



ArmorPoint Brand Guidelines

ArmorPoint is a **unified security operations platform built for small and midsize enterprises** that need real protection, not more tools to manage. Our platform **centralizes existing technology investments** into one system backed by a 24/7 U.S.-based SOC, delivering clear visibility, faster detection, and decisive response. ArmorPoint replaces the noise and fragmentation of traditional security stacks with **a single operational foundation** that keeps businesses prepared, protected, and in control.



Our Brand



- Brand Architecture
- Our Vision
- Our Mission
- Core Values
- Brand Voice
- Brand Promise
- Our Story
- ArmorPoint’s Partner Program

Our Visual Identity



- Overview
- Logo
- Typography
- Color Palette
- Iconography
- Call to Action
- Photography
- Design Elements

Our Presence



- The ArmorPoint Website
- The SIEM Platform
- Contact Cards
- Apparel
- Events
- Powerpoint Template
- Collateral
- Social Media
- Featured Images
- Emails
- Ads

Resources



- Content Resources
- Contact Information
- Awards

Brand Architecture

ArmorPoint is a unified cybersecurity ecosystem designed to support both end users and partners. Our architecture is built around clarity: every layer has a clean purpose, a clear audience, and a defined value.



The master brand representing the full suite of managed cybersecurity services, technologies, and partner programs.



MANAGED SECURITY OPERATIONS

24/7 threat detection, monitoring, and response delivered by a U.S.-based SOC.



SIEM PLATFORM

A cloud-based platform integrating SIEM, XDR, intelligence, and analytics into one unified experience.



PARTNER ECOSYSTEM

A scalable model allowing MSPs and resellers to deliver advanced cybersecurity services without building internal SOC capabilities.

OUR VISION

To simplify cybersecurity operations for growing businesses and their service providers, making enterprise-grade security accessible, operational, and scalable through a single platform.

ArmorPoint envisions a future where businesses of all sizes can defend themselves with clarity and confidence without the complexity, cost, or talent barriers that have traditionally held teams back. We aim to redefine what modern security operations look like by transforming fragmented tools into a single, intelligent ecosystem that empowers people, strengthens resilience, and accelerates progress.

OUR MISSION

To unify and elevate cybersecurity operations for organizations and service providers by delivering integrated technology, expert-driven threat detection, and continuous security intelligence through a single, modern platform.

We exist to simplify cybersecurity, reduce risk, and empower teams to operate with clarity, confidence, and control.

Core Values

ArmorPoint’s values guide both strategic decisions and daily execution. These values emphasize clarity over complexity, partnership over isolation, and confidence without fear. Every visual, message, and interaction should reflect these principles.



CUSTOMER-CENTERED SECURITY

We put the needs of our customers and partners at the core of everything we build. Their challenges guide our innovation. Their success defines our success.



INNOVATION WITH PURPOSE

We challenge outdated models and continuously improve our technology and services. Every enhancement is designed to make teams more effective and organizations more secure.



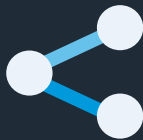
CLARITY OVER COMPLEXITY

Cybersecurity should be understandable. We provide the visibility needed to simplify the complicated, reduce noise, and make intelligence actionable so teams can make the right decisions faster.



PARTNERSHIP AT THE CORE

We believe security is a team sport. Our co-delivery approach reflects our commitment to collaboration, empowerment, and shared success. We win when our partners and clients win.



INTEGRITY IN EVERY ACTION

Trust is earned. We operate with transparency, reliability, and accountability, whether we are monitoring an environment, responding to an incident, or engaging with partners.



RELENTLESS PROTECTION

Threats do not rest, and neither do we. Our work ethic is built on vigilance, expertise, and the drive to stay ahead of emerging risks across every industry we serve.

Brand Voice

ArmorPoint’s voice reflects who we are: a modern cybersecurity partner that brings clarity, confidence, and intelligence to every interaction. We communicate with purpose and precision. We make complex topics understandable. We strike the balance between technical expertise and human approachability.

KEY VOICE ATTRIBUTES

CLEAR

We break down complexity and eliminate jargon. Security should be understandable to everyone, not just experts.

CONFIDENT

We speak with authority grounded in real-world experience, data, and outcomes.

PRACTICAL

We focus on actions, results, and what actually helps our clients succeed.

EMPATHETIC

We recognize the pressure security teams face and communicate as a trusted partner, not just a vendor.

MODERN

We think ahead, challenge outdated approaches, and bring innovation to every solution.

TONE GUIDELILNES

- **Educational and Insightful:** We explain, guide, and empower. Our content should expand awareness and equip teams to act.
- **Professional and Personable:** Authoritative but never cold. Friendly but never casual.
- **Direct and Action-Oriented:** We avoid fluff. We get to the point. We highlight outcomes and impact.
- **Encouraging and Supportive:** Security can feel overwhelming. Our tone reassures without oversimplifying the reality of modern threats.
- **Partner-Centric:** Whether talking to MSPs, MSSPs, or end-users, we speak as an extension of their team.

DOS AND DON'TS

- ✓

Be clear and direct. Explain even complex topics in a way that feels intuitive.
- ✓

Be confident. Back statements with expertise, insights, and results.
- ✓

Be supportive. Recognize the challenges faced by IT and security teams.
- ✓

Be practical. Emphasize outcomes, action, and value.
- ✗

Don't overwhelm with jargon or talk down to the audience. Respect their intelligence and their experience.
- ✗

Don't be alarmist. We educate on threats without using fear tactics.
- ✗

Don't overpromise. We demonstrate value through proof, not hype.
- ✗

Don't sound robotic. Even technical content should be personable.

BRAND PROMISE

ArmorPoint delivers a smarter, more unified way to manage cybersecurity. We promise:

A PLATFORM THAT UNIFIES

and operationalizes the tools
organizations already use

A 24/7 SOC

that delivers real-time
protection and intelligence

A CUSTOMER EXPERIENCE

built on clarity, responsiveness,
and trust

A PARTNER-LED ECOSYSTEM

that strengthens service
providers and scales their
revenue

Simply put, at ArmorPoint:

WE TURN COMPLEXITY
INTO CLARITY



WE TURN DATA
INTO DECISIONS



WE TURN CYBERSECURITY INTO
A COMPETITIVE ADVANTAGE

Our Story

ArmorPoint was built for one purpose: **to give midsize enterprises the security visibility and response capabilities they've never had access to.** Security stacks were fragmented. Tools didn't talk to each other. SMEs were left to manage risk with limited resources. **We fixed that.**

ArmorPoint centralizes the tools teams already use into one unified security operations platform backed by a 24/7 U.S.-based SOC. We simplify security, cut through the noise, and give growing businesses the operational strength they've been missing.

Founded in 2018

Partner program launched in 2020

Fully remote company since 2020

2x 5-Star CRN Partner Program Guide Recipient, 4x Top 250 MSSP, MES Midmarket 100 Honoree

Available through distribution starting in 2025

ArmorPoint Partner Program

Founded in 2020, the ArmorPoint Partner Program enables service providers to deliver unified security operations through a co-delivery model that reinforces partner control. With **a unified platform and a 24/7 U.S.-based SOC, partners gain centralized detection, response, and visibility** — enabling them to scale security services without the cost or complexity of building a SOC.

Want to learn more? Visit our [Partner Program](#) page to learn how to become a Partner.



Service Providers

Purpose-built for service providers delivering managed security under their own brand.

ArmorPoint enables MSPs and MSSPs to scale managed security services without the burden of building or staffing a SOC. Partners retain full customer ownership while leveraging ArmorPoint’s 24/7 SOC and cloud-based SIEM platform to expand offerings, improve margins, and grow efficiently.

CORE BENEFITS

- Margins designed to fuel partner growth
- Scale security services without added overhead
- Multi-tenant, cloud-based SIEM and SOC operations



Resellers

Designed for resellers adding cybersecurity quickly and confidently.

ArmorPoint allows technology resellers to offer proven managed security solutions without delivering or managing the service. With expert-backed offerings and a trusted cybersecurity platform, partners strengthen customer relationships and expand their portfolio without operational complexity.

CORE BENEFITS

- Faster time to market
- Sell managed security without service delivery
- Increase customer value with minimal operational lift



Referrals

Built for trusted advisors who connect customers with the right security partner.

ArmorPoint’s referral program rewards partners for introducing organizations to proven managed cybersecurity services. ArmorPoint handles delivery and ongoing operations while ensuring transparency, professionalism, and a seamless customer experience that protects your reputation.

CORE BENEFITS

- Simple, low-effort engagement model
- Trusted delivery by a 24/7 SOC
- Clear alignment and shared success

