GHOSTERY®

GHOSTERY

BRAND GUIDELINES

A COMPREHENSIVE USAGE MANUAL FOR THE GHOSTERY INC. BRAND

CONTACT

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GHOSTERY

GHOSTERY INC. BRAND GUIDE - VERSION 1.0

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This brand guide was compiled to ensure that all media produced for the
GHOSTERY brand are of unified quality and message, resulting in a cohesive brand image that acts
as a promise of consistent experience to our customers.

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BRAND OVERVIEW

BRAND MISSION

- Provide faster, safer, smarter internet browsing

- Ad blocking

- Privacy protection

- Provide insight into what's happening on webpages

- Fix broken advertising system

- Give users control over what data they share

PERSONALITY

Fun

Ghostery wants all internet users to feel empowered by the browsing decisions they make. Trackers, cookies, and data collection are complex topics and our team of Ghosterians strives to provide products that work hard behind the scenes, so that all users can enjoy browsing while knowing their privacy is being protected.

Purposeful

Ghostery's mission is to improve the way we browse the internet and to provide privacy protection to our users. We're confident in our position on privacy, security, and faster and cleaner browsing. We are also driven to create products and features that respond to our users' needs and the changing tracker and advertising ecosystem. We research, discover, and build with purpose.

Educational

Ghostery tells it like it is, but we are always nice about it. There is a lot of information out there... Our goal is to distill what is going on in the world of search engines, browsers, privacy, data, etc. and bring these issues to our users' attention. We also treat our products as a means of communicating messages that we know are highly relevant to our community.

BRAND VALUES (WHAT WE DO)

When creating material for the Ghostery brand, ask yourself if it communicates the following values and principles:

Choose privacy. Adapt Strategy.

We choose the privacy-first way of doing things and adapt our strategy to that approach.

Delight users. Nurture relationships.

Everything we do is in favor of our user's privacy and we listen to our users' feedback to build products for them.

Be passionate. Be transparent.

We're passionate about what we do and we're transparent about what we do with our users and our team.

BRAND VALUES (WHAT WE DO)

When creating material for the Ghostery brand, ask yourself if it communicates the following values and principles:

Do research. Use evidence.

We build our products based on evidence and data, not intuition.

Be creative. Seek innovation.

We think big and step outside of our comfort zones to deliver new and innovative products.

Build small. Learn fast.

We adopt an agile approach to build and test early on so that we learn from our mistakes sooner.

CULTURE VALUES (HOW WE DO IT)

When working at Ghostery, we follow these values and principles:

Have fun. Be funny.

We strive for Ghostery to be a fun place to work and we have fun with our Ghostery brand.

Be authentic. Be respectful.

We welcome diversity and encourage everyone to be their true selves while being respectful of everyone's differences and boundaries.

We collaborate. We communicate.

We work together as a team, welcome ideas, and value each other's opinions and contributions while communicating in an open, honest, and respectful manner.

CULTURE VALUES (HOW WE DO IT)

When working at Ghostery, we follow these values and principles:

Work hard. Trust others.

We're dedicated to do our jobs well and trust others' expertise to do the same.
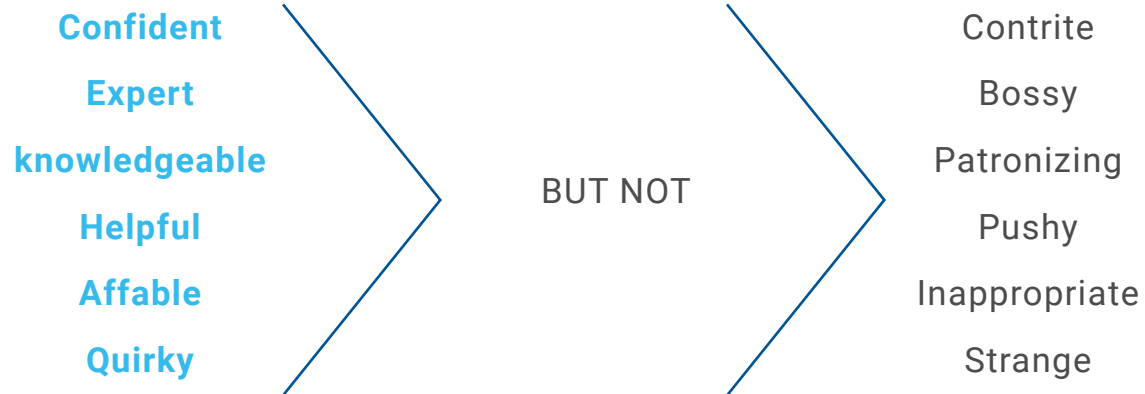
Be flexible. Be focused.

