BlackBerry | CYLANCE®

Branding Guidelines

2019 REV. 3.0. 20190426

The BlackBerry Cylance Brand Guidelines serve as a guide for internal employees as well as outside resources, assisting with content creation. Please adhere to the branding and messaging guidelines provided within this document when creating content and materials for BlackBerry Cylance. While the style and messaging rules are fixed, they are not designed to be limiting. Creativity is encouraged within the context of the guidelines, provided that consistency in branding is maintained.

Creators should always feel compelled to reach out to their BlackBerry Cylance representatives for advice and style guide support as questions and concern arise.

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Brand Voice

"Our mission is to protect every computer, user, and thing under the sun."

—STUART MCCLURE, PRESIDENT, BLACKBERRY CYLANCE

Brand Mantra

BlackBerry Cylance's mission translates into the core focus of **The Science of Safe**. Philosophically, this reflects our passion for using science and sound mathematics to protect every user, computer, and thing under the sun. Our world-renown data scientists have developed an incident-prevention nexus, where fast-moving threats are neutralized by some of the most cutting-edge AI-based security technology available.

Our Position

Who we are and what we do.

BOILERPLATE

BlackBerry Cylance develops artificial intelligence to deliver prevention-first, predictive security solutions that change how organizations manage their endpoints. BlackBerry Cylance provides full spectrum predictive threat prevention and visibility across the enterprise to combat the most notorious and advanced cybersecurity attacks. With AI-based malware prevention, threat hunting, automated detection and response, and expert security services, BlackBerry Cylance protects the endpoint without increasing staff workload or costs. We call it The Science of Safe. Learn more at cylance.com

OUR POSITION

BlackBerry Cylance leads the market with a prevention-first strategy that enables users to protect and grow their organizations with confidence. In a world of continually evolving threats, the conviction that protection starts at the endpoint sets us apart.
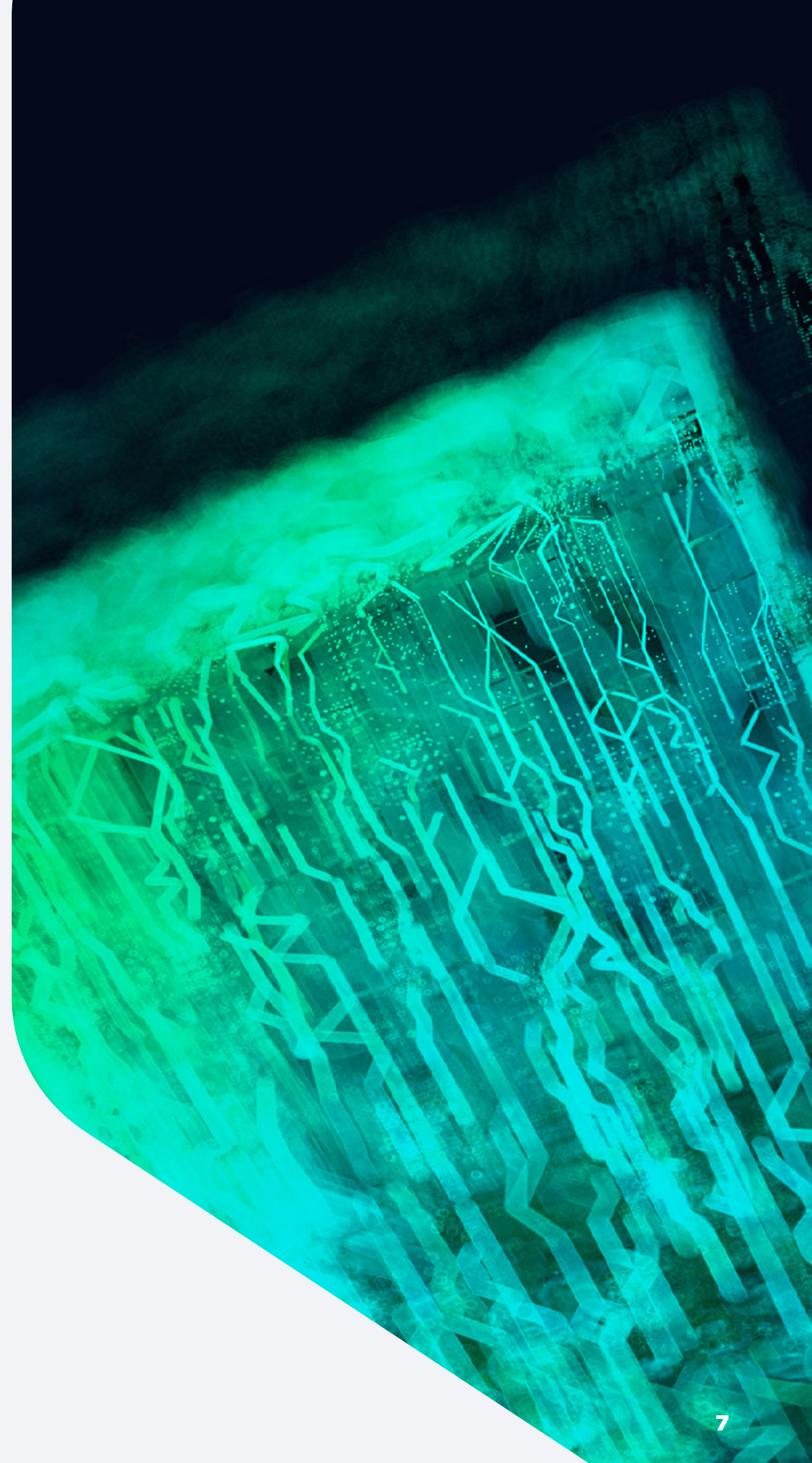
Brand Pillars

Three things that define us. Smart. Simple. Secure.
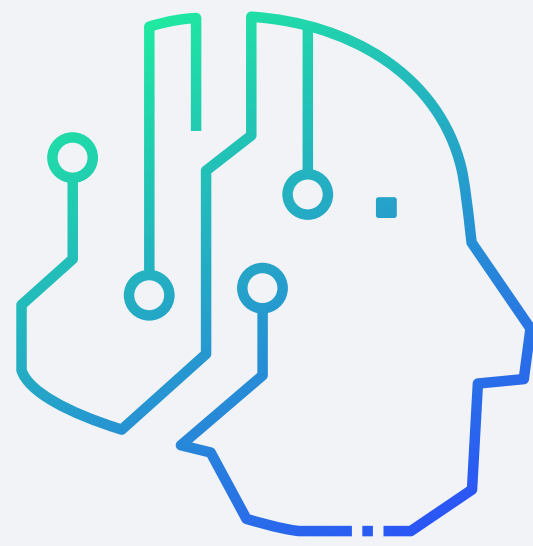
PREDICTIVE AI

- Machine learning
- Predictive advantage
- Behavioral analytics
- Detection and response
- Predictive prevention

EASE OF USE

- Small footprint
- No signature updates
- Plays well with others
- Interoperability

PEACE OF MIND

- Online or offline
- Distributed environments
- Self-protecting capabilities

Our Value

What we bring to the table.

BLACKBERRY CYLANCE OFFERS SUPERIOR PRODUCTS THAT FILL REAL NEEDS AND PROVIDE LASTING VALUE.
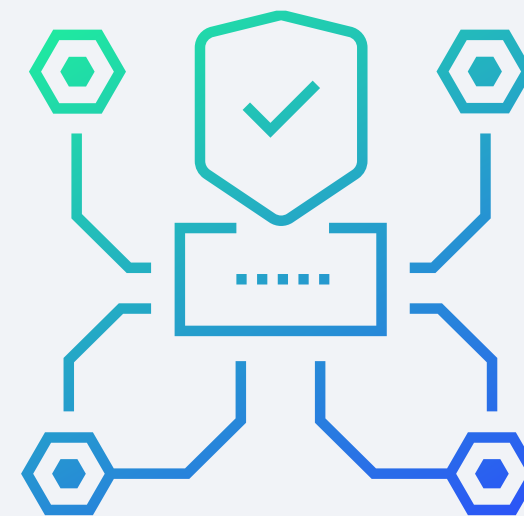
In a connected world, every company becomes a technology company — and every technology company becomes a security company. BlackBerry Cylance gives organizations the confidence to protect the information and data they manage — which is increasingly every organization's most valuable asset. BlackBerry Cylance develops proprietary AI solutions that enable companies to:

• Reduce risk without increasing cost

• Provide stronger protection at vulnerable endpoints

• Greatly reduce successful attacks, decreasing the technology and personnel resources required for costly detection and response activities

• Manage infrastructure complexity with comprehensive, reliable protection at every endpoint

• Achieve business continuity and resilience with AI-powered detection and response capabilities that complement a prevention-first strategy and provide additional peace of mind

Framing the Message

What we say about BlackBerry Cylance, and how to say it.

BLACKBERRY CYLANCE:

- Provides incident-prevention solutions

- Builds protection technologies that know no boundaries

- Believes prevention begins at the endpoint

- Protects the endpoint

- Adheres to the corporate responsibility values set forth by
  the United Nations Global Compact

ALLOWING USERS TO:

- Think differently about their current approach to security hygiene

- Achieve better operational outcomes by putting protection first
  and fortifying the front lines of their security ecosystems with
  simple, intuitive technologies

- Sharpen awareness and mitigate risk using smart, predictive AI

- Develop advanced insight with secure protocols that
  shield critical assets from harm

- Operate with the confidence that results will match intention

- Inspire positive change in the industry by donating powerful AI
  solutions guided by internationally recognized standards for the
  ethical use of technology

Brand Personas

Personas Overview

What is the purpose of this section?

TO IDENTIFY, REFINE, AND DEEPLY UNDERSTAND OUR BUYERS.

This isn't a reinvention of our audience. It is a refinement and a deeper articulation of who they are and their behavior. It is our aim to create a story about:

- Their demographic information to inform media targeting

- Their workplace realities and their overarching aspirations to inform tone and voice

- Spell out specific messaging implications to guide campaign and content development

- Their go-to sources and channels for information, and to inform demand generation media planning

BlackBerry Cylance could reach a number of audiences for different reasons. As marketers, it's our goal to prioritize targeting those directly involved in making security purchases. Meet Franklin (previously identified as our Decision Maker) and Preston (previously identified as our Evaluator).

WHO ARE OUR BUYERS AND WHAT IS THEIR JOURNEY?

FRANKLIN:

- Security figurehead

- Owner of budget and strategy

- Highly vulnerable position (when breached)

- Very cross-functional

- Organizational growth

- Productivity focus

PRESTON:

- Security day-to-day

- Owner of maintenance and response

- Somewhat protected position (when breached)

- Cross-functional inputs

- Department heavy

- Resource (labor, time) focus

FRANKLIN AKA "FRANK"

Titles: CISO, CIO, VP of Security, Sr. Director
Demo: Male skew, 40-65, Bachelor's Degree and higher
Department(s): IT, InfoSec, C-Suite
*Organization Size: Over 1,500 Employees*
Scale: Global, National (less frequently regional)

I'm Franklin, more often referred to as Frank. I work alongside my organization's CTO, CEO, CFO, and CMO. As the gatekeeper of all things security, I'm the frontline, and the scapegoat when security goes awry. Regardless of budget restraints, limited staff and resources, and a hyper-evolving risk landscape, I'm tasked with keeping our organization's security goals strategically aligned with our organization's growth opportunities. No easy feat. I work with, and rely on, my staff to be my right hand in every aspect of security. I may call the shots when it comes to dollars, but my decisions are based on the information my managers provide to me. Outside of my company, I rely heavily on my peers and industry thought leaders to stay informed. When the time presents itself, it's a goal of mine to be viewed as a security leader inside and outside of my organization. Again, that's only when I have time...

"I want confidence in my team and systems so I can steer strategic security initiatives at the executive level."

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A Deep Dive into Frank
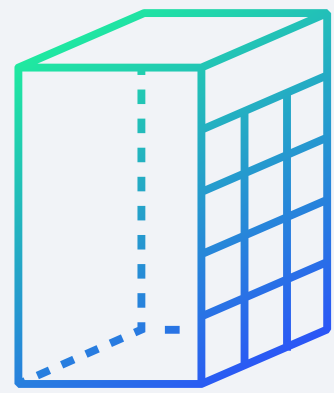
WORKPLACE REALITIES

Goals: Support organizational growth (don't impede it), increase customer/end-user satisfaction, minimize risk, reduce complexity of security stack, maximize limited resources, move security to the cloud

Barriers: Budget, limited staff, information overload, time, current provider in place, complacency, disruption caused by implementation, believe-it-when-I-see-it mentality

Stresses: Job security, rapidly evolving risk landscape, IoT is creating more endpoints, labor shortage, lack of organization's knowledge on security

PROFESSIONAL ASPIRATIONS

Confidence and Peace of Mind – Reassured about his/her decisions (strategically, staffing, etc.)

Trusted – Decisions are supported by his peers and staff

Valued – Called on as an expert, not someone to blame

Status Quo – Viewed and respected as a thought leader by other peers across his organization

MESSAGING CONSIDERATIONS

Prevention isn't a believable message, yet there's an openness to predictive technology

Makes no distinction between AI and ML application in security

Message Fatigue – Prime target for all B2B IT / security companies

TOP 10 CHANNELS OF CHOICE

• Industry Peers, Leaders and Support Staff

• Industry Conferences and Events

• Tech Analysts

• Vendor Websites

• Business Websites

• Vendor Conferences

• IT Forums

• Search

• Channel Partners / Resellers

• Sales Person

Connecting with Frank

TONE

• Be direct

• Absolutely no fear mongering

• Lean into optimistic, forward-thinking voice

• Don't complicate the point

• Overcome reservations about next-generation
AV by avoiding fluff and jargon

APPROACH

• Dial up business directives and strategic priorities
(e.g. productivity, efficiency, growth)

• Focus on end benefit

• Eliminate hassle through transparency (especially around
BlackBerry Cylance value and white glove service)

• Quantify where/when you can (think customer satisfaction
rates vs. breach stats)

• Create excitement around thought leadership

PRESTON

Titles: IT/Security Manager, IT/Security Director (SOC and NOC)
Demo: Male skew, 30-45, Bachelor's Degree
*Department(s): IT, InfoSec, SOC and NOC*
Organization Size: Over 1,500 Employees
Scale: Global, National (less frequently regional)

Hi, my name is Preston but people see me as "Oh, $h!t. Please, help me". I live in a world of virtual chaos (literally) because I'm my company's go-to-guy for all things security, and a lot of other things IT. It's up to me to monitor, maintain, manage, and recommend security solutions that keep our endpoints protected while managing a tight budget, a small staff, and a complex technology stack. Oh, and with zero time.

I love what I do because it's a challenge and no day looks the same. But being in the weeds also means being a realist and healthy skeptic about security realities. At the end of the day, I need an endpoint security platform that makes my work life less crazy. My day is spent juggling fires. I need a security platform that allows me to prioritize with purpose.

"I have autonomy to drive security solutions forward in my organization but I don't have time to do it well."

16
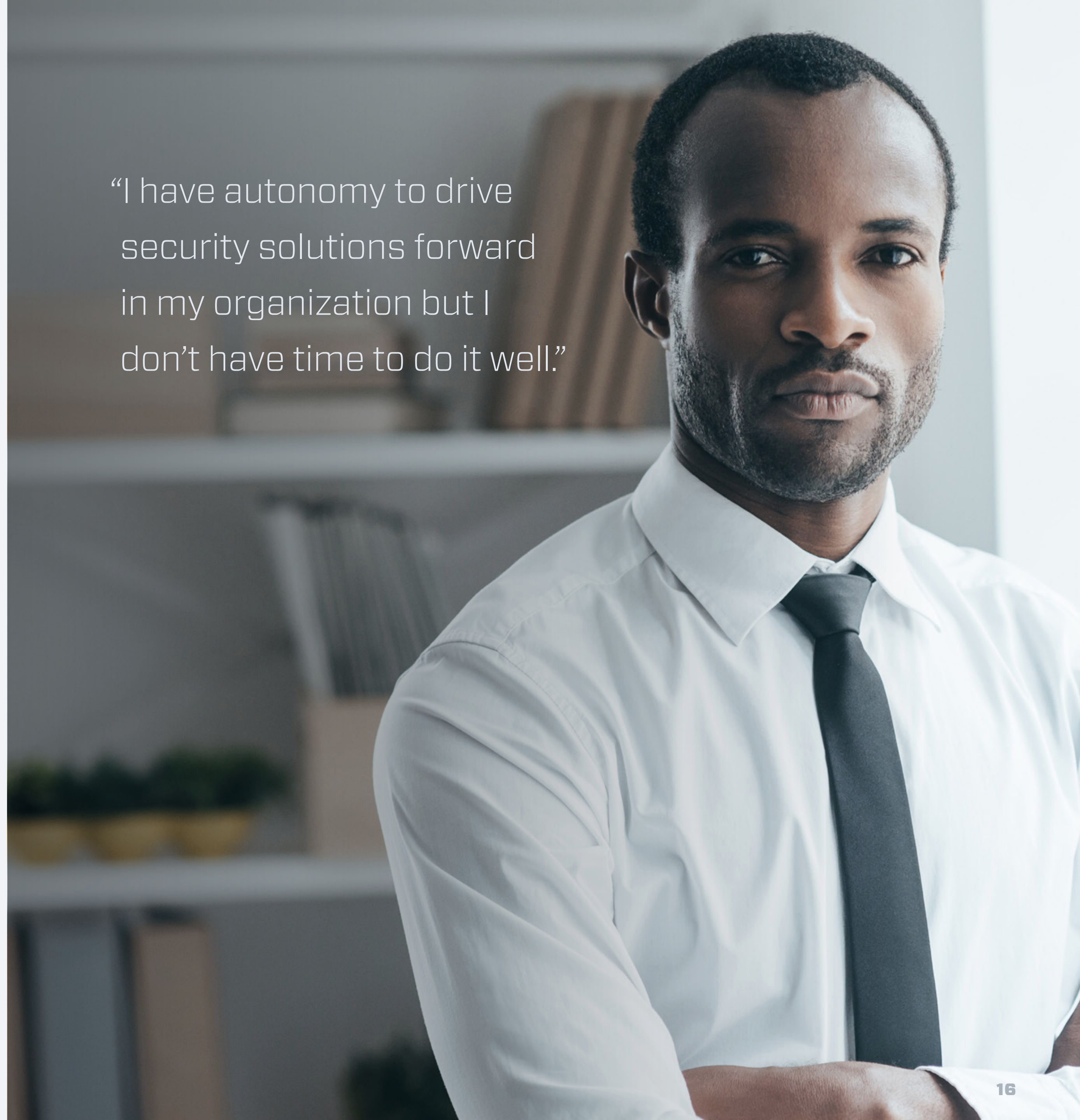
A Deep Dive into Preston
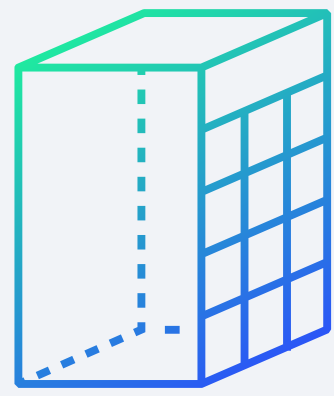
WORKPLACE REALITIES

Goals: Minimize risk, optimize day-to-day efficiencies, provide CIO/CISO with accurate depiction and reports of security landscape, enable workforce, reduce false positives

Barriers: Zero time, current providers in place, internal buy-in/support, alert volume, downtime associated with upgrades/scans/installs

Stresses: Information overload, job security, rapidly evolving risk landscape, labor shortage, squeaky wheels (e.g., compliance, engineers, etc.)

PROFESSIONAL ASPIRATIONS

Efficiency – Create a higher quality work output in a shorter amount of time

Validation – Firm, clear results from security recommendations

Expertise – The ability to make a case and/or tell hard truths based on specific information

Autonomy – Work on their own time, with fewer disruptions and distractions

MESSAGING CONSIDERATIONS

Functionality and ease-of-use resonate well

Considers the terms AI and ML to be marketing fluff

Seeks short-form and utilitarian content to optimize tasks

Seeks white glove service and partnership from security providers

A healthy skeptic who speaks in truths

TOP 10 CHANNELS OF CHOICE

- Security Peers and Junior Staff
- Industry Conferences and Events
- Tech Analysts
- Tech Websites
- Vendor Websites
- Industry Publications
- Vendor Conferences
- Industry Associations
- IT Forums
- Sales People

Connecting with Preston

TONE

• Be forthcoming and realistic

• Don't use jargon and marketing fluff, it doesn't resonate

• Boast partnership and express empathy

• Exhibit thought leadership and confidence without being arrogant

APPROACH

• Focus on end benefit (ease, hassle-free, etc.)

