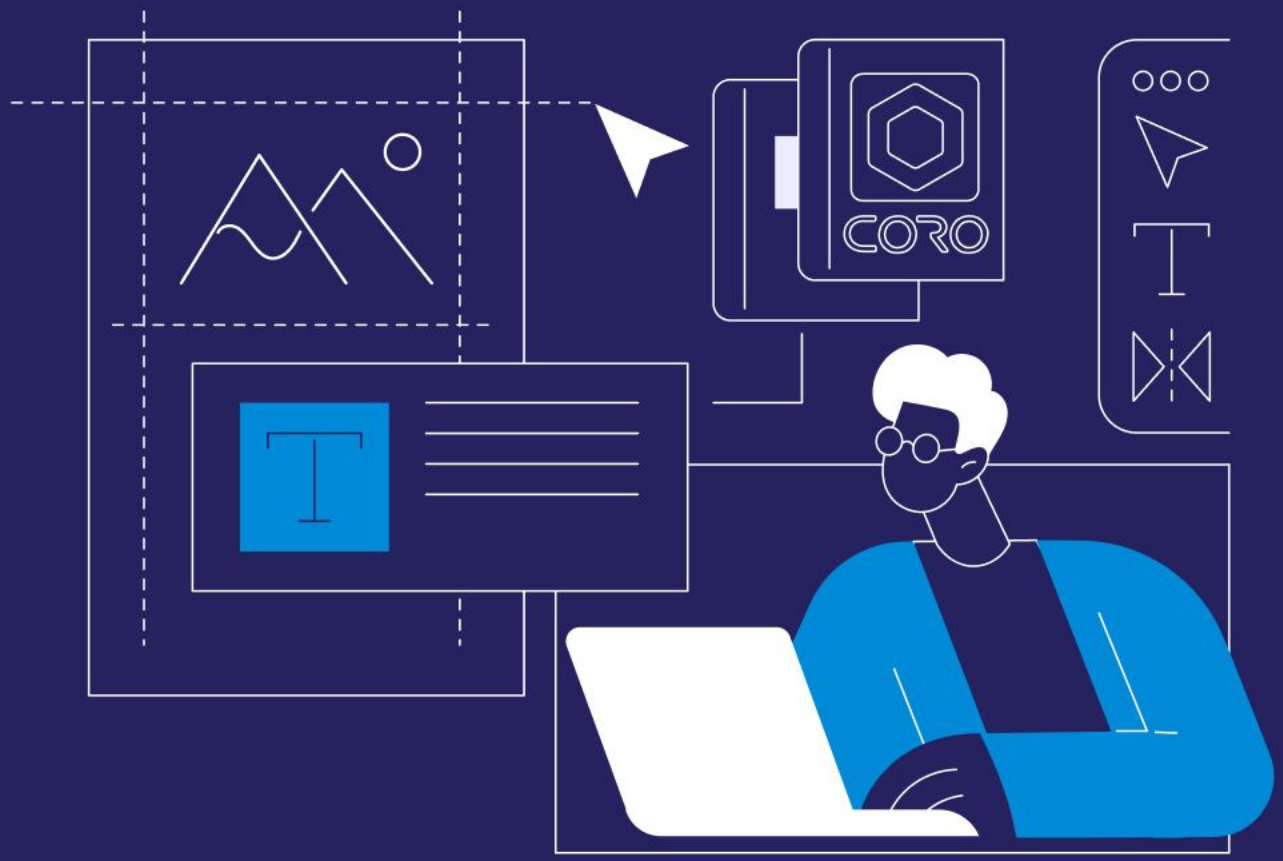
CORO

Brand Guidelines
For Partners



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Vision & Strategy

Why Coro Exists

Purpose

To protect every small and mid-size business in the world from cyber attacks

What We Want To Achieve

Vision

To obsessively build the most intuitive and effortless cybersecurity platform on Earth

Our Commitment

Mission

To build a legion of partners, enabled by our groundbreaking platform, to deliver cybersecurity to SMBs worldwide

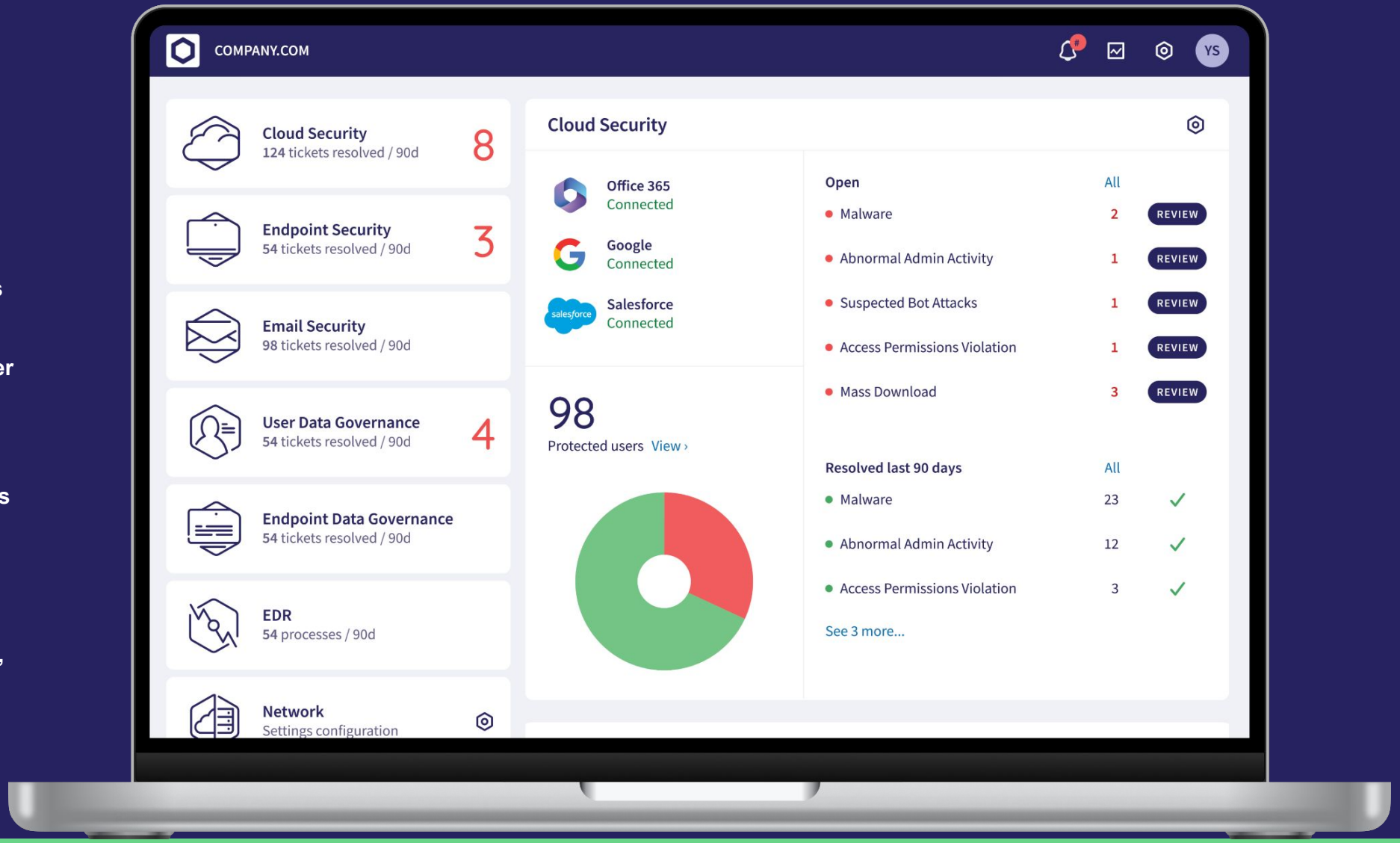
About Coro

Coro, the leading cybersecurity platform for small and midsize businesses, revolutionized cybersecurity with the introduction of the world's first modular cybersecurity platform.

Coro's platform empowers organizations to easily defend against malware, ransomware, phishing, email threats, data leakage, network threats, and insider threats across devices, users, networks and cloud applications.

Coro's platform automatically detects and remediates the many security threats that today's distributed businesses face, without IT teams having to worry, investigate, or fix issues themselves.

Ranked on the 2024 Deloitte Technology Fast 500 for its second consecutive year, Coro is one of the fastest-growing cybersecurity companies in North America today.



The Logo

Formats

The Coro logo comprises a symbol and wordmark.

The symbol is based on a hex and symbolizes Coro's strength and the shield we provide.

Horizontal Logo

Stacked Logo

Color

There are three color versions:

01
Coro Indigo on light backgrounds.

02
White on dark backgrounds.

03
Use black when color is not an option.

01

02

03

Clear Space

Clear space is the minimum distance between the logo and other visual and verbal elements.

The height of our Coro ‘word’ defines the minimum clear space surrounding the logo.

Horizontal Logo

Stacked Logo

Minimum Size

Our logo is fully scalable and has no maximum size. However, it does have a minimum size for reproduction.

Digital

All sizes are based on the diameter in pixels. This is determined by proportionally scaling the icon to a minimum diameter of the pixels indicated on the right for each logo version. For retina devices and social formats the size values can be doubled for improved visibility.