We are flexible and focused in the way we approach building our products to minimize wasted effort and to provide our team with a work/life balance.

We learn. We teach.

We are eager to learn new things, we share our knowledge with each other, ad we foster personal growth.

BRAND VOICE

The **PERSONALITY** and **VALUES** of the Ghostery brand directly correlate to the **DESIGN & COPY TONE**.

	BUT NOT	
Confident		Contrite
Expert		Bossy
knowledgeable		Patronizing
Helpful		Pushy
Affable		Inappropriate
Quirky		Strange

BRAND VOICE - CONFIDENT <u>BUT NOT</u> CONTRITE

DO

User comment: "Thanks for nothing Ghostery, your product sucks. Why did you make it worse?"

Response: "We appreciate your feedback as we're always looking to improve our product. That being said, we stand behind our latest feature set because we believe it brings value to users by doing x, y, and z."

BRAND VOICE - CONFIDENT <u>BUT NOT</u> CONTRITE

DO NOT

User comment: "Thanks for nothing Ghostery, your product sucks. Why did you make it worse?"

Response: "We're sorry that you can't understand the value of our latest upgrades. Ghostery may not be the product for you."

BRAND VOICE - EXPERT <u>BUT NOT</u> BOSSY

User comment: "The tracker wheel is is really hard to understand. Why is the number in the wheel different than the number of trackers blocked?"

Response: "That's a great question. The tracker wheel shows the total count of trackers found, ads blocked, and data points anonymized, while the "Trackers Blocked" count only shows the number of trackers blocked."

BRAND VOICE - EXPERT <u>BUT NOT</u> BOSSY

User comment: "The tracker wheel is is really hard to understand. Why is the number in the wheel different than the number of trackers blocked?"

Response: "The UI of the Ghostery extension does more than one thing, hence the different figures you noted. The wheel shows the total count of trackers found, ads blocked, and data points anonymized because Ghostery does not only block trackers!"

BRAND VOICE - KNOWLEDGEABLE <u>BUT NOT</u> PATRONIZING

DO

User comment: "Ghostery, why does the extension not remember my settings? I have to block all cookies on every page load. This makes no sense and it's a waste of time. See screenshots."

Response: "Thanks for reaching out and for providing the screenshots. It looks like you're blocking cookies and other trackers at the page level. It may be that within your global settings, you are not blocking anything by default. To check if this is the case, click on the three vertically stacked dots, go to "Settings" and then go to "Global Settings". If you are blocking all trackers in your global settings, please send an email to support@Ghostery.com and we'll look into this further for you."

BRAND VOICE - KNOWLEDGEABLE <u>BUT NOT</u> PATRONIZING

User comment: "Ghostery, why does the extension not remember my settings? I have to block all cookies on every page load. This makes no sense and it's a waste of time. See screenshots."

Response: "Ghostery is doing exactly what you've asked it to do- blocking trackers at the page level only."

BRAND VOICE - HELPFUL <u>BUT NOT</u> PUSHY

User comment: "I can't seem to login or logout of Twitter when Ghostery is on, this is so frustrating."

Response: "We're sorry for the inconvenience. This is a known issue with the Anti-Tracking feature that we're actively working on fixing. For now, we recommend pausing Enhanced Anti-Tracking before logging in or out of Twitter. We'll keep you updated on the status of this fix."

BRAND VOICE - HELPFUL <u>BUT NOT</u> PUSHY

DO NOT

User comment: "I can't seem to login or logout of Twitter when Ghostery is on, this is so frustrating."