• Dial up user experience

• Eliminate hassle through transparency (especially around BlackBerry Cylance value and white glove service)

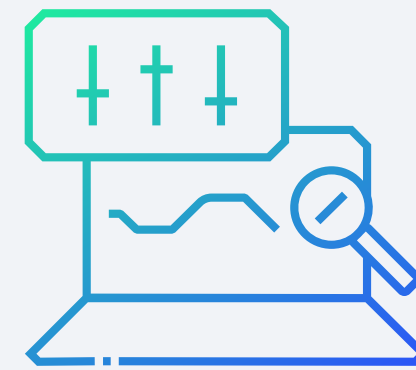• Aid them along the way, help them be proactive
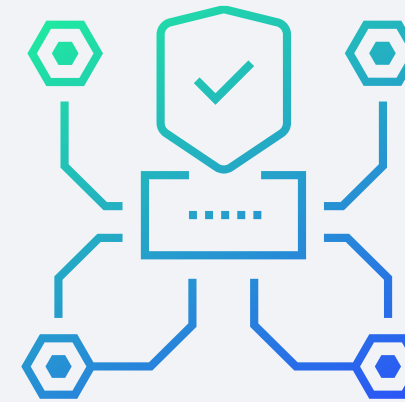
Buyer's Journey: A High Level Overview*
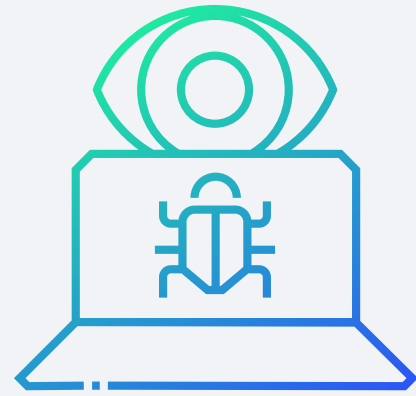
EXPLORE

Different triggers will indicate who is identifying the need, for example, a renewal, switch, or breach

EVALUATE

Research is conducted by mid-level managers and relayed up the chain for approval and buy-in

TRIAL

POC is led by managers (aka the end-user) as sales seals the relationship with all parties

IMPLEMENT

It's a dual effort, but primarily led by managers with executive support and buy off

ADVOCATE

Both parties take pride in sharing good vendors with peers and internal stakeholders

SPEED OF JOURNEY'S PHASE

MEDIUM	SLOW	FAST	FAST	MEDIUM

WHO IS LEADING THE SHOW?

BOTH	PRESTON	PRESTON	PRESTON	BOTH

ACTIVE PARTICIPANT IN PHASE?

BOTH	FRANK	FRANK	FRANK	BOTH

*Does not take into account every nuance or scenario given organization size, department structure, etc.

ENTERPRISE BUYER'S JOURNEYS: STEPS THEY TAKE AND GOALS THEY SHARE.

This chart portrays the steps our buyers take throughout their purchase journey. It also:

• Is written from their point of view

• Captures the support of marketing vs. sales across the journey

• Speaks to different pain points and messaging opportunities across the journey

• Conveys that the sale isn't over after the purchase

Both Frank and Preston travel through several stages of the buyer journey.

While each persona plays a different role with different objectives and levels of involvement throughout, the end-to-end cycle is universal.

While Frank opens the checkbook and Preston does the dirty work, together they orchestrate overall security purchases.

THE ENTERPRISE JOURNEY CAN TAKE 9-18 MONTHS

EXPLORE	EVALUATE	TRIAL	IMPLEMENT	ADVOCATE
Goal Compile Options	**Goal** Short-List	**Goal** Make Decision	**Goal** Find Provider	**Goal** Visibility
Activity Research	**Activity** Consult	**Activity** Proof of Concept	**Activity** Purchase/Learn	**Activity** Visibility
Need Knowledge	**Need** Internal Buy-In	**Need** Proof	**Need** Support, Ease	**Need** Results
Outcome Confidence	**Outcome** Support	**Outcome** Validation	**Outcome** Reassurance	**Outcome** Empowerment

THE IMPORTANCE / VALUE OF MARKETING PER STAGE

| HIGH	HIGH	MEDIUM	LOW	HIGH

Visual Brand

Color Palette

PRIMARY COLORS

Color is the most fundamental
yet powerful tool in expressing the
BlackBerry Cylance brand. Color brings
our brand to life and is one of our most
effective ways of communicating our
vision. These four colors should be the
foundation of any design.

Keep in mind that our colors have been
updated, and expanded on, which you'll
see in the following pages. Our green
is very important to us. Please ensure
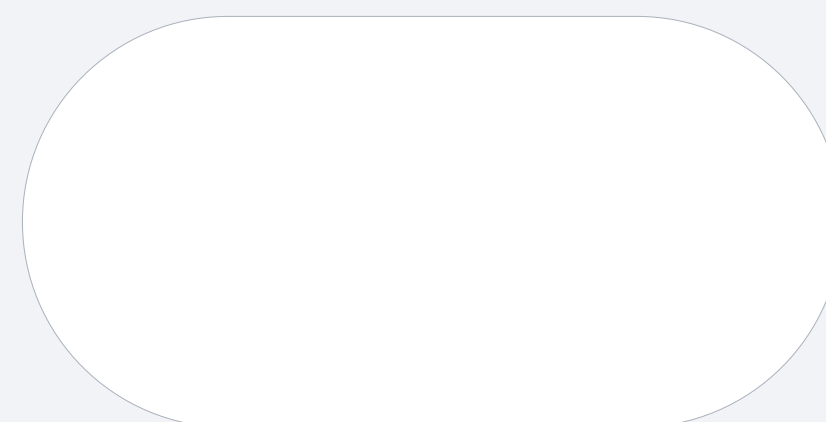you are always using the proper values
for the application.
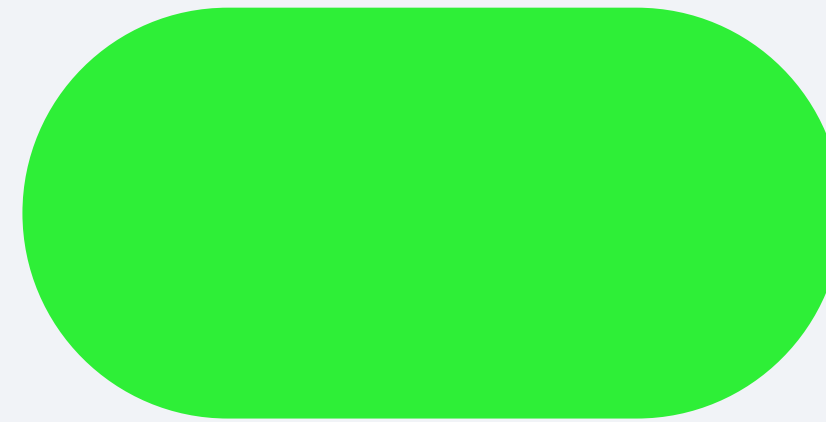
CYLANCE GREEN

HEX: #2EEF37

RGB: 46, 239, 55

CMYK: 70 / 0 / 100 / 0

PANTONE 2287
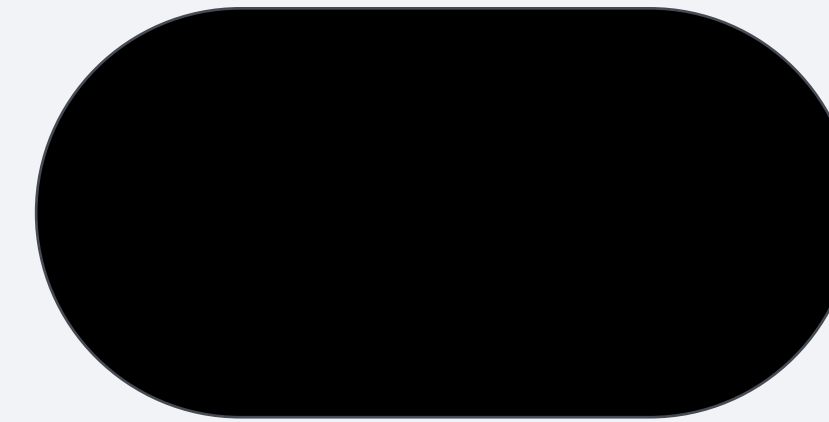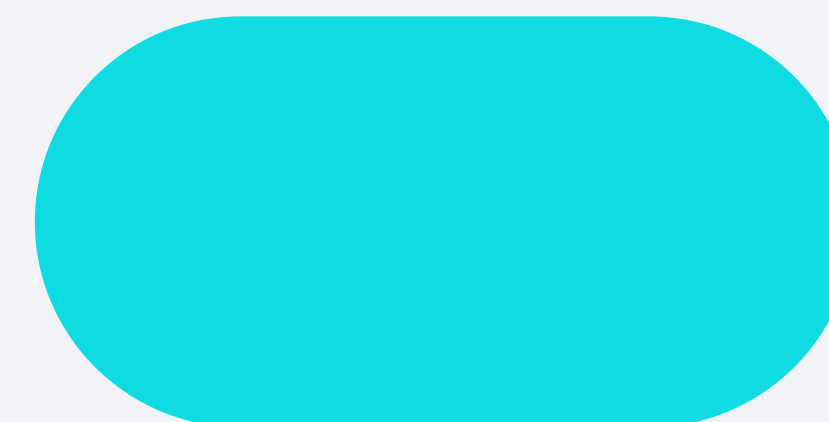
BLACK

HEX: #00000

RGB: 0, 0, 0

CMYK: 40 / 40 / 40 / 100

PANTONE BLACK 6

WHITE

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0 / 0 / 0 / 0

PANTONE N/A

ION

HEX: #0FE1E7

RGB: 15, 225, 231

CMYK: 60 / 0 / 15 / 0

PANTONE 3105

SECONDARY COLORS

The secondary color palette is vivid, bold, and futuristic. The secondary palette plays a complementary role to the primary colors of green, black, and white. It allows for more flexibility within the system, and helps distinguish our brand and our design language. Having secondary colors is optional, and should be applied sparingly to accent select parts of your piece.

The best uses for colors of the secondary palette are for items that require differentiation, for example, within charts and graphs, or for updates or call-out buttons in digital applications. Another specific use case is when speaking directly about product that has product logo color associations.

BLURPLE
HEX: #2B54FC
RGB: 43, 84, 252
CMYK: 98 / 75 / 0 / 0
PANTONE 2728
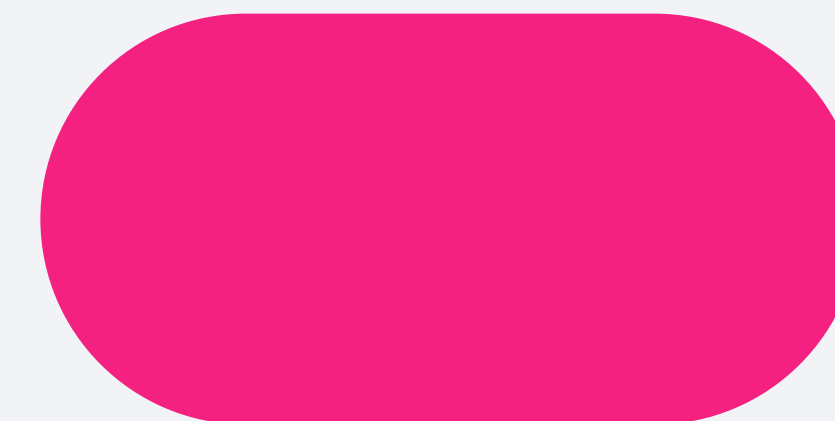
CELADON
HEX: #1FEEA5
RGB: 31, 238, 165
CMYK: 55 / 0 / 45 / 0
PANTONE 3385

ULTRAVIOLET
HEX: #9900FF
RGB: 153, 00, 255
CMYK: 75 / 90 / 0 / 0
PANTONE 266

MAGMAGENTA
HEX: #F42181
RGB: 244, 33, 129
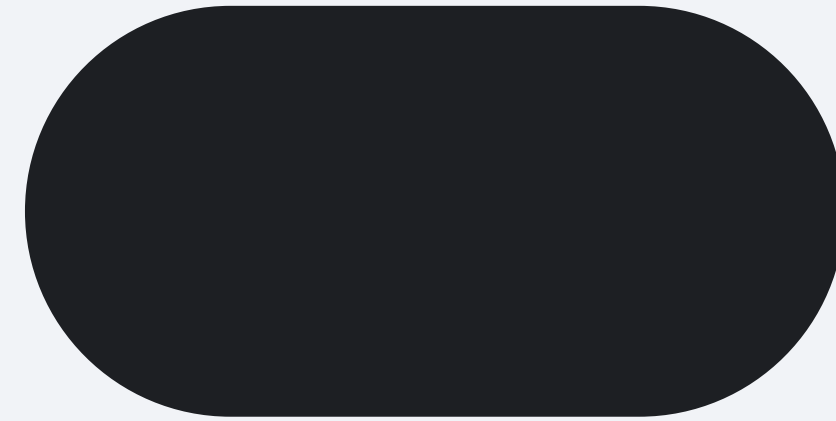CMYK: 0 / 100 / 02 / 0
PANTONE 226

VADER

HEX: #0D0E12

RGB: 13, 14, 18

CMYK: 38 / 35 / 33 / 92

PANTONE BLACK 7

HAL

HEX: #1D1F23

RGB: 29, 31, 35

CMYK: 47 / 37 / 31 / 82

PANTONE 432

RIPLEY

HEX: #464B53

RGB: 70, 75, 83

CMYK: 40 / 30 / 20 / 66

PANTONE COOL GREY 10

FETT

HEX: #777E87

RGB: 119, 126, 135

CMYK: 23 / 16 / 13 / 46
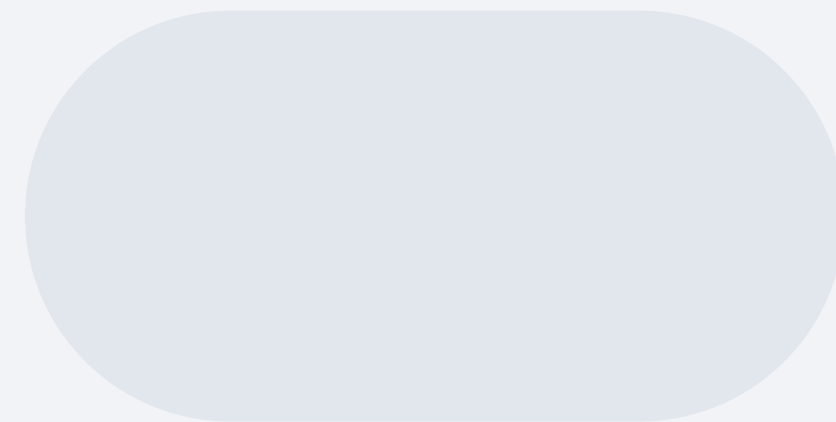
PANTONE COOL GREY 8

CASE

HEX: #AAB2BC

RGB: 170, 178, 180

CMYK: 13 / 09 / 10 / 27

PANTONE COOL GREY 5

DECKARD

HEX: #E2E7EE

RGB: 226, 231, 238

CMYK: 08 / 05 / 07 / 16

PANTONE COOL GREY 3
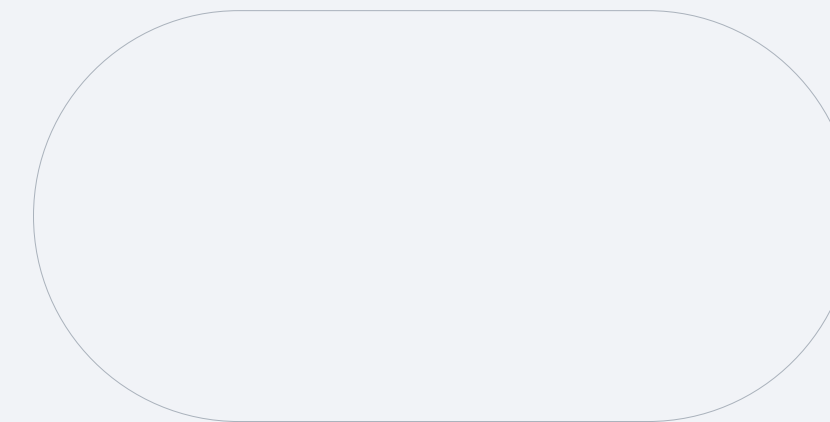
NEO

HEX: #F1F3F7

RGB: 70,75,83

CMYK: 04 / 02 / 04 / 08

PANTONE COOL GREY 1
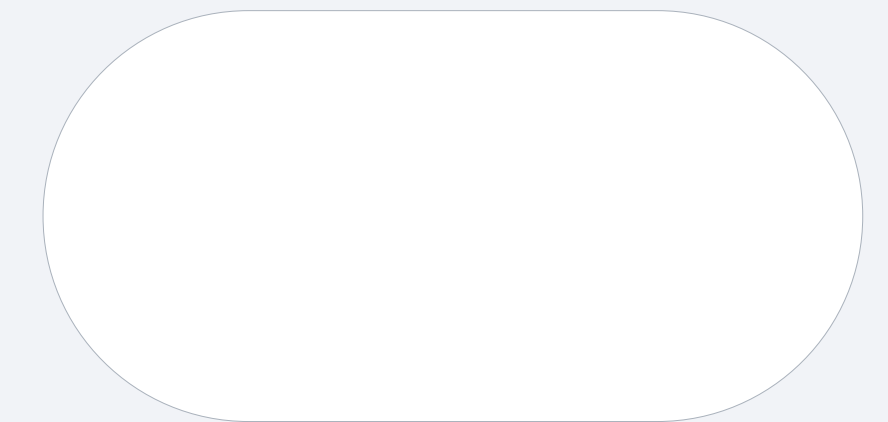
WHITE

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0 / 0 / 0 / 0

PANTONE N/A

CYLANCE GREEN
#2EEF37

CELADON
#1FEEA5

ION
#0FE1E7

ULTRAVIOLET
#9900FF

MAGMAGENTA
#F42181

PARTNER PURPLE
#6038F7

CELADON
#1FEEA5
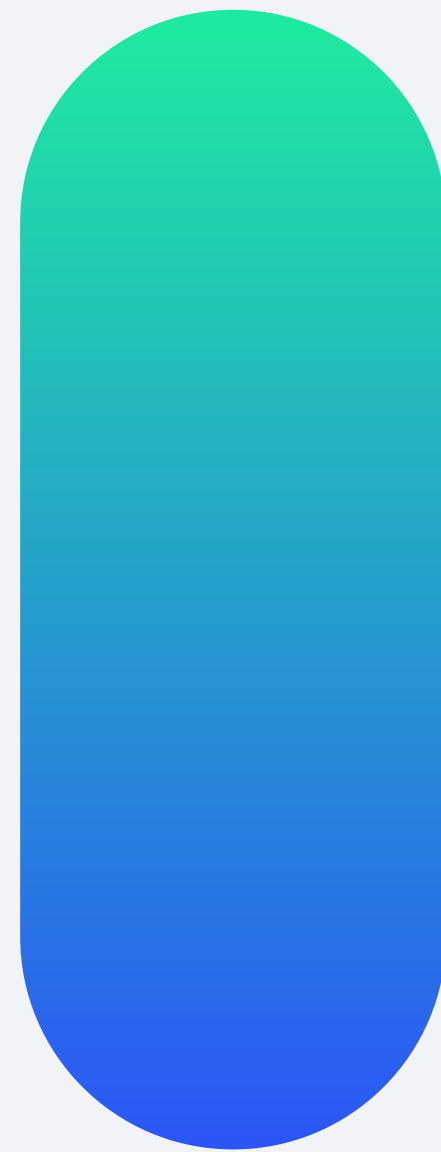
BLURPLE
#2B54FC
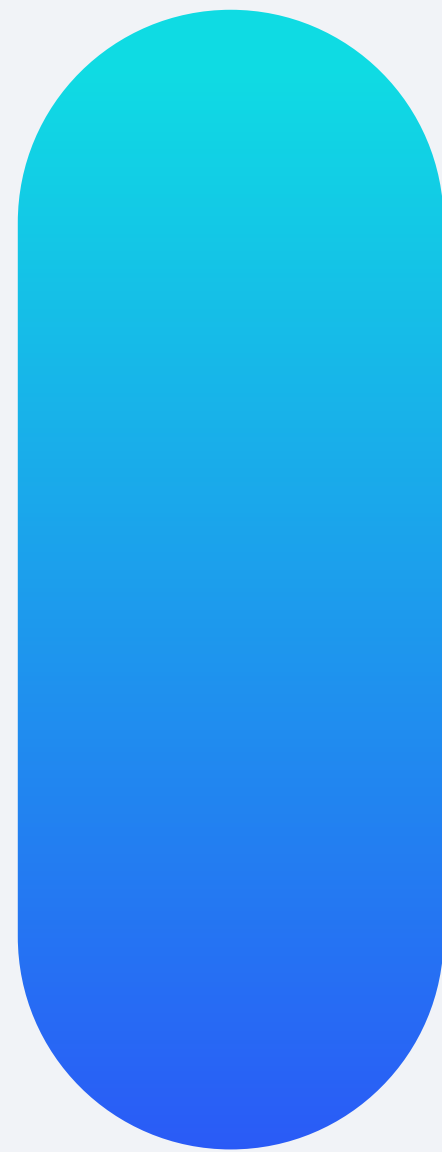
BLURPLE
#2B54FC

BLURPLE
#2B54FC

ULTRAVIOLET
#9900FF

CELADON
#1FEEA5

ION
#0FE1E7
@ 66%
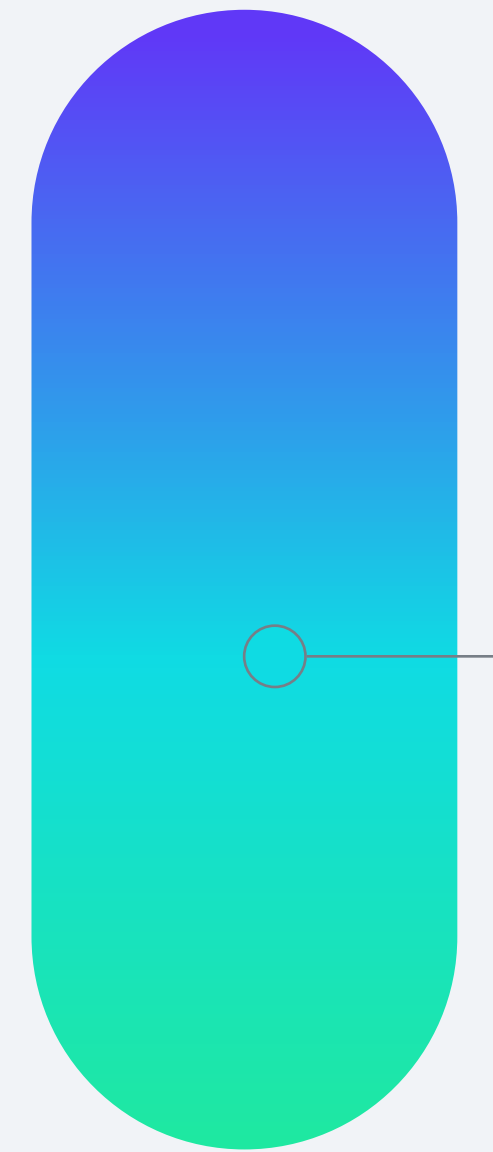
Please create gradients with a 45°, 60°, or -60° angle, and left to right, or right to left. Please don't ever use straight up and down.
Partner Program: The legacy partner program gradient is unique, as it uses *three* colors, and a unique legacy purple.

