



HP WOLF SECURITY

HP WOLF SECURITY MARKETING PLAYBOOK FOR CHANNEL PARTNERS

DENMARK – 2022

Please send any execution for approval with Malene Fauerholm or your Partner Business Manager





HP WOLF SECURITY

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A woman with dark hair tied up, wearing a light blue blouse, is seated at a desk in a home office. She is focused on a dark HP laptop, with her right hand on a mouse. The desk is cluttered with papers, a pen, and a notebook. In the background, there are white shelves with books, framed photos, and decorative items. The lighting is soft and focused on the woman and her workspace.

HP WOLF SECURITY - INTRODUCTION



HP WOLF SECURITY

Introducing a **new ingredient brand** for HP:

HP Wolf Security

Created with the goal of establishing HP as the **leader in endpoint security**.

Spanning Print, PC, consumer, commercial and future ventures.

HP WOLF SECURITY



HP WOLF SECURITY



The threats are growing rapidly and even more now...

Travelex paid the ransom, breach investigation still underway

Marriott Hotels fined for data breach

Aircraft maker Embraer admits hackers breached its systems

Ritz London clients scammed after apparent breach

on Records Online

Blackbaud Confirms Hackers Stole Some SSNs, as Lawsuits Increase

usatoday.com

Barnes & Noble customer transcripts

Chilean bank

2 minutes

Chilean bank

Chilean bank BancoEst...

The ransomware encrypt...

The attack took place on...

The bank disclosed the...

A cybersecurity personal inform...



CouchSurfing, an online...

The CouchSurfing data...



SolarWinds Breach 'Much Worse' Than Feared



Jessica Lyons Hardcastle | Managing Editor
January 4, 2021 12:50 PM

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The SolarWinds breach keeps growing in scope and severity.

On Dec. 31, Microsoft admitted that the suspected Russian hackers accessed its internal source code. And a New York Times report over the weekend said cybersecurity officials believe the attack hit about 250 United States' federal agencies and large corporations.

Microsoft had already confirmed that it downloaded the SolarWinds Orion software update containing malicious code, which security officials say Russian state-sponsored hackers inserted into the update to gain access to hundreds of organizations' networks beginning in the spring of 2020. But its earlier blogs didn't indicate that the attackers accessed Microsoft's own systems.

USED

a breach: 9 omers affected

yJet has revealed on Tuesday that it "has been hly sophisticated source" and that it has



An SEC filing reveals hackers gained access to more unencrypted previously thought. Some of the millions of breach filed lawsuits against the vendor in response.

atched by

Comment



ackers behind the massive Blackbaud ransomware ad access to more unencrypted data than previously tion, Social Security numbers, usernames and or s and Exchange Commission filing.



Working from home, endpoint security is more relevant than ever



A remote workforce leads to more vulnerabilities

800%

Increase in cybercrimes post Covid

FBI/Aug, '20

Endpoints are a critical component of security strategy

70%

Of successful breaches start with endpoint devices

Endpoint malware breaches start with a user click (email, web, chat...)

99%

Caused by a click from an end-user



HP WOLF SECURITY - BRAND MANUAL



HP WOLF SECURITY

THIS MANUAL, ALSO KNOWN AS A BRAND STYLE GUIDE, GOVERNS THE COMPOSITION, DESIGN, WRITING STYLE AND VISUAL MECHANICS OF THE HP WOLF SECURITY BRAND. THIS GUIDE DEFINES AND PROVIDES EXAMPLES OF THE CORRECT USAGE OF EACH OF OUR BRAND ELEMENTS INCLUDING LOGO, ADVERTISING, MARKETING CONTENT AND COLLATERAL. ENSURING CONSISTENT COMMUNICATION ACROSS ALL REGIONS AND GEOGRAPHIC AREAS. AS WITH ANY BRAND MATERIALS, EVOLUTION AND ADAPTATION ARE PART OF THE PROGRAM AND NO RULES ARE CONSIDERED FINAL UNTIL THEY ARE PRESSURE-TESTED IN THE MARKET.

BRAND VISION

Be recognized as the world leaders in end-point security.

MISSION STATEMENT

Become the most trusted partner in end-point cyber protection solutions through Hardware, Software, and Services across PC and Print to provide the most effective digital attack surface defense in the industry.

<p>DEFINITION</p>	<p>HP Wolf Security is a new breed of endpoint security. Our portfolio of hardware-enforced security and endpoint-focused security services are designed to help organizations safeguard PCs, printers and people from circling cyber predators.</p>	
<p>PROBLEM STATEMENT</p>	<p>Cybercriminals are more sophisticated, organized, and determined than ever. They are increasingly exploiting vulnerabilities in the changing workplace, with their sights set on the ever-growing number of endpoints and IoT devices. As overstretched IT teams struggle to keep up, endpoint security has become increasingly critical as the first line of defense.</p>	
<p>VALUE PROPOSITION</p>	<p>From the maker of the world's most secure PCs and Printers^{1, 2}, HP Wolf Security provides comprehensive endpoint protection and resiliency that starts at the hardware level and extends across software and services. We deliver a new breed of endpoint security, rooted in Zero Trust principles, that is continually evolving to help our customers stay ahead of modern threats.⁴</p>	
<p>BUSINESS AND TECHNOLOGY STORY</p>	<p>BUSINESS ELEVATOR PITCH</p> <p>Companies face a growing dilemma: how do we build the distributed, hybrid workforce of the future, without exposing our enterprise to unprecedented levels of cyber risk? As the cyber world constantly transforms and evolves, so must cybersecurity. Security is not a destination; it's a journey. We must be constantly flexible, proactive, and reactive to be resilient.</p> <p>This is where HP Wolf Security comes in to help. Built on over 20 years of security research and innovation from the Security Lab at HP Labs, along with strategic acquisitions, HP Wolf Security unifies all of HP's endpoint security innovations to deliver comprehensive cyber-resiliency. Rooted in Zero Trust principles, HP Wolf Security helps customers to stay ahead of evolving modern threats, by protecting against both known and unknown threats, even from Zero Days. By starting at the hardware level and extending across software and services, HP Wolf Security will change how people buy, deploy and use endpoint security. It will help reduce the ever-growing pressure on IT teams and allow their users and customers to work more safely from wherever they choose.</p>	<p>TECHNOLOGY ELEVATOR PITCH</p> <p>Cybercriminals are increasingly exploiting vulnerabilities in the changing workplace and digital transformation is widening the attack surface. Overstretched IT teams are struggling to keep up. Endpoint security is more vital than ever as the first line of defense. Helping our customers safely navigate this dynamic ecosystem is what drives us at HP. Rooted in Zero Trust principles, HP Wolf Security enhances layered security defenses and enables seamless integrations with the wider security stack, by combining hardware-enforced software and security features with industry leading endpoint security services.³</p> <p>From self-healing firmware and in-memory breach detection, to threat containment via isolation, HP Wolf Security reduces the addressable attack surface, enables remote recovery from firmware attacks, and delivers protection against known and unknown threats. Customers benefit from robust, built-in protection from the BIOS to the browser and cloud-based intelligence enhances threat data collection turning a traditional weakness – the endpoint – into an intelligence gathering strength. HP Wolf Security is here to help users and customers.</p>

HP WOLF SECURITY

	<i>Consumer</i>	<i>SMB & Mid-market</i>	<i>Enterprise</i>
BUILT-IN SECURITY	HP WOLF SECURITY FOR HOME	HP WOLF SECURITY FOR BUSINESS	
SECURITY SOLUTIONS & SERVICES	HP WOLF ESSENTIAL SECURITY	HP WOLF PRO SECURITY	HP WOLF ENTERPRISE SECURITY

BRAND IDENTITY GUIDE 2021
HP CONFIDENTIAL. FOR HP INTERNAL USE ONLY

HP WOLF SECURITY

	<i>Consumer</i>	<i>SMB & Mid-market</i>	<i>Enterprise</i>
BUILT-IN SECURITY	HP WOLF ESSENTIAL SECURITY	HP WOLF PRO SECURITY	HP WOLF ENTERPRISE SECURITY
SECURITY SOLUTIONS & SERVICES	HP WOLF ESSENTIAL SECURITY	HP WOLF PRO SECURITY	HP WOLF ENTERPRISE SECURITY

BRAND IDENTITY GUIDE 2021
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A woman with dark hair tied up, wearing a light blue blouse, is sitting at a desk in a home office. She is looking at a laptop with the HP logo on the lid. Her right hand is on a mouse. The desk is cluttered with papers, a pen, and a notebook. In the background, there are shelves with books, framed pictures, and decorative objects. The lighting is soft and focused on the woman.