Response: "Yeah, this is a known issue with the Anti-Tracking feature. It's really not a huge deal because all you need to do is pause Ghostery or turn off Enhanced Anti-Tracking before logging in or out of Twitter. Simple as that."

BRAND VOICE - AFFABLE <u>BUT NOT</u> INAPPROPRIATE

User comment: "Hey Ghostery. Just wanted to say that I love Ghostery even though sometimes it gives me problems and I have do some troubleshooting."

Response: "Thanks for the love 😍 We're glad you really like Ghostery and we'd be happy to look into the issues causing you to troubleshoot. Please email support@ Ghostery.com, and we'll take a look into it for you."

BRAND VOICE - AFFABLE <u>BUT NOT</u> INAPPROPRIATE

User comment: "Hey Ghostery. Just wanted to say that I love Ghostery even though sometimes it gives me problems and I have do some troubleshooting."

Response: "Thanks bro!"

BRAND VOICE - QUIRKY <u>BUT NOT</u> STRANGE

User comment: "Your extensions and apps are overall excellent, but for some reason your Android browser doesn't work on my two devices anymore.. The app crashes on startup every single time."

Response: "Sounds like an out of date version between the 2. We are releasing a new version soon. If you could send us your device version info to support@ghostery.com, we can check about compatibility."

BRAND VOICE - QUIRKY <u>BUT NOT</u> STRANGE

User comment: "Your extensions and apps are overall excellent, but for some reason your Android browser doesn't work on my two devices anymore.. The app crashes on startup every single time."

Response: "Crash, crash, crash, boom… that's no good. Let us take a look into that for you."

BRAND TERMINOLOGY

BRAND NAMES

- When referring to Ghostery, always use a capital G

- Ghosty, Ghostery's icon, does not have a gender

- Ghosterians are people within the Ghostery community

PRODUCT NAMES

Please use full name for first mention & do not translate these brand names *

- Ghostery - Privacy Ad Blocker (Chrome, FF, Edge, Opera, Yandex) Ghostery (Safari)

- Ghostery Privacy Browser

- Ghostery Rewards

- Ghostery Rewards Beta

- Ghostery Lite

- Ghostery Insights

- Ghostery Access

- Ghostery Browser

- Ghostery Desktop

- Ghostery Desktop App

- Ghost Mode

- Ghostery Midnight

* Only translation exception is the browser extension name - the second part of the product name is translated.

TERMINOLOGY NOTES

THE EXTENSION

• Should be referred to as an extension primarily. Use the word "tool" only if "extension" has been used already in the sentence/paragraph.

"ADD-ON"

Use the term "add-on" when referencing browsers that call their extensions "Add-ons", ie) Firefox https://addons.mozilla.org/

SDK SOFTWARE DEVELOPMENT KIT

Collection of software used to write application programs. We don't use SDKs like Facebook's because it allows Facebook to collect analytics data.

CRX

File extension for Chrome & Opera

CLICK2PLAY

The badge over the videos or audio players. Access through Settings -> General Settings and choose

"Replace blocked social media buttons with a Ghsotery Icon"

PUBLIC-FACING DIALOGUE

SPEAKING ON BEHALF OF GHOSTERY

- With regard to Ghostery's social media accounts or any other public facing platform, all responses and comments are to go through the Ghostery social and/or marketing teams (Community and Marketing managers)

- Permission to speak on behalf of Ghostery, must be obtained before doing so

- Likewise, Ghostery team members should always consult Cliqz team members before speaking on behalf of Cliqz on any public facing channels

- The decision to hide comments, delete comments, block users etc., are to be made by Community and/or Marketing Team.

STEPS TO TAKE

1. If you noticed anything worrisome or time sensitive on any of Ghostery's social media accounts, or anywhere else where Ghostery may need to respond, please bring this to the immediate attention of Community and Marketing managers

2. If you're asked to respond, comment, hide a comment etc., please follow the voice guidelines outlined in this document

