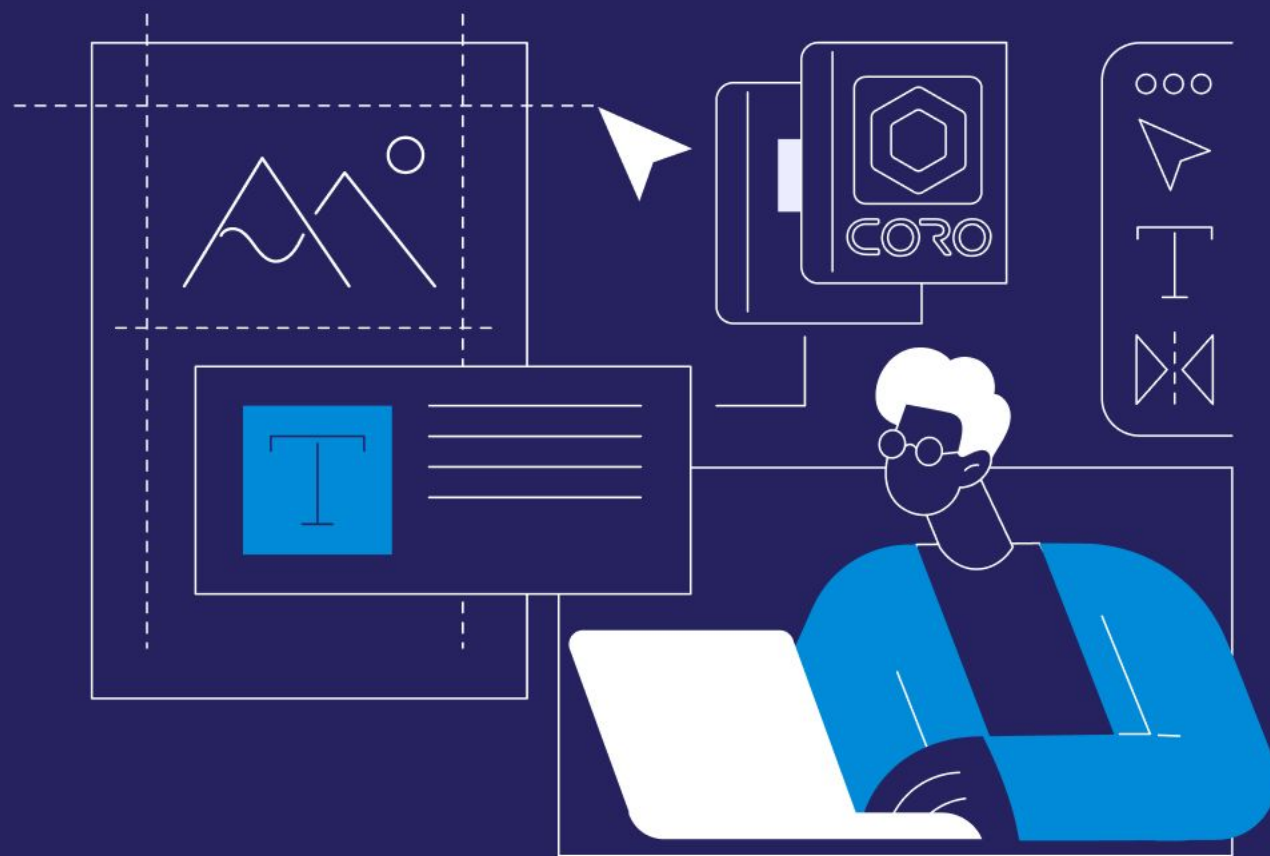




Brand Guidelines For Partners





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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





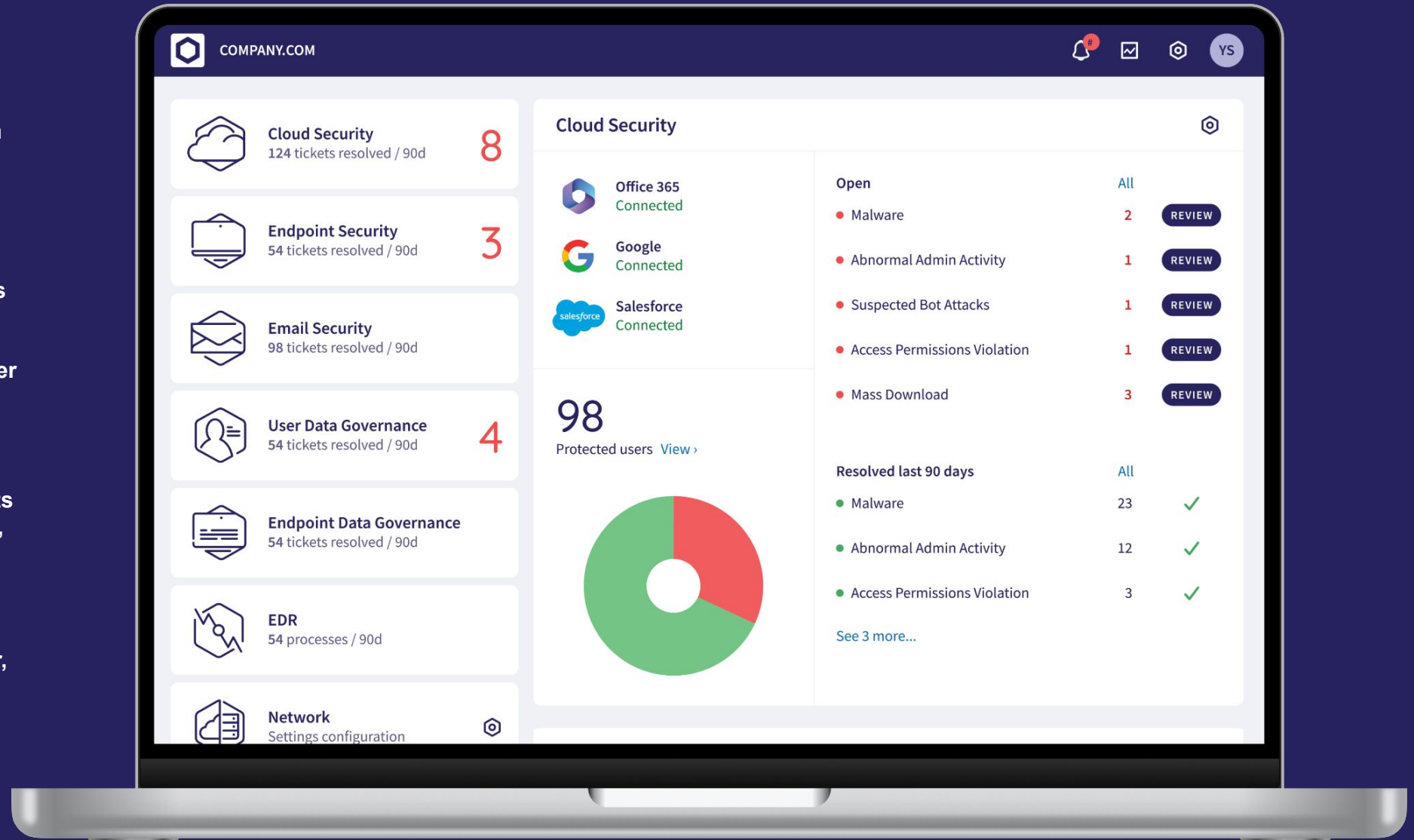
About Coro

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.

The Logo

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.

The Logo

Guidelines

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.

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.

The Logo

Coro Brand Guidelines

Digital

Print

Horizontal Logo

60px Retina
30px Standard



6mm



Stacked Logo

80px Retina
40px Standard



8mm





Logo Application



Size: Horizontal

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 corner to 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.

