



B R A N D B O O K



**BitLocker Simplified**

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# Who We Are

# 1.1: OUR STORY

BitTruster was founded on the premise that the implementation of Microsoft BitLocker was too difficult, decentralized and expensive. Therefore, our mission is to provide a simple, centralized and cost effective solution to implement Microsoft BitLocker. Our team is dedicated to educate, inform, and help Business Owners, CIOs, and CISOs select and implement the best hard drive encryption solution on the market. Our state of the art cloud-based or on-premise solution is designed from the ground up to support small to medium size companies secure their data and become compliant with GDPR and CCPA using Microsoft BitLocker.



## 1.2: MESSAGING FRAMEWORK

The Messaging Framework is a tool used to define the foundation of a brand, whether that brand is a person, a product, or a company. It is an integral part of messaging and serves as the foundation from which all forms of visual and verbal communications are derived. All brand decisions stem from the Messaging Framework.

### One Simple Thing

The one simple word/idea that defines  
BitTruster

Simplify

### Positioning

How we want to be perceived

BitTruster simplifies the management  
of Microsoft BitLocker

### Tagline

A clarifying thought that associates us  
with our target market

BitLocker Simplified

## 1.3: TARGET AUDIENCE & BUYER PERSONAS

### Target Audience

- Small to medium size companies who want to find a cost effective way to implement Microsoft BitLocker to either protect their data or be compliant with GDPR and CCPA or both.

### Buyer Personas

- A CISO who is in charge of protecting his company's data and network. We will focus on CISOs that are either using or considering Microsoft BitLocker.
- A CIO who is in charge of the overall company technology infrastructure. We will focus on CIOs that are either using or considering Microsoft BitLocker.
- A Business Owner without a CISO or CIO who wants to protect his company's data and/or wants to be compliant with GDPR and/or CCPA.

## 1.4: FUNCTIONAL BENEFITS

Why do consumers believe they benefit from us

## EMOTIONAL BENEFITS

Why do consumers believe they benefit from us; why do they tell themselves to do business with us?

### Cost effective

BitTruster helps small to medium size businesses reduce the total cost of ownership of their Microsoft BitLocker implementation.

### Certainty of compliance

For companies that are looking to be GDPR and/or CCPA compliant, BitTruster gives them the confidence that they have implemented a manageable solution.

### Centralised Management

With BitTruster, companies can manage the entire lifecycle of their Microsoft BitLocker from a centralised cloud-based solution.

### Risk management

BitTruster helps companies manage the risk associated with data loss and/or find potential violations of GDPR and CCPA.

### Knowledgeable Peace of Mind

Customers rely on BitTruster's knowledge from hundreds of successful Microsoft BitLocker implementations to help guide them with their own implementation.

With BitTruster, companies can have the peace of mind that the management of Microsoft BitLocker is under control.

### Trustworthy

With countless referenceable customers, companies can trust in the BitTruster solution.

### Confidence

Having a partner like BitTruster, that has seen a lot of Microsoft BitLocker implementations, gives companies the confidence they need to take on such projects.



## 1.5: STORIES

A simple way to explain how customers benefit from BitTruster

## PROOFS

Proofs that support our claims.

### **A business owner**

who has been reading about CCPA felt confused about how to become compliant. They turned to BitTruster who guided them on how to implement and manage Microsoft BitLocker to ensure they are CCPA compliant.

### **A CISO who has been tasked**

with implementing Microsoft BitLocker across a globally distributed network of 500 users, turned to BitTruster for a cloud-based solution that enables them to centrally manage the deployment of Microsoft BitLocker in record time.

### **A CIO who is concerned**

with the total cost of ownership for its technology infrastructure getting out of hand, learned that BitTruster could save them thousands of dollars with their remote management tool for Microsoft BitLocker.

### **The CIO of a private equity firm**

with a distributed team around the world who needed help with the implementation of Microsoft BitLocker, turned to BitTruster for their expertise to centrally manage their implementation of Microsoft BitLocker.

### **The CISO for the government**

of Canada was looking for a way to give their network of users the ability to select their own pin for Microsoft BitLocker. After searching the market, they selected the only viable solution which was BitTruster.

