



Mission
Secure

Brand Guidelines

Brand Guidelines

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- 02 Logo
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- 05 Photography
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Overview



01.1

Mission Secure knows our clients and the problems they face. The goal of the brand script is to position ourselves as their guide and never as the hero of the story.

Story

The world of OT networks and industrial control systems is changing as IT and OT systems come together, diminishing the concept of “air gap” security. This convergence exposes OT networks to new cybersecurity threats that cannot be overcome with traditional IT cybersecurity solutions.

We understand the stakes are high and you need to trust that your operations are locked down and will remain reliable against cyber-attacks. At Mission Secure, we set the standard in OT cyber-protection stopping attacks head-on.

While other IT cybersecurity solutions only provide visibility and detection, we’ve developed the first integrated OT cybersecurity platform backed by an expert managed services team bringing you military strength, industrial grade protection 24/7.

Brand Script

Mission Secure's plan helps people see the path to victory, making it easy for them to take the first step.

- 01 SEE IT**
See how Mission Secure fits into your OT environment and delivers cybersecurity protection and real-world benefits.
- 02 TRY IT**
Deploy Mission Secure's starter kit and managed services — and see how easy it is to protect your OT environment.
- 03 TRUST IT**
Extend Mission Secure to all your OT environments and achieve peace of mind knowing your operations are protected.

Connect with us and let Mission Secure start protecting your most critical assets, while you focus on what you do best.

Mission Secure's one liner provides a concise summary of who we are, what we do, and why it matters to the viewer. It allows us to communicate clearly, and with one message.

We Stop OT Cyber-Attacks.

As the worlds of IT and OT converge, companies are exposed to new cybersecurity attacks and risks. But with Mission Secure's OT cyber-protection platform and expert managed services team, you can achieve military strength, industrial grade protection 24/7, to stop attacks head-on.

Logo



The horizontal logo is the primary logo and should be your first choice when representing Mission Secure.



02.2

Logo

Clear Space & Sizing

The clear space requirement is designed to maintain the integrity of the Mission Secure logo and ensures visibility and legibility. The clear space around the logo is equal to the height of the 'M' within the logotype.

No graphic elements or text can be used in the clear space.

To maintain optimal clarity the Mission Secure logo should not be smaller than 1 inch wide and .38 inch tall.



02.3

Logo

Color Variations

The full-color logo is always preferred for brand communications. To ensure good contrast one of these variations can be used. When color reproduction is limited, either the one-color white or one-color black variation should be used.



The secondary stacked logo may be used in situations where the primary logo does not fit into the space properly.



Mission
Secure



The following examples visualize some potential mistakes that must be avoided when using the Mission Secure logo.

X Stretching or Compressing



X Low Resolution



X Placing Inside of Color Box



X Drop Shadows



X Busy Backgrounds or Outer Glow



X Gradients



X Incorrect Symbol Placement



X Incorrect Colors



X Incorrect Typeface



Color Palette

03.1

Color Palette

Primary Colors

The following are the primary brand colors. Each color in the Mission Secure color scheme was crafted and selected with intent.



GREEN

HEX #9FCB3F
RGB 159 203 63
CYMK 48 0 100 0



BLACK

HEX #000000
RGB 0 0 0
CYMK 100 100 100 100



GRAY

HEX #58595B
RGB 88 89 91
CYMK 64 56 53 27



BLUE

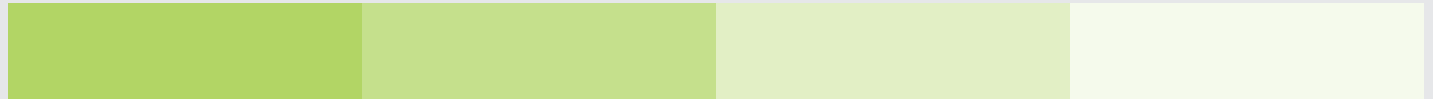
HEX #3369CA
RGB 51 105 202
CYMK 83 60 0 0

03.2

Color Palette

Primary Color Tints

Monochromatic primary tints, formed from the base primary color scheme, allow additional selections of color while keeping your brand color palette polished and cohesive.