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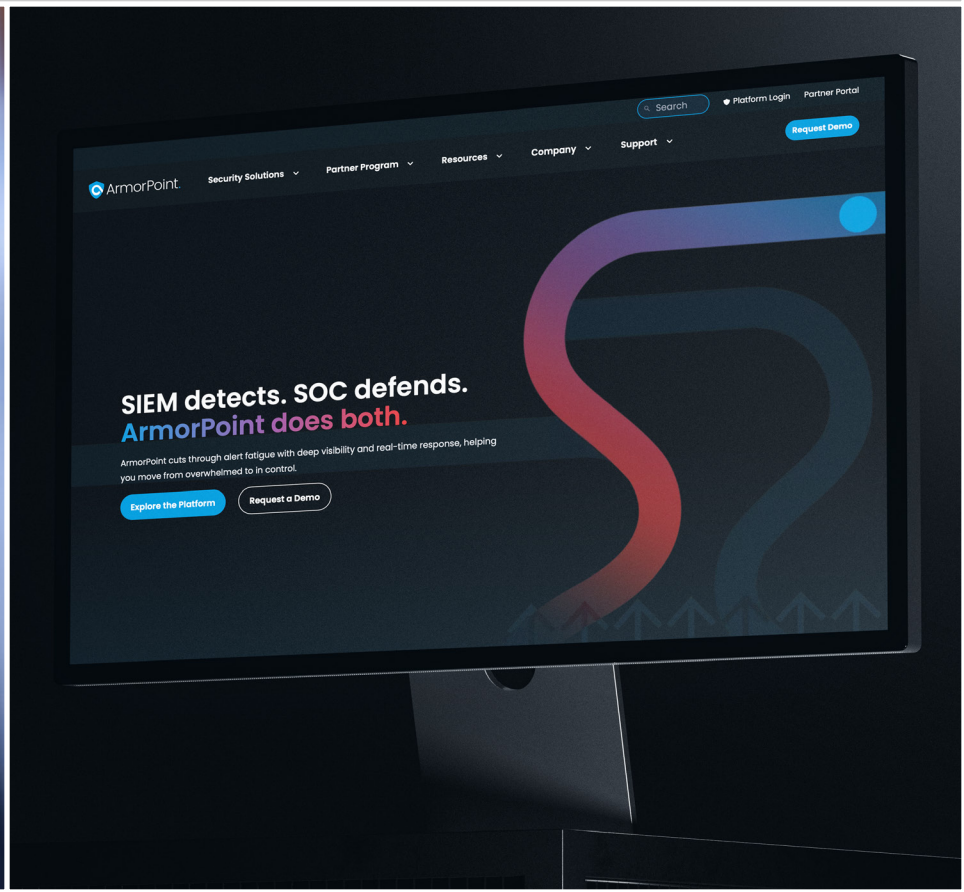
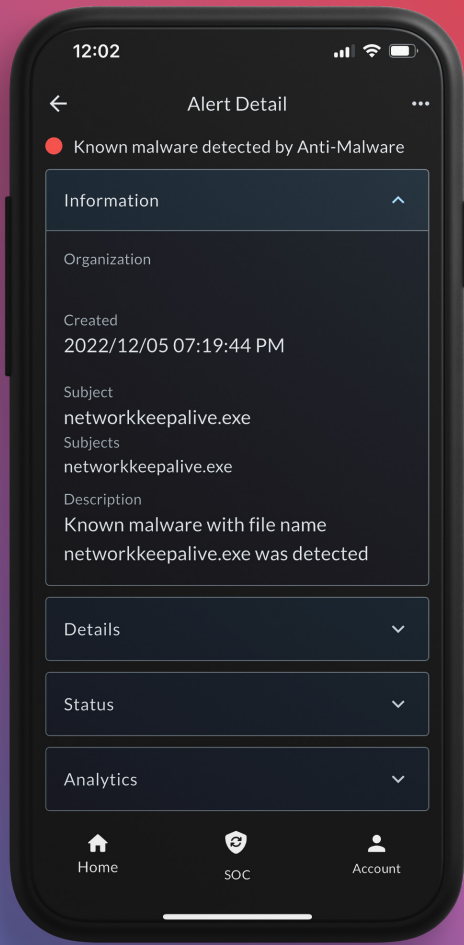
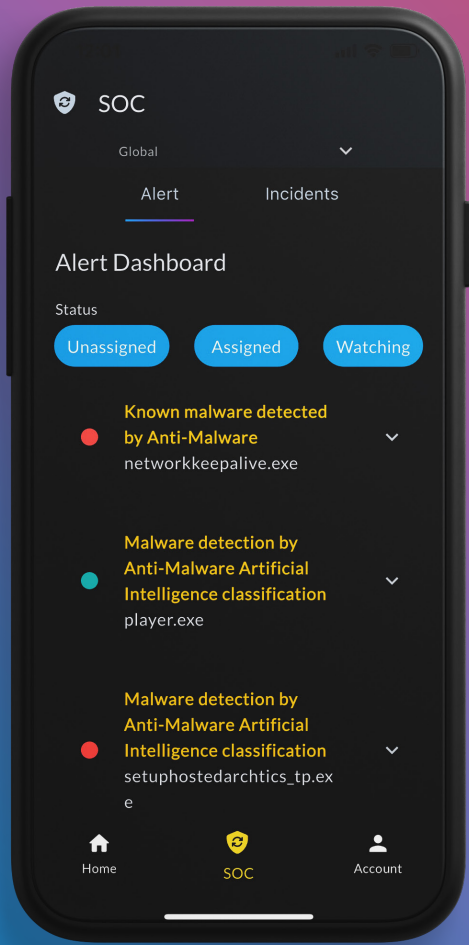


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Logo

The ArmorPoint primary logo is the core visual representation of the brand and should be used whenever possible. Approved color variations ensure the logo remains legible and consistent across light and dark backgrounds. Only these predefined color options may be used to maintain brand integrity and recognition.

Need to grab the logo?

Visit our [media kit](#).

PRIMARY LOGO



COLOR VARIATIONS



INVERSE

LIGHT

DARK

Logo

The shield symbol is a standalone brand element derived from the primary logo. It may be used independently in contexts where full logo usage is not required, such as icons, merchandise, or compact digital applications. The shield must always appear in approved color variations to preserve consistency and clarity.

Need to grab the logo?

Visit our [media kit](#).

THE SHIELD



COLOR VARIATIONS



FULL COLOR



LIGHT



DARK

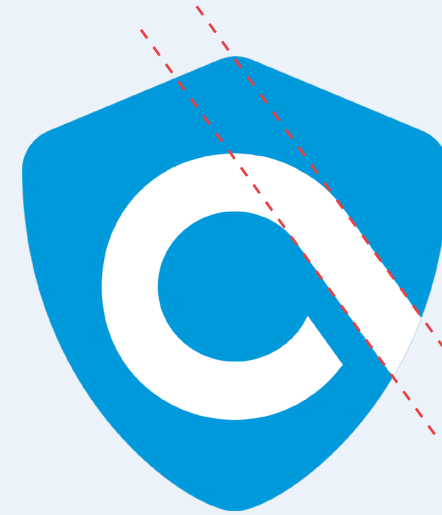
Logo

SPACING

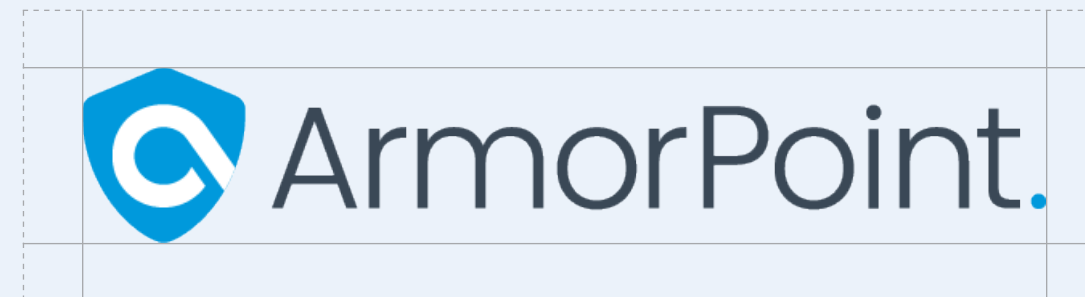
Clear space around the logo ensures visibility and impact. Adequate spacing prevents visual clutter and allows the logo to stand apart from surrounding elements. The minimum clear space must always be maintained and should remain free of text, imagery, or other graphics.

When utilizing the ArmorPoint logo, the width of the “a” on the Shield defines the specific width a logo must use in the given scenarios, no matter the size. Please be mindful of the width in these given scenarios:

- A:** The horizontal spacing between the wordmark and the Shield cannot be altered or adjusted in any way.
- B:** The specific amount of space that a logo must have on all sides, no matter where it is used.



A



B

Logo

TRADEMARKS

Trademark indicators clarify ownership and protect the brand. These should be applied according to legal and brand standards and never altered or removed without approval.

ARMORPOINT

Wordmark

[ARMORPOINT](#)

Status

LIVE

REGISTERED

Goods & services

IC 041: Educational services, namely, arranging, organizing,...

Class

041

Serial

88307300

Owners

Trapp Technology, Inc.
(CORPORATION; DELAWARE, USA)

ARMORPOINT

Wordmark

[ARMORPOINT](#)

Status

LIVE

REGISTERED

Goods & services

IC 009: Downloadable computer network and security threat management...

Class

009

Serial

88307243

Owners

Trapp Technology, Inc.
(CORPORATION; DELAWARE, USA)

ARMORPOINT

Wordmark

[ARMORPOINT](#)

Status

LIVE

REGISTERED

Goods & services

IC 042: Computer security services, namely, security information and...

Class

042

Serial

88305724

Owners

Trapp Technology, Inc.
(CORPORATION; DELAWARE, USA)

Logo

TRAPP TECHNOLOGY

The Trapp Technology | ArmorPoint lockup establishes the relationship between ArmorPoint and its parent organization. This lockup should be used in contexts where corporate structure or ownership must be clearly communicated. The lockup must follow approved alignment, sizing, and spacing rules to ensure clarity and consistency.

Need to grab the logo?
Visit our [media kit](#).



CO-BRANDING LOCK-UP



LIGHT VARIATION

Logo

CO-BRANDING

ArmorPoint frequently appears alongside partner, distributor, and integration brands.

Co-branded logo lockups are designed to clearly communicate the nature of each relationship while preserving brand equity for all parties.

The structure, spacing, and symbols used in co-branding are intentional and must be applied consistently to avoid confusion and maintain clarity.

Need to grab the logo?

Visit our [media kit](#).



Reseller, Referral, Service Provider

The X symbol represents a collaborative partnership where both brands operate together toward shared outcomes.



USAGE

- Resellers
- Referral partners
- Strategic or go-to-market partnerships

GUIDELINES

- ✓ Both logos should appear at equal visual weight
- ✓ The X should be centered vertically between logos
- ✓ Maintain equal spacing on both sides of the X
- ✗ Neither logo should overpower the other



Distributor

The vertical bar (I) represents a structured distribution relationship, emphasizing clarity and separation while maintaining alignment.



USAGE

- Authorized distributors
- Channel distribution partners

GUIDELINES

- ✓ ArmorPoint logo should typically appear first, followed by the distributor
- ✓ The vertical bar should be thin, neutral, and unobtrusive
- ✓ Maintain consistent spacing and alignment across all applications



Integration

The plus (+) symbol represents technical integration and product compatibility between platforms.



USAGE

- Product integrations
- Technology alliances
- Platform compatibility messaging

GUIDELINES

- ✓ Logos should remain visually balanced but distinct
- ✓ The plus symbol should be minimal and secondary to the logos
- ✗ Do not imply endorsement beyond the scope of the integration

Typography

This Headline is Title Case H1
Styled with Poppins SemiBold. Line height 130%

SUBHEADER POPPINS MEDIUM IN ALL CAPS Subhead

The body text is about 30% the size of the headlines, using Poppins Regular Body Copy

for a clean and highly legible modern look and feel. Poppins Regular

For hyperlinks, white underlines can be used. Line Height 200%

Learn More

Schedule Demo

CTA Buttons

Color Palette

PRIMARY, ACCENT AND BASE COLORS

The ArmorPoint color palette is designed to communicate trust, stability, and innovation.

Our primary brand color must be featured whenever possible, whereas the other colors can be utilized to accent, highlight, and add dimension as needed.