Typography:
Critical Expression

FORZA: WIRED FOR THE FUTURE

Typography is a key feature of the BlackBerry Cylance identity. We've selected Forza to refine our identity, guarantee enhanced legibility in all media, and reinforce our brand.

We moved away from uppercase to sentence case, bringing more approachability to our messaging. Our version of Forza is licensed from Hoefler & Co. The modern aesthetic allows increased legibility in body copy while still preserving our unique personality.

Forza is a square sans-serif typeface released by H&FJ (now known as Hoefler & Co.) in 2010. Wired magazine originally commissioned H&FJ to create Forza as a sans-serif companion to the slab serif Vitesse. Forza is available in an impressive six weights with matching italics.

FORZA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>?:"{}[]

FONT WEIGHTS

Forza Thin   Forza Book   **Forza Bold**
Forza Light   **Forza Medium**   **Forza Black**

Logos:
A Family United

LOGO USAGE

BlackBerry Cylance communications are made up of multiple elements. The logo is the focal point — an instantly recognizable symbol of the brand. That's why it's important to use the logo exactly as specified in these guidelines. We are very proud of our logo. Please follow these guides to ensure our logo always looks its best.

APPROVED COLOR COMBINATIONS

Green and white on black — preferred use of the BlackBerry Cylance logo. The BlackBerry Cylance logo should always include the ® symbol.
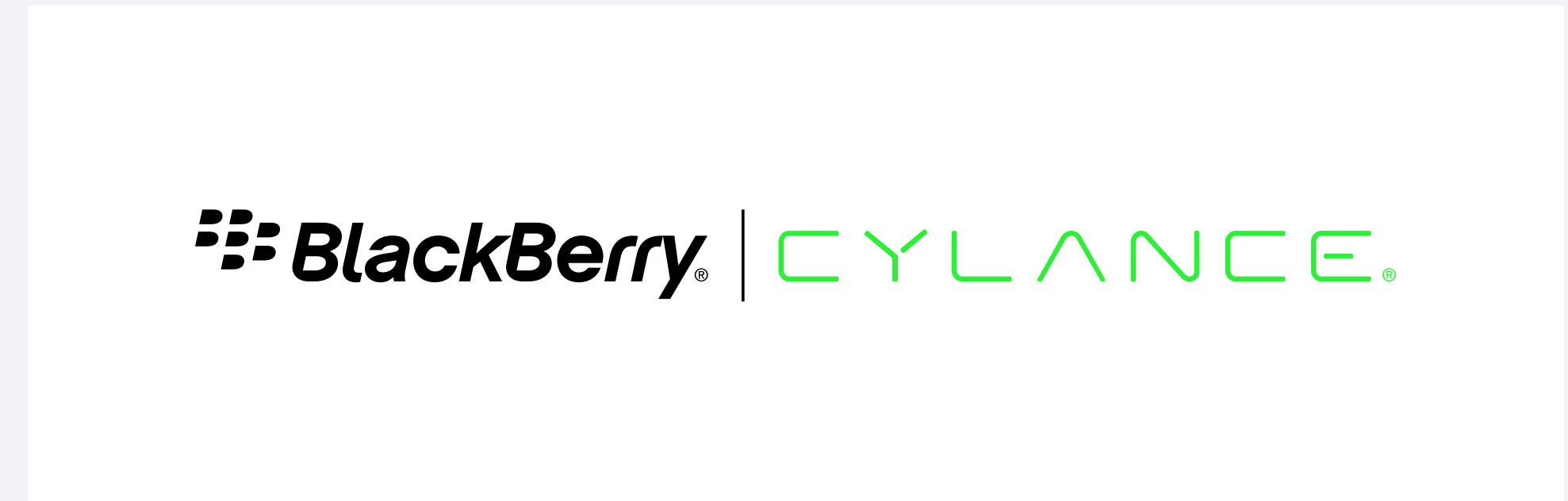
Green and black on white — secondary use of the BlackBerry Cylance logo. The BlackBerry Cylance logo should always include the ® symbol.

All white on green — optional use of a green background is acceptable although minimal use of this combination is advised. The BlackBerry Cylance logo should always include the ® symbol.

Green and white on blue — optional use of a blue background is acceptable although minimal use of this combination is advised. The BlackBerry Cylance logo should always include the ® symbol.

STACKED LOGO

Under certain circumstances, we prefer the use of the stacked version instead of the full logo mark. In general, these are communications where the BlackBerry Cylance logo is unreadable or better suited in a stacked format.

STACKED VS. STANDARD LOGO FORMAT
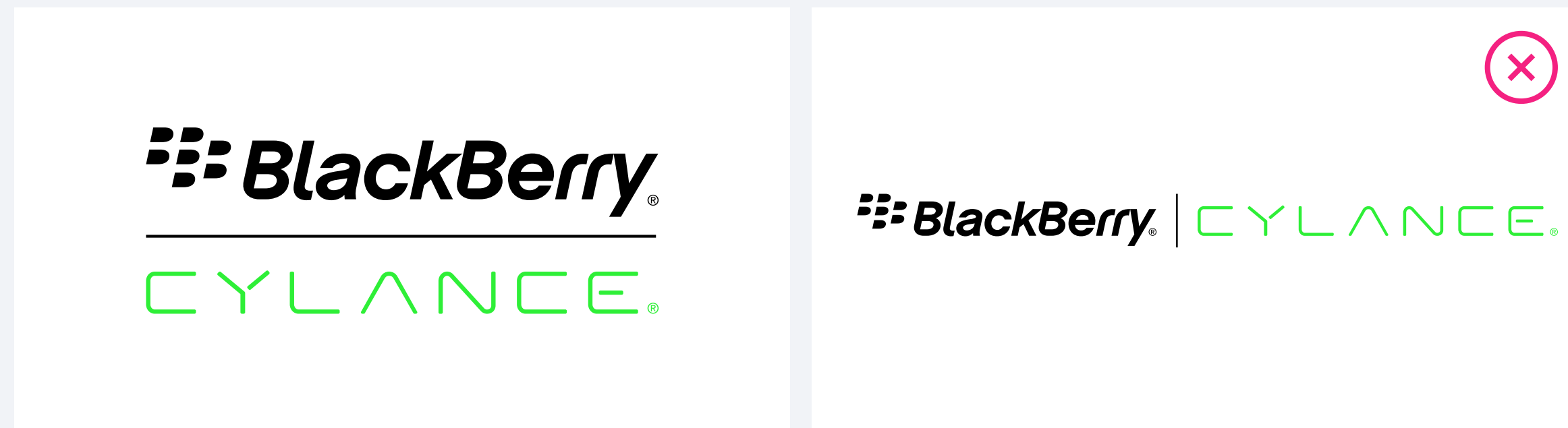
Example of proper stacked usage when constrained to small square 1:1 formats compared to the standard logo.
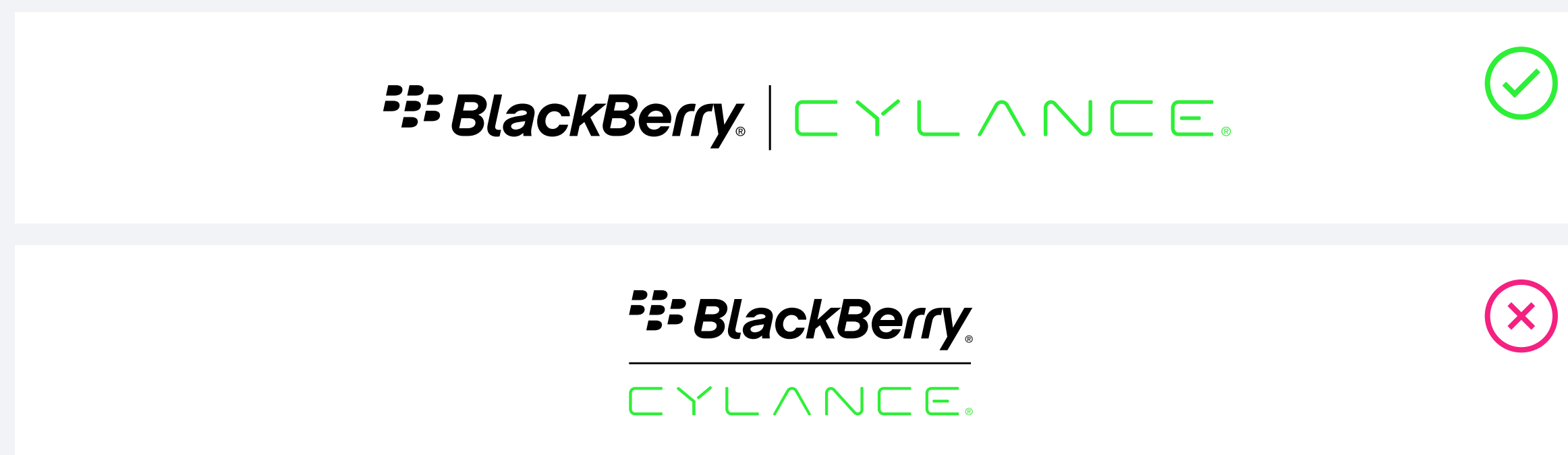
Proper usage of the standard logo and example of how the stacked logo does not work in smaller formats, unless the constraints are in a 1:1 ratio.
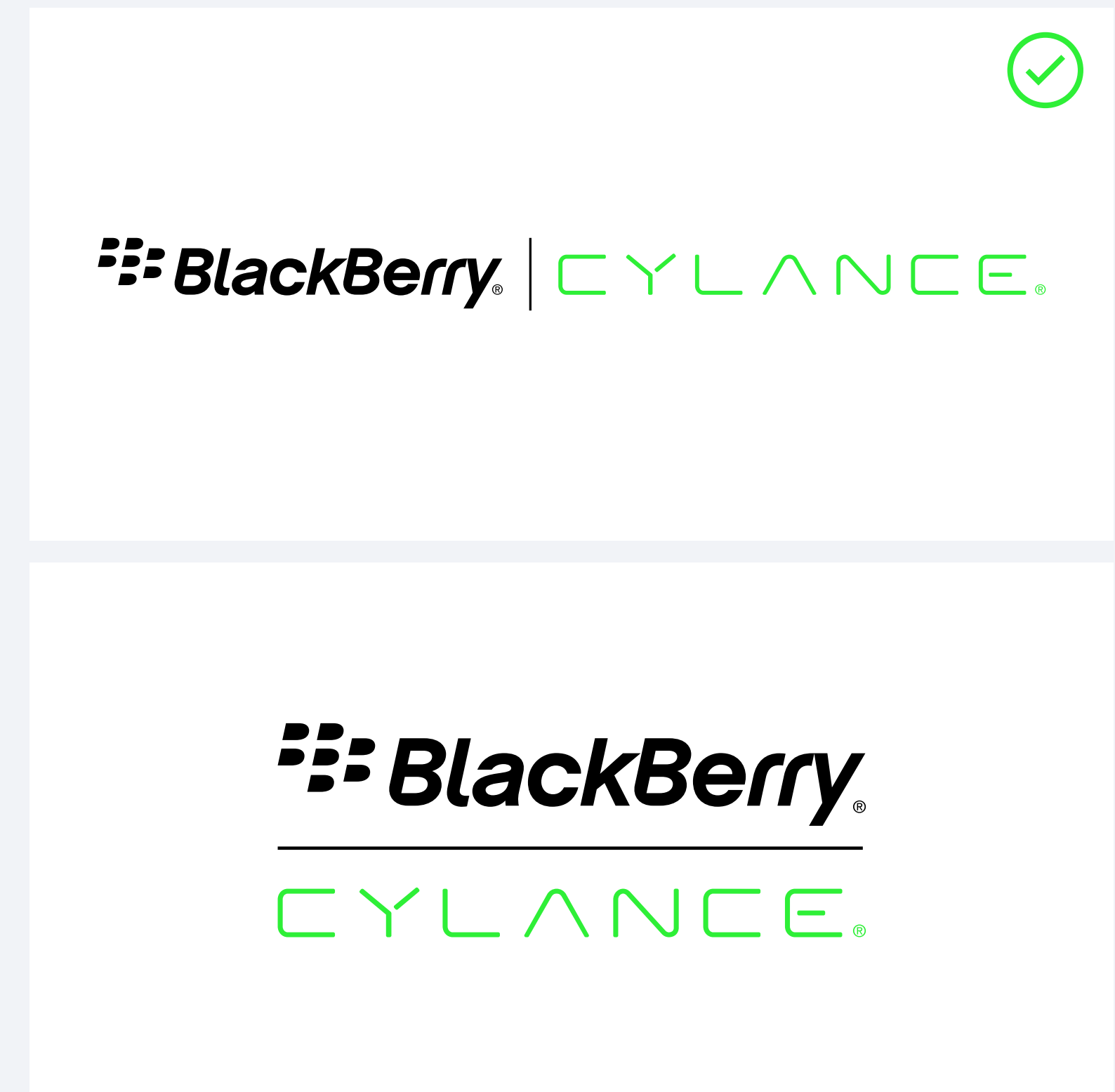
Both logos are acceptable in wider format, but the standard logo is preferred.

UNACCEPTABLE LOGO USAGE

Do not modify the color applications on our logo. Approved logo color variations can be found on page 22.

Do not use drop shadow effects applied to our logo.
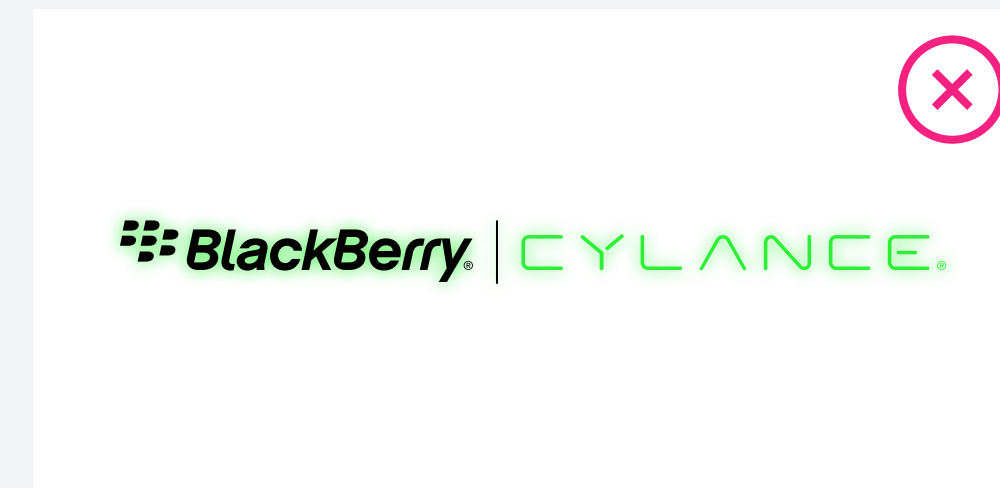
Do not use outer glow effects of any color applied to our logo.

Do not use our logotype without the BlackBerry emblem.
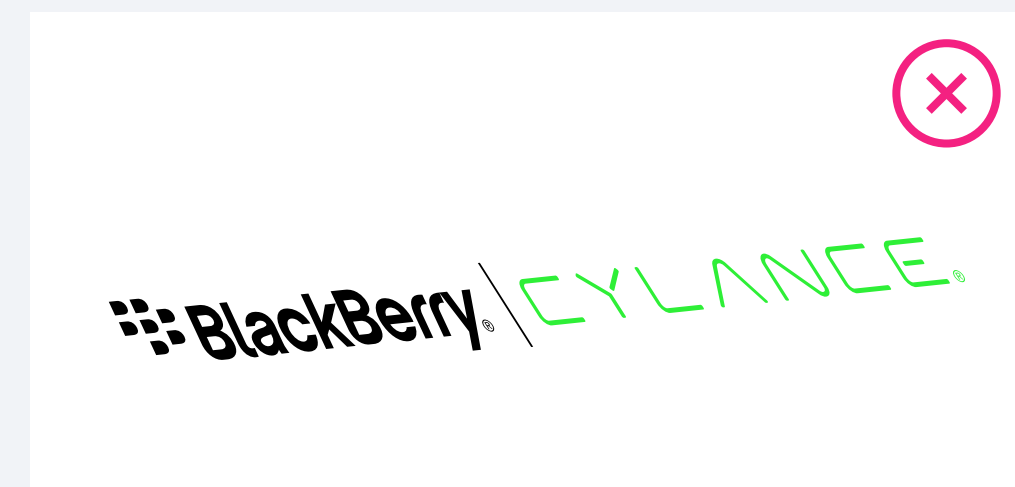
Never angle, rotate, or skew the logo in any way.

The BlackBerry Cylance logo must always include the registered trademark symbol (®), underneath the lower right corner of BlackBerry and Cylance.

Do not modify our logo by adding messaging, taglines, or any other sub-branding to it.

Do not use our logo on an unapproved and off brand background image.

SPACING

The exclusion zone ensures the legibility and impact of the logo by isolating it from competing visual elements, such as text and supporting graphics. This zone should be considered as the absolute minimum safe distance.
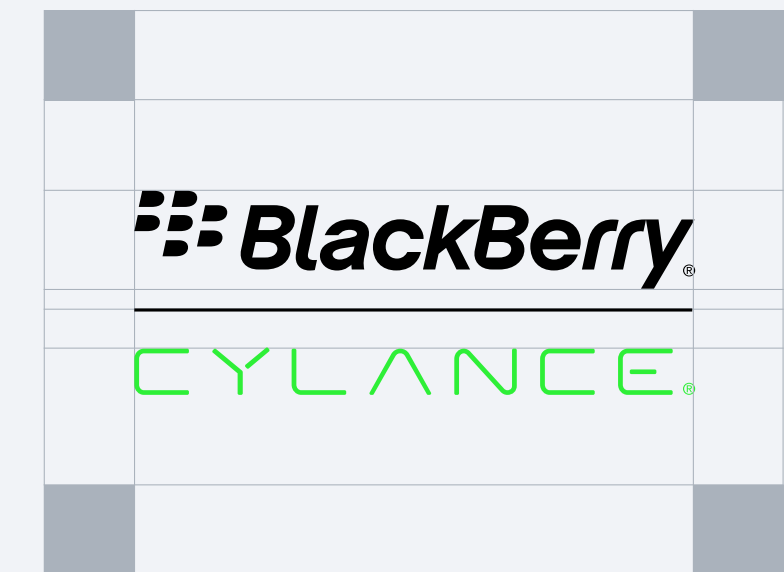
SIZING

Minimum sizing for all BlackBerry Cylance logo forms. Please note, the registered trademark is removed when scaled to these sizes.

