



Brand Style Guide

Our Mission

We live and breathe data protection.

Data privacy and protection have never been more important, but the reality is that knowing where to start is tough, especially in today's economic climate. We get that resource- and budget-strapped businesses are trying to juggle digital transformation, cybersecurity and regulatory compliance.

Cavelo is a team of passionate cybersecurity and data privacy professionals committed to solving the data paradigm – ensuring businesses have the ability to discover and track the sensitive data they have, so they can better manage and reduce their organization's overall data risk.

At Cavelo, our mission is to deliver simple cybersecurity solutions to businesses as they navigate complex cybersecurity and compliance challenges.



Make it simple



Make it affordable



Make it innovative

Wordmark

Our company's brand name, Cavelo, is for everyday use for things like email signatures, voicemail greetings, business cards, marketing materials and signage.

Our company's legal name, Cavelo Inc., is only legally required for contracts, documentation and copyright lines.



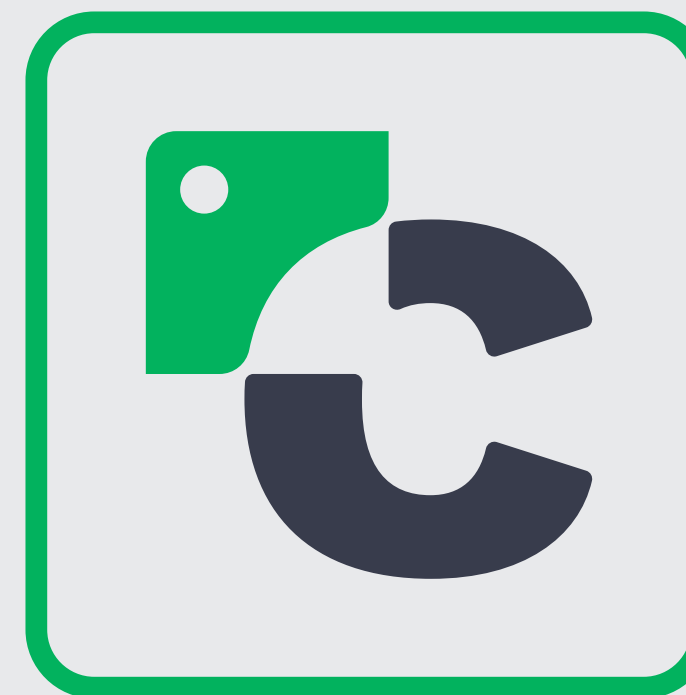
Lettermark

The brandmark option may be used for secondary mentions in marketing materials or special applications like social media thumbnails or avatars.

There may be instances where the brandmark is used on the website, business cards, marketing materials and business communications.



 **cavelo**



 **cavelo**

Spacing & Lockups

The minimum clear space (safety zone) around the Cavelo logo is equal to the height or width of the lettermark tile.



Misuse

These are examples of how **not** to use the Cavelo logo.