80%

HEX #B2D565
RGB 178 213 101
CYMK 34 0 78 0

60%

HEX #C5E08C
RGB 197 224 140
CYMK 25 0 58 0

30%

HEX #E2EFC5
RGB 226 239 197
CYMK 12 0 28 0

10%

HEX #F5FAEC
RGB 245 250 236
CYMK 3 0 8 0



80%

HEX #797A7C
RGB 121 122 124
CYMK 54 45 44 9

60%

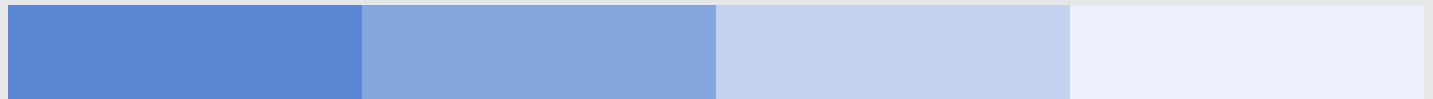
HEX #9B9B9D
RGB 155 155 157
CYMK 42 34 34 1

30%

HEX #CDCDCE
RGB 205 205 206
CYMK 19 14 15 0

10%

HEX #EEEEEF
RGB 238 238 239
CYMK 5 4 4 0



80%

HEX #5C87D5
RGB 92 135 213
CYMK 65 42 0 0

60%

HEX #85A5DF
RGB 133 165 223
CYMK 47 28 0 0

30%

HEX #C2D2EF
RGB 194 210 239
CYMK 22 11 0 0

10%

HEX #EBF0FA
RGB 235 240 250
CYMK 6 3 0 0

03.3

Color Palette

Secondary Colors

These secondary colors and their tints should be used sparingly and in cases where the primary colors need additional accents. Proper use of these colors include situations where bad or caution need to be conveyed, data visualization, and gradients (03.5).



FUCHSIA

HEX #D02D4F
RGB 208 45 79
CYMK 5 100 64 0



GOLD

HEX #D9C527
RGB 217 197 39
CYMK 17 16 100 0



PURPLE

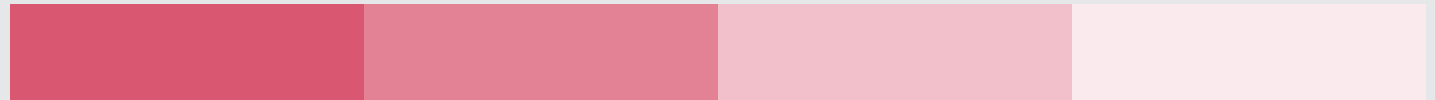
HEX #6247E6
RGB 98 71 230
CYMK 72 75 0 0

03.4

Color Palette

Secondary Color Tints

Monochromatic secondary tints, formed from the base secondary color scheme, allow additional selections of color while keeping your brand color palette polished and cohesive.



80%

HEX #D95772
RGB 217 87 114
CYMK 11 80 40 0

60%

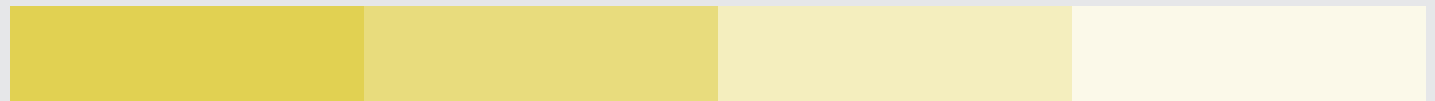
HEX #E38195
RGB 227 129 149
CYMK 7 61 24 0

30%

HEX #F1C0CA
RGB 241 192 202
CYMK 3 29 9 0

10%

HEX #FAEAED
RGB 250 234 237
CYMK 0 9 2 0



80%

HEX #E1D152
RGB 225 209 82
CYMK 14 11 82 0

60%

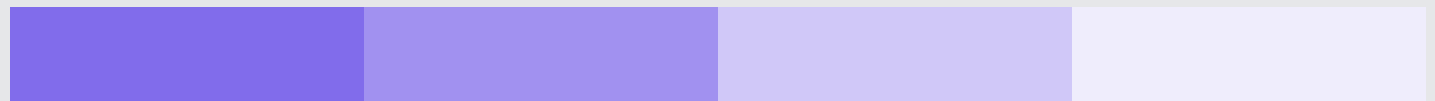
HEX #E8DC7D
RGB 232 220 125
CYMK 10 7 63 0