### **The Infrastructure Manager**

at an insurance company was tasked with making sure that all the laptops of their agents on the road were encrypted and was looking for a solution to do so remotely. They found BitTruster was the best solution to help them with the implementation of Microsoft BitLocker.

## 1.6: BRAND PERSONALITY

What personality do we want to permeate through our communications?

### Trustworthy

Customers can trust that they are working with a company that has won the trust of their peers in their industry.

### Knowledgeable

BitTruster has dedicated their time to master everything there is to know about Microsoft BitLocker for the benefit of their customers.

### Helpful

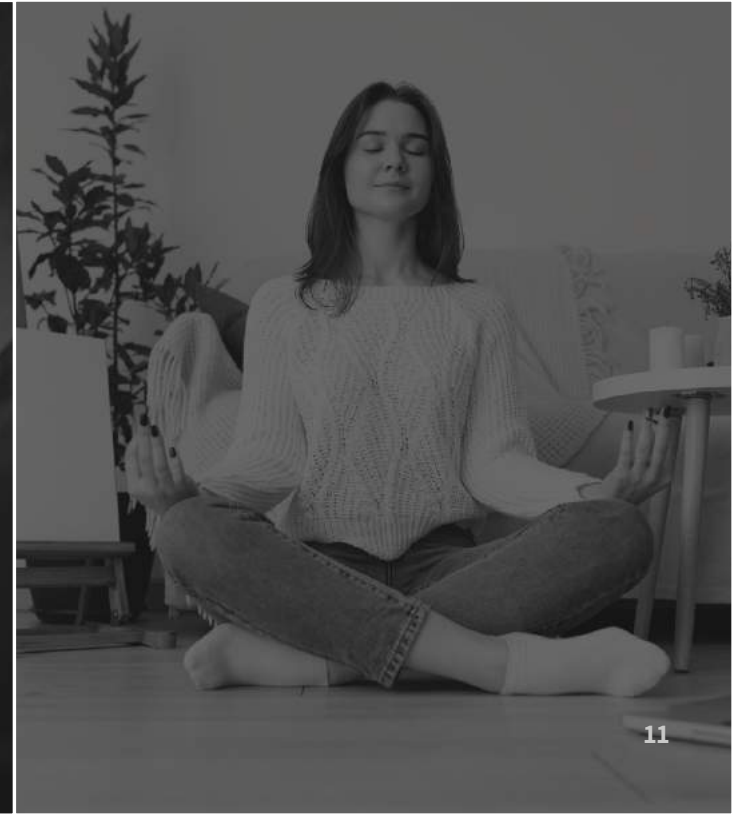
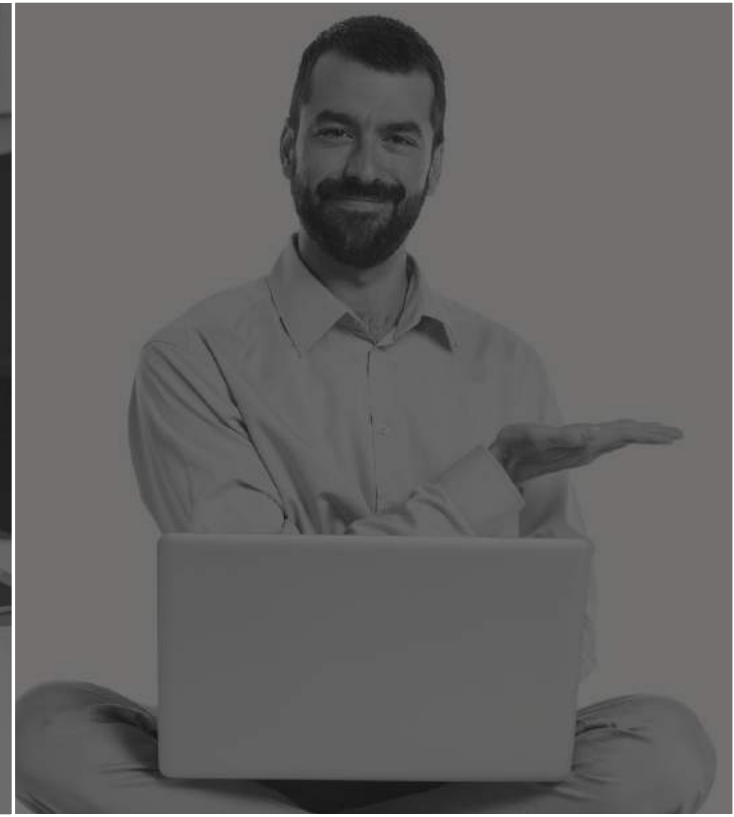
Customers can always count on BitTruster's ready-to-help attitude. Customers can contact BitTruster whenever they need help.