Don't transform, skew or distort the logo in any way



Don't place the logo on any background that doesn't create contrast



Don't outline the logo



Don't add a drop shadow



Don't rotate the logo



Don't use different colours



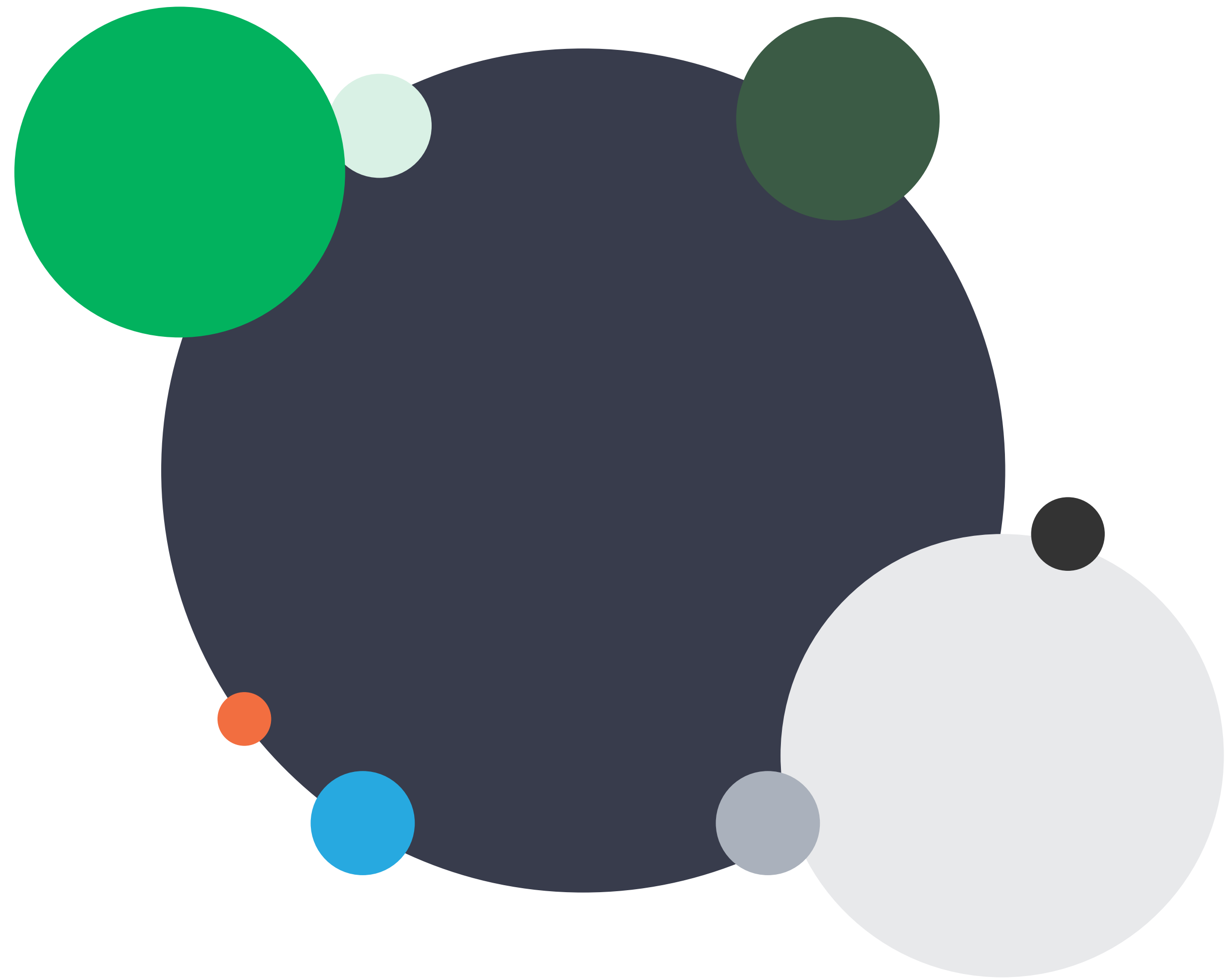
Consolidate costly security spend with a single platform that delivers complete visibility

Data is your business's most critical digital asset, which is why the Cavelo platform leads with data discovery that finds sensitive data wherever it lives.

[Get Started](#)

Palette

This represents the distribution of
Cavelo's colour palette.