30%

HEX #F4EEBE
RGB 244 238 190
CYMK 5 3 30 0

10%

HEX #FBF9E9
RGB 251 249 233
CYMK 1 1 8 0



80%

HEX #816CEB
RGB 129 108 235
CYMK 61 63 0 0

60%

HEX #A191F0
RGB 161 145 240
CYMK 40 44 0 0

30%

HEX #D0C8F7
RGB 208 200 247
CYMK 16 20 0 0

10%

HEX #EFEDFD
RGB 239 237 253
CYMK 4 6 0 0

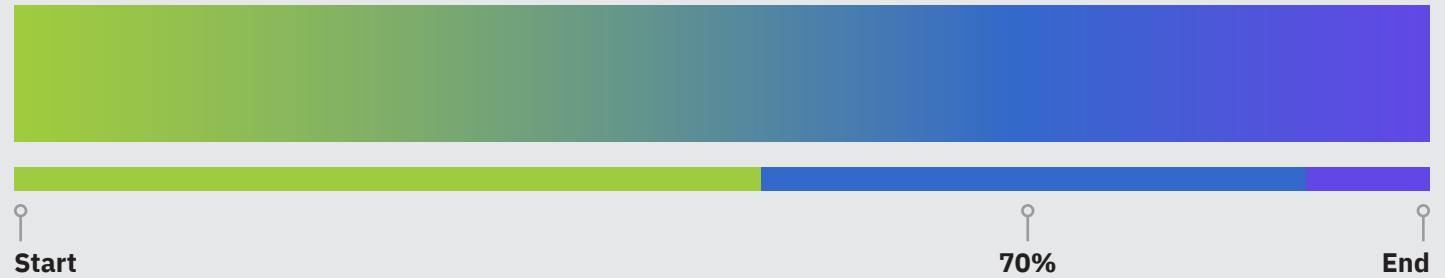
03.5

Gradients, formed from the base primary and secondary color schemes. These starting color positions can be adjusted based on the application but should always appear in this order.

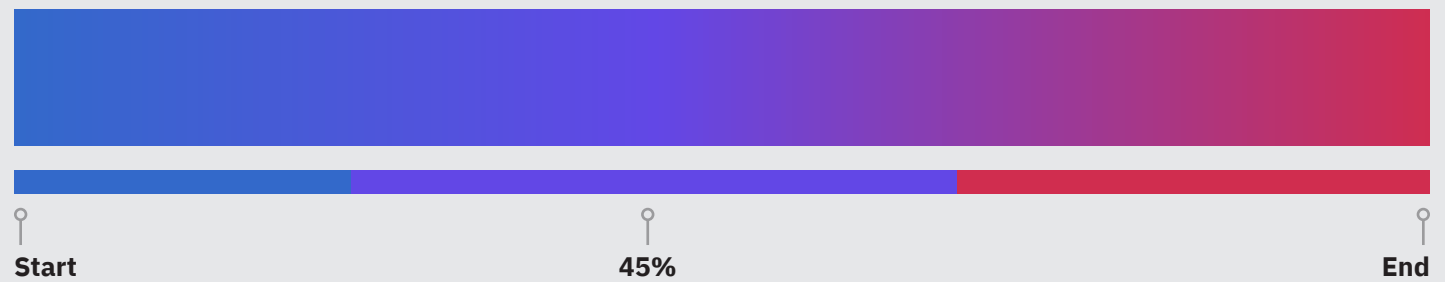
Color Palette

Gradients

GREEN + BLUE + PURPLE



BLUE + PURPLE + FUCHSIA



FUCHSIA + YELLOW



Typography



The word mark utilizes Exo (available for use through Google Fonts) The Exo typeface should only be used for display purposes within your brand logo.

'Mission' is Exo Regular and 'Secure' Exo Bold.

EXO REGULAR



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
&@ \$%[]!?* - +=

EXO BOLD



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
&@ \$%[]!?* - +=

IBM Plex Sans is the primary typeface used in all marketing layouts while IBM Plex Mono is used for supporting headlines and introductory paragraphs. IBM Plex is versatile and works across a wide range of applications. Its bold characters and clean lines ensures high contrast and greater readability for all.

