

**BRAND** **GUIDELINES**

This document serves as your guide for the consistent implementation of the MITRE Engage™ brand identity, both visually and verbally, to both internal and external audiences, while respecting our legal trademark restrictions.

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# OUR LOGO

## PRIMARY LOGO

The logo is the most visible expression of the MITRE Engage™ brand. This word mark is the constant that represents Engage in every communication.



### MITRE Engage lockup logo

This is the primary logo for first time user experiences.

- Treat it as an image, not a word.
- Don't use it in a sentence, headline, or title.
- Never redraw or modify the logo in any way.
- Include the trademark symbol in all instances.

### Exceptions

You may not include the trademark symbol if the logo is smaller than the minimum size; or if the logo is embossed/debossed, embroidered, engraved, or foil-stamped in white, silver, or clear.

### Minimum Size

Must be reproduced at a minimum width of .75 inches (19.05 mm).



Logos available for download at [engage.mitre.org](https://engage.mitre.org)

**OUR LOGO**

LOGO/GRAPHIC AND COLOR COMBINATIONS

**MITRE** | **Engage**<sup>TM</sup>

**MITRE** | **Engage**<sup>TM</sup>

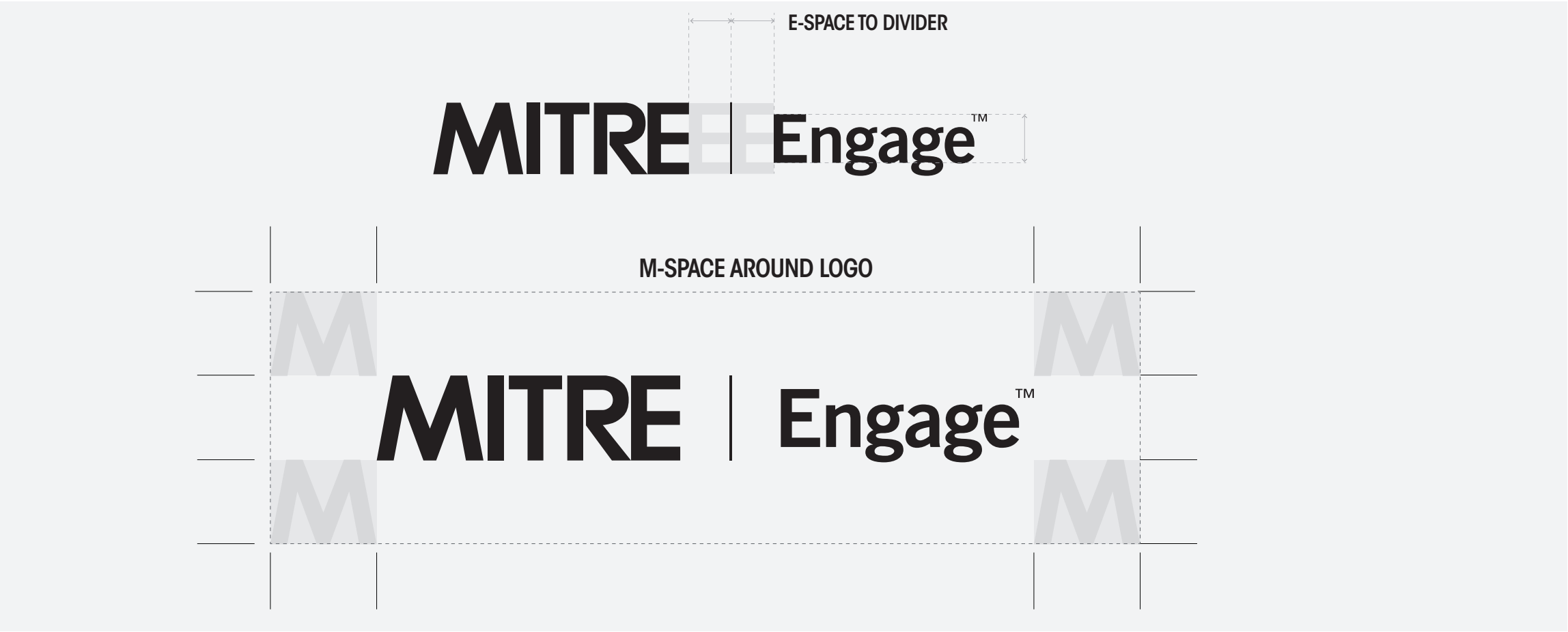
**MITRE** | **Engage**<sup>TM</sup>



**MITRE** | **Engage**<sup>TM</sup>

**Note:** The MITRE Engage<sup>TM</sup> “spider web” graphic is not the primary Engage logo and can only be used as graphic for promotional items, environmental signage, or favicon.

**OUR LOGO**  
SPACING AND PADDING



**Note:** When you're using the logo with other graphic elements, make sure you give it some room to breathe. The padding around the logo should be equal to an "M-space".

# OUR LOGO TRADEMARK USAGE GUIDELINES

MITRE Engage™, the Engage™ logo, and the Engage graphic are trademarks of The MITRE Corporation and should follow the guidelines below:

Your first written reference to either trademark in a document must include the ™ trademark symbol and must include “MITRE” preceding Engage™.

Subsequent references in that same document may reference only “Engage” (no trademark symbol required).

- **Example of a first reference:**

MITRE Engage™ is framework for planning and discussing adversary engagement activities.

- **Example of subsequent reference:**

Engage enables adversary engagement operations across the public and private sectors.

- A headline should always reference “MITRE Engage™” together (never only “Engage”).
- Engage should be written in sentence case (Engage), not in all caps.
- Do not modify the trademark, such as Engage-OT™. Engage™ for OT is appropriate with approval from the Engage lead.
- You may not display the Engage trademark in any manner that implies an affiliation with, sponsorship by, or endorsement by MITRE, or in a manner that can be reasonably interpreted to suggest third-party content represents the views and opinions of MITRE or MITRE personnel, unless those third parties receive express permission from MITRE.
- You may not use Engage in your product names, service names, trademarks, logos, or company names.

For legal questions about the MITRE Engage™ logo and its usage, please contact [mitreip@mitre.org](mailto:mitreip@mitre.org). For all other questions, email [engage@mitre.org](mailto:engage@mitre.org).