

2026 EDITION

HaystackID® Brand Guidelines

A Guide to Maintaining Consistency, Clarity,
and Excellence in HaystackID's Brand Identity

HAYSTACK®



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This document aligns with HaystackID policies and does not supersede existing guidance. Intended for internal use and approved partners only. For distribution requests, contact Erin Meyer, VP of Marketing Ops, at EMeyer@HaystackID.com.

Brand Foundation

Who We Are

HaystackID® solves complex data challenges related to legal, compliance, regulatory, and cyber requirements. We combine human expertise with advanced artificial intelligence and data science to deliver clarity and defensibility at every stage of the legal data lifecycle. The HaystackID brand represents trust, precision, and innovation—qualities that distinguish us in a crowded marketplace of generic providers.

Core Values

These core values guide how HaystackID **operates, makes decisions, and serves clients.** They reflect the standards we hold ourselves to across every engagement and interaction.



Our Audiences

- **Corporate Legal Departments:** Seeking secure, scalable, and defensible workflows.
- **Law Firms:** Demanding precision, speed, and accountability for clients.
- **Insurers and Regulators:** Requiring reliable, transparent results under scrutiny.
- **Government and Public Sector Entities:** Valuing privacy, compliance, and trust.

Brand Tagline

Worldwide Reach. Local Expert Touch.

Corporate Boilerplate

HaystackID **solves complex data challenges related to legal, compliance, regulatory, and cyber requirements.** Core offerings include Global Advisory, Cybersecurity, Core Intelligence AI™, and ReviewRight® Global Managed Review, supported by its unified CoreFlex™ service interface. Recognized globally by industry leaders, including Chambers, Gartner, IDC, and Legaltech News, HaystackID helps corporations and legal practices manage **data gravity, where information demands action,** and **workflow gravity, where critical requirements demand coordinated expertise,** delivering innovative solutions with a continual focus on security, privacy, and integrity.

People and Purpose

Our people and our purpose define who we are. Every interaction—whether with clients, colleagues, or communities—should reflect **respect, collaboration, and integrity**. At HaystackID, we foster **curiosity, inclusion, and continuous learning**, believing that how we work is just as important as what we deliver.

People First

Our strength lies in our people. We create an environment that encourages **teamwork, open communication, and mutual respect** across all levels of the organization.

Exploring Excellence with HaystackID

Exploring Excellence with HaystackID celebrates employee achievement and growth. Team members share personal stories of **innovation and mentorship** to inspire others and strengthen our collective sense of purpose.

Sustainability

Our commitment spans **four dimensions**:



Environmental

Reduce waste and emissions.



Social

Promote equity and employee well-being.



Economic

Operate ethically and fairly.



Human

Support continuous learning and growth.

Learning and Growth

We invest in professional development through **mentorship and certification programs**. Our train-forward philosophy keeps teams ahead of the industry while empowering every individual to contribute meaningfully.

Inspire Greater

Corporate responsibility is core to our identity. “Inspire Greater” expresses our belief that **business success and social impact** go hand in hand.

Pro Bono Training and Support

Through structured volunteer initiatives, HaystackID offers qualified organizations free eDiscovery education and advisory support. This program **bridges knowledge gaps** and **encourages digital literacy** in underserved communities.

Community Leadership

Community impact is integral to who we are. We support initiatives that promote collective well-being, and we participate in efforts that honor cultural awareness and shared responsibility. HaystackID remains committed to **standing against hate** and **championing inclusive justice**.

HaystackID Executive Leadership

Our executive team sets the vision, culture, and standards that guide HaystackID forward.