CUSTOMER JOURNEY AND TARGET GROUP



Platform

A NEW BREED OF ENDPOINT SECURITY

Vision

Be recognized as the world leaders in endpoint security

Mission

Become the most trusted partner in endpoint cyber protection solutions through HW, SW and Services across PC and Print to provide the most effective digital attack surface defense in the industry

Value Proposition

HP Wolf Security equips users with unrivaled endpoint resiliency and protection. We deliver a new breed of endpoint security rooted in Zero Trust principles across hardware, software, and services.

Audience

	Enterprise			SMB
	<p>The IT Leader COO/CIO/CTO</p> 	<p>The Security Lead CISO</p> 		<p>The Decision Maker IT Manager/Director</p> 
	<p>KEY RESPONSIBILITIES</p> <ul style="list-style-type: none"> Accelerate digital transformation Safeguard corporate trust Grow the business amid changing conditions Build a culture where talent thrives 	<p>KEY RESPONSIBILITIES</p> <ul style="list-style-type: none"> Lead development of overall cybersecurity strategy Address security gaps amid a changing workplace Build a positive, security-aware culture Strengthen cyber resiliency 		<p>KEY RESPONSIBILITIES</p> <ul style="list-style-type: none"> Increase IT efficiency & performance Improve employee experiences Strengthen company security and employee privacy Address changing workplace requirements and pressures
	<p>KEY ISSUES/CHALLENGES</p> <ul style="list-style-type: none"> Market shifts Remote enablement Employee wellbeing Customer experience 	<p>KEY ISSUES/CHALLENGES</p> <ul style="list-style-type: none"> Talent gap DevSecOps Mental health Employee wellbeing 		<p>KEY ISSUES/CHALLENGES</p> <ul style="list-style-type: none"> The future of work Budgetary constraints Growing security threats Diverse end-user demands
	<p>ROLE IN PROCESS</p> <p>Hold business unit leaders accountable for strengthening security, offsetting risk to organization and individuals</p>	<p>ROLE IN PROCESS</p> <p>Lead plans and strategy for cybersecurity; collaborate with security and IT leaders on best approach</p>		<p>ROLE IN PROCESS</p> <p>Recommends suppliers, oversees strategy, decides which products and solutions are the best fit to purchase</p>

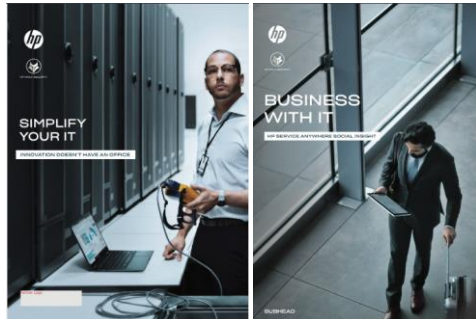


The Wolf - Customer Journey

AWARENESS

WHAT is the problem?
Attacks are evolving & accelerating. Endpoints are increasingly critical as the first line of defense.

The Wolf IV Awareness Campaign content



- The Wolf IV Social & Digital Assets
- Hero Images
- HP Wolf Security Webpage

CONSIDERATION

HOW do I solve the problem?
IT needs to secure endpoints = enabling a mobile workforce and productivity.

Security Thought Leadership content

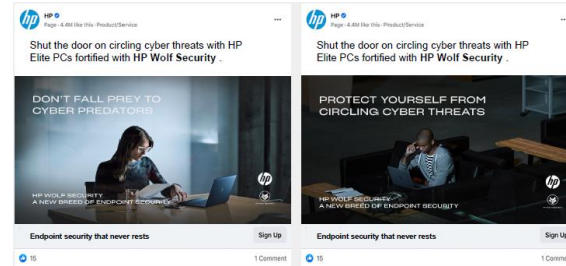
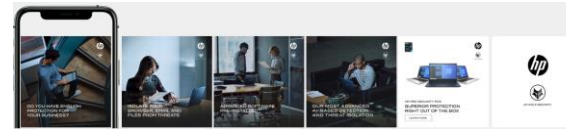


- Threat Insight Reports
- Cybersecurity reports
- Infographics
- Whitepapers & Brochures
- Blog posts

PREFERENCE

WHO can help me?
HP Wolf Security = The World's Most Secure Endpoints

Categorical Content about Wolf Security Services and/or HP Products

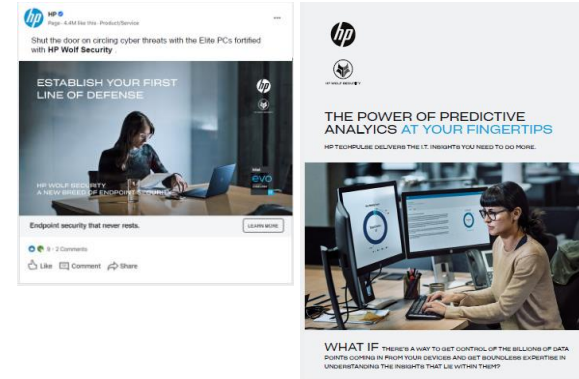


- Security social media and digital assets focused on showcasing security features
- Newsletters/eDMs with focus on security features and/or solutions
- Short guides on 'how-to-use'
- Webinars with deep-dive into features

PURCHASE

Which products do I choose?
Elite PCs protected by Wolf Security
HP Wolf Pro Security
HP Wolf Enterprise Security

Individual Service Offerings



- Channel Partner Toolkit
- HP Offerings
 - Book online demo
 - Request demo unit
 - Free trial (services)



HP.DK LANDING PAGES



HP WOLF SECURITY

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LANDING PAGES – DK VERSIONS

GENERAL:

<https://www.hp.com/dk-da/security/endpoint-security-solutions.html>

PC:

<https://www.hp.com/dk-da/security/pc-security.html>

<https://www.hp.com/dk-da/security/business-pc-security.html>

<https://www.hp.com/dk-da/security/enterprise-pc-security.html>

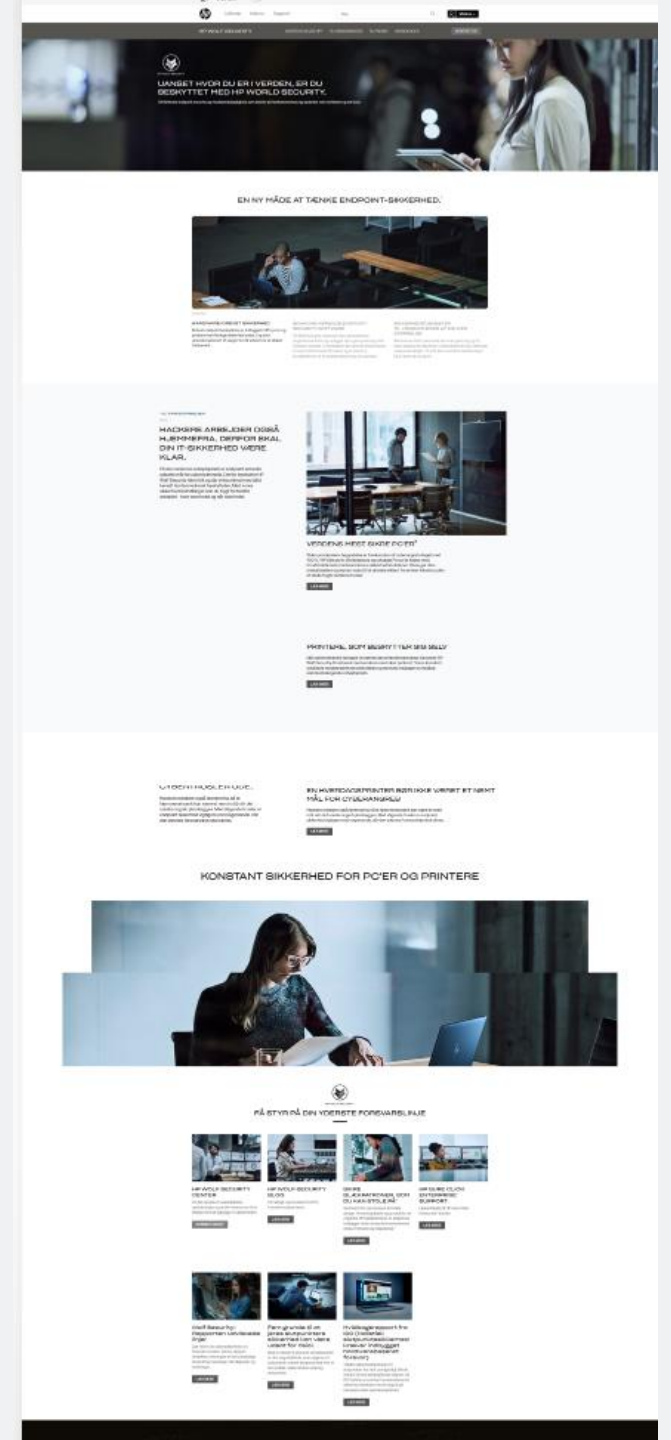
PRINT:

<https://www8.hp.com/dk/da/security/business-print-security.html>

<https://www8.hp.com/dk/da/security/enterprise-print-security.html>

<https://www8.hp.com/dk/da/security/home-print-security.html>

Copy text from these sites or install your own version for free via HP Brand Showcase and a Java code.





HP BRAND SHOWCASE FOR PARTNERS



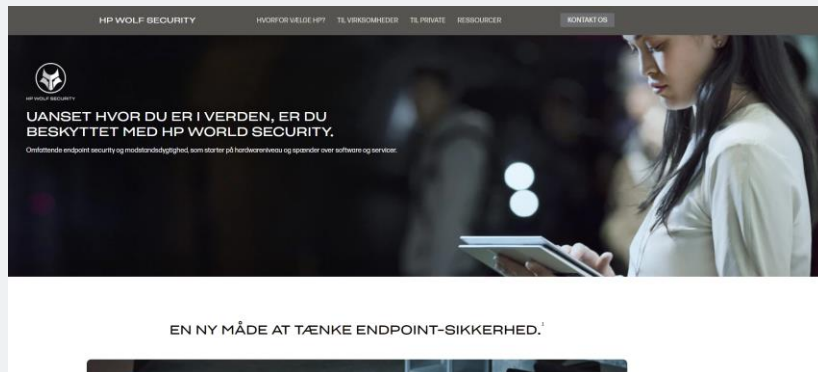
HP BRAND SHOWCASE - FREE MICROSITE FOR YOU

DANISH LANGUAGE!

What do you get with HP Brand Showcase?

- An informational microsite with premium content displaying HP product, services and solutions portfolio
- Easy implementation with Java Script code
- Automatic updates (HP manages)
- It's free of charge!
- Helps you create demand, awareness and consideration and gives your customers the latest marketing information, so they can find the right products, services and solutions, all without ever leaving your website.

[Click here for demo version of HP Brand Showcase](#)



Select what suits your website and campaign

- Sign up for full HP Brand Showcase
- Sign up for selected modules
- Sign up for The Wolf module

[Sign up for HP Brand Showcase](#)



*HP WOLF SECURITY THOUGHT
LEADERSHIP CONTENT*

Please contact Malene Fauerholm if you want to make use of thought leadership assets.



HP WOLF SECURITY

IDC REPORT + DRIVERS



White Paper
Holistic Endpoint Security Requires Built-In, Hardware-Based Defenses

Sponsored by: HP
 Michael Suby
 March 2021

IDC OPINION

The business criticality and cyber-risk of endpoint devices could not be greater. With the COVID-19 pandemic, many employees rapidly shifted from a protected business work location to work from home (WFH). Post-pandemic, evidence points to WFH being more prominent than pre-pandemic. According to IDC's COVID-19 Impact on IT Spending Survey, respondents said that 6% of their employees worked from home prior to the pandemic. During the pandemic, that number jumped to 53% of employees, and, in 2021, respondents expect that 30% of employees will work from home. Yet, operating outside the guarded network of the enterprise, threat actors have escalated their attacks on end users and their devices; these actors knew from experience that compromising endpoint devices and manipulating human behaviors is their golden pathway to steal sensitive information, ransom business continuity, and divert funds (see Figure 1). IDC's research shows that the importance of endpoint security, already high, increased with the sudden WFH migration.

For many organizations, their current approach to endpoint security is insufficient. Despite advancements and inclusion of machine learning and artificial intelligence (ML/AI) into endpoint protection platforms and the layered addition of endpoint detection and response, organizations are not fully removed from operating in a reactive mode. In addition, organizations are also reliant on endpoint security software products to thwart the next new or unknown threat. This reliance, however, has a structural limitation: as endpoint security software products lack visibility into firmware integrity, inferences on the actual state of firmware integrity may be possible but are subject to error.

A better alternative is to approach endpoint security holistically, starting with devices equipped with hardware-based root-of-trust (RoT) technologies that deliver security below and in the operating system (OS). This will address the inherent blind spots of bolted-on endpoint security software, and device self-healing will also be possible if deviations from a known good state occur. In addition to producing an immediate reduction in risk, self-healing also reduces IT desktop operations (IT-involved reimaging) and minimizes disruptions to end users' productivity. Hardware-based security can also lessen SOC analysts' alert fatigue, number of incident investigations, and post-incident remediations by insulating through isolation the prominent endpoint attack vectors of web browsing and file downloads and email attachments. Finally, hardware-based root-of-trust devices fold nicely into organizations' zero-trust architectures.

PC buyers should, however, tread cautiously as manufacturers differ on the breadth, depth, expense, and certification of their hardware-based security capabilities. A little homework will pay

March 2021, IDC #US4717221



70% of breaches start on endpoints.
 See IDC's response.

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18 million daily malware emails.
 IDC talks solutions.

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18 million daily malware emails. IDC talks solutions.

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IDC Report & Assets

- Full length report
- Driver assets
 - (2) Social Post
 - (6) Static Banners
 - (1) eDM File

PERCOLATE
ASSET HUB



HP
24,057,000 followers
8h


Security software can't look below the OS to stop firmware attacks. According to IDC, only hardware-based security alleviates this blind spot. HP Wolf Security protects all our business PCs with hardware-enforced defenses.



Read IDC's new white paper on Holistic Endpoint Security [Learn more](#)

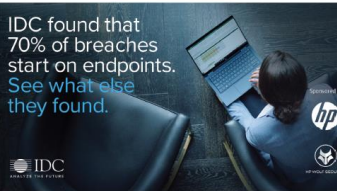
3

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3


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"HOLISTIC ENDPOINT SECURITY REQUIRES BUILT-IN, HARDWARE-BASED DEFENSES"
 — IDC, QCC 2020

Read IDC's new white paper on "Holistic Endpoint Security" [Read More](#)

An cybersecurity incident, most organizations will protect their PCs with bolted-on security software. IDC's new report explains why software alone isn't enough. It can't see below the OS where many attacks occur. A report that explains how to protect your business with hardware.



Only hardware-based security solutions that look past and into the operating system when employees make mistakes.