0.37 in

Minimal Pixel Dimension 1.74 in

0.62 in

0.85 in
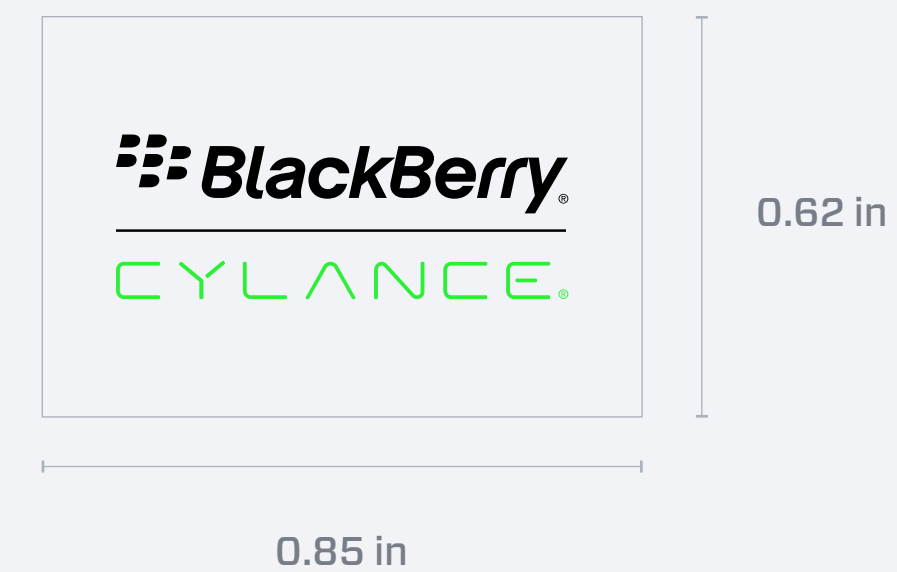
Brand Hierarchy:
A Visual Foundation

TIER 01 BRAND

TIER 02 BRAND

CYLANCE
CONSULTING

CYLANCE
SMART ANTIVIRUS

CYLANCE
AXIOM

TIER 03 BRAND

CYLANCE
PARTNER PROGRAM

CYLANCE
GLOBAL PARTNERS

CYLANCE
CUSTOMER SUCCESS

CYLANCE
SOLUTION PROVIDERS

TIER 04 BRAND

CYLANCE
PRO CYCLING

CylancePROTECT

CylanceOPTICS
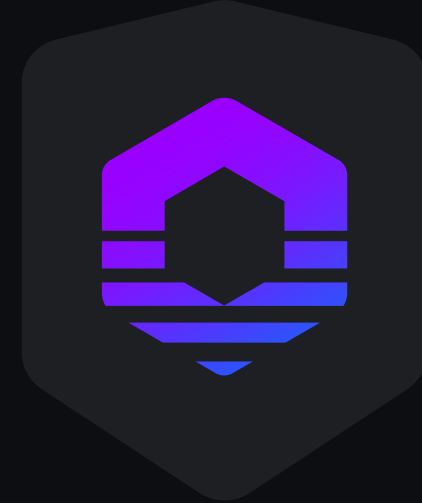
ThreatZERO

CylanceV

Cylance Green

Cylance Ion

Blurple

Ultraviolet

PRODUCT FAMILY

While the logos are unique, they all feel as if they are ultimately, built from the same design language.

PRODUCT ICONS

The icons use gradients unique to each product, but that are from the newly expanded color palette.

PRODUCT SHIELDS

Using HAL (#1D1F23), the shields offer a grounding element and visual tie back to our master brand logo.

LOGO PLACEMENT

The icons are always placed into the shields vertically centered, and then optically centered horizontally.

TWO-COLOR PRODUCT LOGOS

Each of the logo icons may need to used in a single color. A dominant product color has been assigned to each here.

ALL PRODUCT SHIELDS:
HAL #1D1F23
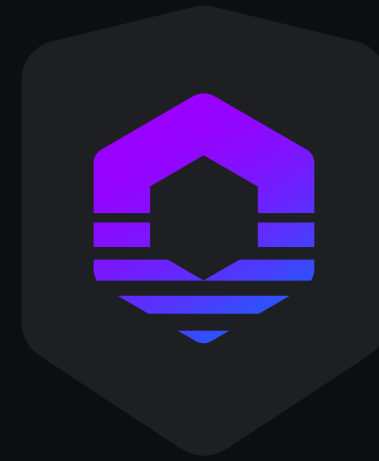
NO SHIELD
USE MINIMALLY

HALF SCALE
NO SHIELD —
SINGLE COLOR

HALF SCALE
ONE COLOR

CYLANCE PROTECT ™

CYLANCE OPTICS ™

CYLANCE VERIFY ™

CYLANCE THREATZERO ™

CylanceV Logo —aka— CylanceVERIFY
The CylanceV logo should you need it.

100% width of
Master Brand Shield

The gap is 50% of
Master Brand Logo Gap

Width is determined by ratio to the height of shield

CYLANCE
PROTECT

Product names are typeset using Neogrey - Medium
at 30pt font size, with kerning tracked out to 500pt
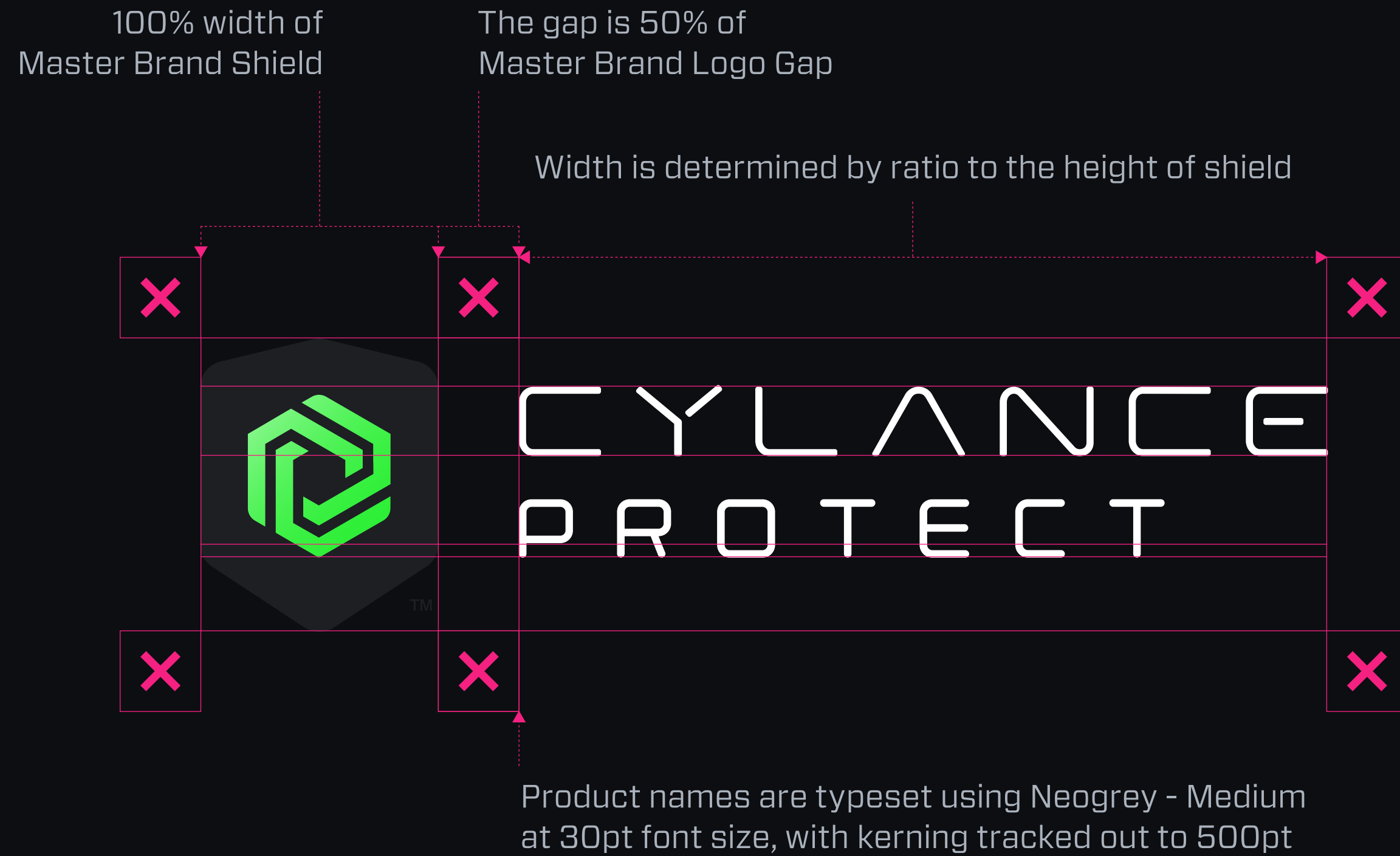
Product Name Type Style:

NEOGREY-MEDIUM
SIZE:30PT TRACKING:500PT

CYLANCE
PROTECT

CYLANCE
OPTICS

CYLANCE
VERIFY

CYLANCE
THREATZERO

At 100% width of main logo shield

CYLANCE PROTECT

Spacing from shield to logotype is 15% of the shield's overall height

Product logos should always include trademark or registered trademark

Spacing from logotype to product name is persistent from the horizontal logo

The vertically staked product name maintains the value of Neogrey - Medium 30pt at 500pt

Overall width is based on a ratio of height and width of the shield, and the product's or service's name.

Some products or services will extend beyond the width of the BlackBerry Cylance logotype. This is expected.

Product Name Type Style:

NEOGREY-MEDIUM
SIZE:30PT TRACKING:500PT

CYLANCE CONSULTING

Tier 02 Logo — Cylance Consulting should not contain a trademark.

CYLANCE AXIOM

Tier 02 Logo —Cylance Axiom Alliances custom logo based off of the Tier 03 design foundation should not contain a trademark.

CYLANCE SMART ANTIVIRUS

Tier 02 Logo —Cylance Smart Antivirus custom logo based off of the tier 3 foundation should always contain a trademark.

CYLANCE PARTNER PROGRAM

Tier 03 Logo —This is an example of logos that do not fit within a product or direct sub-brand logo. This should be used for all logo requests.

CYLANCE
CONSULTING

CYLANCE
CONSULTING
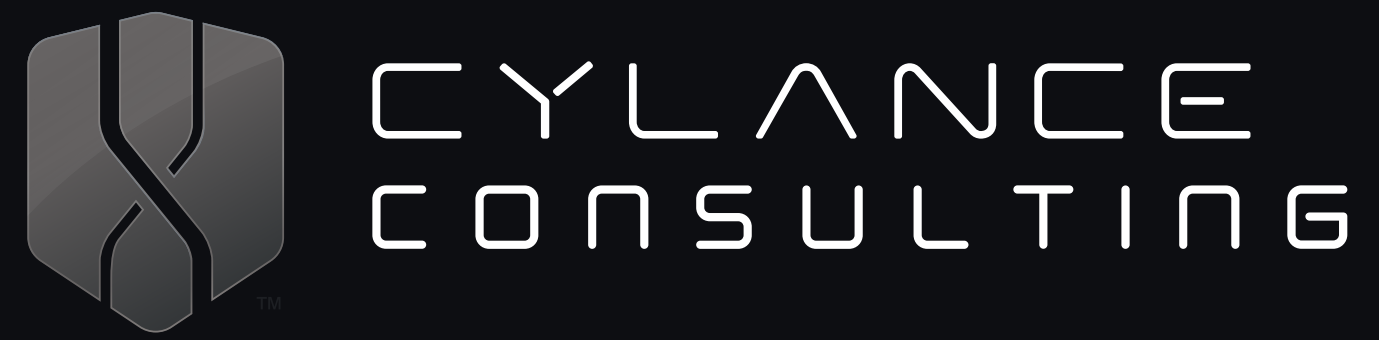
BLACKBERRY CYLANCE CONSULTING COPY

In certain instances, additional copy should be included with the BlackBerry Cylance Consulting logo, preferably at the bottom of the document. See the example on this page for reference.

Please add the following copy when applicable:

A professional services group of BlackBerry Corporation.

CYLANCE CONSULTING
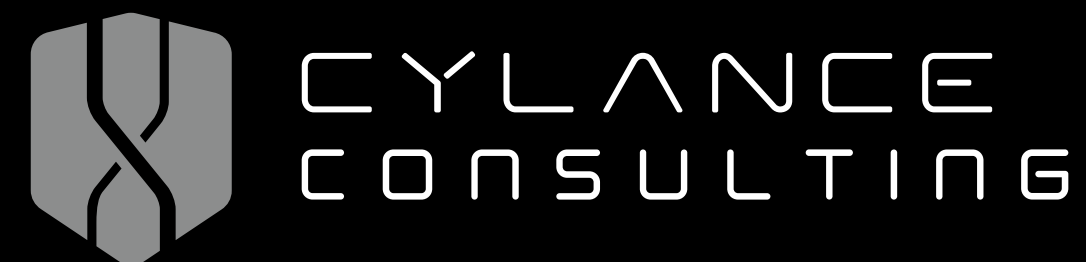
Kristin James
Senior Engagement Manager

+1-856-979-3491

kjames@cylance.com | cylance.com/consulting

11501 Alterra Pkwy., Suite 410, Austin, TX 78758

A professional services group of BlackBerry Corporation.

The gap is 50% of
Master Brand Logo Gap

100% width of
Master Brand Shield

Length is based on ratio to the height of shield

CYLANCE CONSULTING

NO TRADEMARK

Product names are typeset using Neogrey - Medium at
30pt font size, with kerning tracked out to 500pt
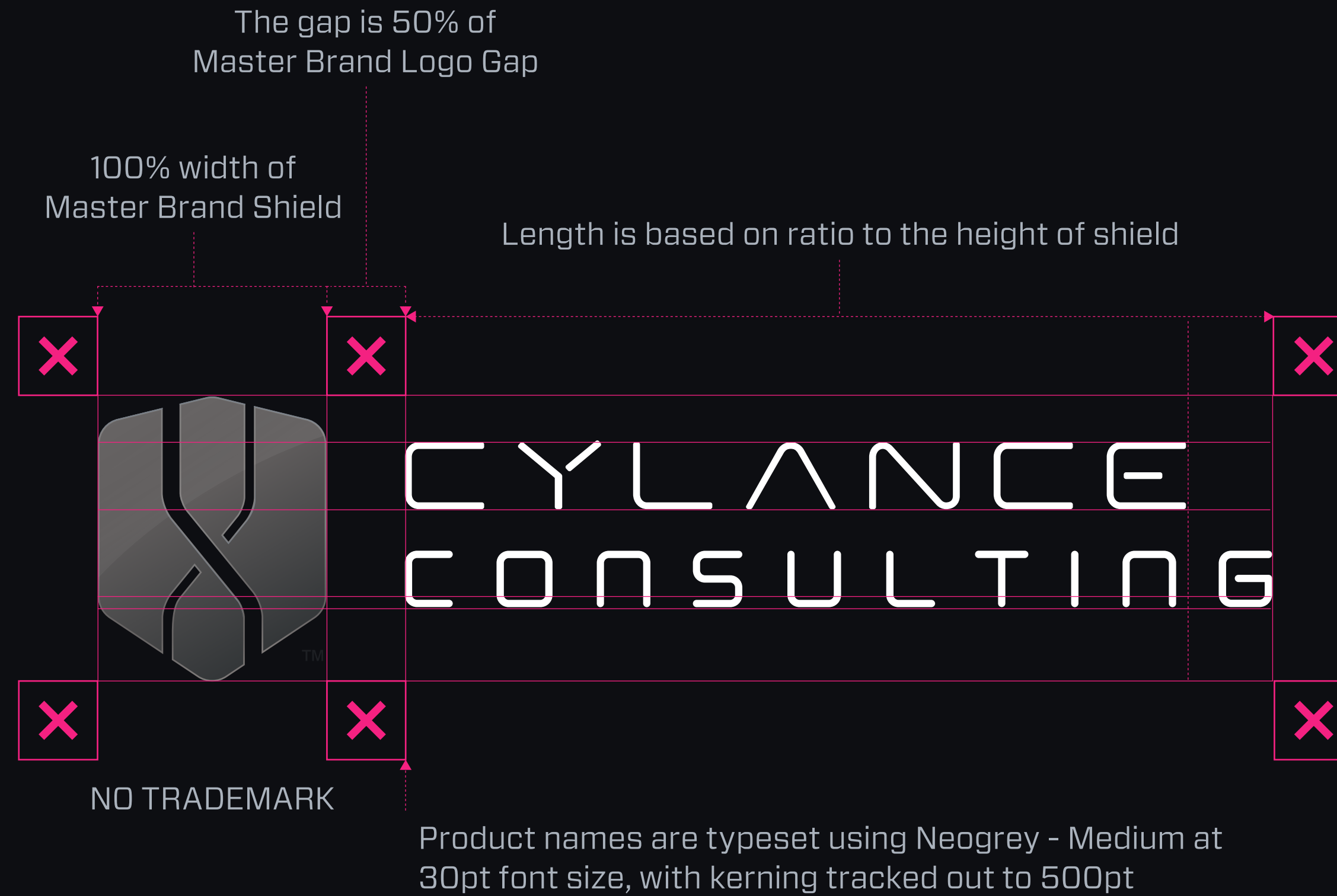
Product Name Type Style:

NEOGREY-MEDIUM
SIZE:30PT TRACKING:500PT

SHIELD COLOR-UPDATED CYLANCE GREEN
DOES NOT CONTAIN REGISTERED TRADEMARK

The gap is 50% of
Master Brand Logo Gap

100% width of
Master Brand Shield

Overall width is based on the length of the name.
We should be creative and do our best to keep it succinct.

CYLANCE
PARTNER PROGRAM

NO TRADEMARK
UNLESS SPECIFIED

Tier 03 business units and program names use Neogrey -
Medium, reduced to 24pt with kerning tracked to 200pt.

To maintain spacing ratios, we raise the baseline to where the
shield's curve on the lower right hand corner ends vertically.

Product Name Type Style:

NEOGREY-MEDIUM
SIZE:24PT TRACKING:200PT

CYLANCE
PARTNER PROGRAM

CYLANCE
CUSTOMER SUCCESS

CYLANCE
SOLUTION PROVIDERS

CYLANCE
EDUCATION SERVICES

CYLANCE
GLOBAL PARTNERS

CYLANCE
CUSTOMER SUPPORT

CYLANCE
CLOUD/MSSP PARTNERS

CYLANCE
TECH PARTNERS

CYLANCE
DATA SCIENCE TEAM

CYLANCE
THE MASTERS CLUB

CYLANCE
OEM PARTNERS

CYLANCE
THREAT RESEARCH

Photography:
Real people.
Really effective.

Photography Selection

Some key guidelines to help us focus along the way.

BRAND STORYTELLING

We use photos that create and tell stories about the daily lives of our users and our partners. They show the unique role that BlackBerry Cylance can play in protecting and supporting our brand advocates today.

LIGHT AND COMPOSITION

Use photographs with a natural light and that capture candid moments. Photography reflects how people live and work today, and the reality that life and business are increasingly connected.

COLOR AND FOCUS

To keep our brand fresh and relevant, we need to find photos with the proper color and depth of field. The style of our photographs is a bright, dynamic look at the real world around us.

Cylance
Smart Antivirus

THE SMART ANTIVIRUS BRAND

Cylance Smart Antivirus is our consumer brand and inherits its design system from the master brand, but uses a lighter color palette and specific photography. This allows us to differentiate our consumer division slightly while still having a connection to the overarching BlackBerry Cylance brand.

The complete Cylance Smart Antivirus guidelines are currently being built. In the meantime, please adhere to this section of the document for Cylance Smart Antivirus branding.

FORZA TYPEFACE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890! 1234567890
!@#$%^&*()<>?:"{}[]

CYLANCE GREEN

HAL

RIPLEY

DECKARD

BLURPLE > CELADON
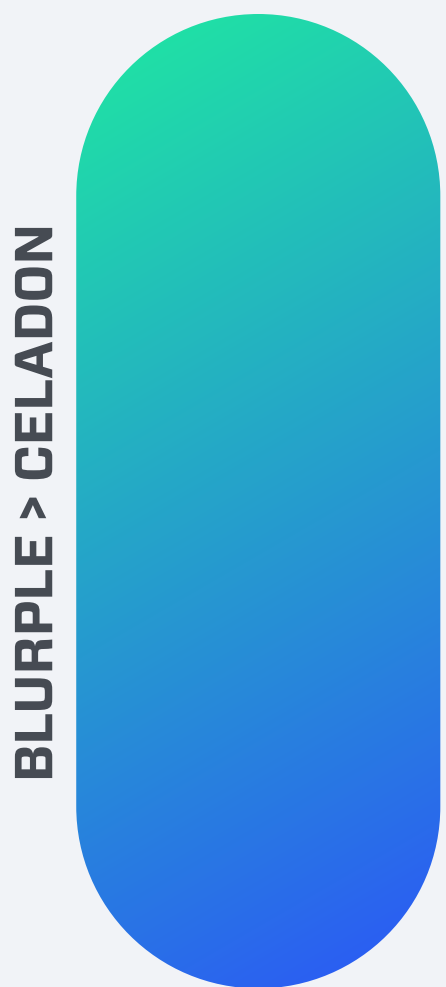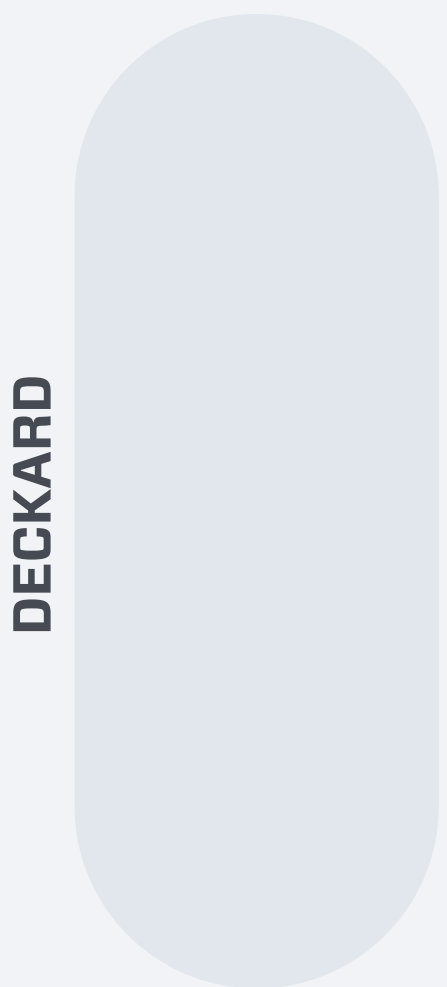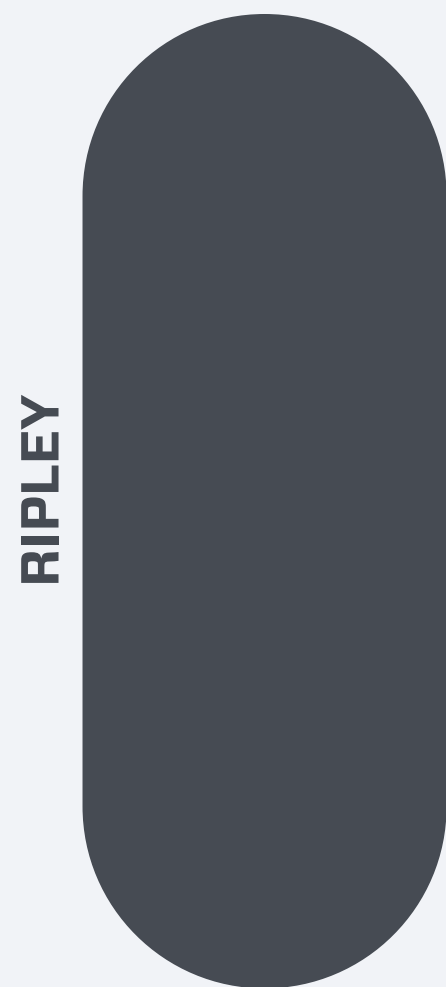
BACKGROUND AND LAYOUT OPTION

There are specific
backgrounds and mockups
that should be used for
Cylance Smart Antivirus.
Do not use any enterprise
backgrounds or imagery
for Cylance Smart Antivirus
communications.

