

The Lookout Logo Guide

V4 / September 2019



Primary Logo

The Lookout logo is a unique graphic mark and our strongest identifier, providing instant recognition for our company. As such, our logo is the core brand element in our visual system. When we consistently use our logo correctly we reinforce our commitment to strengthening our brand.

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Though there is no “legal” requirement to use the ® or ™ with Lookout trademarks, it is important that we put others on notice that Lookout claims certain marks as their own. By providing “notice” we protect the ownership interests in our marks. Including an attribution statement, as provided above, is one important way to provide notice. Placing the ® (for registered marks) or ™ is another important and often used way to provide notice. Ideally where practical we should use both methods, but in any case, we should use at least one of these methods to provide notice to others of our marks.

Primary Logo Horizontal



Reversed on a dark background.



One Color: Sometimes the full-color lockups aren't an option, so secondary one-color (black or white) options are OK. Gray may be used when those options aren't available. Use only Gray 30 or Gray 90.



Secondary Vertical Logo (Limited Use)

The vertical logo treatment should only be used when the primary logo cannot be used due to restricted spacing. All other times, only use the primary horizontal logo.

Secondary Logo Vertical



Reversed on a dark background.



One Color: Sometimes the full-color lockups aren't an option, so secondary one-color (black or white) options are OK.

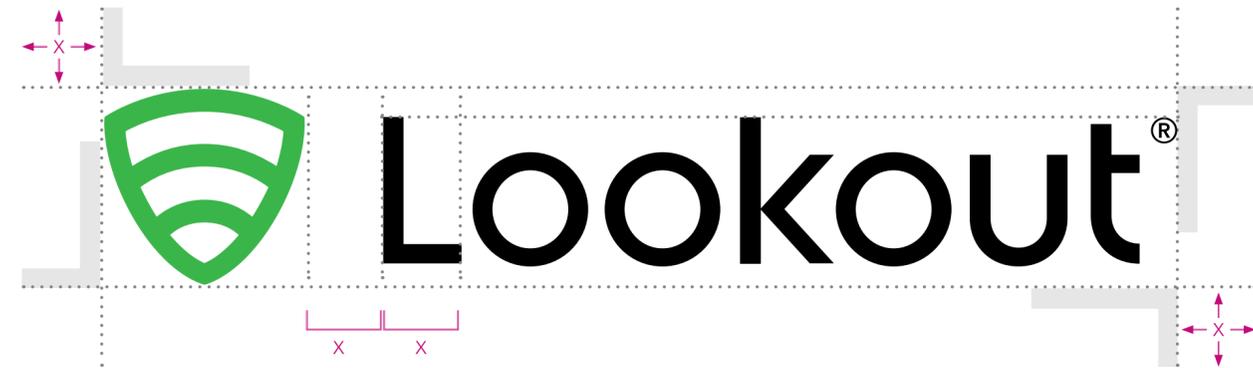


Clear Space and Minimum Size

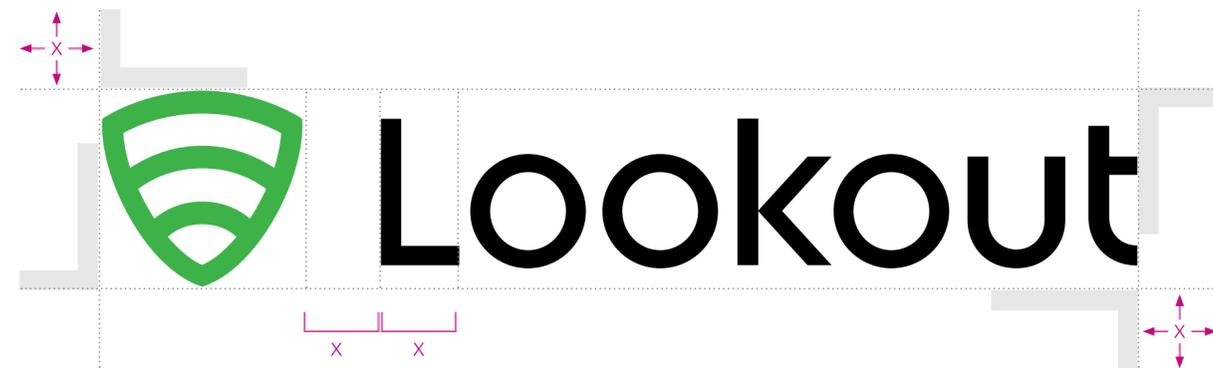
It is important to give our logo a healthy amount of clear space so that it is clearly visible and stands out in our communications. Avoid placing text, graphics, and other elements within the designated clear space. Use the width of the “L” to define the minimum clearance around the logo. Always try and use more than the minimum clear space to create adequate space for the logo to stand out.

