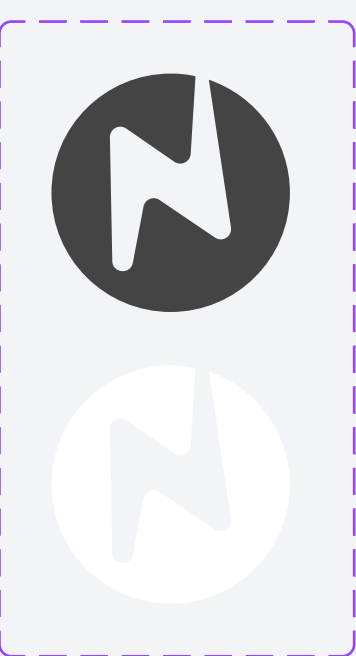


Base Components

Logo

Icon



01

<div><div>Title + Description</div><div>A description is a concise written account or portrayal that provides details and characteristics about a person, object, or concept.</div></div>	<div>Title Only</div>
<div><div>Title + Description</div><div>A description is a concise written account or portrayal that provides details and characteristics about a person, object, or concept.</div></div>	<div>Title Only</div>

Cover Title



Nanitor

Brand Guidelines

01

Brand Overview

| Brand Summary

| 01 Vision Statement

At Nanitor, our vision is to revolutionize the field of cybersecurity by providing cutting-edge tools that empower organizations to safeguard their digital assets and thrive in the face of evolving cyber threats.

| 03 Brand promise

At Nanitor, our brand promise is to provide comprehensive cybersecurity solutions that deliver peace of mind and empower organizations to thrive in the digital age.

| 02 Mission Statement

At Nanitor, our mission is to provide world-class cybersecurity solutions that empower organizations to proactively protect their digital assets, maintain operational resilience, and instill confidence in their online activities.

| 04 Brand values

Security: We value the utmost security of our clients' digital assets, placing their protection at the core of everything we do.

Innovation: We embrace a culture of innovation, constantly pushing boundaries and staying ahead of emerging threats.

Collaboration: We believe in the power of collaboration and partnerships.

| Brand Summary

| 05 Competitive advantage

Advanced Technology: We leverage cutting-edge technologies and continuously invest in research and development to stay at the forefront of the cybersecurity landscape. By harnessing the latest innovations, we offer our clients state-of-the-art tools and solutions that provide superior protection against emerging threats.

| 07 Brand culture

At Nanitor, our brand culture is rooted in a shared commitment to excellence, innovation, collaboration, and a relentless pursuit of cybersecurity excellence. It encompasses our core values, defines our interactions, and shapes our identity as a company.

| 06 Brand voice

Trustworthy: We strive to convey a sense of trustworthiness in our brand voice. We want our audience to feel confident in our expertise, reliability, and commitment to their cybersecurity needs.

| 08 Key competitors

- Rapid7
- Qualys
- Tenable
- Arctic Wolf
- Alert Logic
- Orca Security
- Ninja One

[Website](#)

Elevate Defense With Continuous Threat Exposure Management (CTEM)

[Events and marketing materials](#)

We help you see in the dark

We help you see in the dark

Issue Details #324:
User 'TomSmith' has a non-expiring password

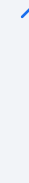
Issue Details #92:
Missing mandatory
software

Issue Details #3492:
Ensure 'HTTP Trace Method' is disabled

Issue Details #5386:
Missing security patch

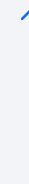
2023:

**Vulnerability Management
made easy**



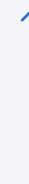
2022:

**Visibility and control in
CyberSecurity**



2021:

**Visibility and control in CyberSecurity
& Automated Cybersecurity**



2020:

**Assuring compliance in
cybersecurity**

02

Logo

| Full Logo + tagline

Our logo is the visual cornerstone of Nanitor, embodying our brand identity and values. It serves as a powerful symbol that connects us with our audience.

Display our logo prominently on all marketing materials, digital platforms, and communications.



| Basic Logo

Our logo is the visual cornerstone of Nanitor, embodying our brand identity and values. It serves as a powerful symbol that connects us with our audience.