Read IDC's new white paper on "Holistic Endpoint Security" [Read More](#)

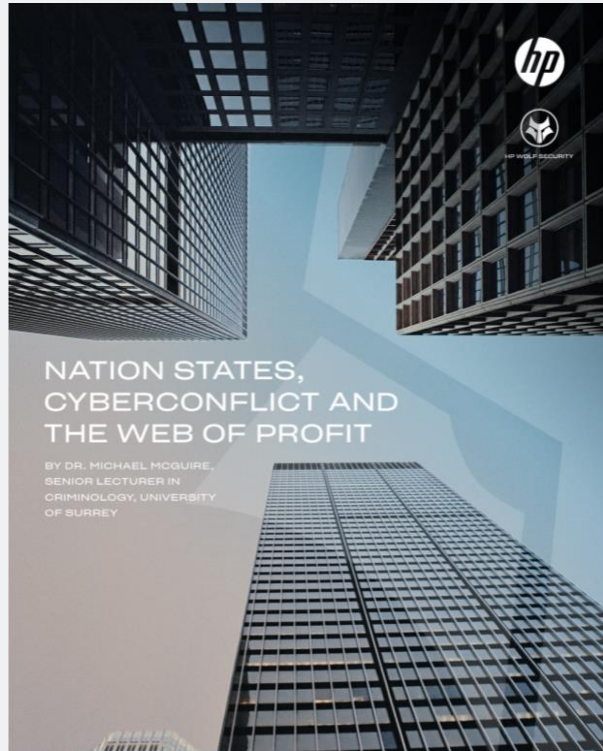
HP's hardware-powered defense also extends to the browser, email attachments, and productivity apps, where many malware attacks originate. To learn about these endpoint security solutions, visit [HP Wolf Security](#). [Read the new IDC white paper.](#)

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HP WOLF SECURITY

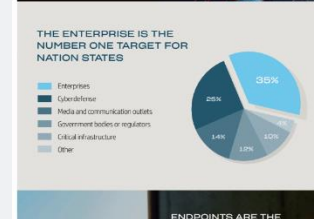
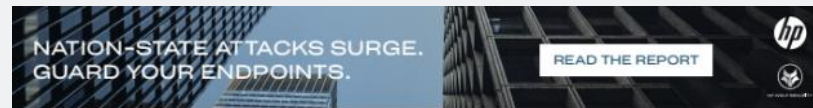
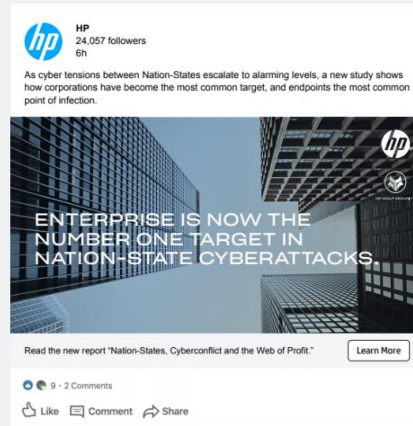
WEB OF PROFIT REPORT + DRIVERS



Web of Profit Assets:

- Full length report
- Infographic
- Driver assets
 - (1) Social Post
 - (3) Static Banners
 - (1) eDM File

PERCOLATE
ASSET HUB





HP WOLF SECURITY

BLURRED LINES AND BLIND SPOTS REPORT + DRIVERS

HP
24,057 followers
6h

Since the pandemic began, the increase in WFH has seen a corresponding increase in cyberattacks, with many breaches staying hidden for months.

54%
OF I.T. LEADERS
SAW A SURGE IN
PHISHING ATTACKS.

Read the new HP Wolf Security report "Blurred Lines and Blindspots" [Learn More](#)

9 - 2 Comments

Like Comment Share

HP
24,057 followers
6h

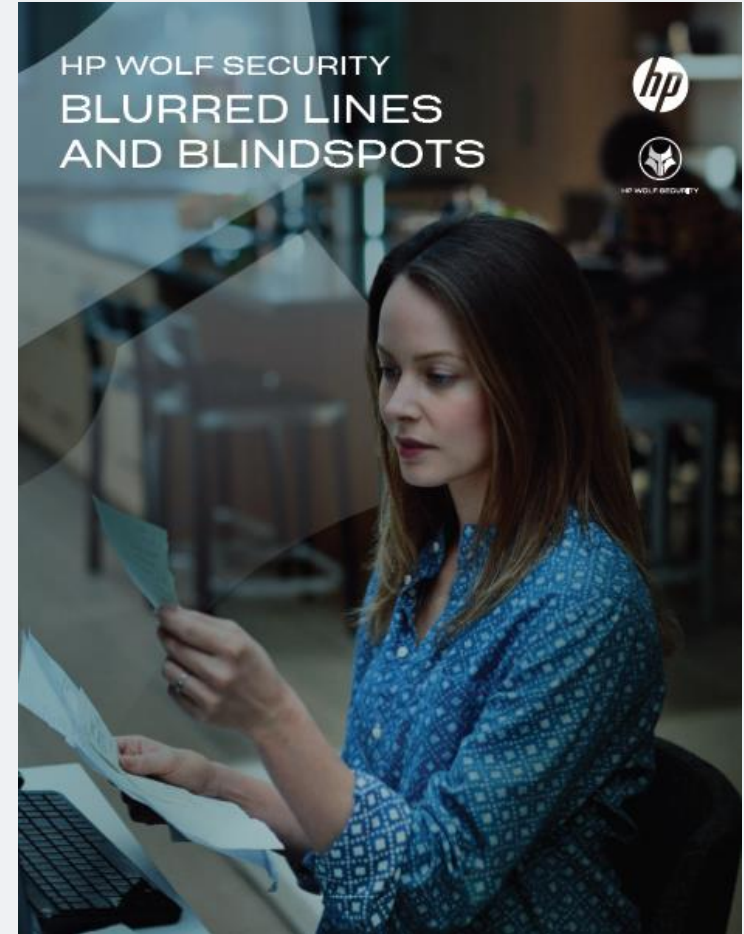
As WFH blurs the lines between work and personal life, cyberattacks and hidden breaches are soaring, making endpoint security a business imperative.

91%
OF I.T. LEADERS PUT
ENDPOINT SECURITY ON PAR
WITH NETWORK SECURITY.

Read the new HP Wolf Security report "Blurred Lines and Blindspots" [Learn More](#)

9 - 2 Comments

Like Comment Share



Blurred Lines Assets:

- Full length report
- Driver assets
 - (2) Social Post
 - (3) Static Banners (*coming soon*)
 - (1) eDM File (*coming soon*)

[PERCOLATE ASSET HUB](#)



HP WOLF SECURITY

BEAT THE CYBERSECURITY TALENT SHORTAGE



BEAT THE CYBERSECURITY TALENT SHORTAGE:

HOW TO USE UPSKILLING AND ANALYTICS TO BOLSTER YOUR TEAM'S CYBERSECURITY CAPABILITIES

BUSINESSES ARE CONFRONTING A GLOBAL IT TALENT SHORTAGE. WHAT CAN YOU DO TO GET YOUR WORKFORCE UP-TO-SPEED?



Beat Talent Shortage Assets:

- Full length report (HP & Channel)
- Driver assets (HP & Channel)
 - (1) Social Post
 - (3) Static Banners
 - (1) eDM File

Percolate
Asset Hub





HP WOLF SECURITY

FIVE REASONS INFOGRAPHIC



5 REASONS YOUR ENDPOINT SECURITY COULD BE AT RISK

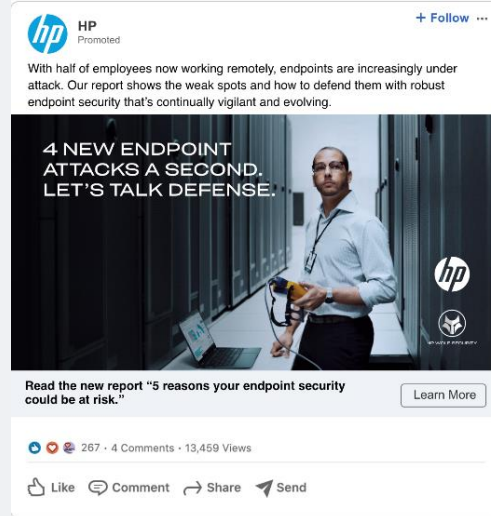
Cybersecurity threats are always-on. Your endpoint security has to be, too.

IT MUST ADAPT TO A DISRUPTED WORKFORCE.