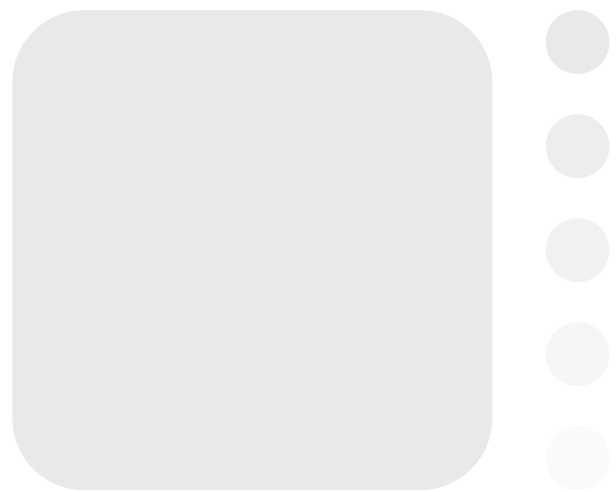
Cavelo Green

HEX #00A351
RGB 2, 178, 94
CMYK 79, 0, 87, 0



Cavelo Navy

HEX #383C4C
RGB 56, 60, 76
CMYK 78, 69, 48, 41



Cavelo Platinum

HEX #E8E9EB
RGB 232, 233, 235
CMYK 8, 5, 5, 0



Cavelo Black

HEX #3E3E3E
RGB 62, 62, 62
CMYK 68, 61, 60, 49



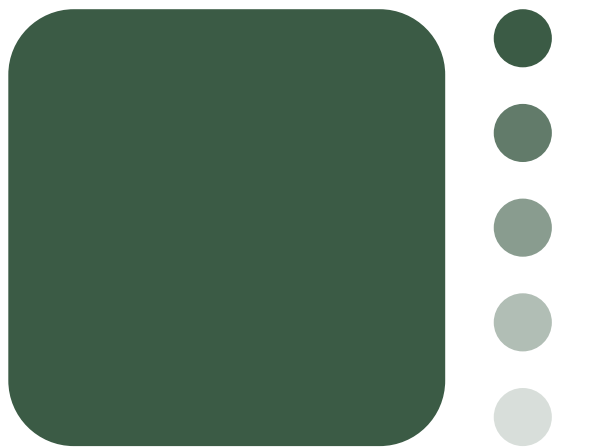
Cavelo Grey

HEX #AAB1BC
RGB 170, 177, 188
CMYK 34, 24, 19, 0



Cavelo Honeydew

HEX #D9F1E5
RGB 217, 241, 229
CMYK 14, 0, 12, 0



Cavelo Forest

HEX #3B5B45
RGB 59, 91, 69
CMYK 75, 43, 74, 34



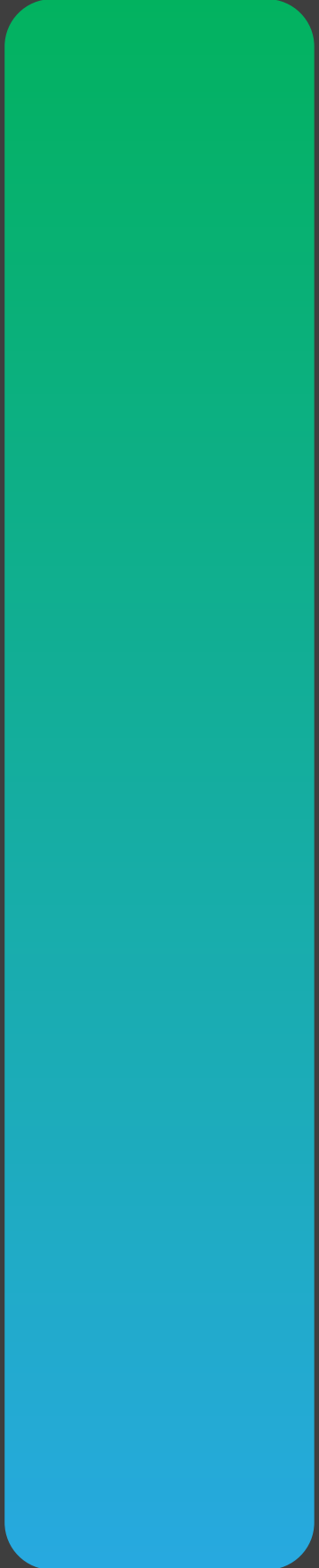
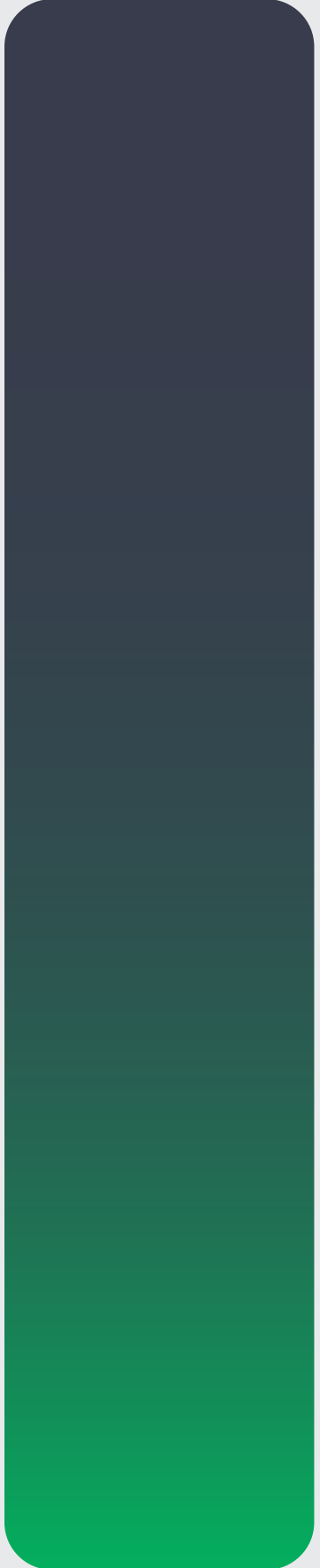
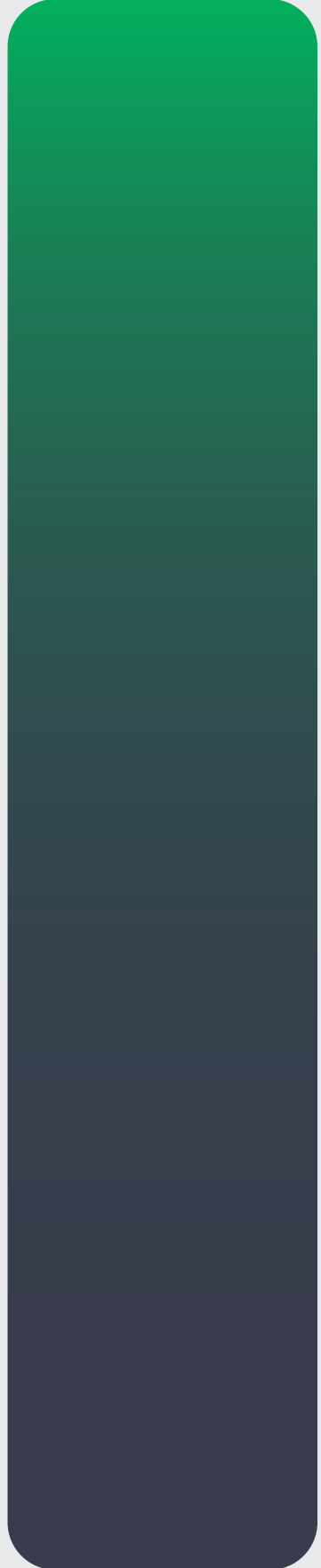
Cavelo Blue

HEX #27A9E0
RGB 39, 169, 224
CMYK 70, 16, 0, 0



Cavelo Orange

HEX #F26E40
RGB 242, 110, 64
CMYK 0, 71, 81, 0



Typeface

The font family that should be used in all marketing and communications materials for Cavelo is Work Sans.

