CANOPY

MEDIA GUIDE

Protect those you love most.

CANOPY EXISTS
TO INSPIRE A WORLD
OF HEALTHY TECH USERS.

- TECHNOLOGY IS AMAZING || **It's a vital part of modern life. With the right guidance, every child can develop healthy tech habits to last a lifetime.**

- SOME CONTENT ISN'T FOR KIDS. || **Inappropriate content is too easy to find or accidentally see. It's not only responsible but also healthy to protect children from exposure to it.**

- OPEN COMMUNICATION IS IMPORTANT. || **Technology for families should bring parents and children closer together by encouraging trust and transparency.**

- FAMILIES ARE BETTER TOGETHER. || **By helping parents and children overcome the challenges of the digital world, they can have healthier relationships.**

WHAT IS CANOPY?

QUICK PITCH

Canopy is a parental control app with the world's best real-time porn blocker giving families all the good of the online world without the bad and parents a peace of mind.

MID-LENGTH

Canopy is a parental control app with the world's best real-time porn blocker that also deters sexting, helps you keep track of your children, and allows you to choose what websites and apps they use. And your kids can't get around or remove our filters.

TECHNICAL

Canopy is a parental control app that offers real-time protection against pornography. Our patented SafeSmart Filter uses artificial intelligence to scan, detect, and eliminate explicit content in milliseconds, before it reaches the screen of a device it protects.

Canopy's technology also automatically scans and analyzes photos that are taken on a device—as well as photos that are downloaded to a device—to deter sexting. The App Management tool allows parents to choose which apps their children can access, and location awareness allows them to keep up with their children, no matter where life takes them. This is all done on an app that kids aren't able to remove or disable without you knowing about it.

LOGO

COLOR

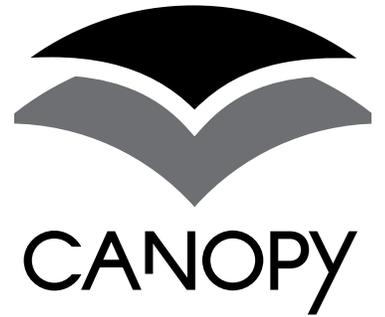## Primary Logo

Horizontal

Square

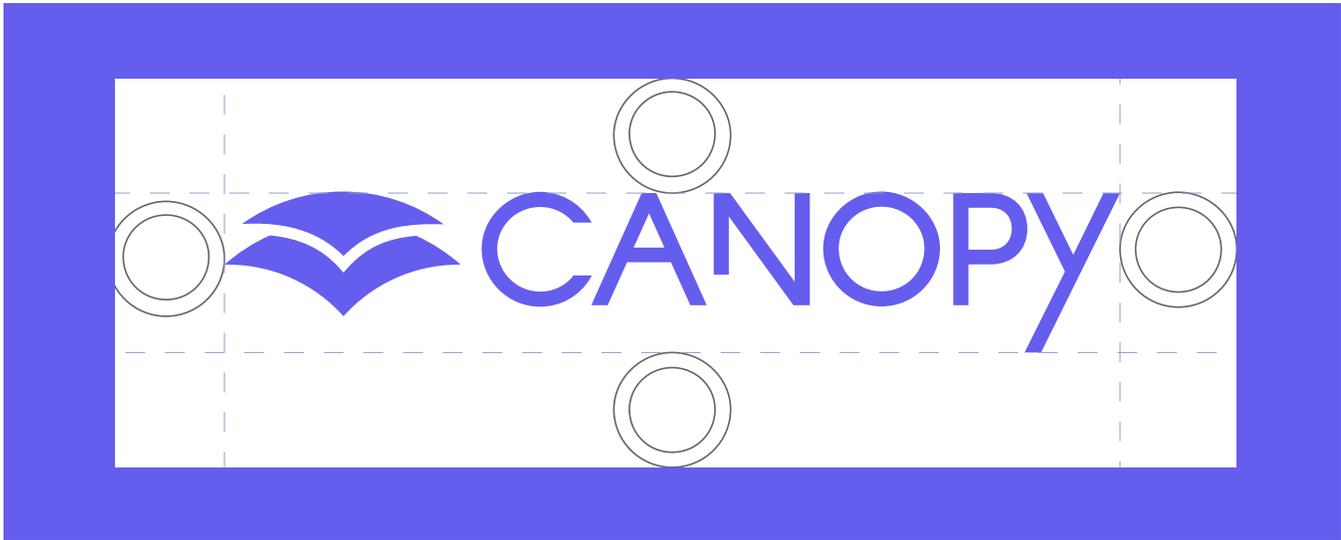## Icon Only

Primary Logo

Square

Horizontal

Icon Only

SAFE AREA

No visual elements — graphics, text, special characters, etc. — should be placed within the safe area around the logo. This is defined by the size of the "O" in the logo.

SUBTITLES

When using the Canopy logo, the corresponding font is Sofia and may only have words added to it if it for an official Canopy product or subtitle, such as the example below from the cover of this brand guide.

INCORRECT USAGE

Do not change the proportions, thickness, coloring or scaling the integrity of the Canopy logo.