IBM PLEX SANS**Mm**

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

&@ \$% [] ! ? * - + =

IBM PLEX MONO**Mm**

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

&@ \$% [] ! ? * - + =

DETAILS

IBM Plex Mono Regular
12pt / 175 Tracking

HEADLINE

IBM Plex Sans Bold
40pt / 43pt

SECONDARY HEADLINE

IBM Plex Mono Regular
18pt / 24pt

PARAGRAPH

IBM Plex Sans Regular
12pt / 23pt

WHO WE ARE

Cybersecurity for Industrial Control Systems

Gain superior cyber visibility & protection for control systems. Secure your operations.

The patented MSI Platform is the only **end-to-end cybersecurity** solution that provides operational visibility and protection in a single, unified platform. A comprehensive hardware-software solution, the MSI Platform protects at the asset level while it passively monitors your entire network—from IT traffic and Level 2 operator’s workstations down to Levels 1 and 0 controllers and physical devices.

DIVIDER

Visual divider that separates a detail from a headline. Should only be used once per content block.

HIGHLIGHT

Used to call out keywords or specific products. Should be used sparingly to provide greater impact.

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Photography



05.1

Photography

People & Environments

Mission Secure's photography should focus on people and environments in a simple and authentic way. Shots should be a reflection of the people and locations that are most effected by the services we provide.



05.2

Photography

Do's & Don'ts

DO

Show collaboration and personable interactions between people

Use genuine expressions over unnatural or staged emotions

Use photos of people interacting with technology when possible.

Use photos of professional and authentic locations

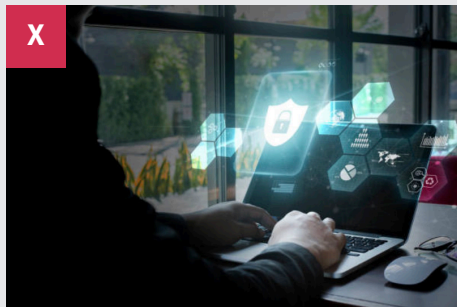


DON'T

Use photos that describe concepts with unreal objects or visual overlays

Use staged photos with people that are overly happy and/or in unnatural positions

Be literal with concepts



Icons



06.1

Icons

Sizes & Color

Mission Secure's iconography provides simple visual context to content and headlines. All icons are provided in two file types (@2x.png, .svg) Wherever possible the svg version should be used to maintain crispness at any size.



100PX



60PX



45PX

Wherever possible icons should appear in black or brand green. To provide additional interest, icons can be featured in these approved colors. Icons should be all one color and should not be mixed.

COLORS VARIATIONS





ANOMALY DETECTION



MANAGED SERVICES



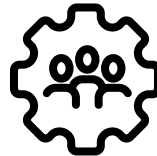
**SECURITY MANAGEMENT
CONSOLE**



**SIGNAL INTEGRITY
SENSOR**



**SIGNAL INTEGRITY
VALIDATION**



**EXPERT SECURITY
TEAM**



**GLOBAL MANAGEMENT
CONSOLE**



**SECURITY APPLIANCE
CONSOLE**



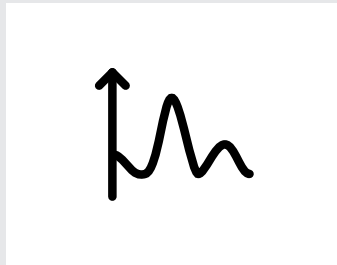
SITE SURVEY DESIGN



SYSTEMS PROTECTION



**SYSTEMS VISIBILITY
MONITORING**



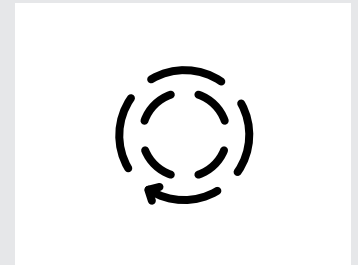
ANALOG / ELECTRICAL SIGNALS



CELL TOWER/COMM.



