



MITIGATOR

DDOS PROTECTION

Brand identity guide

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Logo

This is the main logo. The logo consists of two parts: the word MITIGATOR and the symbol. Together they form a recognizable brand symbolism. Both parts of the logo have a fixed location and relative proportions. It is also allowed to use the logo without the DDOS PROTECTION text.

Always use only the approved logo!



[Logotypes](#)



Product line logos

Product line logos must meet the same requirements as the main logo. For external use, it is mandatory to add MITIGATOR to the product logo, for internal use, the name of the product itself in corporate colors and an icon is sufficient. Always use only the approved logo!

Check list:

- the logo of the products matches colors
- the shape of our sign has not been changed in any way
- there is a security field around the logo
- our logo is readable on the background

For external use:

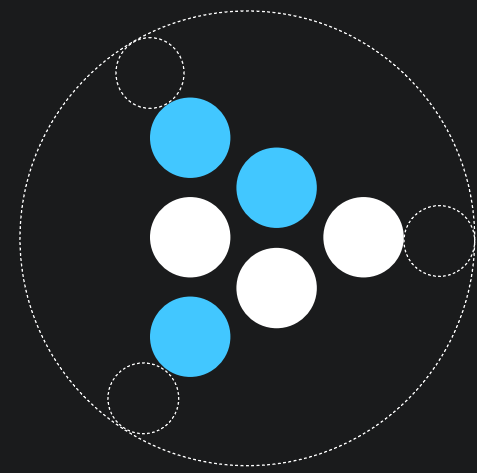


For internal use:



Security field

To preserve the integrity of the logo, there are clear requirements for free space around the logo. This area should be free from elements that could interfere with the visibility of the logo. No graphics, text, photographs or illustrations may interfere with the free space.

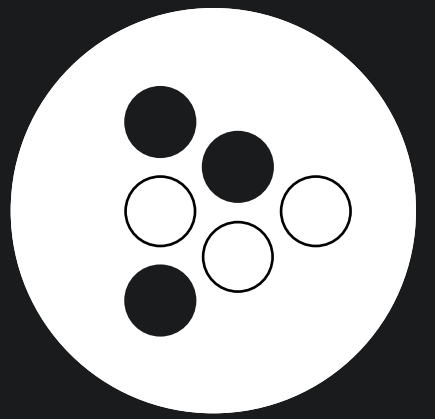
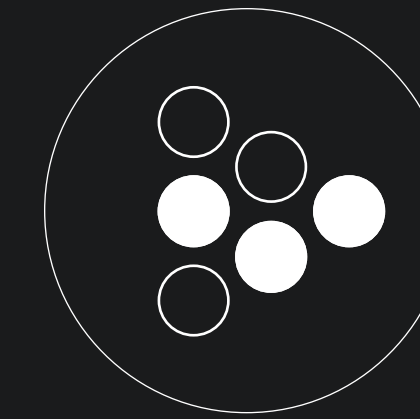
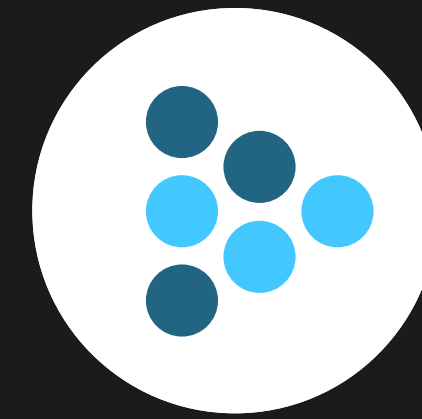
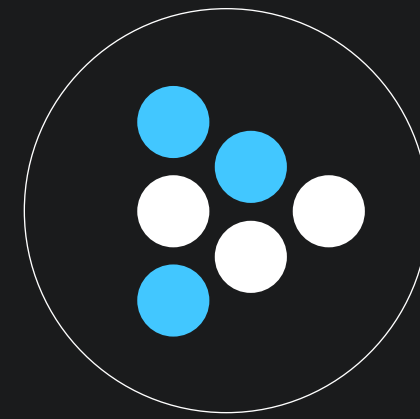


Use the dot from the MITIGATOR symbol as a guide



Color version + monochrome

Use one of two versions of the logo or the symbol, depending on the background color.



