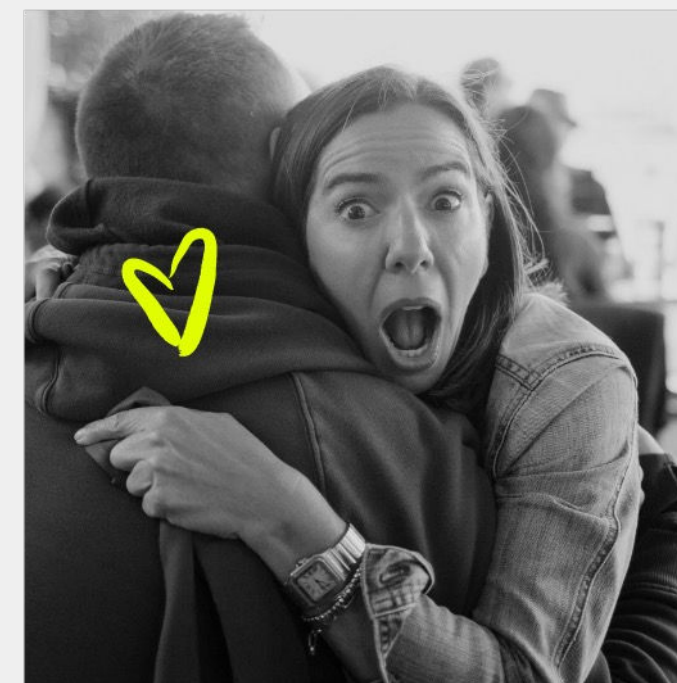


# LEANDATA & APRIL SIX

June 9, 2025

**WE ARE  
A GLOBAL GROUP  
OF INDUSTRY  
SPECIALISTS  
CRAFTING MOMENTS  
THAT MATTER FOR  
BRANDS SHAPING  
THE FUTURE.**





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# BRANDING + WEB REFRESH

Built-to-last brands applied to customer-centric web experiences that drive measurable action.

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# ABM PROGRAMS

Designing 1:1, 1:few, and 1:many strategies and activating programs into market through intent-led media.

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# BRAND CAMPAIGNS

Activating brand stories by creating moments to spark new audience engagement and awareness.

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# MEDIA + REPORTING

Planning, buying, and reporting on paid media across search, social, display, content syndication, direct buys, CTV, and OOH.

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# DEMAND CAMPAIGNS

Single- or multi-campaign demand generation strategies to capture and qualify leads for sales team follow-up.

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# CONTENT DEVELOPMENT

Video to infographic, short- and long-form content to educate and inspire audiences.

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BRANDS  
WE'VE BEEN  
PROUD TO  
PARTNER  
WITH





# WE HELP GTM LEADERS BRIDGE BUSINESS STRATEGY AND MARKETING EXECUTION

How? By integrating the capabilities of a management consultancy and a marketing agency—all underpinned by analytics, data and technology, and all under one roof. Net result: Accelerated performance. Zero signal loss from strategy through execution.

Our client focus > Brands in complex markets:











































300<sup>+</sup>

Expert teammates

4

Integrated services

6

NA & UK locations

6

Key industries

# WHAT WE HEARD FROM YOU





# WHAT MAKES THIS PROJECT UNIQUE

Looking for an agency to partner with on:

1. Brand visual identity assessment and extension
  - Considerations include extended color pallet, patterns, iconography
  - Updated brand guidelines
2. Visual update to LeanData.com
  - No UX, site mapping, copy or development required
3. Full funnel campaign strategy with campaign concepts
  - Campaign will be the launch of new LeanData positioning (complete June 19) and the newly updated brand

Dates to consider:

- Internal positioning and brand reveal July 21
- LeanData is looking to reveal the new positioning, brand and refreshed website at OpsStars (October 15)

# BUILDING STRONG MODERN BRANDS



# CORE PRINCIPLES NEED TO BE RELEVANT AND TRUTHFUL

The best brands are built  
on core principles that are  
authentic, impactful, and  
unchanging



