



Brand & Style Guide

About Us

NEOX Networks provides **Next-Generation Network Visibility** for IT and OT Observability and Security. Integrating network intelligence and real-time data-in-motion strengthens cybersecurity, hybrid-cloud application observability, and business continuity.

NEOX Network Visibility Platform comprises a full-stack portfolio including full-packet capture appliances, network packet brokers, packet processing, encryption and decryption appliances, and network taps for end-to-end hybrid-cloud environments.

Learn more at neoxnetworks.com



NEOX Brand Guide

As the NEOX business moves forward – entering new markets, reaching out to new customers, and expanding globally – it is essential that the NEOX brand grows with it. We want to make sure, that the brand captures new audiences while keeping existing customer loyalty.

This Brand Guide will help you envision how the **NEOX Brand** is evolving and will serve as a guide for implementing the **NEOX Brand Identity**, both inside and outside the company.



NEOX Brand

NEOX Brand Story NEOX and its Brand

Great companies are built on strong brands that influence customer choice and build loyalty. A strong brand is a competitive asset – one that can improve market position and contribute to company profitability. When the essence of a brand is understood within a company, it can serve as a source of inspiration, excitement, and employee satisfaction.

So, what is a Brand? A brand is a promise to deliver value. Simply put, a brand is a constellation of experiences perceived in the customer's heart and mind. Every time a customer engages with our company, these experiences grow. At NEOX, our brand is a promise we make to our customers—a promise we strive to fulfill at every point of customer interaction. For employees, the brand promise is reflected in their daily work experience.

Ideally, our customers' perceptions of NEOX should align with our aspirations. We aspire to be a company that combines people, using the most innovative technology in the IT & OT Observability and Security world. When our customers share that vision, our branding efforts will be successful. Reaching that goal requires active and purposeful brand management. We begin by defining what our aspirations are; these are the perceptions we want our customers to have.



NEOX Brand Story

Vision, Stance, Promise, and Attributes

NEOX Brand

Brand Vision

States where we are going as a company and what we want to be:

The most trusted Network Visibility Platform company globally. NEOX is a leader in Network Visibility infrastructure (Network TAPs, Packet Brokers, Packet Processors, and Packet Capture Appliances) for IT & OT Observability & Security applications.

Brand Stance: The single idea we want to own in our customers' minds:

NEOX = Dependable and Economical Network Visibility Platform

Brand Promise: Outlines our commitment to our customers:

When customers think of NEOX, they think of a company that delivers High-Quality Network Visibility Solutions and Services to transform our lives through digitization, modernization, and efficiency, making us more productive, engaged, and powerful.

Brand Attributes: The characteristics we want to be associated with NEOX. We have gathered input from customers and partners, and we know that these are all

- Innovative
- Trustworthy
- Valuable
- Reliable
- Effortless
- Optimal
- Qualitative
- Approachable
- Affordable

Color Palette

To communicate the NEOX brand, color is quintessential. To ensure the color is working to support the NEOX message and meaning, we've developed a primary **Color Palette**. This palette allows you to dial up or down the intensity of any color combination for a wide range of applications, moods, and messages.

NEOX brand color palette helps build brand recognition and make our company stand out. Only brand colors should be used throughout digital and printed content. Our primary preferred and supplemental colors can be expanded analogously to build harmonious color palettes and complementary pairings.



C25 M100 Y99 K23
#9a1a1e



C68 M61 Y58 K45
#424243



C71 M65 Y64 K68
#282828



C39 M32 Y32 K1
#a1a1a1



C6 M100 Y100 K1
#df1c24



C60 M51 Y47 K17
#696a6d



C16 M12 Y13 K0
#d4d4d4



C4 M3 Y3 K0
#f1f1f1



C0 M60 Y33 K0
#f9858a



C0 M30 Y12 K0
#ffc0c3



C0 M15 Y6 K0
#fbdedf



C0 M7 Y2 K0
#fdeeeef



Typography

NEOX's typography hierarchy involves organizing text elements to prioritize information. This is achieved through variations in font size, weight, and style to guide readers' attention and convey the importance of different content. It enhances readability and helps communicate messages effectively.

All digital and printed content must be in official font family only, which is **Poppins**. All headings must be in **Bold**, subheadings in **Semi-Bold**, and text body in Regular or Thin font.

The minimum recommended font size is 10 points for readability.

Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz _____

Sub-Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz _____

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz _____

Basic Glyphs

\$ ¢ £ € ¥ % ‰ & § @ € ? ! ; : " ' " « »
/ ª º § © ª ™ ¬ ® º ± ¹ º ¼ ½ ¾ ÷
† ‡ № ™ e √ ∞ ∫ ≈ ≠ ≤ ≥ = ∅ ∆ ∏ ∑ µ •
... ¶ _____

0123456

456

234

012345

NEOX Logo

The official **NEOX Logo** includes a tagline and must be used as-is. The first logo on the cover page of content, on a tradeshow booth, or on business cards and other brand assets should always be with the tagline. Inside pages can be without the tagline.