On a light background:



On a dark background:



Prohibited Uses

The logo is an original design. It must not be altered, redrawn or modified in any way. Use only the design provided by MITIGATOR. The following images show several examples of what to avoid when implementing any version of a logo or brand name.

Check list:

- our logo matches the colors
- the shape of our logo has not been changed in any way
- there is a security field around the logo
- our logo is readable on the background



remove the components of the logo, if it is not specified in the brand book



change the composition of the logo elements



change proportions



change colors



crop text or graphics



add effects



put on a colorful background



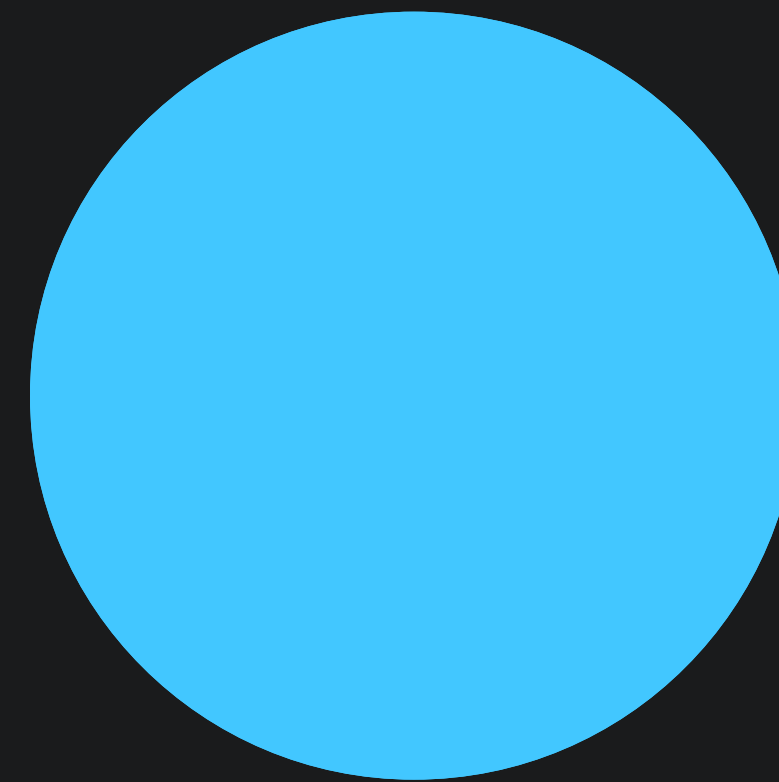
put the logo on the background

Color

These colors are the main ones and are used as the dominant color palette for all internal and external visual communications.

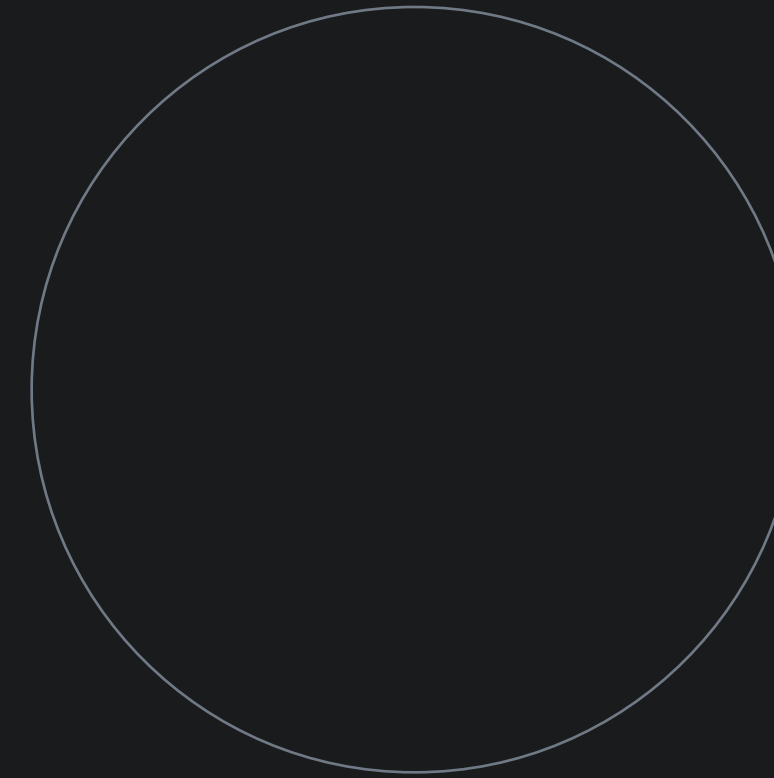
MT_blue is the main color of our visual identity.