To ensure legibility, never scale the logo smaller than the minimum size recommendation.

Primary Logo Horizontal



with registered trademark



without registered trademark

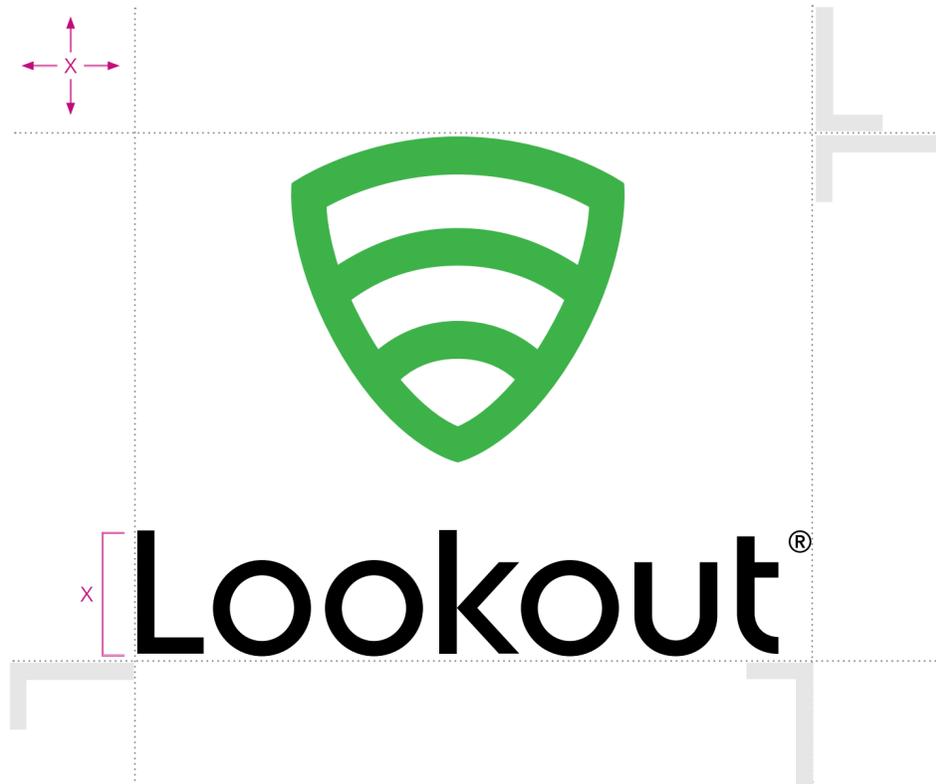
Lookout & shield logo minimum size: 0.75" (70px) wide

Clear space: You should maintain an area of clear space – as determined by the width of the “L” in the word mark – that is the same or greater than the “x” as shown above.

Clear Space and Minimum Size

Secondary Logo

Vertical



with registered trademark



without registered trademark

Lookout & shield logo minimum size: 0.75" (35px) wide

Clear space: You should maintain an area of clear space – as determined by the width of the "L" in the word mark – that is the same or greater than the "x" as shown above.

Clear Space and Minimum Size

The Shield

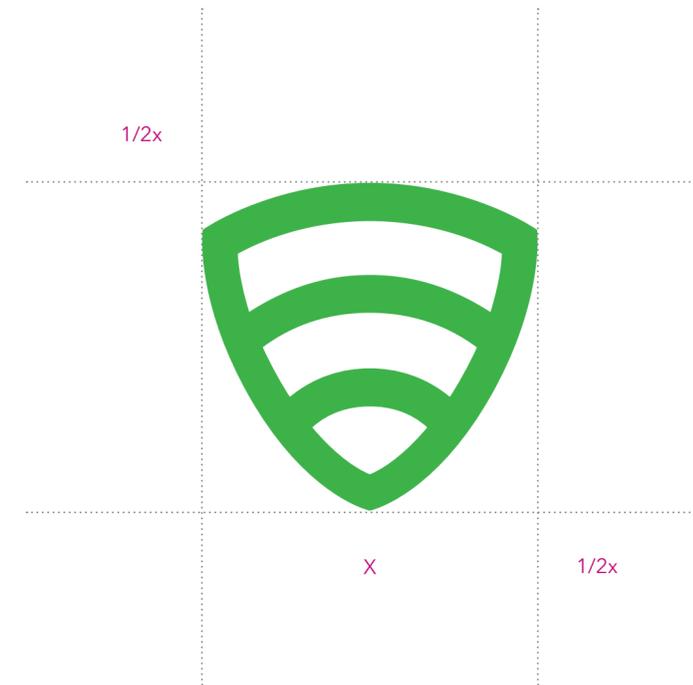
When using just the Shield, “Lookout” needs to be mentioned in text on any layout using the standalone mark, unless approved.



with registered trademark

Shield logo minimum size: 0.15" (20px) wide

Clear space: When using only the shield, the minimal clear space is half of the width of the shield.