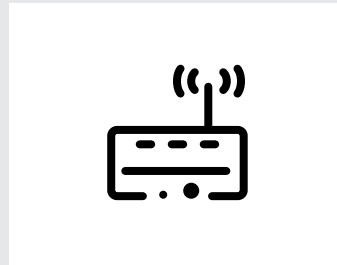
CLOUD



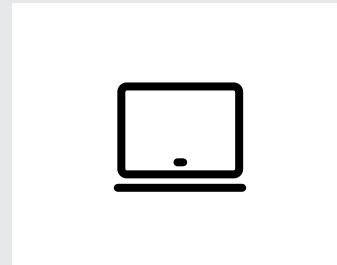
DMZ ZONE



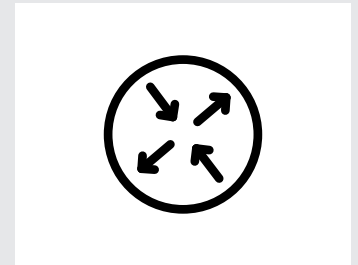
GENERIC COMPUTER MONITOR



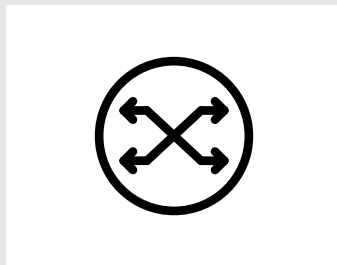
GENERIC IIOT DEVICE



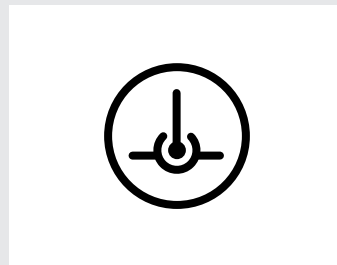
LAPTOP



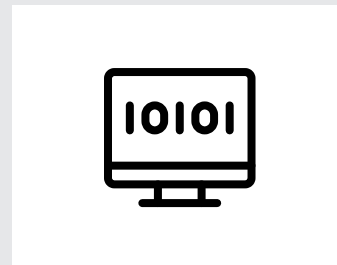
NETWORK ROUTER



NETWORK SWITCH



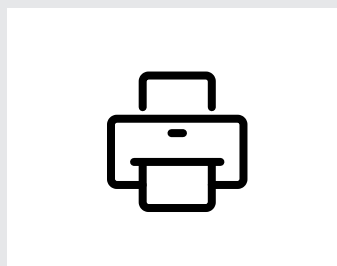
NETWORK TAP



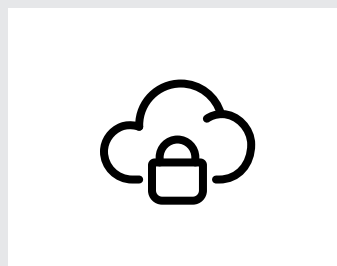
OPERATING SYSTEM



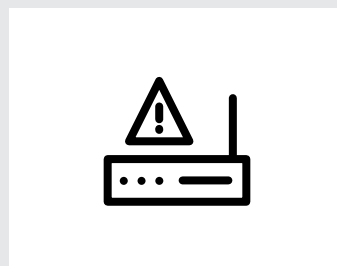
PUBLIC CLOUD



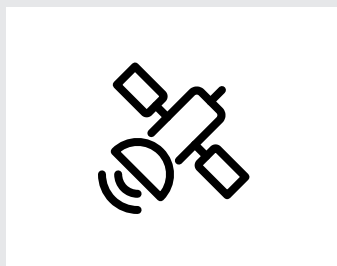
PRINTER



PRIVATE CLOUD



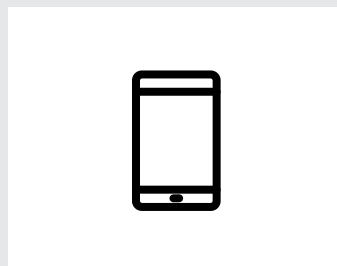
ROGUE ASSET
ON THE NETWORK



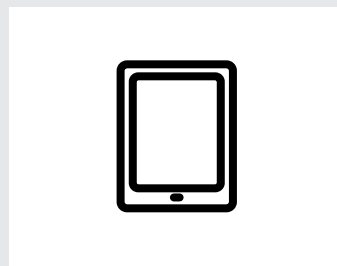
SATELLITE COMM.