# COHERENCY MATTERS MORE THAN CONSISTENCY

It's not about creating uniformity,  
it's about all customer touch points  
adding up to a coherent experience



Building strong, modern brands

april6

# BRAND ENERGY CREATES FINANCIAL PERFORMANCE

Awareness doesn't guarantee success. We need to spark more moments of engagement



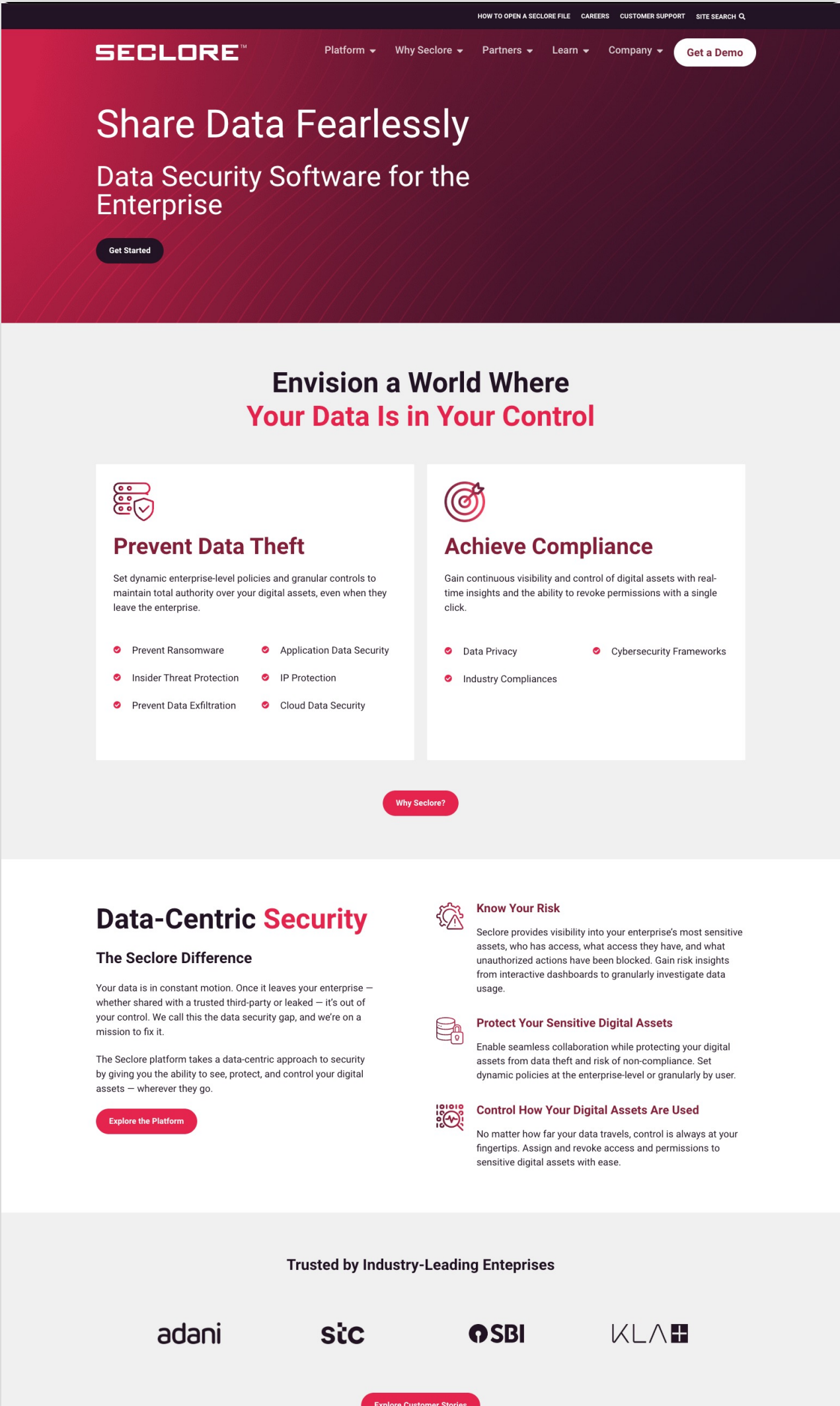
# BRINGING OUR PHILOSOPHY TO LIFE



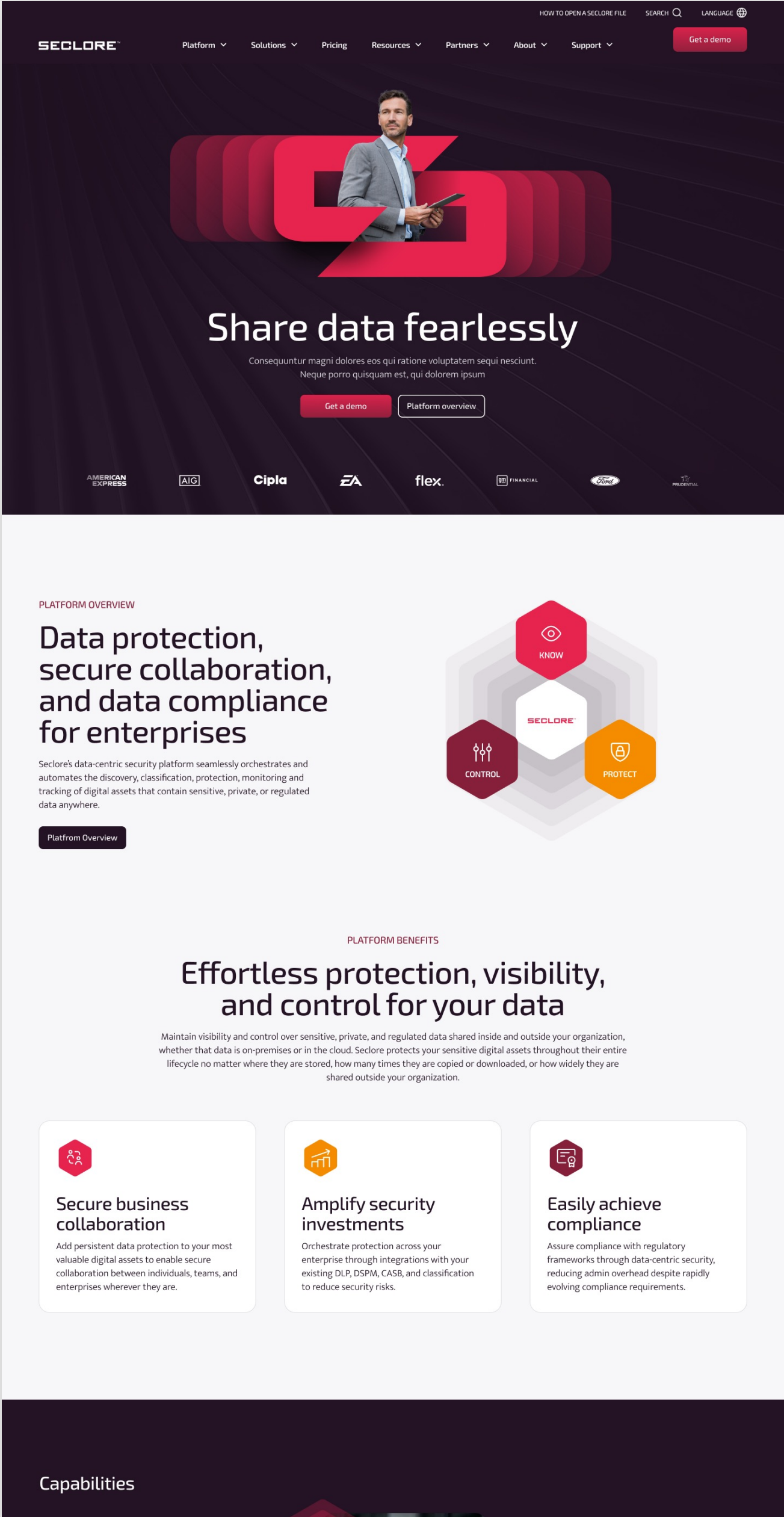
# SECURING DATA FEARLESSLY



Before



After



# THE CHALLENGE

The cybersecurity landscape is a high-stakes digital environment where enterprise businesses deploy cutting-edge defenses against ever-evolving threats. For emerging solution providers like Seclore, breaking through means establishing a foundation of continuity and trust. By refreshing its brand and website, the Seclore team sought to position the brand as a uniquely credible industry leader—projecting confidence and freedom in a fear-driven category.