MT_black is a contrasting color that allows MT_blue to take center stage and capture the viewer's attention.



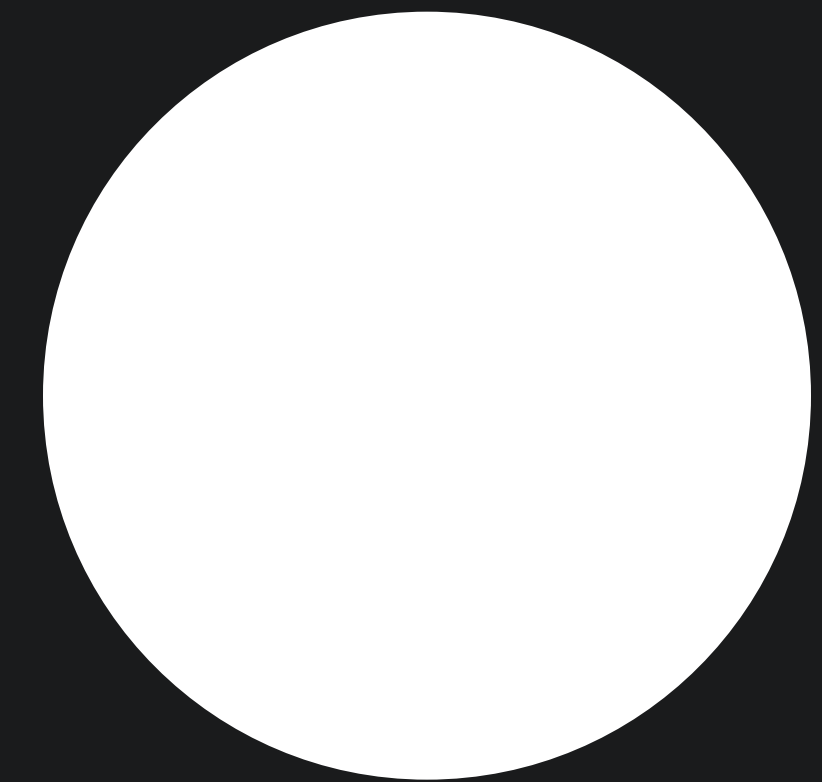
MT_blue

#42C7FF
87, 0, 4, 0
Pantone 306 C



MT_black

#1A1B1C
60, 50, 46, 82
Pantone Black 6 C

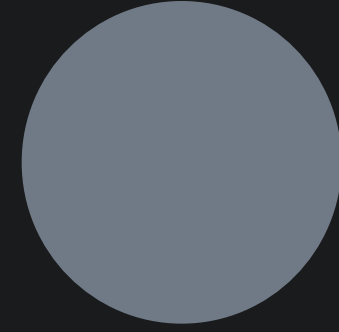


white

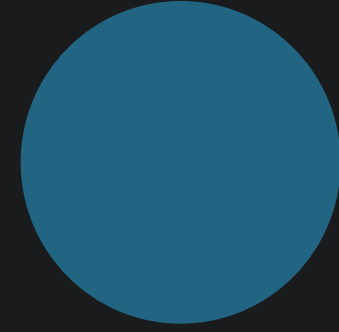
#FFFFFF
60, 50, 45, 84

Additional colors

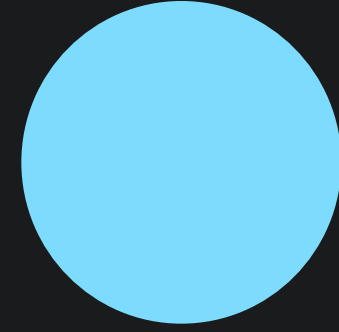
Colors that complement the main palette.
Used in all MITIGATOR products.