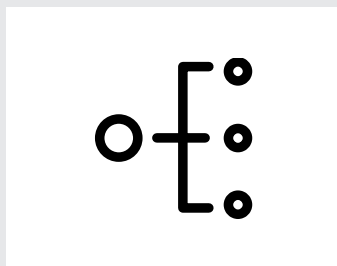
SERVER



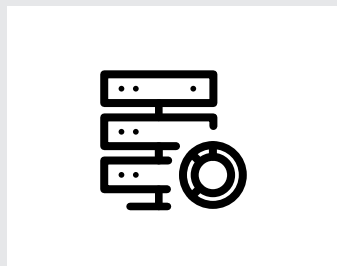
SMART PHONE



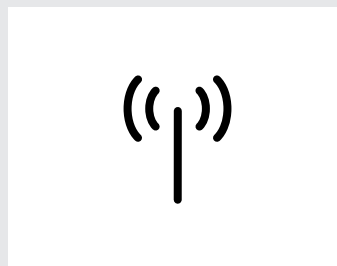
TABLET



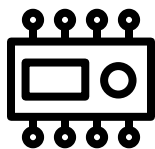
TCP/IP ETHERNET
TRAFFIC



VIRTUAL SERVER/VM



WIRELESS ROUTER/
ACCESS POINT



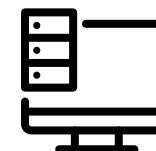
**CONTROL SYSTEM
PLC OR DCS**



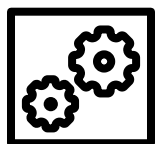
DATA HISTORIAN



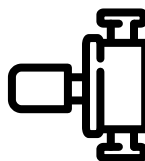
FLOW METER



**HUMAN MACHINE
INTERFACE (HMI)**



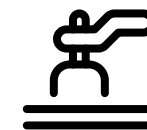
PHYSICAL PROCESS



PUMP



**SAFETY INSTRUMENTED
SYSTEM (SIS)**



VALVE



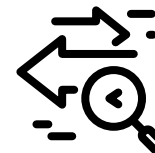
**GENERIC SECURITY
TOOL 1**



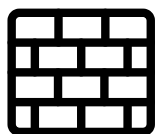
**GENERIC SECURITY
TOOL 2**



**GENERIC SECURITY
TOOL 3**



**INTRUSION DETECTION
SYSTEM**



NETWORK FIREWALL



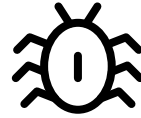
**SECURITY OPERATIONS
CENTER (SOC)**



**SIEM (SECURITY
INCIDENT AND
EVENT MANAGEMENT)**



ALERT



MALWARE



RANSOMWARE



**THREAT/
CYBER-ATTACK**