Iconography:
Style and Specs

ICONS: FEATURES, ACTIONS, DEVICES AND MORE

Our icons were created exclusively for BlackBerry Cylance. These icons are the visual expression of our brand and products, including their services and features. Icons communicate the core ideas and intent of a product feature in a simple, bold, and friendly way. While each icon is visually distinct, all icons should be unified through concept and execution.

All icons were created using the Material Grid. This grid establishes clear rules to encourage consistency, but allow flexible positioning of graphic elements. This creates a design language that is allows agile growth of the icon family in the future.

The icons can be used in a variety of colors: green, ion, black, white, and two of the brand gradients. They are versatile enough to be scaled from 80 pixels to 400 pixels.
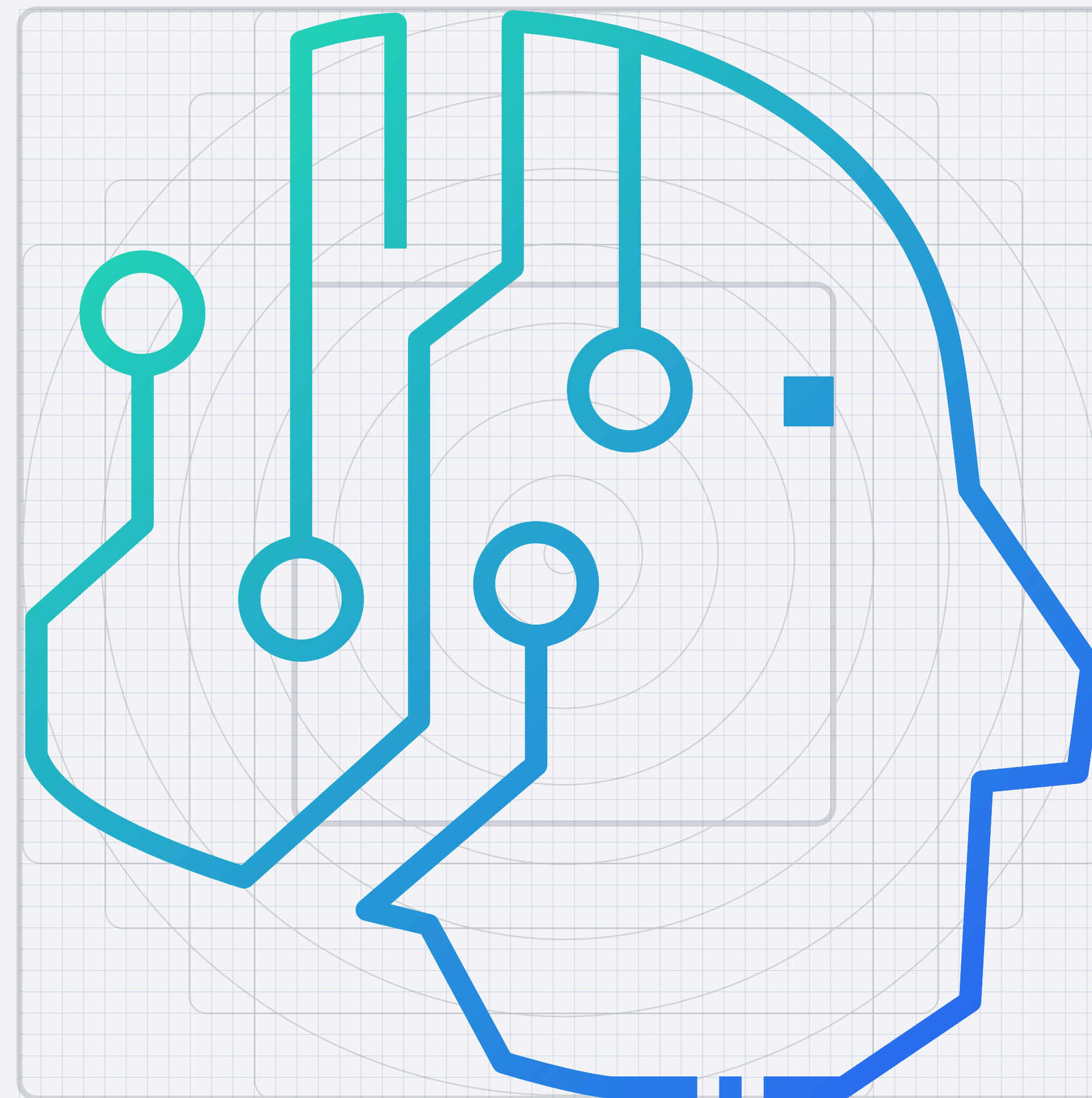
ICON CONSTRUCTION:

ICON GRID

ICON GRID
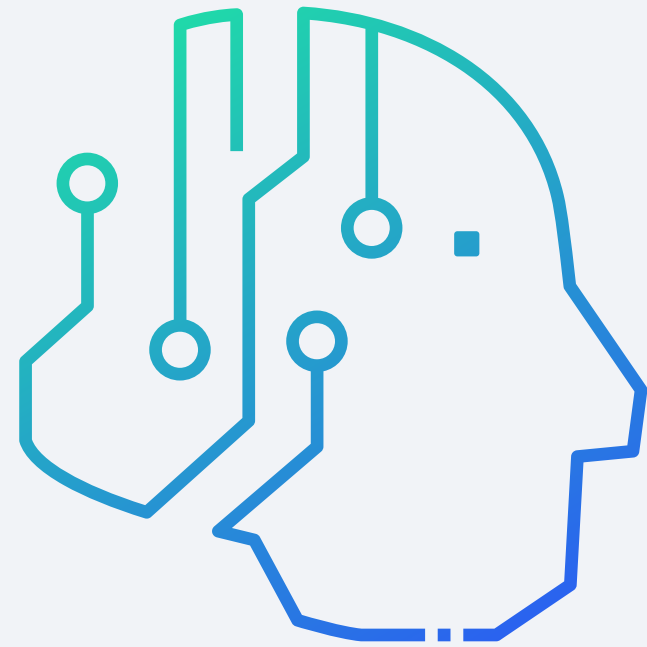
GRADIENT 01
ION > BLURPLE
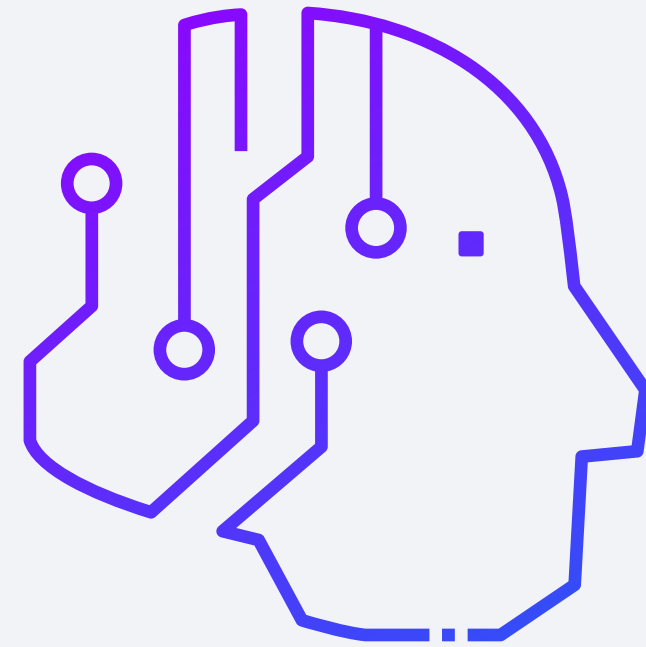
GRADIENT 02
BLURPLE > ULTRAVIOLET
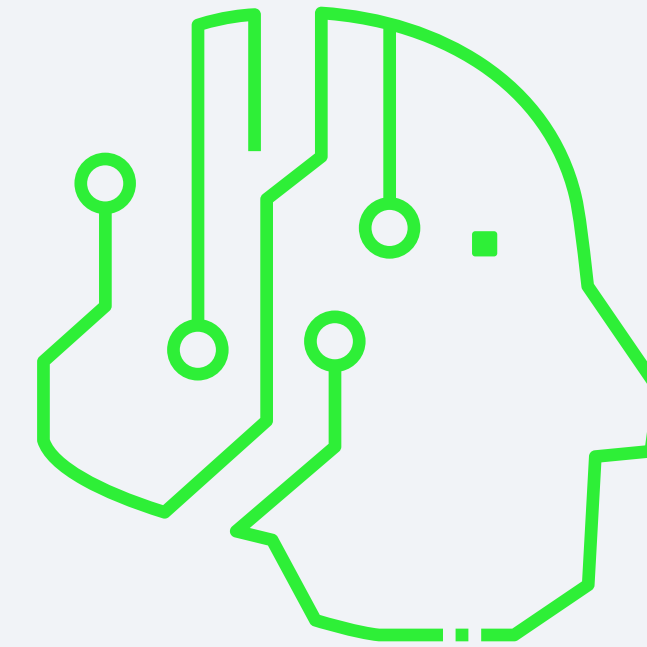
SOLID COLOR 01
CYLANCE GREEN
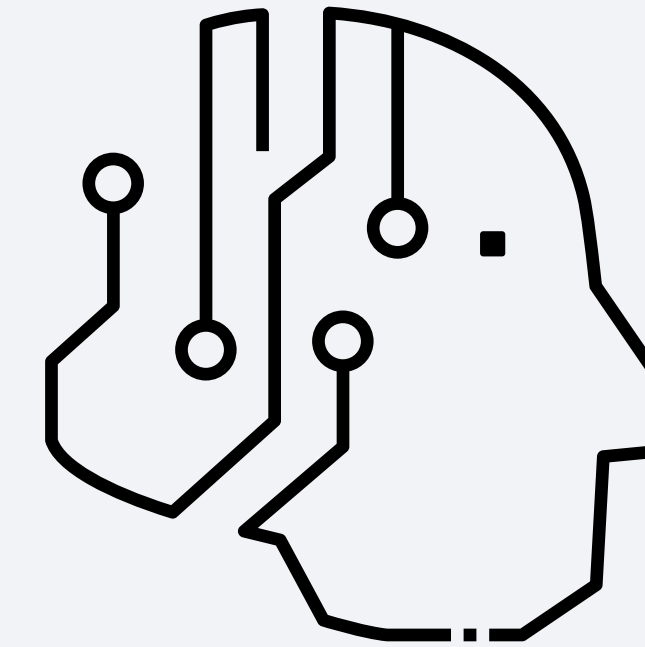
SOLID COLOR 02
BLACK AND WHITE

100% AV Replacement
Product Feature
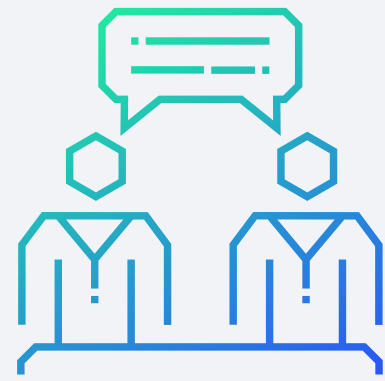
Administration and HR
Careers and Departments

Advanced Threat Protection
Product Feature

Application Control
Product Feature

Artificial Intelligence
General / Brand

Background Threat
Detection Product Feature
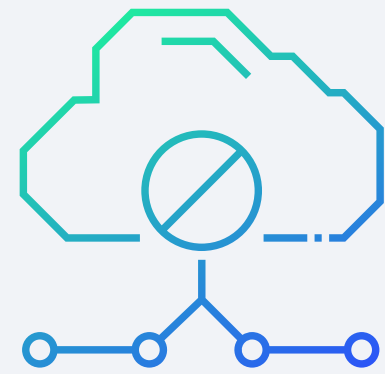
Cloud Autonomous
Product Feature

Collect Files
General / Brand

Command and Control
Threat Types

Complete Application Control
Product Feature

Corporate Development
Careers and Departments

Credential Theft
Threat Types

Data Sheets
Resources

Deep Malware Inspection
Product Feature

**Detect Data Theft
and Sabotage**
Product Feature
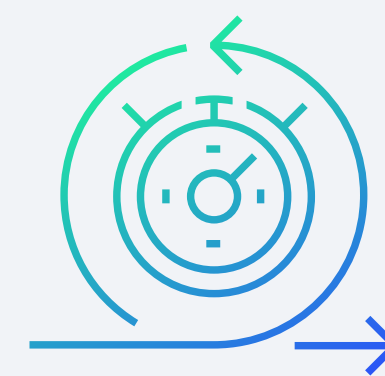
**Detect and
Respond Quicker**
Product Feature

Detects Malicious Macros
Product Feature

Detects Malicious Scripts
Product Feature
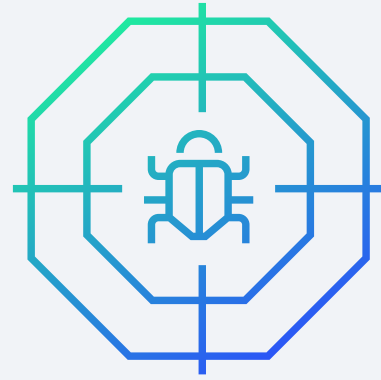
Prevent Malware Execution
Product Feature

Product and Engineering
Careers and Departments

Cylance Consulting
Careers and Departments

Recurring Revenue
Partner / Channel

Ransomware
Threat Types

Red Team Services
Consulting

Sales / Growth
Careers and Departments

Script Control
Product Feature
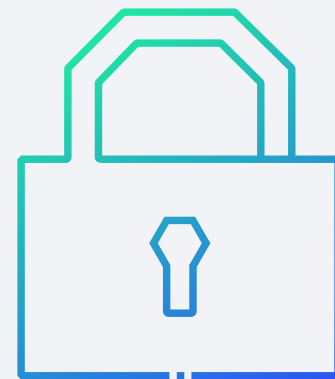
Lock / Security
General / Brand

Silent Security
Product Feature
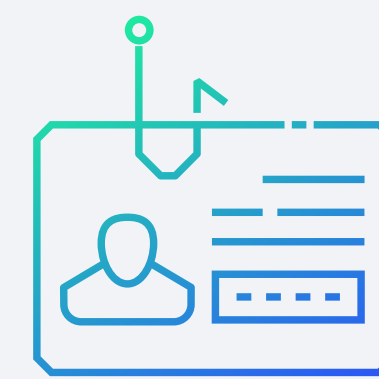
Credential Theft Threat
Types / Social Engineering

Social Engineering
Threat Types

Threat Analysis
Consulting

ThreatZERO
Consulting
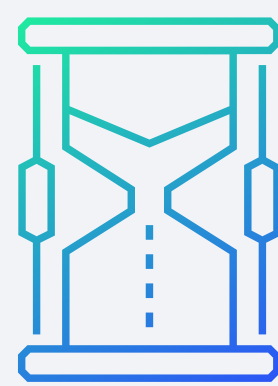
Time Saved
General / Brand

Training / Health Check
Consulting
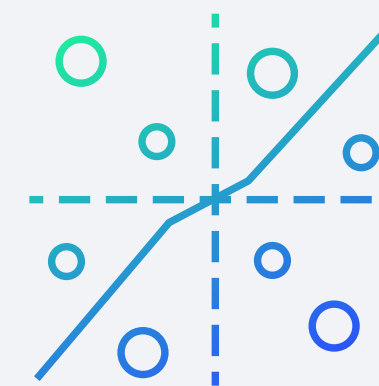
Transform Vectorize Train
General / Brand
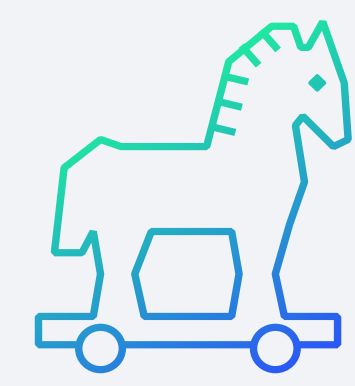
Trojan Horse / Baiting
Threat Types / Social Engineering
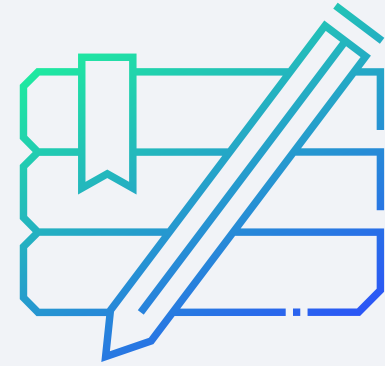
Education
Consulting
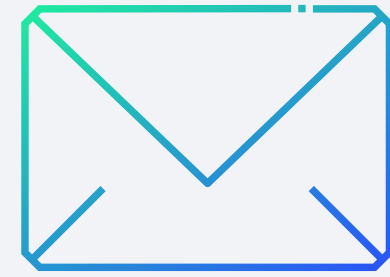
Email / Mail
General / Brand
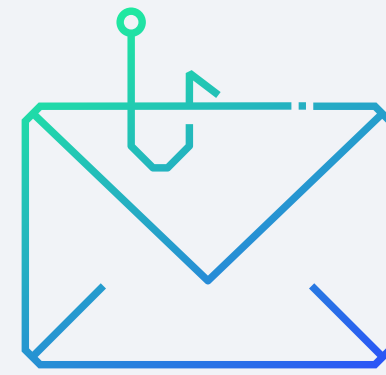
Email Phishing
Threat Types
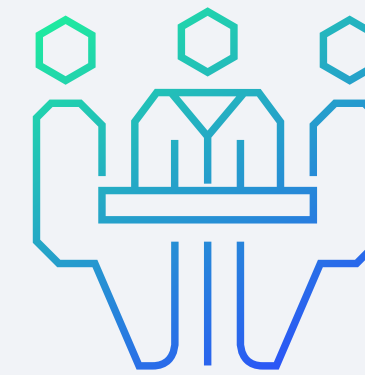
Employees
General / Brand
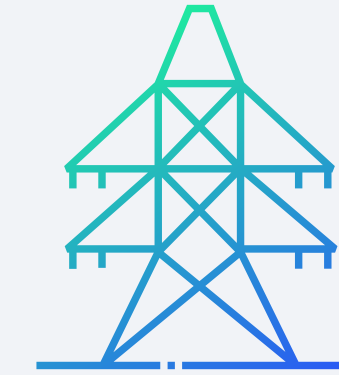
Energy
Consulting
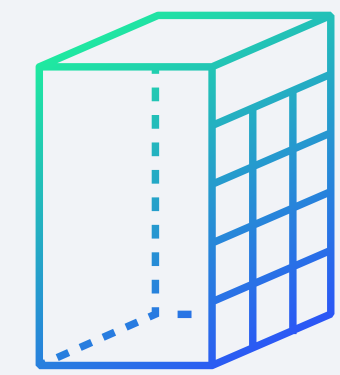
Enterprise Visibility
Product Feature

Global Hosts
Case Studies

Government
Consulting

Growth Incentives
Partner
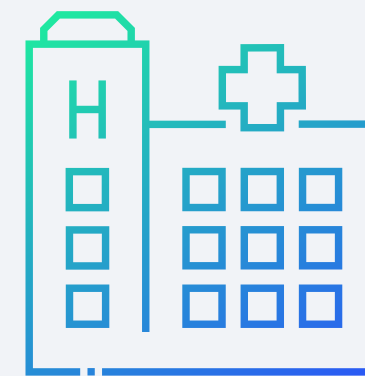
Healthcare
Consulting

**Incident Response /
Compromise Assessment**
Consulting
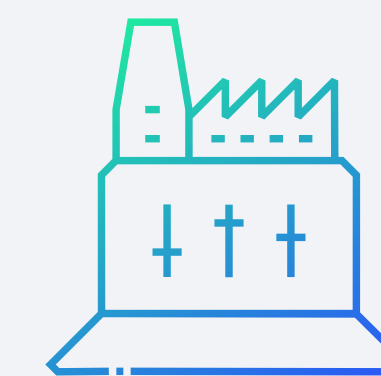
Industrial Control Systems
Consulting

Machine Learning
General / Brand
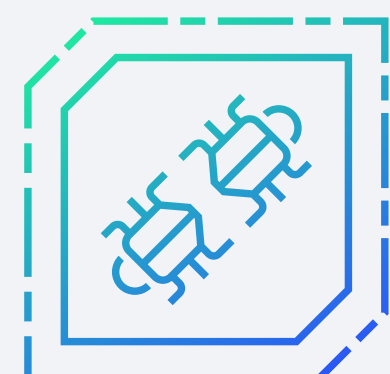
Malware Execution Control
Product Feature

Marketing
Careers and Departments

Memory Ram Protection
Product Feature

Minimal Updates
Product Feature

Monitors Library Loads
Product Feature

VISUAL BRAND

Co-branding

Creating Success Together

CO-BRANDING EXPLAINED

Co-branding is a strategic agreement between two or more partner brands to work together to achieve a desired goal. Co-branding encompasses a wide range of marketing activities, including partnerships, promotions, and sponsorships. BlackBerry Cylance strongly encourages all partners to carefully review this document and the terms and conditions of their agreements with BlackBerry Cylance, prior to developing marketing or co-branding materials.