Print

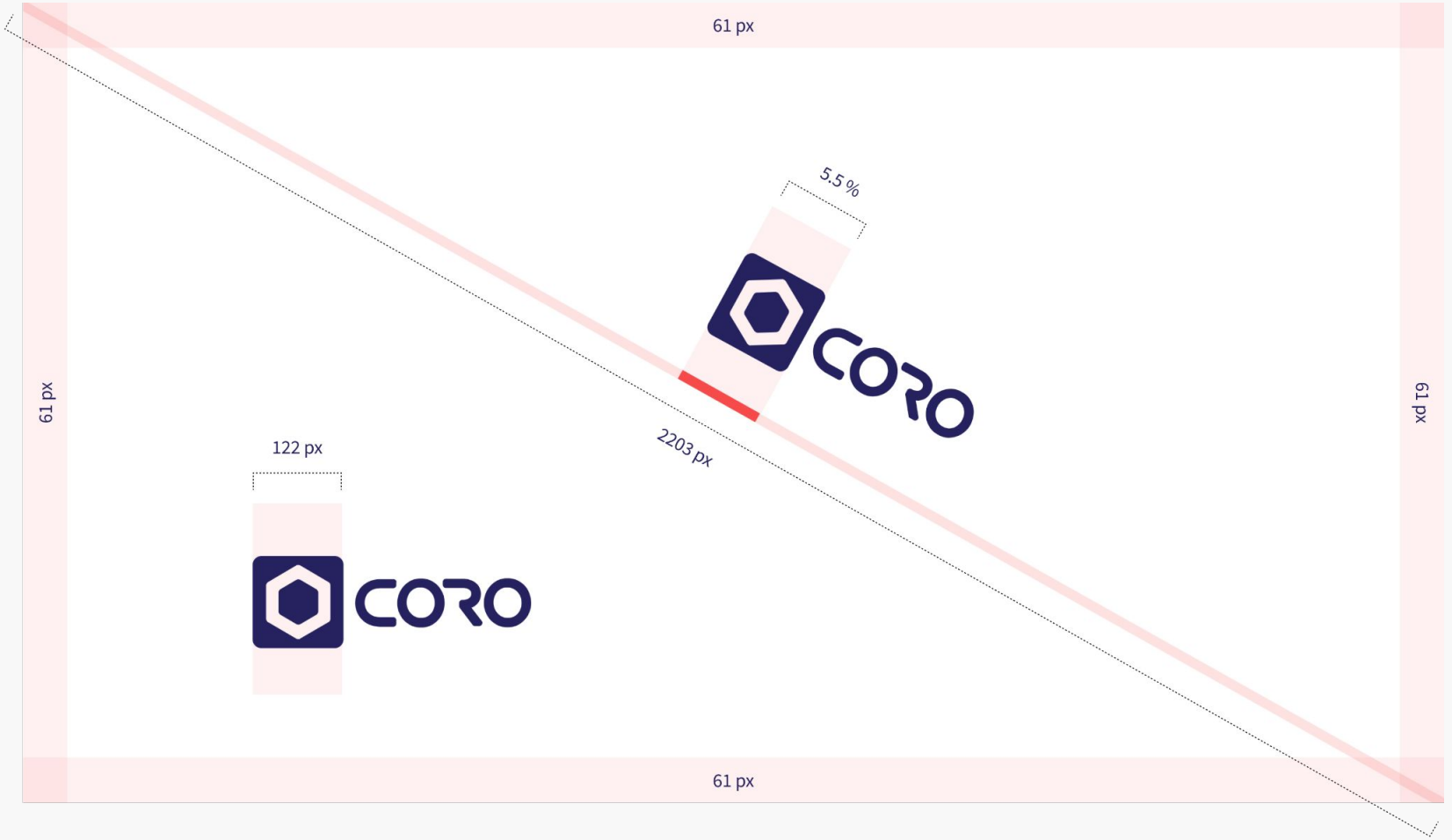
This is determined by proportionally scaling the icon to a minimum diameter of 6mm.

	Digital	Print
Horizontal Logo	60px Retina 30px Standard	6mm
Stacked Logo	80px Retina 40px Standard	8mm

Logo Application

Size: Horizontal

1920 x 1080 Format



The size of the logo depends on the format of the document. The documents margin size is then determined by dividing the icon width by 2.

When building a layout for any comms, follow the steps below:

01.
Draw a diagonal line from one cornerto the other.

02.
Take the length of the diagonal line and calculate 5.5% of the length.

03.
Match the width of the Coro icon on the logo to the 5.5% measurement and round up to the nearest even number.

Example opposite: 1929 x 1080 format

01. The diagonal line was 2203px.
02. 5.5% = 121px.
03. Round up to the nearest even number.

The width of the Coro icon = 122px.

The Margin size = 61px.

Position: Horizontal

The margin measurement is defined by using 50% of the horizontal logo's icon width.

Line the logo up with the margin.

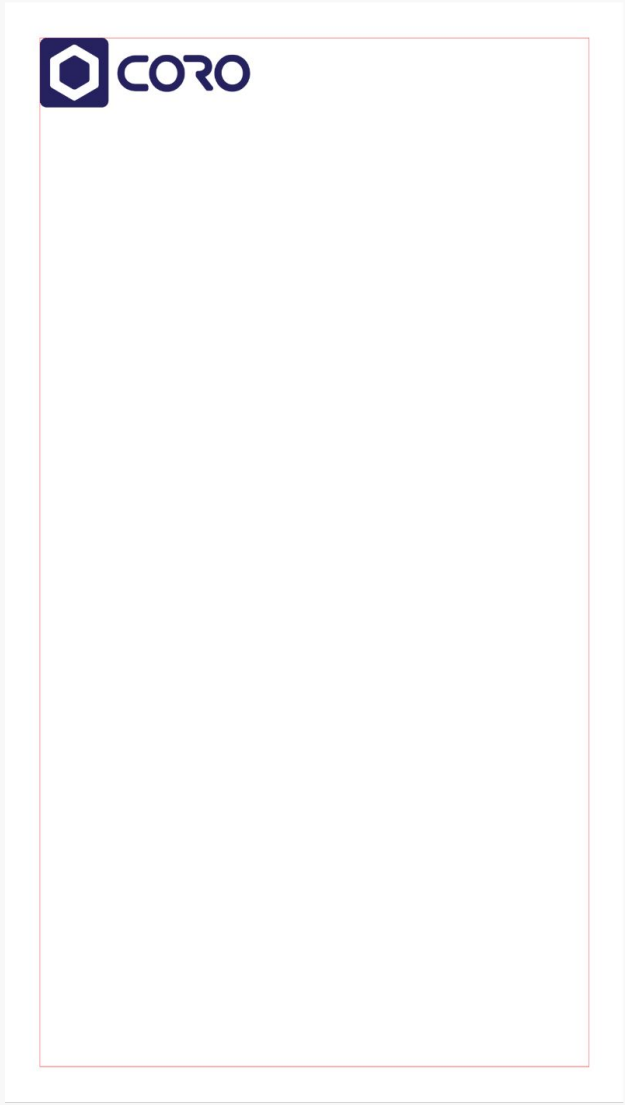
Depending on the content being communicated, the logo is place in one of the four corners of the document.

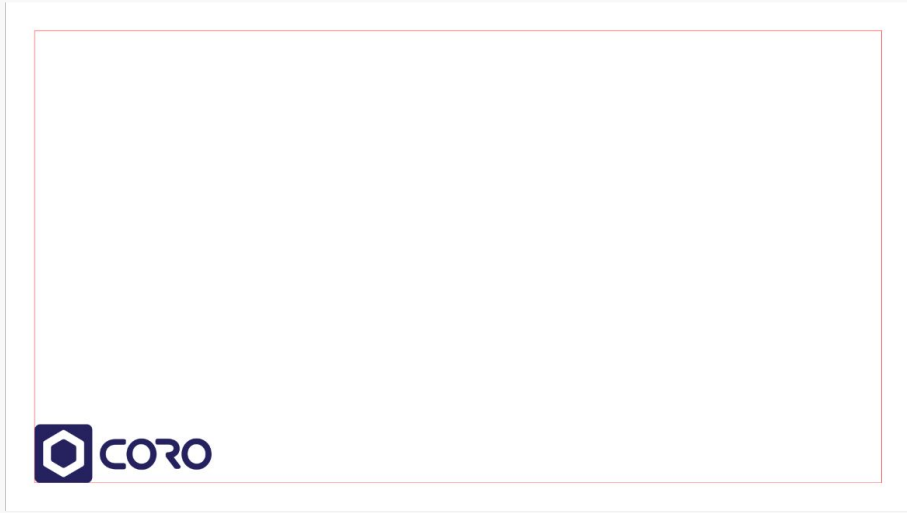
1920 x 1080 Format

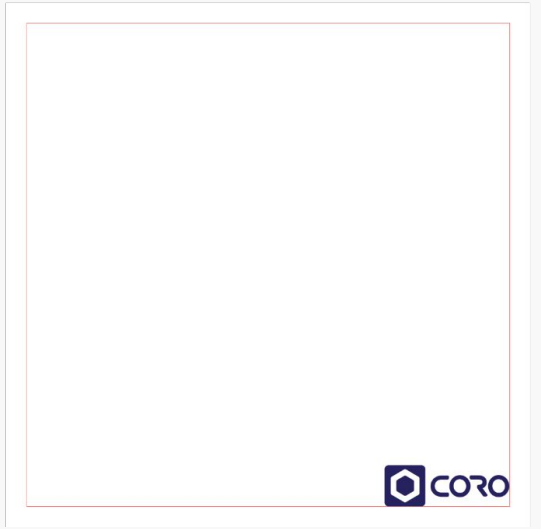
Position: Horizontal

Examples are illustrative.

Logos can be placed in any of
the four corners on each format.







Size: Stacked

The size of the logo depends on the format of the document. We do not use the stacked logo to determine the margin measurement.

