BURSTIQ PRESS KIT

First and foremost thank you for appreciating the BurstIQ brand just as much as we do. By reading this guide and downloading our assets, we feel confident you'll be able to represent BurstIQ and LifeGraph® pretty wonderfully. But if you get stuck, our Creative Team is always available to support. Email us at creative@burstiq.com, and someone will provide support ASAP. Happy creating!

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STORY & BIO:

COPY-PASTE COMPANY WRITE-UP:

The following section was written to enable anyone to copy-paste a write-up that most accurately, and most concisely captures our company, and our solution. Please do not alter.

About LifeGraph:

LifeGraph® by BurstIQ redefines the potential of organizational data. This next-generation data platform integrates advanced data management, privacy-enhancing technology, and knowledge graphs, transforming data into your organization's ultimate superpower. Eliminate silos with a single, secure source of truth. LifeGraph reveals hidden connections within complex data sets, aligning with human and machine thinking for easier and more insightful analysis and powerful collaboration.

Organizations use LifeGraph to elevate legacy data lakes and warehouses into dynamic, secure, and person-centric data ecosystems that deliver value to everyone involved. With LifeGraph you can quickly address today's problems and business initiatives, and ignite the spark of innovation to help your organization not only keep pace but set the tempo for the future.

COMPANY FACTS:

- BurstIQ was founded by Frank Ricotta and Brian Jackson in 2015 in Denver, CO.

- Our office is located in Englewood, CO.

- We have 30 employees spread out over the US and Canada – including Colorado, Florida, and Vancouver

GENERAL INFORMATION:

Proper Spelling: BurstIQ

BurstIQ is spelled in title case with a unique, uppercase "I" and an uppercase "Q".

Note: The name should only appear completely lowercase if written as part of the domain, such as, "burstiq.com".

Proper Spelling: LifeGraph®

LifeGraph is a registered trademark of BurstIQ. LifeGraph is a single word, spelled in title case, with a unique uppercase "G" for Graph.

Note: The registered symbol only needs to appear with the first instance of "LifeGraph". In all other instances the registered symbol is unnecessary.

YES, PLEASE!

- ✓ BurstIQ
- ✓ LifeGraph® *(FIRST INSTANCE)*
- ✓ LifeGraph *(AFTER FIRST INSTANCE)*

NO, THANK YOU.

✕ burstiq	✕ lifegraph
✕ BURSTIQ	✕ LIFEGRAPH
✕ burstIQ	✕ Lifegraph
✕ BurstiQ	✕ Life Graph
✕ Burstiq	✕ life graph

THE TEAM:

FRANK RICOTTA — CEO & CO-FOUNDER

Frank is an accomplished CEO and Impact Entrepreneur with 30+ years of experience. Frank's career achievements span multiple industries, including Defense, Health Care, Cyber Security, AI, and Finance. He holds numerous patents in fields of cyber security and machine intelligence. Frank served in the U.S. Air Force and holds a B.S. in Computer Science from the United States Air Force Academy and an MBA from St. Mary's University.

BRIAN JACKSON — COO & CO-FOUNDER

An expert in security and enterprise cloud infrastructure platforms, Brian has played a key role in the development of the BurstIQ platform as Chief Operating Officer. Brian has been published in numerous works and has mentored large-scale Engineering, DevOps, and Development teams. Prior to joining BurstIQ, Brian led Cloud Engineering for an enterprise healthcare solution provider and provided consulting expertise to numerous Fortune 500 companies. Brian has a B.S. in Information Technology from Kansas State University.

TYSON HENRY — CHIEF TECHNOLOGY OFFICER

Tyson is an accomplished software engineer, data architect, and software executive with over 20 years experience. Tyson works skillfully and directly with the C-Suite, customers, and development teams to deliver solutions that combine the needs of the end-user and business requirements. His background includes specializing in data, data visualization and data analytics products and services ranging various industry verticals, such as Air Force Space Weather Forecasting Center, Air Force Research Labs, Health Care, Telecommunications, Broadband/Cable, and Finance.

AMBER HARTLEY — CHIEF STRATEGY OFFICER

Amber Hartley is the Chief Strategy Officer for BurstIQ. Prior to joining BurstIQ, Amber ran the national innovation center at Catholic Health Initiatives and has been leading partnerships for over 20 years at various biotechnology, high tech, and healthcare companies. She is a member of the XPRIZE Health Brain Trust and holds a B.S. in Animal Physiology & Neuroscience and a Masters in Biotechnology.

BRANDING:

BEST PRACTICE RULES:

The following rules apply to all downloadable assets from the BurstIQ Press Kit.

YES, PLEASE!

✓ Utilize any image, illustration, icon, logo, or content provided in this Press Kit as instructed to execute in support of your brand and the BurstIQ brand.

✓ Run any questions, ideas, thoughts, feedback by our Creative Team by contacting them at creative@burstiq.com.

NO, THANK YOU.

✗ Please do not use any image, illustration, content, or logo from this domain as part of your own product, business, or service's name, unless otherwise specified in written consent from BurstIQ.

✗ Please do not alter any image, illustration, content, or logo in any way, or combine them with any other graphics, without written consent from BurstIQ.

✗ Please do not avoid asking questions and or sharing ideas, thoughts, feedback with our Creative Team at creative@burstiq.com.

LOGOS:

All available logos can be downloaded here. The logos provided must be used exactly as is. No alterations or edits should be made without written consent from BurstIQ. The following are for reference.

BurstIQ Logo

LIGHT BACKGROUND (PRIMARY)

DARK BACKGROUND (PRIMARY)

LifeGraph by BurstIQ Logo

Important Note: The LifeGraph by BurstIQ logo should only be utilized when referencing the platform on its own. If you're looking to reference your solution or a solution built with LifeGraph, please utilize the Powered by LifeGraph logo below.

LIGHT BACKGROUND (PRIMARY)

DARK BACKGROUND (PRIMARY)

Powered By LifeGraph Logo

Important Note: The Powered by LifeGraph logo should only be utilized when speaking directly about a product built on the LifeGraph platform. If you're looking to reference the platform on it's own, please utilize the LifeGraph by BurstIQ logo above.

LIGHT BACKGROUND (PRIMARY)

DARK BACKGROUND (PRIMARY)

COLORS:

BurstIQ utilizes a primary and secondary color palette, as well as grayscale. The primary palette consists of teal variations, and the secondary consists of oranges and yellows. Download all the colors below, here.

Primary Colors:

#53C2BF   #43838E   #285C6C

Secondary Colors:

#FFDC82   #FFC467   #FCA84F

Grayscale:

#F7F9FA   #8499A0   #47515A

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