Hal Brooks

Chief Executive Officer

[LinkedIn](#) | [Headshot](#)



Andrew Parrish

Chief Operating Officer

[LinkedIn](#) | [Headshot](#)



Dave Murray

Chief Financial Officer

[LinkedIn](#) | [Headshot](#)



Evan Craghead

Chief Technology Officer

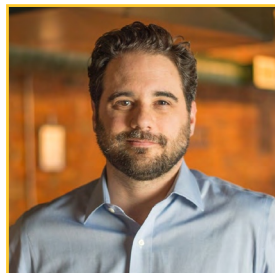
[Headshot](#)



John Brewer

Chief AI Officer

[LinkedIn](#) | [Headshot](#)



Nate Latessa

Chief Revenue Officer

[LinkedIn](#) | [Headshot](#)



Rob Robinson

Chief Marketing Officer

[LinkedIn](#) | [Headshot](#)



Michael D. Sarlo

Chief Innovation Officer

[LinkedIn](#) | [Headshot](#)



John Wilson

*Chief Information
Security Officer*

[LinkedIn](#) | [Headshot](#)



Pam Bartlett

Chief People Officer

[LinkedIn](#) | [Headshot](#)



Adam Rubinger

*Chief Client
Experience Officer*

[LinkedIn](#) | [Headshot](#)



Ashish Prasad

*Vice President
and General Counsel*

[LinkedIn](#) | [Headshot](#)

Brand Governance

The following guidelines have been developed to ensure the **HaystackID® brand remains consistent, accurate, and clearly represented** across every medium and partnership. If you have questions or need brand assets, please contact Marketing@HaystackID.com.

Press Releases, Case Studies, and Publications

Do's

- **Send a draft** of any publication mentioning HaystackID to Marketing@HaystackID.com before release.
- **Use the current** HaystackID boilerplate in all public announcements.
- **Notify** Marketing@HaystackID.com when planning articles or case studies involving HaystackID.
- **Request approved facts** or positioning to ensure accuracy.
- **Work with Marketing** on co-branded case studies or for editorial support.
- **Tell us when** your piece is published so we can share it.

Don'ts

- **Publish materials** that could appear to be authored by HaystackID without approval.
- **Issue press releases** referencing HaystackID without prior review.
- **Quote HaystackID** team members without written approval.
- **Use outdated** logos or boilerplates in any materials.
- **Repurpose HaystackID** text or imagery without permission if you are not a HaystackID employee.
- **Alter or recreate** HaystackID logos or brand assets.

Website and Digital Use

- **Use only** approved HaystackID logos, names, and assets.
- **Confirm** digital references are current and accurate.
- **Contact** Marketing@HaystackID.com for verification or approval before posting.
- **Do not publish** HaystackID trademarks or imagery without written consent.

Brand Use Agreement

By using HaystackID's name, logos, trademarks, or brand assets, you agree to adhere to these guidelines. This document and its contents are **proprietary to HaystackID** and may not be reproduced or altered **without written consent** from the company.

For all questions or brand usage approvals, contact Marketing@HaystackID.com.

Logo Usage

Overview

The **HaystackID logo** is the most visible symbol of our brand. It reflects the precision and reliability clients expect from us. **Consistent application** protects our credibility and ensures **instant recognition** across every platform.

Primary Logos

HaystackID® Full-Color	Gray #808285 and Gold #FFCA38.		 Download
HaystackID® Reversed	White and Gold #FFCA38.		 Download
HaystackID® Reversed on Dark Teal	White and Gold #FFCA38 on Dark Teal #005565.		 Download
CoreFlex™	Gray #808285 and Gold #FFCA38.		 Download
ReviewRight® by HaystackID®	Gray #808285 and Gold #FED459.		 Download
HaystackID Core®	Gray #808285 and Gold #FFCA38.		 Download
Core Intelligence AI Case Insight™	Gray #808285 and Gold #FFCA38.		 Download
Newsline by HaystackID®	Dark Teal #145665 and Gold #F7C42F.		 Download

Clear Space and Sizing

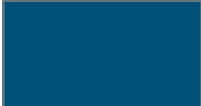
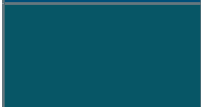
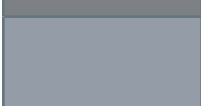
Maintain clear space equal to the height of the “H” around all sides of the logo. The **minimum width** should be 1.25 inches in print or 120 pixels in digital applications.