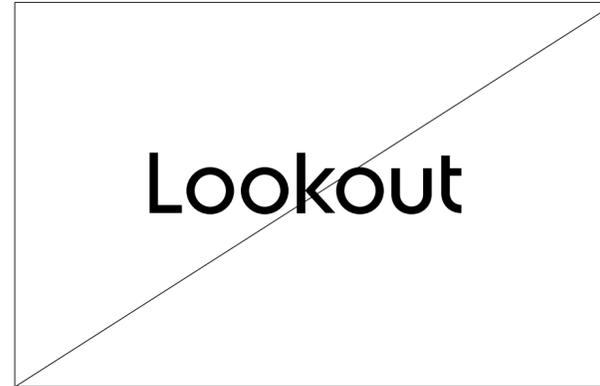
without registered trademark

Shield logo minimum size: 0.15" (20px) wide

Clear space: When using only the shield, the minimal clear space is half of the width of the shield.

Improper Logo Usage

Correct use of our logo is important in building brand recognition. This page shows typical mistakes to be avoided.



Logo is missing the shield



Size of the shield has been modified



Improper color



Shield has improper color



Logo has a drop shadow



Logo is skewed



Not enough contrast between logo and background image



Not enough contrast on shield and background

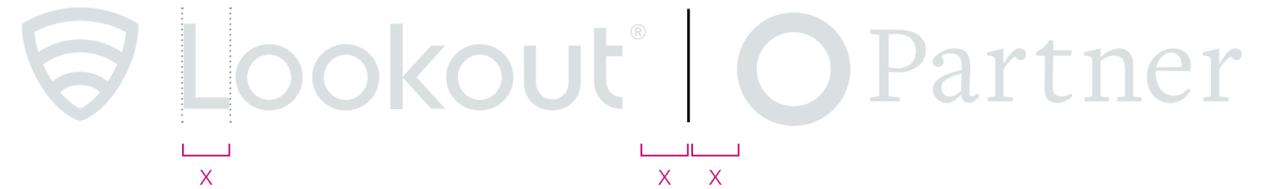


Do not outline logo

Partnerships

Lookout has developed a global partner ecosystem of channel, technology, and carrier partners to secure the connected world and drive growth opportunities together. We have created a combined-logo layout in a clean arrangement to promote these initiatives.

We placed a bar between the logos to create a clear separation between the two companies and make it easier to combine the Lookout logo with partner logos.



Partnerships Partner Whitepaper/Case Study/Datasheet:

Lookout | Partner

WHITE PAPER

Mobile Security

The 6 Questions Modern Organizations Are Asking

WHITAPAPER

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estimated 8% of iOS devices

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malware and compromised

obile tools, putting sensitive

great user experience

productivity and security

prise data is put at risk

be compromised by man-

ting to wi-fi networks

ttackers use a number of

traffic to and from a mobile

n-the-middle attack. Since

a user connects to a new Wi-

hed, there is still a window

as an admin you would

necting to these malicious

networks, despite having a VPN installed.

©2016 Gartner, Inc., Market Guide for Mobile Threat Defense Solutions, John Girard, Dioniso Zumerle, 28 July 2016.

Lookout | Partner

CASE STUDY

Global pharmaceutical leader protects IP by enabling conditional access with integrated Lookout and Microsoft



Customer Profile
Industry: Healthcare
Mobile Devices: 20,000
Mobility Policy: BYOD
EMM Solution: Microsoft Enterprise Mobility + Security
Mobile Security Solution: Lookout Mobile Endpoint Security

Solution

- Integrated Microsoft Enterprise Mobility + Security and Lookout Mobile Endpoint Security

Results

- Gained real-time visibility into mobile device risks
- Enabled conditional access policies to restrict access to corporate data until a mobile threat is remediated
- Secure mobility with "single pane of glass" management for this end-to-end solution

The Challenge

The CISO of a leading pharmaceutical organization wanted to mitigate the data leakage and compliance risks from mobile devices accessing the company's pharmaceutical research data. To meet the challenge of protecting against the risk of mobile attacks and data leakage across a global organization, he decided to initiate a mobile security project.

While the CISO had available budget for a mobile endpoint security solution, it would be up to the IT team to manage the rollout of any new solution. This meant it was critical that any new technology would need to deploy to twenty-thousand globally distributed knowledge workers quickly, without a complex registration and activation process for end users.

