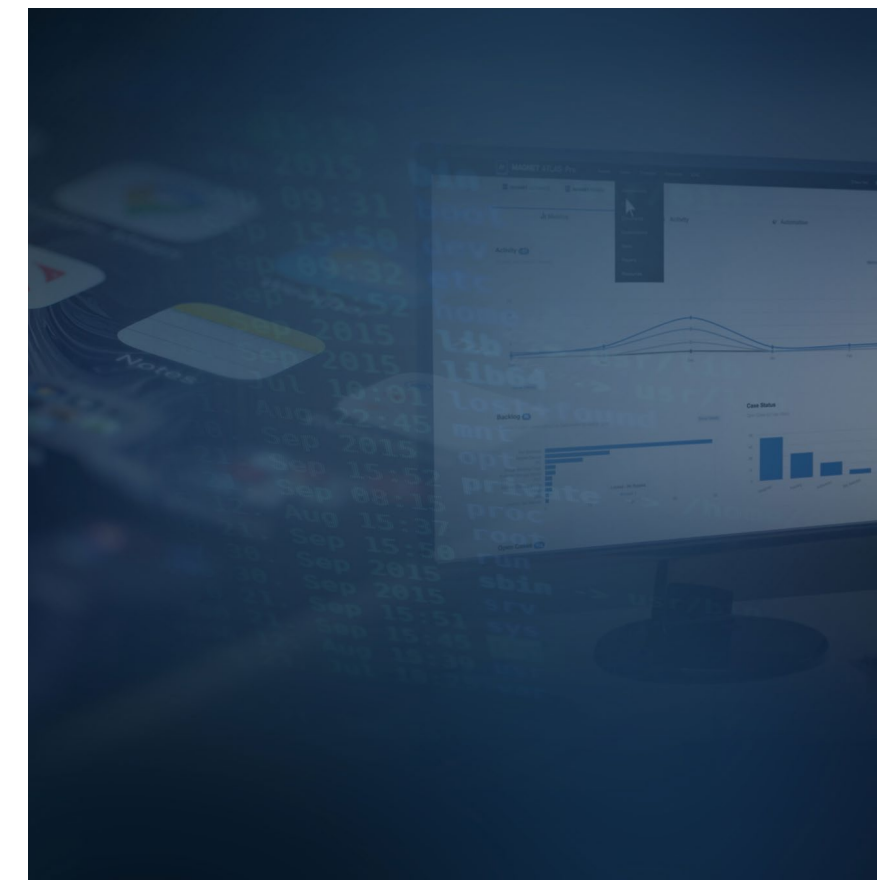
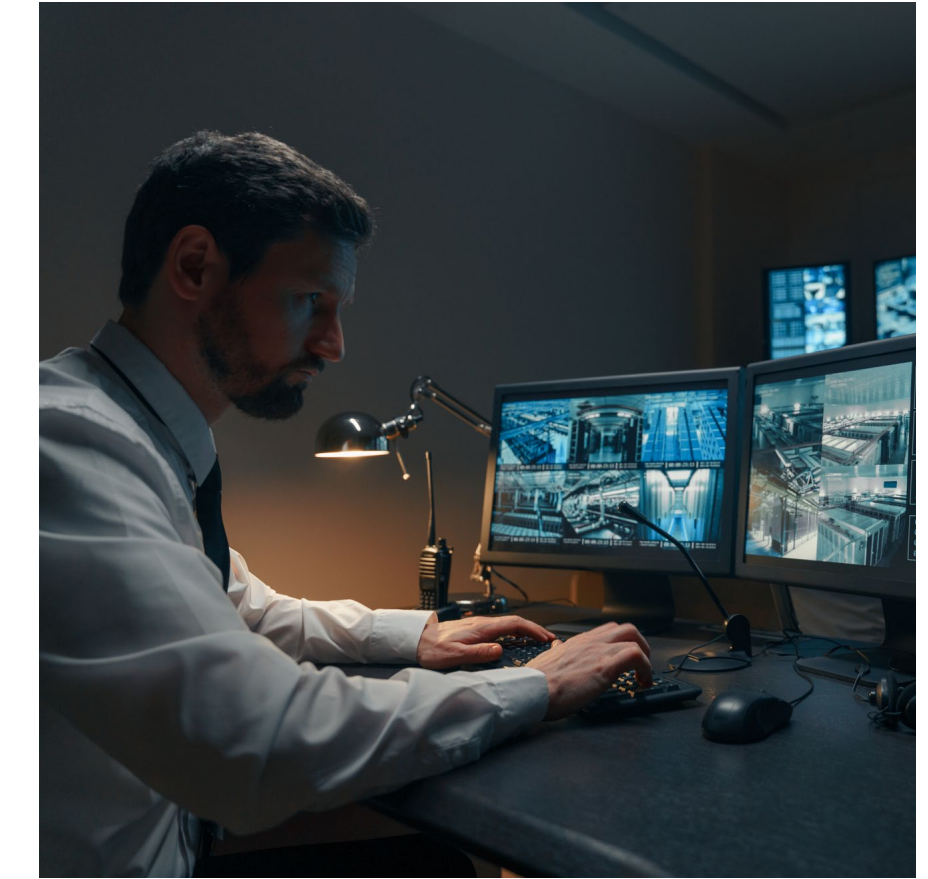
Bold