CREATING SUCCESS TOGETHER

As a BlackBerry Cylance partner or event sponsor, you need to comply with our BlackBerry Cylance Co-branding Guidelines and all applicable intellectual property laws in your use of brands, logos, domain names, and creative assets. The BlackBerry Cylance Co-branding Guidelines are subject to change. Partners are responsible for ensuring all branding and related marketing materials, press

releases, and online assets and communications ("branding material") are consistent with current legal policies. BlackBerry Cylance may require partners and/or sponsors to change and/or remove any branding material it deems violates the Co-branding Guidelines. While we prefer not to, there have been cases where it has been necessary to require partners or event sponsors to change corporate and/or product name(s), domain names, social media assets, signage, printed promotional materials, partner website copy or logos, product descriptions, demos, booth design, messaging, and other materials.

Costs for re-branding or new material to comply with any BlackBerry Cylance branding guidelines shall be the sole responsibility of the partner and/or sponsor. Failure to change and/or remove branding material when directed by BlackBerry Cylance may affect your standing as a partner or result in removal from an event or partnership without any refund or compensation.

PARTNER LOGO USAGE

BlackBerry Cylance partners must comply with the BlackBerry Cylance Co-branding Guidelines. Partners are responsible for ensuring all branding and related marketing materials are consistent with current brand standards. BlackBerry Cylance may require partners to change and/or remove any branding materials we believe violate our brand guidelines. The cost for re-branding or creating new marketing materials shall be the sole responsibility of the partner. While our main goal is to create success together, BlackBerry Cylance must ensure our visual brand is represented according to our guidelines.

The use of the BlackBerry Cylance logo should always adhere to the guidelines provided in this document. To the right, you will see the ideal placement of the BlackBerry Cylance brand paired with an example partner logo. While we ask that the BlackBerry Cylance and partner logos appear at a 1:1 equal size ratio, we consider the logo positioned to the left or on the top to be the dominant logo. Please maintain the proper clear space around each logo that is explained in detail in the next few pages.
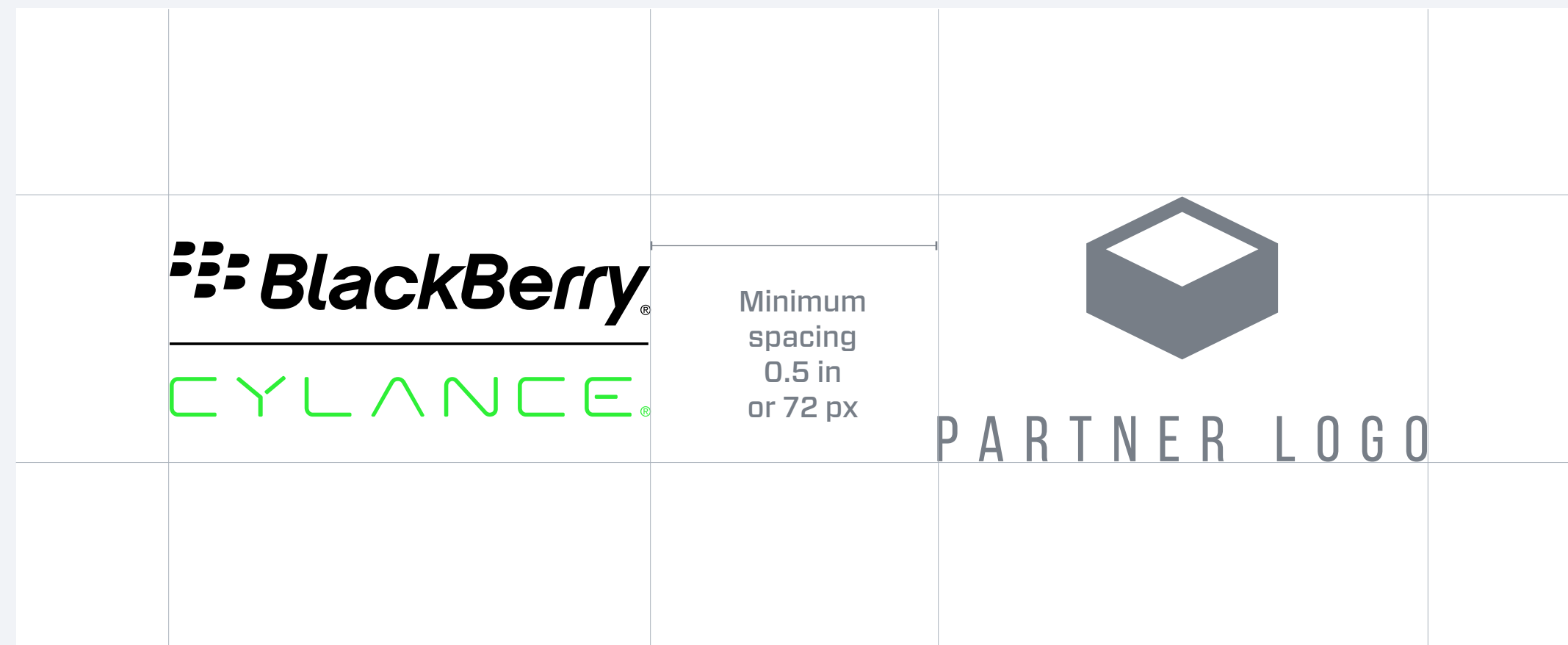
PARTNER LOGO USAGE

Minimum spacing on horizontal logo pairing.
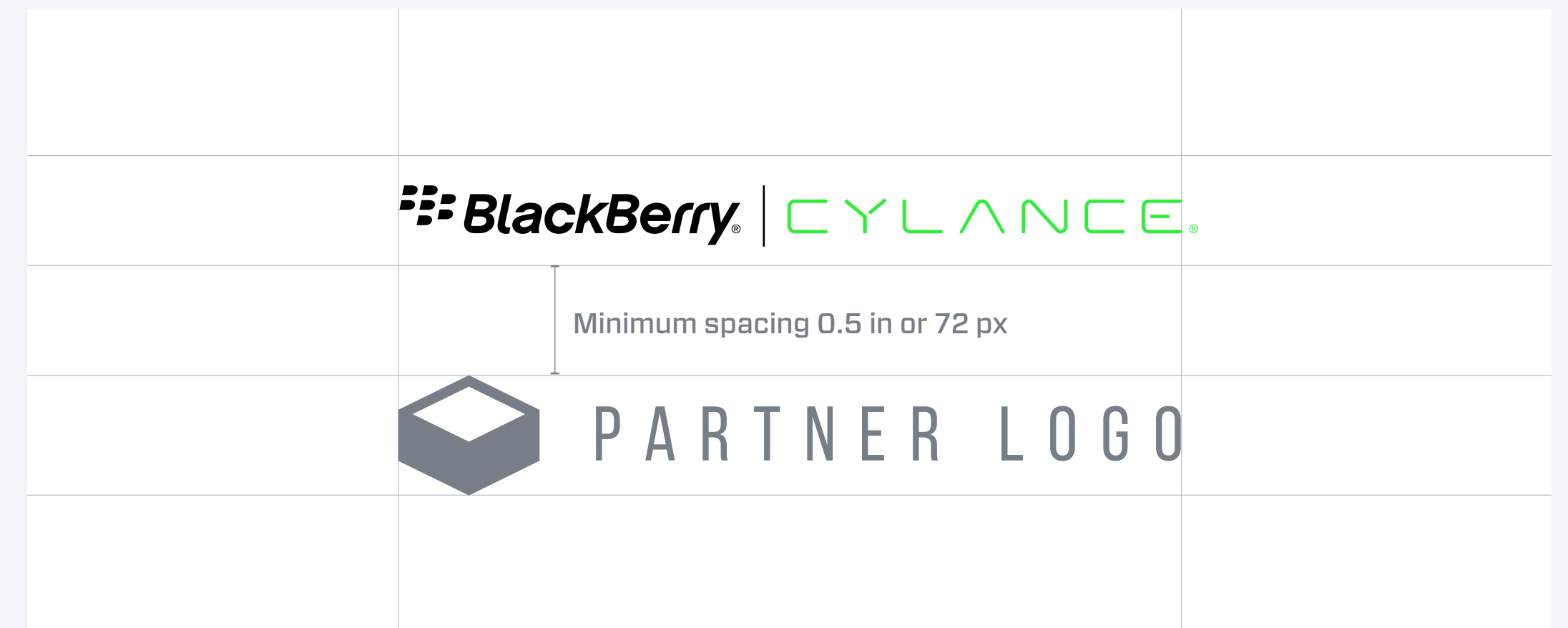
Minimum spacing on vertical logo pairing.

PARTNER LOGO USAGE

Pairing our logo on an unapproved and off brand background image.

Showing partnership with a dividing line or misrepresenting balance.

Improper balance of logo sizing gives the appearance that one partner is greater. This also exceeds the minimum sizing restrictions on page 35.

BlackBerry Cylance in a different typeface without logo.

POWERED BY BLACKBERRY CYLANCE LOGO APPLICATION

Using the Powered by BlackBerry Cylance logo on presentations or websites consists of many elements that greatly differ from instance to instance. Our visual approach requires a high level of attention to detail. With that being said, approval must be given before any use of the BlackBerry Cylance brand appears on your digital properties.

Always remember to carefully consider all of these points:

• Sizing

• Location

• Relationship to imagery

• Tampering or modifying the logo

PLEASE NOTE: The Powered by BlackBerry Cylance logo should be used by approved OEM partners with an executed OEM agreement who embed BlackBerry Cylance product(s) into their OEM solution, and when discussing the benefits of the BlackBerry Cylance solution or technology in the OEM's solution. Language and logo use must be approved by a BlackBerry Cylance representative prior to use.

Brand Messaging

Overview

BlackBerry Cylance's mission is to protect every computer, user, and thing under the sun.

BlackBerry Cylance's brand is centered around leading-edge technology and the double-helix. Just as researchers analyzed DNA to map the human genome, BlackBerry® Cylance® products use artificial intelligence to analyze files to determine if they are safe or not.

The messaging in BlackBerry Cylance's marketing materials, such as data sheets, white papers, solution briefs, emails, digital ads, blogs, and infographics, should be based as much as possible on the foundation provided by the company's mission and brand.

Support messaging can address particular product or service benefits and address the specific requirements of each deliverable's intended purpose and audience, but the mission and brand foundation of using leading-edge technology to protect users and endpoints, to solve modern security problems, and to provide exceptional business value should still be reflected in all marketing materials.

BlackBerry Cylance's marketing materials should showcase the advanced technology upon which its products are based but do so via communication about the value provided to the end-user, and IT and security teams within organizations. Marketing materials should focus on the benefits clients

experience from the use of BlackBerry Cylance technology, and should use short sentences and simple language whenever possible.

Following BlackBerry Cylance's messaging guidelines ensures consistent and effective written communications across the BlackBerry Cylance brand. BlackBerry Cylance has based its messaging guidelines on current accepted grammatical practices, although BlackBerry-Cylance-specific exceptions are outlined in the following section of this document. When in doubt, or when not provided in this guide, refer to current accepted grammatical practices, and/or to the Bishop Fox Cybersecurity Style Guide located here.

General Style Topics and Rules

When To Use Malware vs. Threat vs. Attack

• **Threat is a better catch all term when the scope of the attacker's tactics may include fileless attacks and/or exploits (i.e. not malicious software exclusively).**

• If you're unsure of exactly what tactic is being deployed in the attack, use threat as a broader term.

• Malware is relevant when we're talking about malware, specifically.

• Malware is short for malicious software and refers to software that is intended to damage or disable computers and computer systems. The problem is that cyber attacks come through a variety of threat vectors, and malware is by no means an all encompassing category, especially in the modern security landscape.

• Attack is appropriate for the broader entire category of what an adversary undertakes to breach an organization's security.

• But, be careful. Ensure you have established that the context is security, as attack as a stand alone can also refer to physical attacks or terrorist attacks, etc.

How To Use Predictive Advantage Correctly

• The BlackBerry Cylance Predictive Advantage, as defined by SE Labs, only applies to malware detection/prevention in CylancePROTECT. While we may at some time in the future test an analogous capability in CylanceOPTICS or products currently in development, right now the definition only pertains to CylancePROTECT.

To AV or Not To AV (Antivirus)

• Generally in our messaging, we prefer to use AV to refer to legacy, signature-based solutions.

• We refer to our own products as endpoint security solutions or, simply, security solutions.

• We have moved away from referring to ourselves as next-gen AV, although, if you have to refer to our products as AV in any way, that is the only approved way to do so.

• One exception to the rule: the consumer market still uses the term AV, so using AV in copy for our consumer materials is approved.

Citing Sources

• Please try and avoid superlatives in general (they reek of marketing speak/spin), but if you must, please ensure you back them up with a citation to a third-party source.

• If we are citing any piece of data (numbers) or a quotation, please be ready to cite the source of that data or quotation in the content.

AI, Artificial Intelligence, Machine Learning

• We prefer to use only artificial intelligence or AI in marketing materials whenever possible.

• There's no need to mention AI and machine learning in the same sentence.

• Machine learning is a subclass of AI, so mentioning both is redundant.

• AI should take priority on all high-level marketing messages, but when we go deep on technical documents, we can use machine learning.

Attribution

- We aim not to focus on who.

- We prefer to focus on how. As in, how did the attacker gain access?

- Steer clear of attributing attacks to specific actors, nation states, etc. whenever possible.

Fear and Loathing

- We aim not to use fear to inspire people to purchase BlackBerry Cylance technology.

- Fear drives poor decision making.

- Information drives better decision making.

- Let's strive to offer information with a heavy helping of hope and support for the best possible results.

Use the Oxford Comma

A comma used after the next-to-the-last item in a list of three or more items should always be used unless, in the rare occasion, its usage will change the meaning of what is being written.

For example: Maria bought bread, chicken, and fruit.

Miscellaneous Common Formatting Elements

- Do NOT use & or + to replace "and"

- Use only one space between sentences

- Addresses in copy should appear in this format: BlackBerry Cylance, 400 Spectrum Center Drive, Suite 900, Irvine, CA 92618

- State abbreviations should not be used in copy — Use California, not CA

- All phone numbers should be formatted as follows with a plus and the country code at the beginning: +1-XXX-XXX-XXXX

- Whenever possible, please use the following full date format: October 17, 2018

- If not citing the year, please use the format: October 17th

- Use the time format 11:30 AM – 12:00 PM when the times are standing alone

- Use the time format "11:30 AM to 12:00 PM" when used inline in copy

- Whenever possible, specify daylight or standard time: 11:30 AM PDT or 11:30 AM PST

- *Book, Magazine, and Movie Titles – title case and italicized*

- Data sheet / white paper — these are both two words and lowercase

Specific Word Styles and Rules

Please adhere to the following styles and rules in concert with current accepted grammatical practices when creating BlackBerry Cylance content. Please note that all words that appear in lowercase can start with a capitalized letter when called for in a header, sub-header, or at the beginning of a sentence.

&
Only use an ampersand in email or digital ad headlines and sub-headers if absolutely necessary for spacing. Never use in body copy, or for longer form content.

+
The plus symbol should not be used in copy for any reason other than noting addition in math. It should never be used in place of and.

addresses
U.S. addresses should be limited to the three-line physical mailing address and should spell out any directional prefaces such as North or West in street names as well as spell out completely the type of street such as Road or Boulevard.

Suite should always be spelled out entirely, though the # and Apt. abbreviations are acceptable.

When citing the U.S. state in the address, it should be the two-letter approved U.S. Postal Service state abbreviation, though when written in body copy and not as part of an address, the full name of the state should be spelled out entirely and not abbreviated.

Please see the following example of a three-line address:

BlackBerry Cylance
400 Spectrum Center Drive, Suite 900
Irvine, CA 92618

When it is necessary to place an address entirely on a single line, each line in the three-line address should be separated by a comma:

BlackBerry Cylance, 400 Spectrum Center Drive, Suite 900, Irvine, CA 92618

adware
Always appears in lowercase as a single word.

all-or-nothing approach
Usually used to describe an antivirus approach where either all files are allowed to run, or no files are allowed to run, this term should appear exactly as above.

anti-malware
Always appears with a hyphen. Anti-malware does appear on occasion without the hyphen in common use outside of BlackBerry Cylance, but we have chosen to use the hyphenated version.

anti-spyware
Always appears with a hyphen. Anti-spyware does appear on occasion without the hyphen in common use outside of BlackBerry Cylance, but we have chosen to use the hyphenated version.

antivirus
Always appears without a hyphen. Antivirus does appear on occasion with a hyphen in common use outside of BlackBerry Cylance, but we have chosen to use the non-hyphenated version.

artificial intelligence

Always appears in lower case, even when indicating the use of an abbreviation, as in artificial intelligence (AI).

at the forefront vs. on the forefront

BlackBerry Cylance is at the forefront of technology, not on the forefront of technology.

B2B / B2C:

The above are the approved acronyms for business-to-business and business-to-consumer.

backdoor

Always appears in lowercase as one word when referring to a software or system backdoor.

bitcoin / bitcoins

Always appears in lowercase as one word.
The currency is called bitcoin, is lowercase like the word dollar, and follows the same pluralization rule: singular is bitcoin and plural is bitcoins.

BlackBerry Cylance

In text, if referring to BlackBerry Cylance as a company/business unit, please use "BlackBerry Cylance" without the trademark symbols. For example, "BlackBerry Cylance is based in Irvine, California". In text, if referring to BlackBerry Cylance's product offerings, please use "BlackBerry®

Cylance®" with registered trademark symbols in the first instance. For example, "BlackBerry® Cylance® software is sold throughout Canada". Per our style guidelines, use "BlackBerry Cylance" without the trademark symbols in subsequent instances. Also, please note that given BlackBerry Cylance has several product offerings under the Cylance mark (i.e., CylancePROTECT®), please do not add "BlackBerry" to these marks. For example, do not use "BlackBerry CylancePROTECT®".

BlackBerry Cylance Consulting Services

Should always appear as above.

BlackBerry Cylance MSSP Program

The name of this program should always be capitalized.

BlackBerry Cylance OEM Engine

Always appears as above.

BlackBerry Cylance Partner Program

The name of this program should always be capitalized.

BlackBerry Cylance vs. CylancePROTECT

It is important to remember when writing about BlackBerry Cylance and the company's products and services, such as CylancePROTECT, CylanceOPTICS, or ThreatZERO, that BlackBerry Cylance as a term should refer solely to the company. Each individual

product or service, and the duties and roles each performs in providing cybersecurity solutions, should be cited using their correct product or service name, and not referred to as BlackBerry Cylance under any circumstance. Often, writers will refer to the product as BlackBerry Cylance, as in BlackBerry Cylance scans endpoints for malware, which is actually incorrect. Our product, CylancePROTECT is what scans endpoints for malware. Be sure when writing about BlackBerry Cylance and our products and services that BlackBerry Cylance only refers to the company and each product or service name, such as CylancePROTECT, CylanceOPTICS, or ThreatZERO, is used when referring to the duties and roles performed by the product or service.

black-box testing

Always appears in lower case with black-box hyphenated.

blacklist / blacklisting

Always appears in lower case as one word.

book titles

All book titles, such as *Catch Me If You Can*, should be italicized. Book titles should also be underlined when the book title is linked to more information about the book, such as *Catch Me If You Can*. Book titles should never appear in quotes, such as "Catch Me If You Can" or "*Catch Me If You Can*".

breakout session
Should always appear as above.

built-in
Should always appear as above when preceding a feature that is being described as part of a BlackBerry Cylance product or service, as in built-in dynamic threat detection, or built-in response capabilities.

bylined articles
Should always appear as above.

capitalization
Capitalization should be limited to only the following:

- The first word at the beginning of a sentence

- Proper nouns

- Words that are part of a headline or subhead (see title case)

- Months and days of the week

- Job titles when appearing before a person's name (lowercase otherwise)

- Department names when referring to a specific BlackBerry Cylance department within the company, such as the Marketing team or the Events team

Capitalization should not be used for emphasis, and industry and company terms should not be capitalized unless they are actual proper nouns. Special care should be given to ensure capitalization is consistent throughout each document.

case-by-case basis
Should always appear as above.

check in / check-in
Check in is two words without a hyphen when referring to the act of checking in. It is only hyphenated when describing something related to check-in such as airport check-in or a check-in desk.

client-side
Appears in this hyphenated form when describing the following word, as in client-side applications.

coast-to-coast
Always appears as above with two hyphens.

co-branding
Always appears in lowercase with a hyphen.

comma usage
BlackBerry Cylance adheres to the use of Oxford commas on all occasions unless the use changes the meaning or flow of the sentence.

combatting
Should always appear with two ts.

company-wide
Always appears in lowercase with a hyphen. While technically not a word, this term is becoming more widely used, but should always appear in this format — never as company wide or companywide.

copyright notation
Should appear as follows with the correct year the item was produced: © 2019 BlackBerry Cylance.

coworker / coworkers
Always appears in lowercase as one word without a hyphen.