In the rare instance that a font becomes part of a graphical illustration in a multimedia or campaign communication, it may become necessary to use a font other than Work Sans. In these cases, the font family to use instead is Arial.

Aa

Work Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () { } [] < > ? : “ ‘ | \

LIGHT A B C 1 2

REGULAR A B C 1 2

SEMIBOLD **A B C 1 2**

Secondary Typeface

Occasionally, a secondary typeface may be required for certain typography stylings. This typeface should never be used where our primary font can be used instead.

Aa

*Playfair
Display*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

0 1 2 3 4 5 6 7 8 9

*~ ! @ # \$ % ^ & * () { } [] < > ? : “ ‘ | *

ITALIC A B C 1 2

Styling

These style guidelines represent the various ways Cavelo's brand font is used across marketing assets including web pages and marketing materials.

Tracking is indicated by the value in the brackets.

H1 • Light • 90px • (-20)

A Visual Type Scale

H2 • Semibold • 64px • (-20)

A Visual Type Scale

H3 • Light • 46px • (-10)

A Visual Type Scale

H4 • Semibold • 32px • (-20)

A Visual Type Scale

H5 • Semibold • 22px • (0)

A Visual Type Scale

Paragraph • Regular • 16px • (10)

A Visual Type Scale

Eyebrow • Semibold • 16px • (200)

A VISUAL TYPE SCALE



What customers have to say about Cavelo.



*“Our goal is to make Cavelo the
cornerstone of our Data Loss
Prevention (DLP) program and
use its data discovery features to
help us identify potential
information leaks.”*

Robert Preduta

Director IT & Operations, WeirFoulds LLP

cavelo

ANALYTICS

Overview

Deployments

Coverage

OPERATION

Scheduling

Data Discovery

Data Protection

Data Permission

Software Inventory

Domains

Policies

Alerts45

ADMINISTRATION

Agents

Connectors

Users

Config

Reports

Schedules

Agents

Cavelo

User

3.7 (High)

Cavelo Data Risk Score

4.0 (High)

Data Cost Risk

Cost of Breach: \$476,400

Instance Count: 206

1.0 (Very Low)

Benchmark Risk

Tests Passes: 1,709

Tests Failed: 121

3.4 (Medium)

Cavelo Data Risk Score

5.0 (Very High)

Endpoint Vulnerability Risk

Max CVSS c2 Score: 10

Mac CVSS v3 Score: 9.8

2.0 (Low)

Remote Vulnerability Risk

Max CVSS c2 Score: 0

Mac CVSS v3 Score: 0

Data Risk by Host

Risk

Cost

Very Low

Low

Medium

High

Very High

Benchmark/Vulnerability Risk

Data Cost Risk

2

3

4

6

8

1

5

7

9

Host

LAPTOP-98HGT

Cost

5

Risk

2

Top At-Risk Hosts

Remediated Cavalo Data Risk Score: 4.4

Host	Data Cost Risk	Benchmark / Vulnerability Risk	Heatmap Reference
Server-1	High	Very High	1
DESKTOP-RECEPTION	Very Low	High	2
DESKTOP-43TJM	Low	High	3
LAPTOP-67TML	Very Low	Low	4
CFO-LAPTOP	Very High	Very High	5
Server-4	High	Very High	1
Server-2	Low	Medium	6
LAPTOP-98HGT	Very High	Low	7
Server-3	Medium	Very High	8
Steve-MAC	High	Very Low	9