Brand Positioning

We help with the CXO Digital & AI Transformation initiative with the Network as the foundation layer.

- Enabling DX & AI Transformation Ground-Up
- **Network Visibility Platform**
- For IT & OT Observability & Security

We are a multi-layer Platform, not just a Product for provisioning Network Visibility.

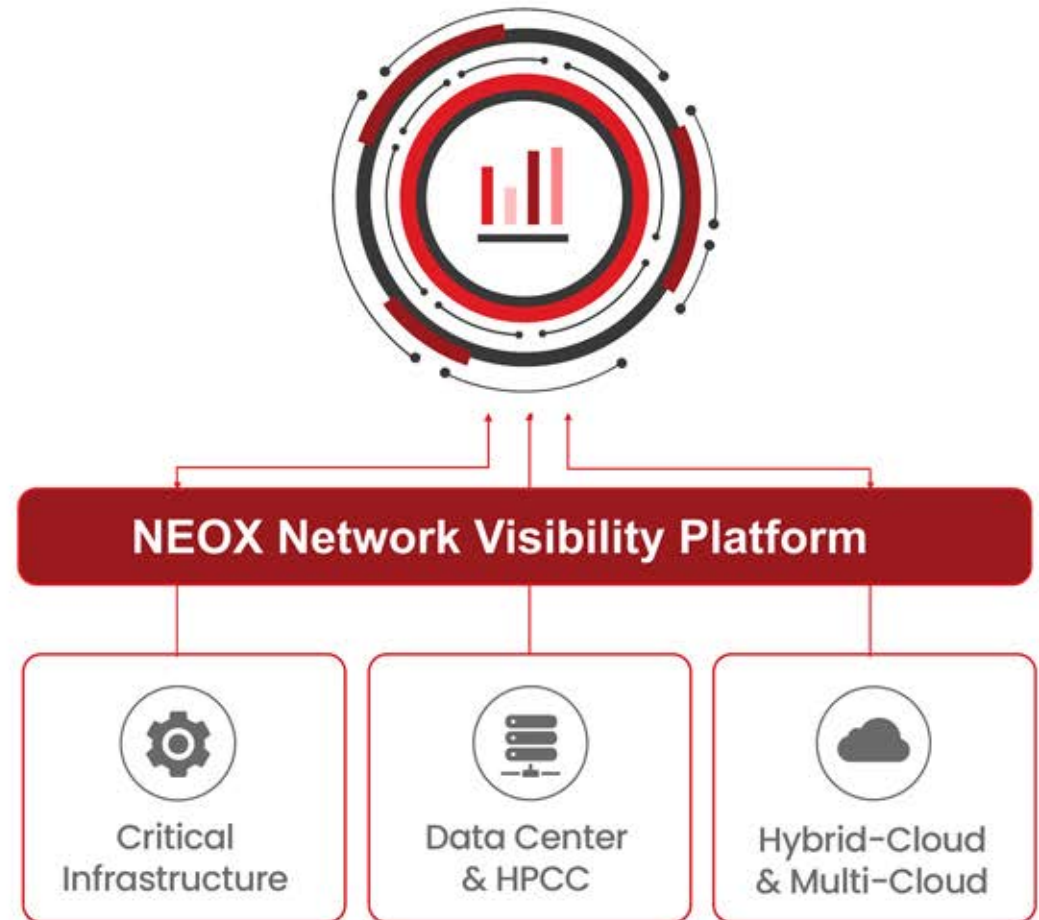
We are equally applicable to IT and OT environments both, for both Observability and Security applications.



Network Visibility for **Observability**

NEOX Hybrid-Cloud Observability
illustration simplifies and depicts our solution brand as an end-to-end solution spanning Critical Infrastructure, on-premises Data Centers, and Public Cloud or Multi-Cloud environments.

It represents collecting network telemetry across the above environments and observing and analyzing it as a single-pane-of-glass.

