



**Multi-State Information Sharing and Analysis Center
(MS-ISAC)**

**October 2009
Cyber Security Awareness Month
Cyber Security Toolkit**

Instructions for Printing and Customized Branding

The MS-ISAC Toolkit is designed to promote the delivery of a consistent cyber security awareness message by reinforcing core themes in practical, informative, entertaining, and usable ways. These instructions are being provided to assist you in any reproductions and/or customized branding you may wish to do. These instructions are provided as a general reference – for more detailed assistance on customization and reproduction, you may need to consult with your Graphics Department.

The vendors listed below reproduced the MS-ISAC Toolkit material. The vendor specifications and contact information are being provided to you as a reference only, should you chose to reproduce and/or customize the Toolkit materials and wish to use the vendor listed.

We invite you to take advantage of the Toolkit materials. We encourage you to brand these materials by placing your logos on the materials and distributing them widely.

Cyber Security Awareness Calendar

Branding Instructions - You may place your organization logo on the top or bottom page of each month. All disclaimer language, which is incorporated at the end of the calendar, must be included in all reproductions. In addition, all graphics, logos and text must be included on customized reproductions.

Vendor Specifications and Contact Information – Below are the specifications to provide the vendor for calendar reproduction. Also listed is the contact information of the vendor that produced this item for the Toolkit, should you wish to contact that vendor for reproduction:

Specifications:

Size: 8-1/2 x 11
Pages: 24 text pages plus cover – Total 28 pages
Stock: 100# gloss cover
80# gloss text
Ink: 4/4 process printing
Prep: Disk supplied
Proofs: Color proofs – to be included in price
Bindery: Saddle Stitch---Drill hanger hole
Packing: Convenient Cartons or Shrink-wrapped

Vendor Contact Information:

Tobay Printing
1361 Marconi Blvd.
Copiague, NY 11726
(631) 842-3300

Cyber Security Awareness Posters

Branding: Branding can be applied at the bottom of the poster. The MS-ISAC logo, name and URL must be incorporated on all posters. Poster pdfs for layout and design when branding and customizing are also included on the CD. In addition, all graphics, logos and text must be included on customized reproductions. Please note: all posters are provided in 72 dpi resolution.

Vendor Specifications and Contact Information - Below are the specifications to provide the vendor for poster reproduction. Also listed is the contact information of the vendor that produced this item for the Toolkit, should you wish to contact that vendor for reproduction:

Specifications:

Item: Cyber Security Posters
Quantity: Four (4) separate versions
Cover: 80 # Gloss
Pages: Printed one sided
Size: 11 x 17
Ink: four color process
Bleeds: Yes
Bindery: Trim, (each separate) not folded
Proof: to be included in price
Packaging: four different posters shrink paper wrapping

Vendor Contact Information

Velocity Print Solutions
705 Corporations Park
Scotia, NY 12302
(518) 370-1158

Cyber Security Awareness Bookmarks

Branding: Branding can be applied to the bookmarks on the back of the bookmark. The MS-ISAC logo, name and URL must be incorporated on all bookmarks. Bookmark pdfs for layout and design when branding and customizing are also included on the CD. In addition, all graphics, logos and text must be included on customized reproductions. Please note: all bookmarks are provided as 72 dpi resolution.

Vendor Specifications and Contact Information - Below are the specifications to provide the vendor for bookmark reproduction. Also listed is the contact information of the vendor that produced this item for the Toolkit, should you wish to contact that vendor for reproduction:

Specifications:

Item: Cyber Security Bookmarks
Quantity: Four (4) separate versions
Cover: 80 # Gloss – white paper
Pages: Printed 4/4 - laminated
Size: 2-3/4 x 8-1/2
Ink: four color process
Bleeds: Yes
Bindery: Trim, (each separate) not folded
Proof: to be included in price
Packaging: four different bookmarks shrink plastic wrapping

Vendor Contact Information:

Velocity Print Solutions
705 Corporations Park
Scotia, NY 12302
(518) 370-1158

Cyber Security Guides

Branding: Branding can be applied on the back of the guides. The MS-ISAC logo, name and URL must be incorporated on the guides. In addition, all graphics, logos and text must be included on customized reproductions.

Guidelines for Cyber Security Brochures

Branding: Branding can be applied on the front of the brochure. All Logo's, graphics, text and URL's must be incorporated on the brochures.

Cover Letter Template for Toolkit Distribution

Branding: Insert your branding information in noted areas.

National Cyber Security Alliance (NCSA)
National Cyber Security Awareness Month (NCSAM)
<http://www.staysafeonline.org/>

We encourage you to take advantage of the NCSA material by customizing and branding the products below in recognition of NCSAM:

- **Customizable Posters:** For the first time, there is a special National Cyber Security Awareness Month poster that is customizable with a logo or a message to help promote local activities. Poster is available for download on the CD or visit - <http://www.staysafeonline.org/content/posters-and-more> for more information.
- **Wide Variety of Media Tools:** Other information and resources include Web banners, brochures, and tip sheets for helping everyone build awareness programs to help spread the word about how computer users can protect themselves and our Internet infrastructure. Web banners are available for download on the CD or visit - <http://www.staysafeonline.org/content/web-banners> for more information.
- **Endorsement Forms:** Organizations, companies, and government agencies can show their commitment to cybersecurity by endorsing National Cyber Security Awareness month through an online endorsement form. Endorsers can have their logo and web link on NCSA's website [staysafeonline.org](http://www.staysafeonline.org). The endorsement form is available for download on the CD or visit - <http://www.staysafeonline.org/content/endorse> for more information.
- **School Volunteer Program Templates and Curriculum:** Reaching young people is critical and companies and individuals are encouraged to help young people stay safe online. NCSA's Cyber Security Awareness Volunteer Education (C-SAVE) program is designed to help schools fill the gap in cybersecurity education. Presentations are available for grades K-2, 3-5, and 6-12 and focus on educating young people about cybersecurity and online safety issues. C-SAVE Fact Sheet is available for download on the CD or visit - <http://www.staysafeonline.org/content/c-save> for more information.

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