Keeping your endpoints protected has always been a challenge, but it got even tougher when users shifted to working from everywhere—and not just users, but IT, too. With 90% of IT cybersecurity professionals now working remotely,¹ more than a third of them say they feel the hybrid-work arrangement leaves their organizations more compromised and exposed to security threats.²

ENDPOINTS ARE MORE TARGETED THAN EVER BEFORE.

With users and devices scattered far and wide, hackers see new opportunities: 68% of respondents say the frequency of attacks has increased³ and that they have experienced one or more successful endpoint attacks in the past two years.³ That means IT security must be more vigilant than ever. With more than half of organizations reporting a lack of in-house endpoint protection expertise and resources,³ 57% of cybersecurity professionals anticipate spending more on endpoint security.²



HP Promoted

+ Follow ...

With half of employees now working remotely, endpoints are increasingly under attack. Our report shows the weak spots and how to defend them with robust endpoint security that's continually vigilant and evolving.

4 NEW ENDPOINT ATTACKS A SECOND. LET'S TALK DEFENSE.

Read the new report "5 reasons your endpoint security could be at risk."

Learn More

267 · 4 Comments · 13,459 Views

Like Comment Share Send



5 GAPS IN YOUR ENDPOINT DEFENSE.

READ OUR REPORT



HP WOLF SECURITY



5 GAPS IN YOUR ENDPOINT DEFENSE.

READ OUR REPORT



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5 GAPS IN YOUR ENDPOINT DEFENSE.

READ OUR REPORT



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Five Reasons Infographic Assets

- Infographic (HP & Channel)
- Driver assets (HP & Channel)
 - (1) Social Post
 - (3) Static Banners
 - (1) eDM File

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HP WOLF SECURITY

FORRESTER REPORT



HP WOLF SECURITY

Contact Malene Fauerholm



Search HP Asset Hub or contact Malene Fauерholm to learn more about content available.

*ASSETS - DK BANNERS OG SOME
(PC)*





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120x600_DK.jpg	JPG File
160x600_DK.jpg	JPG File
180x150_DK.jpg	JPG File
300x250_DK.jpg	JPG File
300x600_DK.jpg	JPG File
320x50_DK.jpg	JPG File
468x60_DK.jpg	JPG File
728x90_DK.jpg	JPG File
970x250_DK.jpg	JPG File
Facebook - 1080 x 1080 V1.jpg	JPG File
Facebook - 1080 x 1080 V2.jpg	JPG File
Facebook - 1080 x 1080 V3.jpg	JPG File
LinkedIn 1200 x 1200 V1.png	PNG File
LinkedIn 1200 x 1200 V2.png	PNG File
LinkedIn 1200 x 1200 V3.png	PNG File

Download www.hpfokus.dk

*ASSETS FOR "KÆRE IT AFDELING"
(PC)*



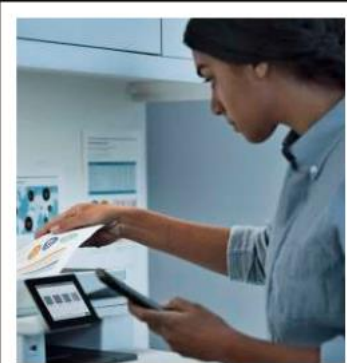
A woman with dark hair tied up, wearing a light blue button-down shirt, is sitting at a desk in a home office. She is looking at a dark HP laptop with the gold logo on the lid. Her right hand is on a black mouse. The desk is cluttered with papers, a pen, and a notebook. In the background, there are white shelves with various decorative items, including framed pictures, a silver lamp, and books. The lighting is soft and focused on the woman and her workspace.

*ASSETS FOR HP WOLF SECURITY SERVICES
(PC)*



SEE SEPARATE PLAYBOOK

HP WOLF SECURITY MARKETING ASSETS



**HP SURE CLICK
ENTERPRISE SECURITY**

SELF MANAGED PROTECTION
FROM THE UNDETECTABLE +
THREAT INTELLIGENCE &
INSIGHTS

JUMP TO



**HP WOLF PRO
SECURITY EDITION**

SIMPLE, IN-THE-BOX
ENTERPRISE-LEVEL
SECURITY PRE-CONFIGURED
FOR SMALL BUSINESSES

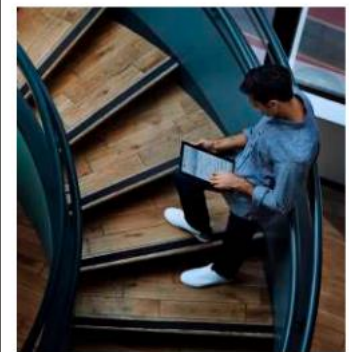
JUMP TO



**HP WOLF PRO
SECURITY SERVICE**

HP-MANAGED SERVICE,
MULTI-LAYERED PROTECTION
+ ACTIONABLE INSIGHTS &
EXPERT SUPPORT

COMING SOON



**LIFESTYLE IMAGE
GALLERY**

LIFESTYLE IMAGES FOR
HP WOLF SECURITY

JUMP TO

Download at www.hpfocus.dk

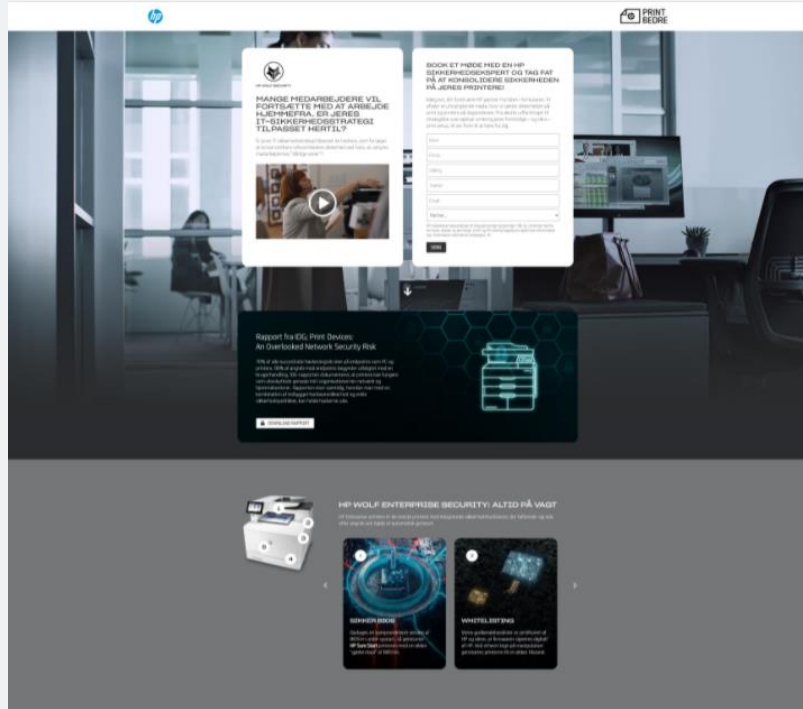
*ASSETS FOR "PRINT BEDRE"
(PRINT)*





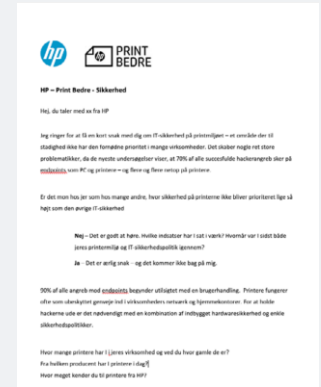
HP WOLF SECURITY

“PRINT BEDRE” – PRINT SIKKERHED



- Landing page – www.printbedre.dk
- Direct e-mail
- LinkedIn banner
- E-mail signatur
- Telemarketing script

Contact Malene Fauverholm for marketing kit.



HP WOLF SECURITY

PREFERENCE

NEW

CONTENT & WEB

PRO ONE SHEETER ENTERPRISE



HP WOLF ENTERPRISE SECURITY FOR PRINT
WORLD-CLASS SECURITY THAT'S ALWAYS ON THE LOOKOUT

WOULD YOU BET YOUR NETWORK ON AN OVERLOOKED ENDPOINT?

With more people working inside the office and cyberattacks increasing accordingly, organizations need to always be on guard for more endpoints—without slowing down your organization.