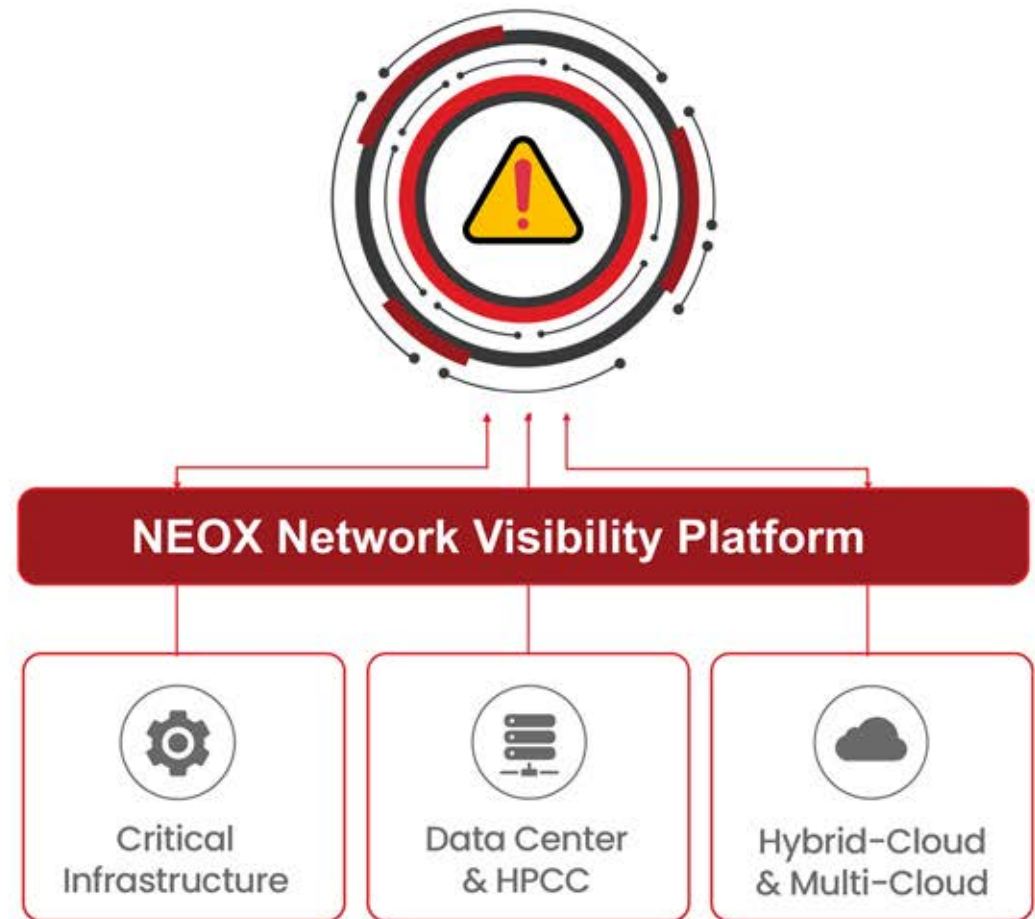


Network Visibility for Security

NEOX Hybrid-Cloud Security

illustration simplifies and depicts our solution brand as an end-to-end solution spanning Critical Infrastructure, on-premises Data Centers, and Public Cloud or Multi-Cloud environments.

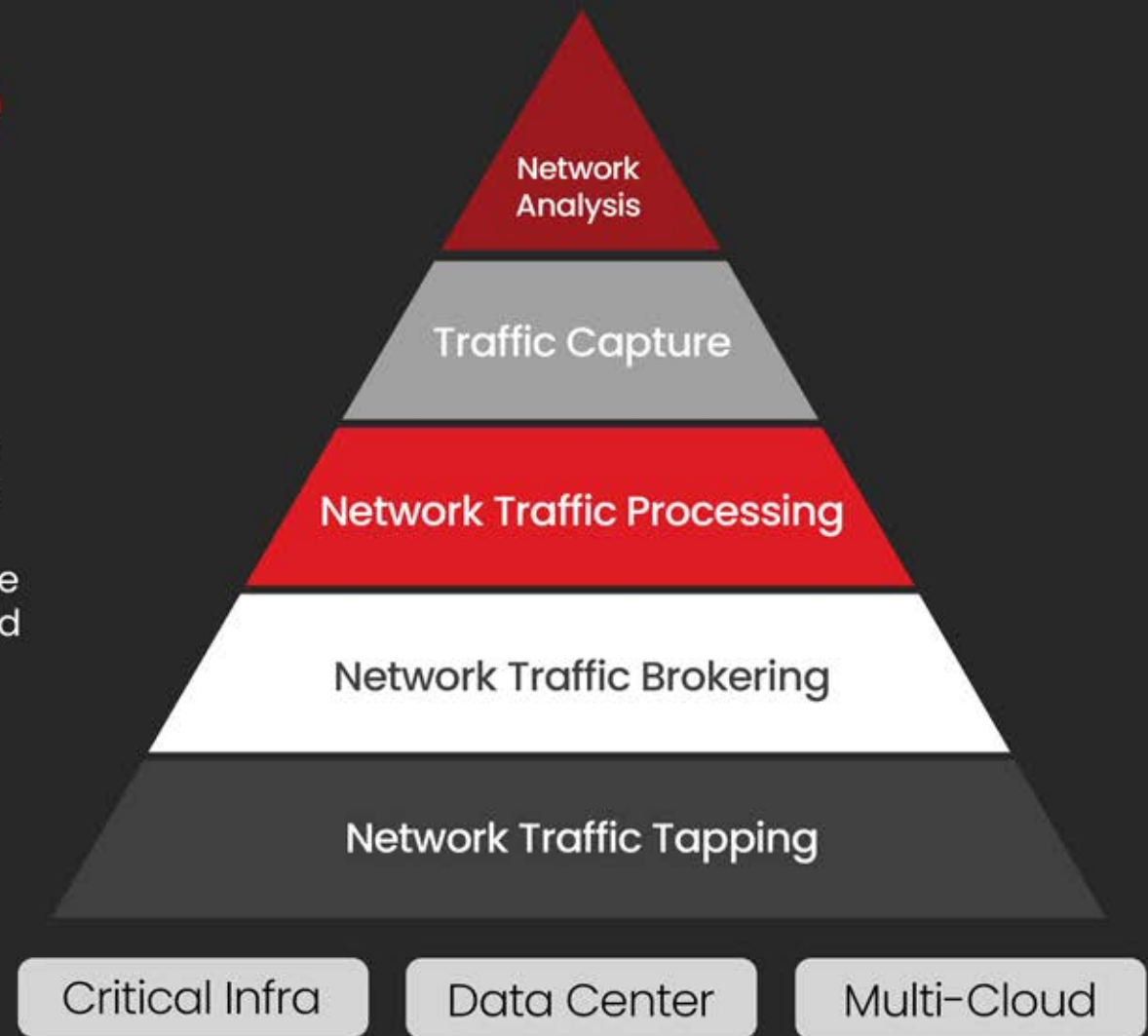
It represents collecting network telemetry across the above environments and feeding into Security Monitoring Tools.