01
Draw a diagonal line from one corner to the other.

02
Take the length of the diagonal line and calculate 7.3% of the length.

03
Match the width of the Coro icon on the logo to the 7.3% measurement.

Example opposite: 1929 x 1080 format

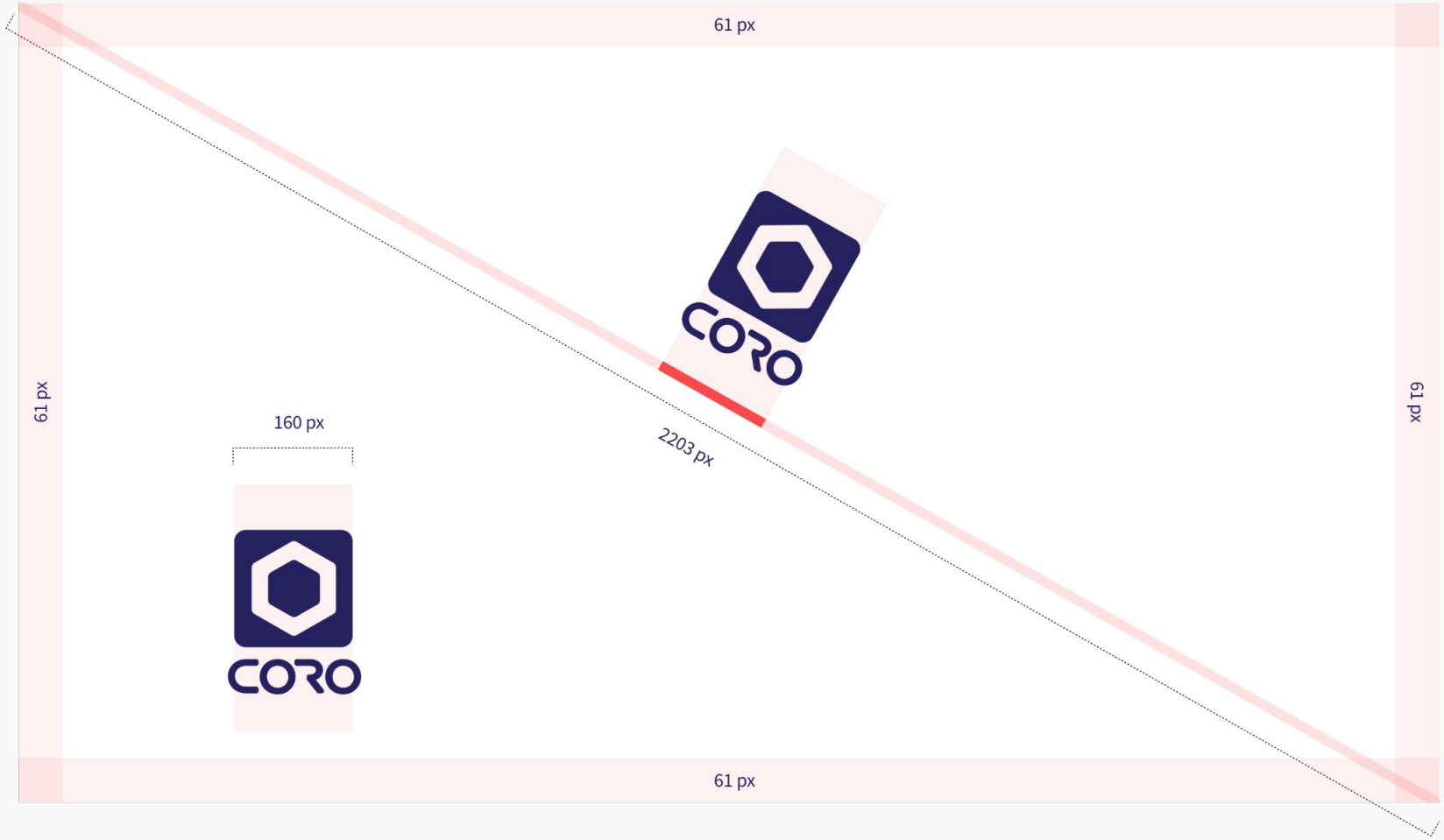
01
The diagonal line was 2203px.

02
7.3% = 160.8px.

03
Round up to the nearest even number.

The width of the Coro icon = 160px.

1920 x 1080 Format

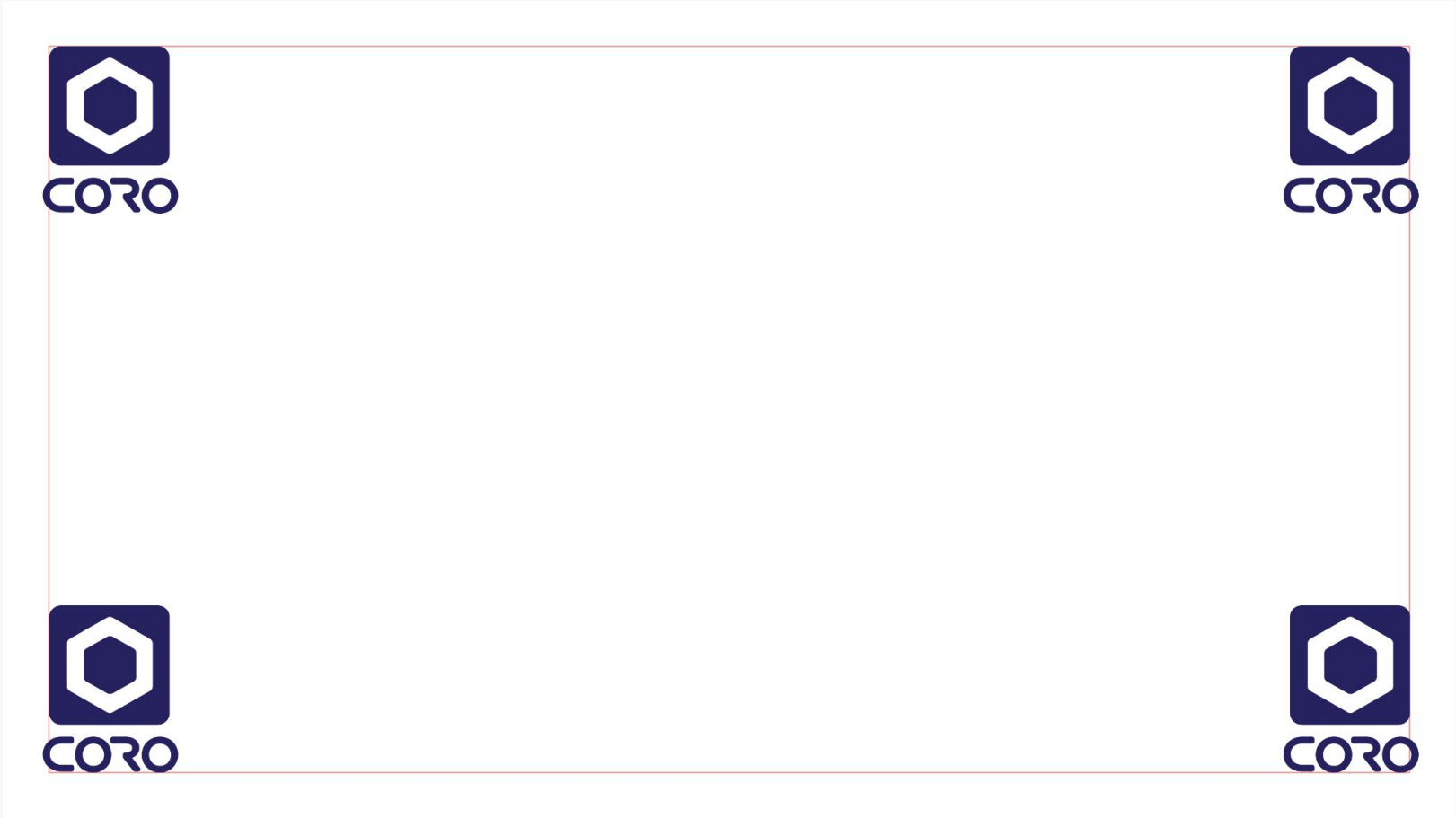


Position: Stacked

Line the logo up with the margin.

Depending on the content being communicated, the logo is place in one of the four corners of the document.

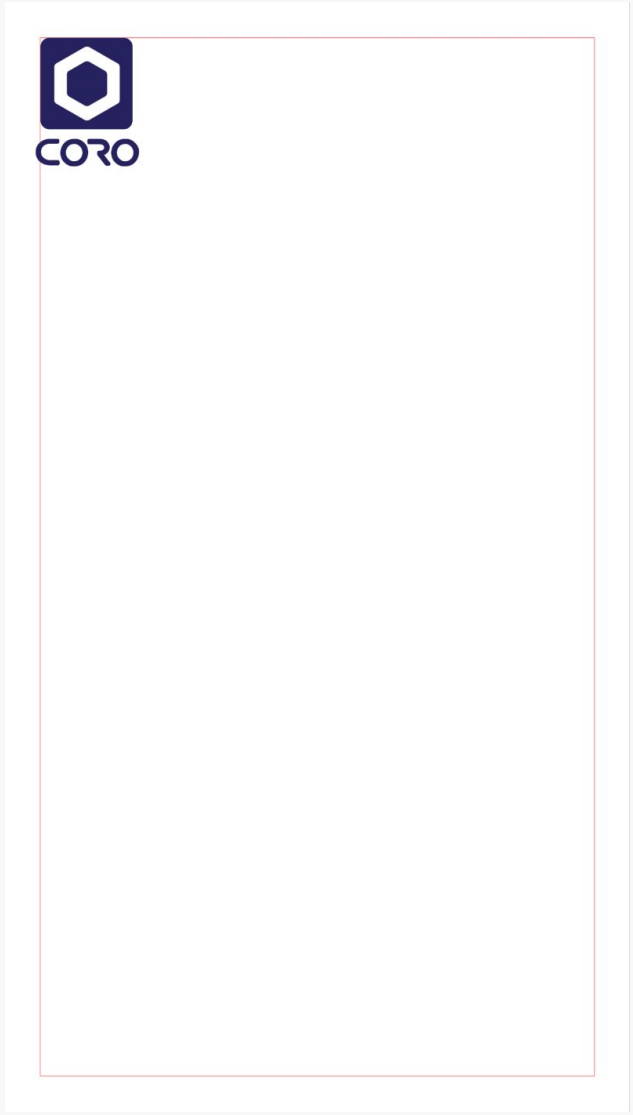
1920 x 1080 Format

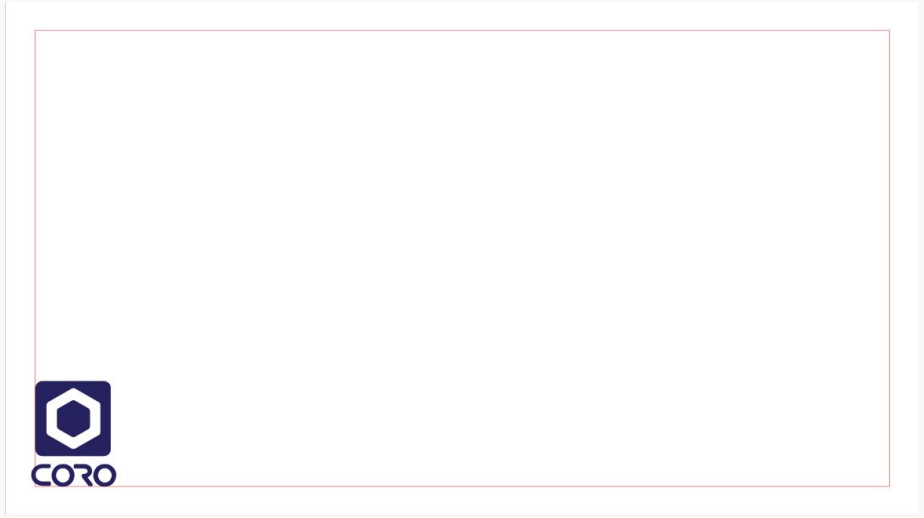


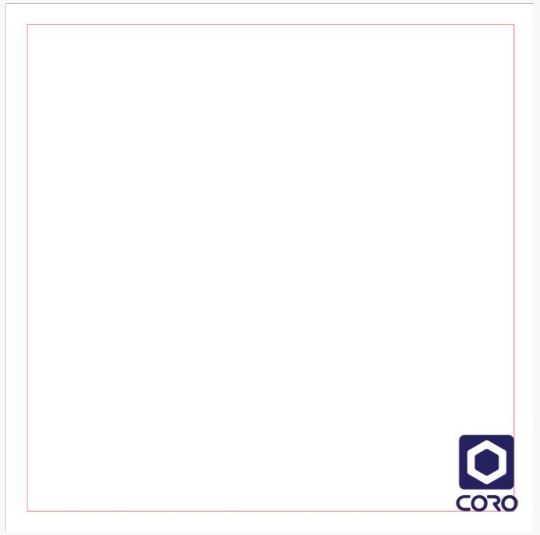
Position: Stacked

Examples are illustrative.