### Honest

BitTruster conducts all business engagements with high integrity, honesty and transparency.

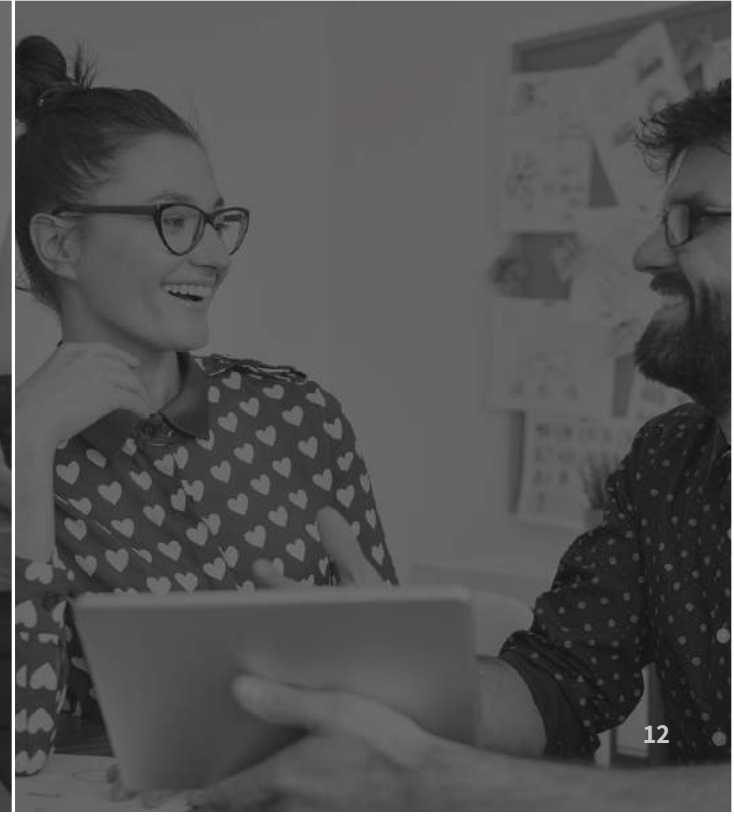
## 1.7: PHOTOGRAPHY DIRECTION

There is an 83% dark gray mask over all photography of users or professional. It's the color used to convey certainty and authority.



## 1.7: PHOTOGRAPHY DIRECTION

There is an 83% dark gray mask over all photography of users or professional. It's the color used to convey certainty and authority.



The background of the slide is a dark gray grid of plus signs. The plus signs are arranged in a pattern that is roughly 6 columns wide and 6 rows high, though some are missing, creating a sparse grid. One plus sign, located in the third row from the top and the third column from the left, is highlighted with a red outline. The text "Logo Elements" is centered over this grid.

# Logo Elements

## 2.1: BITTRUSTER LOGO

The new logo is used to identify BitTruster, increase brand recognition, and differentiate BitTruster from competitors.

A logo is the combination of an icon, wordmark, and color. Below is a breakdown of what each represents for BitTruster.

### **Wordmark:**

The wordmark is the actual name of the company. The wordmark is made of a sans serif font, which gives the logo a modern touch that is scalable in print and mobile platforms.

### **Color:**

Color is used to visually separate the two words as well as representing the two sides of the business, which protects users to outside threats.



**2.2:**  
**BITTRUSTER**  
**ICON**



## 2.3: LOGO PROTECTION & MINIMUM SIZE

The protection area prevents other elements from invading the identity, ensuring presence, hierarchy, and readability. The protection area is the height of half of the logo.

None of the reductions may be less than the specified size. This measure has been defined to ensure the integrity of the identity.