# THE SOLUTION

We updated the brand with a vibrant, confident look and feel to align with its bold, new positioning—urging security teams to, “Share data fearlessly.” These updates to the color palette, typography, graphics, patterns, and iconography were made to differentiate Seclore in its market. We also developed brand guidelines and content templates to ensure consistent application across marketing initiatives. The updated components were brought to life in a reimagined user experience on the website.





SECLORE  
BRAND  
GUIDELINES

Contents

- LOGO ▶  
COLOR ▶  
TYPE ▶  
GRAPHICS ▶
- ICONOGRAPHY ▶  
IMAGERY ▶  
APPLIED ▶

LOGO

The logo

The Seclore logo is bold, confident, and solid. It reflects the strength and reliability of our data-centric security approach.

The Seclore logo should work across all media, whether it appears on the web, in print, on screen, or at an event. This document provides the guidance to adapt the logo to its appropriate design context.

Logo colors

The Seclore logo should appear with a trademark. The Seclore logo should only be displayed in Seclore Red or in White. In special cases, a black version of our logo can be used when there are limitations with printing. The following examples show which color logo can be used on which background.

Primary

The most commonly used version of the Seclore logo are white or dark backgrounds or Seclore Red on light or white backgrounds.

Secondary

A Seclore Red logo can be used on dark backgrounds when the logo is at a certain size or when the brand color for more brand color. These uses should be approved by the Seclore brand team.

Tertiary

A white logo on Seclore Red can be used in specific contexts that also need to be approved by the Seclore brand team.

Specifications

There are three versions of our logo, each with its own use case.

**Trademark logo**  
This is Seclore's primary logo. It should be used in most applications.

**Logo without trademark**  
Use the logo without the trademark on applications where the logo will be displayed in a small size.

**Clearspace**  
The Seclore logo should always have some breathing space in each color. The height of the "S" in the Seclore logo defines the minimum length and height of the logo's clearspace.

**Minimum size**  
It's important to ensure that the logo always remains legible, especially when designing for print. The minimum print sizes are detailed below.

**"S" logo**  
The "S" version of the logo is reserved only for very small applications, such as favicons or social media profiles.

Logo misuse

Our logo is the most recognizable part of our brand. Our colors should be taken not to distort it. Below are examples of logo misuse.

Co-branding

A professional logo designer must create all co-branded logos.

Overview

Our color palette is bold, vibrant, and uniquely Seclore. Our colors were carefully selected to work cohesively together and ensure consistency across all brand assets.

Seclore Red is our primary color and signifies security and urgency. Deep Space and White are used for backgrounds and text and represent the vast, infinite landscape of our industry.

The warmer spectrum of Supporting colors represents the technology space and types of protection offered in our product. While the Neutral colors offer a sense of balance and sophistication to the brand.

The graphic to the right shows the proportion of colors that should be used when creating a Seclore document.

Color palette

Our primary colors are Seclore Red, Deep Space, and White. Seclore's most recognizable color is Seclore Red. Due to its vibrancy, it should only be used as an accent color and not as a background.

Secondary colors are composed of tints and shades of red, orange, and yellow, and are used to add depth and variety to our brand. These should be used sparingly and work well as accent colors in icons, product UI, and infographics.

Neutral colors can be used when an additional level of variation is needed. They further communicate the sophistication of the Seclore brand and offer flexibility when paired with our primary and secondary colors. They work especially well as backgrounds.

Gradients

Several gradients are available to add dimension to a composition. These gradients can be used to bring the data visualizations and background patterns, such as The Divide. However, not every composition needs to use a gradient. Use them sparingly to draw attention to important parts of your composition.