Depending on the content being communicated, the logo is place in one of the four corners of the document, the logo can be placed in any of the four corners on each format.







Partner Logos

Partner Types

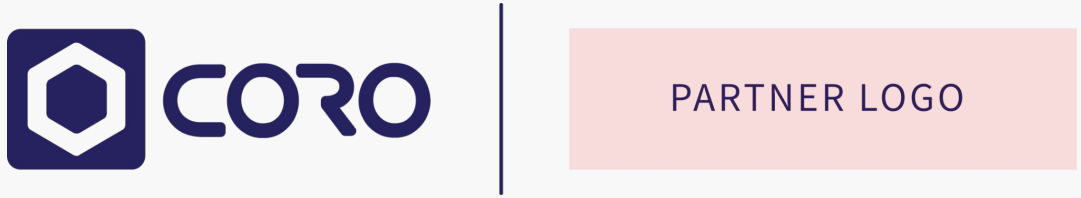
Co-Branding

When the main goal is to communicate your partnership with Coro, co-branding is the best choice.

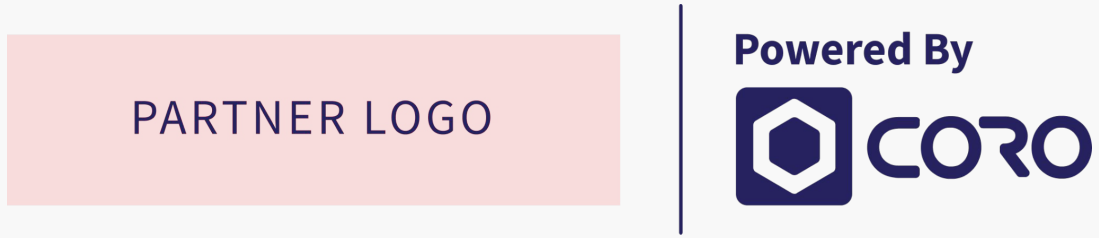
Coro as a Service

When both can offer a distinct product or service that wouldn't be possible alone we use a 'Powered By Coro' logo in the lock-up.

Co-Branded



As a Service



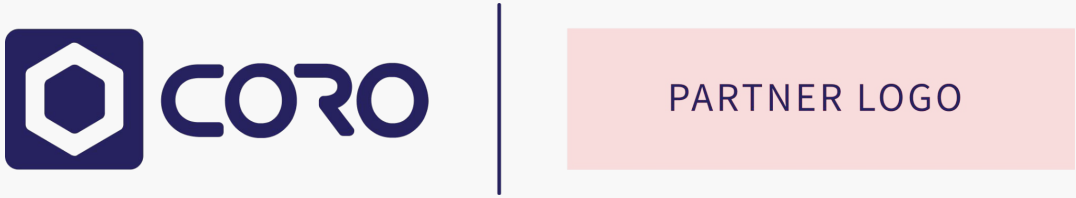
Co-Branding **Formats**

The Coro logo has both a horizontal and a stacked version. Use the Coro logo that best matches the shape of the partner logo.

Only use the Coro logo colors.
Or, if necessary, black.

Visually, the logos size, should carry equal weight.

Horizontal



Stacked

Co-Branding **Design**

Step 1

Pick Coro wordmark that best matches the shape of the partner's brand.

Step 2

The Coro icon is used to determine the positioning of the vertical divide line.

Step 3

Use the hex icon to determine the space between the two logos.

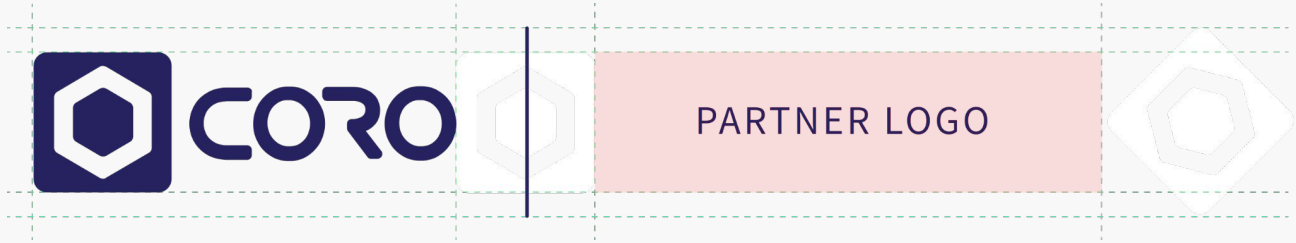
Step 4 Horizontal logo

Use the hex icon rotated 45 degrees to determine the height of the dividing line.

Step 4 Stacked logo

Use the stacked logo Coro word mark to determine the dividing line height.

Horizontal



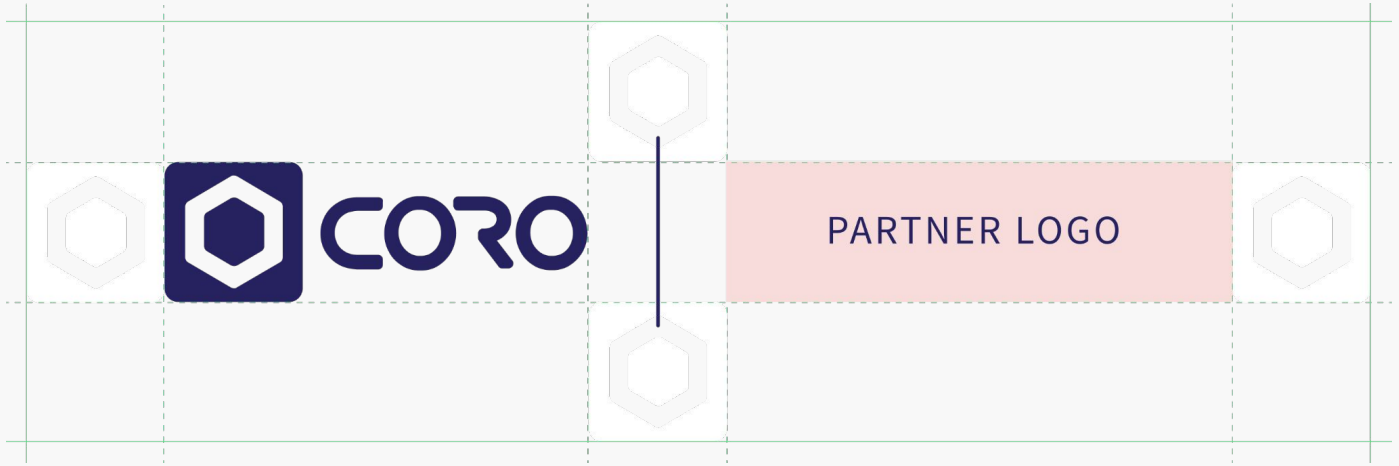
Stacked

Co-Branding
Safe Space

Use the Coro icon height to determine the safe space.

This ensures breathing space around the logo lockup.

Horizontal



Stacked

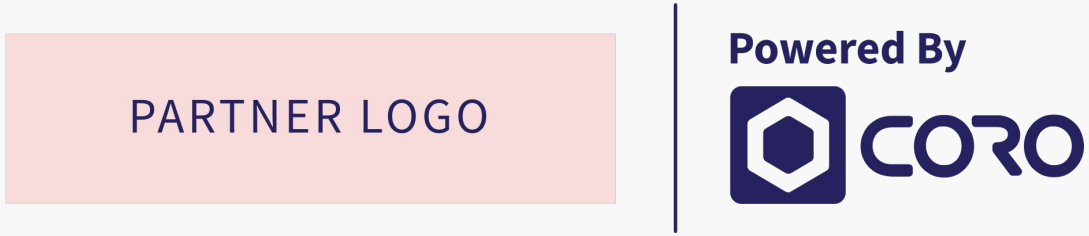
Powered By **Formats**

The Coro logo has both a horizontal and a stacked version. Use the Coro logo that best matches the shape of the partner logo.

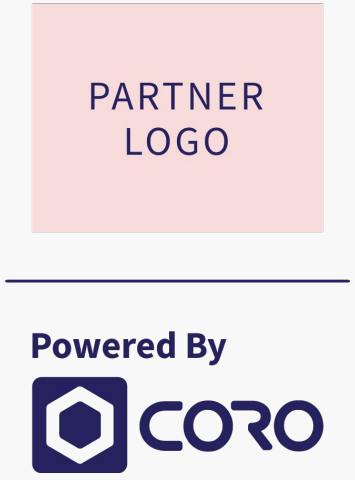
Only use the Coro logo colors.
Or, if necessary, black.

Visually, the logos size, should carry equal weight.

Horizontal



Stacked



Powered By **Lockup**

Step 1

Pick Coro wordmark that best matches the shape of the partner's brand.

Step 2

The Coro icon is used to determine the positioning of the vertical divide line.

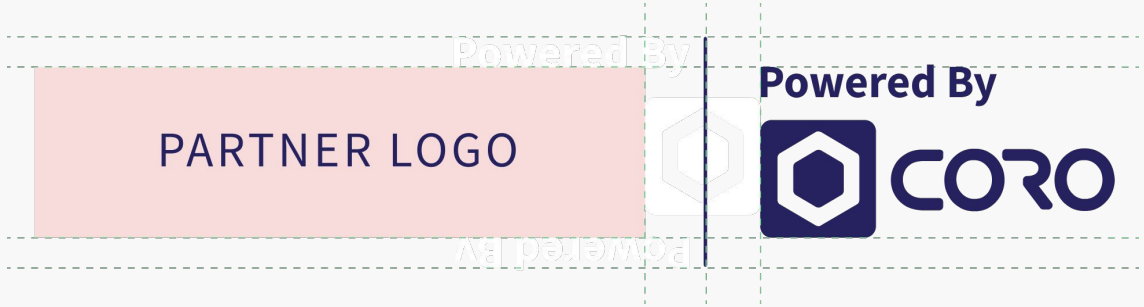
Step 3

Use the hex icon to determine the space between the two logos.