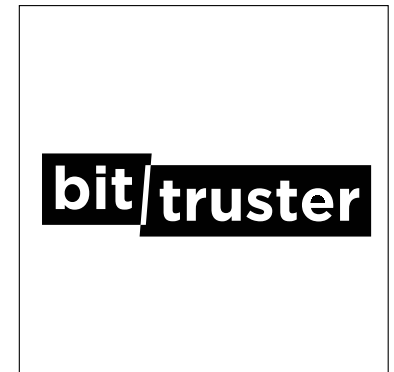
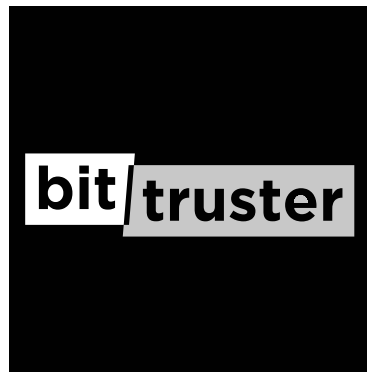
**bit/truster**

---

**3 cm wide**



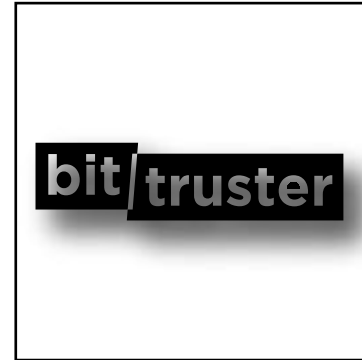
2.4:  
LOGO  
VERSIONS



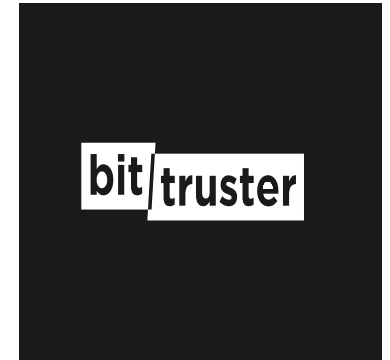
## 2.5: INCORRECT LOGO USAGE



MONOCHROMATIC LAYERING



SHADOW



NON PROPORTION



PATTERNS OUTSIDE OF THE  
MATCH ELEMENT



OUTLINE



GRADIENT

## 2.6: WATERMARK

The watermark should be used in the following ways:

- As a lower border where there is information or copy.
- In business or marketing documents.

The watermark pattern is formed by a series of crosses. It will be used at 5% of the original color.

It can be used for example:

- Folder interiors
- Envelope interiors
- Presentations
- Wall imagery
- Letterhead
- Packaging