Vulnerability History

Remediated

Existing

New

Active Agents

Benchmark History

Remediated

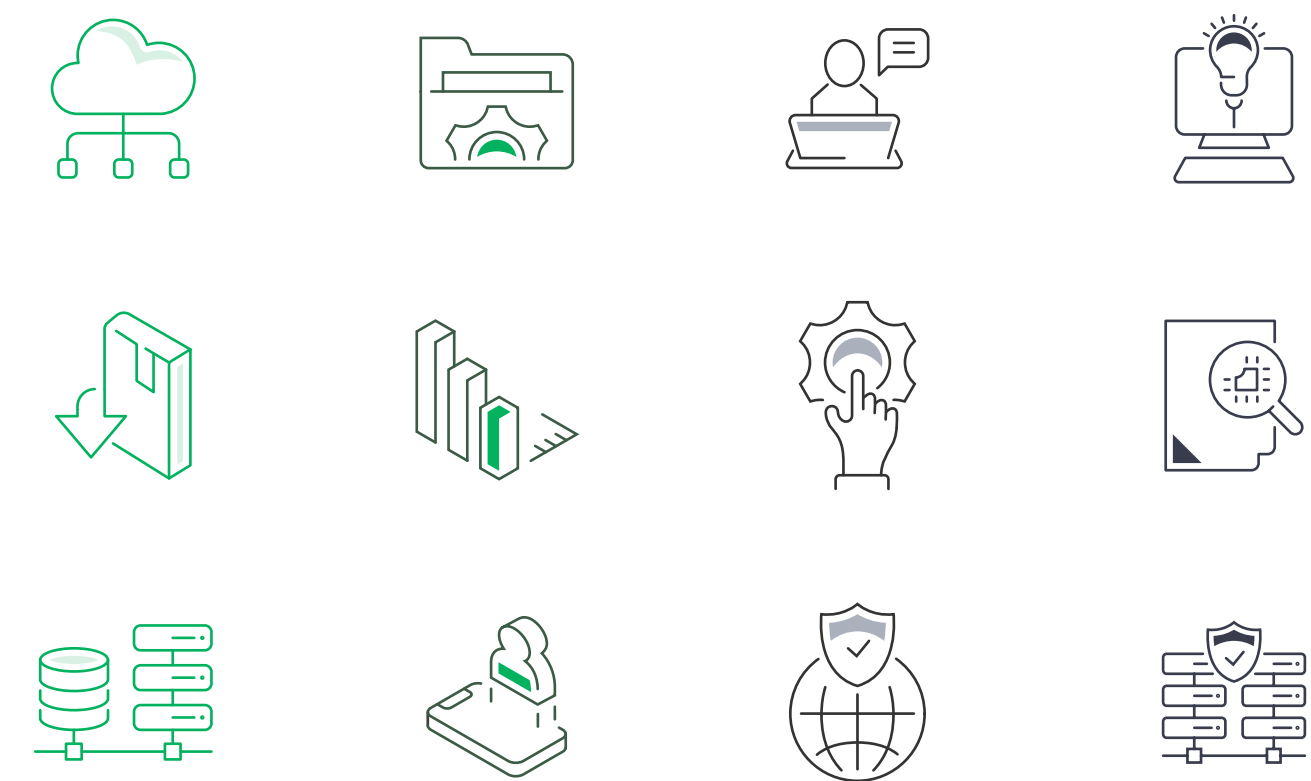
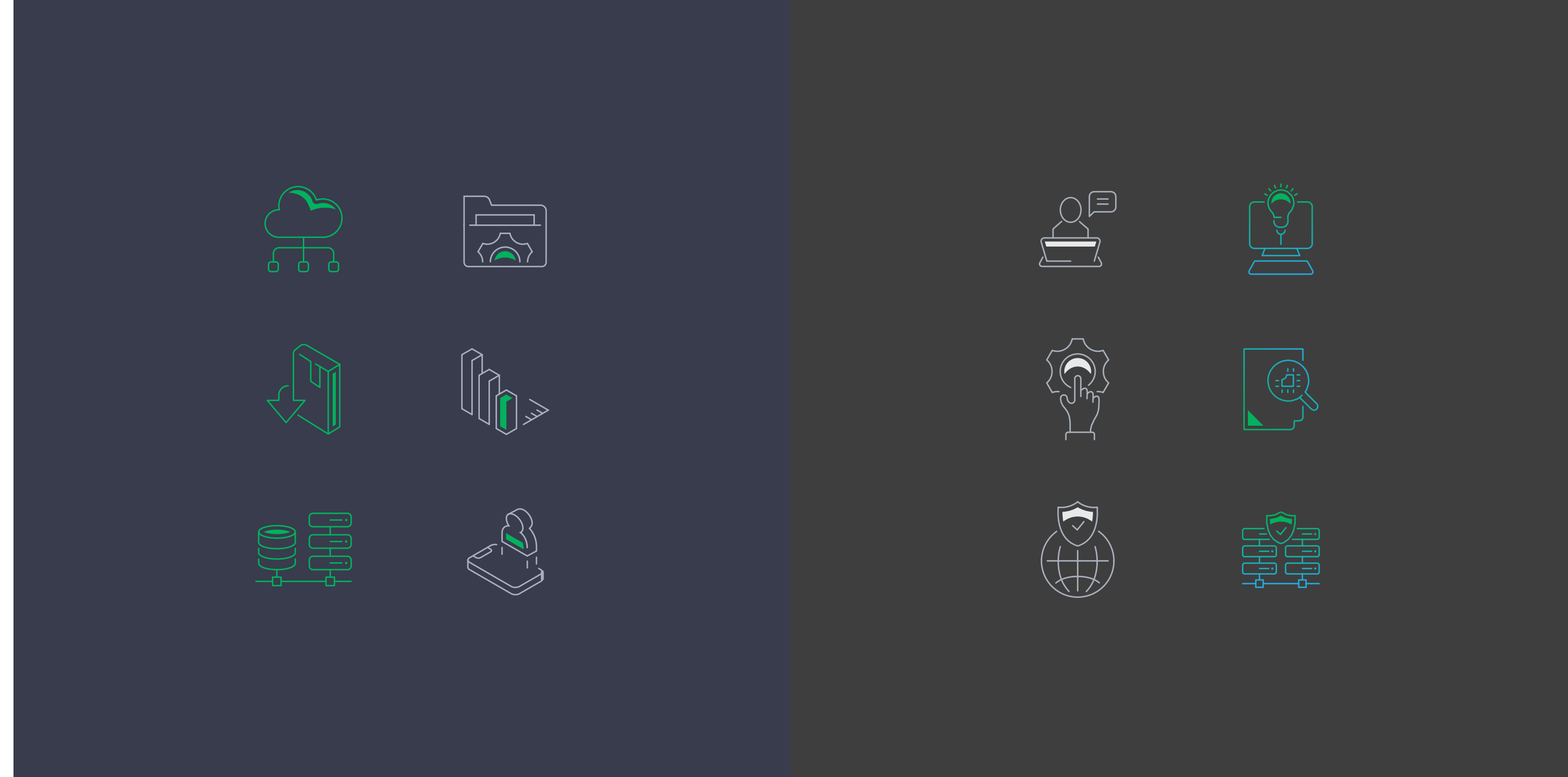
Existing