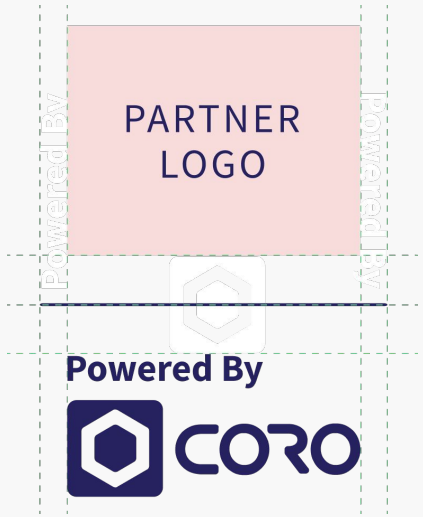
Step 4

Use the height of the 'Powered By' text to determine the length of the dividing line.

Horizontal



Stacked

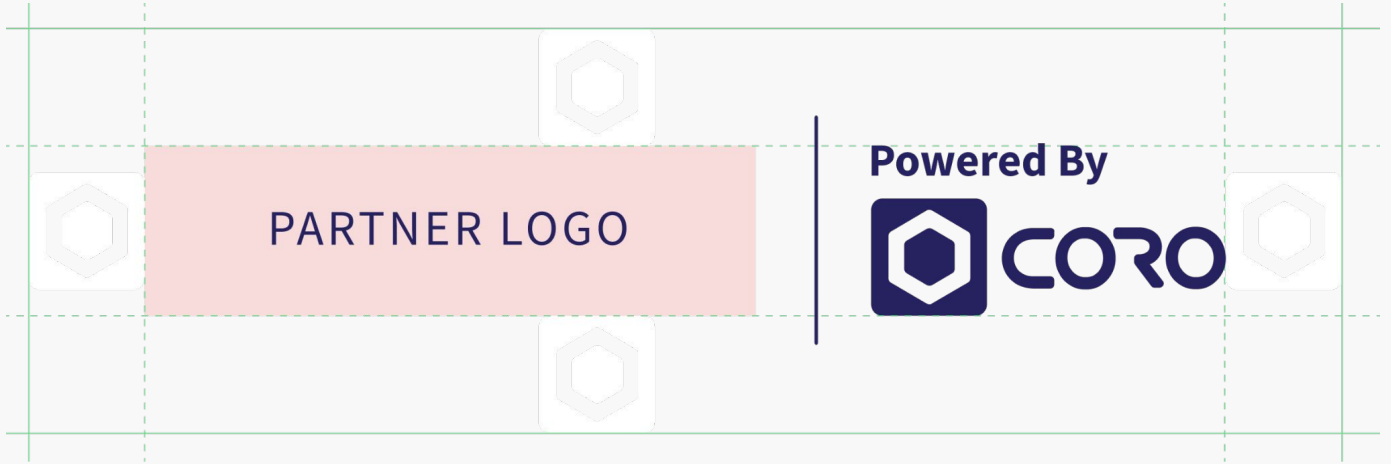


Powered By **Safe Space**

Use the Coro icon height to determine the safe space.

This ensures breathing space around the logo lockup.

Horizontal



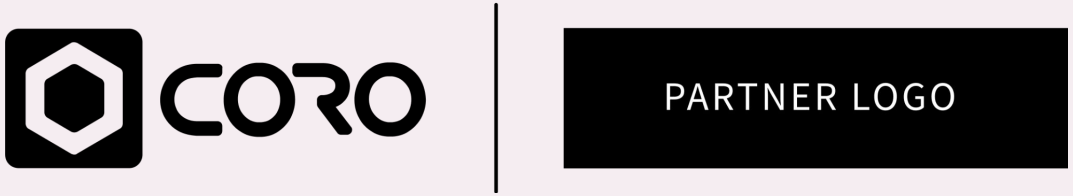
Stacked

Non Coro Colors

To avoid brand colours from clashing, keep both logos in black and white.

When the Partner is the lead brand, use Partners brand guidelines and colours.

Horizontal



Stacked

Color

Primary Colors

Our primary brand colours are **Indigo**, **Green** and **White**.

They form the foundation of everything Coro. These colours are used to provide accessibility, simplicity and consistency throughout all brand communications.

	Hex	CMYK	Pantone
Coro Indigo	#262260	100 100 31 23	273c
Coro White	#FFFFFF	0 0 0 0	-
Coro Green	#69d488	50 0 64 0	346c

Extended Color

The extended colours are designed only for digital interfaces, infographics, illustrations and product designs where tone-on-tone pairings improve the communication or user experience; for example, on hover states or disabled buttons.

These colours may be used in support of Coro primary colours only, and should not be used prominently in application. This helps maintain the meaning and impact of the Coro palette.

	Primary	Secondary			Tertiary / Illustration
Indigo	Coro Indigo Hex: #62260 CMYK: 100 100 31 23 Pantone: 273c	70% Indigo Hex: 6A6792 CMYK: 66 62 21 3	40% Indigo Hex: ACAAC2 CMYK: 33 29 11 0	20% Indigo Hex: #D2D0DE CMYK: 16 15 5 0	Light Indigo Hex: #EEEEF3 CMYK: 5 4 2 0
Green	Coro Green Hex: #69D488 CMYK: 50 0 64 0 Pantone: 346c	Dark Green Hex: #174524 CMYK: 84 44 93 52	Bold Green Hex: #38C15F CMYK: 70 0 85 0	70% Green Hex: #9CE0AF CMYK: 38 0 41 0	8% Green Hex: #F3FCF6 CMYK: 4 0 3 0
Red	Coro White Hex: #FFFFFF CMYK: 0 0 0 0	Coro Red Hex: #FC4D4D CMYK: 0 85 67 0 Pantone: 178c	Dark Red Hex: #5E2222 CMYK: 37 86 76 54	40% Red Hex: #F2BAB9 CMYK: 3 31 18 0	40% Red Hex: #FCF2F2 CMYK: 1 5 2 0

Indigo Light
Hex: #5479f5
CMYK: 71 56 0 0

Big Blue
Hex: #5479f5
CMYK: 71 56 0 0

Little Blue
Hex: #E4E4F9
CMYK: 9 8 0 0

Little Green
Hex: #E1F3DE
CMYK: 11 0 15 0

Little Red
Hex: #FAE8E6
CMYK: 1 9 5 0

Typography

Source Sans 3

Source Sans 3 for was selected to lead Coro's brand for its clarity and legibility.

The type's clean look is a great fit for a tech company, but at the same time, its neutral and humanistic characteristics are relatable and friendly.

If the Source Sans Pro font family cannot be used, substitute with the equivalent Arial font family.

DOWNLOAD FONTS

With Coro, customers are able to custom-build their security stack, **choosing out of Coro's 14 security modules, only what they need and what fits their budget.**

Source Sans 3

Source Sans 3 for was selected to lead Coro's brand for its clarity and legibility.

The type's clean look is a great fit for a tech company, but at the same time, its neutral and humanistic characteristics are relatable and friendly.

If the Source Sans Pro font family cannot be used, substitute with the equivalent Arial font family.

DOWNLOAD FONTS

Headlines
Source Sans 3 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()?+

Subheads
Source Sans 3 Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()?+

Body Copy
Source Sans 3 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()?+

Basics

Headlines

Source Sans 3 Bold (Semi Bold secondary)
In Figma set the line spacing to 100% or if working in a print application, 10/10pt.The letter spacing should be tighter than the body copy. -3% in Figma is a good start point.

Subheads & Small Headers

Source Sans 3 Bold (Semi Bold secondary)
In Figma set the line spacing to 116% or if working in a print application, 10/11.6pt.
The letter spacing should be set at 0.

Body Copy

Source Sans Regular (Highlight words in Bold)
In Figma set the line spacing to 146% or if working in a print application, about 10/14.5pt.
The letter spacing should be set at 0.

Buttons

Source Sans Bold in uppercase.
Space letter out to visually match the examples.10% spacing in Figma.

Headlines

Endpoint Detection & Response

Subheads

Real-Time Threat Detection and Incident Response

Body Copy

Coro, the leading cybersecurity platform for small and mid-size businesses, empowers organizations to easily defend against malware, ransomware, phishing, data leakage, network threats, insider threats and email threats across devices, users, networks and cloud applications. Coro's platform automatically detects and remediates the many security threats that today's distributed businesses face, without IT teams having to worry, investigate, or fix issues themselves. Coro has been named a leader in G2-Grid for EDR/MDR, received Triple-A grading (AAA) from SE LABS, and was named to Deloitte's Fast 500.

Buttons

WATCH A DEMO TODAY

START A FREE TRIAL

Reversed Out Type

Use white type on dark backgrounds.

Coro green is used to highlight words the headlines and standfirst.

Headlines

Endpoint Detection & Response

Subheads

Real-Time Threat Detection and Incident Response

Body Copy

Coro, the leading cybersecurity platform for small and mid-size businesses, empowers organizations to easily defend against malware, ransomware, phishing, data leakage, network threats, insider threats and email threats across devices, users, networks and cloud applications. Coro's platform automatically detects and remediates the many security threats that today's distributed businesses face, without IT teams having to worry, investigate, or fix issues themselves. Coro has been named a leader in G2-Grid for EDR/MDR, received Triple-A grading (AAA) from SE LABS, and was named to Deloitte's Fast 500.

Buttons

WATCH A DEMO TODAY

START A FREE TRIAL

Google Slides & PowerPoint

Use the **Arial typeface** on all decks produced in Google Slides and PowerPoint.

This ensures compatibility when collaborating or sharing across the company, and with partners.

Arial only come in two weights, bold and regular. Match as closely as is possible to the Source Sans formatting as described in the brand guidelines.

Headlines

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()?+

Body Copy

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()?+

Hex-Icons

Coro Hex

The hex symbolizes Coro’s strength and the shield we provide. It also represents the modules of security available on our platform.

The use of rounded corners creates an ownable brand shape. Coro’s hex corresponds to the powerful but friendly user experience.

The hex can be used as part of the company corporate identity, as well as a frame to a message and other stand-alone imagery to demonstrate overtly and subliminally Coro’s value. It also serves as the basic shape for Coro’s distinguishable iconography style.

We have three core sets of icons that we use to represent Coro products as well as their functions.

01
Coro Suites

02
Coro Modules

03
General Purpose

Coro Modules

A module is a self-contained security component that can be turned on or off. Some modules are core functionality. Some enhance other modules.