Display our logo prominently on all marketing materials, digital platforms, and communications.



| Icon

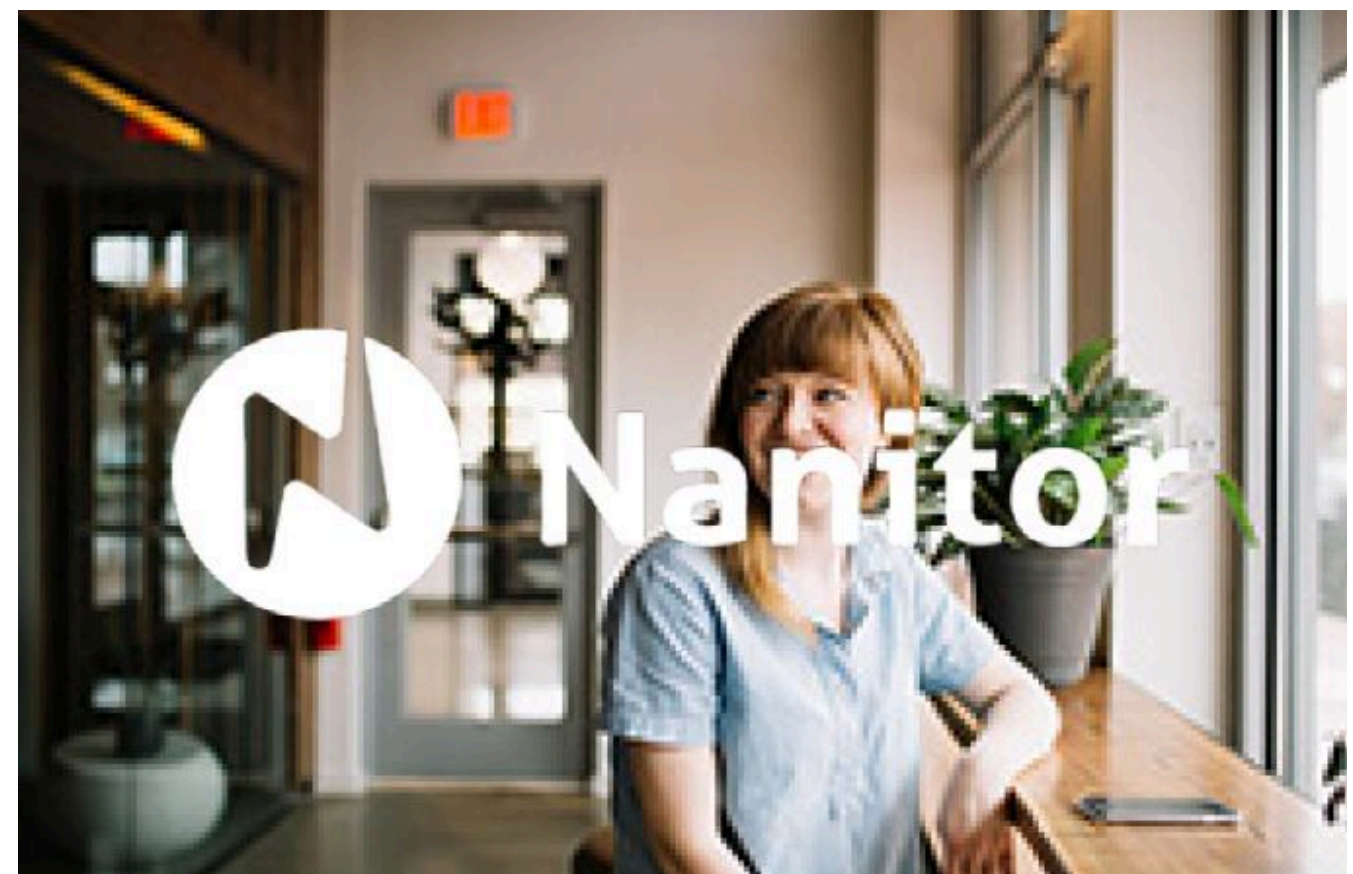
Compressed mark used for small scale and where applicable



| Unacceptable Usage

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. here are a few examples of some ways you should never ever consider using the logo.