PRIMARY BRAND COLOR

CMYK	100 30 0 14	67 14 0 0
RGB	0 152 220	51 173 227
HEX	#0099DC	#33ADE3
		54 5 2 0
		102 194 234
		#66C2EA

ACCENT COLORS

CMYK	5 43 0 35	29 52 0 0	17 33 1 0
RGB	158 95 166	182 135 188	206 175 210
HEX	#9E5FA6	#B687BC	#CEAFD2
CMYK	0 72 72 9	100 30 0 14	1 45 25 0
RGB	233 65 66	0 152 220	244 160 160
HEX	#E94142	#EF7171	#F4A0A0

BASE COLORS

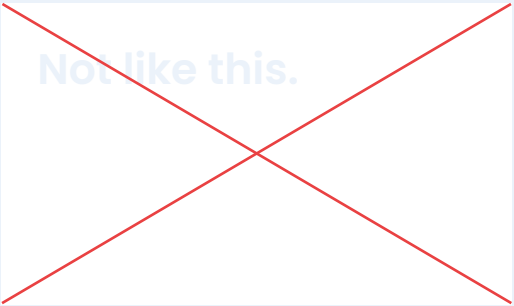
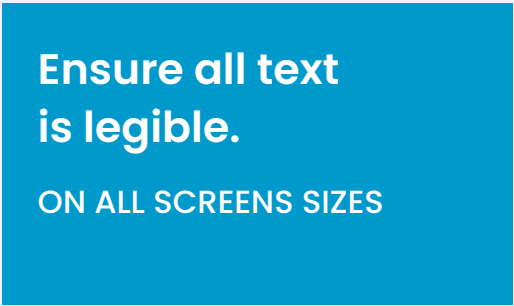
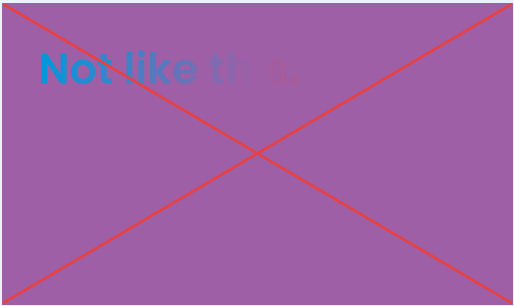
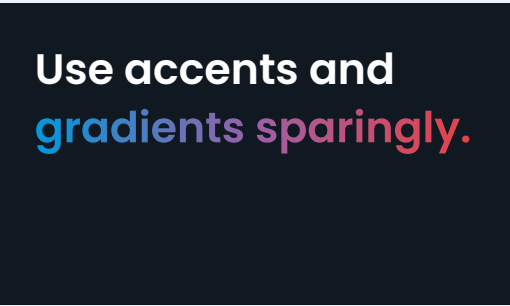
CMYK	84 70 54 59	CMYK	83 72 58 74
RGB	31 43 54	RGB	210 53 13
HEX	#1F2B36	HEX	#091119
CMYK	6 2 0 0	CMYK	0 0 0 0
RGB	235 242 250	RGB	0 0 99
HEX	#EBF2FA	HEX	#FCFCFC

Color Palette

BEST PRACTICES

The ArmorPoint color palette is designed to communicate trust, clarity, and modern protection. Color should be used intentionally to create hierarchy, guide focus, and reinforce brand recognition—not to decorate or overwhelm.

Consistency is more important than variety. Fewer colors used well will always outperform many colors used inconsistently.

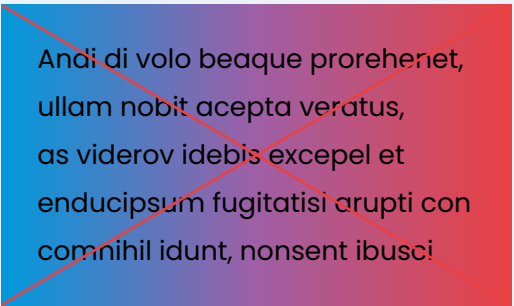
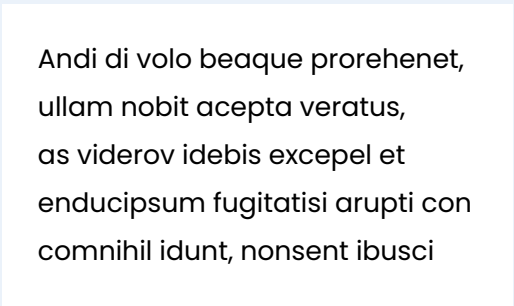
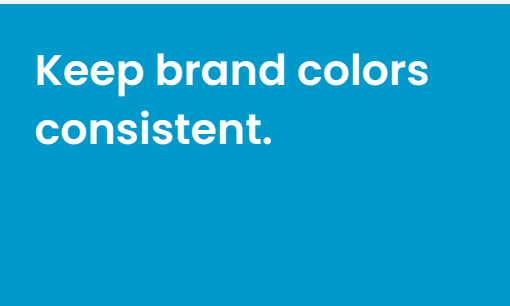


HIERARCHY & BALANCE

- ✓ Anchor layouts with primary or base brand colors first
- ✓ Use accent colors and gradients sparingly
- ✓ Allow generous white or neutral space to balance saturated colors

ACCESSIBILITY & CONTRAST

- ✓ Maintain strong contrast between text and backgrounds
- ✓ Test legibility at small sizes and across devices
- ✗ Avoid placing light text on light brand colors



CONSISTENCY ACROSS TOUCHPOINTS

- ✓ Use the same core color combinations across web, social, sales, and events
- ✗ Avoid introducing unapproved tints or shades
- ✗ Do not mix multiple gradients or accent colors in a single layout

COLOR & TYPOGRAPHY

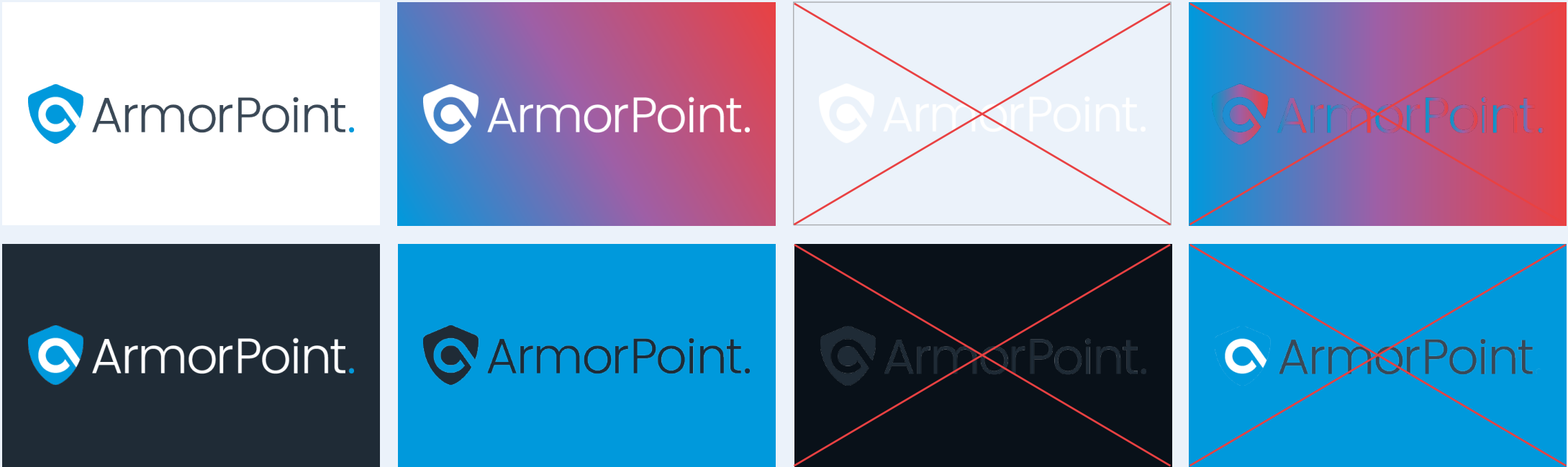
- ✓ Use darker colors for body copy and extended reading
- ✓ Reserve accent colors for headlines, highlights, and calls to action
- ✓ Apply gradient text sparingly and only in approved contexts

Color Palette

BEST PRACTICES – LOGO

The ArmorPoint logo is a primary brand asset and must always appear in approved color variations to ensure consistency, legibility, and brand recognition. Logo color usage should feel confident and restrained, integrating seamlessly with the surrounding color palette rather than competing with it.

The logo should never be treated as a decorative element. Color choices must prioritize clarity and contrast across all applications.



USAGE DO'S

- ✓ Use only approved logo color variations
- ✓ Ensure strong contrast between the logo and its background
- ✓ Place the logo on solid colors or simple, low-contrast surfaces
- ✓ Use darker logo variations on light backgrounds and lighter variations on dark backgrounds
- ✓ Maintain consistency across all assets within a campaign or layout

USAGE DON'T'S

- ✗ Recolor the logo using unapproved brand or non-brand colors
- ✗ Apply gradients, overlays, or effects directly to the logo
- ✗ Place the logo on busy photography or complex gradients
- ✗ Reduce contrast to achieve a stylistic effect
- ✗ Treat the logo as a background texture or decorative motif

Color Palette

GRADIENT

The ArmorPoint gradient is a core visual asset used to express depth, motion, and modernity within the brand. It represents the layered nature of cybersecurity—multiple signals, systems, and protections working together seamlessly. The gradient should always feel purposeful and refined, never decorative or excessive.

Gradients are primarily used as **accent elements**, not as full-background fills. They are intended to draw focus, guide the eye, and add dimension to typography, outlines, and supporting design elements while maintaining clarity and legibility.

BRAND GRADIENT



USAGE GUIDELINES

- Gradients should only flow at either a **0 °, 30 °, or 90 ° angle**. Do not introduce new angles.
- Gradients on a design should all flow in the same direction.
- Gradient scale should be set to 100%.
- Gradient must never be applied vertically to typography.
- Gradient-accented text should be semibold to preserve contrast and readability.
- Gradient outlines and line accents should remain subtle and minimal, typically **1px in weight**.
- Gradients should complement content, not compete with it—use sparingly and with intention.

WHEN TO USE

- ✓ Highlighting key headlines or moments of emphasis
- ✓ Accent outlines, borders, or dividers
- ✓ Select icon or illustration treatments
- ✓ Branded UI, dashboards, and feature visuals

WHEN NOT TO USE

- ✗ Large blocks of body text
- ✗ Over photography where contrast is compromised
- ✗ As a default replacement for solid brand colors
- ✗ In situations where clarity or accessibility is reduced

Iconography

ArmorPoint iconography provides a clear, consistent visual language used to support navigation, storytelling, and comprehension across the brand. Icons are functional first—designed to simplify information and reinforce meaning without adding visual noise.

All ArmorPoint icons are sourced from the **Font Awesome** library and customized through color, hierarchy, and composition to align with the ArmorPoint brand system.

ArmorPoint icons are **simple, modern, and rounded**, reflecting clarity and approachability. The system relies on solid shapes with minimal detail to ensure legibility at small sizes and consistency across platforms.