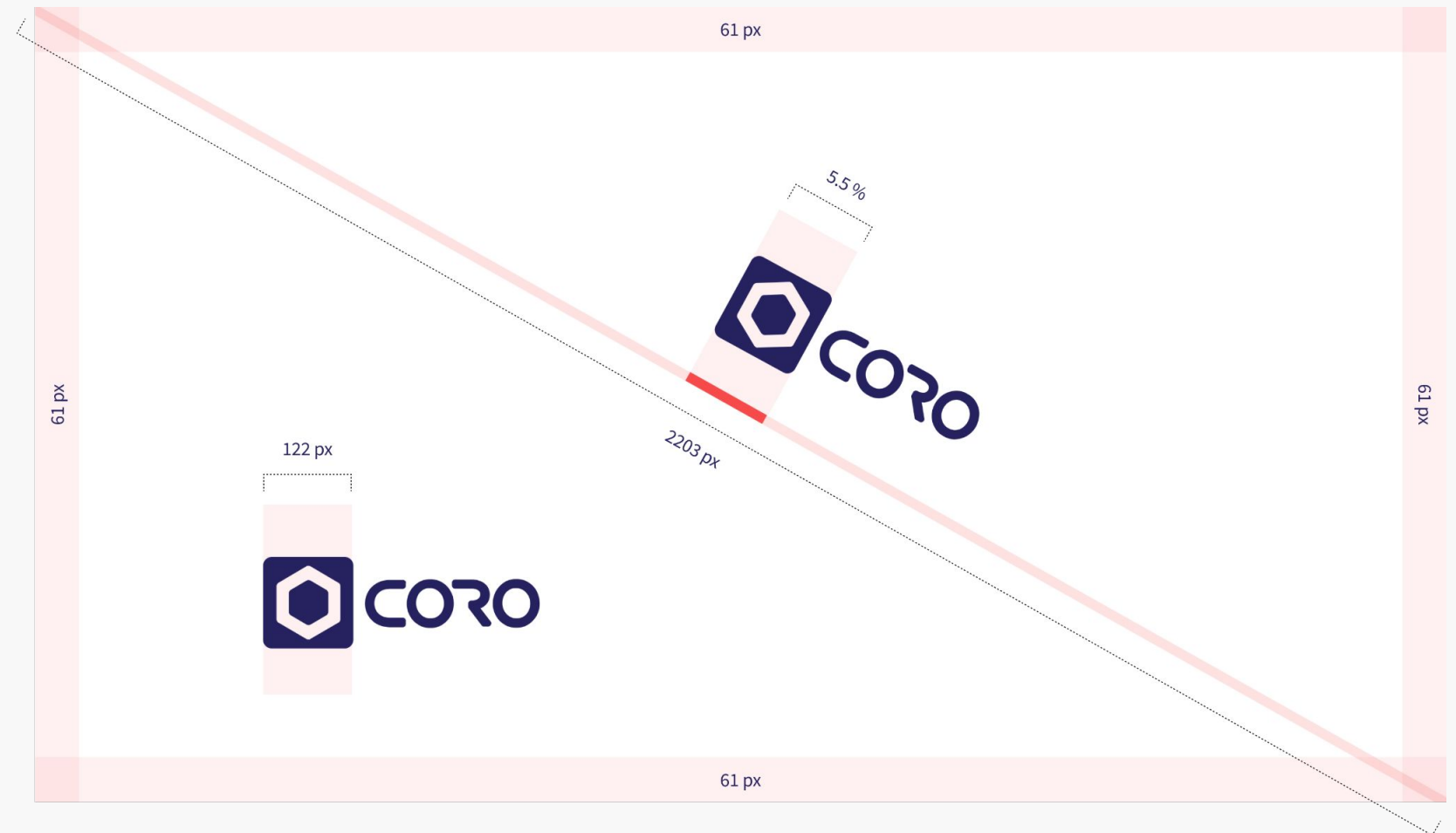
02. $5.5\% = 121\text{px}$.

03. Round up to the nearest even number.

The width of the Coro icon = 122px.

The Margin size = 61px.

1920 x 1080 Format





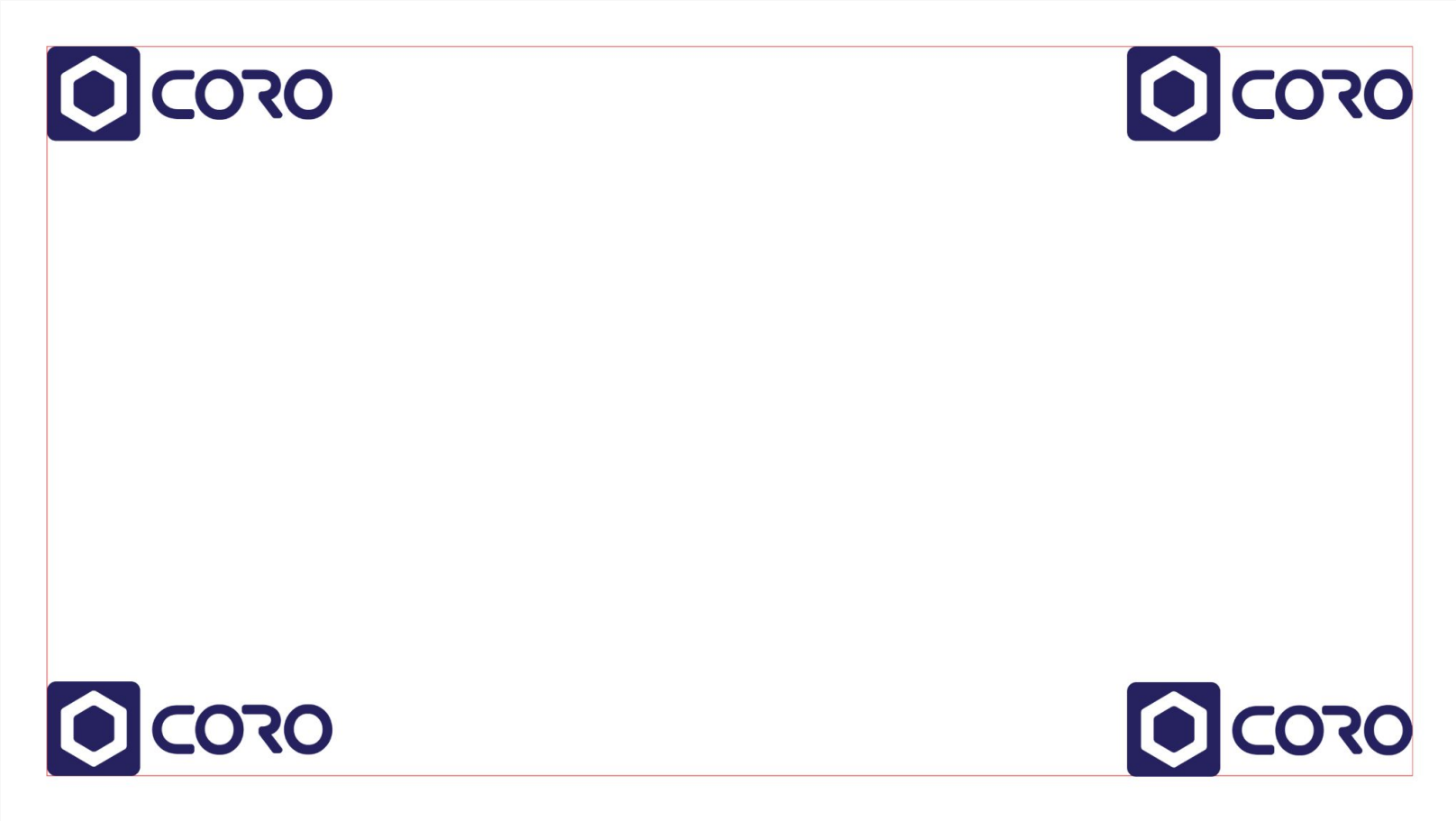
Position: Horizontal

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.

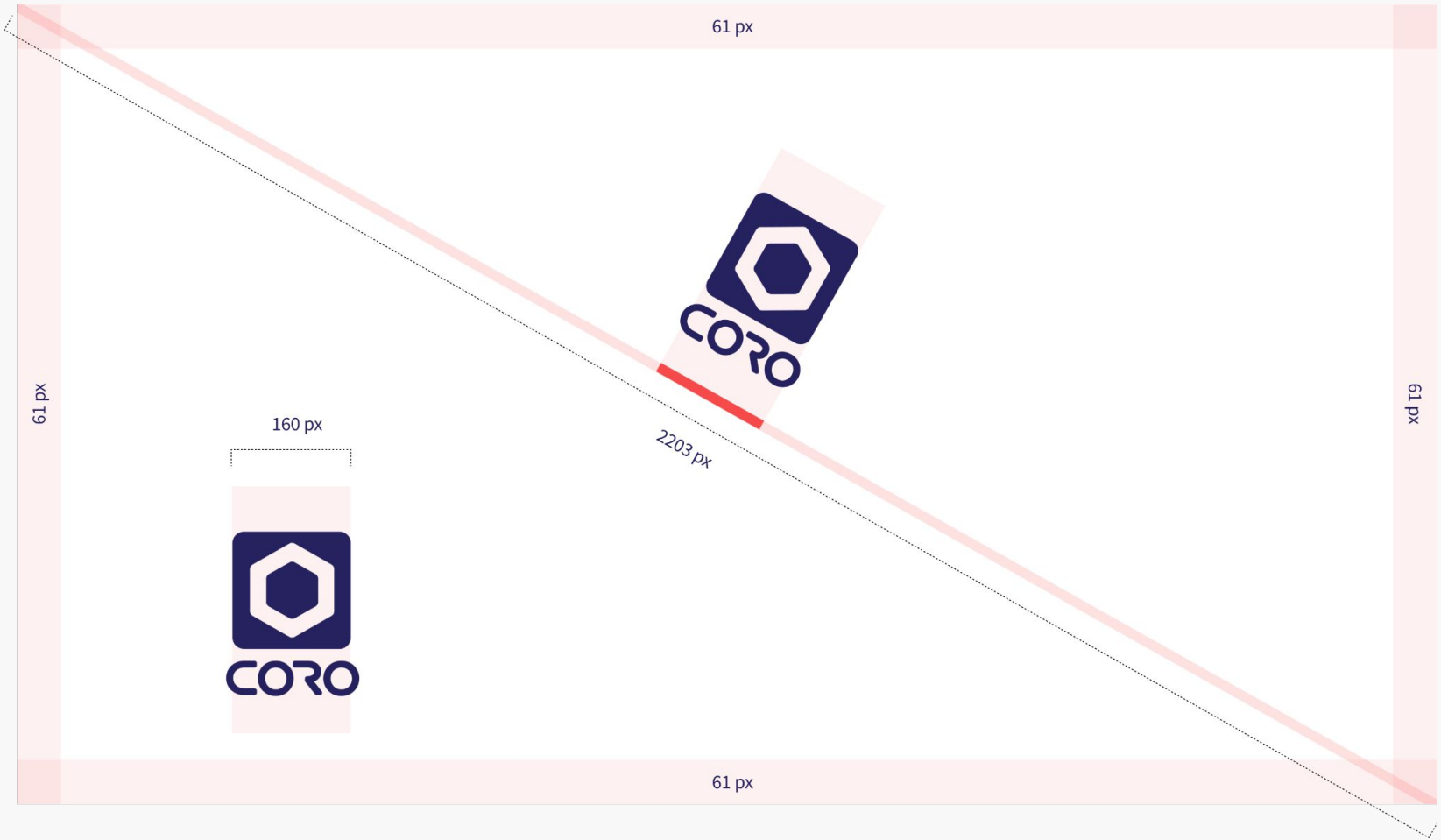
- 01**
Draw a diagonal line from one corner to the other.
- 02**
Take the length of the diagonal line and calculate 7.3% of the length.
- 03**
Match the width of the Coro icon on the logo to the 7.3% measurement.