VULNERABILITY



BUSINESS PERSON



INDIVIDUAL HACKER/ATTACKER



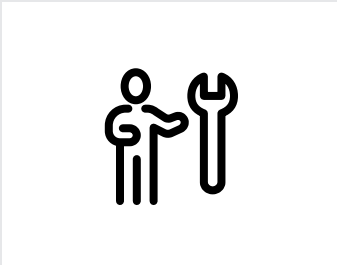
INDIVIDUAL INSIDER THREAT/ATTACKER



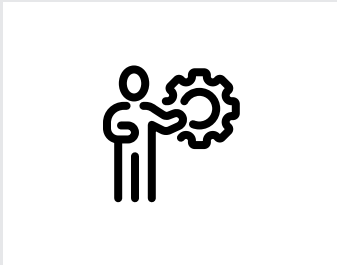
IT/CYBERSECURITY PERSON



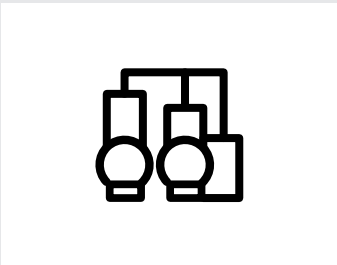
NATION STATE ATTACKER



OT AREA SUPERVISORS/ENGINEER



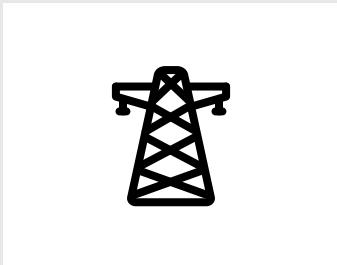
OT FIELD OPERATIONS LEAD



CHEMICAL INDUSTRY



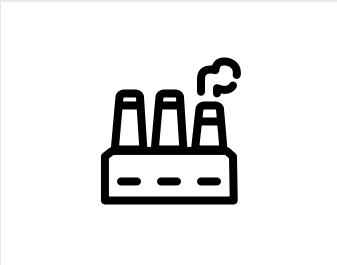
DEFENSE / DOD



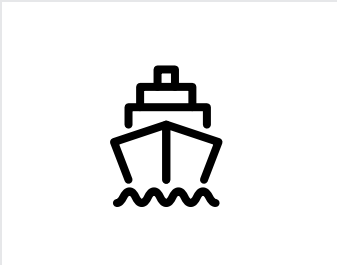
ENERGY GENERATION/
POWER UTILITIES



FOOD & BEVERAGE



MANUFACTURING



MARITIME SHIPPING



OIL & GAS



PHARMACEUTICALS



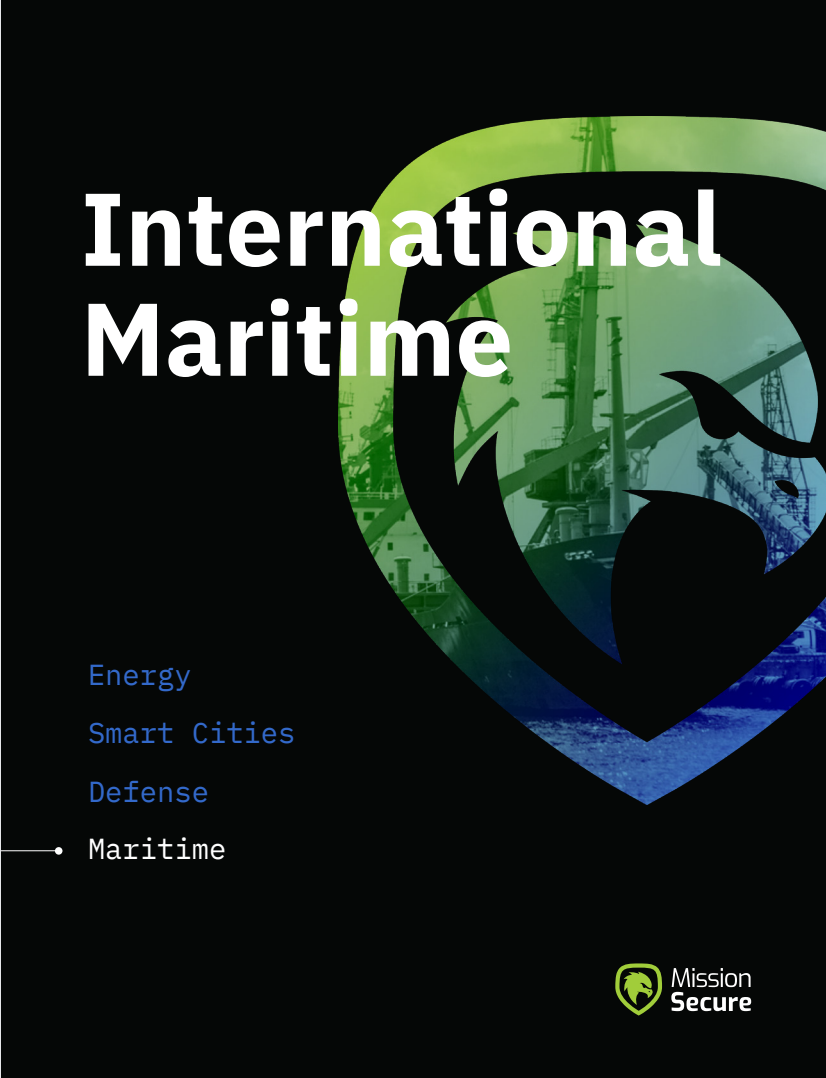
SMART BUILDINGS



SMART CITIES


Examples





International Maritime

Energy
Smart Cities
Defense
• Maritime

 Mission Secure

SECURING INTERNATIONAL MARITIME VESSELS

Superior Cybersecurity Visibility and Protection for Maritime Operations

The Client: One of the largest owner-operators of liquefied natural gas (LNG) vessels managing a global fleet.