Color misuse

Incorrect use of the Seclore color palette impacts the integrity of our brand and the effectiveness of our communications. Please avoid using our colors like the examples seen to the right.

Font

The primary corporate font for Seclore is Exo 2, originally designed by Hudson Gamma. Exo 2 has a strong technical feel that embodies the scientific approach that differentiates the Seclore brand from its competitors. The typeface also feels familiar, as many of the letter forms in its display mirror the rounded corners present in the Seclore logo, as well as the "S" Lock. Exo 2 is used for headline and subhead brand copy only.

The Seclore body copy font Mukta was selected because it pairs well with Exo 2 and optimizes legibility at smaller point sizes.

Access

Exo 2 is a Google font and can be accessed [here](#).

Mukta is a Google font and can be accessed [here](#).

Hierarchy

The consistent application of type sizes and treatments can help lend clarity to brand messaging. By employing a formal type hierarchy, the readability of Seclore communications will remain clear and meaningful. The examples on this page provide best guidance on type hierarchy in general, endeavor to maintain a balanced contrast between headlines and subhead copy.

**H1** Exo 2 Light, 40 pt, 100% line spacing  
**H2** Exo 2 Light, 32 pt, 100% line spacing  
**Subhead** Exo 2 Light, 24 pt, 140% line spacing  
**H3** Mukta Bold, 20 pt, 100% line spacing  
**Body** Mukta Regular, 18 pt, 140% line spacing  
**Button** Exo 2 Medium, 18 pt, 140% line spacing

Hierarchy: alternate

If Exo 2 is not available for desktop uses such as PowerPoint then we use the system font Arial. This assumes that other users and viewers will have the fonts on their systems and avoid the fonts being replaced by other defaults. This way, communications will be viewed as intended.

**H1** Arial Regular, 40 pt, 100% line spacing  
**H2** Arial Regular, 32 pt, 100% line spacing  
**Subhead** Arial Regular, 24 pt, 140% line spacing  
**H3** Arial Bold, 20 pt, 100% line spacing  
**Body** Arial Regular, 18 pt, 140% line spacing  
**Button** Arial Bold, 18 pt, 140% line spacing

Arial Regular  
Arial Italic  
Arial Bold  
Arial Bold Italic

'S' Lock

The primary focal point of our display and social ads is the "S" Lock, which serves as both a visual representation of how we "Secure the data" and a stage for identifying the many types of data and experiences we protect. Take care to follow the approved crops of the "S" Lock depending on unit size and aspect ratio.

'S' Lock specifications

The "S" Lock graphic is for use in marketing materials only and is not to be used as a logo mark.

**Dark Mode**  
Should be used for lighter environments, allowing the Seclore white to stand out.

**Light Mode**  
Should be used for darker environments. For this version, the shape shadows and colors in the surrounding themes are slightly lighter than in the Dark Mode version.

Patterns

The background patterns are an evolution of the data-driven graphics, creating subtle yet dynamic backdrops for the "S" Lock and type. These patterns should not be altered in any way, as they have been optimized to work with the other composing elements for optimal contrast, legibility, and composition.

The Divide

Seclore's data-centric security protects data order and enables the perimeter. The Divide is the visual metaphor that allows us to identify both sides by representing the defining line between them. The angle of the Divide is 45 degrees with the exception of special uses that can be vertical or horizontal.

**Gradient bands**  
The Divide can be used in conjunction with gradient color bands that originate from the bottom left corner and fade into Deep Space in the upper right corner.

**"S" Lock**  
The Divide can also be used with the "S" Lock to create a sense of movement and data being shared not behind the perimeter where gradient shapes of the "S" Lock center the focus of incoming data.

**Special use: edge glow**  
A radial gradient glow emerges from below the top divide shape in either angled or vertical configurations. This treatment is only to be used with the approval of the Seclore brand team.

3D 'S' Lock

The 3D 'S' Lock is for special usage in motion and video. Do not use the 3D 'S' Lock in a standalone logo or without permission from the Seclore brand team.

