

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

OUR LOGO

LOGO/GRAPHIC AND COLOR COMBINATIONS

MITRE | **Engage**TM

MITRE | **Engage**TM

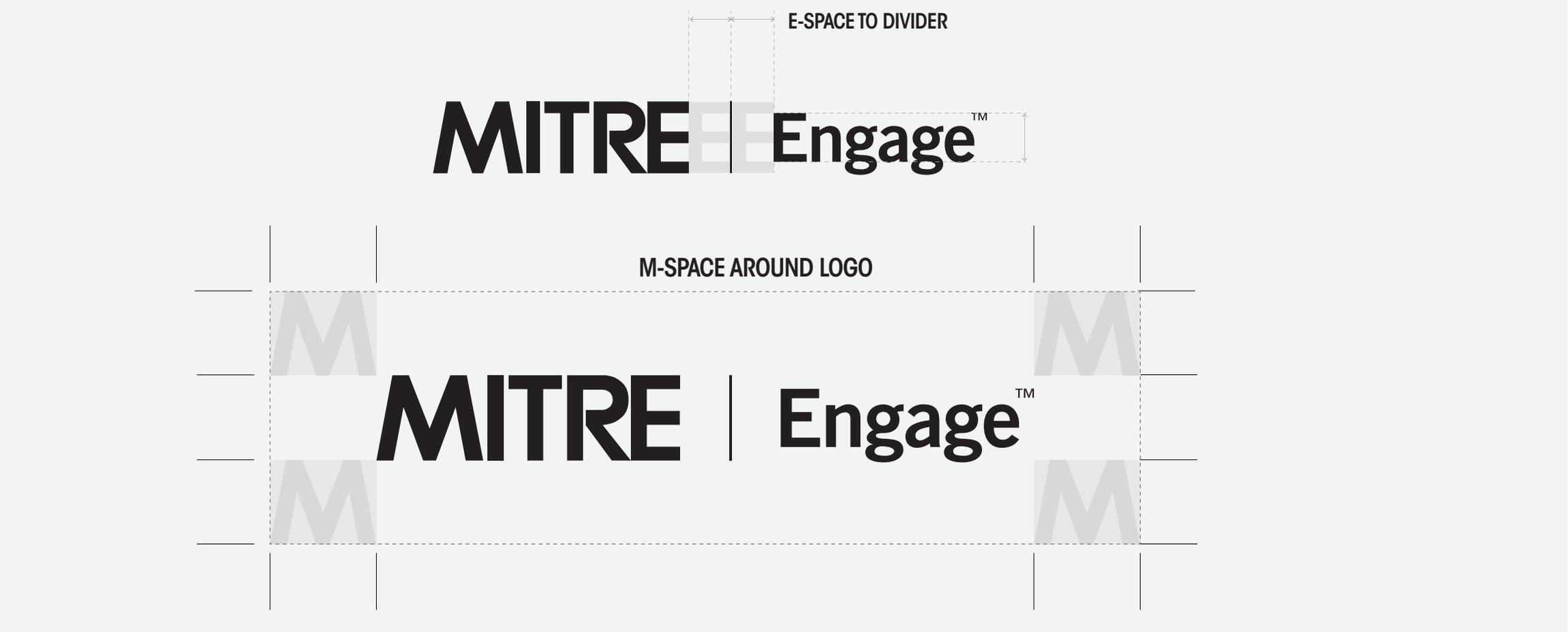
MITRE | **Engage**TM



MITRE | **Engage**TM

Note: The MITRE EngageTM “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. For all other questions, email engage@mitre.org.