Black



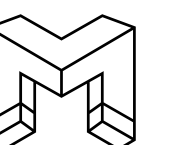
Photography

To maintain consistency throughout our various platforms and brand, only photography curated by the Brand Team should be used. Images are carefully selected to ensure that they are professional looking and have an authentic feel. Lighting, depth of field, and colour are just some of the elements we consider.



Brand Voice

The voice of Magnet Forensics is authoritative yet approachable. We take our work seriously and aim to provide the best results for our customers, who are doing important and taxing work. Our brand voice is also conversational – like a trusted co-worker in the office or on the squad. We want our customers to like to hear from us. Humor is used sparingly to avoid making light of the challenging investigations our products are used for. Magnet Forensics greatly values the camaraderie and partnership we share with our customers, which fuels our mission: *Seek Justice. Protect the Innocent.*



Style Guide

Magnet Forensics generally adheres to the AP Style Guide – with American spellings.

Here are a few things to keep in mind when writing:

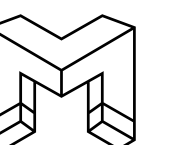
- Use title case when writing a headline, subhead, or email subject line. Major words should be capitalized while minor words ([i.e., three letters or fewer] conjunctions, short prepositions) should be lowercase.
- Avoid referring to the company as Magnet – use Magnet Forensics whenever possible
- Proper products follow the convention of capitalized Magnet and all uppercase product name, e.g., Magnet AXIOM. Free tools use the convention of capitalized MAGNET with capitalized name, e.g., MAGNET App Simulator.
- When talking about white papers, make sure they are two words.
- When referring to Jad’s title, the capitalization should be as follows: founder & CTO (founder not being a proper title).
- Numbers from 1-9 should be spelled out (e.g., Three Reasons to Read This) except when speaking about certain instances that always take figures, like addresses and prices.
- Each item in a bulleted list should start with a capital.
- Use a period or other full stop after every bullet that is a sentence.
- When writing out times, use this format: 10:00AM EDT.
- Use the Oxford Comma. It is a helpful tool for clarity.
- Use no spaces on either side of em dashes or ellipses.
- Use commas to talk about employees and their job titles (e.g., Adam Belsher, Chief Executive Officer).
- Do not capitalize internet.
- When speaking of the Cloud as a noun, it should be capitalized. If it is used as a descriptor (e.g., cloud computing) then it should be lowercase.
- Only capitalize product features if they are proper names. Our features include: Analytics, Artifacts Explorer, Case Dashboard, Connections, Email Explorer, Magnet.AI, Media Explorer, Portable Case, Registry Explorer, System Explorer, and Timeline. If writing a how-to, capitals should only reflect if there are capitals within our software.
- When using newly introduced acronyms, spell it out first, with the acronym following in brackets, such as Magnet User Summit (MUS). Commonly used industry terms like DFIR can be used on their own since it has become a shorthand and term on its own.

Writing Tips

- Be concise with written copy whenever possible, as English is not everyone’s first language.,
- Use subheads to guide the reader through the asset (and to summarize your points).
- Get your most important point across as soon as possible. Don’t expect the reader to give you much runway before you tell them what matters.
- Try to vary your sentence lengths to avoid reader fatigue.