New

Active Agents

Icons

Cavelo uses a set and stylized icon set for all brand purposes. For any external or internal use please work with the brand team for special icon requests.

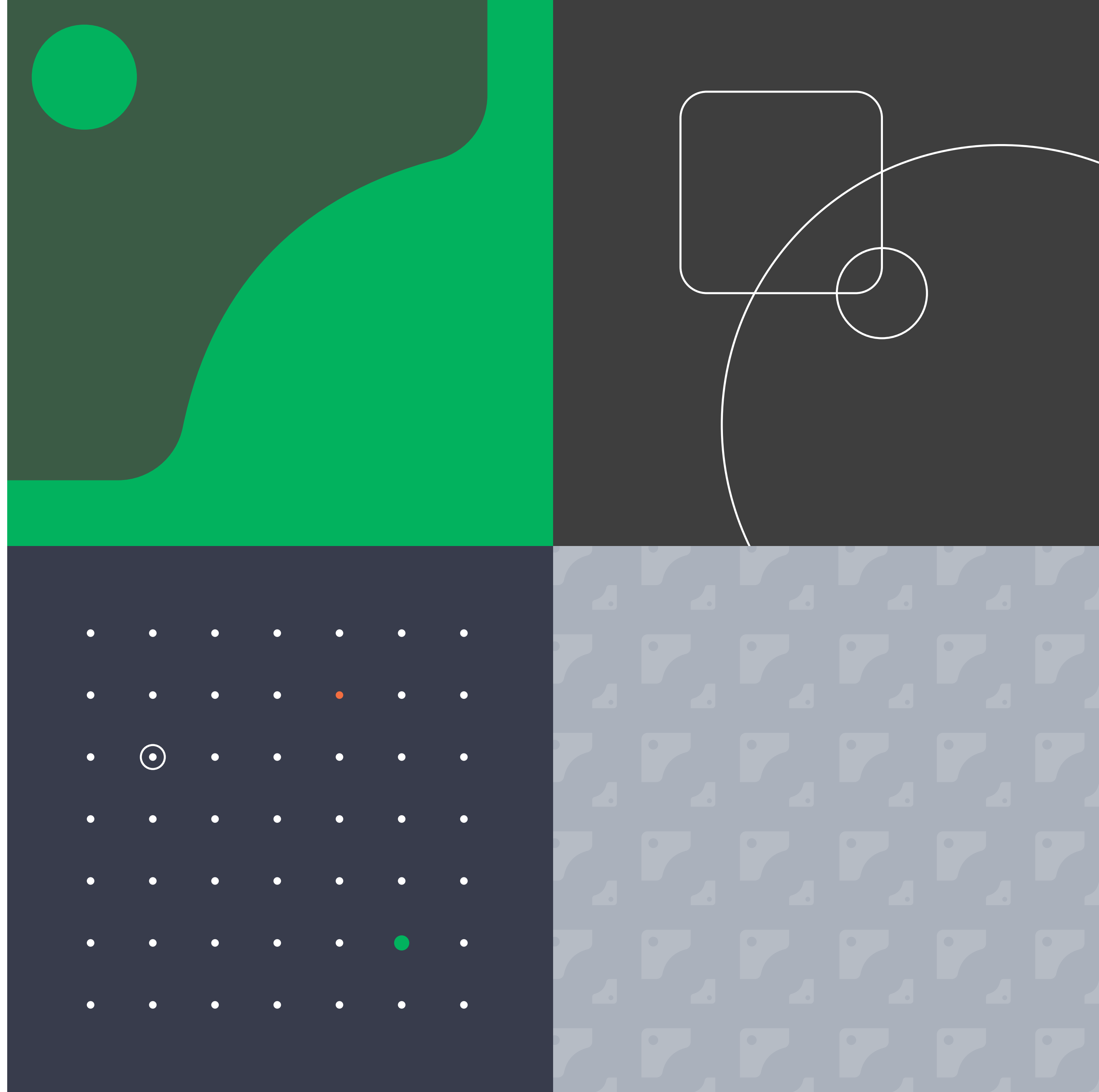


Graphics

Graphic treatments should add visual impact to a layout.