Example opposite: 1929 x 1080 format

- 01**
The diagonal line was 2203px.
- 02**
 $7.3\% = 160.8\text{px.}$
- 03**
Round up to the nearest even number.

The width of the Coro icon = 160px.

1920 x 1080 Format





Position: Stacked

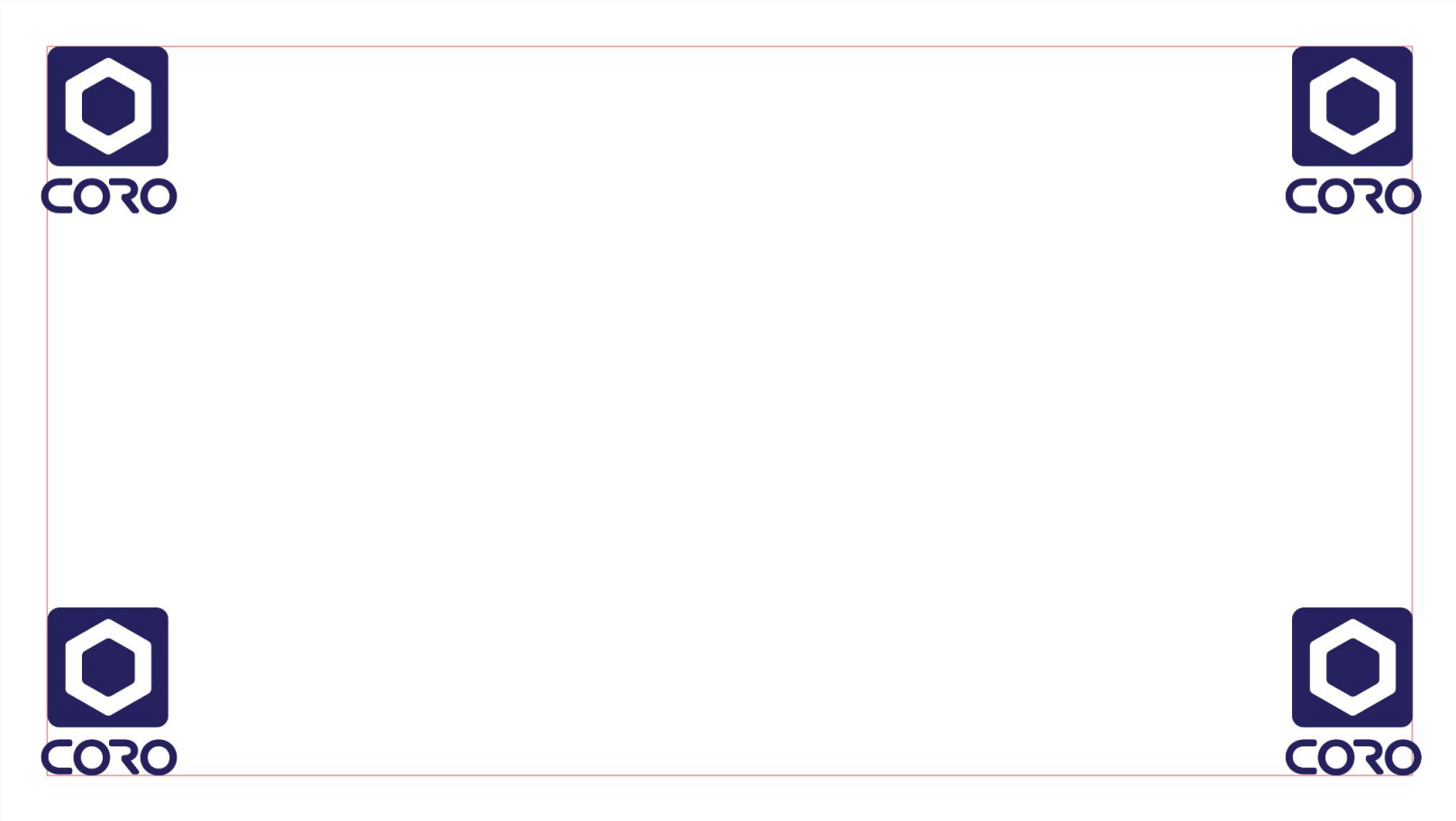
Line the logo up with the margin.

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

Logo Application

Coro Brand Guidelines

1920 x 1080 Format

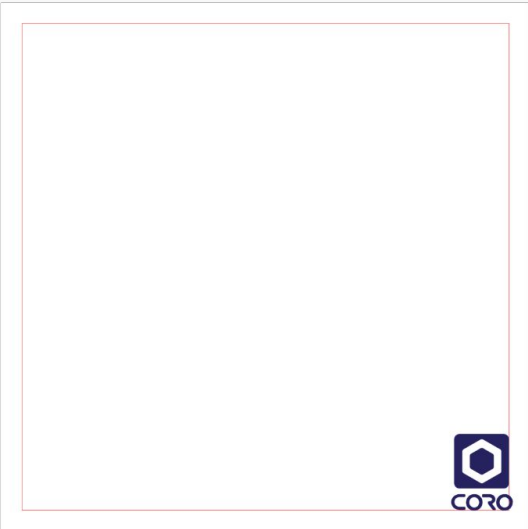
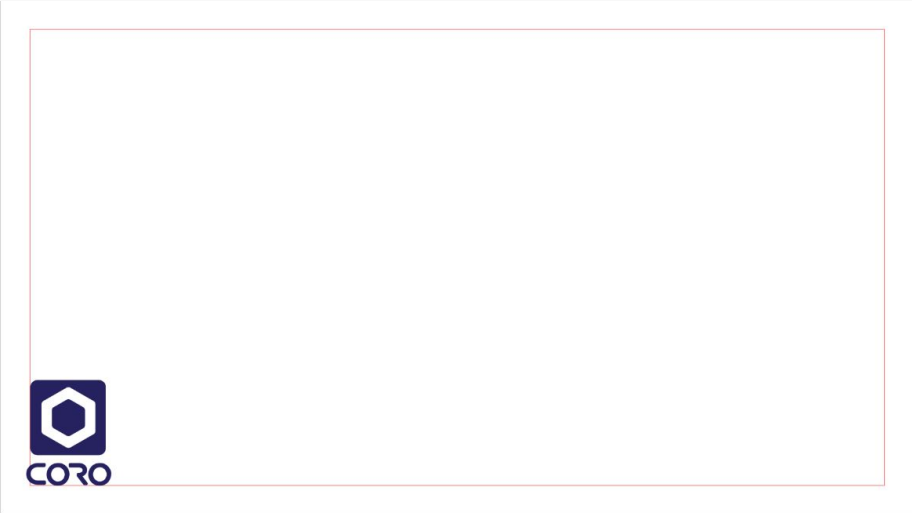
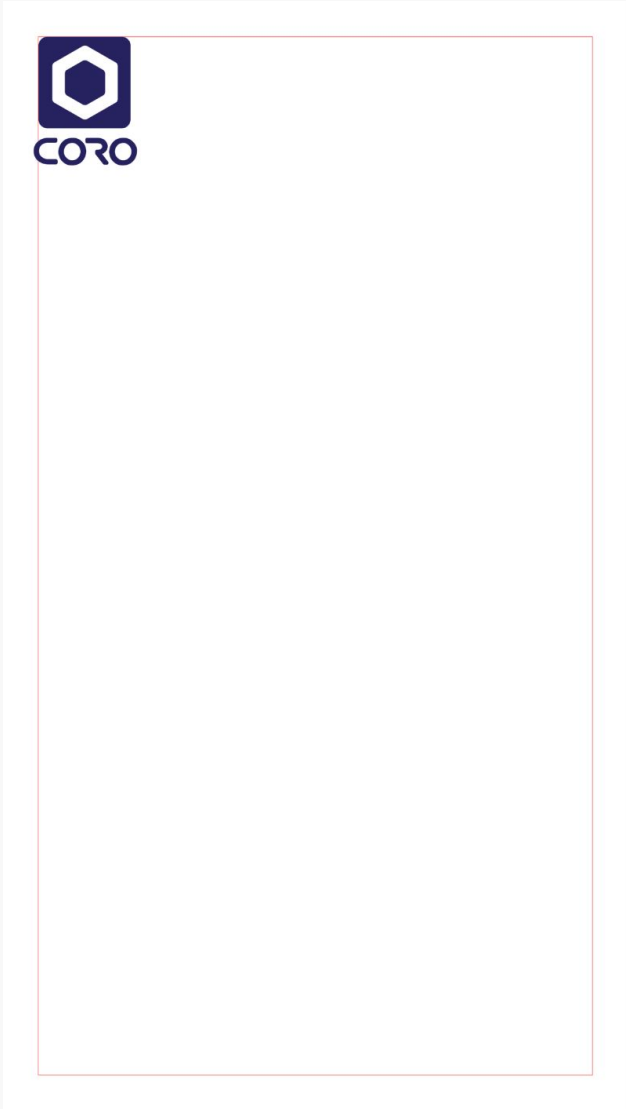