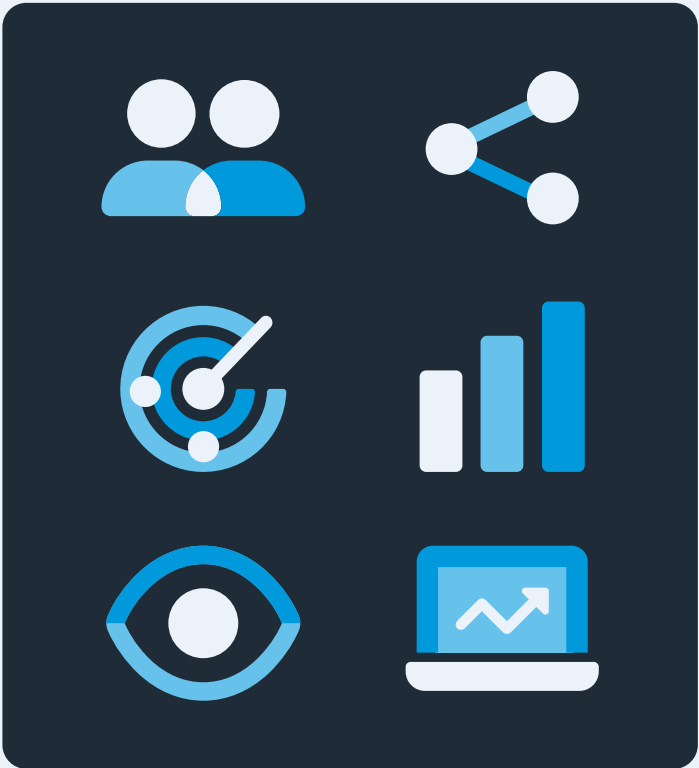
Need icons for project?

Reach out to the Marketing Team
marketing@armorpoint.com



KEY CHARACTERISTICS

- ✓ Rounded corners and friendly geometry
- ✓ Solid fills rather than outlines
- ✓ No excessive detail or sharp edges
- ✓ Clear silhouettes that read instantly
- ✗ Appear overly technical, ornamental or illustrative



COLOR USAGE

Icons primarily use the ArmorPoint color palette and are most often displayed in two-tone or three-tone combinations.

Approved color treatments include:

- Dark navy or black for primary structure
- Brand blue for emphasis or secondary shapes
- White for contrast on dark backgrounds

Icons must maintain strong contrast with their background. Color usage should reinforce hierarchy, not decoration.



Call to Action

CTAs

Graphics such as ads and social media images may utilize a call to action within the graphic to encourage a user to click through.

ArmorPoint CTA buttons should always be fully rounded and Title Case utilizing **Poppins SemiBold**.

Download Now

Download Now

Download Now

Download Now

LIGHT MODE

Download Now

Download Now

Download Now

Download Now

DARK MODE

Photography

ArmorPoint photography establishes trust, realism, and human connection. In an industry often defined by abstract visuals and fear-based imagery, ArmorPoint prioritizes authentic, modern photography that reflects real people, real environments, and real work.

Photography should feel confident and composed—never dramatic, staged, or sensational. Every image should support clarity, approachability, and professionalism.



Photography

ArmorPoint photography is clean, modern, and human-focused. Images should feel candid and natural, with thoughtful composition and intentional lighting.



PHOTOGRAPHY DO'S

- ✓ Real people in realistic environments
- ✓ Natural expressions and interactions
- ✓ Clean, uncluttered settings
- ✓ Modern workspaces and technology
- ✓ Teams collaborating or problem-solving
- ✓ Individuals focused on meaningful work
- ✓ Technology shown in use, not as spectacle
- ✓ Subtle lifestyle moments that feel authentic

PHOTOGRAPHY DONT'S

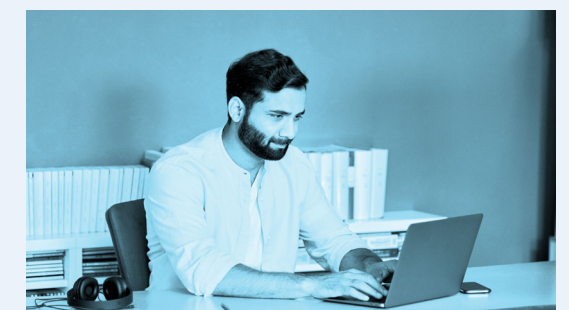
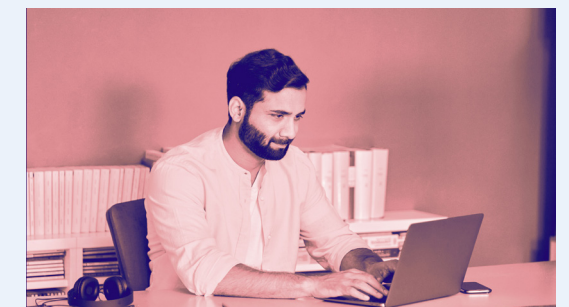
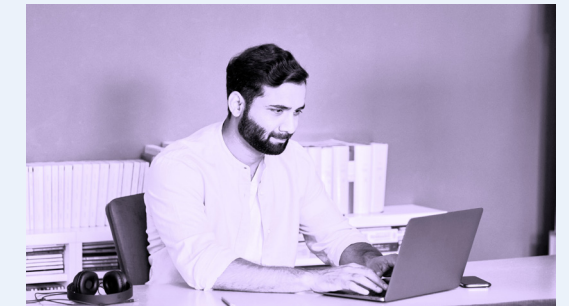
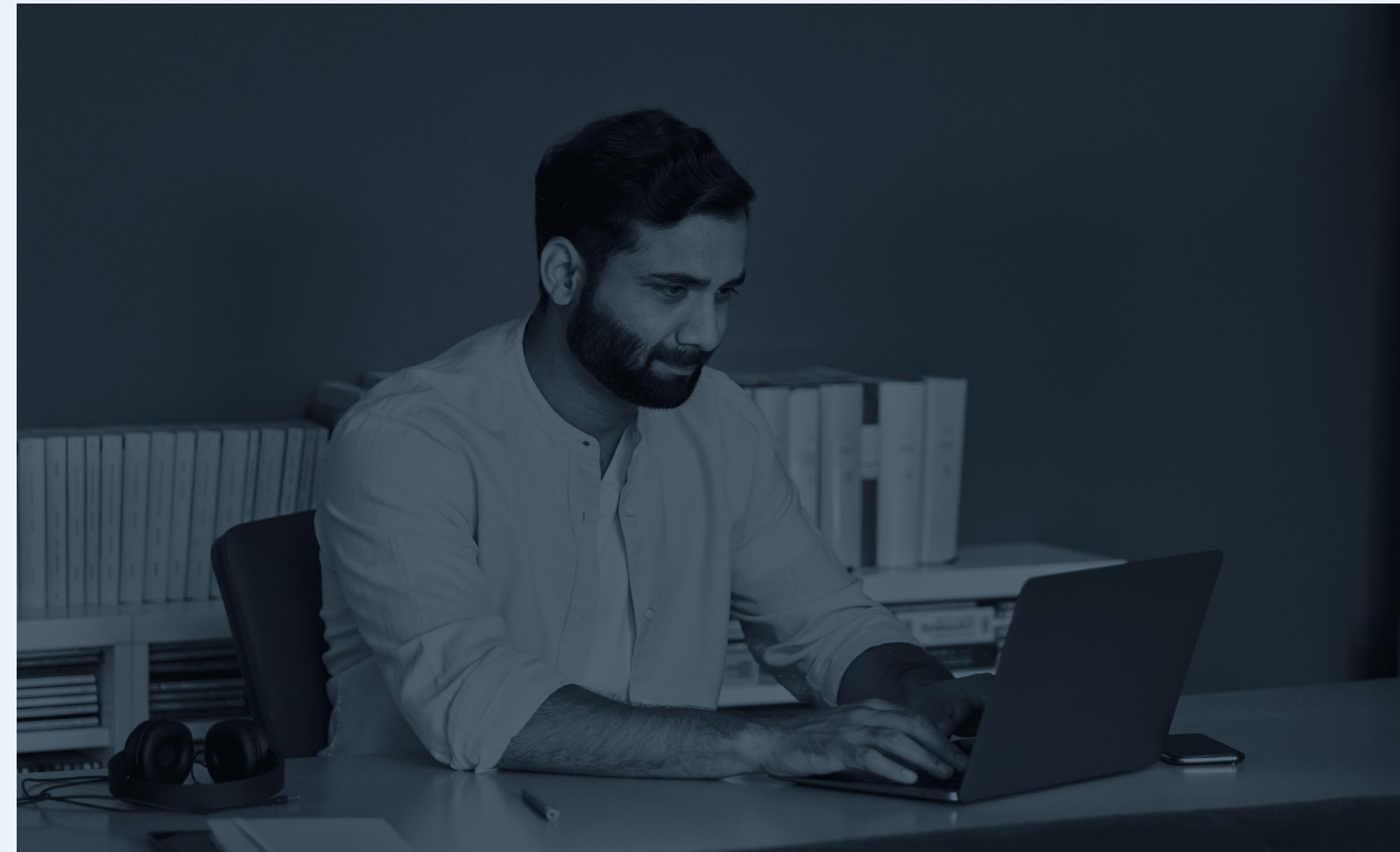
- ✗ Hoodies, "hacker" stereotypes, or dark anonymous figures
- ✗ Green code, glowing screens, or exaggerated cyber effects
- ✗ Overused stock imagery or generic corporate poses
- ✗ Aggressive, fear-based, or dystopian visuals

Photography

BRAND OVERLAY

The ArmorPoint brand overlay is a signature treatment used to unify photography within the visual system. The overlay reinforces brand recognition without relying on heavy filters or decorative effects. When applied correctly, it adds atmosphere and consistency while allowing the subject and message to remain the focus.

The overlay is created using lighter ArmorPoint brand colors to preserve detail and readability. A dark overlay can be used on background images to create depth. Color selection should feel subtle and refined, never saturated or overpowering.



WHEN TO USE

- ✓ Website hero sections and landing pages
- ✓ Campaign and event graphics
- ✓ Social media templates
- ✓ Feature imagery for blogs, reports, and announcements

WHEN NOT TO USE

- ✗ When natural color photography is critical (e.g., product demos, real-world environments)
- ✗ In situations where contrast or legibility is reduced
- ✗ On already stylized or heavily edited images
- ✗ When multiple overlays would compete within the same layout

Photography

APPLICATIONS

Regardless of application, all photography should feel cohesive when viewed together.

ALWAYS ENSURE

- Consistent tone and treatment within a campaign
- Clear hierarchy between image, text, and accents
- Alignment with ArmorPoint’s human-centered, modern brand

SOLUTION BRIEF

ArmorPoint 360.

Fully Managed SecOps.

ArmorPoint 360 offers comprehensive, unrestricted visibility into your attack surface, ensuring robust defenses against cyber threats.

FEATURES:

360

ArmorPoint SOC Platform

✓

Network device monitoring + collection

✓

Endpoint threat detection agents

✓

Fully managed EDR + automated response

✓

Data collection + retention

✓

Cloud + SaaS detection analytics

✓

Managed SIEM dashboard + log analytics

✓

Unlimited incident investigation + escalation

✓

Unlimited guided incident management

✓

Unlimited containment + remediation

✓

PRICING BASED OFF:

QUANTITY OF LOCATIONS

QUANTITY OF EVENT SOURCES

QUANTITY OF INTEGRATIONS

24x7 Human Monitoring + Expert Security Analysis

ArmorPoint 360 extends your security operations with continuous, expert-level monitoring, ensuring a vigilant and intelligent defense mechanism around the clock for your organization.

