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CyberRisk Alliance Introduces Rebranding

Updated identity system across portfolio brands signifies a unified approach to serving the cybersecurity community

New York, NY, April 8, 2021 -- [CyberRisk Alliance](https://www.CyberRiskAlliance.com) ("CRA"), a fast-growing business intelligence company serving the cybersecurity marketplace, today debuted new brand identities for the CRA parent company and each of its portfolio business units. The new branding is featured in a new [CyberRiskAlliance.com](https://www.CyberRiskAlliance.com) website, and throughout the company's media, event and membership community properties.

A stylized shield icon anchors the new CRA brand mark. The shield is structured out of triangular segments, symbolizing the individual brands and properties that integrate to comprise the organization's services for the cybersecurity community. The stylized shield is paired with a new wordmark, rendered in a customized font, and a shared color palette to reinforce the family of brands.

New logos were also introduced for the CRA business units: news analysis resource SC Media, podcast and video platform Security Weekly, primary research unit CRA Business Intelligence, flagship industry conference InfoSec World, professional collaboration platform Cybersecurity Collaboration Forum and the private membership community Cybersecurity Collaborative. Since acquiring or launching each of its businesses over the past two years, CRA has worked to integrate offerings to its growing audience of security professionals and the technology companies marketing products and services to the industry. The rebranding underscores CRA's unification under consolidated content, sales and technology operations.

"The rebranding exercise really helps to underscore CRA's growing scale, platform sophistication and commitment to delivering a unified suite of services to our audience and marketing partners," said CEO Doug Manoni. "The updated branding reflects the new breed of cyber intelligence company CRA has become."

CRA's rebranding was directed by VP of Marketing David Sigel, with design development by Minneapolis-based Stephenson Creative. Sigel commented on the project, "CRA has the ambitious

vision to raise the success of the full cybersecurity community, recognizing that organizations are stronger and more secure when they come together. The new marks energize our brands while clearly positioning them individually, and as a family.”

CRA’s new primary logos can be seen below, and are available for download upon request:



About CyberRisk Alliance

CyberRisk Alliance (CRA) is a business intelligence company serving the high growth, rapidly evolving cybersecurity community with a diversified portfolio of services that inform, educate, build community and inspire an efficient marketplace. Our trusted information leverages a unique network of journalists, analysts and influencers, policymakers and practitioners. CRA’s brands include SC Media, Security Weekly, InfoSec World, Cybersecurity Collaboration Forum, our research unit CRA Business Intelligence, and the peer-to-peer CISO membership network, Cybersecurity Collaborative. More information is available at CyberRiskAlliance.com.

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