The Challenges

- The board of directors and management wanted a deeper understanding of cyber risks and a more accurate map of systems on each vessel's operational technology (OT) network. The board also wanted to conduct a cybersecurity exercise to test operations and incident response capabilities.
- Various third-party OEMs, providing critical operations, routinely accessed vessels through remote connections.
- Managers lacked cyber visibility into the OT network on each vessel across multiple classes and vintages.

Protecting international maritime vessel control systems from cyber attacks

INTERNATIONAL MARITIME | 2

The Benefits (% data)

The client partnered with the Mission Secure (MSI) team of cyber and shipboard control system experts to address their cybersecurity challenges.

ASSESS
Evaluating and pen-testing the OT and IT networks, the MSI team performed a multi-faceted assessment using MSI's experts, industry standards, real-time OT network analysis, and on site/on-vessel observations to gain visibility and identify the most critical cyber risks. MSI developed detailed drawings of vessels' critical systems and also conducted a remote, virtual vessel assessment.


DESIGN
The team analyzed results, presented several design options with budgetary estimate to management, and provided actionable recommendations. MSI developed a secure cyber architecture and implementation roadmap, including people, process, and technology. The MSI team also assisted management in developing a cyber drill with various onshore and on-vessel scenarios.

PROTECT
Implementation is ongoing as the client reviews and executes the recommendations provided in the design/phase, expanding their cybersecurity strategy beyond IT into the OT networks on its vessels.

The Solution

As a result of MSI's rigorous assessment and secure cyber design project, the clients positioned as a leader in maritime cybersecurity within the industry.

- As charters ask companies about their on-vessel cybersecurity, the client is positioned as an industry leader. The client also earned commendations from senior management for MSI's services. MSI is now a core component of the client's ongoing cybersecurity program.
- The client received an in-depth understanding and detailed OT network map for their vessels. The client reduced their cyber risk by gaining a thorough understanding of cyber threats to vessels and onshore operations with actionable remediation steps taken to mitigate cyber vulnerabilities and risks.

 Mission Secure

Mission Secure, Inc. (MSI) provides a plug-and-play hardware software solution that provides the world's most critical industrial assets against cyber attacks and disruption. From asset ID and device to controllers and HMI, components are monitored for single- and multi-point attacks.

MissionSecure.com / info@missionsecure.com / +1.832.725.6748
Copyright 2020 Mission Secure, Inc. All rights reserved.

Pitchdeck title goes here and here.

To change background image, go to the Design tab > Select Format Background > Click Insert Photo from File > Check "Tile picture as texture" and adjust placement as necessary

Mission Secure

Mission Secure

Threat Subheadline
Pitchdeck title goes here and here.

Mission Secure

Threat Subheadline
Pitchdeck title goes here and here.

Mission Secure

Threat Subheadline
Pitchdeck title goes here and here.

Center Aligned Header
Centered Subheadline

MissionSecure.com

Slide Title

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Image size - 840x1080

To replace an image:
1. Right click on image
2. Select "Change Picture"
3. Select "From File"
4. Pick your properly sized image or crop an image to fit space

MissionSecure.com

Title Goes Here

STATISTICS
54%
Lorem Ipsum is simply dummy text of the printing.

STATISTICS
54%
Lorem Ipsum is simply dummy text of the printing.

STATISTICS
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Lorem Ipsum is simply dummy text of the printing.

MissionSecure.com

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First Last Name
Title, Company

MissionSecure.com

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MissionSecure.com

Timeline Title

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

MissionSecure.com

The image displays two social media profiles for Mission Secure. On the left is the Facebook profile, featuring a green and black eagle logo, the name 'Mission Secure', and the handle '@MissionSecureIn'. A post snippet is visible with the text 'Perspective FM: Basking from Qv'. On the right is the Twitter profile, showing the same logo, the name 'Mission Secure', the handle '@MissionSecureIn', and a bio: 'Cybersecurity for Industrial Control Systems | MSI (Mission Secure, Inc.) is the next-generation of ICS cybersecurity. #SCADA #Cybersecurity #IIoT'. The profile also shows 8,058 tweets and a pinned tweet starting with 'for wit'.