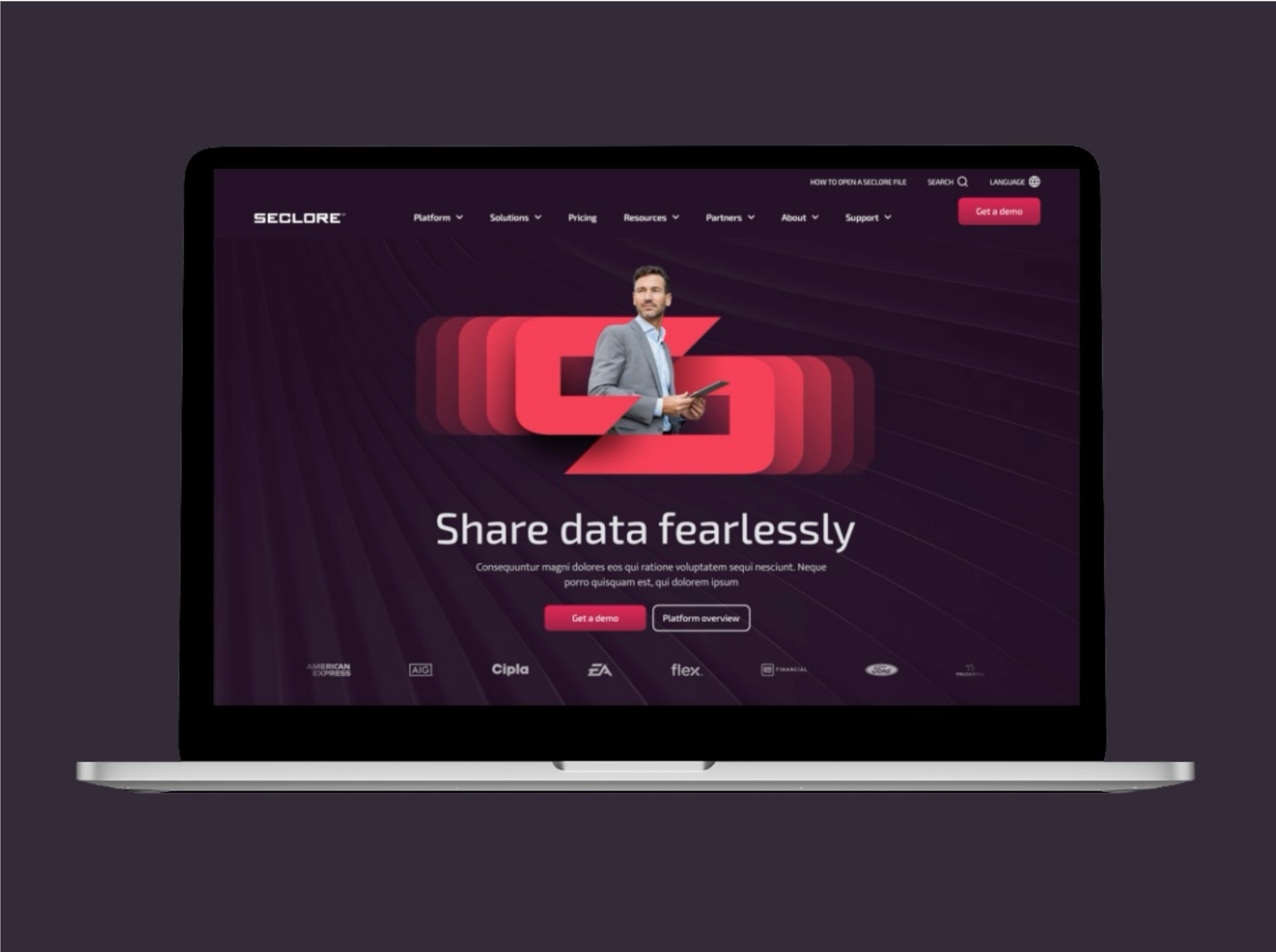
Data visualization

Our color palette was crafted to allow for differentiation specifically for the use of data visualizations or content such as infographics as well as product UI elements. To the right are examples of how Seclore colors and gradients are applied to create these varying levels of communication.