Position: Stacked

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.

Partner Logo

Coro Brand Guidelines

Co-Branded



PARTNER LOGO

As a Service

PARTNER LOGO

Powered By





Co-Branding Formats

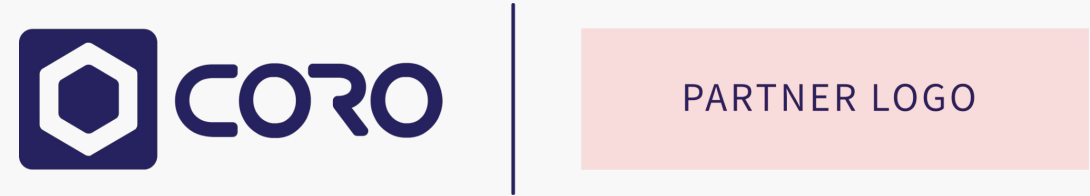
The Coro logo has both a horizontal and a stacked version. Use the Coro logo that best matches the shape of the partner logo.

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

Visually, the logos size, should
carry equal weight.

Partner Logo

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.

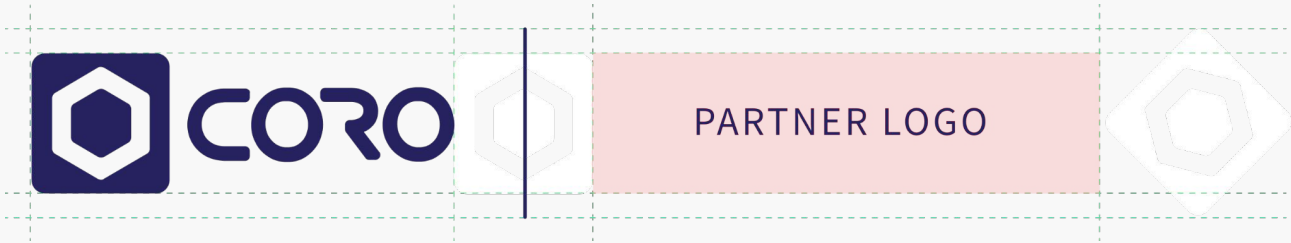
Step 4 Stacked logo

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

Partner Logo

Coro Brand Guidelines

Horizontal



Stacked



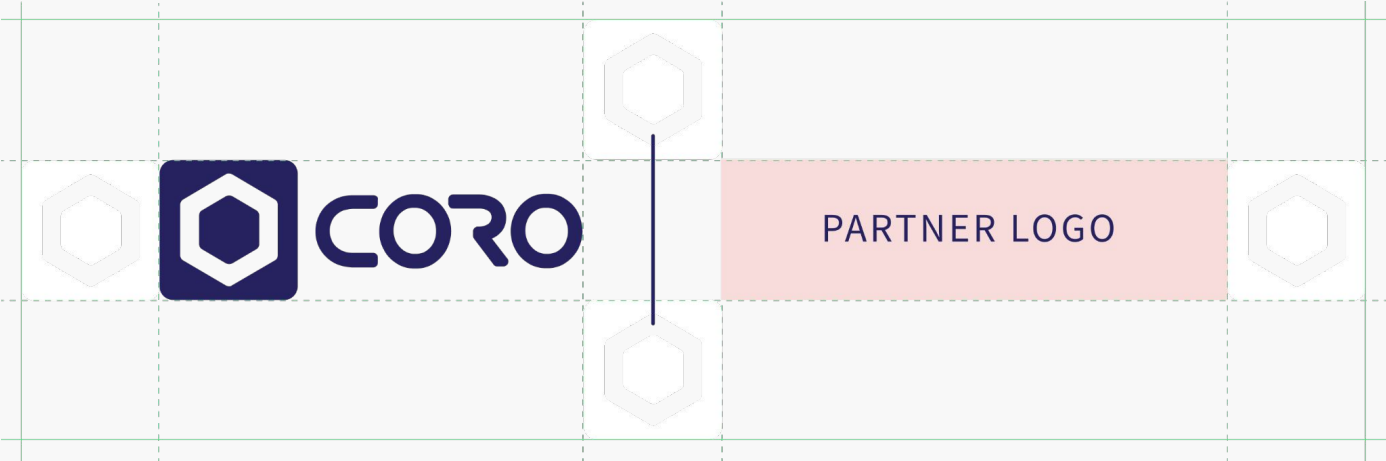


Co-Branding Safe Space

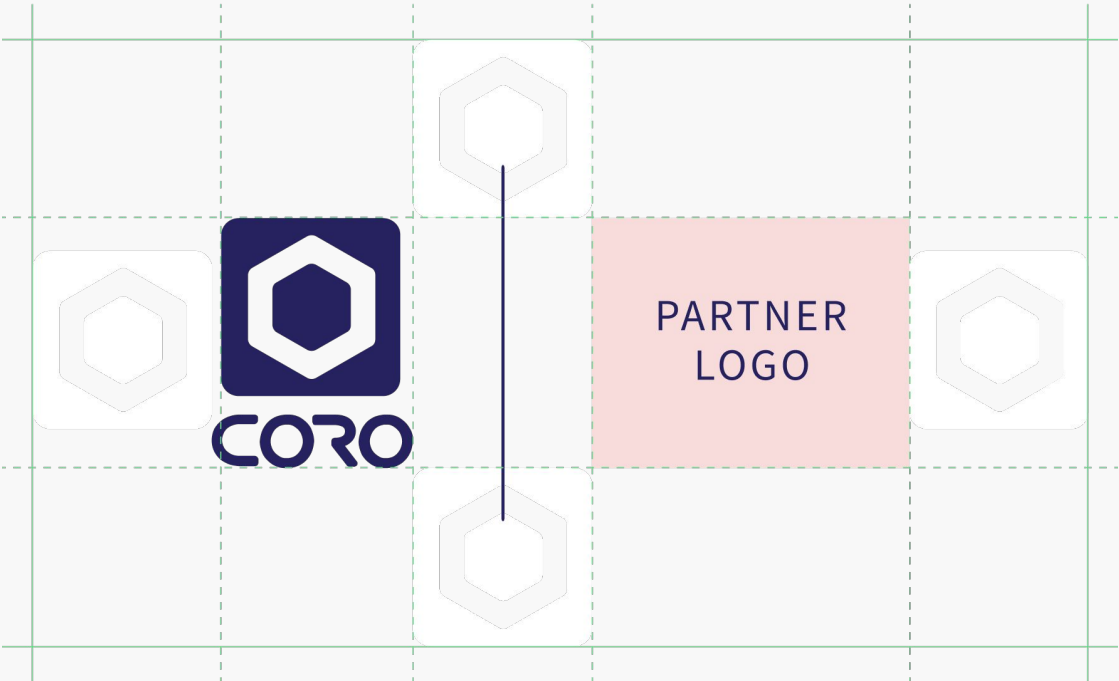
Use the Coro icon height to determine the safe space.

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.