Once deployed the selected mobile endpoint security solution would have to deliver protection against:

- iOS and Android malware in a BYOD environment
- Network attacks over compromised or unsecured Wi-Fi
- Apps that leak data and have the potential to put the enterprise out of industry compliance

on between Microsoft and Lookout and Mobile, but essential capability:

obile threats, app data leakage, state. For example, if an will identify this threat and radiated.

Block access

rosoft and Lookout solution at Security enhances

ted identity with Azure

mobile device is found to be by Microsoft Intune and the ccess.

i of the Lookout + Microsoft nagement is through a

rated Microsoft Enterprise e risks facing the firm globally.

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Lookout | Partner

DATASHEET

Lookout Mobile Endpoint Security

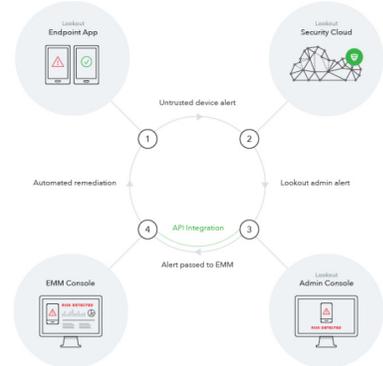
Visibility into mobile threats & data leakage

Overview

Many organizations are now embracing the use of smartphones and tablets to increase productivity in the workplace. However, this era of mobility introduces new risks to enterprise data. Lookout Mobile Endpoint Security enables secure mobility by providing comprehensive risk management across iOS and Android devices to protect against app, network, and device-based threats while providing visibility and control over data leakage.

How It Works

Lookout Mobile Endpoint Security leverages a lightweight endpoint app on employee devices, a cloud-based admin console that provides real-time visibility into threats and data leakage, and integration with leading Enterprise Mobility Management (EMM) solutions.



Benefits

Productivity without compromise
We empower your organization to fully adopt secure mobility across personal and corporate owned devices without compromising productivity, employee privacy, or user experience

Data leakage control
Lookout allows you to set policies against non-compliant mobile apps that pose a data leakage risk

Threat protection
Lookout protects your organization from mobile threats across apps, network, and device

Proven risk reduction
Forward-thinking organizations have achieved measurable risk reduction with Lookout Mobile Endpoint Security

Low TCO
Integrates with your existing EMM solution to seamlessly deploy the Lookout app, with a 95% self-remediation rate to limit helpdesk tickets

Respects user privacy
Lookout collects the minimum amount of personal information to protect both personally owned and corporate-owned devices

obile Endpoint Security

oint Security for Threats

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nd threat protection

-Middle attacks

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oint Security for App Risks

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sitive data, such as calendar

ive data (PII) externally

ate with cloud services

shboard

rtoring

ies for risky apps

ng

p review

ration

watch, MobileIron, MaaS360

reports showing risk reduction

l access control

ty controls

eed. To learn how you can secure your mobile fleet today, contact us at info@lookout.com

24/7 Support

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Partnerships in Apps

Lookout has several different types of partnerships with carrier partners and client partners. These partnerships should be expressed using the treatments on this page.

Acceptable gray usage in logo

(Use when full color, reverse, and black logos are not an option)

Gray 30

PMS Cool Gray 11
C71 M58 Y54 K35
R70 G78 B82
#464E52



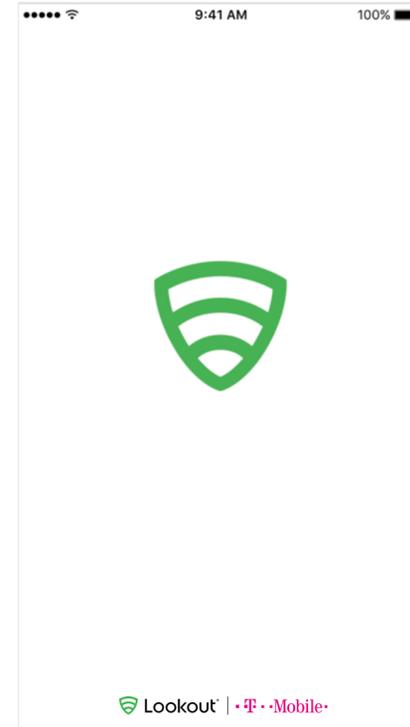
Gray 90

PMS Cool Gray 3
C13 M7 Y8 K0
R218 G224 B226
#DAE0E2



Powered by Lookout

To be used on Lookout white labeled apps.



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To be used for Lookout preloaded apps with carrier partners.



For additional information regarding our brand usage contact creative@lookout.com.