Cloud App Security

Email Security

Network Module

Endpoint

Endpoint Data Governance

Wi-Fi Phishing

User Data Governance

Secure Messages

Inbound Gateway

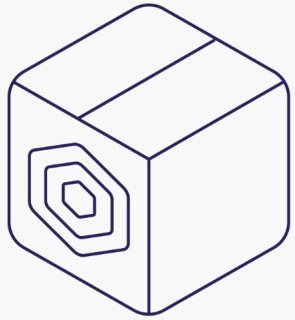
Endpoint Data & Response

Mobile Device Management

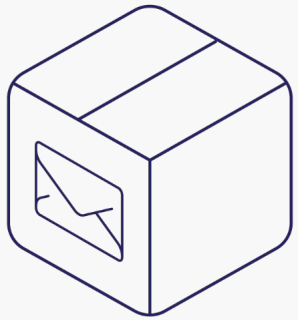
Secure Web Gateway

Coro Suites

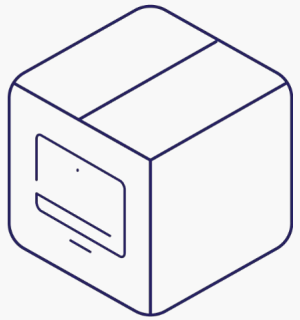
Coro Suites are packages of modules and services.



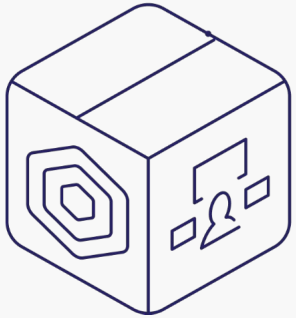
Coro Complete



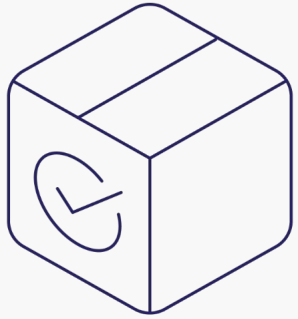
Coro Email



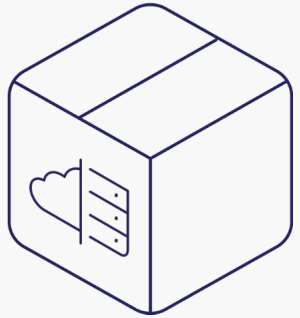
Coro Endpoint Sale



Coro Complete Managed



Coro Essentials

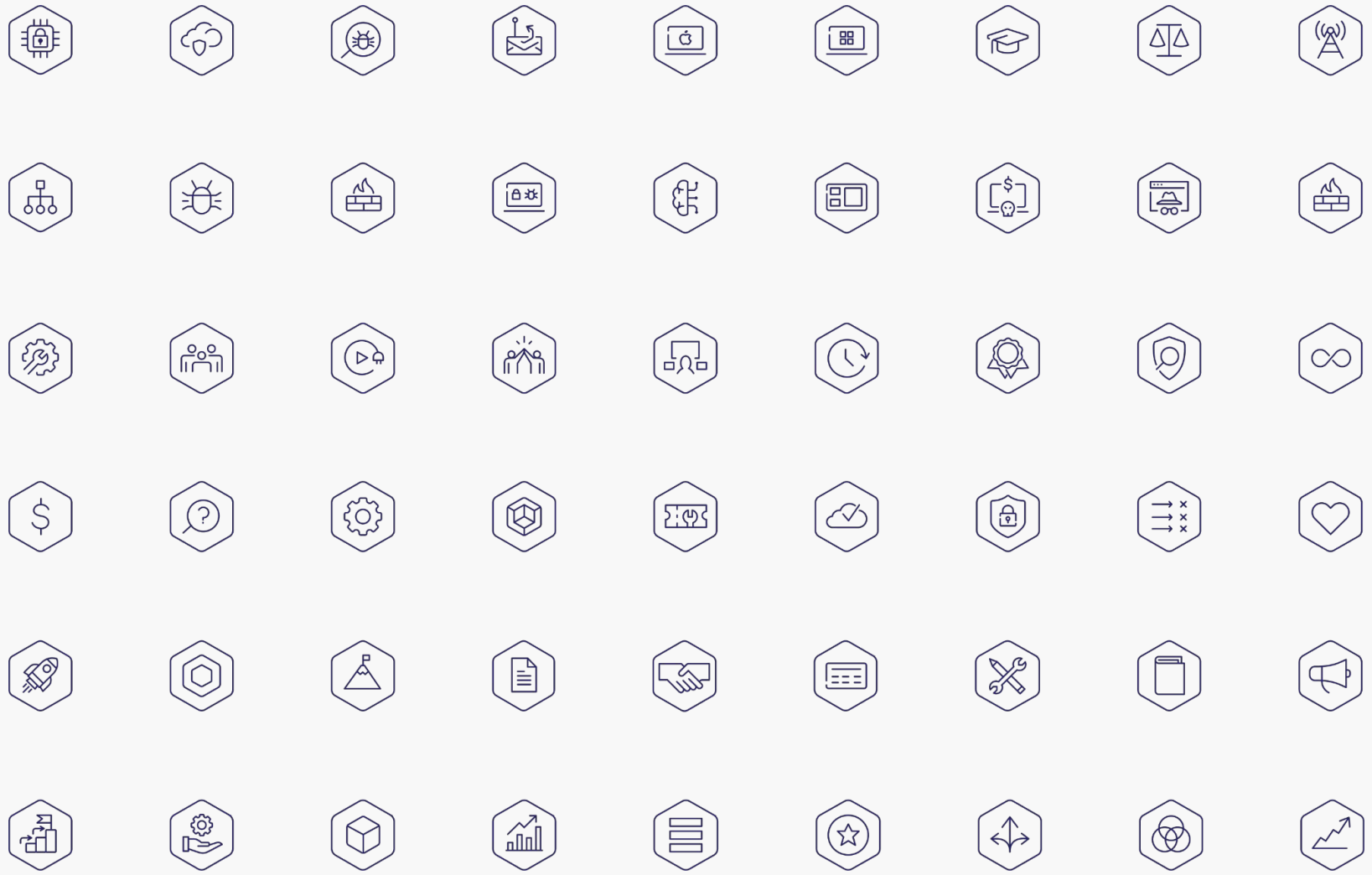


Coro SAS

Hex-Icons

We have a library of Coro Hex-Icons that we use to highlight more general functions of the products and services that we offer.

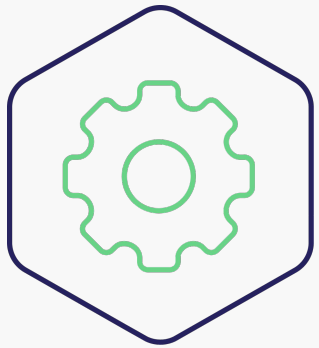
They help to make our visual communications clear and easy to digest.

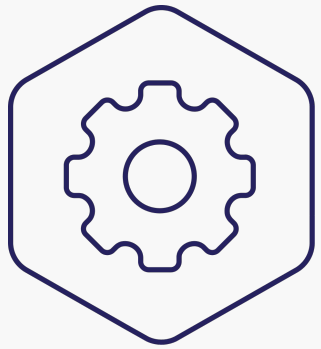


Hex-Icons: Color

Only use combinations of Coro Indigo, Coro Green and white.

If working in black and white, use only black and white, if it can be helped, do not use grey.