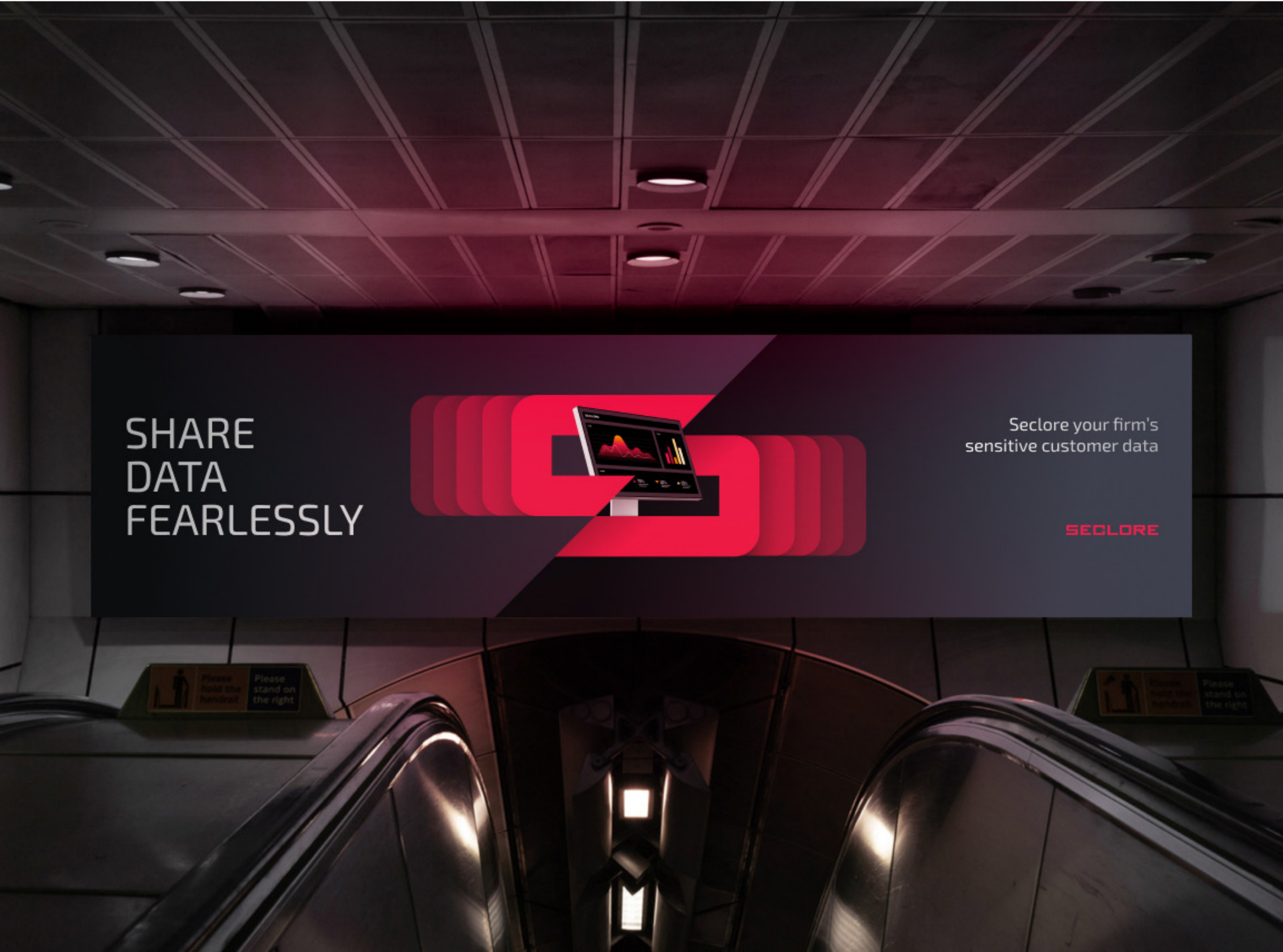




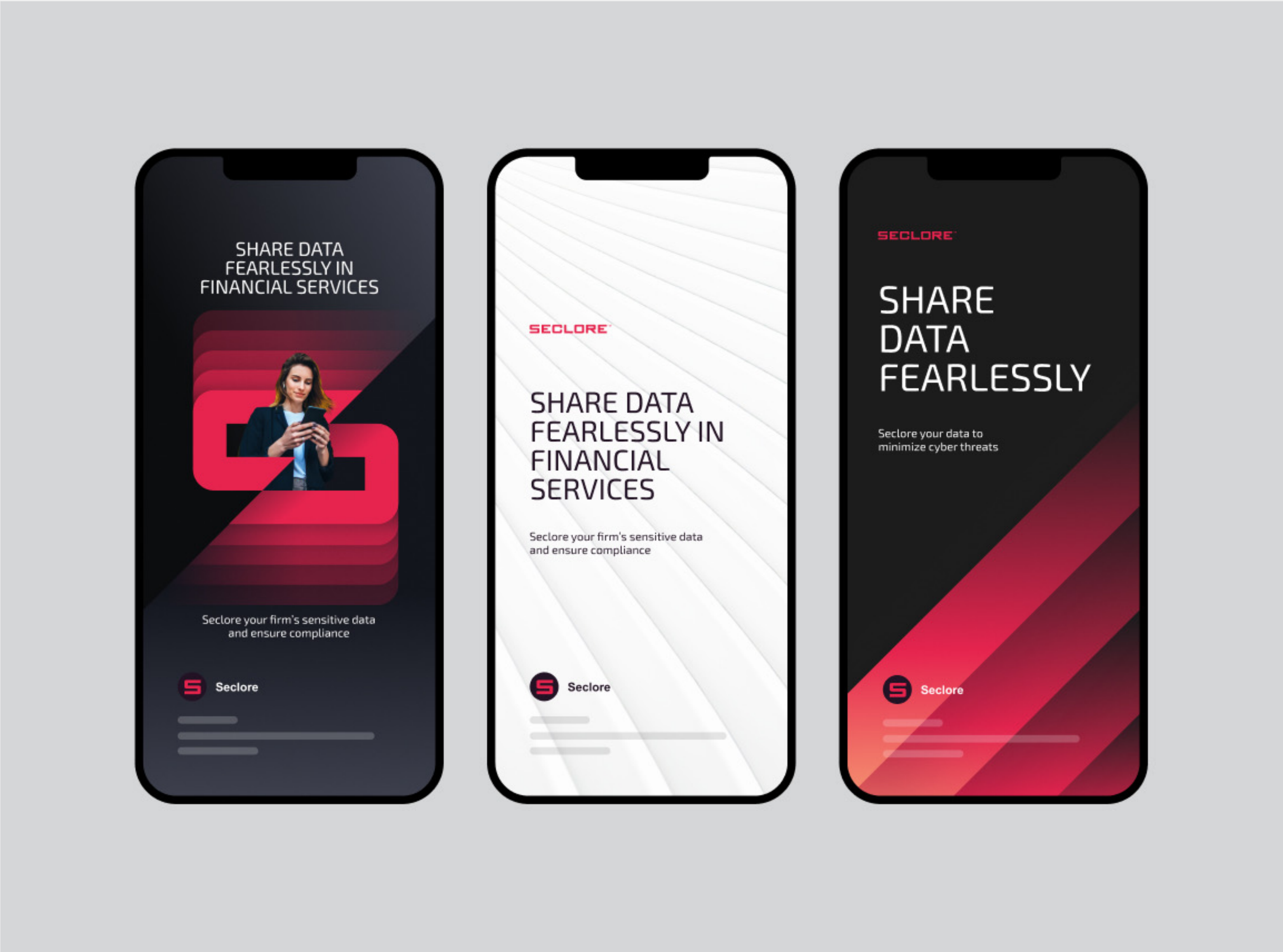















**YOU GUYS HAVE BEEN GREAT  
PARTNERS ON THIS JOURNEY.  
LOOKING FORWARD TO CONTINUING  
THE GOOD WORK HERE.**

—Vishal Gupta, CEO, Seclore



# DISCUSSION



**YOU**

**THANK**