HP'S ZERO-TRUST APPROACH TO ENDPOINT SECURITY

The reality of hybrid work demands continuous, proactive protection—not relying on individual employees to remember to make the right decisions. (Question: They need.)

64%

of IT teams believe their security solutions are not ready to do so for hybrid work environments.

ENDPOINT OVERLOAD: THE HYBRID WORK REALITY

The shift to hybrid working means the number of endpoints in networks is exploding. Security will have to identify new devices, ranging in complexity, to protect.

COVER EVERY LAST ENDPOINT ON YOUR NETWORK

With so many new endpoints, your tools. It's only as much as you can protect. If any, they need to.

YOUR PARTNER IN CYBERSECURITY

Trusted support from established cybersecurity specialists who will be right on your side, to help people working from beyond to work while reducing risk and interruptions.

NEVER TRUST, ALWAYS VERIFY

<https://h22189.www2.hp.com/shared/folder/q5kjsqj=/asset/D47ADC96-57A-4-4EF8-BB12-233CAC6AAE38>

TOP 5 CONSIDERATIONS LISTICLE



5 WAYS TO HELP MAKE THE HYBRID WORKPLACE MORE SECURE

<https://h22189.www2.hp.com/shared/folder/q5kjsqj=/asset/F4533D73-5BE5-42FA-92FD-F619305E278B>

PRO ONE SHEETER



HP WOLF PRO SECURITY FOR PRINT
DEFEND YOUR GROWING BUSINESS

WOULD YOU BET YOUR NETWORK ON AN OVERLOOKED DEVICE?

With more people working inside the office and cyberattacks increasing accordingly, organizations need to always be on guard for more endpoints—without slowing down your business.

HP'S ZERO-TRUST APPROACH TO ENDPOINT SECURITY

The reality of hybrid work demands continuous, proactive protection—not relying on individual employees to remember to make the right decisions. (Question: They need.)

64%

of IT teams believe their security solutions are not ready to do so for hybrid work environments.

DEVICE OVERLOAD: THE HYBRID WORK REALITY

The shift to hybrid working means the number of endpoints in networks is exploding. Security will have to identify new devices, ranging in complexity, to protect.

COVER EVERY LAST DEVICE ON YOUR NETWORK

With so many new endpoints, your tools. It's only as much as you can protect. If any, they need to.

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Trusted support from established cybersecurity specialists who will be right on your side, to help people working from beyond to work while reducing risk and interruptions.

NEVER TRUST, ALWAYS VERIFY

<https://h22189.www2.hp.com/shared/folder/q5kjsqj=/asset/068DD483-ABC-A-4BC9-B493-F35DF6494F97>



HP WOLF SECURITY BRAND BOOK
- LOGO USAGE, TYPOGRAPHY, PHOTOGRAPHY

COLOR PALETTE

BRAND COLORS

SMOKY BLACK HEX: #0E0905 R:14 G:9 B:5	HP BLUE HEX: #0096D6 R:0 G:150 B:214	BEAU BLUE HEX: #C0D0D8 R:192 G:208 B:216	MUTED FINCHER HEX: #0B435C R:11 G:67 B:92
	WOLF SILVER HEX: #A3A3A3 R:163 G:163 B:163	WOLF PLATINUM HEX: #E3E1DC R:227 G:225 B:220	WOLF WHITE HEX: #EFF1F3 R:239 G:241 B:249

LOGO COLORS

WHITE HEX: #FFFFFF R: 255 G: 255 B: 255	WOLF OG HEX: #07C706 R:199 G:199 B:198	WOLF BBG HEX: #CDCDCC R:205 G:205 B:216
WOLF WDG HEX: #6D6E71 R:109 G:110 B:113	WOLF BDG HEX: #565451 R:86 G:84 B:81	SMOKY BLACK HEX: #0E0905 R:107 G:109 B:112

LOGO MARK

The HP Wolf mark immediately communicates the brand attributes. Its sharp, abstract lines, vigilant head-on stare, and hints of a battle helmet convey seriousness of task, while the circle marries it to the HP brand family.

With stroke-only and solid-fill versions of the Wolf badge, the brand can be conveyed clearly in all settings.

*The solid badge version should only be used in cases where the standard stroke-only version would be too small to be clearly visible. e.g., product UI

The solid-fill badge is the same diameter as the outer edge of the stroke-only version. The wolf head remains the same size, so there is a bit more negative space around the wolf head in this version.

Download logo files [here](#)

STROKE-ONLY



HP WOLF SECURITY

SOLID-FILL BADGE*



HP WOLF SECURITY

HP WOLF SECURITY LOCK UP
SHARP GROTESK BOOK 25

LOGO+COLOR APPLICATION

The brand name (HP WOLF SECURITY) is set in Sharp Grotesk Book font in all caps.

The Wolf can be used in 2 color variations. Smoky Black and White.

The words below the logo are at 100% of the chosen color.

*The solid badge version should only be used in cases where the standard stroke-only version would be too small to be clearly visible. e.g., product UI

HP WOLF SECURITY

SMOKY BLACK

HEX: #0E0905
R: 14 G: 9 B: 5

STROKE-ONLY



HP WOLF SECURITY



SOLID-FILL BADGE*



HP WOLF SECURITY



WHITE

HEX: #FFFFFF
R: 255 G: 255 B: 255

STROKE-ONLY



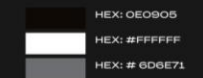
HP WOLF SECURITY



SOLID-FILL BADGE*



HP WOLF SECURITY



STACKED LOGO LOCKUP
FIXED HEIGHT

(FOR SIZING ONLY)



WOLF LOGO + TEXT SIZED TO HEIGHT OF HP LOGO.



STACKED USING FIXED HEIGHT.
THIS IS THE ONLY LOCKUP WE ARE USING.

HP WOLF SECURITY LOCK UP
SHARP GROTESK BOOK 25



HP WOLF SECURITY

SMOKY BLACK

HEX: #0E0905
R: 14 G: 9 B: 5



USE THE STROKE-ONLY VERSION WHEN
PAIRED WITH THE HP LOGO.



HP WOLF SECURITY

WHITE

HEX: #FFFFFF
R: 255 G: 255 B: 255

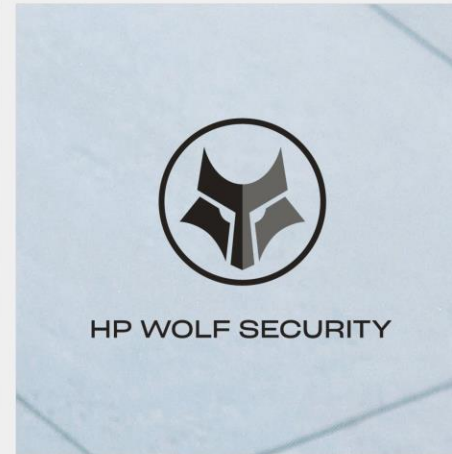


LOGO MARK + TYPE INSTANCES

Over Image/Video



Dark Backgrounds



Light Backgrounds

LOGO DON'T

WHILE THIS MANUAL PROVIDES ALL THE GUIDANCE YOU NEED TO USE THE WOLF BRAND MATERIALS CORRECTLY, THERE ARE ALWAYS THOSE INDUSTRIOUS DESIGNERS WHO TRY AND PUT THEIR UNIQUE SIGNATURE ON THINGS. HOWEVER, NO ALTERATION OF THE BRAND ART IS PERMITTED:

DO NOT USE THE WOLF HEAD WITHOUT THE CIRCULAR BADGE.

DO NOT CHANGE THE CIRCLE-TO-LOGO RATIO.

DO NOT APPLY ANY ROTATION.

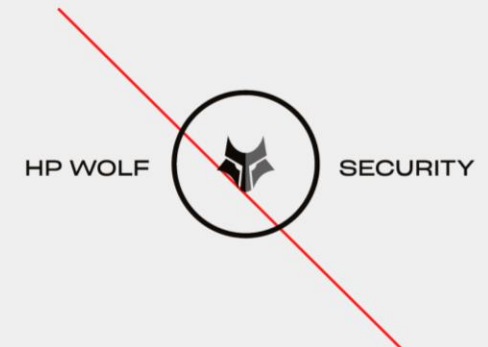
DO NOT USE THE WOLF LOGO WITH OUT THE TYPE "HP WOLF SECURITY"

DO NOT CHANGE THE COLOR TO BE 100% A SOLID COLOR.