Partner Logo

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

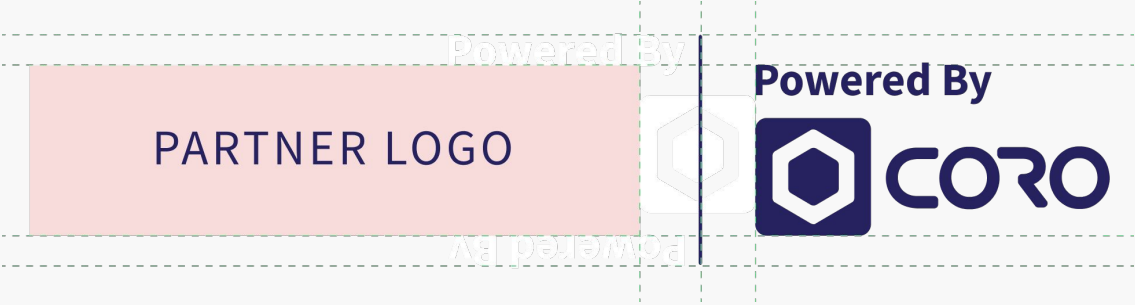
Use the hex icon to determine the space between the two logos.

Step 4

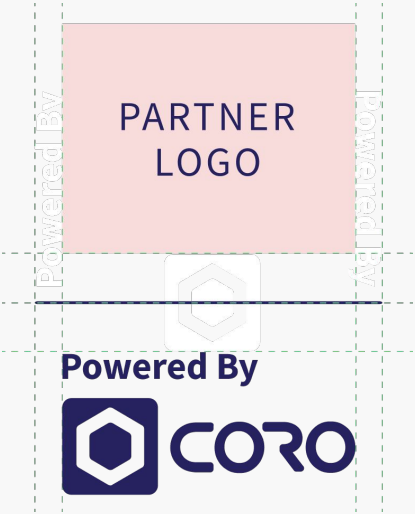
Use the height of the ‘Powered By’ text to determine the length of the dividing line.

Partner Logo

Horizontal



Stacked





Powered By Safe Space

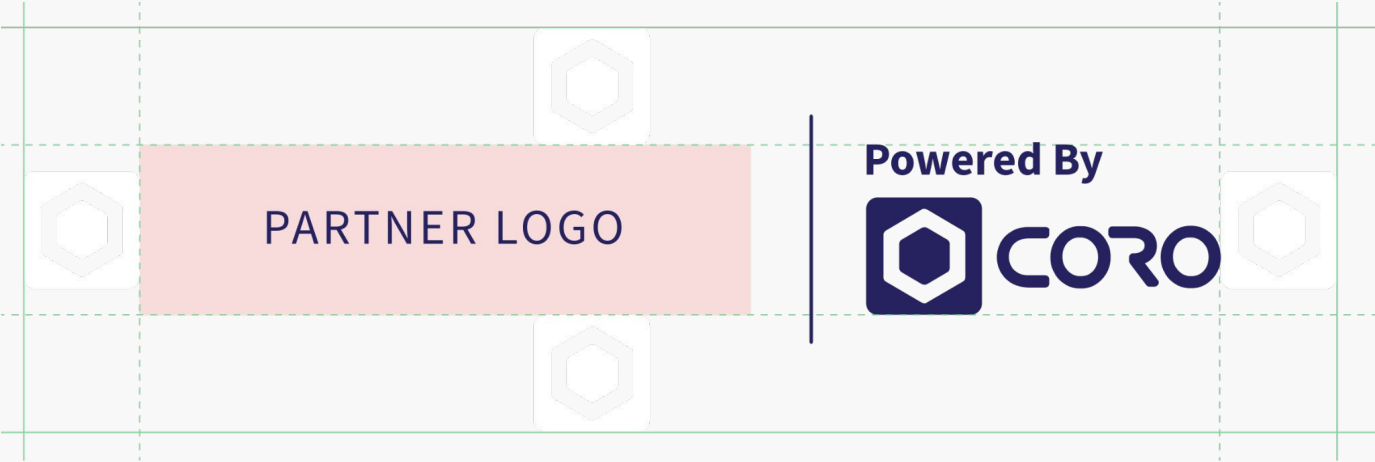
Use the Coro icon height to determine the safe space.

This ensures breathing space around the logo lockup.

Partner Logo

Coro Brand Guidelines

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.

Partner Logo

Coro Brand Guidelines

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.

<div>Coro Indigo</div>			
Hex	CMYK	Pantone	
#262260	100 100 31 23	273c	

<div>Coro White</div>			
Hex	CMYK	Pantone	
#FFFFFF	0 0 0 0	-	

<div>Coro Green</div>			
Hex	CMYK	Pantone	
#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.

Colour

Coro Brand Guidelines

	Primary	Secondary				Tertiary / Illustration
Indigo	<div>Coro Indigo</div> <div>Hex: #62260</div> <div>CMYK: 100 100 31 23</div> <div>Pantone: 273c</div>	<div>70% Indigo</div> <div>Hex: 6A6792</div> <div>CMYK: 66 62 21 3</div>	<div>40% Indigo</div> <div>Hex: ACAAC2</div> <div>CMYK: 33 29 11 0</div>	<div>20% Indigo</div> <div>Hex: #D2D0DE</div> <div>CMYK: 16 15 5 0</div>	<div>Light Indigo</div> <div>Hex: #EEEEF3</div> <div>CMYK: 5 4 2 0</div>	<div>Indigo Light</div> <div>Hex: #5479f5</div> <div>CMYK: 71 56 0 0</div> <div>Big Blue</div> <div>Hex: #5479f5</div> <div>CMYK: 71 56 0 0</div> <div>Little Blue</div> <div>Hex: #E4E4F9</div> <div>CMYK: 9 8 0 0</div> <div>Little Green</div> <div>Hex: #E1F3DE</div> <div>CMYK: 11 0 15 0</div> <div>Little Red</div> <div>Hex: #FAE8E6</div> <div>CMYK: 1 9 5 0</div>
Green	<div>Coro Green</div> <div>Hex: #69D488</div> <div>CMYK: 50 0 64 0</div> <div>Pantone: 346c</div>	<div>Dark Green</div> <div>Hex: #174524</div> <div>CMYK: 84 44 93 52</div>	<div>Bold Green</div> <div>Hex: #38C15F</div> <div>CMYK: 70 0 85 0</div>	<div>70% Green</div> <div>Hex: #9CE0AF</div> <div>CMYK: 38 0 41 0</div>	<div>8% Green</div> <div>Hex: #F3FCF6</div> <div>CMYK: 4 0 3 0</div>	
Red	<div>Coro White</div> <div>Hex: #FFFFFF</div> <div>CMYK: 0 0 0 0</div>	<div>Coro Red</div> <div>Hex: #FC4D4D</div> <div>CMYK: 0 85 67 0</div> <div>Pantone: 178c</div>	<div>Dark Red</div> <div>Hex: #5E2222</div> <div>CMYK: 37 86 76 54</div>	<div>40% Red</div> <div>Hex: #F2BAB9</div> <div>CMYK: 3 31 18 0</div>	<div>40% Red</div> <div>Hex: #FCF2F2</div> <div>CMYK: 1 5 2 0</div>	



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

Typography

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.

Typography

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.

Typography

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.

Hex-Icons

Coro Brand Guidelines



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

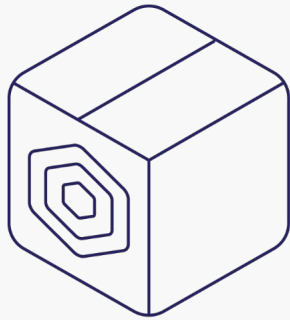


Coro Suites

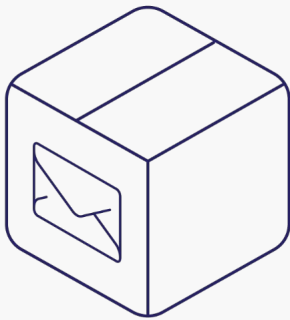
Coro Suites are packages of modules and services.