They reinforce the brand in a subtle way by showcasing brand colours and recognizable elements in an interesting way.

Basic geometric shapes can be used to help illustrate technical ideas.



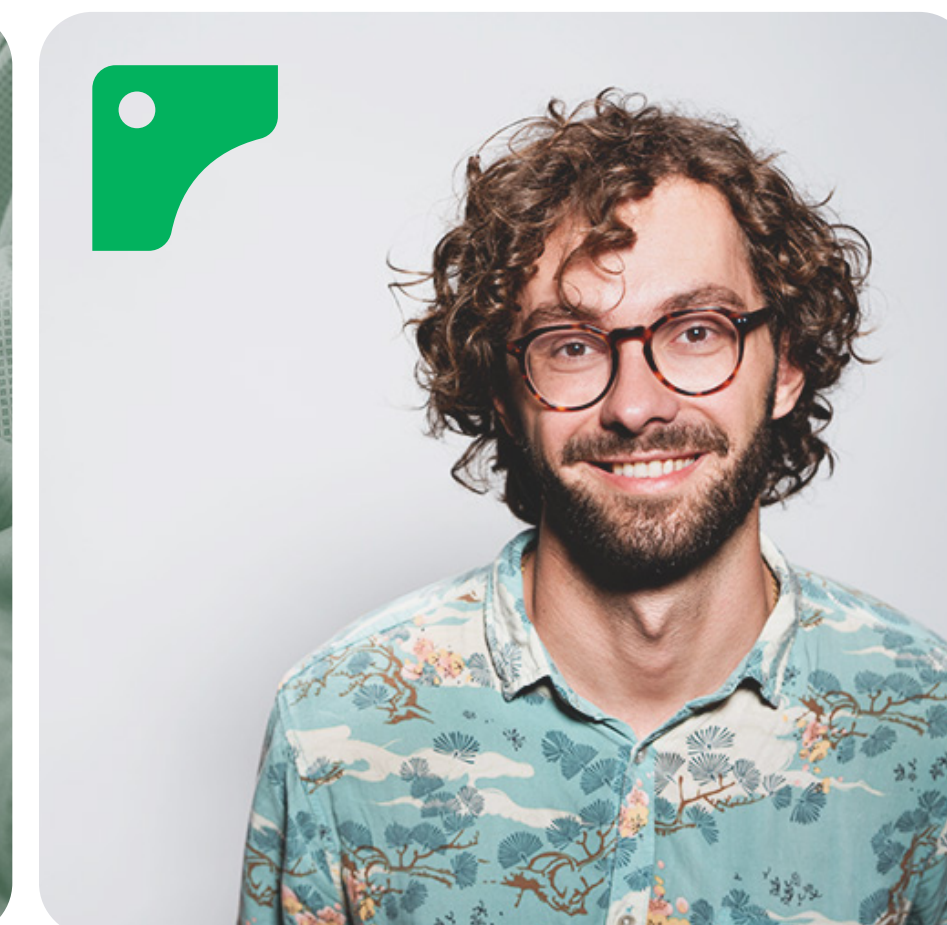
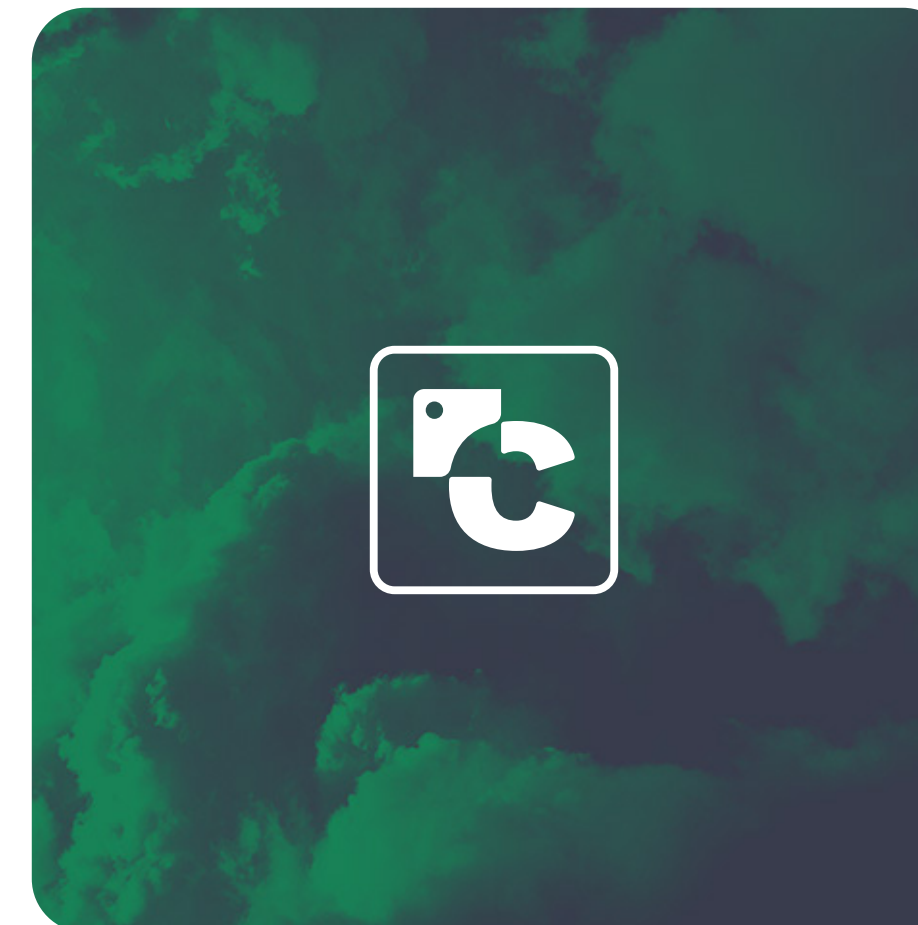
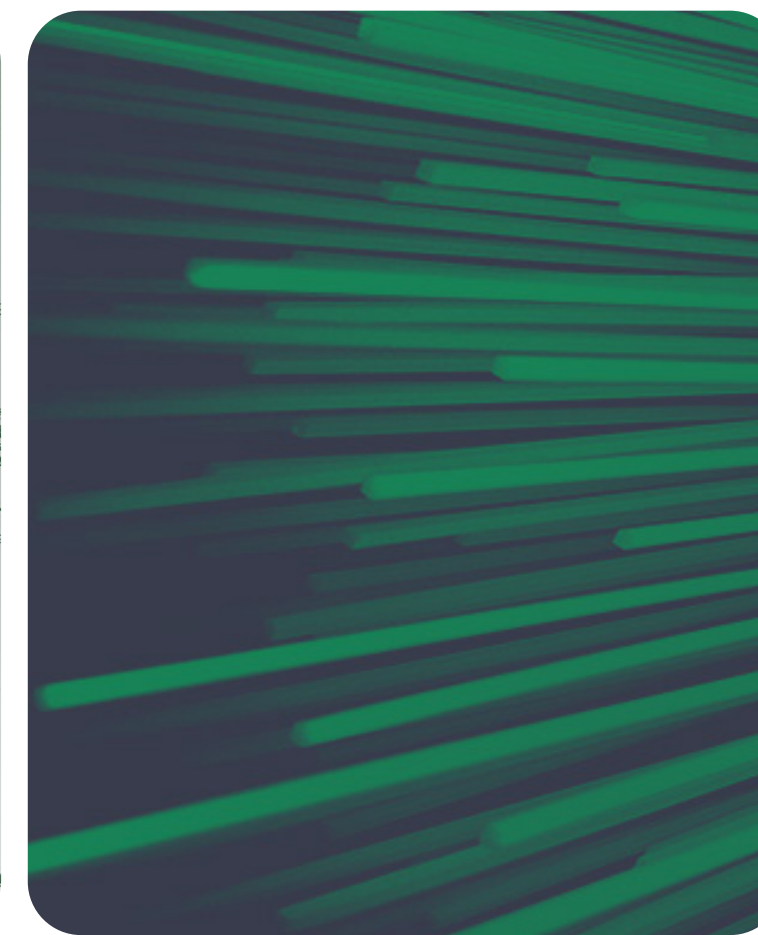
Imagery