Background Control

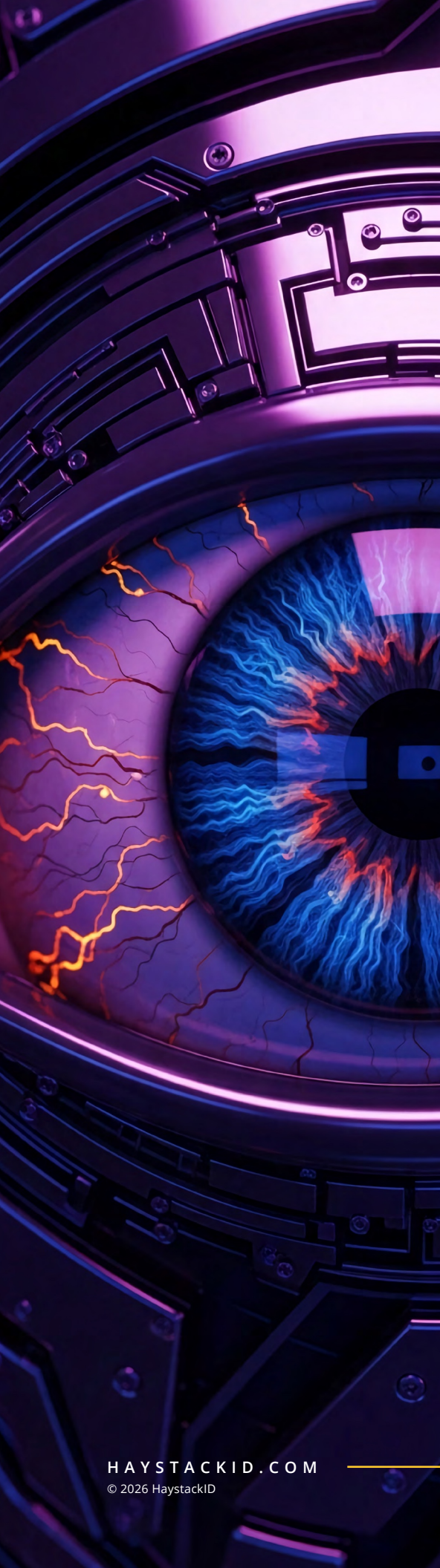
Use the **white/gold reversed logo on dark teal** (#005565) as the primary option for maximum contrast and legibility. Use the gray/gold primary logo on white or very light backgrounds as a secondary option.

Color Palette

Color is central to HaystackID's identity. Our palette conveys intelligence, security, and approachability. Primary colors build recognition; accent colors provide flexibility and energy.

Swatch	Name	HEX	RGB	CMYK
	Navy	#004F79	R 0 / G 79 / B 121	C 100 / M 35 / Y 0 / K 53
	Dark Teal	#005565	R 0 / G 85 / B 101	C 100 / M 16 / Y 0 / K 60
	Cyan	#3EC3D8	R 62 / G 195 / B 216	C 71 / M 10 / Y 0 / K 15
	Teal	#078EA6	R 7 / G 142 / B 166	C 96 / M 14 / Y 0 / K 35
	Gold	#FFCA38	R 253 / G 200 / B 47	C 0 / M 21 / Y 81 / K 1
	Purple	#7030A0	R 112 / G 48 / B 160	C 30 / M 70 / Y 0 / K 37
	Grey	#808285	R 128 / G 130 / B 133	C 52 / M 43 / Y 41 / K 6
	Light Grey	#949CA6	R 148 / G 156 / B 166	C 11 / M 6 / Y 0 / K 35
	Pink	#E6528A	R 230 / G 82 / B 138	C 0 / M 64 / Y 40 / K 10
	Green	#049D49	R 4 / G 157 / B 73	C 97 / M 0 / Y 54 / K 38
	Chartreuse	#BECD36	R 190 / G 205 / B 54	C 7 / M 0 / Y 74 / K 20
	Red	#BE272E	R 190 / G 39 / B 46	C 0 / M 79 / Y 76 / K 25

- **Dark Teal and Teal** anchor the brand and should dominate layouts.
- **Gold and Cyan** provide energy and highlight key moments.
- **Secondary and accent colors** should be used sparingly to maintain balance.
- **Limit a single layout** to no more than four colors from the palette for cohesion.



