



# Hexis

CYBER SOLUTIONS

## Brand Guide

HOW TO APPLY THE HEXIS BRAND

# 1. About



## 1.1

### About Hexis

Use one of the following messages when discussing the Hexis brand:

Hexis Cyber Solutions (Hexis), a subsidiary of The KEYW Holding Corporation (NASDAQ: KEYW) based in Hanover, Maryland, provides complete cybersecurity solutions for commercial companies, government agencies, and the Intelligence Community (IC).

Our mission is to ensure that business IT infrastructure is equipped with tools and capability to detect, engage, and remove both external and internal cyber threats. Cyber terrorists, organized crime, and foreign governments focus tremendous effort on commercial, government, and military interests as their prime target. Hexis Cyber Solutions' HawkEye family of products offer active, multi-disciplined approaches to achieve a higher standard of cybersecurity that is based on our expertise supporting our nation's cyber security and cyber warfare missions to ensure that your business or organization can operate at its maximum potential. For more information contact Hexis Cyber Solutions, 7740 Milestone Parkway, Suite 400, Hanover, Maryland 21076; Phone 443-733-2000; Fax 443-733-2001; E-mail [info@hexiscyber.com](mailto:info@hexiscyber.com); or on the Web at [www.hexiscyber.com](http://www.hexiscyber.com).

OR

Hexis Cyber Solutions (Hexis), a subsidiary of The KEYW Holding Corporation (NASDAQ: KEYW) based in Hanover, Maryland, provides complete cybersecurity solutions for commercial companies, government agencies, and the Intelligence Community (IC). Hexis Cyber Solutions' HawkEye family of products offer active, multi-disciplined approaches to achieve a higher standard of cybersecurity that is based on our expertise supporting our nation's cyber security and cyber warfare missions to ensure that your business or organization can operate at its maximum potential. For more information contact Hexis Cyber Solutions, 7740 Milestone Parkway, Suite 400, Hanover, Maryland 21076; Phone 443-733-2000; Fax 443-733-2001; E-mail [info@hexiscyber.com](mailto:info@hexiscyber.com); or on the Web at [www.hexiscyber.com](http://www.hexiscyber.com).

## 2. Brand Essence



### 2.1

#### What's a brand?

A brand is more than marketing and advertising, it is a compilation of expressions through our actions as individuals and as a company.

### 2.2

#### We are...

- Hexis Cyber Solutions or Hexis
- We are **NOT** Hexis Solutions
- Pronounced: Hex – is; rhymes with Texas
  
- HawkEye
- We are **NOT** Hawkeye or Hawk Eye
- When the model is used with the product line, it should be HawkEye G or HawkEye | G
- It should **NOT** be HawkEye:G, HawkEye > G, or any other variation

## 3. Logo(s)

1. **Hexis**  
CYBER SOLUTIONS
2. **HawkEye**
3. **HawkEye | G**  
The Active Defense Grid
- **HawkEye | AP**  
The Analytics Platform

### 3.1 Placement

The logo(s) should be placed in the up left-hand corner or lower left-hand corner of the document, whenever possible. However, both logos should never be placed in the same corner. This creates consistency across all Hexis materials.

### 3.2 Brand Heirarchy

The parent logo should always be larger or equal to its child. As a rule of thumb, the HawkEye head should never be larger than the H in Hexis.

1. Subsidiary
2. Product Line
3. Models

## 3. Logo(s)



### 3.3

#### a KEYW company

This version of the Hexis logo should be used when the relationship between Hexis and KEYW is not mentioned or evident within the collateral or promotional materials.

Otherwise, use of the standard Hexis logo is permitted.

## 4. Usage



### 4.1 Guidelines

1. Do not alter the arrangement or relationship of the logo elements.
2. Do not use a different font with the logo.
3. Do not alter the proportions of the logo.

## 4. Usage



### 4.2

#### Backgrounds

1. Standard logo(s) can be used on white and other light-colored backgrounds.
2. Black logo elements become white on black and other dark-colored backgrounds.
3. A gray-scale version of Hexis is available.
4. Both solid black and white versions of HawkEye are available.

If the logo(s) are placed on a background, the contrast should always be high enough leaving them clearly visible.

## 4. Usage



### 4.3

#### Logo Elements

1. The logo graphic(s) (Hexis box and HawkEye head) can be used without the typography, as long as they are used as accent graphics and not in place of the logo(s).
2. The typography cannot be used without the logo graphic(s).



# 5. Type



## 5.1

### Logo Type

- Hexis: **Newtown**
- Cyber Solutions: **Walkway**
- HawkEye and HawkEye models: **Probert**

## 5.2

### Additional Typefaces

On PowerPoint Presentations, Products Sheets, etc., the following typeface families can be used, as well:

#### **Aero Matics Type Family**

*Aeromatics Light*

*Aero Matics Light Italic*

**Aeromatics Regular**

*Aeromatics Italic*

**Aeromatics Bold**

***Aeromatics Bold Italic***

**Note:** Aero Matics should only be used for headings.

#### **Arial Narrow Type Family**

Arial Narrow Regular

*Arial Narrow Italic*

**Arial Narrow Bold**

***Arial Narrow Bold Italic***

#### **Candara Type Family**

Candara Regular

*Candara Italic*

**Candara Bold**

***Candara Bold Italic***

## 6. Color Palettes



### 6.1 Logo Colors

#### Hexis:



**Green:**  
PMS 368  
CMYK: 58/2/100/0  
RGB: 121.188.67  
Hexachrome: 76bd22



**Black:**  
Black  
CMYK: 0/0/0/100  
RGB: 0.0.0  
Hexachrome: 000000

#### HawkEye:



**Green:**  
PMS 7738  
CMYK: 75/13/100/1  
RGB: 71.161.71  
Hexachrome: 45a142




**Gray:**  
70% Black  
CMYK: 0/0/0/70  
RGB: 109.110.113  
Hexachrome: 6d6e71


# 6. Color Palettes





## 6.2 Presentation Colors


These colors can be used as supplementary or accent colors for all full-color print and web layouts.


 PMS 372  
CMYK: 19/0/56/0  
RGB: 212.228.143  
Hexachrome: d3eb8f

 PMS 7771  
CMYK: 58/54/77/45  
RGB: 79.74.51  
Hexachrome: 4e4a34

 PMS 5783  
CMYK: 38/25/55/1  
RGB: 164.170.132  
Hexachrome: a4aa84

 PMS 151  
CMYK: 0/59/100/0  
RGB: 255.132.0  
Hexachrome: ff8400

 PMS 4645  
CMYK: 28/51/70/8  
RGB: 175.125.88  
Hexachrome: af7d58

 PMS 7409  
CMYK: 3/32/98/0  
RGB: 245.179.36  
Hexachrome: f5b324

## 7. Other



### 7.1 File Naming

To make document retrieval easier for our clients, please use the following naming convention when saving a file that may be used for external purposes.

**Example:**

**Hexis-XXXXX\_XXXXX.docx**