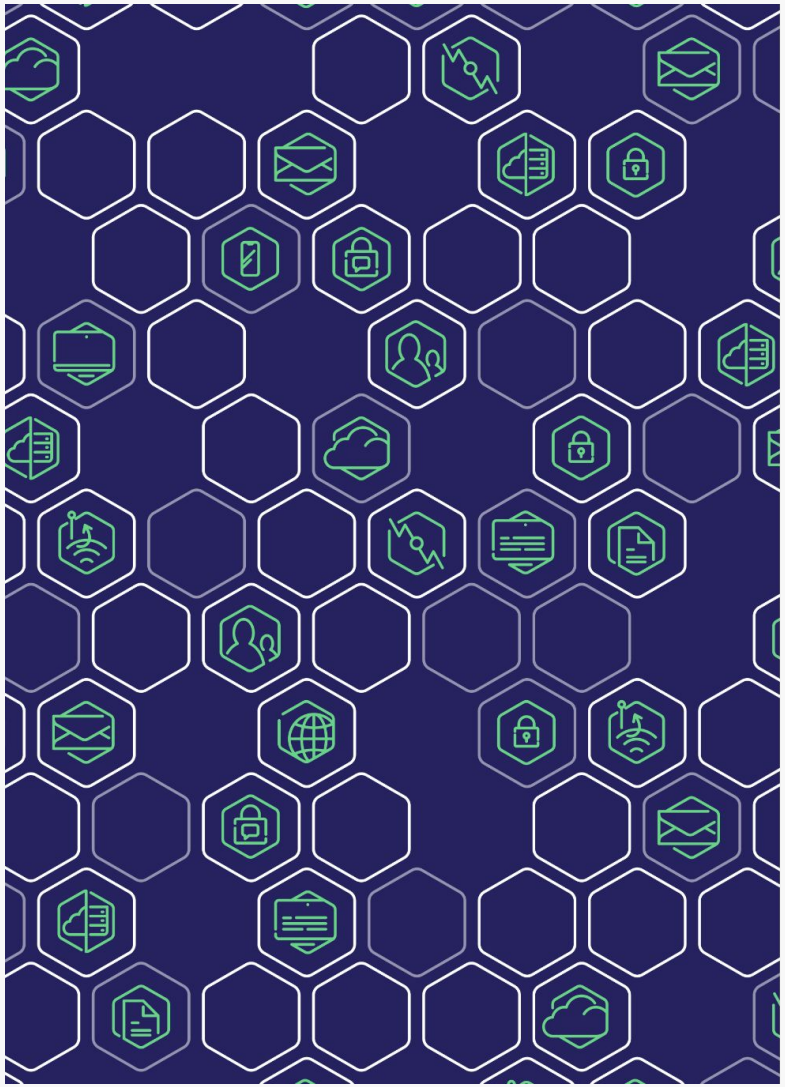


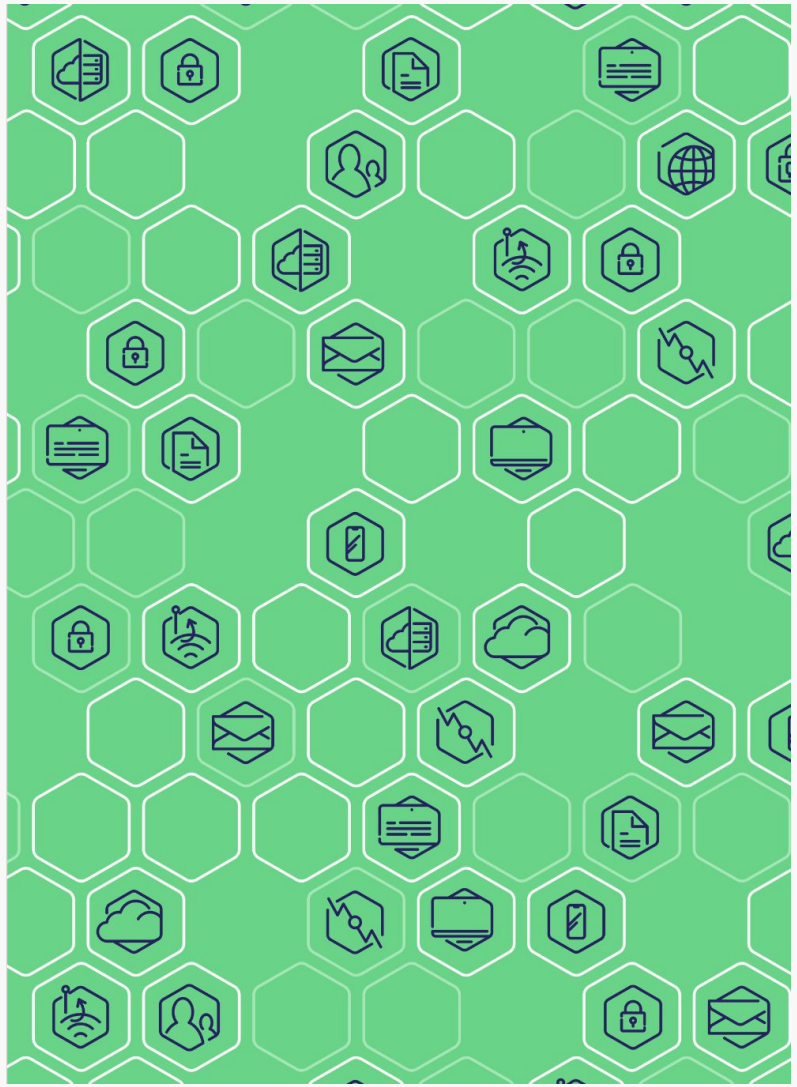


Patterns

The hex shape of the Hex-Icons can come together to visually express the Coro product offerings.

This helps to reinforce the Coro brand messaging.





Hex-Icons: In Use

Examples opposite:

Module Hex-Icons

The Endpoint Security Module icon is used to support the headline.

Pattern

Pattern is used behind the Module icon. It visually suggests the features that make up the Module.

General Hex-Icons

These help break up the text to make to simplify navigating the copy.

Together the icons contribute to giving product literature a strong brand identity that communicates in a simple and effective way.

Illustration

Why Illustration?

Illustrations help tell a story and connect to the benefits and functions of Coro products in an engaging way.

Unlike photography, illustrations can communicate without singling out a specific time, place or person.

Illustrations help to make communication relatable and human.

This helps to connect and communicate with our customers and employees.

Our go to illustration source is

Visual Generation.

Concepts

When developing Coro illustrations, always consider the concept and look for the most direct way to make the audience understand what you want them to feel and know.

Look for opportunities to utilise and integrate our Hex-Icons.

Coro Brand Colours

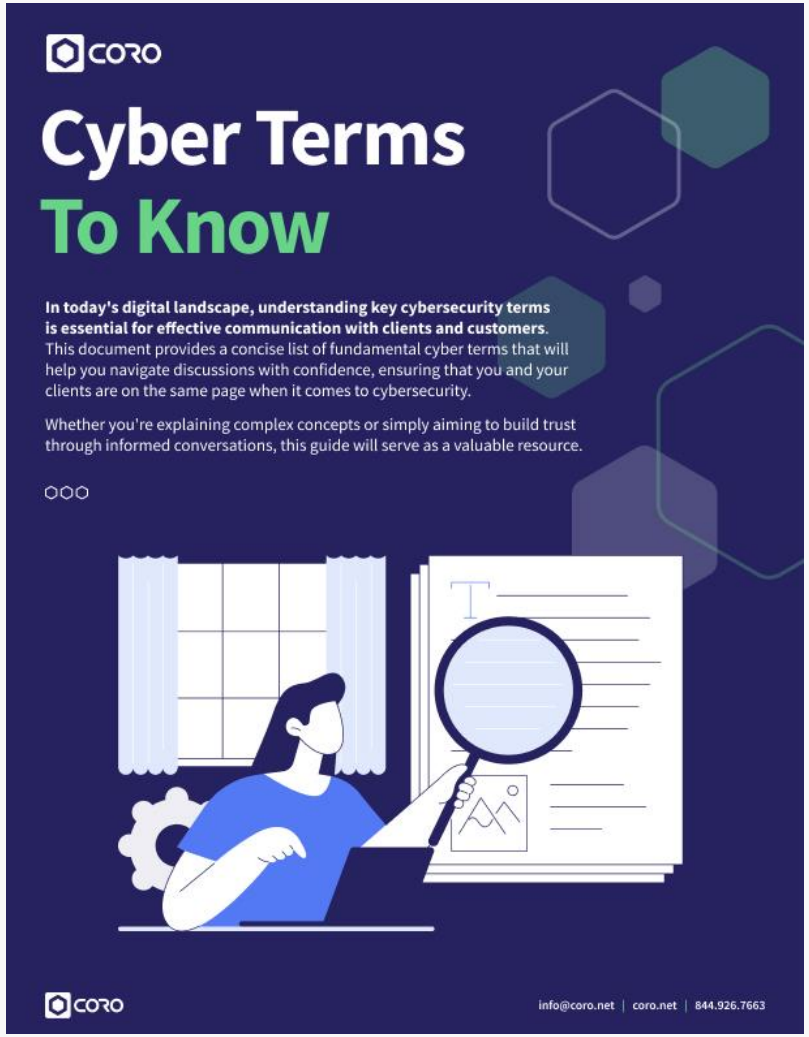
Use Coro Indigo for the ‘drawn lines’ and some key objects.

Use Coro Red to indicate danger.

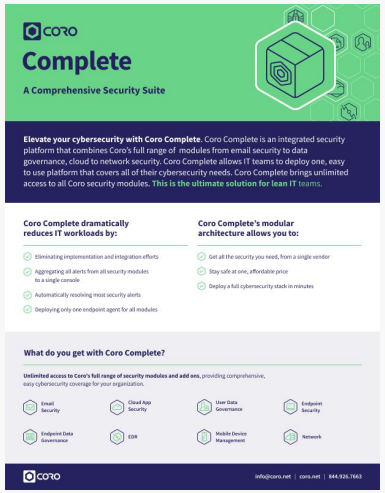
Consider where the illustration will be viewed. For example, use tint for the background when the illustration is viewed on a white environment, such as Linkedin posts.