Typography

Overview

Typography conveys tone, structure, and confidence. HaystackID's type choices are clean, modern, and legible, ensuring consistency across print and digital applications. Use Arial for Microsoft Office materials and Open Sans for design and marketing assets created in Adobe Creative Cloud. When a specific font is unavailable, substitute a standard sans-serif font such as Helvetica.

Microsoft Word

- **Header:** Arial 20 pt Dark Teal #005565
- **Subhead:** Arial 14 pt Dark Teal #005565
- **Body:** Arial 11 pt Gray #65777F

PowerPoint

- **Header:** Arial 44 pt Navy #004F79
- **Subhead:** Arial 32 pt Gold #FFCA38
- **Body:** Arial 20–24 pt Navy #004F79

Adobe InDesign

- **Header:** Open Sans Light 25 pt Dark Teal #005565
- **Subhead:** Open Sans Semibold 17 pt Teal #078EA6
- **Body:** Open Sans Regular 11 pt Gray #808285

Typographic Hierarchy

- **Headlines** should be bold and brief—five to eight words.
- **Subheads** guide scanning and reinforce key points.
- **Body** copy uses short paragraphs and clear spacing.
- **Bulleted lists** simplify complex content.

Accessibility

Always maintain strong contrast between text and background. Avoid thin weights and over-bright colors.

Spacing and Layout

Consistent spacing reinforces the clarity and structure of the HaystackID brand. All text elements should feel open, modern, and easy to scan.

Imagery and Graphics

Visual Philosophy

HaystackID imagery reflects **professionalism, technology, and trust**. Photos and graphics should emphasize clarity, structure, and human intelligence supported by AI, while avoiding stock images that feel staged or cliché.

Examples of Brand Application



Brand Architecture and Offerings

HaystackID's brand architecture organizes our services into a unified ecosystem that balances innovation with clarity. Every product, solution, and sub-brand should visually and conceptually connect back to the **core HaystackID identity**. View the [complete breakdown](#).



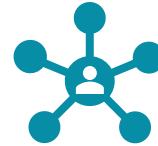
Global Advisory

Expert guidance to help organizations navigate complex legal, regulatory, and cyber challenges with confidence.



Cybersecurity

Rapid, defensible support across the incident lifecycle to identify threats, reduce risk, and restore operational resilience.



CoreFlex™

A unified engagement platform that delivers visibility, control, and seamless collaboration across all HaystackID services.



Core Intelligence AI™

AI-powered insight that accelerates understanding, enhances decision-making, and transforms how teams interact with data.



Managed Review (ReviewRight®)

A global review solution providing scalable teams, rigorous quality controls, and secure delivery for any matter size.



Legal Discovery Services

End-to-end eDiscovery expertise spanning forensics, processing, analytics, hosting, and early case intelligence.



Enterprise Solutions

Integrated workflows and governance frameworks designed to optimize enterprise systems and strengthen information lifecycle management.



Technology Enablers and Accelerators

Enhances performance through specialized tools, automation, and optimization frameworks that increase efficiency.



Industry Solutions

Delivers tailored workflows and support designed to meet the unique requirements of highly regulated industries.

Thought Leadership

Educational Philosophy

Education advances our mission and builds industry trust. By sharing expertise through original programming, we help clients and peers navigate the evolving intersection of law and technology.