Unified Security Alert Dashboard

Consolidate alerts from your network, operating system, endpoint, and cloud security, ensuring comprehensive oversight and a cohesive security posture for your enterprise.

Adaptive Threat Intelligence

Continuously adapt to new cybersecurity threats with advanced threat intelligence capabilities.

Automated Response & Remediation

Incorporate automated response mechanisms to execute predefined protocols for immediate remediation.

armorpoint.com

sales@armorpoint.com

COLLATERAL – SOLUTION BRIEF

Articles

The Comprehensive Checklist for Selecting a Managed SOC Provider

TL;DR When selecting a managed SOC provider, consider their expertise, technology, and ability to integrate with your existing tools. A good provider offers 24/7 monitoring, proactive threat hunting, and a clear, predictable pricing model to strengthen your security posture. In today's digital landscape, where over 2,200 cyber-attacks occur each day,...

Read More →

Articles

SOC vs MDR vs XDR vs SIEM

TL;DR A Security Operations Center (SOC) is the central command for cybersecurity, while Managed Detection and Response (MDR) offers a proactive, specialized approach. Extended Detection and Response (XDR) integrates security products for a comprehensive view, and Security Information and Event Management (SIEM) aggregates data for threat analysis and informed decision-making.

Read More →

Articles, Guide

How to Outsmart Phishing Attempts

TL;DR Be cautious of sophisticated phishing attempts that use fraudulent communications to steal personal data. Always scrutinize emails for urgent language, poor grammar, or requests for sensitive information, and block/report suspicious senders to protect yourself. This Cybersecurity Awareness Month, arm yourself and your organization with knowledge to fend off phishing...

Read More →

View all Blog Posts

WEBSITE – RESOURCES

As threats grow more subtle and attackers rely on resource-intensive techniques, performance monitoring becomes a necessary component of modern cybersecurity.

FEATURED IMAGE – BLOG POST

armorpoint.com

29

Design Elements

ArmorPoint’s design elements are supporting visuals used to add depth, movement, and clarity across the brand. They exist to reinforce hierarchy, guide attention, and bring cohesion to layouts—not to overpower content. All elements should feel **modern, purposeful, and controlled**, with generous negative space and a clear relationship to the core brand system.

Design elements are most effective when used sparingly and in service of the message. When in doubt, reduce rather than add.



GRADIENT GLOW

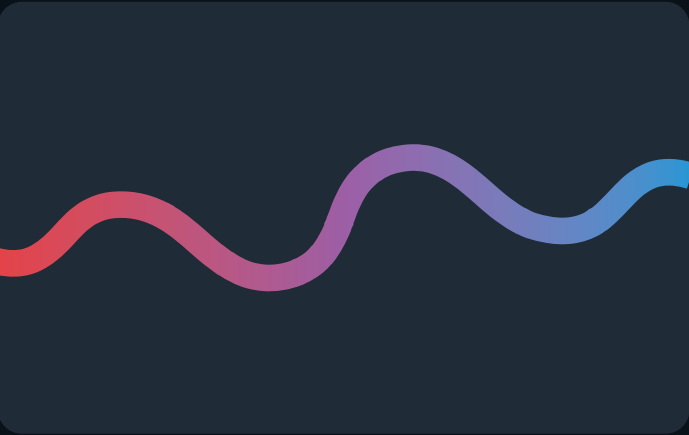
Gradient blobs introduce soft structure and visual depth to layouts. They are used to anchor compositions, create focal points, or subtly frame content without relying on hard edges.

WHEN TO USE

- Hero sections, landing pages, or feature callouts
- Background accents behind headlines or key visuals

GUIDELINES

- ✓ Keep edges soft and organic
- ✓ Avoid stacking multiple blobs in a single composition
- ✗ Do not compete with primary content or typography



SQUIGGLES

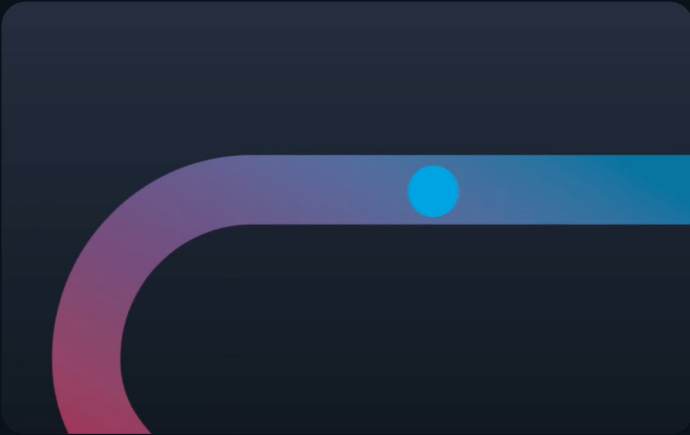
Squiggles add a human, energetic accent to the brand. They provide light movement and personality while maintaining a refined, intentional feel.

WHEN TO USE

- Social content, event promotions, info or campaign graphics
- To guide the eye between elements or highlight key moments

GUIDELINES

- ✓ Use sparingly as an accent, not a pattern
- ✓ Maintain consistent stroke weight and color usage
- ✗ Avoid overuse in formal or highly technical materials



MOVING MARBLES

Moving marbles represent motion, interconnected systems, and active protection. They visually communicate the dynamic nature of cybersecurity without relying on literal or technical imagery.

WHEN TO USE

- Digital campaigns, landing pages, or product storytelling
- Animated or motion-supported environments

GUIDELINES

- ✓ Motion should feel smooth and intentional
- ✓ Avoid chaotic or aggressive movement
- ✗ Use as a supporting visual, not the primary focal point

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BRAND DETAIL

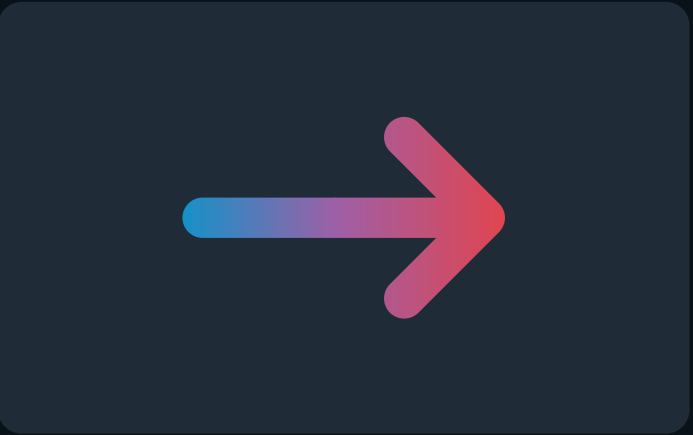
The repeating brand pattern extends the ArmorPoint identity through subtle repetition of recognizable brand forms. It adds texture and visual interest while remaining understated and controlled.

WHEN TO USE

- Large background areas requiring visual depth
- Event graphics, packaging, or extended surfaces
- Section dividers in digital or print layouts

GUIDELINES

- ✓ Keep pattern scale large and breathable
- ✓ Use low contrast to avoid visual noise
- ✗ Avoid layering with other heavy design elements



ROUNDED ARROWS

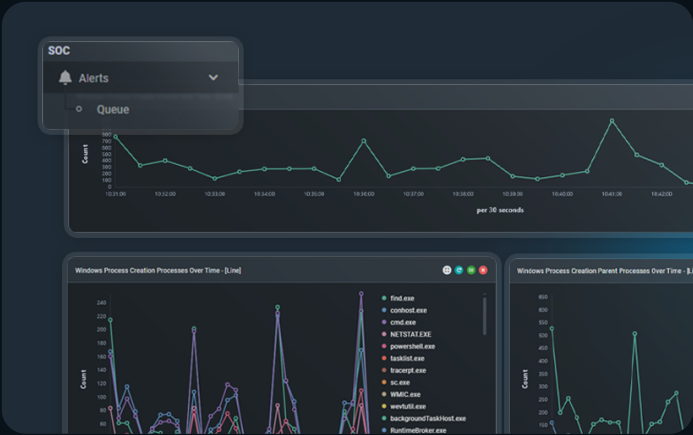
Rounded arrows introduce directional guidance and movement within layouts. Their softened form aligns with the brand’s approachable, human-centered tone while still communicating progression and flow.

WHEN TO USE

- Highlighting user journeys or process steps
- Directing attention to key content or calls to action
- Supporting educational or explainer materials

GUIDELINES

- ✓ Maintain consistent stroke weight and curvature
- ✓ Use sparingly to avoid visual clutter
- ✗ Avoid aggressive angles or sharp directional cues



GLASS EFFECT

The glass transparency effect adds depth and dimension through layered opacity and subtle blur. This effect visually reinforces the idea of layered protection and modern technology while keeping interfaces light and breathable.

WHEN TO USE

- Dashboard mockups and UI visuals
- Feature callouts and highlighted content sections
- Layered compositions on dark backgrounds

GUIDELINES

- ✓ Keep opacity subtle to preserve readability
- ✓ Ensure sufficient contrast for text and icons
- ✗ Avoid heavy blur or distortion

Our Brand



- Brand Architecture
- Our Vision
- Our Mission
- Core Values
- Brand Voice
- Brand Promise
- Our Story
- ArmorPoint’s Partner Program

Our Visual Identity



- Overview
- Logo
- Typography
- Color Palette
- Iconography
- Call to Action
- Photography
- Design Elements

Our Presence



- The ArmorPoint Website
- The SIEM Platform
- Contact Cards
- Apparel
- Events
- Powerpoint Template
- Collateral
- Social Media
- Featured Images
- Emails
- Ads

Resources



- Content Resources
- Contact Information
- Awards

The ArmorPoint Website

Visit armorpoint.com to access everything ArmorPoint, from blogs to sales enablement resources to the ArmorPoint Platform itself.



The ArmorPoint SIEM Platform

Gain 24/7 visibility and control with a SIEM + SOC solution purpose-built for lean IT and security teams.

AVAILABLE ON MOBILE!



Contact Cards

Sleek, modern layouts using our primary blue and gradient accents. Digital templates available in the Media Kit.

Selling ArmorPoint?

Sign in to submit a [creative request](#).



ArmorPoint Apparel

ArmorPoint apparel is designed to feel professional, modern, and confident. It reinforces brand recognition while remaining comfortable and wearable in real-world environments—from conferences and events to internal team use.

Apparel should never feel promotional or novelty-driven. Instead, it should reflect the same clarity and restraint that define the ArmorPoint brand.

Want to Rep Our Brand?

Sign in to submit a [creative request](#).



Events

ArmorPoint’s event presence is designed to scale thoughtfully based on the size, audience, and goals of each event. While execution may vary, every appearance should feel cohesive, prepared, and aligned with the brand’s values of clarity, confidence, and approachability.