Cavelo uses natural, representative photo journalistic images for all marketing materials.

Images that feature humans as the primary subject are light and bright.

Images that represent ideas have a subtle forest green or navy overlay.

Abstract images are duotone using green and navy.



Brand Personality Tenets

These tenets define our brand tone, personality and how we express ourselves in all verbal and written communications.

Clean

Simple design and language is a sign of respect for our customers and reinforcement of our brand promise - to simplify data protection.

Professional

We take data privacy and security seriously and strive to represent that tone through everything we do. Our language acknowledges our customers' challenges in a thoughtful and composed way.

Knowledgeable

Cavelo is a team of cybersecurity professionals with expertise and experience spanning numerous security product and data privacy disciplines. Regardless of audience, we aim to share our knowledge in a helpful and supportive way.

Trustworthy

Cybersecurity is a team sport and our goal is to build long term relationships with our customers that demonstrate that we recognize their challenges, we want to help, and we'll continue to help as they evolve and face new challenges.

Friendly

We are cybersecurity professionals that work with other cybersecurity professionals and so we share a natural comradeship with every customer and partner we encounter. We're a friendly group of individuals and strive to always be approachable, friendly and trustworthy.



Cavelo helps businesses achieve attack surface management with automated data discovery, classification and reporting. Its cloud compatible cyber asset attack surface management (CAASM) platform continuously scans, identifies, classifies and reports on sensitive data across the organization, simplifying compliance reporting, vulnerability management and risk remediation.

Visit www.cavelo.com for more information.