IT MAY BE TEMPTING, BUT DO NOT CHANGE THE WOLF DESIGN.

DO NOT REPOSITION, RESIZE, OR OTHERWISE ALTER THE TYPE TRACKING.

DO NOT USE THE HP BLUE ON A LOGO.

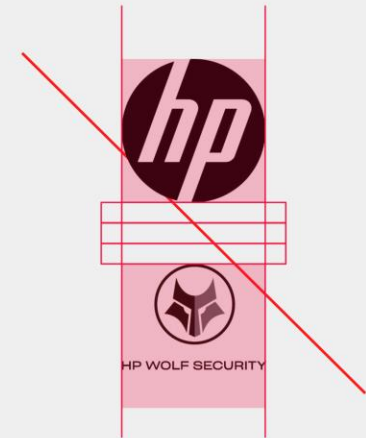
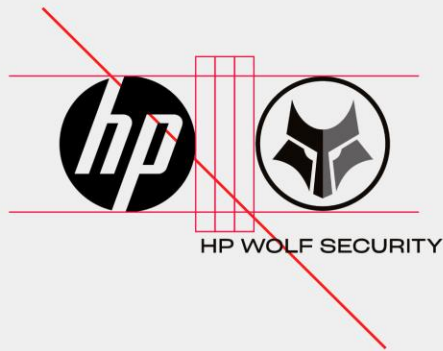
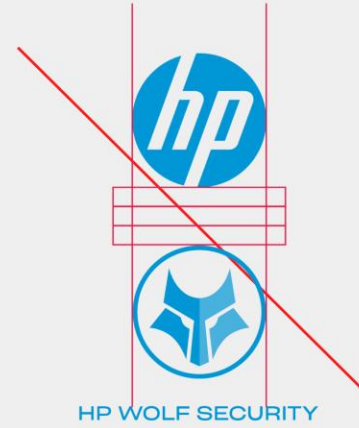
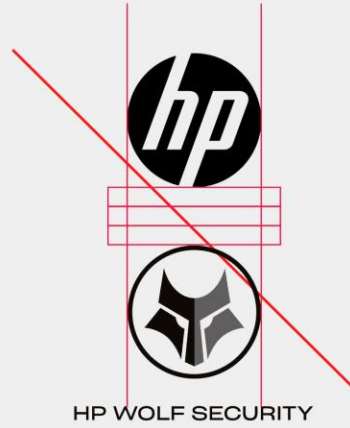


LOGO DON'T

DO NOT USE THE HP BLUE ON A LOGO.

DO NOT REPOSITION & RESIZE THE WIDTH OF THE WOLF LOGO TO MATCH THE WIDTH OF THE HP LOGO.

NO HORIZONTAL LOCKUP.



SHARP GROTESK BOOK 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%&

HP SIMPLIFIED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%&

Download font files [here](#). Instructions for installing the font [here](#).

HP has purchased a corporate license for Sharp Grotesk Book 25, and has rights to use this font in all external-facing communications

**HEADLINES AND SUBHEADS ARE SET
IN ALL CAPS SHARP GROTESK BOOK
25 AT OEM, TRACKING SET TO 20,
OPTICAL KERNING**

All Body Copy are set in HP Simplified Light
at Oem, tracking set to 0, optical kerning

Footnotes are set in HP Simplified Light at Oem, optical kerning



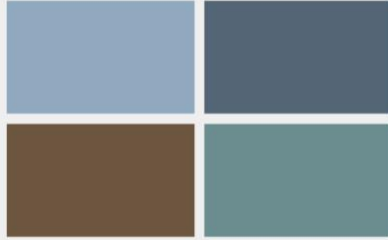
SPACING BETWEEN
HEADLINE AND BODY
COPY IS EQUAL TO
HEADLINE FONT SIZE

HARDWARE-ENFORCED SECURITY
We build security into every layer, from hardware to
BIOS to OS, across all business-critical endpoints.

(TAGLINE IS SAME
FONT SIZE AS HP
WOLF SECURITY)

HP WOLF SECURITY
A NEW BREED OF ENDPOINT SECURITY

PHOTOGRAPHY TREATMENT



COLOR PROFILE

SELECTIVE COLOR:

- DIAL UP CYAN AND BLUES
- CRUNCH THE BLACKS WHILE TARGETING NEUTRALS



FILM GRAIN
SOFT LIGHT BLEND MODE

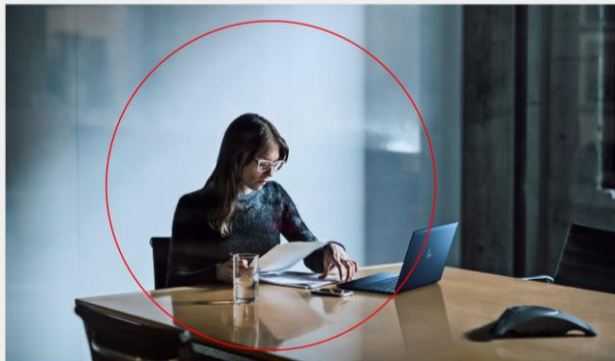


GRADIENT MAP
MULTIPLY BLEND MODE



#D5E6FF

#000000



BRIGHTNESS & CONTRAST

- PULL BACK ON CONTRAST
- DIAL UP BRIGHTNESS ON AND AROUND SUBJECT TO CREATE A PROTECTIVE HALO EFFECT



ORIGINAL IMAGE



FINAL RESULT

PHOTOGRAPHY

STYLE:

Using natural lighting, we'll create contrast between light and dark — capturing the evolution of the Wolf aesthetic from cool, stark blues on the edges of the scene to warmer hues as we get closer to the subject. Using shallow depth of field, we'll obscure certain elements outside the subject's immediate perspective, adding a sense of uncertainty and unease for the viewer. We'll allow the camera to be omnipresent at times, shooting from angles that create the feeling that someone is watching, observing the action anonymously.

PEOPLE:

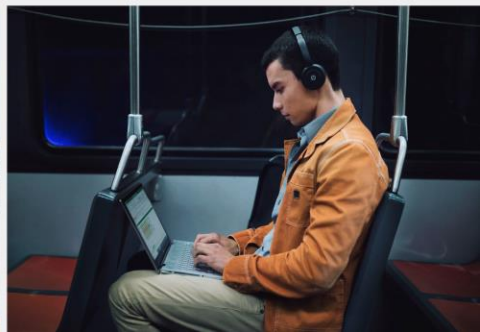
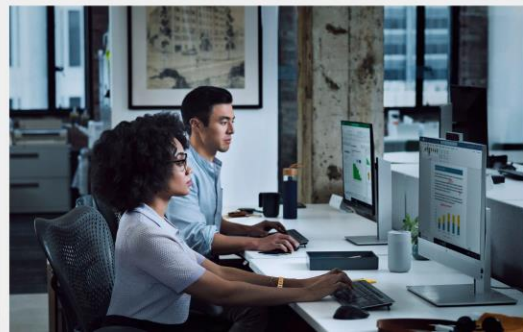
Productive and protected. Our subjects display confidence in the many places people work and do business today. On-the-go, at home, or a hybrid of the two, we show HP users in real moments of everyday life.

SITUATIONS:

- Working from home (new normal)
- Working on-the-go (public settings)
- Small to mid-sized business/office
- Enterprise and government office
- Services, monitoring, response

The following images are approved for use and can be downloaded from the image library.

Download image files [here](#).

