MITRE | ATT&CK®

BRAND GUIDELINES

MITRE

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

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The logo is the most visible expression of the MITRE ATT&CK® brand. This word mark is the constant that represents ATT&CK in every communication.

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MITRE ATT&CK lockup logo

This is the primary logo for first-time user experiences. Unlike other MITRE lockup logos, ATT&CK is the same height as the MITRE logo.

▪ 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 https://attack.mitre.org

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Secondary ATT&CK standalone logo

Use this logo when MITRE ATT&CK® branding is either present or already established through the use of the primary MITRE ATT&CK lockup logo.

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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 at least equal to an "M-space."

OUR COLOR PALETTE
COLOR CODES AND COMBINATIONS

PANTONE 7599

C0 M85 Y98 K20

R198 G64 B29

Hex c64227

PANTONE BLACK

C0 M0 Y0 K100

R35 G31 B32

Hex 231F20

PANTONE COOL GREY 9

C30 M22 Y17 K57

R95 G99 B105

Hex 5f6369

Note: When using the primary lockup logo, only Black, Cool Grey, and White are permitted. The Red 7599 treatment is not allowed.

OUR LOGO TRADEMARK
USAGE GUIDELINES

Both MITRE ATT&CK® and ATT&CK® are separately registered 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 ATT&CK.

Subsequent references in that same document need not include the "R" trademark symbol.

- **Example of a first reference:**
  MITRE ATT&CK® is a curated knowledge base and model for cyber adversary behavior.

- **Example of subsequent reference:**
  MITRE ATT&CK is open and available to any person or organization for use at no charge.

- **Example of a first reference:**
  ATT&CK® is a curated knowledge base and model for cyber adversary behavior.

- **Example of subsequent reference:**
  ATT&CK is open and available to any person or organization for use at no charge.

- A headline should always reference "MITRE ATT&CK®" together (never only "ATT&CK").

- Always capitalize "ATT&CK" to distinguish it from the surrounding text.

- Do not modify the trademark, such as through hyphenation or abbreviation. For example, "ATT&CK'd!," "Plan-of-ATT&CK," "ATTK."

- You may not display the ATT&CK 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 ATT&CK in your product names, service names, trademarks, logos, or company names.

For legal questions about the ATT&CK® logo and its usage, please contact **mitreip@mitre.org.** For all other questions, email **attack@mitre.org.**

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