Webcasts

Our live and on-demand webcasts feature **HaystackID experts and partners from EDRM and other industry groups**. Topics include AI in Practice, Framing Construction Discovery's Future, and What's Now and What's Next in eDiscovery. Each session balances thought leadership with practical takeaways.

Podcasts

The **EDRM Illumination Zone** series highlights the voices of HaystackID. Episodes discuss generative AI adoption, deepfake detection, cyber preparedness, and operational excellence.

Tone and Structure

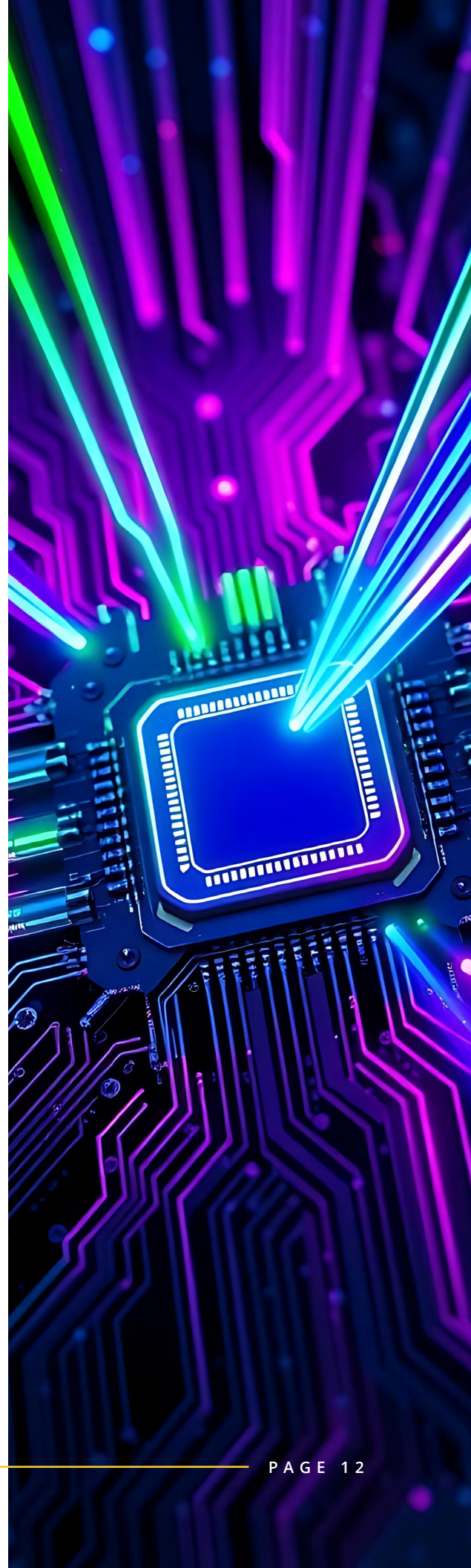
- **Titles** in Title Case.
- **Include** speakers, credentials, and event dates.
- **Summaries** limited to two paragraphs.
- **Cross-promote** on social media after each event.

Strategic Value

Education reinforces HaystackID's credibility as an innovator and mentor within the legal-tech ecosystem. Every program extends our impact beyond projects to **shape industry standards**.

Expert Commentary and Insights

HaystackID experts share analysis across interviews, articles, and events. All contributions should offer **educational value, maintain neutrality, and reinforce our position** as a trusted source in legal technology.



Newsline by HaystackID

Newsline by HaystackID is our **dedicated industry-news platform**, created to educate rather than promote. Accessible at Newsline.HaystackID.com, the site operates as an independent, journalism-driven resource covering the legal, compliance, regulatory, cybersecurity, and emerging-technology landscapes. HaystackID also distributes a monthly [Newsline Brief](#) to email subscribers, highlighting the top five Newsline articles of the month.

Purpose and Positioning

- **Independent** editorial site focused on industry news, not promotions or sales.
- **Hosted separately** from HaystackID.com to maintain clear distinction from marketing content.
- **Amplified** on HaystackID social media, but all content originates and lives on the Newsline site.