#707986
63, 47, 37, 6
Pantone 7544 C



#226582
100, 52, 34, 13
Pantone 7699 C



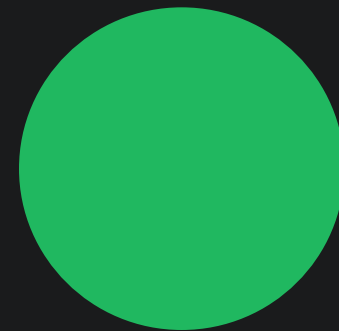
#7DDCFE
57, 0, 7, 0
Pantone Blue 0823 C



#1B232E
90, 75, 53, 68
Pantone 5395 C

Auxiliary colors

They are used in schemes and main
products as permitting and prohibiting
colors.



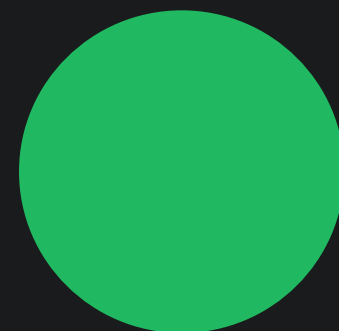
#20B860
100, 0, 100, 0



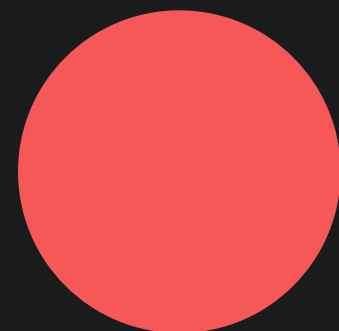
#F65858
0, 82, 60, 0

Scheme colors

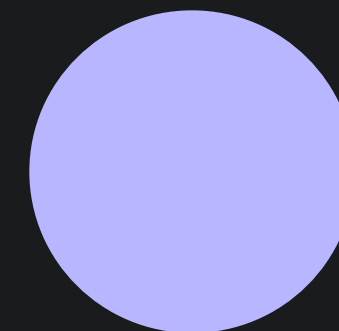
This color palette is used only
in schemes.