Hex-Icons

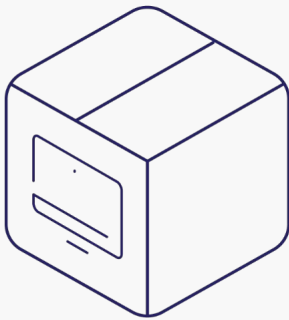
Coro Brand Guidelines



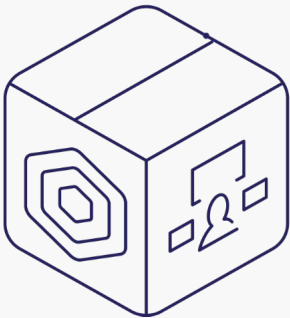
Coro Complete



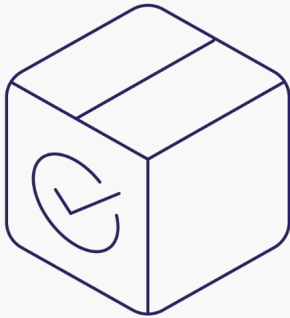
Coro Email



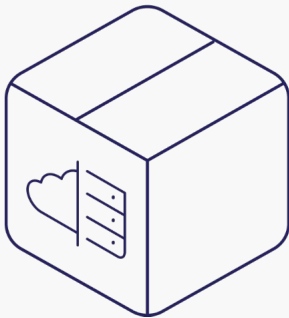
Coro Endpoint Sale



Coro Complete Managed



Coro Essentials



Coro SAS



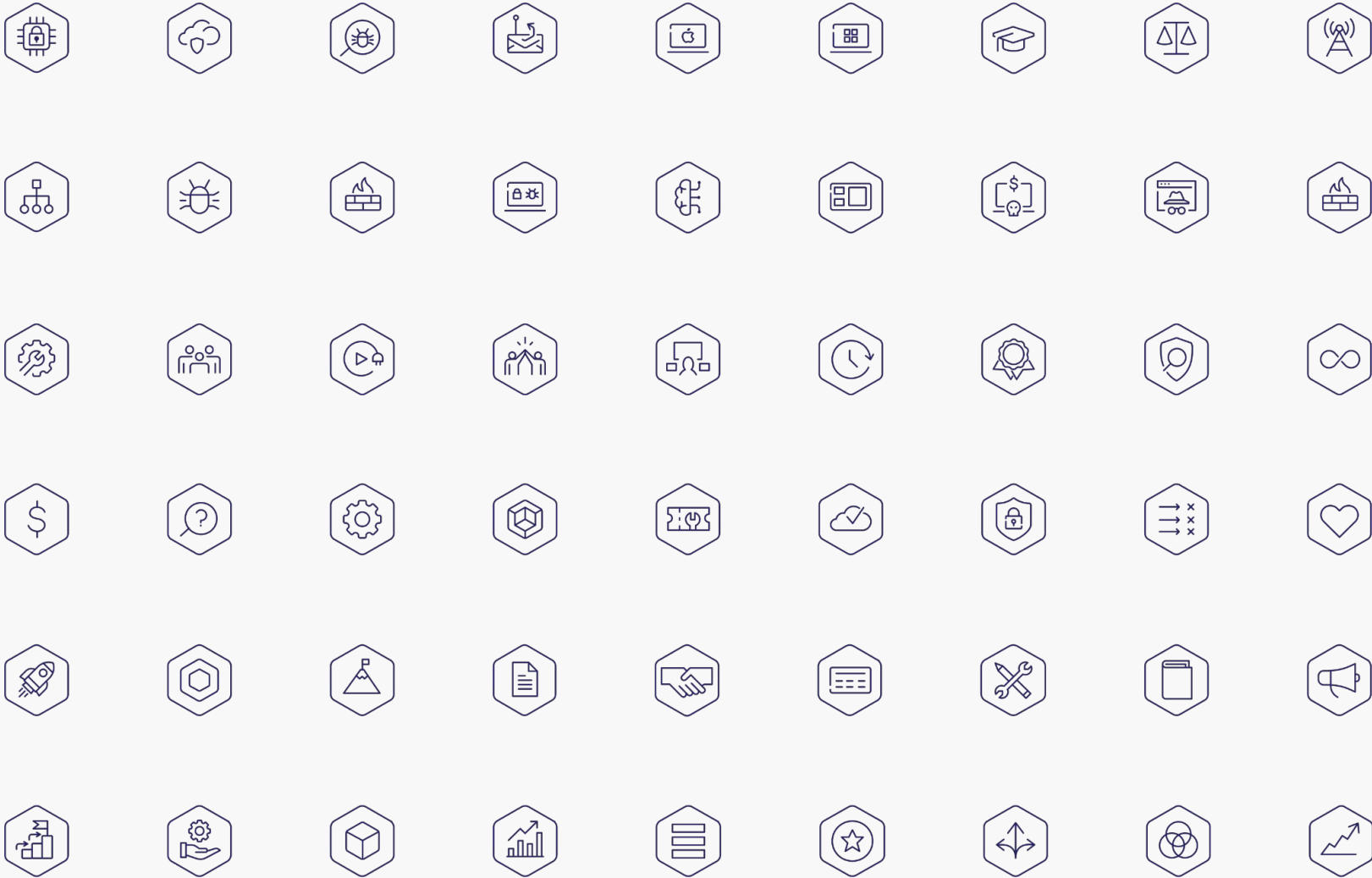
Hex-Icons

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

Coro Brand Guidelines



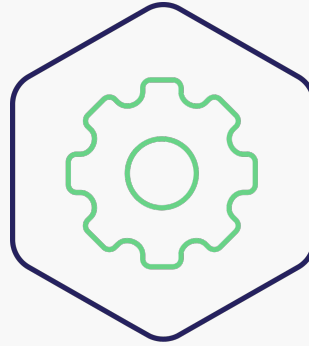


Hex-Icons: Color

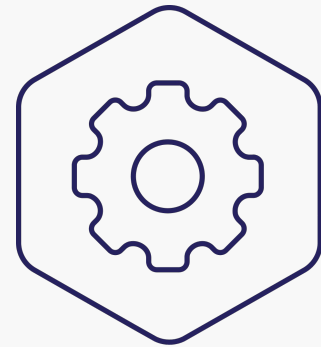
Only use combinations of Coro Indigo, Coro Green and white.

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

Hex-Icons



Coro Brand Guidelines

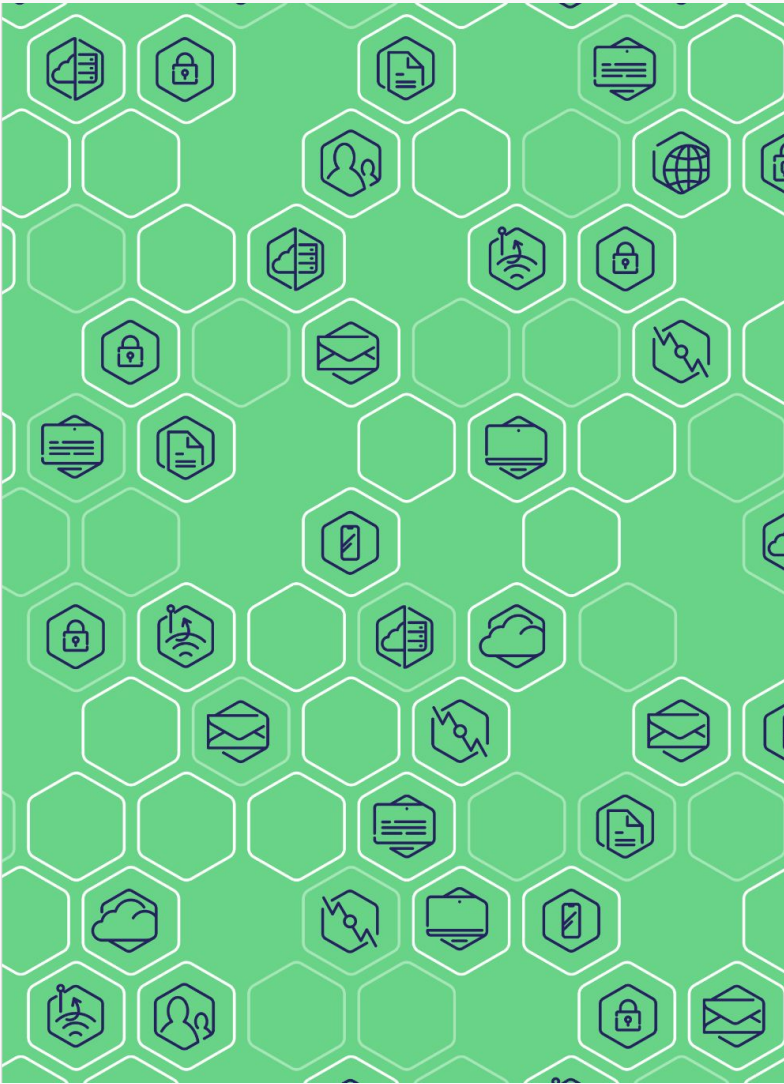
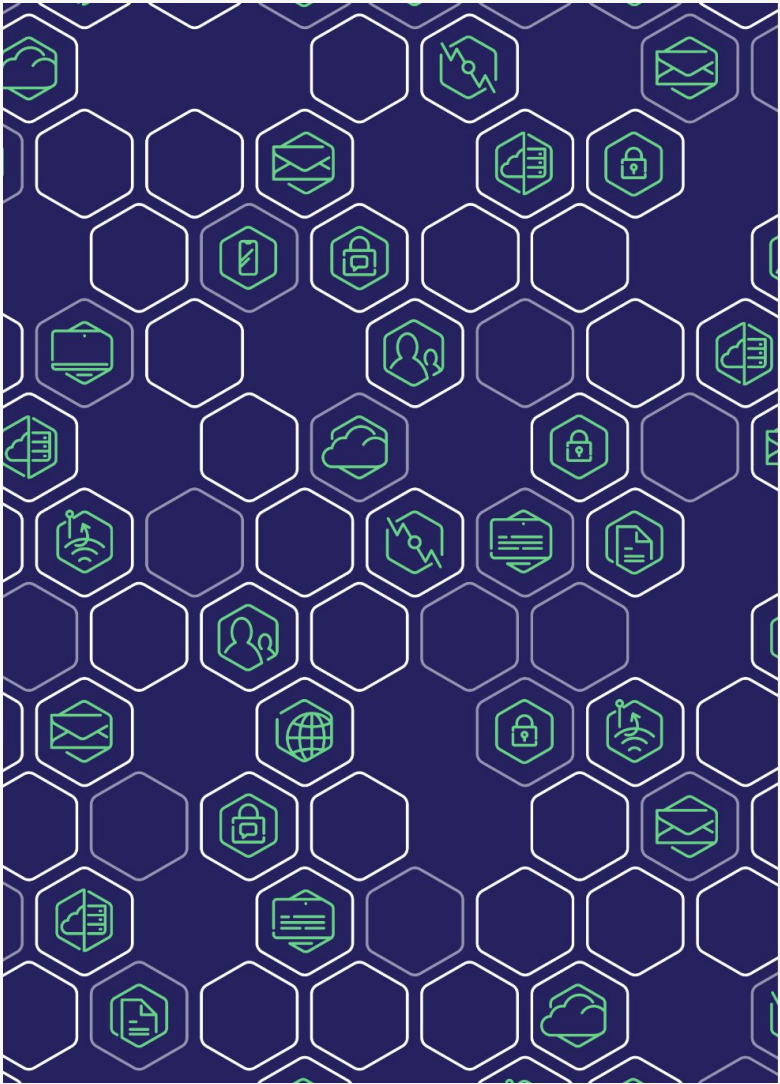




Patterns

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.