Editorial Approach

- **Unbiased**, professionally crafted reporting supported by AI-driven research.
- **Content** produced by the Newsline publishing and editorial team using journalism and analysis.
- **Focused** on delivering accurate, timely, and actionable updates across key industry domains.

Primary Coverage Areas



AI and Advanced Technologies



Cyber Discovery and Cybersecurity



Data Privacy and Protection



eDiscovery and Information Governance



Reports and Research



Sustainable Development

How to Use Newsline Content

Newsline content is ideal for **educational outreach**, **industry awareness**, and **thought-leadership support**. Any references to Newsline should present it as an independent informational resource. Use Newsline pieces when citing news, trends, or analyses that benefit from unbiased reporting.



Tone of Voice and Writing Style

How HaystackID communicates is a direct reflection of our expertise. **Our tone shapes how our work is perceived**, reinforcing trust, protecting our reputation, and ensuring our message is understood across every written touchpoint.

HaystackID Brand Voice in Practice

CLEAR

We communicate with precision and intent, even when topics are complex.

- **Explain** complex ideas simply.
- **Use** direct, jargon-free language.
- **Avoid** buzzwords or inflated terminology.
- **Limit** vague or overly broad claims.

CONFIDENT

We lead with expertise grounded in experience and evidence.

- **Ground** statements in facts and data.
- **Use** clear, decisive language.
- **Avoid** exaggerated claims or speculation.
- **Limit** overly promotional language.

INSIGHTFUL

We provide perspective that helps audiences understand the bigger picture.

- **Explain** the why behind the what.
- **Add context**, not just information.
- **Avoid** surface-level industry commentary.
- **Limit** repeating common narratives.

HUMAN

We sound professional, approachable, and grounded.

- **Write** in a respectful, conversational tone.
- **Use** clear and thoughtful language.
- **Avoid** robotic or impersonal phrasing.
- **Limit** overly formal or stiff language.

Writing Standards

All HaystackID content should be **clear, authoritative, and reader focused**. Write directly and specifically, supporting claims with data or experience, and shape content around the audience's needs. Use concise, intentional language so every sentence serves a purpose. Follow consistent editorial conventions by writing in active voice and using Oxford commas to ensure clarity and consistency across all written communications.

Events and Public Engagement

Purpose

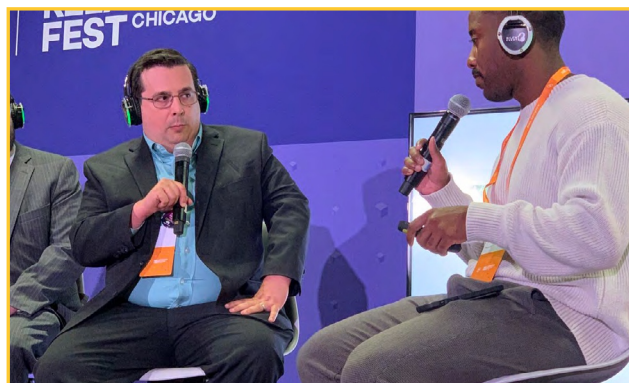
HaystackID's events and public engagements are an **extension of our brand**. Whether at a conference, trade show, client briefing, or networking event, every interaction should reflect professionalism, sound judgment, and clarity. Employees representing HaystackID are expected to follow approved messaging and **uphold brand standards** in all public settings.

Press and Analyst Interactions

When staffing a booth or demo:

- **Use** publicly approved messaging only.
- **Limit** discussions to public product information.
- **Direct** follow-up questions to approved contacts.

Always assume you are **on the record**.



Event Presence and Conduct

All employees attending events are considered **representatives of HaystackID** and are expected to follow approved dress, branding, and messaging guidance. Professional judgment should be exercised in all interactions, and communication should remain respectful, consistent, and aligned with the HaystackID brand.