Boilerplate

Founded in 2010, Magnet Forensics is a developer of digital investigation software that acquires, analyzes, reports on, and manages evidence from digital sources, including computers, mobile devices, IoT devices and cloud services. Magnet Forensics’ software is used by more than 4,000 public and private sector customers in over 100 countries and helps investigators fight crime, protect assets and guard national security.



Trademarks

Trademarks and naming conventions protect our brand. Please follow these instructions carefully. It'll make for a strong Magnet Forensics brand.

These general guidelines address the permissible use of Magnet Forensics trademarks in text by third parties. Without express written authorization by Magnet Forensics, any use of Magnet Forensics trademarks in a manner that is inconsistent with these guidelines, including the use of trademarks, or domain names that are confusingly similar to Magnet Forensics trademarks, is prohibited.

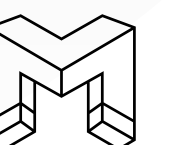
Marketing Content

All marketing content associated with Magnet Forensics should be honest, fair and in accordance with our Code of Business Conduct and Ethics available at www.magnetforensics.com/legal. A summary of Magnet's expectations is listed below:

- Do not make comparative claims unless approved by Magnet Forensics in advance.
- Ensure that testimonials represent a customer's honest belief based on experience with the product or service. Note in an obvious place if the testimonial was provided as part of a free trial or in exchange for something of value.
- Ensure that header and sender information in your marketing content, electronic messages, and the content of your messages, are not misleading.
- All claims about Magnet Forensics' products and services should align with the appropriate documentation.
- Comply with all applicable data privacy laws and requirements.

Copyright Message

© 2022 Magnet Forensics Inc. All rights reserved. Magnet Forensics® and related trademarks are the property of Magnet Forensics Inc. and its affiliates and used in countries around the world.



Brand Architecture

At Magnet Forensics our primary logo defines the brand and our products fall into categories under our brand. The product names often define what the product does and provide a consistent experience, minimizing confusion and building equity for the Magnet Forensics brand.



Digital Forensics & Incident Response

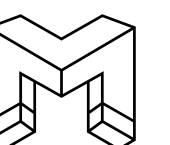
- MAGNET AXIOM™**
- MAGNET AXIOM CYBER™**
- MAGNET DVR EXAMINER™**

Digital Investigation Suite

- MAGNET ATLAS™**
- MAGNET AUTOMATE™**
- MAGNET AUTOMATE ENTERPRISE™**
- MAGNET REVIEW™**

Triage Solutions

- MAGNET IGNITE™**
- MAGNET OUTRIDER™**



Wordmarks

Wordmarks are used to create a brand identity within the Magnet Forensics suite while still maintaining a consistent look throughout all products. The wordmarks should never be recreated or retyped to resemble the wordmark.

Wordmarks should be used in a header image when possible. In text, the wordmark is not needed – however there is a way to properly treat product names. When in a sentence “Magnet” should be capitalized, with the product name following in all caps. Product names should never be used in sentence case. This rule does not apply to sub-products like AXIOM Examine, or AXIOM Process.



Magnet AXIOM ✓

Magnet Axiom ✗

MAGNET Axiom ✗

MAGNET AXIOM ✗

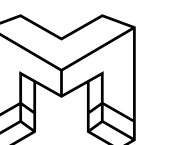


Magnet AXIOM Cyber ✓

Magnet Axiom Cyber ✗

MAGNET Axiom Cyber ✗

MAGNET AXIOM CYBER ✗



Identity in Action

Usage Tips

When using product names, the first instance is typically the wordmark, then the first written text instance includes the full name with the Magnet prefix. Subsequent instances can simply be the product name descriptor on its own.



WORDMARK

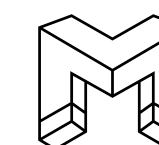


WRITTEN TEXT

PRODUCT NAME



LOGO





Contact Us

Brand Review

Are you ready to have your project reviewed by the Brand Team? Please send an email to [brand\[at\]magnetforensics.com](mailto:brand@magnetforensics.com) and include your deadline, audience, and any assets for review. We will be sure to get back to you with any feedback within three business days.

Questions?

We're here to help! Send us an email at [brand\[at\]magnetforensics.com](mailto:brand@magnetforensics.com)