1. Use only the approved colors
2. Do not space out the logo elements
3. Do not distort
5. Do not add a drop shadow
6. Do not add a stroke
7. Be careful when it comes to choosing a background
8. Do not place on a angle



03

Illustrations, Icons & Web

| Icons

We strive to create visually appealing and consistent experiences for our users. To achieve this, we follow a set of guidelines when incorporating icons into our designs.

























Our preferred choice for icons is the [Material Design](https://fonts.google.com/icons?icon.style=Rounded) icon set (style: rounded). Material Design offers a comprehensive library of visually cohesive icons that align with our design principles and enhance the overall user experience.

<https://fonts.google.com/icons?icon.style=Rounded>

Outlined

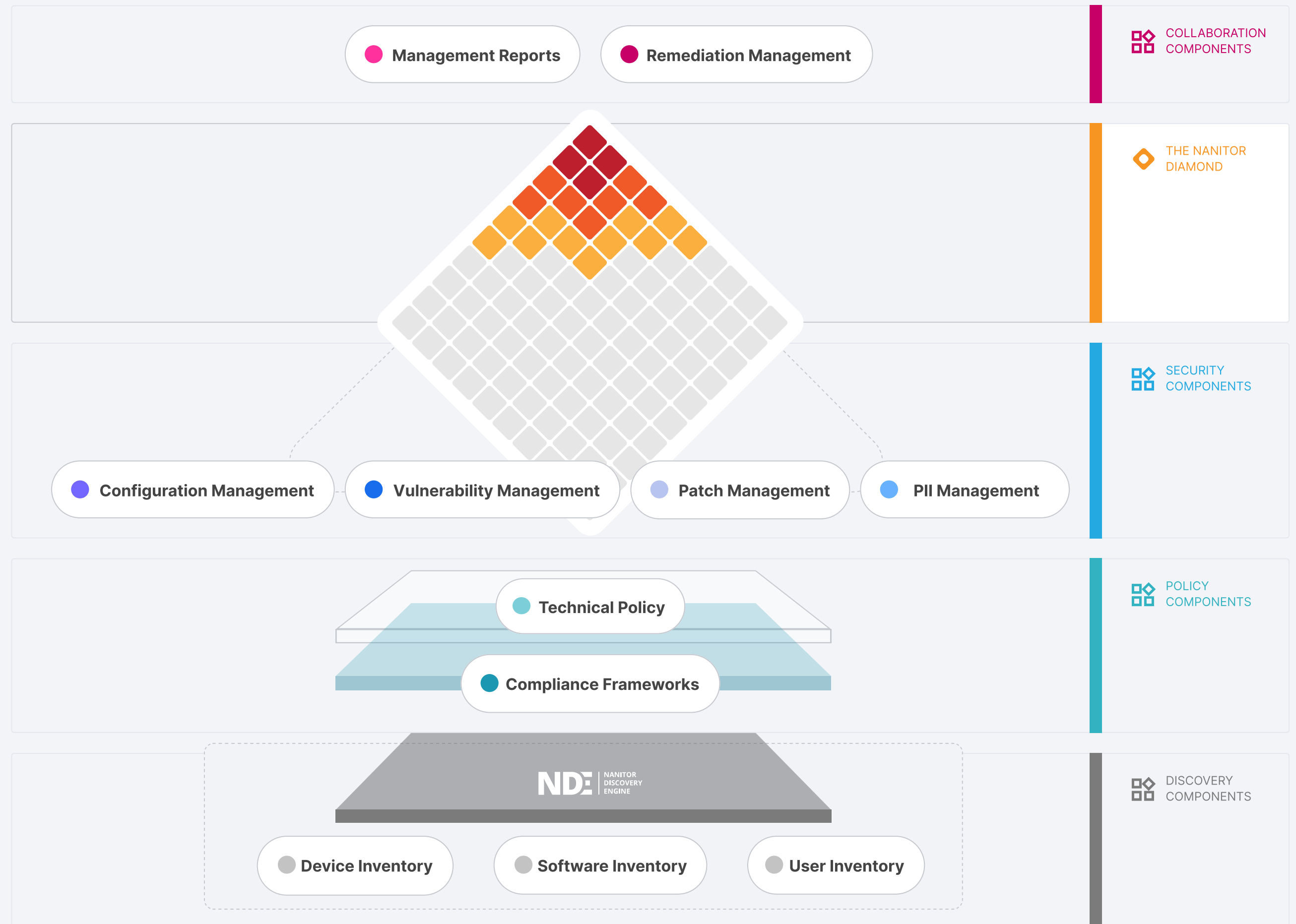
✓ Rounded

Sharp

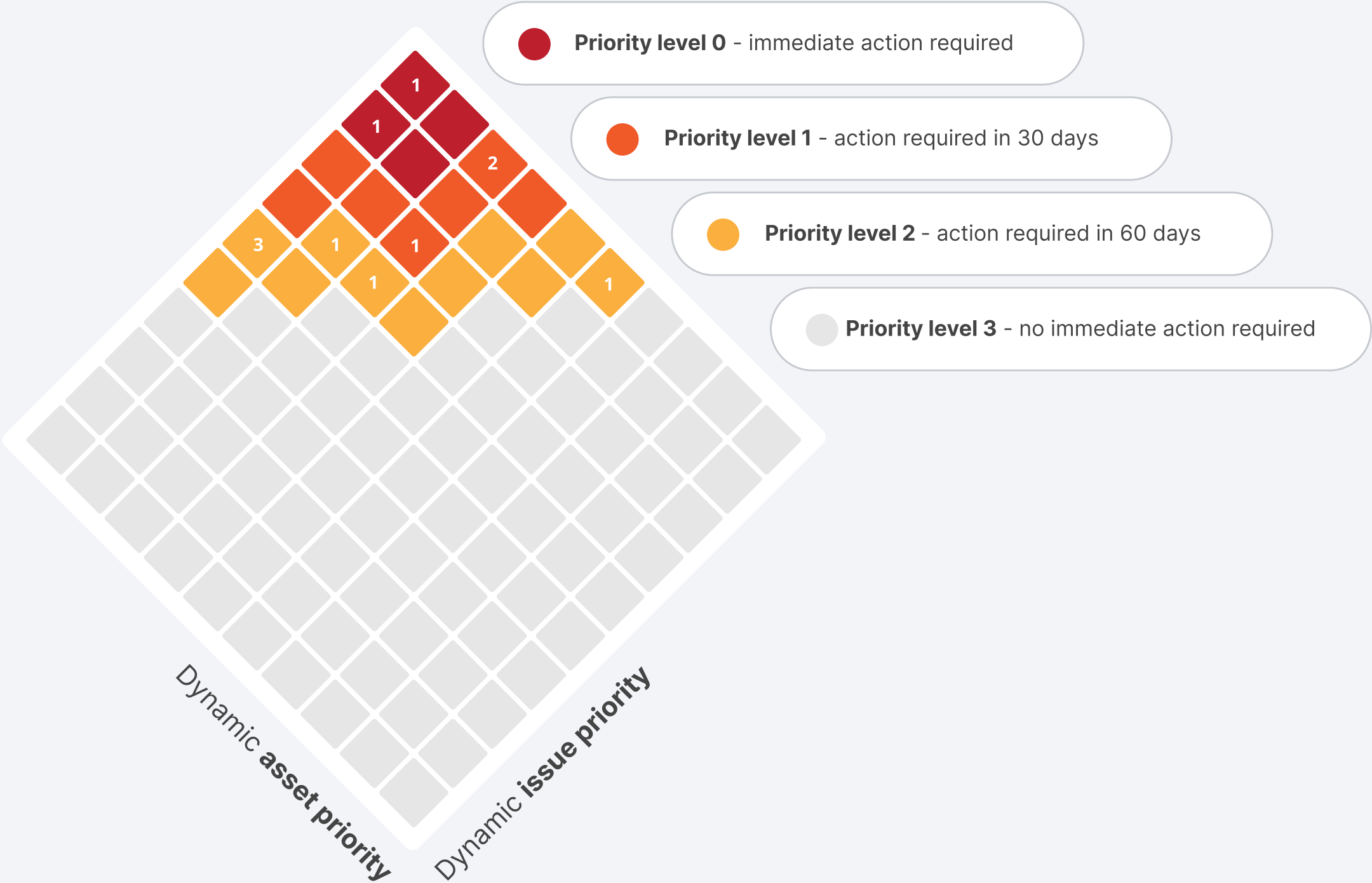
			
Search	Home	Menu	Close
			