Event Photography Guidelines

Event imagery should capture how HaystackID shows up in real-world settings, highlighting authentic interaction and presence. Prioritize images that show:

- **Booth** activity and attendee engagement.
- **Speakers** presenting or in conversation.
- **Client discussions** or team collaboration.
- **Team selfies** or informal moments that reflect professionalism and energy.
- **Natural, candid interactions** that convey confidence and approachability.



Why It Matters

A disciplined approach to events and public engagement ensures that every **interaction and visual touchpoint reinforces trust, credibility, and professionalism**—before, during, and after each engagement. Sharing event photos with Marketing@HaystackID.com helps extend that impact across HaystackID's social media channels and amplify our presence beyond the event itself.

Social Media

Consistent, thoughtful engagement helps extend HaystackID's reach and reinforce our presence across litigation, cyber, and data-intelligence conversations. Multiple touches matter, so **frequency and coordination make a real impact.**

Your Role

- Your online presence **reflects HaystackID.**
- Clarify when opinions are **personal.**
- Follow the corporate social media **policy.**
- Always use **HaystackID**, not Haystack or HSID.

What to Share

- Articles, blogs, press releases, and eblasts.
- Webcasts, podcasts, and panel appearances.
- Events and registration links.
- Offerings, case studies, and product updates.
- Newsline content and company announcements.
- Industry partner posts.

How to Share

- **Email Blasts:** Forward directly from your inbox.
- **Webpages/Offerings:** Share URLs or attach PDFs.
- **Events:** Share registration links with brief context.
- **Newsline:** Forward or post directly from the page.
- **Summaries:** Use AI tools to highlight key points.

Amplifying HaystackID

- Like, share, and comment on **company posts.**
- Add short insights to **increase visibility.**
- Engage with **industry partners.**
- Stay consistent to keep HaystackID top of mind.

Event Presence: The Hive Approach

- Show up as a unified presence.
- Share insights in real time.
- Multiply impact through multiple perspectives.
- **Show up together. Learn together. Amplify together.**



Brand Security

Brand Security ensures that how HaystackID uses **AI, automation, and emerging technologies** reinforces trust, accuracy, and accountability across every touchpoint. Rather than limiting innovation, it applies discipline, governance, and intent so that every output reflects HaystackID's standards for quality, defensibility, and professional judgment—protecting both our brand and the audiences who rely on our expertise.

How HaystackID Protects the Brand

All externally facing content, including AI-assisted materials, should be created with **clear controls that preserve accuracy, context, and trust**. This applies across marketing, sales enablement, thought leadership, and educational content.

Brand Security at HaystackID emphasizes:

- **Clear ownership** and accountability for outputs.
- **Defined scope** and intended use of AI-assisted content.
- **Transparency** around limitations, assumptions, and context.
- **Alignment** with information governance and confidentiality standards.

Prompt Marketing and AI Use

What Is a Prompt

A prompt is the **instruction or input given to an AI system** to guide how it generates a response. Prompts can range from simple questions to detailed directions that define tone, audience, format, and intent. Because prompts shape how AI interprets context and produces outputs, they directly influence accuracy, consistency, and brand representation.

Large Language Models (LLMs)

Many tools used in marketing are now powered by large language models, or LLMs. LLMs are advanced AI systems trained on vast amounts of text to understand language patterns and generate human-like responses. While powerful, **LLMs do not understand intent, risk, or confidentiality on their own**. The quality, security, and appropriateness of outputs depend heavily on how prompts are written, reviewed, and governed.

Prompt Marketing and Approach

Prompt marketing is the intentional design and use of prompts to not only guide AI-generated messaging, content, and insights in a way that aligns with HaystackID's brand, but also may serve as an actionable and active marketing message in and of itself. **Prompts, in this prompt marketing context, are treated as strategic inputs, not casual instructions.**

- **Prompts must never include** confidential, client, or restricted information.
- **Only approved** AI tools and environments may be used.
- **Prompt language** must reflect approved messaging, terminology, and audience intent.
- **AI-assisted outputs** must be reviewed for accuracy and context before external use.