From large-scale conferences to intimate partner gatherings, ArmorPoint shows up with intention—never overextended, never underprepared.



★ TIER 1

Full Scale Event Presence

Flagship Conferences & Major Industry Events

Tier 1 events represent ArmorPoint’s most comprehensive presence and highest level of visibility. These experiences are designed to showcase the brand, platform, and people in a polished, immersive way.

TYPICAL ELEMENTS

- Full booth buildout with branded walls and signage
- Strong primary logo visibility and headline messaging
- Branded tablecloths, counters, or demo stations
- Curated swag and giveaways
- Event-specific or co-branded educational collateral
- On-brand apparel worn by the team

EXPERIENCE GOAL

Create a confident, high-impact presence that invites conversation, communicates credibility, and reinforces ArmorPoint as a trusted security partner.

★ TIER 2

Tabletop Presence

Partner Events, Regional Conferences, Sponsored Sessions

Tier 2 events balance brand visibility with flexibility. These setups are streamlined but still intentional, allowing ArmorPoint to show up polished and prepared without a full booth buildout.

TYPICAL ELEMENTS

- Branded tablecloth or tabletop signage
- Organized display of swag and educational materials
- Select collateral customized for the audience or industry
- Optional standing banner or light signage
- Team members in approved ArmorPoint apparel

EXPERIENCE GOAL

Feel approachable, relevant, and professional while supporting meaningful one-on-one conversations.

★ TIER 3

Minimal Brand Presence

Community Events, Panels, Smaller Gatherings

Tier 3 events prioritize human connection over physical assets. ArmorPoint shows up through its people, supported by minimal but intentional branding.

TYPICAL ELEMENTS

- One branded banner or pull-up sign
- Team members representing the brand in apparel
- Digital or verbal references to ArmorPoint offerings
- Optional small giveaways or printed materials

EXPERIENCE GOAL

Maintain brand visibility while focusing on relationships, dialogue, and participation.

PowerPoint Template

ArmorPoint presentations are designed to communicate clearly, confidently, and efficiently. The PowerPoint template ensures consistency across internal, sales, partner, and event presentations while allowing flexibility for different audiences and use cases.

The goal is clarity first—slides should support the speaker, not compete with them.

Preparing a Presentation?

[Sign in](#) to access the ArmorPoint Powerpoint templates, including additional light versions.

Collateral

SOLUTION BRIEFS

Solution briefs provide focused overviews of specific ArmorPoint offerings or capabilities. They are designed to quickly communicate value, use cases, and outcomes while remaining easy to scan and understand. Solution briefs should balance technical credibility with clarity and be tailored to the audience whenever possible.

Want to Learn More?
Explore our [Resource Library](#).

PHOTO HEADER

ROUNDED BENTO BOXES

SOLUTION BRIEF

ArmorPoint 360.

Fully Managed SecOps.

ArmorPoint 360 offers comprehensive, unrestricted visibility into your attack surface, ensuring robust defenses against cyber threats.

FEATURES:

360

ArmorPoint SOC Platform

Network device monitoring + collection

Endpoint threat detection agents

Fully managed EDR + automated response

Data collection + retention

Cloud + SaaS detection analytics

Managed SIEM dashboard + log analytics

Unlimited incident investigation + escalation

Unlimited guided incident management

Unlimited containment + remediation

PRICING BASED OFF:

QUANTITY OF LOCATIONS

QUANTITY OF EVENT SOURCES

QUANTITY OF INTEGRATIONS

24x7 Human Monitoring + Expert Security Analysis

ArmorPoint 360 extends your security operations with continuous, expert-level monitoring, ensuring a vigilant and intelligent defense mechanism around the clock for your organization.

Unified Security Alert Dashboard

Consolidate alerts from your network, operating system, endpoint, and cloud security, ensuring comprehensive oversight and a cohesive security posture for your enterprise.

Adaptive Threat Intelligence

Continuously adapt to new cybersecurity threats with advanced threat intelligence capabilities.

Automated Response & Remediation

Incorporate automated response mechanisms to execute predefined protocols for immediate remediation.

armorpoint.com

sales@armorpoint.com

GRADIENT BAND

BRANDED ICONS

CONTACT FOOTER

armorpoint.com

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Collateral

GUIDES

Guides offer deeper, educational content intended to inform and empower readers. These materials support thought leadership, best practices, and industry insights, and are typically longer-form than solution briefs. Guides should feel structured, approachable, and practical—never overwhelming or sales-driven.

Want to Learn More?

Explore our [Resource Library](#).

FULL LOGO



BRAND BLUE

Co-Delivery Guide
Your Path to Selling 24/7
Cybersecurity Services

BRAND DETAIL

NEGATIVE SPACE FOOTER

Collateral

CASE STUDIES

Case studies highlight real-world examples of ArmorPoint in action. They focus on challenges, solutions, and outcomes, emphasizing credibility and impact through clear storytelling. Case studies should remain factual, human-centered, and easy to follow, allowing results to speak for themselves.

Want to Learn More?
Explore our [Resource Library](#).

CLEAR PURPOSE

ICONOGRAPHY



From MSP to Cybersecurity Leader: High Touch Technologies' Journey with ArmorPoint

Case Study

BUSINESS INITIATIVE:

- Integrate Complete Security into IT Packages
- Increase Value for Clients
- Differentiate in a Competitive MSP Market

ORGANIZATION: High Touch Technologies

	Partner Level Platinum
	Partner Since Dec 2021
	New Contracts 54

→ **Background**

Founded in 1984 and headquartered in Wichita, Kansas, High Touch Technologies is a leader in integrated technology solutions. Over the past four decades, they have expanded their offerings to include IT Solutions, software development, cloud solutions, and managed services. Serving a wide range of industries, their mission of “**bringing the human touch to technology**” underscores their commitment to making technology accessible and impactful for businesses of all sizes— from small businesses to large enterprises.



High Touch Technologies, Wichita, KS

BRAND SHIELD

BRAND BLUE HEADER

GRADIENT ACCENT SUBHEADS

PHOTOGRAPHY

Collateral

BETTER TOGETHER

The Better Together Campaign communicates how ArmorPoint connects with partner technologies. These assets are designed to clearly explain functionality, benefits, and compatibility without implying endorsement beyond the defined integration. Content should be concise, visual, and technically accurate.

Want to Learn More?

Explore our [Resource Library](#).

DARK MODE

GRADIENT ACCENT SUBHEADS



BRAND SHIELD

Better Together.

ArmorPoint's cloud-based SIEM unifies visibility, detection, and response across your entire cloud, network, endpoint, and OS ecosystem.

EDRs

ArmorPoint's SIEM integrates with leading EDR tools for enhanced visibility, detection, and swift response.



SENTINELONE



CROWDSTRIKE

MICROSOFT
DEFENDER

CYBEREASON

FIREWALLS & NETWORK SECURITY

ArmorPoint's SIEM integrates with firewalls and NDR tools, delivering network-wide visibility, stronger detection, and faster action.



DARKTRACE



CISCO



FORTINET

PALO ALTO
NETWORKS

CLOUD INTEGRATIONS

ArmorPoint's SIEM elevates cloud security by integrating with top cloud services to increase visibility, detection, and rapid response.



MICROSOFT 365



AWS



AZURE

GOOGLE CLOUD
PLATFORM

OPERATING SYSTEMS

ArmorPoint's SIEM supports top operating systems providing OS-level visibility, real-time detection, and rapid incident response.

WINDOWS
OPERATING
SYSTEMSLINUX
OPERATING
SYSTEMSMAC
OPERATING
SYSTEMS

Learn more at armorpoint.com/integrations

THIN CONTAINMENT LINE

FULL COLOR LOGOS

Social Media

ArmorPoint’s social media presence should feel confident, modern, and human. Social content is an extension of the brand—not a departure from it—and should reinforce clarity, credibility, and approachability across every platform.

Design, copy, and cadence should work together to educate, inform, and build trust without relying on fear-based messaging or overdesigned visuals.