#20B860
100, 0, 100, 0



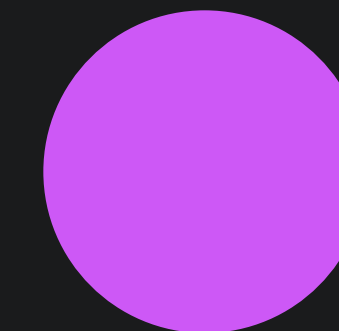
#F65858
0, 82, 60, 0



#B7B6FF
38, 38, 0, 0



#475AFF
87, 77, 0, 0



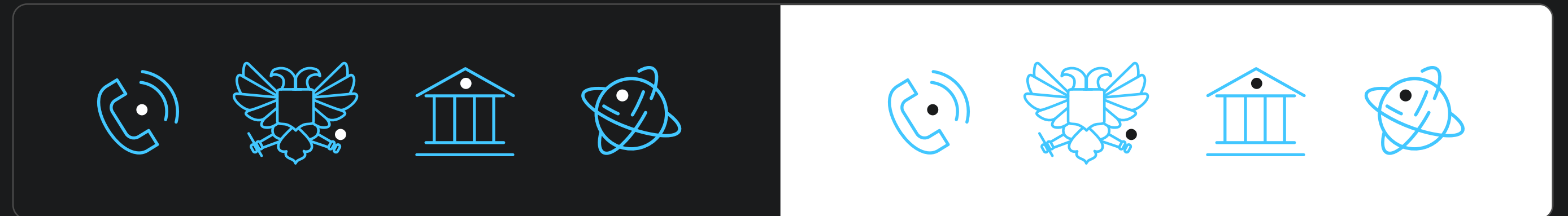
#CD58F6
35, 75, 0, 0



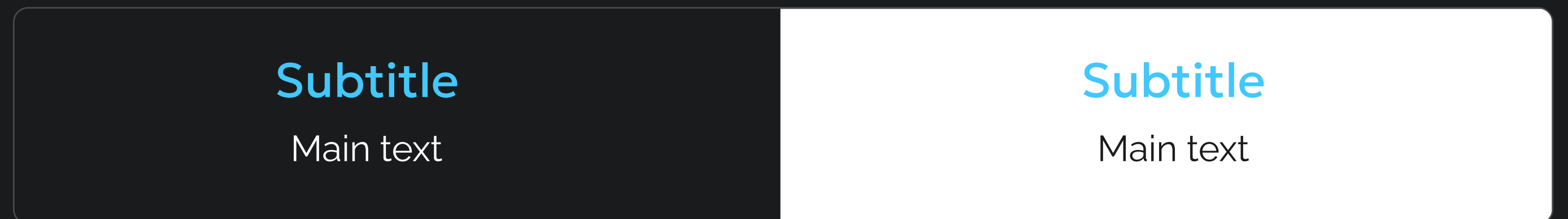
#CE7B3F
10, 60, 100, 0

Principles of use

Icons



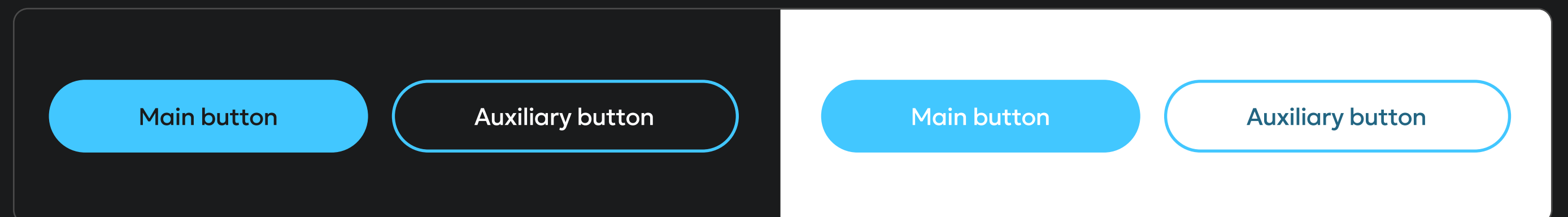
Texts



Backgrounds and background text



Buttons



Dark and light themes

All of the materials can be presented in light or dark themes. Dark is the default MITIGATOR theme, it should be used for all marketing purposes.

The light theme is used for official documents and in cases where it is impossible to use the dark theme.

Font

Typography is another brand-defining element of visual identity. It is characterized by an independent, friendly and modern geometrically constructed font.

Geologica regular Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqr
stuvwxyz
0123456789

Raleway regular Main text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqr
stuvwxyz

Geologica thin Numbers

0123456789

Inter regular Captions

АБВГДЕЁЖЗИЙКЛМНОПР
СТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрсту
фхцчшщъыьэюя
0123456789

Geologica bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqr
stuvwxyz
0123456789

Geologica thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqr
stuvwxyz
0123456789

Check list:

- MITIGATOR is written in Latin capital letters
- the text is readable, the background is contrast
- text matches the brand color palette

[Raleway](#)

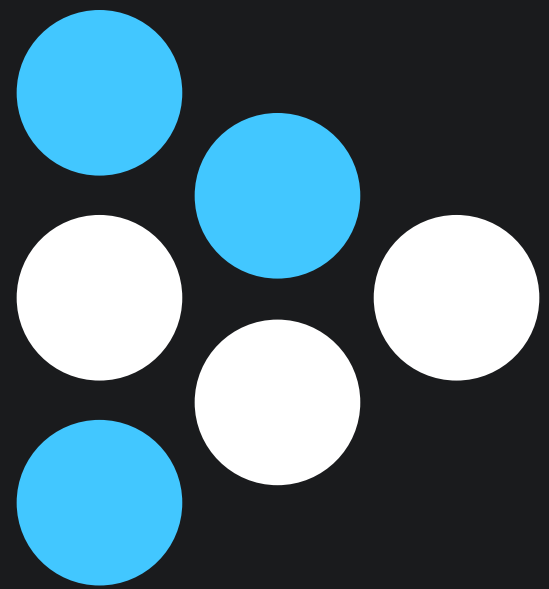


[Geologica](#)