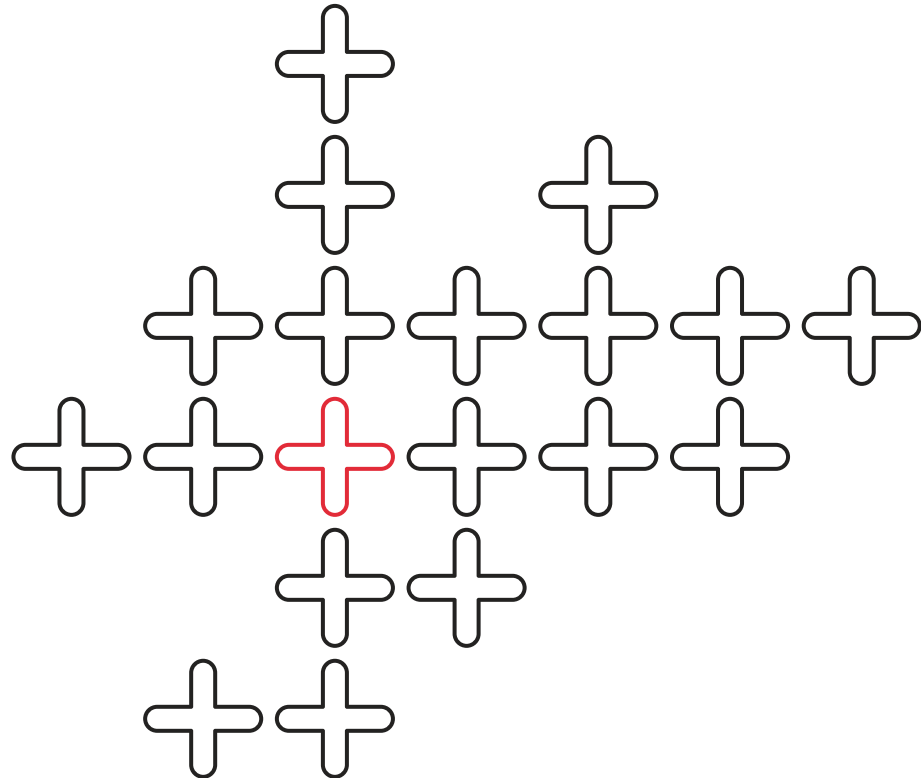


## 2.7: DESIGN ELEMENT

### Design Element:

BitTruster is not an add on or just another SAAS company, but an added asset. From this we would like to see our brand as an added value to our customers workplace. Hence the + sign. We stand out from other SAAS in the marketplace.

The design element should always be placed on the right lower corner of the page on any material.



## 2.8: DESIGN ELEMENT APPLICATION

The brand will only show 25% of the brand element when used on photography. The element will be screened at 15%.





# Color Palette & Typography

## 3.1: COLOR PALETTE

Color can influence decision making as well as increase trust for a brand.

The colors that have been selected coincides with the brand story of ethics, integrity, technology, and hope for making the world of technology and mankind better.

### Red

The red color meaning is associated with excitement, passion, danger, energy, and action.

### Black

Black is associated with boldness, formality, strength, luxuriousness, and seriousness.

### Gray

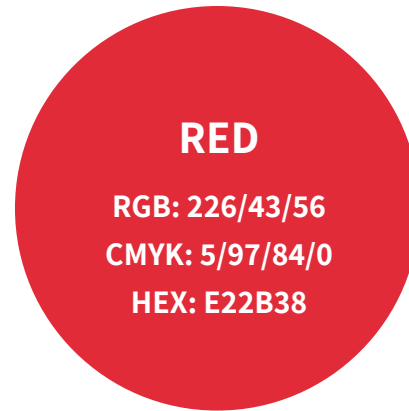
Gray is a sophisticated color that represents smarts, wisdom, and intelligence.

### White

White represents purity, cleanliness, and integrity. White shouldn't be underestimated.

Brand Coverage Percentage: Primary 15% (Red and Dark Grey), Secondary 75% (Gray and White), Copy 5% (Black and Gray), and Accent 5% (Blue).

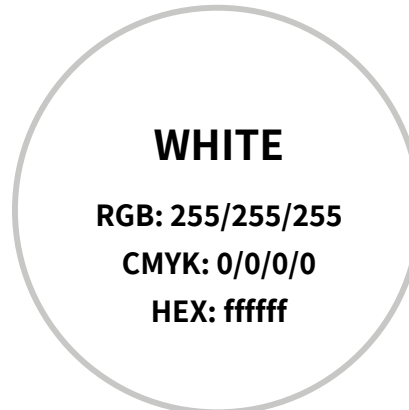
#### PRIMARY



#### COPY



#### BACKGROUND



## 3.2: TYPOGRAPHY

Typography is an essential component in the construction of the brand image.

The proper management and consistent use of these fonts will support the recognition of the brand.

---

LOGO FONT:  
GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**123456789 (!@#\$%{...}^&\*')**

---

PRIMARY FONT:  
ASSISTANT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

123456789 (!@#\$%{...}^&\*')

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COPY FONT:  
HIND GUNTUR LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

123456789 (!@#\$%{...}^&\*')

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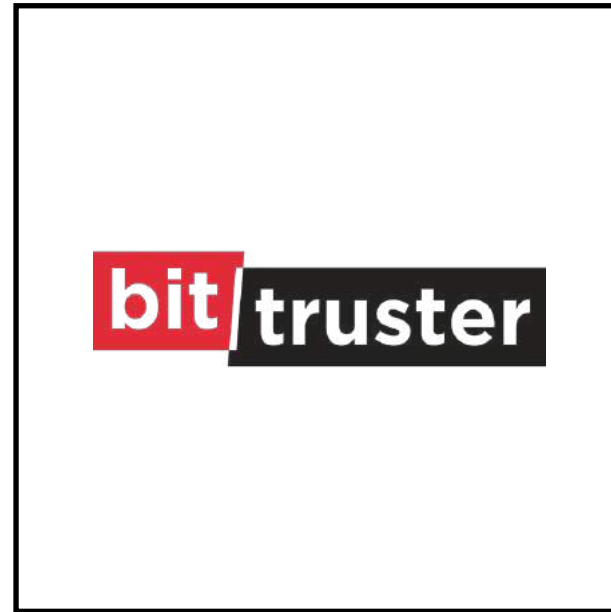