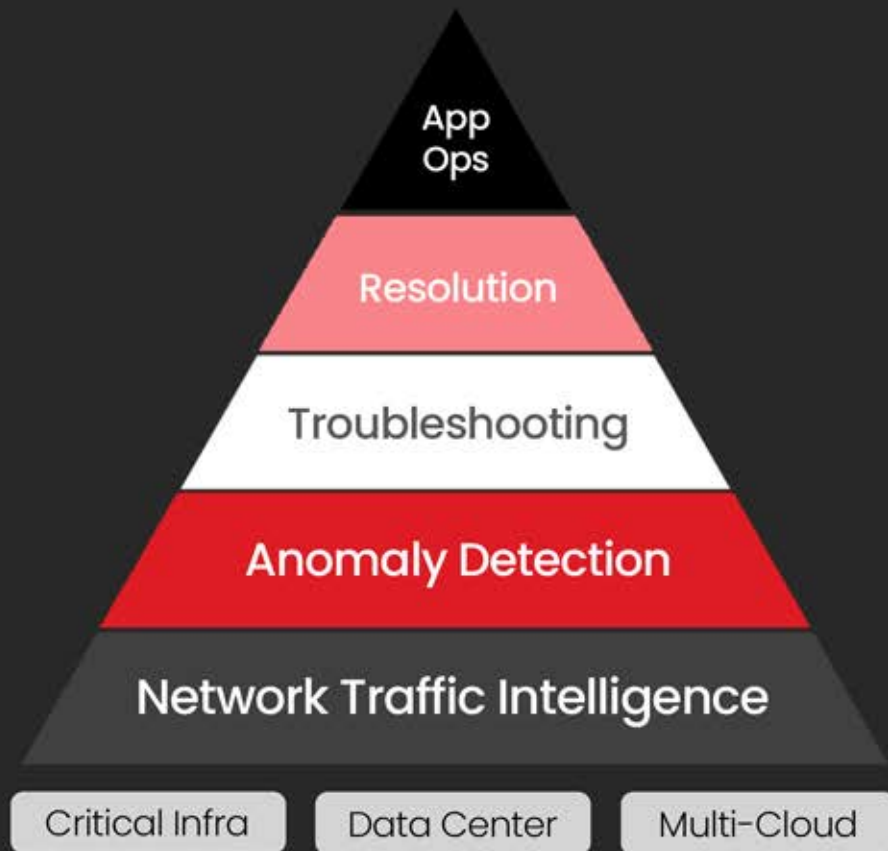
NEOX Triangle

NEOX Triangle represents a **Full-Stack Solution** comprising all necessary layers to build a Network Visibility Architecture.