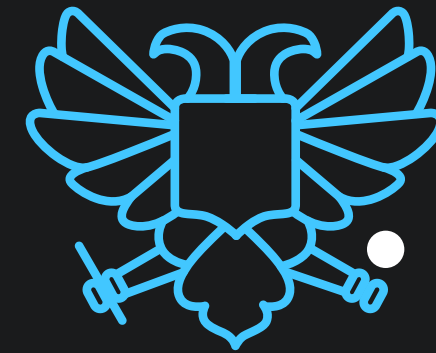
Graphics

The dotted icon is a component of the logo and is an integral part of the MITIGATOR brand. For brand recognition, this symbol should resonate with abstract graphics and icons.



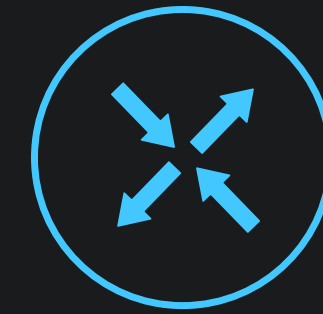
Icons

Icons are the smallest visual elements that serve as brand markers, making it more recognizable. They show elements, people, objects and actions in a simplified way. The icon library is available for permanent use and is constantly updated. The dot gives our line icons a unique look and corresponds to the MITIGATOR logo.



Schemes

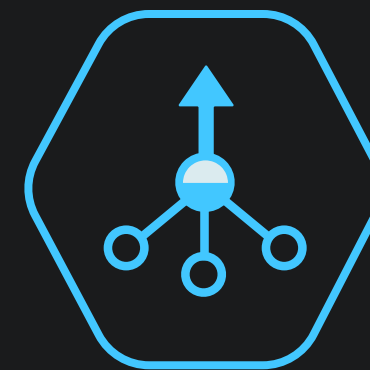
Schemes are another element of the brand visual identification. Schemes can be either on a dark or on a light background. It is important to adhere to the image of the elements set by the MITIGATOR team.



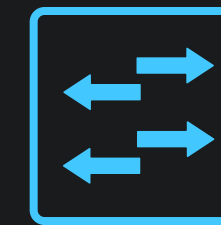
Router



Internet



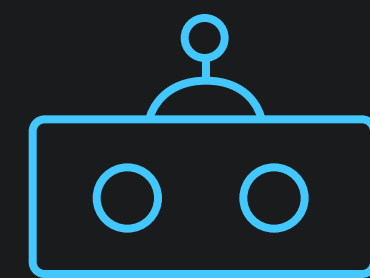
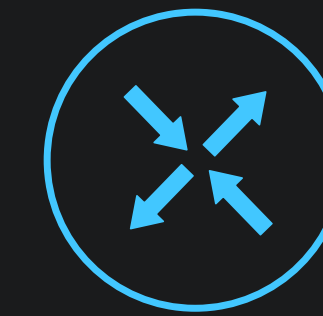
Collector



Switch



User



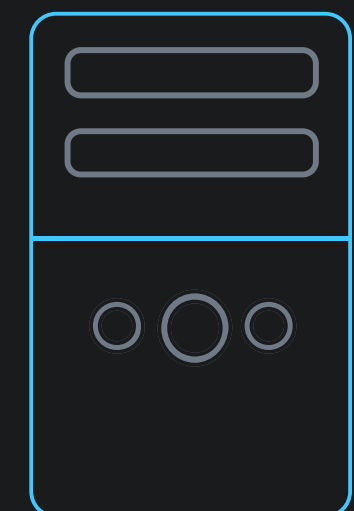
Attacker



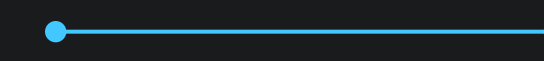
MITIGATOR



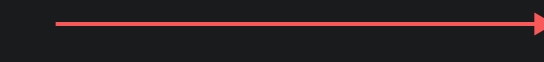
Isolated segments



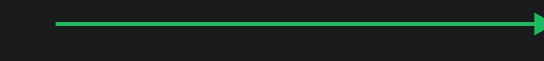
Server



Link



Attack traffic



Passed traffic



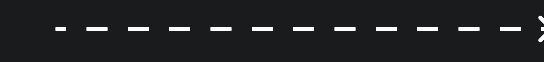
Traffic from the internal network



Traffic from the external network without attack



Traffic from the external network



Transmitted data



Legit traffic

Check list:

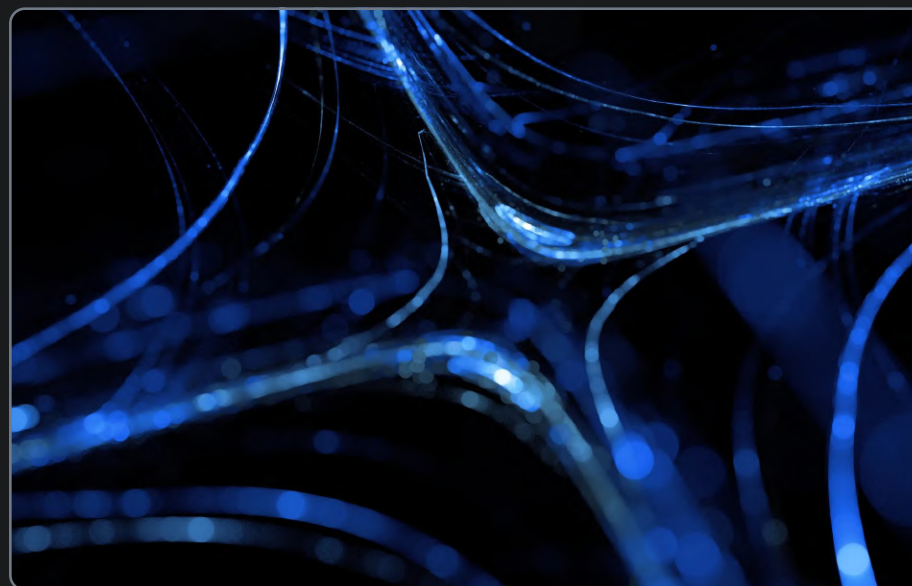
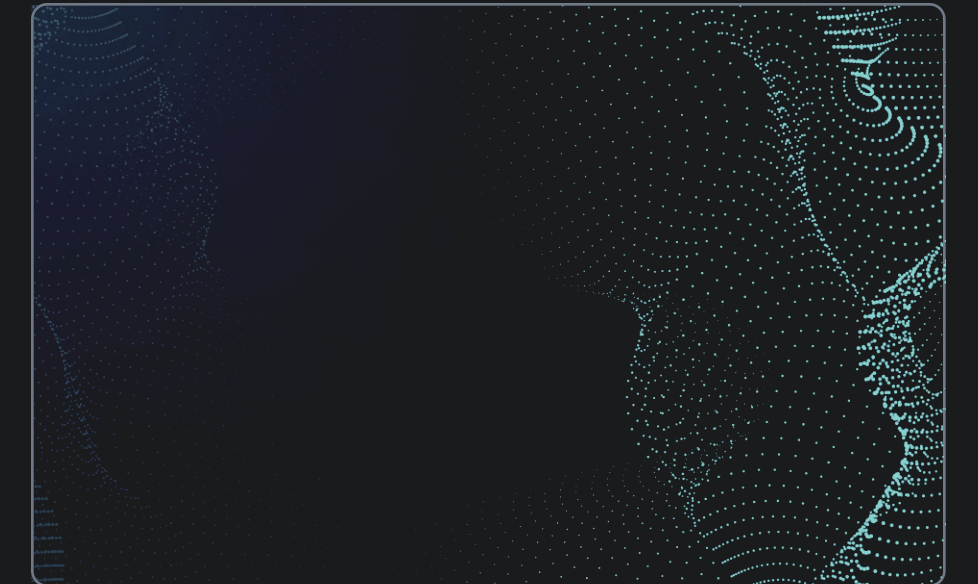
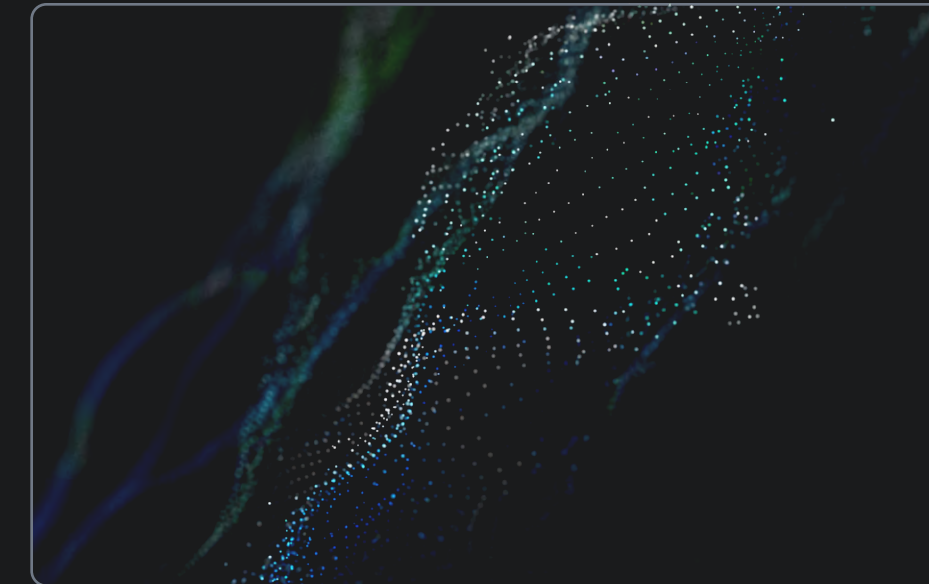
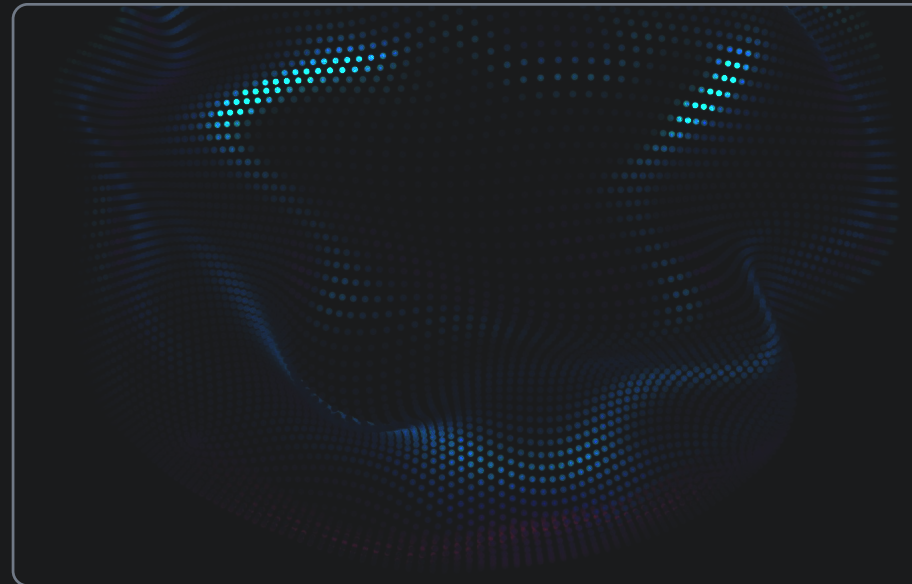
- icon images are not distorted
- Icons in MT_blue corporate color
- traffic colors match the given ones
- the thickness of the elements is saved

[Library](#)



Graphics

Abstract graphic forms in corporate colors on a dark background serve as one of the staples of our brand design. It is allowed to use photographs that do not contain emotional people, bright colors or lens flare effects as illustrations for articles or other text materials. Do not use photographs of equipment that is outdated or no longer relevant. Avoid stock photos that show thumbs up, high fives, handshakes etc.



Documentation

Documentation is another important brand element that we primarily use to convey information. Our documents include business card templates and PowerPoint presentation templates.