@armorpoint



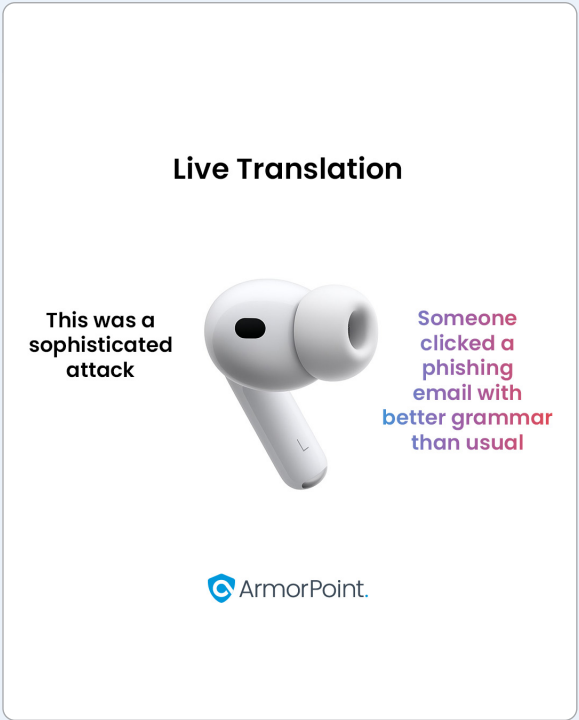
CAROUSELS - INFORMATIVE



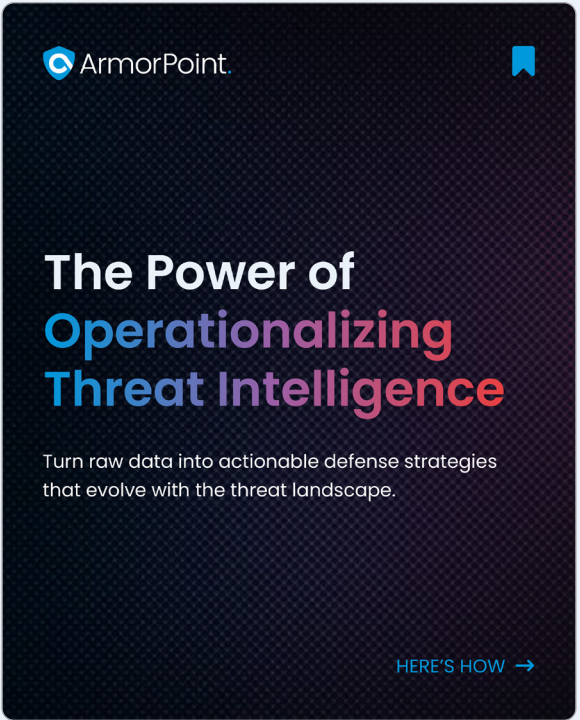
PROMOTIONAL



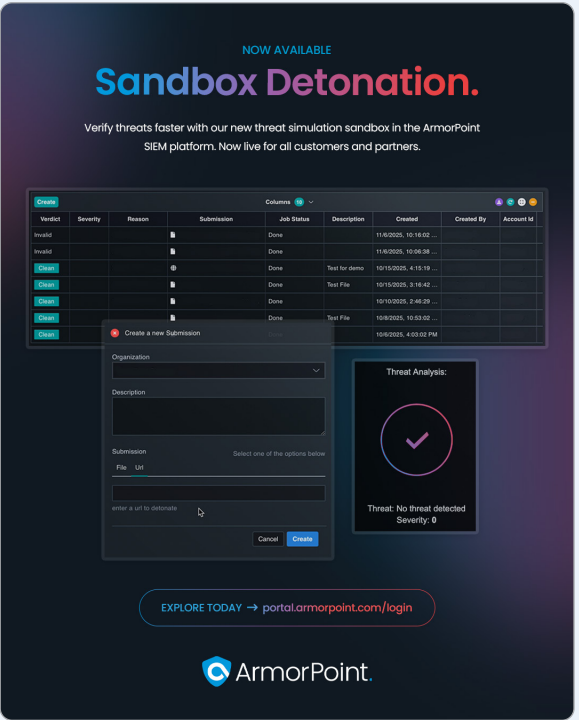
BLOG - STATISTICS



TRENDING MEMES



CAROUSELS - EDUCATIONAL



PRODUCT LAUNCH

Featured Images

PRESS RELEASES

BRAND BLUE BACKGROUND

CATEGORY SUBHEAD

H1

LOW OPACITY BRAND DETAIL

WHITE LOGO BAND



ADDITIONAL GRAPHICS

ADDITIONAL CO-BRANDING

Featured Images

LANDING PAGES

HI – PAGE TITLE

SUMMARY BODY COPY

FULL LOGO

ArmorPoint 360.

Bridging gaps in your security posture requires a panoramic view.



RELEVANT IMAGE

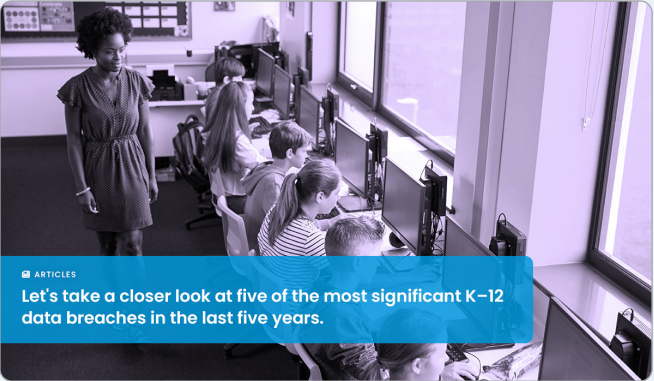
Featured Images

BLOG IMAGES

RELEVANT IMAGE

CATEGORY SUBHEAD

BLOG TEASER ON
A BRAND BLUE BAND



MONOTONE PHOTO TREATMENT
ALTERNATING BETWEEN
3 PRIMARY BRAND COLORS

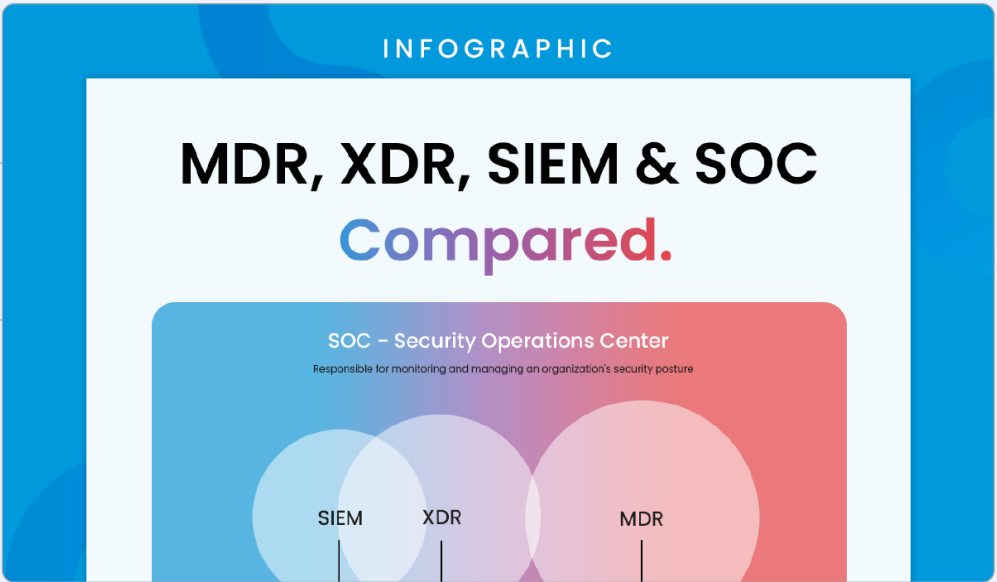
Featured Images

RESOURCE LIBRARY

RESOURCE CATEGORY

BRAND BLUE BACKGROUND

RESOURCE THUMBNAIL



Featured Images

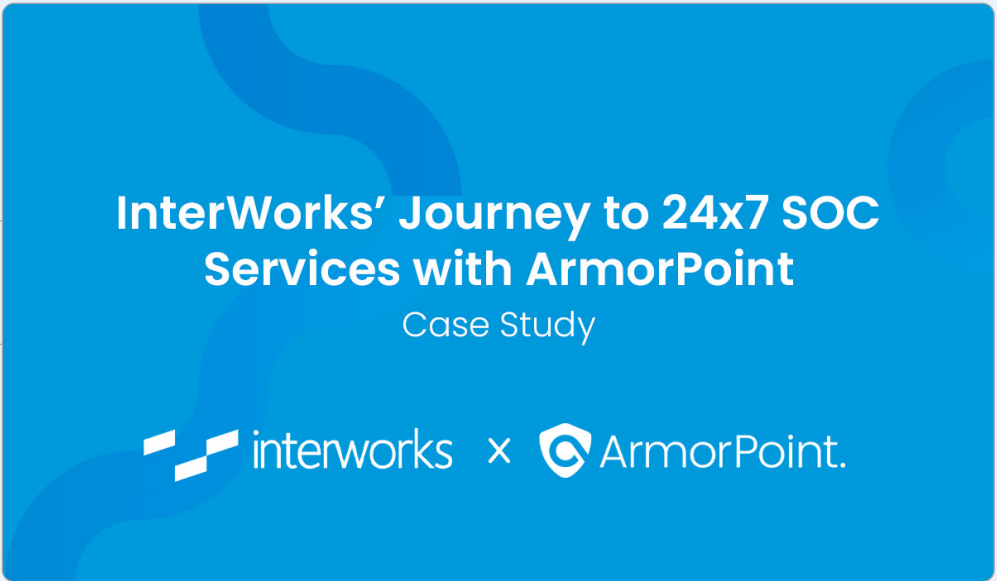
RESOURCE LIBRARY – CASE STUDIES

IMPACTFUL TITLE

RESOURCE CATEGORY

BRAND BLUE BACKGROUND FEATURING SQUIGGLES

CO-BRANDING



Emails

ArmorPoint email communications are designed to be clear, helpful, and respectful of the reader’s time. Whether informing, educating, or promoting, emails should feel intentional, approachable, and consistent with the broader ArmorPoint brand.

Email is not a sales blast channel—it is a relationship-building tool.