Disclosure and Verification Requirements

When AI or LLM technologies materially contribute to externally shared marketing content, **appropriate disclosure should be included**. A simple attribution, such as “Assisted by GAI and LLM technologies,” may be placed at the end of a paper, article, or piece of marketing collateral.

AI-generated content must never be treated as final or authoritative on its own. **All outputs returned by LLMs for marketing purposes require human quality assurance and quality control** before publication. Information should be reviewed, validated against reliable sources, and edited as needed to ensure accuracy and alignment with HaystackID standards.

Responsible Prompt Use in Practice

Prompt marketing can help teams respond more efficiently to common requests while **maintaining accuracy and brand security**.

Sample Business Scenario and Approved Prompt

A Sales team member is preparing a client-ready overview of CaseBot for a Defense Contractor that has expressed specific interest in the solution. **An example prompt for this scenario may be:**

Approved Prompt Input

Provide a brief overview of CaseBot using the following sources: HaystackID.com/CaseBot-for-Core-Intelligence-AI and the [attached](#) CaseBot fact sheet. Highlight relevance for Government and Public Sector entities. Use only information from these sources. Do not speculate.

NOTE: Outputs generated from approved prompts are intended to support efficiency, not replace human review. Results should align closely with the approved source material and the audience's intent and must be quality-checked and validated before external use.

Why This Prompt Aligns with Brand Security

- **Restricts the source** to an approved HaystackID webpage/fact sheet.
- **Clearly defines** the audience and intended use.
- **Explicitly prevents** speculation or unsupported claims.
- **Supports efficiency** without compromising accuracy or trust.

Core Safeguards

These prompt marketing safeguards ensure that HaystackID's use of AI and advanced technologies remains **accurate, governed, and accountable**.



Governance

Establishing clear guidelines for how AI tools and prompts are created, reviewed, and shared.



Scope Control

Ensuring outputs are constrained to approved inputs, topics, and use cases.



Accuracy

Requiring factual grounding and clear acknowledgment of uncertainty or missing information.



Accountability

Maintaining human oversight and responsibility for all externally shared materials.

Emerging Risks and Escalation

During periods of heightened attention, misinformation, or emerging incidents, all external branding-related communication should be coordinated through approved HaystackID channels. Any suspected impersonation, deepfake content, or misuse of HaystackID's brand **should be escalated immediately** and reported to Marketing.

Brand Support and Contact Information

A strong brand is built by many hands working with a shared sense of purpose. By following these guidelines, you help ensure that HaystackID is presented with the precision, integrity, and expertise our clients expect. **Please reach out using the contacts below.**

Media Inquiries

Rob Robinson

WRRobinson@HaystackID.com

Brand Requests

Marketing@HaystackID.com

General Contact

Info@HaystackID.com

800.267.9695

Headquarters

HaystackID

200 W. Jackson Blvd., Suite 250

Chicago, IL 60606

Social Channels

[LinkedIn](#)

[Twitter/X](#)

[Facebook](#)

[Instagram](#)

Learn More Today.

[Contact us today](#) to learn how HaystackID can help you solve your complex data challenges related to legal, compliance, regulatory, and cyber events.

About HaystackID®

[HaystackID](#) solves complex data challenges related to legal, compliance, regulatory, and cyber requirements. Core offerings include Global Advisory, Cybersecurity, Core Intelligence AI™, and ReviewRight® Global Managed Review, supported by its unified CoreFlex™ service interface. Recognized globally by industry leaders, including Chambers, Gartner, IDC, and Legaltech News, HaystackID helps corporations and legal practices manage data gravity, where information demands action, and workflow gravity, where critical requirements demand coordinated expertise, delivering innovative solutions with a continual focus on security, privacy, and integrity. Learn more at HaystackID.com.

Assisted by GAI and LLM technologies.