

## Logo Usage & Guidelines

As a Center Participant of the MITRE Center for Threat-Informed Defense (Center), you are vital in helping to ensure consistent messaging about the work of the Center, your relationship to the Center, and your relationship to other Research Participants. The following guidelines have been developed in furtherance of the collaborative nature of the Center:

### Logo Usage

- **Digital Badge:** Participants are provided a Digital Badge consistent with your Research Participant level (Partner, Sponsor, Non-Profit). A special “Founder” badge is reserved for Founding Research Participants that joined in 2019 when the Center was launched. You may use your respective Digital Badge on any written or digital promotional materials or social media outlets. Except to resize the Digital Badge to accommodate file size limitations on email signature blocks, etc., the colors, font type, and other design features of the Digital Badge may not be altered in any way.
- **Center Logo/MITRE Logo:** Participants may not use the MITRE or MITRE Center for Threat-Informed Defense logos on any written or digital promotional materials or on social media without express written permission from the Center and/or MITRE.
- **Participant Logos:** Participants may not use the logo of any Participant organization in any written or digital materials or on social media without express written permission from both the Center and the Research Participant.

### Language Usage

- **DO:** Using the word “partner” as a verb in reference to your organization’s relationship with the Center is acceptable. Example: “We are excited to partner with the Center for Threat-Informed Defense ...”
  - **DON’T:** Unless your organization is an active Center Research Partner, using the word “partner” as a noun in reference to your organization’s relationship with the Center is incorrect as it can be inferred by the reader that your organization has joined the Center as a Research Partner.
- **DO:** When the need to abbreviate the Center’s full name is necessary, Participants may refer to the Center as “Center.”
  - **DON’T:** Participants may not refer to the Center with the “CTID” acronym.
- **DO:** Hyphenate the term “threat-informed” when referring to threat-informed defense.

*Email [CTID@mitre.org](mailto:CTID@mitre.org) with questions related to logo permissions and usage.*