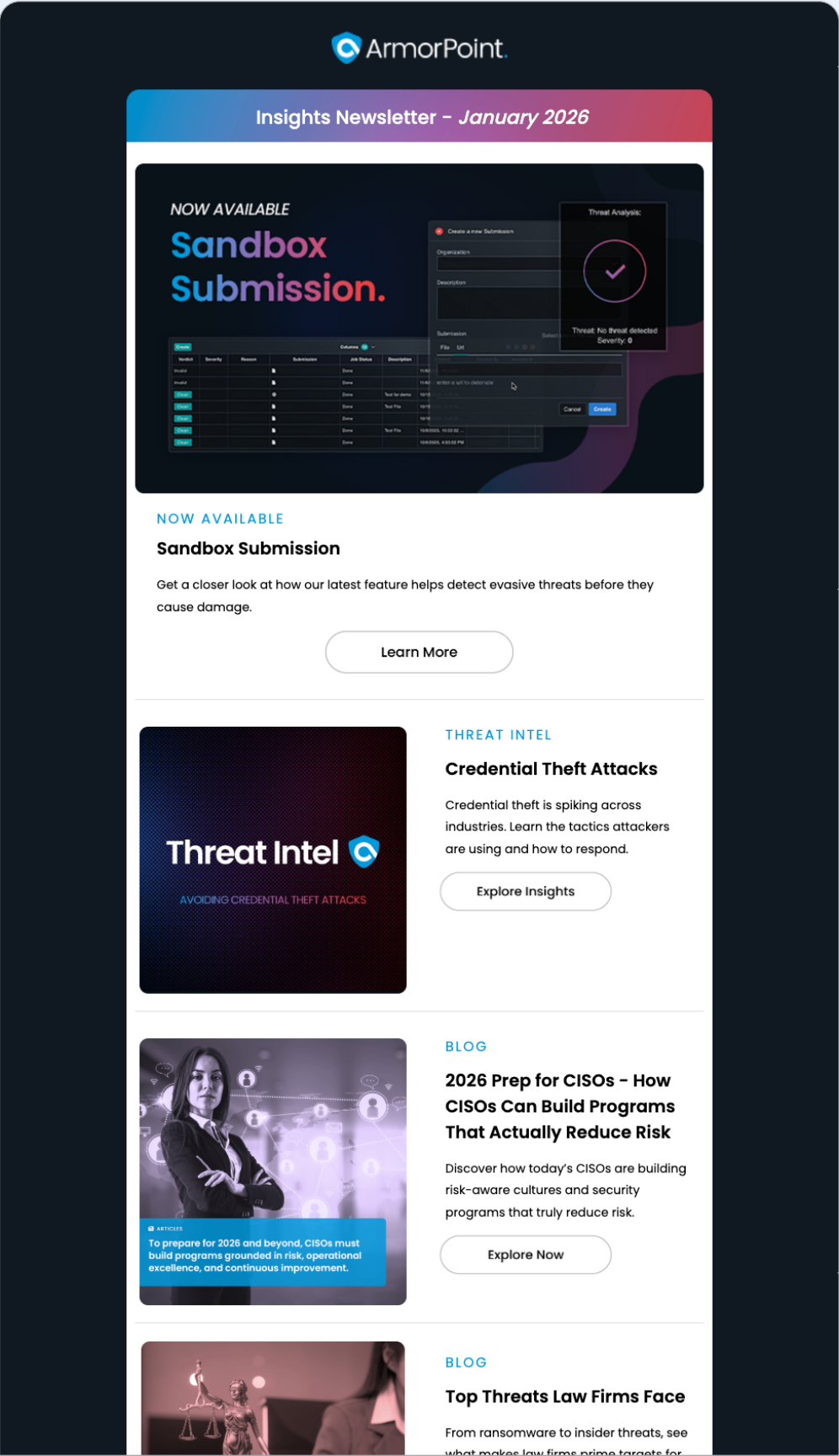
GRADIENT ACCENT

FEATURED IMAGE
WITH BRAND OVERLAY

INVERSE LOGO

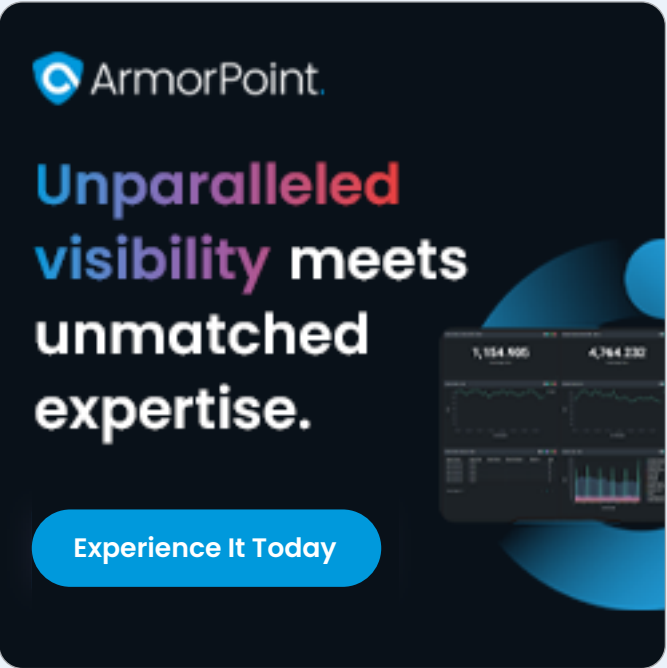
TYPOGRAPHY HIERARCHY

CALL TO ACTION

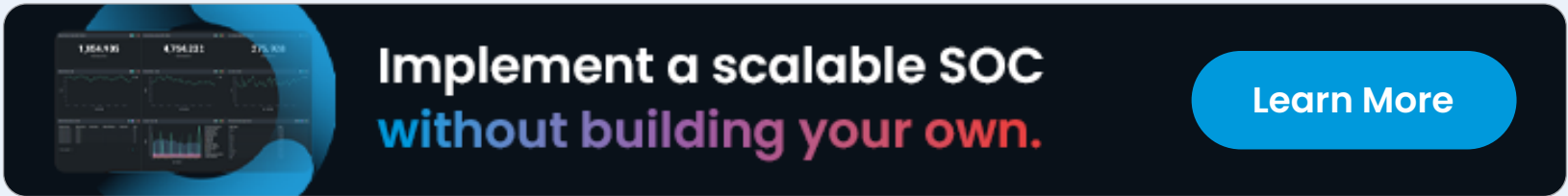


Digital Ads

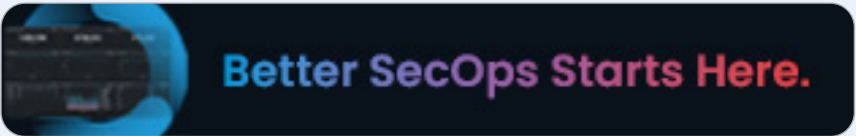
ArmorPoint Digital Ads are simple, but bold. Using the highest contrast design elements and our signature gradient to stand out across the web.



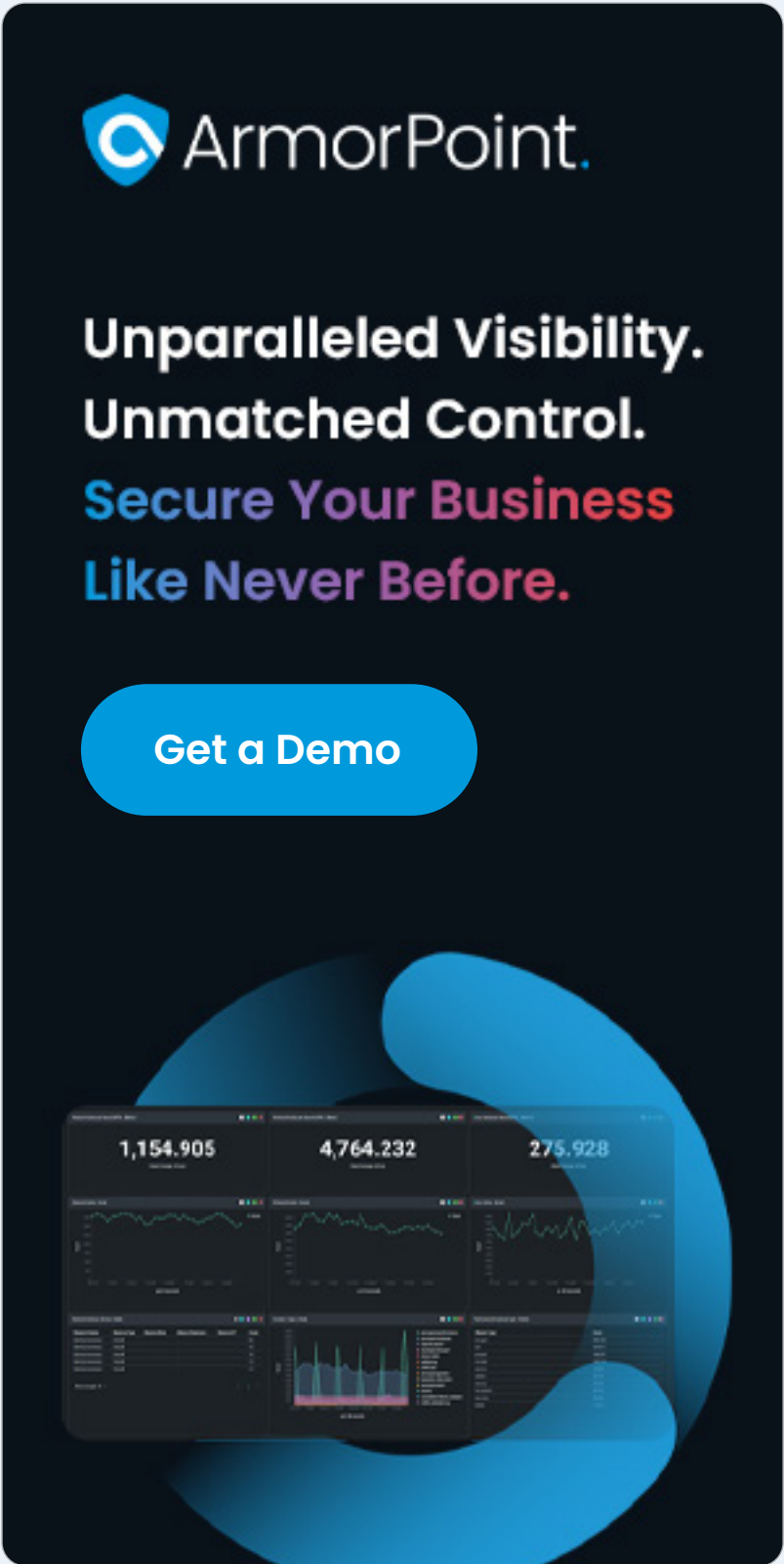
300x300px



729x90px



350x50px



300x600px

Responsive Ads

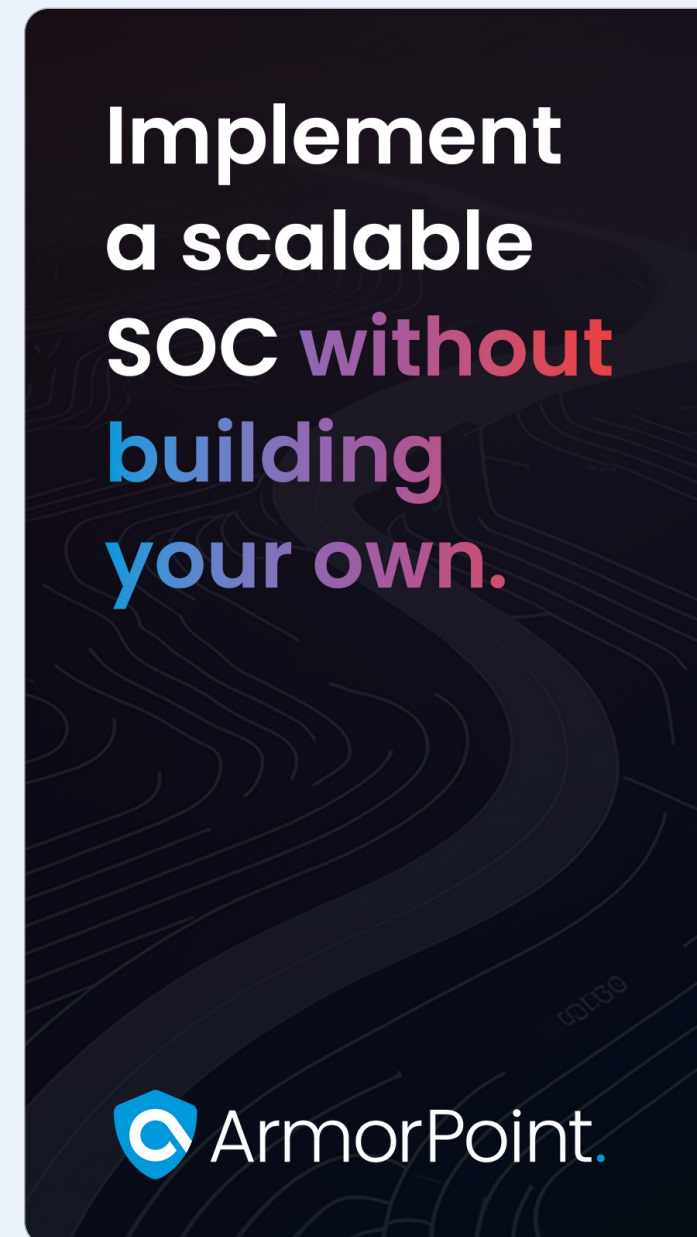
Responsive Ads perfectly demonstrate ArmorPoint's secret recipe to messaging.

Product images get first priority, but when they cannot be included, a muted background image can be utilized.

Alternatively, in occasions when text cannot be included at all, impactful stock can be paired with our logo.



900x1600px



900x1600px



900x1600px

Our Brand



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Our Visual Identity



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Resources



- Content Resources
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- Awards

Everything You Need to Know About ArmorPoint.

CONTACT

2600 N Central Ave Floor 11
Phoenix, AZ, 85004
(877) 942-2568



The ArmorPoint Partner Portal

Partner exclusive design resources listed
can be found in the Partner Portal.

[Access the Portal](#)

ArmorPoint Media Kit

Select Brand Assets and Templates are publicly
available through the ArmorPoint website.

[Go to the Media Kit](#)

Marketing Team SharePoint Site

Select internal brand assets and templates
are available for ArmorPoint employees.

[Sign in to Access](#)