Settings	Done	Expand More	Check Circle
			
Favorite	Add	Delete	Arrow Back
			
Star	Chevron Right	Logout	Arrow Forward los
			
Add Circle	Cancel	Arrow Back los	Arrow Forward
			
Arrow Drop Down	More Vert	Check	Check Box

Illustrations

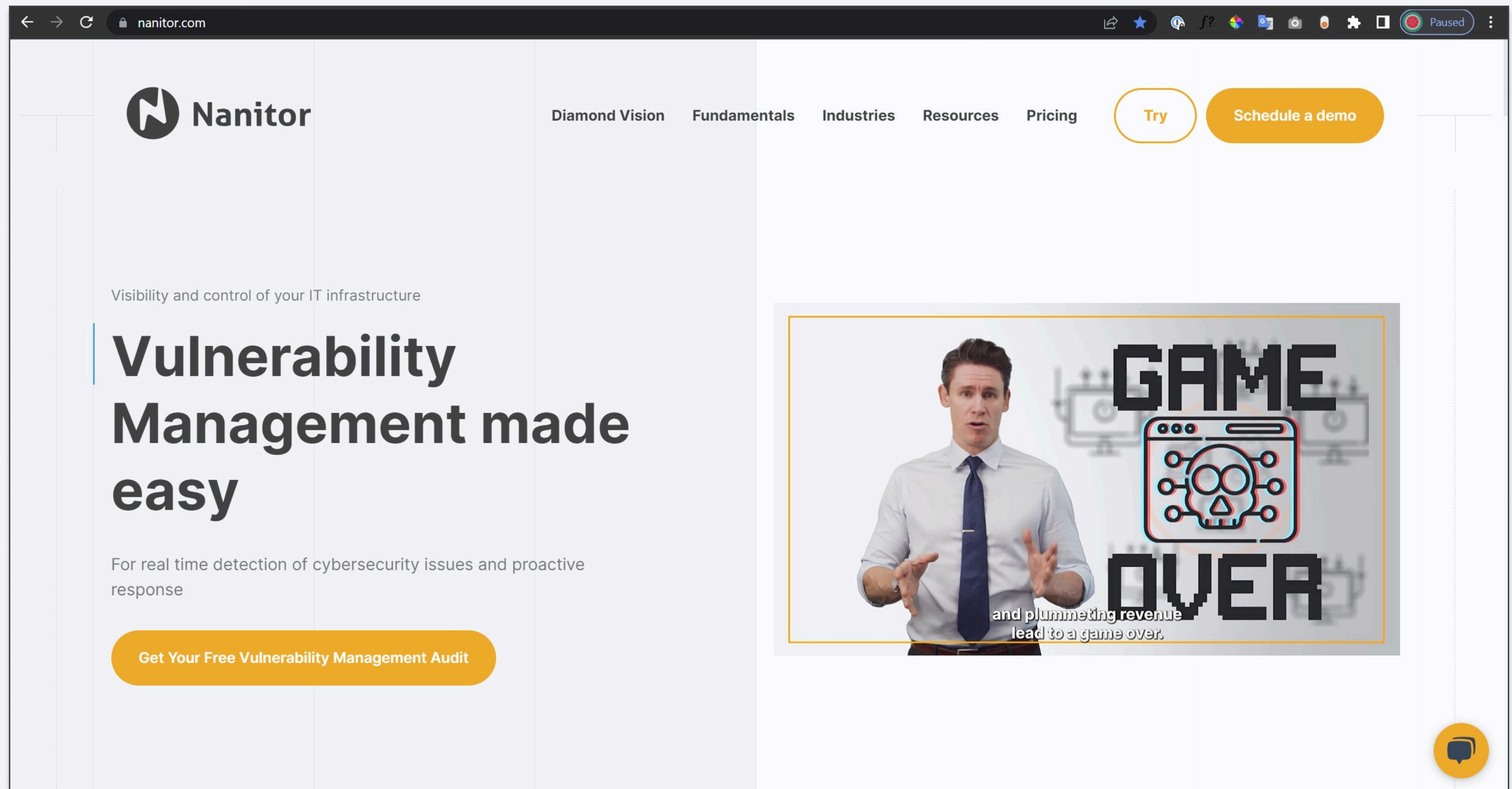
Our illustrations serve a vital role in depicting system components and explaining how things work. We adopt a simple, modern style to keep our visuals clean and approachable.