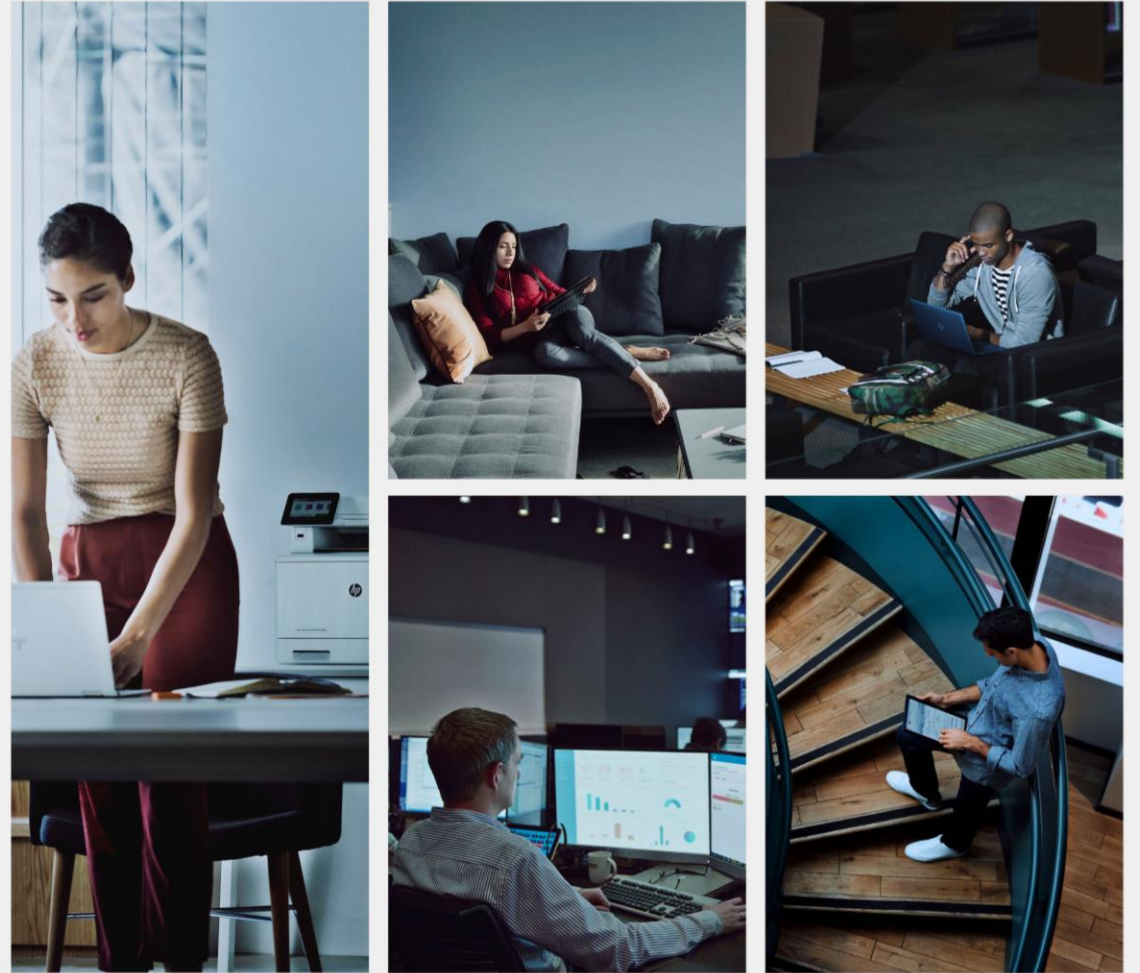


BEFORE & AFTER

BEFORE



AFTER



BRAND IDENTITY GUIDE 2021
HP CONFIDENTIAL. FOR HP INTERNAL USE ONLY

REMAIN CONSISTENT WITH HP BRAND COPY RULES.
While Wolf Security should have a distinct voice, the grammatical style of copy should remain consistent with the HP brand copy approach.

[HP Copy Guidelines here.](#)



HP WOLF SECURITY IMAGE LIBRARY



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ASSET HUB



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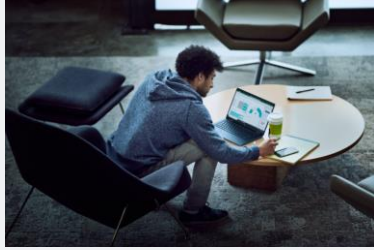
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ADOBE DAM
ASSET HUB



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WORK FROM HOME



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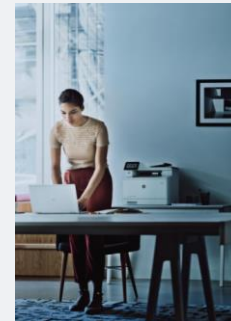
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ON-THE-GO



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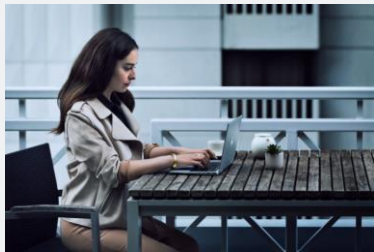
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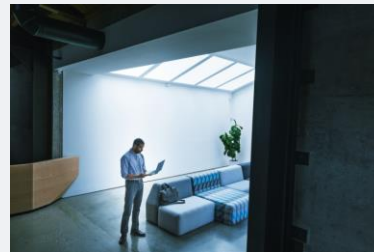
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SERVICES



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HP WOLF SECURITY

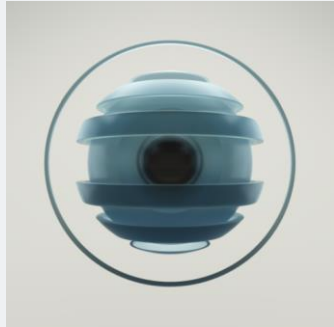
SOLUTIONS IMAGES

ENDPOINT SECURITY CONTROLLER



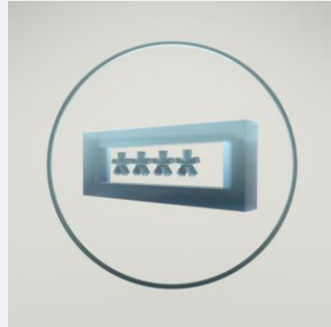
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PRIVACY CAMERA



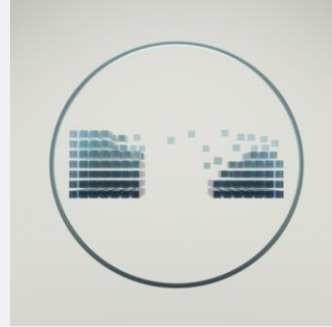
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SURE ADMIN



PERCOLATE
ASSET HUB

SURE RECOVER



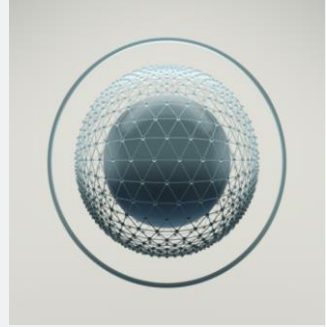
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SURE RUN



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ASSET HUB

SURE ACCESS



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ASSET HUB

MULTI FACTOR AUTHENTICATE



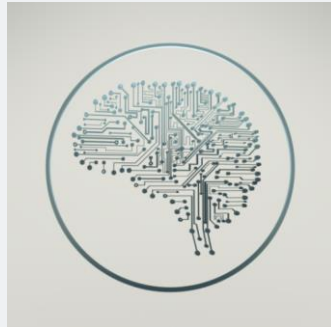
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SURE START



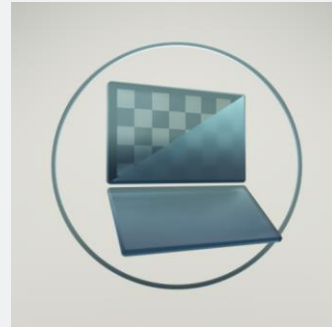
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SURE SENSE



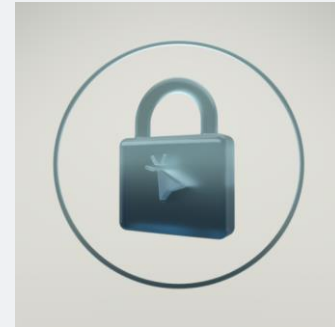
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SURE VIEW



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SURE CLICK



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HP WOLF SECURITY

THANK YOU!