CryptoFortress
Always appears as a single word with capitalized C and F.

CryptoLocker
Always appears as a single word with capitalized C and L.

CryptoWall
Always appears as a single word with capitalized C and lowercase w.

currency
When citing currency in the millions, billions, and trillions, use the currency symbol followed by a number, as in $12 million, but do not spell it out entirely as in 12 million dollars. This also applies to billions, trillions, and so on. $12M, $12B, $12T, etc.,

are acceptable abbreviations for headlines, graphics, and other artwork, but should not appear in body copy. $12MM, $12BB, $12TT, etc., are not acceptable abbreviations.

cutting-edge
Should appear in lowercase with a hyphen when preceding what the word is describing, as in cutting-edge technology.

cyber
When appearing in copy to describe the following word such as in terms like cyber attack, cyber crime, cyber challenge, and so on, cyber should appear as a separate word. The only exception to this rule will be cybersecurity, which will always appear as one word.

cybersecurity
Always appears in lowercase as one word.

CylanceAPI™
Must appear exactly as above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document.

CylanceINFINTY™
Must appear exactly as above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document.

CylanceINFINTY™ ENGINE
This term has been changed to Cylance OEM Engine. Please do not use this term any longer under any circumstances.

CylanceOPTICS™
Must appear exactly as above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document. Due to copyright issues, the name of the product must always appear as CylanceOPTICS, and never only as OPTICS or Optics.

CylancePROTECT®
Must appear exactly as above in its first reference in any document. The term can appear without the registered trademark symbol in subsequent references throughout the same document. Due to copyright issues, the name of the product must always appear as CylancePROTECT, and never only as PROTECT or Protect.

CylancePROTECT with OPTICS
This term has been changed to CylanceOPTICS. Please do not use this term any longer under any circumstances.

CylanceV™
Must appear exactly as above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document.

data set
Always appears in lowercase as two words.

data sheet
Always appears in lowercase as two words.

dates — Europe
Full date: 25th February 2019

Month and year: February 2019 — no comma and no of between the month and year.

Full date or month and year when used in a sentence: When used in a sentence and followed by copy, there should be a comma after the year, as in the report issued on 25th February 2019, was inconclusive or the report issued in February 2019, was inconclusive. One exception to this comma rule will be when two dates are being joined with to, through, until, or other joining word, as in 1st February 2019 to 30th June 2019 or 1st February 2019 through 30th June 2019. A second exception will be when the date is followed by a time or location, such as in Join BlackBerry Cylance on 21st March 2019 at 11:00 or Join BlackBerry Cylance on 21st March 2019 at the RSA Conference.

Month and day: 25th February — Only this variant of the month and day is acceptable when not showing the year. 25 February is not acceptable. If the year follows, then only 25th February 2019, is acceptable.

Full date (multiple days): 25th to 28th February 2019 — Multiple days should appear in this format, both standing alone and in a sentence. When used in a sentence, 25th to 28th February 2019, should be followed by a comma unless followed by one of the exceptions outlined above.

Month and day (multiple days): 25th to 28th February is the only format acceptable. 25 – 28 February and 25 to 28 February are not acceptable. If the year follows, then only 25th to 28th February 2019, is acceptable. No other variants are acceptable when showing the year.

Citing multiple months within a year: Should only appear with the two months and one mention of the year as in from March 2018 to September 2019 or between March 2018 and September 2019.

Citing multiple months in more than one year: Should only appear with the month and year grouped together for each of the start and end times, as in from March 2018 to September 2019 or between March 2018 and September 2019.

No Superscript: Dates should appear in all regular font style as in 25th, and not in superscript as in 25th.

dates — U.S.
Full date: February 25, 2019 — Numeral should only be digits in this case, never February 25th, 2019.

Month and year: February 2019 — no comma between the month and year.

Full date or month and year when used in a sentence: When used in a sentence and followed by copy, there should be a comma after the year, as in the report issued on February 25, 2019, was inconclusive or the report issued in February 2019, was inconclusive. One exception to this comma rule will be when two dates are being joined with to, through, until, or other joining word, as in February 1, 2019 to June 30, 2019 or February 1, 2019 through June 30, 2019. A second exception will be when the date is followed by a time or location, such as in Join BlackBerry Cylance on March 21, 2019 at 11:00 AM or Join BlackBerry Cylance on March 21, 2019 at the RSA Conference.

Month and day: February 25th — Only this variant of the month and day is acceptable when not showing the year. February 25 is not acceptable. If the year follows, then only February 25, 2019, is acceptable. February 25th, 2019, is not acceptable.

Full date (multiple days): February 25 – 28, 2019 — Multiple days should appear in this format, both standing alone and in a sentence. When used in a sentence, February 25 – 28, 2019, should be followed by a comma unless followed by one of the exceptions outlined above.

Month and day (multiple days): February 25th – 28th, or February 25th to 28th are the only two variants that are acceptable. February 25 – 28 and February 25 to 28 are not acceptable. If the year follows, then only February 25 – 28, 2019, is acceptable. No other variants are acceptable when showing the year.

Citing multiple months within a year: Should only appear with the two months and one mention of the year as in from March 2018 to September 2019 or between March 2018 and September 2019.

Citing multiple months in more than one year: Should only appear with the month and year grouped together for each of the start and end times, as in from March 2018 to September 2019 or between March 2018 and September 2019.

No Superscript: Dates should appear in all regular font style as in 25th, and not in superscript as in 25th.

decision maker
Always appears in lowercase as two words.

decision making vs. decision-making
Should appear without the hyphen when describing the process of making a decision but should appear with the hyphen when describing the following word as in decision-making process.

decrypt / decryption
Always appears in lowercase without a hyphen.

defense-in-depth strategy
Always appears in lowercase with hyphens.

denial-of-service attack / DDoS
Always appears in lowercase with hyphens. The approved acronym is DDoS.

drive-by download
Referring to unintended download of software from the Internet, should appear exactly as above.

dual-core processor
Always appears in lowercase with dual-core hyphenated.

email
Always appears in lowercase as one word.

employer-sponsored
Always appears hyphenated when describing the following word, as in employer-sponsored benefits.

ENABLE Training
Always appears as above.

endpoint
Always appears in lowercase as one word.

end-user
Always appears in lowercase with a hyphen.

ENGAGE Training
Always appears as above.

enterprise-wide
Always appears in lowercase with a hyphen. While technically not a word, this term is becoming more widely used, but should always appear in this format — never as enterprise wide or enterprisewide.

EternalBlue
Should always appear as above.

fileless
Always appears in lowercase as one word.

FireEye™
Always appears as above in its first reference in a document, then can appear without the trademark symbol in subsequent references.

follow-up
Always appears in lowercase with a hyphen.

foothold
Always appears in lowercase as one word.

forward slash usage and spacing
Usage of the / symbol within copy will be based upon context. When the / is acting as an and or or with a one-word descriptor, there will be no spacing. For example, as in vulnerable host/IP where its usage shortens vulnerable host and/or vulnerable IP. When the / symbol is used to separate multiple items or ideas, it will be separated with a space. For example, as in artificial intelligence / machine learning / mathematical models.

founding statement
Should always appear as follows: BlackBerry Cylance was founded in June 2012 in Irvine, California by Stuart McClure, former worldwide CTO of McAfee, and Ryan Permeh, former chief scientist of McAfee.

full-time employee
Always appears in lowercase with a hyphen.

go-to-market
Always appears in lowercase with hyphens.

gray vs. grey
We will use the American English spelling of gray in all U.S. BlackBerry Cylance materials.

GTM
Approved acronym for go-to-market.

hacker
The term hacker should not be used to describe an attacker or adversary in BlackBerry Cylance messaging. It is commonly viewed that the hacker is now the good guy fighting against the attacker, adversary, or bad actor.

healthcare
Always appears as in lowercase as one word.

health check
Always appears as two words. Will appear in lowercase when referred to generically as in BlackBerry Cylance conducted a health check. It will appear capitalized when following a specific BlackBerry Cylance offering as in ThreatZERO Health Check.

homepage
Always appears in lowercase as one word.

home-user
Always appears in lowercase with a hyphen.

hyphenated compound words
Please follow current accepted grammatical practices when it comes to all hyphenated compound words, such as AI-driven solutions, and machine-learning-based products.

hyphenated sentences
Hyphens used in sentences for emphasis or to break up thoughts should always be an em dash and should always have a space before and after, as in You can send a birthday card — just be sure to send it on time.

hyphenated words
Hyphenated words should always appear with an en dash without spaces, as in short-term. Hyphenated words can be split at the ends of lines in body copy but should not be split in headlines whenever possible. Both words in a hyphen grouping should be capitalized in headlines, as in Short-Term Disability.

in real time
When describing what our products do in real time, real time appears without a hyphen. It should only be hyphenated when describing the following word as in, real-time reporting.

Internet
Always appears capitalized. While many outlets are starting to drop the capitalization, we will continue to use the capitalized version.

Internet of things / IOT
Always appears with Internet capitalized. IOT is the acceptable acronym.

job title acronyms
Standard acronyms within job titles will not have periods separating letters. For example: CEO, CFO, CISO, SVP, EVP, VP, IT, etc.

job titles
Job titles should appear in lowercase unless they appear before the person's name, as in CEO and Founder Stuart McClure.

keylogger
Should always appear in lowercase as one word.

kick off
Usually referring to the beginning of a project or start of something, will always appear in lowercase as two words without a hyphen.

knowledge base
Should always appear in lowercase as two words, unless following BlackBerry Cylance or BlackBerry Cylance Support as in BlackBerry Cylance Knowledge Base or BlackBerry Cylance Support Knowledge Base.

lightweight
Should appear in lowercase as one word when describing BlackBerry Cylance product features.

linked copy
All linked copy in any BlackBerry Cylance documents should be underlined.

log in / logging in / logging in to

The verb form of log in should always appear as above in these formats with the proper spacing. The verb form of log in will be a fixed phrase, therefore always requiring a space between log/logging and in. Also, with the consideration that when logging in to a system, there is no physical act of entering into a physical entity, in to will always have a space as well.

login

The noun, login, always appears in lowercase as one word when referencing a computer or other login or login information.

long-term

Appears in lowercase with a hyphen when describing the following word as in long-term disability.

Mac®

Must appear exactly as above in the first reference in any document. The Mac name can appear without the registered trademark symbol in subsequent references in the same document.

magazine titles

Magazine titles are capitalized and italicized as in *Harper's Magazine,* but the word magazine is lowercase and not italicized unless in the actual name of the magazine as in *Time* magazine.

malware-less

Always appears as hyphenated in lowercase.

man-in-the-middle attack

Always appears in lowercase with hyphens.

Meterpreter

Should always appear capitalized.

Microsoft®

Must appear exactly as above in the first reference in any document. The Microsoft name can appear without the registered trademark symbol in subsequent references in the same document.

Microsoft Windows®

Must appear exactly as above in its first reference in any document. The term can appear as Microsoft Windows or as just Windows in subsequent references.

mission statement

BlackBerry Cylance's mission is to protect every user, computer, and thing under the sun.

movie titles

All movie titles, such as *Catch Me If You Can,* should be italicized. Movie titles should never appear in quotes, such as "Catch Me If You Can" or "*Catch Me If You Can*".

nation state

The term nation state should always appear as two words without any hyphens, except when prefacing a term as a descriptor such as in nation-state attack.

next-gen

While not completely BlackBerry Cylance-specific, this is a common term BlackBerry Cylance uses to describe our technology. It is a shortened version of the descriptor next-generation in reference to our next-generation antivirus, next-generation artificial intelligence, next-generation endpoint security, next-generation machine learning, next-generation solutions, etc. This shortened version should always appear in lowercase with a hyphen unless in a headline or in title case.

next-generation

Always appears in lowercase with a hyphen when modifying the following word, as in next-generation antivirus, next-generation artificial intelligence, next-generation endpoint security, next-generation machine learning, next-generation solutions, etc. It is important to note the words next generation can appear together without a hyphen when used in a sentence such as in CylancePROTECT is the next generation in antivirus software.

non-compliance

Always appears in lowercase with a hyphen.

non-employees
Always appears in lowercase with a hyphen.

non-exempt
Always appears in lowercase with a hyphen.

NotPetya
Always appears as a single word with capitalized N and P.

numbers
Numbers one through nine should be spelled out when inline in a sentence as in I have three apples. Number symbols should be used for numbers 10 and over in a sentence as in I have 10 apples. Number symbols should be used for all numbers in percentages, addresses, and people's age, even inline in a sentence. Commas should be used in any number symbol over 999, as in 1,000. Ordinals under ninth should never appear in their numeral-based format inline in copy. Instead, use: first, second, third, fourth, fifth, sixth, seventh, eighth, and ninth. Ordinals 10th and above can appear in their numeral-based form inline in copy.

offline
Always appears in lowercase as one word when referencing the connected state of a system.

onboarding
Always appears in lowercase as one word.

online
Always appears in lowercase as one word when referencing the connected state of a system.

open source intelligence (OSINT) gathering
Should always appear as above in lower case unless referring to it specifically as a BlackBerry Cylance service, in which case, it can be capitalized, as in BlackBerry Cylance Open Source Intelligence (OSINT) Gathering. The (OSINT) should always appear following intelligence, and never after gathering.

Operation Dust Storm
Appears as three separate words with each first letter always capitalized.

OS
The acronym for operating system always appears as above, without periods or a slash. It should never appear as O.S. or O/S.

over-collecting / over-collection
Should appear in lowercase as above when referring to the process of over-collecting specific file types.

part-time employee
Always appears in lowercase with a hyphen.

PCI-DSS
When citing both PCI and DSS together, they should appear as above with the hyphen separation.

Petya
Should always appear as above.

phone number format
All BlackBerry Cylance phone numbers should appear in the format of +CountryCode-AreaCode-PhoneNumber. For U.S. numbers, this will be +1-###-###-####.

pickup
Should be in lowercase as one word when referring to the act of collecting a person or goods.

plugin
Always appears in lowercase as one word when referring to a computer plugin.

plural acronyms
Plural acronyms will appear without an apostrophe, as in APIs. The apostrophe will only be added to show possession as in the API's features.

POC / POCs
The acronym for proof of concept will always appear as POC. It should never appear as PoC. The plural form will be POCs or proofs of concept.

point of view
See third-person point of view.

popup

Always appears in lowercase as one word when referring to a popup item.

POS

The acronym for point of sale system will always appear as POS. It should never appear as PoS.

possession

Please adhere to the following when adding possession to names and nouns. For singular proper names ending in *s*, use only an apostrophe, as in *Achilles'* heel or *Agnes'* book. For singular common nouns ending in *s*, add 's as in the hostess's invitation or the witness's answer.

potentially unwanted programs (PUPs)

Should always appear as above in lowercase with exact acronym in its first reference in any document.

PowerShell

Should always appear as above.

Predictive Advantage

As outlined by SE Labs in the 2017 SE Labs test report, the Predictive Advantage (PA) unit of measure is defined as "the time difference between the creation of the model and the first time a threat is seen by victims and security companies protecting those victims." The term should always be capitalized.

pre-execution

Always appears in lowercase with a hyphen when describing BlackBerry Cylance's capability to stop threats before they execute.

prevention-first EDR / prevention-first endpoint detection and response

Should always appear with prevention-first hyphenated since it is describing EDR and endpoint detection and response.

prevention-first endpoint security

Should always appear with prevention-first hyphenated since it is describing endpoint security.

prevention-first security

Should always appear with prevention-first hyphenated since it is describing security.

problem-solving capabilities

Always appears in lowercase with hyphens when describing capabilities or other following word.

proof of concept / proofs of concept

Always appears in lower case without hyphens. The approved acronym is POC. The plural form will be POCs or proofs of concept.

Protect to Enable®

Must appear exactly as above in its first reference in any document. The term can appear without the registered trademark symbol in subsequent references throughout the same document. Please note the to is lowercase, though it would normally appear capitalized in standard BlackBerry Cylance title case.

PUPs

The acronym for potentially unwanted programs should always appear as above.

PUPZERO

Always appears exactly as above — as one word with all characters capitalized.

Python

Should always start with an uppercase P when referring to the programming language.

quad-core processor

Always appears in lowercase with quad-core hyphenated.

quotations

We will follow standard grammatical rules when it comes to quotations, but some items to note are:

- When quoting an individual who has spoken, we will follow the standard grammatical rules for citing quotations.

- When putting emphasis on a word or term, unless it is being spoken by someone who is cited specifically, we will use a single quote as in: The threat actors were involved in 'ransomware-centric' attacks. Use of single quote marks for emphasis should be limited as much as possible and only used when absolutely necessary.

- When using single or double quotes in any instance besides a direct quote, all punctuation marks will fall OUTSIDE the quotation marks as in: When using the term 'real time', care should be given to only hyphenate the word when it describes the following word, as in 'real-time reporting'.

ransomware
Should always appear in lowercase as one word.

ransomware-as-a-service / RaaS
Should always appear in lowercase with hyphens in its spelled-out version or the approved acronym style cited above.

in real time
When describing what our products do in real time, real time appears without a hyphen. It should only be hyphenated when describing the following word as in real-time reporting.

real-time
Should only be hyphenated when describing the following word as in real-time reporting. All other uses should be real time as in BlackBerry Cylance monitors your endpoints in real time.

re-brand / re-branding
Always appears in lowercase with a hyphen.

red team / Red Team
Always appears in lowercase as two words when describing a red team in general. Appears as a proper noun when referring to a particular named team or service as in BlackBerry Cylance Red Team or BlackBerry Cylance Red Team Services.

re-direct / re-directs
Always appears in lowercase with a hyphen when referring to re-directing in the computing sense.

registered trademark / trademark symbols
Each Cylance registered trademark and trademark name should carry one instance of the symbol in each document, next to the first use of the registered trademark or trademark in its exact form. The symbol should first appear in the header, then left-side highlight column if used, then in the body copy, and lastly in the footer. In any multiple column document, the symbol will appear first in the column furthest to the left. When used in a press release, the trademark symbol should not appear in the headline or subhead, but instead in the first instance of use in the body copy. The current Cylance registered trademarks and trademarks are:

- Cylance®
- CylanceAPI™
- CylanceINFINITY™
- CylanceOPTICS™
- Cylance Prevention Platform™
- CylancePROTECT®
- CylanceV™
- Protect to Enable® (Owned by Malcolm Harkins)
- SPEAR™
- SPEAR Team™
- ThreatZERO™

re-image / re-imaging
Always appears in lowercase with a hyphen when referring to the task of re-imaging an endpoint following a cyber attack.

relationship-building skills
Always appears in lowercase with hyphens when describing skills or other following word.

roadmap / roadmapping
Should always appear in lowercase as one word when referring to scheduling as part of a lengthy or complex development program.

rollout / rollouts
Always appears in lowercase and as one word when referring to a project or feature launch.

rollup
Always appears in lowercase and as one word when referring to a rollup window or other rollup feature in computing.

safelist / safelisted / safelisting
Should always appear in lowercase as one word.

security-as-a-service / SECaaS
Should always appear in lowercase with hyphens in its spelled-out version or as the approved acronym SECaaS.

security operations center
Should always appear in lowercase unless preceded by a company name.

sentence spacing
There should only be one space between sentences.

setup vs. set up
The single word setup functions as a noun, often relating to software, computers, or another electronic device. The single word setup will usually refer to a menu, instructions, or other item. The two-word use, set up, functions as a verb. Set up will usually refer to the process of setting something up.

short-term
Appears in lowercase with a hyphen when describing the following word as in short-term disability.

signin / signon
Should appear in lowercase as a single word when used in cases similar to login.

single-board computer
Always appears in lowercase with single-board hyphenated.

single-core processor
Always appears in lowercase with single-core hyphenated.

slash usage and spacing
See forward slash usage and spacing.

small and midsize businesses / small to midsize businesses
Always appears in lowercase as above without hyphens.

software-as-a-service / SaaS
Should always appear in lowercase with hyphens in its spelled-out version or as the approved acronym SaaS.