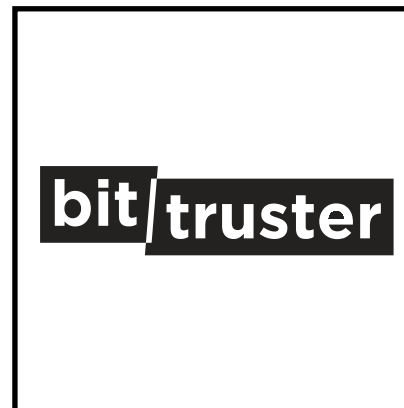
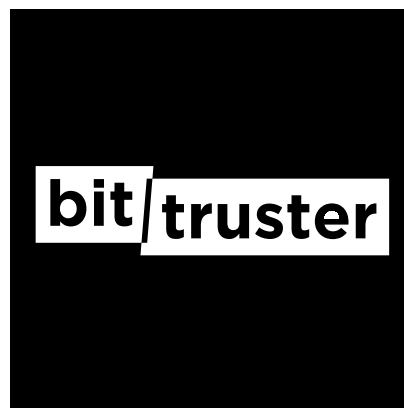
# Applications & Stationery System

**4.1:**  
**LOGO COLOR**  
**APPLICATIONS**

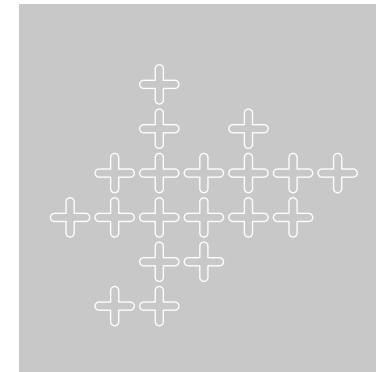
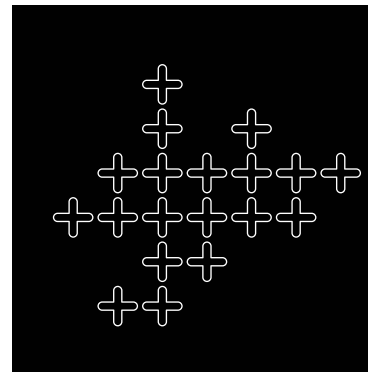
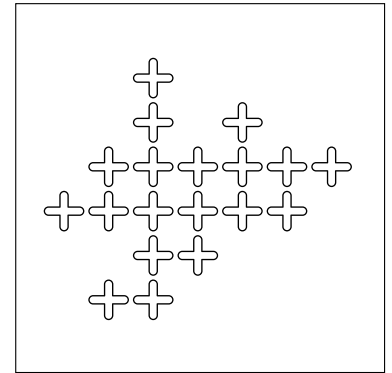
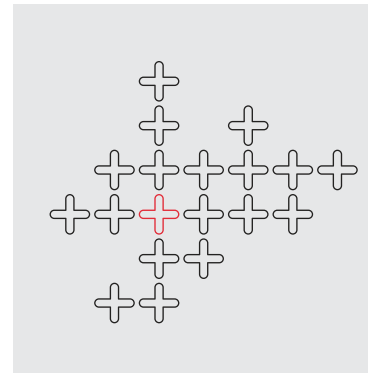
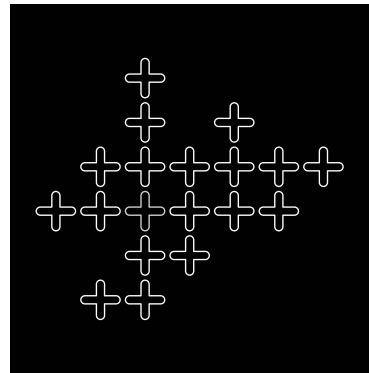
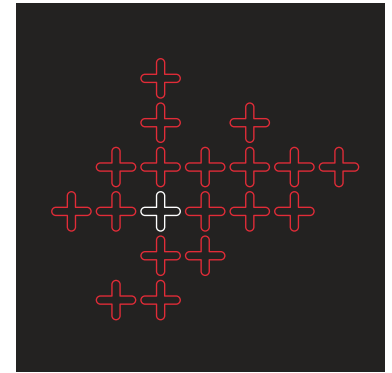
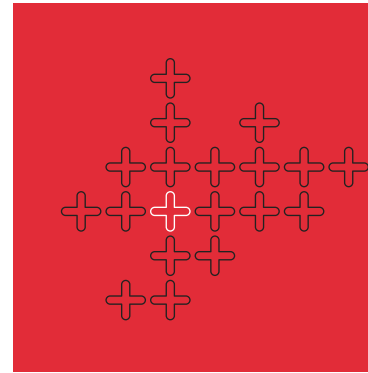
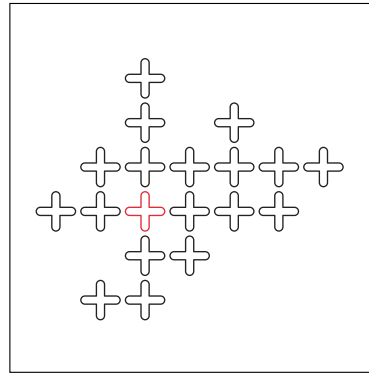
PRIMARY