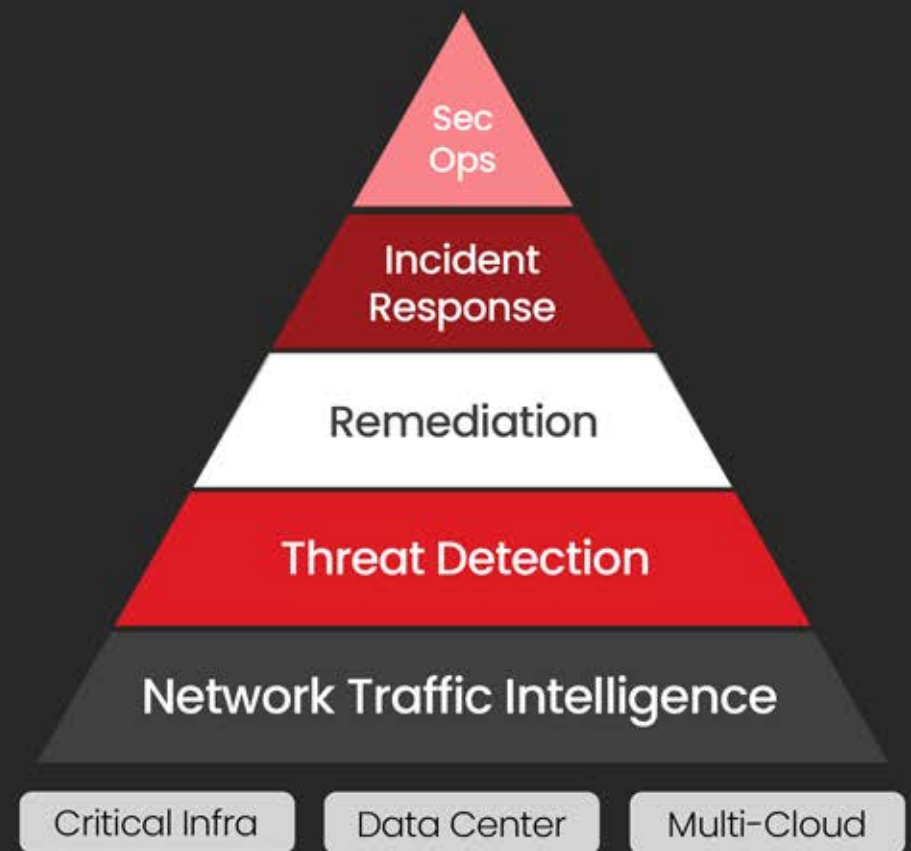
Each of the layers maps to one or more NEOX Products and the Segments we play into. The two further variants of the triangle for Observability and Security are available to use in the appropriate content with the right brand colors.



Observability



Security



Icons

NEOX has product features and functionality **Icons** with proper symbology that should be consistently used across the web, digital, and printed content.

Additional icons may be added to the library as new products and features are introduced. Icons must comply with NEOX brand palette colors.



Badges

NEOX products have qualified for different industry standards and certifications, as indicated by those badges, which can be used along with the appropriate products in digital and printed material.

Additionally, NEOX Service & Support levels have been indicated through those service tier pages which are optional to use.



Product Logos

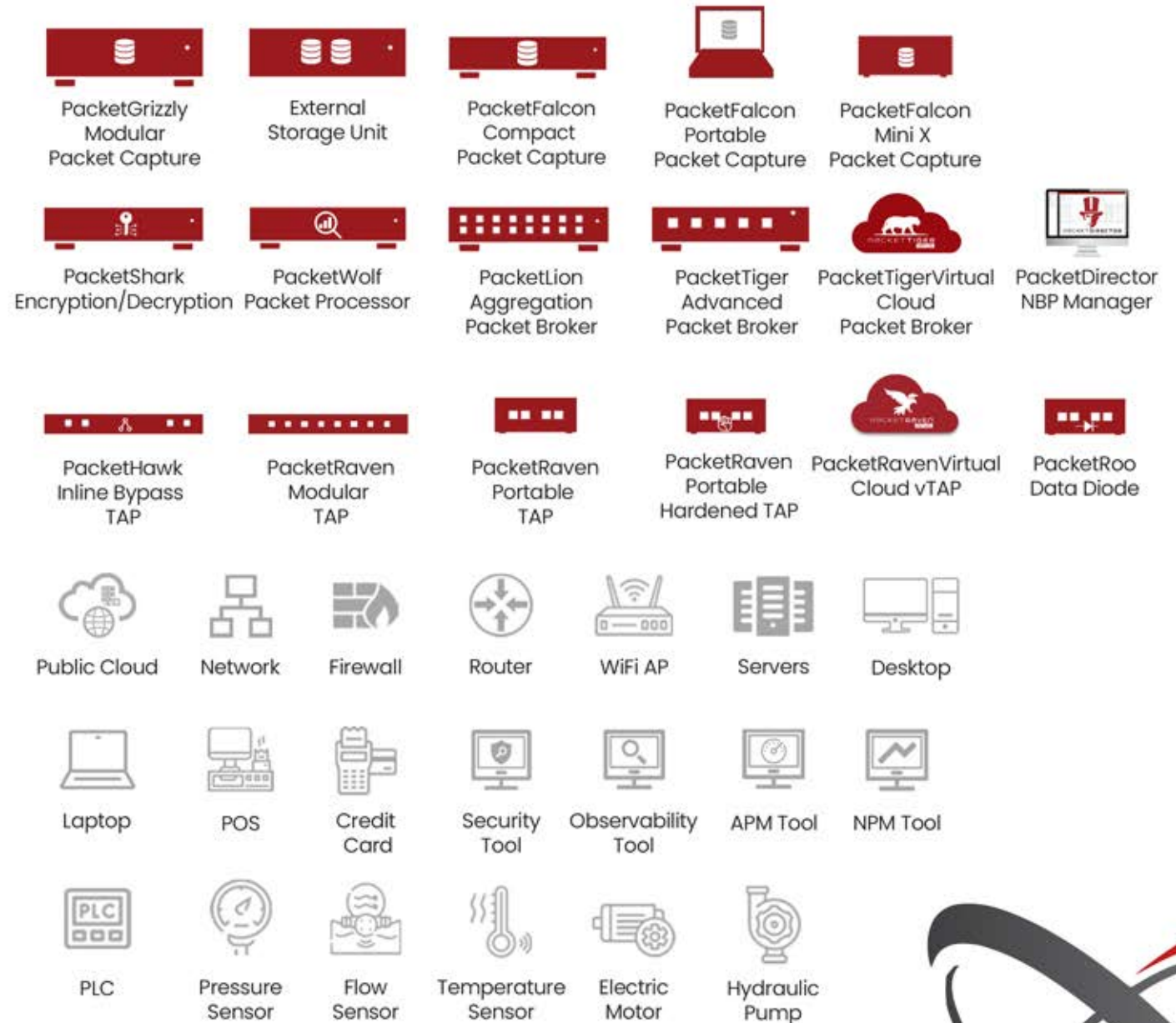
NEOX Product Logos are an essential part of its product identity. These logos identify each product family as its sub-brand.