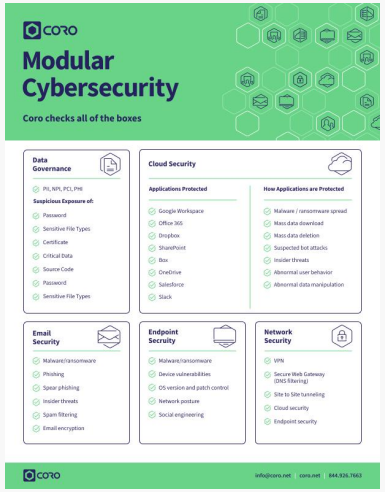
Brand Application

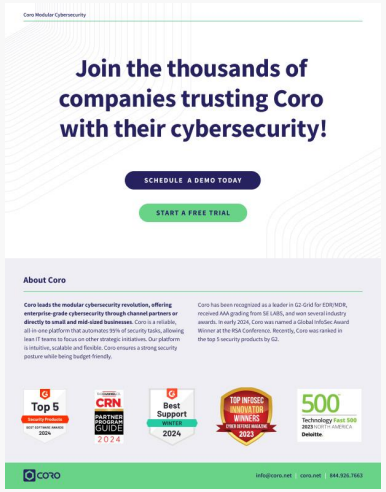
Literature 01



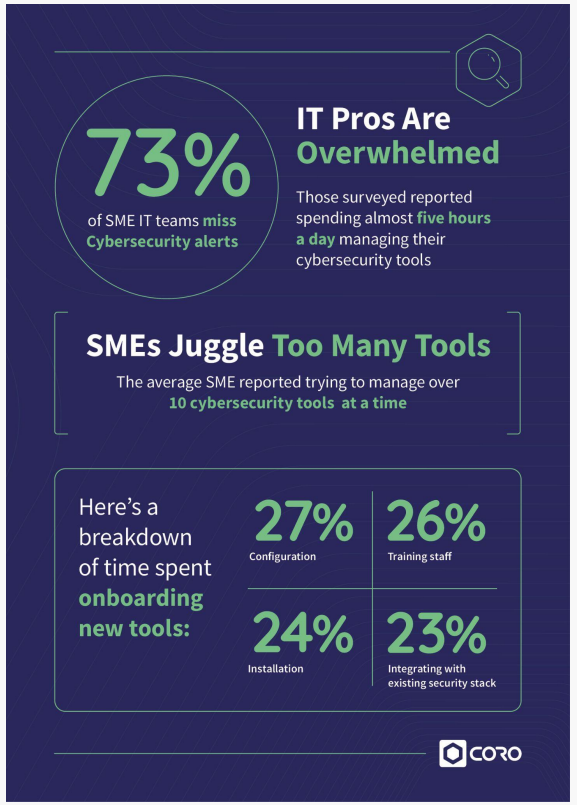
Literature 02

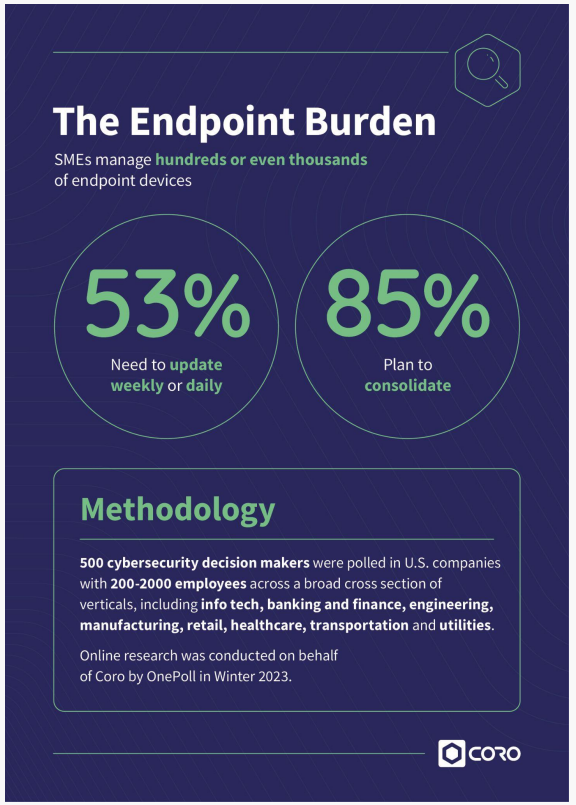




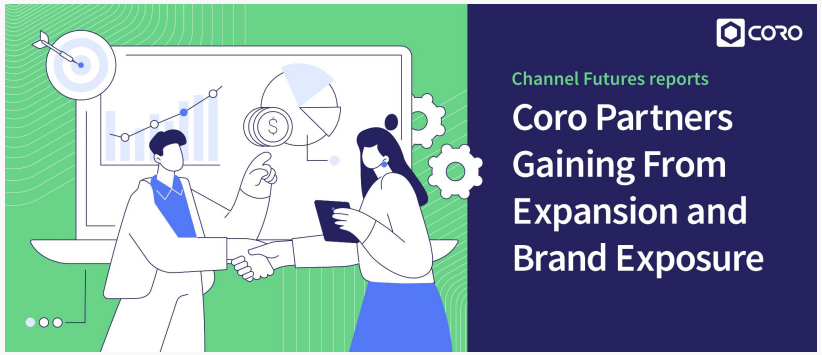


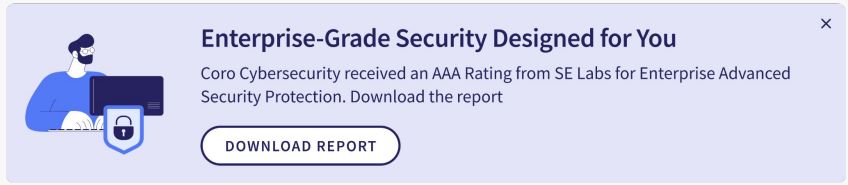
Literature 03



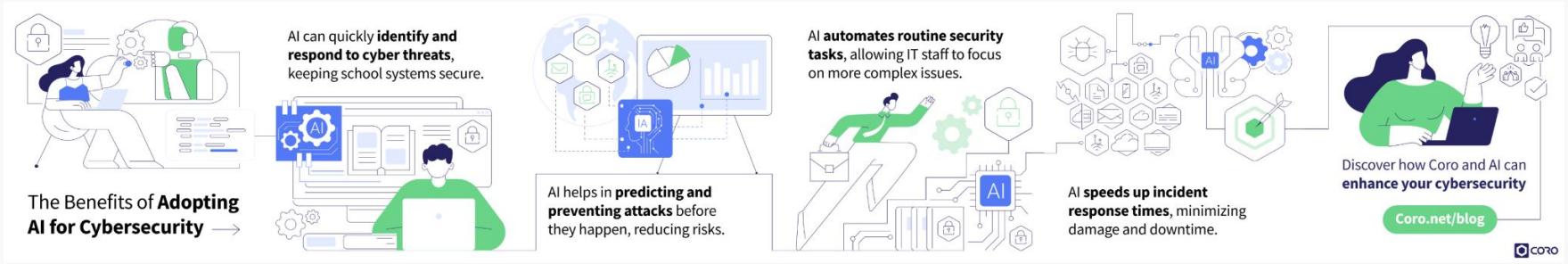


Social & Banners





Carousels

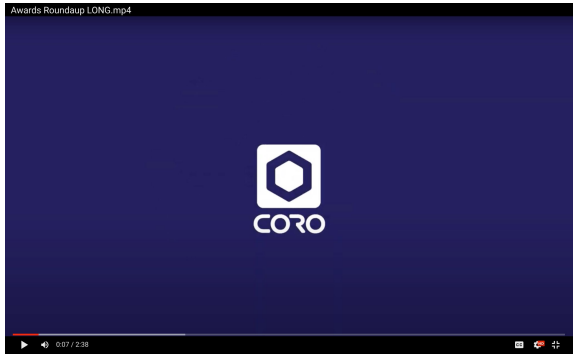

The Benefits of **Adopting AI for Cybersecurity** →
AI can quickly **identify and respond to cyber threats**, keeping school systems secure.
AI helps in **predicting and preventing attacks** before they happen, reducing risks.
AI **automates routine security tasks**, allowing IT staff to focus on more complex issues.
AI **speeds up incident response times**, minimizing damage and downtime.
Discover how Coro and AI can **enhance your cybersecurity**
Coro.net/blog
CORO

Meet the inspiring female trailblazers shaping the future of digital security
As of recent data, women make up approximately **25% of the global cybersecurity workforce**
About **20% of cybersecurity leadership roles** are held by women
Women in cybersecurity **earn, on average, 21% less** than their male counterparts
Despite the challenges of a gender gap, the following **4 women** have carved out **remarkable careers in cybersecurity.**
Katie Moussouris 1
Founder and CEO
Luta Security
Pioneered bug bounty programs at Microsoft and helped launch "Hack the Pentagon"
Co-authored ISO standards on vulnerability disclosure and handling processes
Maddie Stone 2
Security Researcher
Google's Project Zero
Leads Google's Exploit team in the Threat Analysis Group
Expert in reverse engineering and malware analysis
Amanda Rousseau 3
Offensive Security Engineer at ***Microsoft***
Known as "Malware Unicorn," specialized in **reverse-engineering malware**
Played a significant role in analyzing the WannaCry ransomware attack
Selena Larson 4
Senior Threat Intelligence Analyst at ***Proofpoint***
Researches **advanced cybercriminal threats** and develops actionable threat intelligence
Former **cybersecurity and privacy journalist**
Follow their paths, share their stories, and inspire the next generation of cybersecurity professionals.
For more powerhouse women in cybersecurity, visit:
coro.net/blog
CORO

2024 SME Security Workload Impact Report
Download the full report at Coro.net
Conducted on behalf of Coro by **OnePoll**
We wanted to understand **cybersecurity workloads facing SMEs.** So we talked to 500 decision makers from a range of companies. **What they told us was shocking.**
Do People Notice **Cybersecurity Warnings?**
73%
of SME IT teams **miss alerts**
SMEs Juggle Too Many Tools
The average SME reported trying to manage over **10 cybersecurity tools at a time**
Here's a breakdown of time spent **onboarding new tools:**
27% Configuration
26% Training staff
24% Installation
23% Integrating with existing security stack
Consolidation **Brings Relief to SMEs**
85%
Plan to consolidate in 2024
Methodology
500 cybersecurity decision makers were polled in U.S. companies with **200-2000 employees** across a broad cross section of verticals, including **info tech, banking and finance, engineering, manufacturing, retail, healthcare, transportation** and **utilities**.
Online research was conducted on behalf of Coro by OnePoll in Winter 2023.
CORO

Video

Awards Roundaup LONG.mp4


Awards Roundaup LONG.mp4
CORO

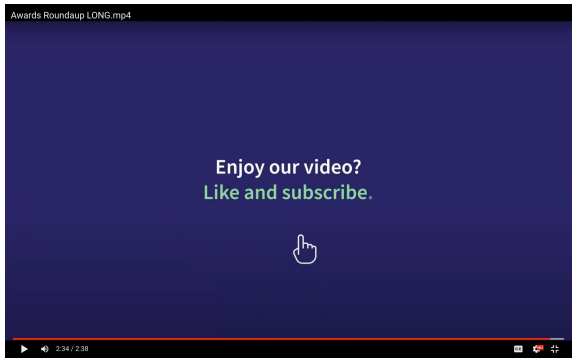
Awards Roundaup LONG.mp4
Great Place To Work. Certified 2024 USA
Jim Tarantino
CHIEF REVENUE OFFICER

Awards Roundaup LONG.mp4
THE CHANNEL CO.
MES MIDMARKET 100
2024
CORO

Awards Roundaup LONG.mp4
Great Place To Work. Certified 2024 USA
Ranked #38
In Deloitte Fast 500

Awards Roundaup LONG.mp4
FORTUNE
CYBER 60
TWO YEARS IN A ROW
CORO
CORO

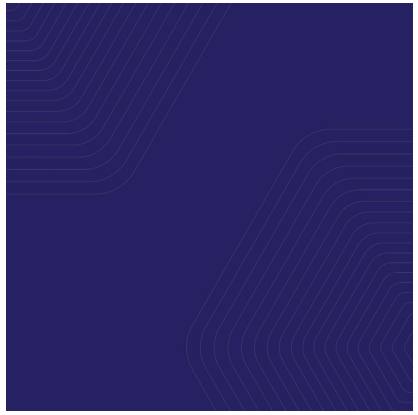
Awards Roundaup LONG.mp4
Great Place To Work. Certified 2024 USA

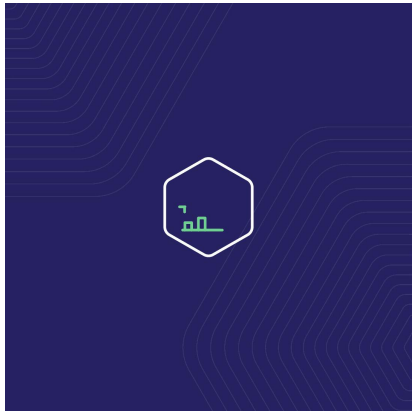

Awards Roundaup LONG.mp4
Enjoy our video?
Like and subscribe.

Animation 01

Animation 02

Animation 04





3D Environments 01

When working on 3D environments,
the color hierarchy should be flipped.
Use Coro's white logo on an indigo background.

Guiding design principles:

Clean, spacious design.
Only use what's needed to deliver your message.

Our duotone of white and indigo as the core palette.
For best results over TV or studio backgrounds,
add subtle gradients to your design.

The use of Coro's iconography
as the main communication visual.

The use of product imagery to tell
the viewers more about our platform.

The use of the green and red accent colors
to enforce positive vs. negative messaging
(e.g., green typography to reinforce Coro's
strength and success).

3D Environments 02

3D Environments 03

3D Environments 04

Example:
Print banner for trade a trade show

3D Environments 05

Example:
Roll up banners used for visual recognition.

Holiday Posts

Coro’s hex icons are used throughout our core branding to support our communications.

Thank You

Coro was built on a simple principle:
Enterprise-grade security should be accessible to every business. We believe the more businesses we protect, the more we protect our entire economic outlook.

866-849-1561
channelmarketing@coro.net