SECONDARY



## 4.2: ELEMENT COLOR APPLICATIONS



## 4.3: WEBSITE

## 4.4: STATIONERY SYSTEM



# 4.5: STANDARD LETTERHEAD

Size: 8.5 x 11 inches

Color: 3/0 (Red and Black)



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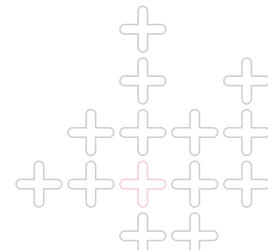
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan. Et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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A stylized, handwritten signature in black ink.

breuerwiesenstrasse 43, 65929  
frankfurt am main, germany

bittruster.com

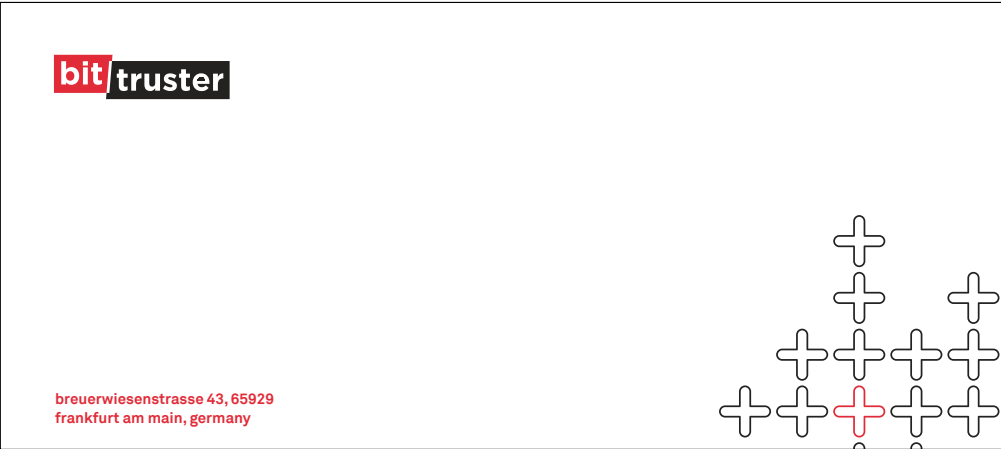


# 4.6:

# STANDARD ENVELOPE

Size: #10 9.24 x 4.125

Color: 3/0 (Red and Black)



# 4.7: STANDARD BUSINESS CARD

Size: 3.5 x 2 inches

Color: 3/2 (Red and Black)