These logos are used on most, if not all, product-related content such as product brochures, product briefs, product data sheets, and product web pages.



Stencils

Each NEOX product has a dedicated **Stencil** available to use. Standard NEOX product stencils must be used in all network diagrams and illustrations throughout the product collateral, website, and trade show signage to protect the brand identity and image and to standardize the knowledge base.





PacketGrizzly Modular
Packet Capture



PacketFalcon Compact
Packet Capture



PacketFalcon Portable
Packet Capture



PacketFalcon Mini X
Packet Capture



PacketFalcon Mini
Packet Capture



PacketShark
Encryption/Decryption



PacketWolf Packet
Processor



PacketLion Aggregation
Packet Broker



PacketTiger Advanced
Packet Broker



PacketTigerVirtual
Cloud Packet Broker



PacketDirector
NBP Manager



PacketHawk
Inline Bypass TAP



PacketRaven Modular
TAP



PacketRaven Secure
TAP



PacketRaven Portable
TAP



PacketRavenVirtual
Cloud vTAP



PacketRoo
Data Diode

Product Images

NEOX product pictures must be used in an official capacity with high-quality photographs taken by professionals.

Consistent product angles and perspectives (such as front, side, and other) must be maintained across different products for consistency and symmetry throughout the product content.



Product Highlights

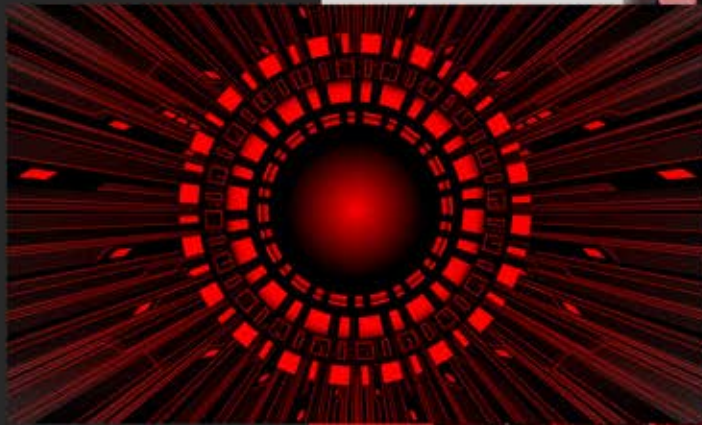
NEOX products can be highlighted to make the content more attractive or to bring it under the spotlight for product launches, brochures, presentations, or trade show booth signage.

Only contrasting color backgrounds should be used based on the official color palette. Approved light sources may be used without distorting the product imagery.



Imagery

Royalty-free imagery can be used with copyrights and the right brand colors and concepts.