SPEAR™ / SPEAR Team™
Must appear exactly in either format above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document. When explaining the acronym, the copy should read Sophisticated Penetration, Exploitation, Analysis, and Response Team.

spear phish / spear phishing
Always appears in lowercase as two words.

stakeholder
Always appears in lowercase as one word.

startup
Always appears in lowercase as one word.

superpower
Always appears in lowercase as one word when referencing a nation that is considered a superpower.

Symantec™
Always appears as above in its first reference in a document, then can appear without the trademark superscript in subsequent references.

team building
Always appears in lowercase as two words. Can be hyphenated when followed by a word the term is describing as in team-building exercise.

team-oriented attitude
Always appears in lowercase with a hyphen when describing attitude or other following word.

third-person point of view
All BlackBerry Cylance materials should be created in the third-person, referring to BlackBerry Cylance as BlackBerry Cylance and the audience as the customer, business, enterprise, agency, etc. The terms *our* and *we* should not be used in reference to BlackBerry Cylance and the terms *your* and *you* should not be used in reference to the audience. However, the second-person point of view, referring to the audience as *you* and *your* can be used in the call to action section of any materials.

ThreatZERO™ / ThreatZERO™ Services / ThreatZERO™ HUNT Services
Must appear exactly as above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document.

tiger team
Always appears in lowercase as two words.

time — Europe
All times displayed in European BlackBerry Cylance materials should be in the format: HH:MM in a 24-hour format, not using AM or PM. When citing a start and end time, a hyphen with spaces should be used: HH:MM – HH:MM. When this same instance appears inline in copy, the hyphen should be replaced with the word to as in HH:MM to HH:MM or and as in between HH:MM and HH:MM.

time — U.S.
All times displayed in U.S. BlackBerry Cylance materials should be in the format: HH:MM XM. When citing a start and end time, a hyphen with spaces should be used: HH:MM XM – HH:MM XM. When this same instance appears inline in copy, the hyphen should be replaced with the word to as in HH:MM XM to HH:MM XM or and as in between HH:MM XM and HH:MM XM.

timeline
Always appears in lowercase as a single word when referring to a timeline.

title case
As a rule, all words in title case will be capitalized with the exception of a, an, and, at, but, by, for, from, in, into, nor, of, on, or, the, vs., and with, unless the word appears as the first word in the title. Each of these words should also never appear as the last word in a title. All other words should be capitalized in title case.

touchpoint
Should always appear in lowercase as one word.

Trend Micro™
Always appears as above in its first reference in a document, then can appear without the trademark superscript in subsequent references.

trojan / trojans
Always appears in lowercase in reference to malware.

two-factor
Should always appear in lowercase with a hyphen and spelled as above when describing the following word. It should never appear as 2-factor or twofactor.

two-step
Should always appear in lowercase with a hyphen and spelled as above when describing the following word. It should never appear as 2-step or twostep.

U.K.
Always appears with periods in every instance.

U.S.
Always appears with periods in every instance.

U.S. federal government
Always appears as above.

unbiased
Always appears in lowercase as one word without a hyphen.

Unicode
Always appears as above.

unpatched
While not recognized widely outside of software circles, unpatched correctly refers to a system that has not had the latest software patches installed.

video titles
All video titles, such as "BlackBerry Cylance Next-Generation Antivirus Demonstration", should appear in quotation marks. Video titles should also be underlined when the video title is linked to more information about the video, such as "BlackBerry Cylance Next-Generation Antivirus Demonstration".

VirusTotal / www. virustotal.com / VirusTotal website
VirusTotal should not be referred to in public-facing BlackBerry Cylance documents, though we do use the site in demonstrations and refer to the site verbally. We do not cite the company's name publicly in documentation based on an agreement

we made with the company in 2015. If the name is used in internal documentation, it should appear as VirusTotal.

vs.
Always appears in lowercase with a period.

WannaCry
Always appears as a single word with capitalized W and C.

webinar
Always appears in lowercase as one word.

webinar titles
All webinar titles, such as "GDPR: Myths, Fallacies, and Next Steps", should appear in quotation marks. Webinar titles should also be underlined when the webinar title is linked to more information about the webinar, such as "GDPR: Myths, Fallacies, and Next Steps".

webpage
Always appears in lowercase as one word.

website
Always appears in lowercase as one word.

white-box testing
Always appears in lowercase with white-box hyphenated.

whitelist / whitelisting
Always appears in lowercase as a single word.

white paper
Always appears in lowercase as two words.

Wi-Fi
Always appears as above.

world-class
Should always appear in lowercase with a hyphen when used as a descriptor of the following word or term.

years (decades)
When showing decades, use the full four-digit year followed by an s as in 1960s. Do not use an apostrophe unless you need show possession, as in 1960's music.

zero-day
Always appears in lower case with a hyphen. It should never appear as 0-day or zero day.

zip file
Unless referring to the exact file extension, .ZIP or .zip, the term zip file should appear as above.

BlackBerry Cylance Company Descriptions

The following are approved company descriptions of varying length. Feel free to copy and paste these descriptions and send to vendors requiring a description of BlackBerry Cylance:

25-Word
BlackBerry Cylance develops artificial intelligence to deliver prevention-first, predictive security products and smart, simple, secure solutions that change how organizations approach endpoint security. Visit www.cylance.com.

50-Word
BlackBerry Cylance develops artificial intelligence to deliver prevention-first, predictive security products and smart, simple, secure solutions that change how organizations approach endpoint security. BlackBerry Cylance provides full-spectrum predictive threat prevention and visibility across the enterprise to combat the most notorious and advanced cybersecurity attacks. Learn more at www.cylance.com.

75-Word
BlackBerry Cylance develops artificial intelligence to deliver prevention-first, predictive security products and smart, simple, secure solutions that change how organizations approach endpoint security. BlackBerry Cylance provides full-spectrum predictive threat prevention and visibility across the enterprise to combat the most notorious and advanced cybersecurity attacks. With AI-based malware prevention, threat hunting, automated detection and response, and expert security services, BlackBerry Cylance protects the endpoint without increasing staff workload or costs. We call it the Science of Safe. Visit www.cylance.com.

100-Word
BlackBerry Cylance develops artificial intelligence to deliver prevention-first, predictive security products and smart, simple, secure solutions that change how organizations approach endpoint security. BlackBerry Cylance provides full-spectrum predictive threat prevention and visibility across the enterprise to combat the most notorious and advanced cybersecurity attacks, fortifying endpoints to promote security hygiene in the security operations center, throughout global networks, and even on employees' home networks. With AI-based malware prevention, threat hunting, automated detection and response, and expert security services, BlackBerry Cylance protects the endpoint without increasing staff workload or costs. We call it the Science of Safe. Learn more at www.cylance.com.

CylancePROTECT Descriptions

The following are approved descriptions of varying length that focus specifically on the CylancePROTECT product. Feel free to copy and paste these descriptions and send to vendors requiring a description of this product:

30-word
CylancePROTECT® delivers industry-leading malware prevention powered by artificial intelligence, combined with application and script control, memory protection, and device policy enforcement to identify and prevent threats before they can execute.

50-word
CylancePROTECT® delivers malware prevention powered by artificial intelligence, combined with application and script control, memory protection, and device policy enforcement to prevent successful cyber attacks. With unmatched effectiveness, ease of use, and minimal system impact, CylancePROTECT protects endpoints without increasing cost or workload. Visit www.cylance.com or call +1-877-973-3336 for information.

75-word
CylancePROTECT® delivers industry-leading malware prevention powered by artificial intelligence, combined with application and script control, memory protection, and device policy enforcement to prevent successful cyber attacks. Without the use of signatures or the need to stream data to the cloud, CylancePROTECT delivers protection against common threats such as malware, ransomware, fileless malware, malicious scripts, weaponized docs, and many other attack vectors, no matter where the endpoint resides. Visit www.cylance.com or call +1-877-973-3336 for more information.

100-word
CylancePROTECT® delivers industry-leading malware prevention powered by artificial intelligence, combined with application and script control, memory protection, and device policy enforcement to prevent successful cyber attacks. Without the use of signatures or need to stream data to the cloud, CylancePROTECT delivers protection against common threats such as malware, ransomware, fileless malware, malicious scripts, weaponized docs, and many other attack vectors, no matter where the endpoint resides. With unmatched effectiveness, ease of use, and minimal system impact, CylancePROTECT is the best way to prevent both known and unknown attacks before they can execute. Visit www.cylance.com or call +1-877-973-3336 for more information.

CylanceOPTICS Descriptions

The following are approved descriptions of varying length that focus specifically on the CylanceOPTICS product. Feel free to copy and paste these descriptions and send to vendors requiring a description of this product:

30-word
CylanceOPTICS™ is an EDR solution that extends the threat prevention delivered by CylancePROTECT® by using artificial intelligence to prevent security incidents. Visit www.cylance.com or call +1-877-973-3336 for more information.

50-word
CylanceOPTICS™ is an EDR solution that extends the threat prevention delivered by CylancePROTECT® by using artificial intelligence to prevent security incidents. CylanceOPTICS provides true AI incident prevention, root cause analysis, smart threat hunting, and automated detection and response capabilities. Visit www.cylance.com or call +1-877-973-3336 for more information.

75-word
CylanceOPTICS™ is an EDR solution that extends the threat prevention delivered by CylancePROTECT® by using artificial intelligence to prevent security incidents. CylanceOPTICS provides true AI incident prevention, root cause analysis, smart threat hunting, and automated detection and response capabilities. Unlike other EDR products, CylanceOPTICS and its true AI incident prevention are designed to run on endpoints. This lightweight architecture means organizations can adopt EDR capabilities affordably. Visit www.cylance.com or call +1-877-973-3336 for more information.

100-word
CylanceOPTICS™ is an EDR solution that extends the threat prevention delivered by CylancePROTECT® by using artificial intelligence to prevent security incidents. CylanceOPTICS provides true AI incident prevention, root cause analysis, smart threat hunting, and automated detection and response capabilities. Unlike other EDR products that require significant investment in on-premises infrastructure or force an organization to stream data continuously to a cloud environment for storage and analysis, CylanceOPTICS and its true AI incident prevention are designed to run on the endpoint. This lightweight architecture means organizations can adopt EDR capabilities affordably. Visit www.cylance.com or call +1-877-973-3336 for more information.

Cylance Smart Antivirus Descriptions

The following are approved descriptions of varying length that focus specifically on the Cylance Smart Antivirus product. Feel free to copy and paste these descriptions and send to vendors requiring a description of this product:

25-Word

Cylance Smart Antivirus™ protects employees and their family's devices using artificial intelligence to detect and prevent malware while reducing risk. Visit www.cylance.com for more information.

50-Word

Cylance Smart Antivirus™ protects corporate employees and their family's personal devices using artificial intelligence to detect and prevent malware while reducing risk. By utilizing machine learning instead of reactive signatures, Cylance Smart Antivirus keeps families safe by rendering new malware and unknown future variants useless. Visit www.cylance.com for more information.

75-Word

Cylance Smart Antivirus™ protects corporate employees and their family's personal devices using artificial intelligence to detect and prevent malware. Ensuring employees' personal devices are safe reduces a company's risk of malware spreading from the home to the corporate network. By utilizing machine learning instead of reactive signatures, Cylance Smart Antivirus keeps families safe by rendering new malware and unknown future variants useless, making security simple with a set-it-and-forget-it experience. Visit www.cylance.com for more information.

100-Word

Cylance Smart Antivirus™ protects corporate employees and their family's personal devices using artificial intelligence to detect and prevent malware. Ensuring employees' personal devices are safe reduces a company's risk of malware spreading from the home to the corporate network. By utilizing machine learning instead of signatures, Cylance Smart Antivirus keeps families safe by rendering new malware and unknown future variants useless, making security simple with a set-it-and-forget-it experience. Cylance Smart Antivirus lets consumers benefit from BlackBerry Cylance's enterprise-grade technology that delivers the best protection without bogging down their systems with the bloated features and annoying pop-ups. Visit www.cylance.com for more information.

BlackBerry Cylance Consulting Services Descriptions

The following are approved descriptions of varying length that focus specifically on BlackBerry Cylance Consulting Services. Feel free to copy and paste these descriptions and send to vendors requiring a description of BlackBerry Cylance Consulting Services:

30-word
BlackBerry Cylance Consulting's team of world-renowned experts offers a suite of pro-active security solutions using advances in artificial intelligence to deliver consistent, fast, and effective services to clients around the world.

50-word
BlackBerry Cylance Consulting's team of world-renowned experts offers a suite of pro-active security solutions using advances in artificial intelligence to deliver consistent, fast, and effective services to clients. Integrated practice areas include ThreatZERO™, Incident Containment and Forensics, Red Team Services, Industrial Control Systems, IOT/Embedded System Security, Strategic Services, and Education.

75-word
BlackBerry Cylance Consulting's team of world-renowned experts offers a suite of pro-active security solutions using advances in artificial intelligence to deliver consistent, fast, and effective services to clients. Techniques are designed to not impact operations in any way. Integrated practice areas include ThreatZERO™, Incident Containment and Forensics, Red Team Services, Industrial Control Systems, IOT and Embedded System Security, Strategic Services, and Education. The team services verticals including healthcare, finance, government, automotive, retail, critical infrastructure, and energy.

100-word
BlackBerry Cylance Consulting's team of world-renowned experts offers a suite of pro-active security solutions using advances in artificial intelligence to deliver consistent, fast, and effective services to clients. Multiple techniques are used to collect information, assess data, provide a risk profile highlighting notable strengths, and develop a roadmap for improvement. Techniques are designed to not impact operations in any way. Integrated practice areas include ThreatZERO™, Incident Containment and Forensics, Red Team Services, Industrial Control Systems, IOT and Embedded System Security, Strategic Services, and Education. The team services verticals including healthcare, finance, government, automotive, retail, critical infrastructure, and energy. Visit www.cylance.com for more information.

Brand Checklist

Requirements

A set of guidelines to help guide us along the way.

SCALABILITY

At the pace that BlackBerry Cylance grows, scalability is a key success factor. We must develop a system that can be easily molded into many forms across multiple geos.

EXPAND AND ENHANCE

In the rush to keep up with our expansion, we tend to go with the first best option. This design language presents a system to address what wasn't working and refine the choices we made for the sake of time.

VERSATILITY

To keep our brand fresh and relevant, we need to create a flexible system that is dynamic and responsive to the medium and the specific audience.

KEEP THE AUDIENCE IN MIND

We need to never forget our "Why?" Clear communication to our viewer, end user and target audience should always be the main focus of every BlackBerry Cylance communication and should lead every marketing decision.

STAYING ON BRAND

While updating the BlackBerry Cylance brand, there are elements that should remain untouched. As we experiment with defining boundaries, the core brand elements shall retain BlackBerry Cylance's DNA, tone, and story.

FUTURE FOCUSED

Focusing on the future, we want to envision the BlackBerry Cylance of tomorrow. What we say, how we look, and how we will make others believe are crucial components of our market growth and our tribe.

MESSAGING AND STYLE GUIDE CHECKLIST

The following is a short style guide to make sure you are messaging the BlackBerry Cylance brand correctly. If you have any questions beyond those listed below, please reach out to the Marketing as your first point of contact. Thank you.

Registered Trademarks:
Cylance® (Circle-R)
CylancePROTECT® (Circle-R)
CylanceHYBRID™
CylanceINFINITY™
CylanceON-PREM™
CylanceOPTICS™
Cylance Smart Antivirus™
CylanceV™
ThreatZERO™

Company and Product Name Use:
BlackBerry Cylance is the name of the company. CylancePROTECT or CylanceOPTICS is the name of the product that protects the endpoints. CylancePROTECT gets installed on endpoints, BlackBerry Cylance does not.

Cyber Words:
When appearing in copy to describe the following word such as in terms like cyber attack, cyber crime, cyber challenge, and so on, cyber should appear as a separate word. The only exception to this rule will be cybersecurity, which will always appear as one word.

Oxford Comma:
A comma used after the next-to-the-last item in a list of three or more items should always be used unless, in the rare occasion, its usage will change the meaning of what is being written. Maria bought bread, chicken, and fruit.

Hyphenation:
Use standard grammatical form such as AI-driven or AI-based.

AI vs. Machine Learning:
We prefer to use only **artificial intelligence or AI** in marketing materials whenever possible. There's no need to mention AI and machine learning in the same sentence. Machine learning is a subclass of AI, so mentioning both is redundant. AI should take priority on all high-level marketing messages. When we go deep on technical documents, we can use machine learning.

Attacker vs. Hacker:
Please remember:

• Hackers can be good guys.
• Attackers are always bad guys.

QUICK FORMATTING TIPS:

Ampersands:
Do NOT use & or + to replace "and"

Spaces: Please use only one space between sentences

Phone Numbers: +1-XXX-XXX-XXXX

Dates: Whenever possible, please use format October 17, 2018 and NOT October 17th

Time: Please be sure to use time zones when citing start and end times such as 11:30 AM PST - 12:00 PM PST. Pay close attention to whether or not daylight savings time is in effect.
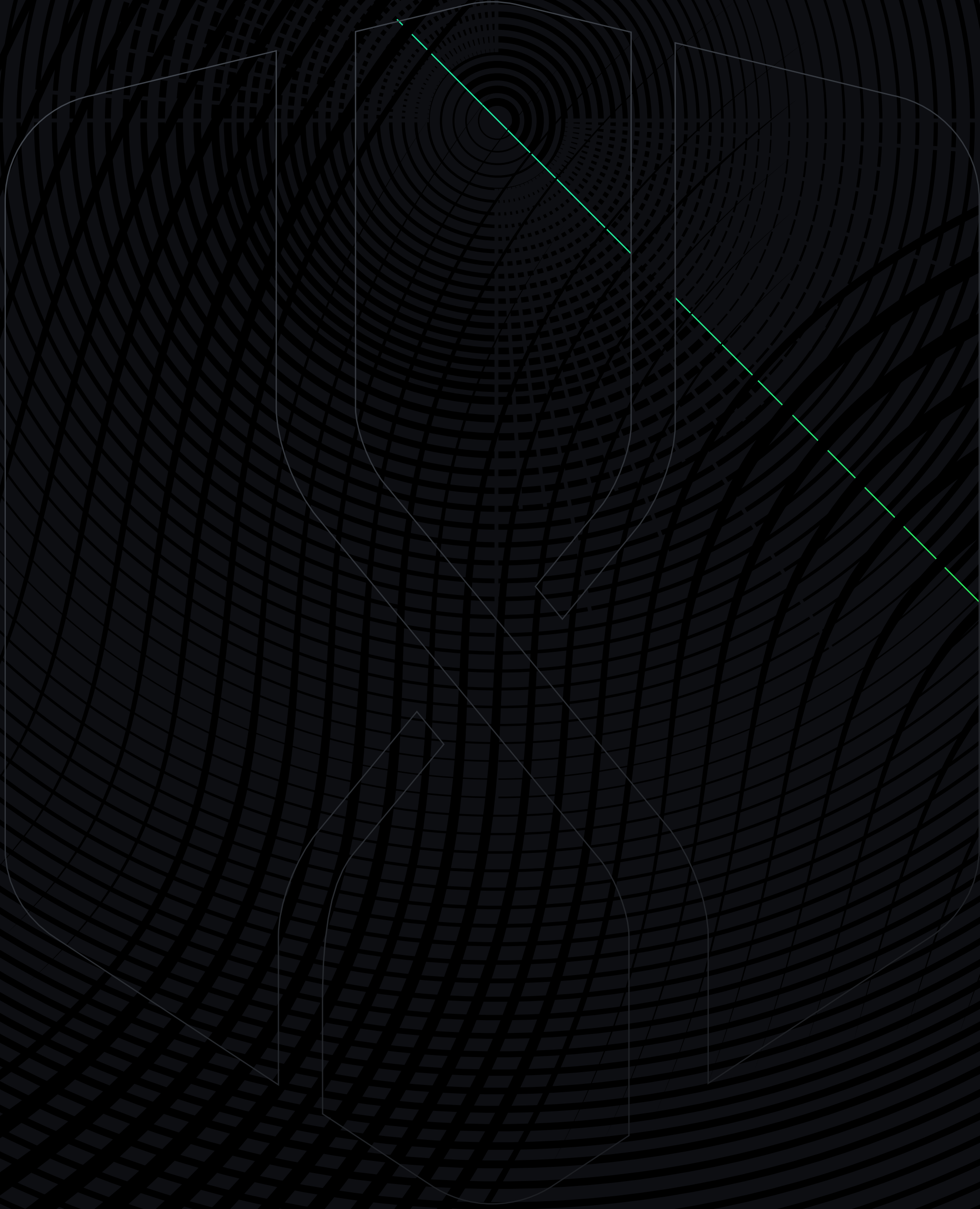
Book, Magazine, and Movie Titles:
Title case and *italicized*

BRAND CHECKLIST FOR SUCCESS

This is a short checklist to ensure you cover all the elements of the BlackBerry Cylance brand and are using the brand elements correctly. If you encounter any challenges or have any questions regarding application of branding, please reach out to your BlackBerry Cylance representative or contact the Design Department. Thank you.

☐ Are we using the updated Cylance Green?

☐ Are we using Forza, and not Titillium?

☐ Does the BlackBerry Cylance logo have a registered trademark symbol?

☐ Are all icons from the updated icon set?

☐ Are all photos within the direction of the brand refresh?

☐ Are we using the updated product and subrand logos?

☐ Are we using the updated gradients?

☐ Are we using the updated grays?

BlackBerry | CYLANCE.