## 4.8: EMAIL SIGNATURES

**Robert Smith**  
FOUNDER & CEO

+49 714 555 45620  
robert.smith@bittruster.com

bittruster.com

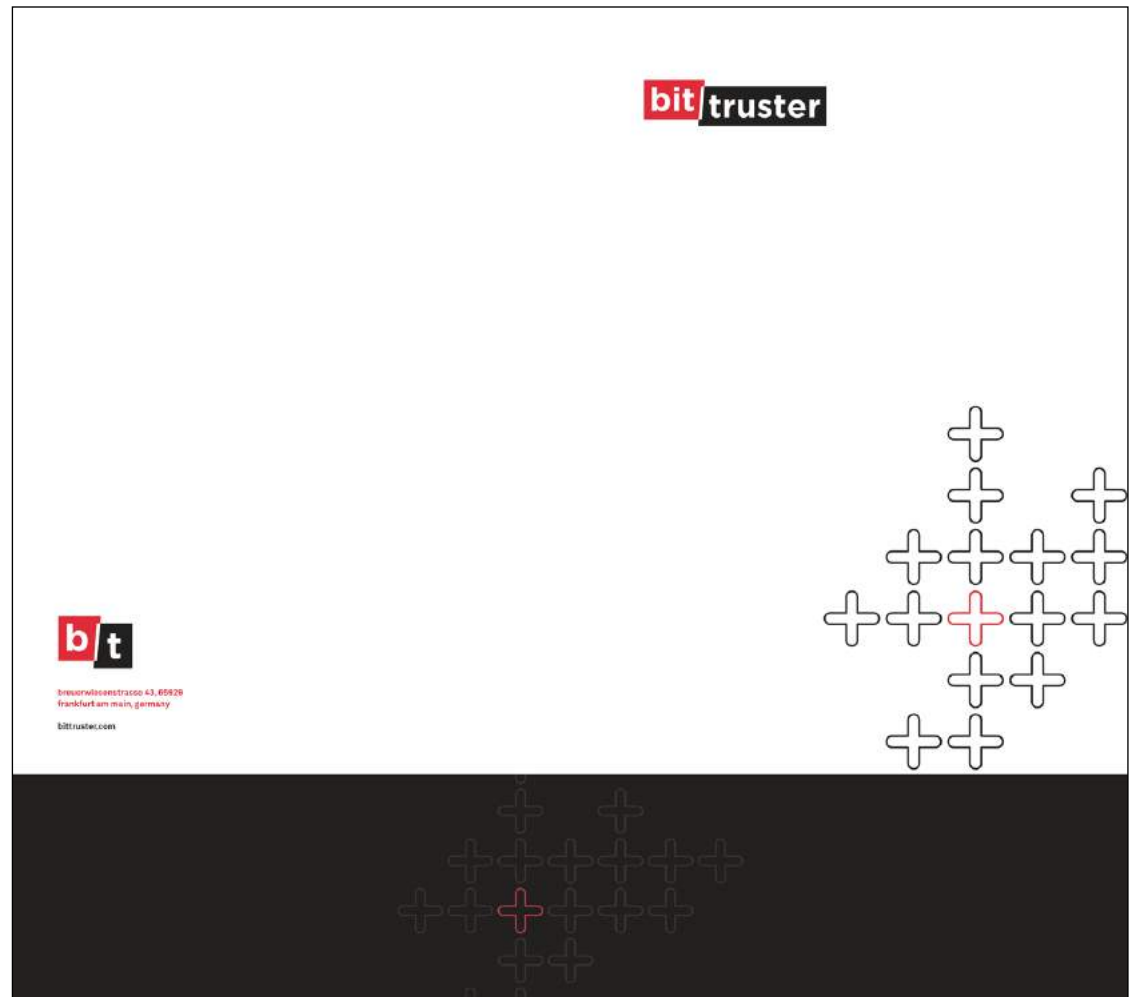


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**Confidentiality Notice:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac urna ipsum. Nullam in libero at sem interdum eleifend. Donec interdum volutpat libero, a pharetra nulla. Maecenas tristique nunc at pulvinar pharetra. Sed lectus tellus, bibendum lacinia aliquam in, aliquet sit amet eros. Curabitur suscipit fermentum nibh, in fringilla mi convallis non. Phasellus sit amet ultricies nisi. Curabitur accumsan fermentum ante, sit amet gravida nibh

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# 4.9: POCKET FOLDERS





**BitLocker Simplified**





[www.bitruster.com](http://www.bitruster.com)