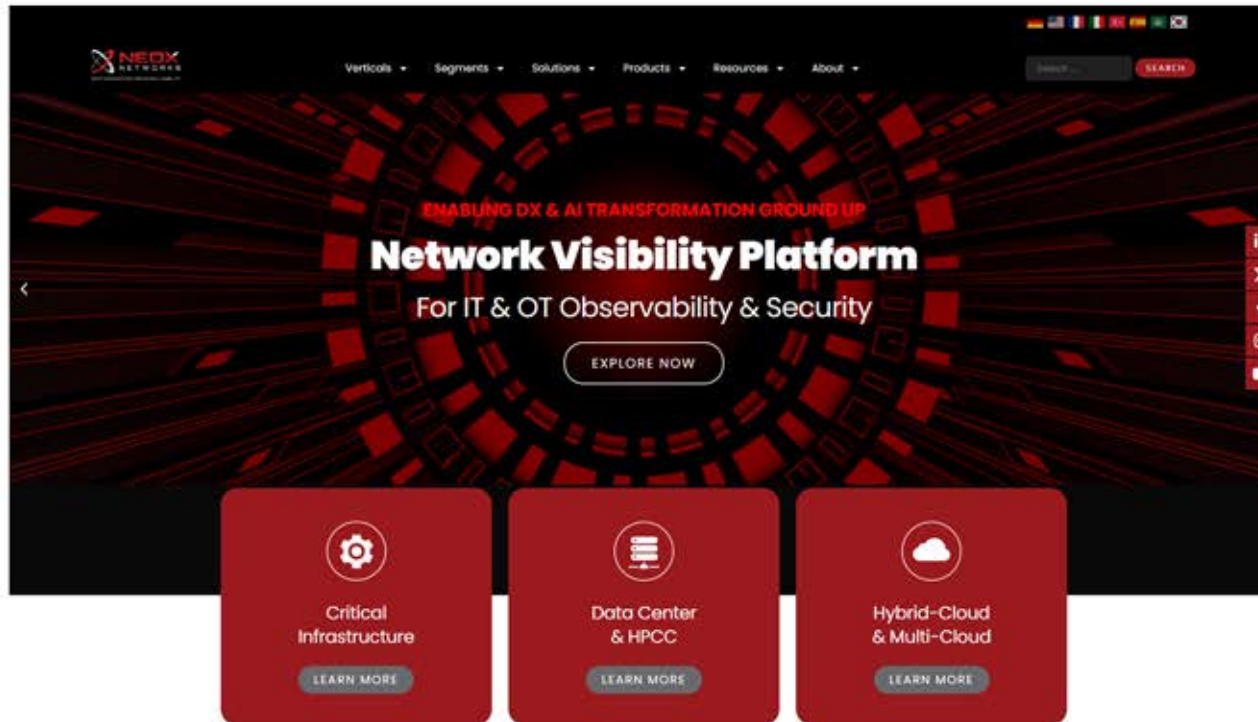




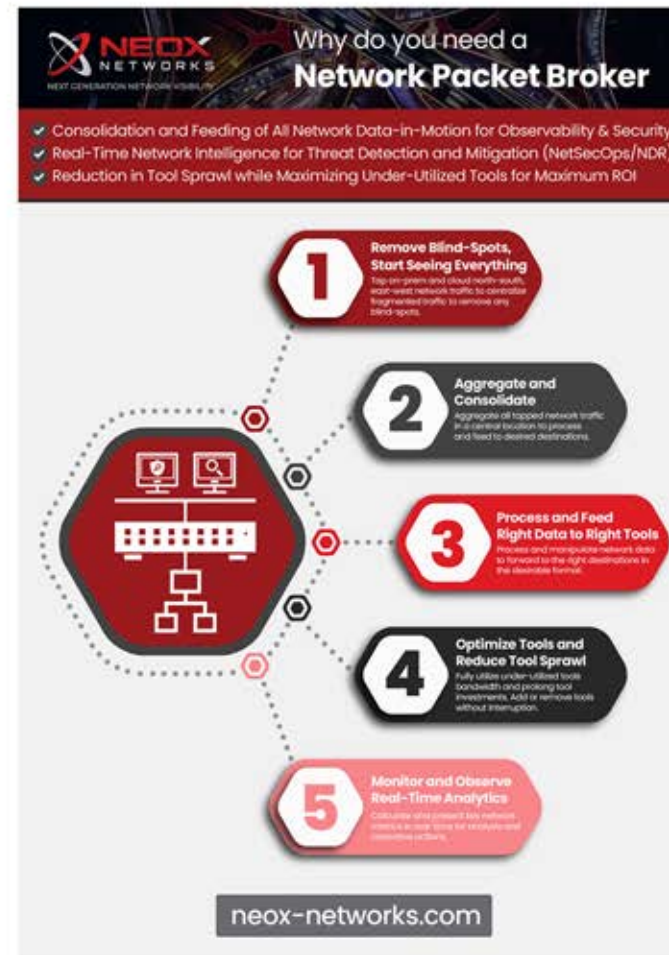
Application Example



Application Example



Application Example



Application Example

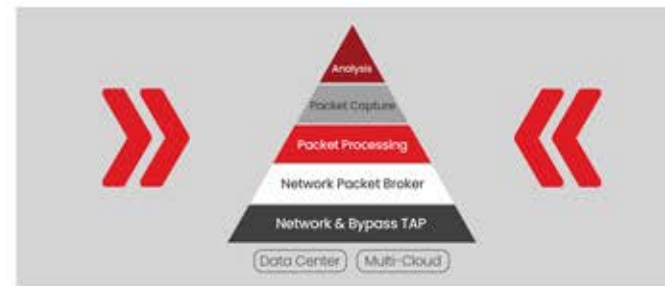


Product Brochure

Next-Generation Network Visibility Solution
for IT Observability and Security



Next-Generation Network Visibility
for IT/OT Observability and Security



IT NetSecOps

IT NetAppOps

Data Center

Multi-Cloud

Business Benefits

- Enabling CIO's Digital Transformation through Hybrid-Cloud Network Visibility
- Increased Business Continuity and Reduced Downtime through Higher Network Availability
- Reduced Customer Churn through Lower Mean Time to Resolution, Enhanced Security, and Information Protection

Technical Benefits

- Setup Once, Re-use Forever: Network Visibility and Real-time Network Data Access for Security, Application Performance, and User Experience
- Foundation Layer to Build a Hierarchical Network Monitoring and Actionable Observability Practice
- Consistent Tools and Methods for Network or Service (DevOps) Philosophy across the Hybrid-Cloud Observability Infrastructure

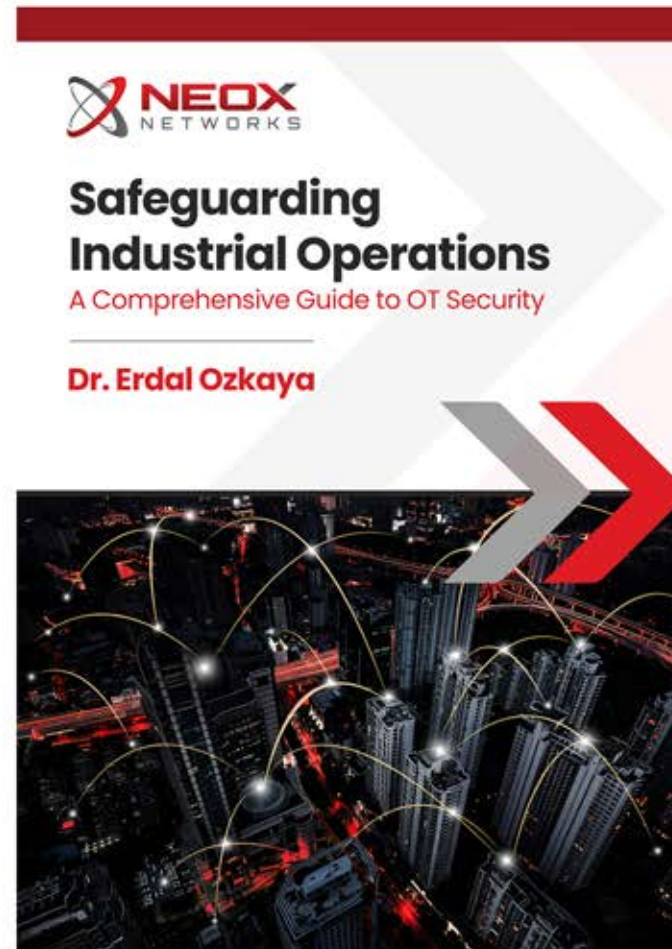
Info Security

- Strengthened Cybersecurity through Network Traffic Visibility across the Hybrid-Cloud Infrastructure
- Real-time Network Intelligence for Threat Detection, Remediation, and Network Detection and Response
- Historic Network Data Archive for Incident Response, Forensics, and Compliance

Application Performance

- Enhanced Application Performance and Responsiveness through better Connectivity across Hybrid-Cloud Environment
- Faster Troubleshooting for Applications and User Experience Issues
- Reduced MTTR due to Always-On Network Visibility and Progressive Diagnostics

Application Example



Application Example



Securing banking network directly impacts the security of financial transactions and data integrity

NEOX can help!

Talk to Us

neox-networks.com



neox-networks.com



The average cost of network downtime is around: **\$5,600** Per Minute

Gartner



Finest Data for Network Detection & Response

IT NetSecOps

- Real-Time Network Traffic Feed for Threat Detection
- Up to 8x100G Lossless Packet
- Data Delivery to ExtraHop
- Timestamping & Deduplication
- Advanced Filtering
- Packet Capture & Replay



PACKET TIGER PACKET LION

neox-networks.com



Win Prizes

While You Explore Next Generation Network Visibility

May 6-9

Stand 5469-14
North Hall, Hall D
Moscone Center
San Francisco



DJI Drone & PlayStation 5



Explore Our Next-Generation Network Visibility Platform

Hall 2, H2-C15
Dubai World Trade Center

14 - 18 October

neox-networks.com



Application Example