3. When in doubt, please ask for further clarification

VISUAL DIRECTION & ILLUSTRATION STYLE

The visual direction of Ghostery is clean, playful, and modern. All aspects of the brand must abide by these standards, including the illustration and photography style. Photos must be high quality, well-lit, and representative of the offerings of Ghostery, or the people within it. Illustrations must be communicative and approachable.
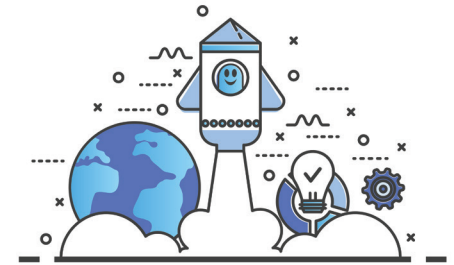
SECTION 2

BRAND Graphics

COMPANY LOGOS

All Ghostery company logos exist as master artworks and should never be recreated manually or altered in any way. All artworks are available at the contact information on the front of this guide.

Whenever possible, the full logomark should be used. However, when space is limited, use the stacked version.

Logomark

Stacked

PROPOSITION LINE

The proposition line is a verbal promise to the customer. It is a reminder of the value of Ghostery and can be used on its own or alongside the primary logo. The proposition line exists as a master artwork and should never be typeset or recreated manually. The master artwork is available at the contact information on the front of this guide.

Faster, safer, smarter.

LOGO SIZING & CLEAR SPACE

The minimum size for the logomark is 1.25" (or 175px) wide, and .4" (or 20px) wide for the Ghosty. In order to maintain their legibility, the logos should never be displayed smaller than the indicated measurements.

Additionally, no elements should ever run into the logos. The clear space for both the logomark is the space between the letterforms and the surrounding box.

1.25"
175px

.4"
20px

LOGO STYLES

Primary Full Tone Color

This is the primary color logo to use, except for limited exceptions below.

Full Tone Greyscale

The greyscale version can be used when required or requested by third parties.

Solid Black

The Solid Black version can be used when required or requested by third parties.

Colored Backgrounds

When using a black background, the logotype should be white, while the Ghosty icon remains blue.

When using a blue background, the ghosty icon is knocked out to white, while the logotype remains black.

Knockout

The white knock out version should be used when the logo is required to be displayed in front of a non-standard background color

LOGO BEST PRACTICES

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Do Not: Logomark

Do not resize or change the position of the logomark

Do Not: Sizing

Do not squish or squash the logo. Any resizing must be in proportion.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Bebas Neue.

Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines.

GHOSTERY INSIGHTS LOGO USAGE SUMMARY

The general usage rules for each logo are outlined below:

Logomark

- Logomark should be used in most general applications in both print and web, wherever space allows.

- No design elements may violate the logomark clear space.

- The minimum size for the logomark is 1.25" or 175px.

Just Insights

- Just Insights version should be used when space does not allow for full logomark or when Ghostery branding is already present.

- No other design elements may violate the badge clear space.

- The minimum size for the badge is .4" or 20px.

GHOSTERY INSIGHTS LOGO STYLES

Primary Full Tone Color

This is the primary color logo to use, except for limited exceptions below.

Colored Backgrounds

When using a dark background, the logotype should be white, while the Ghosty icon remains blue.

Full Tone Greyscale

The greyscale version can be used when required or requested by third parties.

Knockout

The white knock out version should be used when the logo is required to be displayed in front of a non-standard background color.

GHOSTERY INSIGHTS LOGO BEST PRACTICES

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Do Not: Logomark

Do not resize or change the position of the logomark

Do Not: Sizing

Do not squish or squash the logo. Any resizing must be in proportion.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Bebas Neue.

Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines.

GHOSTERY MIDNIGHT LOGO USAGE SUMMARY

The general usage rules for each logo are outlined below:

Logomark

- Logomark should be used in most general applications in both print and web, wherever space allows.

- No design elements may violate the logomark clear space.

- The minimum size for the logomark is 1.25" or 175px.

Just Midnight

- Just Midnight version should be used when space does not allow for full logomark or when Ghostery branding is already present.

- No other design elements may violate the badge clear space.

- The minimum size for the badge is .4" or 20px.

GHOSTERY MIDNIGHT LOGO STYLES

Primary Full Tone Color

This is the primary color logo to use, except for limited exceptions below.

Colored Backgrounds

When using a dark background, the logotype should be white, while the Ghosty icon remains blue.