Hex-Icons



Endpoint Security

Protect Your Devices and Their Environment

The **Endpoint Security Module** monitors all of your devices and the environment they operate in. We log all device activity to keep an eye out for suspicious behavior or abnormal patterns. **Unlike other endpoint solutions, we have a full view of your threat landscape** —we secure beyond just endpoints. If one of your other entry points (email, cloud apps, data, etc.) is compromised, **we can stop the attack before it leaks onto your devices.**

Key Features



Comprehensive Endpoint Protection
Automatically recognizes and protects all endpoint devices with the Coro Agent installed.



Advanced Threat Detection
Tackles security issues from WiFi phishing to advanced malware using AI to detect and remediate 95% of incidents automatically.



Effortless Integration
Seamless plug-and-play setup that integrates smoothly into your existing system, offering real-time insights and protection.



Scalable Security
Designed for managing a few devices or hundreds, with a modular and scalable approach to ensure your environment stays secure.



Focus on Business
Allows you to focus on running your business, knowing your endpoints are protected.



Seamless Integration
Fits elegantly into Coro's comprehensive security platform. Never worry about integration again.

“ I don't want to be someone's client, and I don't want a vendor. I don't want to be someone's customer. I need a partner who can help me achieve my goals and Coro has been that. **”**
Jerry Wilson, IT Director, Memphis Business Academy



info@coro.net | coro.net | 844.926.7663

Coro Brand Guidelines

Coro Endpoint Security



Modular Cybersecurity

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.** Our approach is flexible and scalable by design, ensuring that as security needs change and budgets grow, customers can easily expand their stacks. Adding modules to their stack is done at the click of a button. Chosen modules snap into place, immediately integrating with other modules.

Key Features



Built for Lean IT Teams
Designed to be easy to install and manage. Requires no hardware.



Professional Support
Swiftly remediate the 5% of malware and phishing alerts that require manual intervention.



Modular Security
Allows all modules to share one endpoint agent, one dashboard, one data engine.



Smart Automations
AI automatically detects, flags, prioritizes and remediates the full range of vulnerabilities.

About Coro

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.

Join the thousands of companies trusting Coro with their cybersecurity!

WATCH A DEMO TODAY

START A FREE TRIAL



info@coro.net | coro.net | 844.926.7663





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.

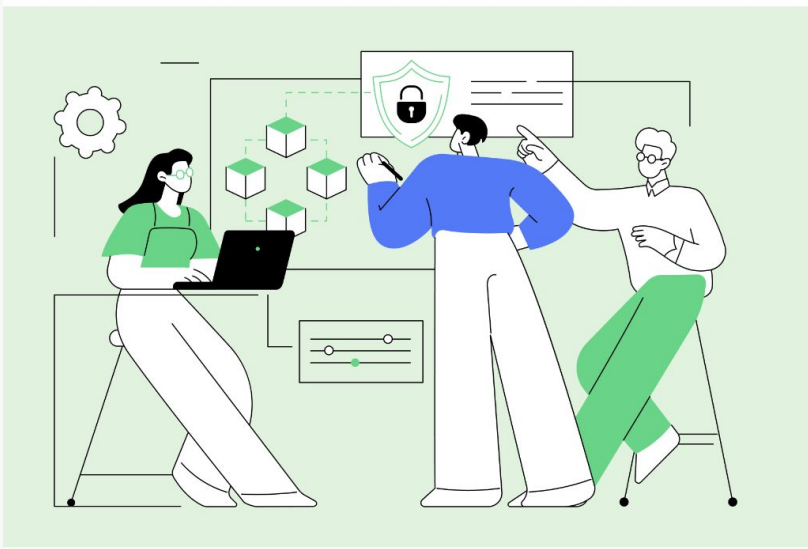
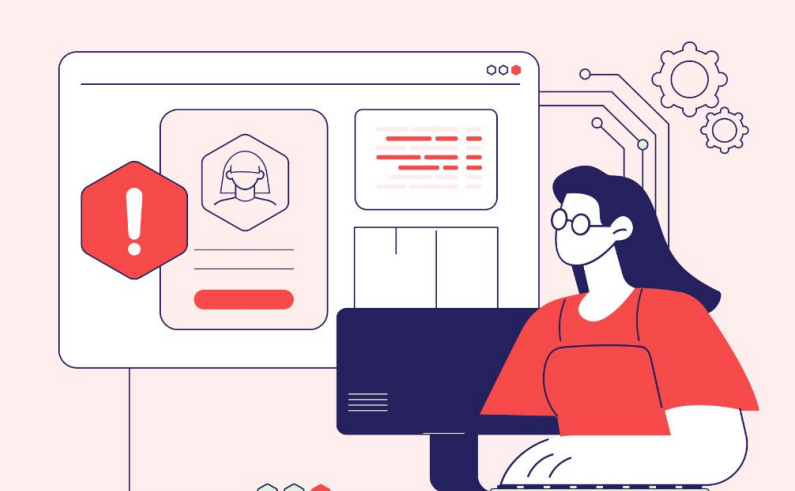
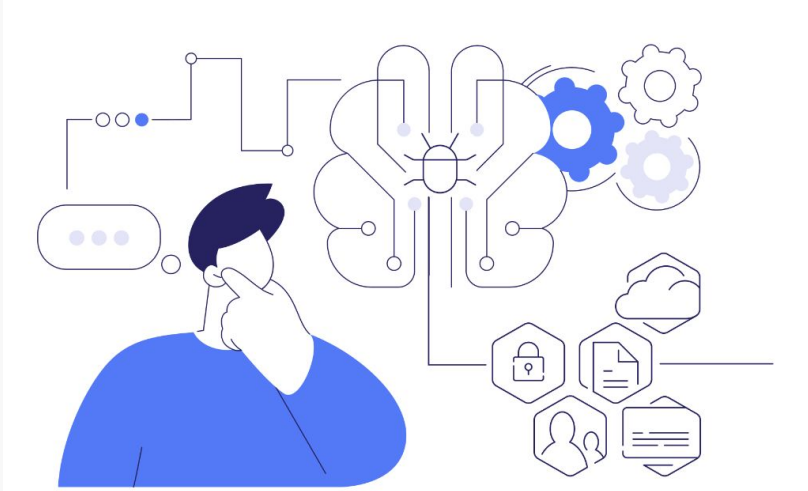
Look for opportunities to utilise and integrate our Hex-Icons.

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



Earning Rewards Made Easy!

Use your industry connections to generate extra money. Refer potential partners to Coro and earn!



Why Refer?

- **Generate Extra Money**
Turn your connections into income.
- **Support Your Network**
Help businesses discover powerful cybersecurity solutions.
- **Easy Referral Process**
Simple steps to start earning rewards.
- **Be a Part of Growth**
Contribute to the success of Coro and its partners.

1% Signing Bonus

Earn a bonus upon the execution of the contract.

5% Residual Commission

Receive quarterly payments based on the referred partner's revenue contribution.

Getting Started is Easy

01
Submit your referral.

02
After we receive your submission, one of our representatives will contact the business you referred.


03
Once the business you referred becomes a Coro customer or partner, you get rewarded.

Join the Coro Strategic Partner Referral Program and Start Earning!

REFER NOW



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Cyber Terms To Know

In today's digital landscape, understanding key cybersecurity terms is essential for effective communication with clients and customers. This document provides a concise list of fundamental cyber terms that will help you navigate discussions with confidence, ensuring that you and your clients are on the same page when it comes to cybersecurity.

Whether you're explaining complex concepts or simply aiming to build trust through informed conversations, this guide will serve as a valuable resource.