Full Tone Greyscale

The greyscale version can be used when required or requested by third parties.

Knockout

The white knock out version should be used when the logo is required to be displayed in front of a non-standard background color.

GHOSTERY MIDNIGHT LOGO BEST PRACTICES

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Do Not: Logomark

Do not resize or change the position of the logomark

Do Not: Sizing

Do not squish or squash the logo. Any resizing must be in proportion.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Bebas Neue.

Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines.

SECTION 3

Typography & Colors

PRIMARY TYPEFACE

The primary typeface for use in the Ghostery brand is Roboto. This typeface was selected for its clean, modern geometry and available selection of weights. This typeface should be used in all Ghostery materials.

The font files for Roboto are available at the contact information on the front of this guide.

Primary Typeface

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

For Headlines and CTAs Typeface

Roboto Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

SECONDARY TYPEFACE

The secondary Ghostery brand typeface is Bebas Neue. Bebas Neue was chosen for its clean, straight-forward, elegant qualities and pairing ability with Roboto. This typeface should only be used in specific areas such as the Logo text and bold headings.

The font files for Bebas Neue are available at the contact information on the front of this guide.

Secondary Typeface

BEBAS NEUE (BOLD)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

GHOSTERY BRAND COLORS

The color palette for the Ghostery brand is a mixture of neutral tones with blue accents. This combination was chosen for its playfullness and ability to stand out in the marketplace.

PRIMARY

#00AEF0

RGB: 0 / 174 / 240

#000000

RGB: 0 / 0 / 0

#FFFFFF

RGB: 255 / 255 / 255

SECONDARY

#5F7C86

RGB: 95 / 124 / 134

#CBD4D7

RGB: 203 / 212 / 215
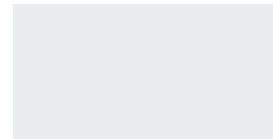
#E7ECEE

RGB: 231 / 236/ 238

#920094

RGB: 146 / 0 / 148

TERTIARY

#720174

RGB: 114 / 1 / 116

#CBD4D7

RGB: 211 / 69 / 30

 # 67A73A

RGB: 103 / 167 / 58

#9ECC42

RGB: 158 / 204 / 66

GHOSTERY INSIGHTS COLORS

The color palette for the Ghostery Insights is a mixture of dark neutral tones with blue accents. This combination was chosen for its authority and professional appeal. In addition to the single colors, the Dark Blue and Light Blue can be used together as a gradient overlay for images or backgrounds.

PRIMARY

Top Left: 2B5993

RGB: 43 / 89 / 147

Bottom Right: 00AEF0

RGB: 0 / 174 / 240

#00AEF0

RGB: 0 / 174 / 240

#2B5993

RGB: 43 / 89 / 147

SECONDARY

#000000

RGB: 0 / 0 / 0

#4A4A4A
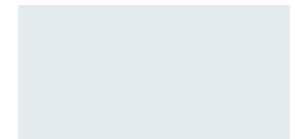
RGB: 74 / 74 / 74

 # 54717B

RGB: 84 / 113 / 123

#C4CED1

RGB: 196 / 206 / 209

#E3E9EB

RGB: 227 / 233 / 235

GHOSTERY MIDNIGHT COLORS

The color palette for the Ghostery Midnight is a mixture of dark jewel tones with blue accents. This combination was chosen for its playfullness and mysteriousness. In addition to the single colors, the Purple and Light Blue can be used together as a gradient overlay for images or backgrounds.
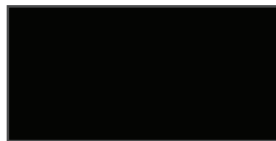
PRIMARY

Top Left: 720174
RGB: 114 / 1 / 116

Bottom Right: 00AEF0
RGB: 0 / 174 / 240

#00AEF0
RGB: 0 / 174 / 240

#720174
RGB: 114 / 1 / 116

SECONDARY

#000000
RGB: 0 / 0 / 0

#4A4A4A
RGB: 74 / 74 / 74

 # 54717B
RGB: 84 / 113 / 123

#C4CED1
RGB: 196 / 206 / 209

#E3E9EB
RGB: 227 / 233 / 235