○○○





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Brand Application



Modular Cybersecurity

Coro checks all of the boxes



Data Governance

- PII, PFI, PHI, PTH
- Suspicious Expense alerts
- Payment
- Sanction List Types
- Cardholder
- Critical Data
- Secure Code
- Payment
- Sanction List Types



Cloud Security

Applications Protected

- Google/Broadcom
- Office 365
- Dropbox
- SharePoint
- Box
- OneDrive
- Salesforce
- Slack

How Applications are Protected

- Malware/ ransomware spread
- Malware download
- Man data deletion
- Suspicious bot attacks
- Insider threats
- Abnormal user behavior
- Abnormal data manipulation



Email Security

- Malware/ransomware
- Phishing
- Spam phishing
- Insider threats
- Spam filtering
- Email encryption



Endpoint Security

- Malware/ransomware
- Device network controls
- OS updates and patch control
- Network jamming
- Security engineering



Network Security

- VPN
- Secure Web Gateway (SWG) Gateway
- Site to Site tunneling
- Cloud security
- Endpoint security



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About Coro

Coro leads the modular cybersecurity revolution, offering enterprise-grade cybersecurity through cloud partners or directly to small and mid-sized businesses. Coro is a vertically, all-in-one platform that automates 99% of security tasks, allowing less IT teams to focus on other strategic initiatives. Our platform is intuitive, scalable and flexible. Coro empowers a strong security posture while being budget-friendly.

Top 5
Small Business
Cybersecurity
Solution
by CISA

CRN
Trusted Security
GUIDE
2024

Real
Support
2024

STOP INSECURE!
STOP INSECURE!
STOP INSECURE!
STOP INSECURE!
STOP INSECURE!

500
Technology Fast 500
2024 NORTH AMERICA
Southeast

Coro has been recognized as a leader in G2-G4 for CSP/MSR, research and analytics from SC L&LS, and was named university awards, in early 2024. Coro was named a Global Influence Award Winner at the RSA Conference. Recently, Coro was ranked as the top 3 security products by G2.

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Applying to the E-Rate Cybersecurity Pilot Program

The Federal government is offering a \$200 million grant for a pilot cybersecurity program for K-12 schools, the first of its kind. This program allows schools to receive federal rebates for cybersecurity through the e-rate program. Participating in this pilot will provide the FCC with valuable information before rolling out the program to all federally-funded schools. Cora is here to help you navigate the application process and secure your participation.



Why Choose Cora?

-  **Education Expertise**
Cora's platform is K-12 education with 15+ years of staff with 100+ schools nationwide.
-  **Streamlined Process**
Our team assists you through every step of every application, ensuring a smooth and successful process.
-  **Proven & Proven**
We've a proven track record in the E-Rate space, with a proven process for qualifying your educational environment.
-  **In Your Budget**
Guaranteed participation at a price that you cannot not afford.



[info@cora.net](https://info.cora.net) | cora.net | 888.626.7683

Application Process

Coro Brand Guidelines



Literature 03

2024 SME Security Workload Impact Report

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.**

Conducted on behalf of Coro by **OnePoll**

73%

of SME IT teams miss **Cybersecurity alerts**

IT Pros Are Overwhelmed

Those surveyed reported spending almost **five hours a day** managing their cybersecurity tools

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:**

<div>27%</div> <div>Configuration</div>	<div>26%</div> <div>Training staff</div>
<div>24%</div> <div>Installation</div>	<div>23%</div> <div>Integrating with existing security stack</div>

The Endpoint Burden

SMEs manage **hundreds or even thousands** of endpoint devices

53%

Need to **update weekly or daily**

85%

Plan to **consolidate**

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.

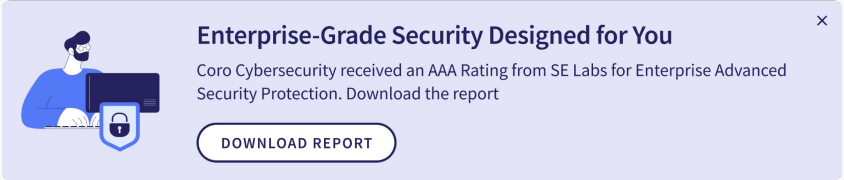


Social & Banners

Brand Application



Coro Brand Guidelines





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](#)

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](#)

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

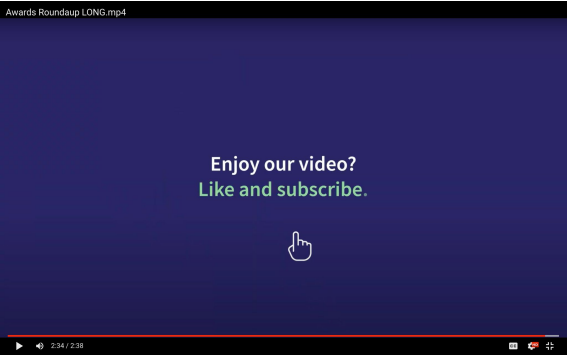
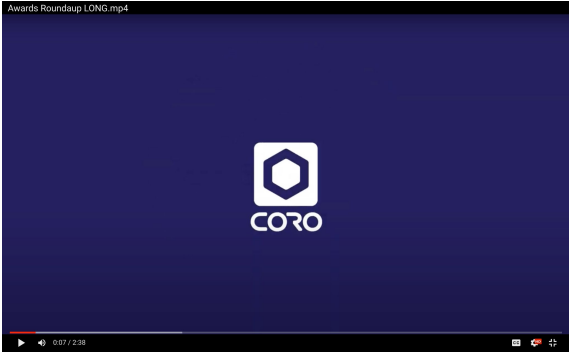
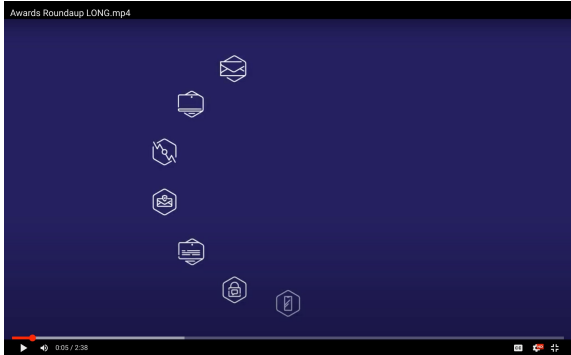
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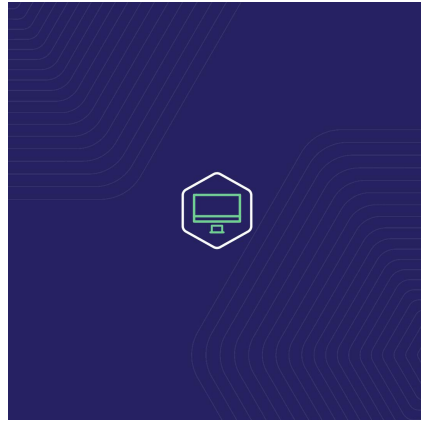
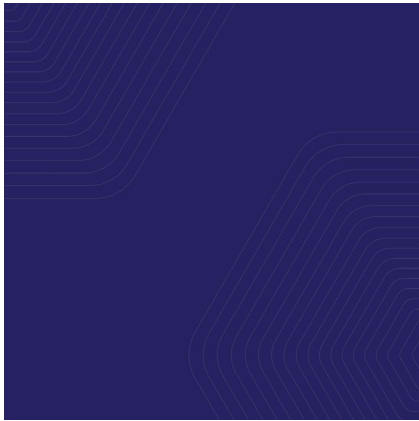


Video





Animation 01



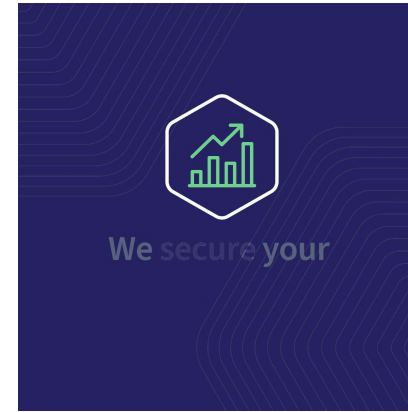
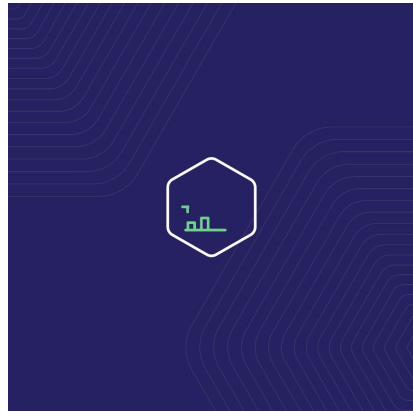
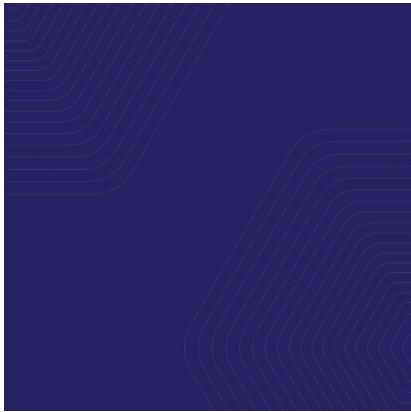


Animation 02





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.

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