Illustrations



Website





LinkedIn

 Search

Home My Network Jobs Messaging

You are viewing this page as a member





Nanitor


The Nanitor Vulnerability Management solution brings clarity to cybersecurity.
Computer and Network Security · Reykjavik, Capital Region · 399 followers · 17 employees

Matthías Ásgeir & 12 other connections work here

Following Visit website More


Home My Company About Posts Jobs People

Trending coworker content




Sigurður Gísli Bjarnason · 1st
Published Author | Principle Cybersecurit...
1d · 🌐

stuffs happening at Nanitor's booth at #infosecurityeurope



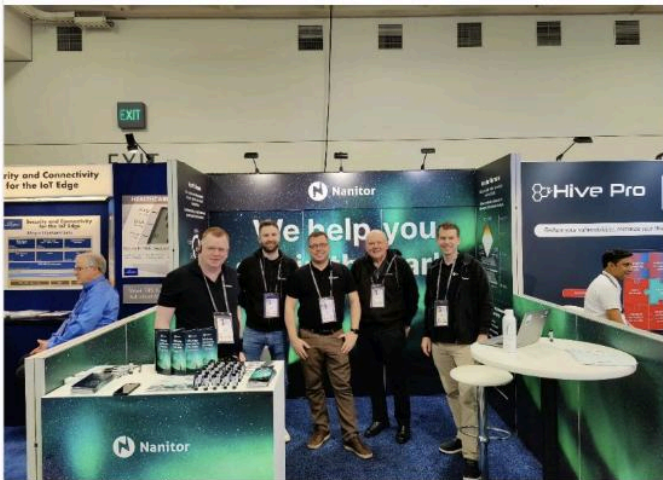
7

Love Comment Repost Send



Jon Fannar Karlsson Taylor · 1st
Chief Executive Officer
1mo · Edited · 🌐

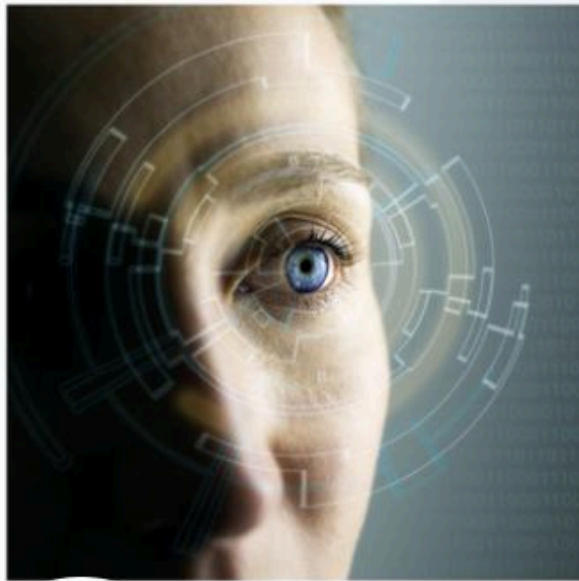
Its a wrap! Just closed our booth at #RSAC2023 #cybersecurity conference. Congratulati...see more



48 · 3 comments · 5 reposts

Love Comment Repost Send

Facebook




Nanitor

Visibility is fundamental for security

What you can't see, you can't secure

See more



Nanitor

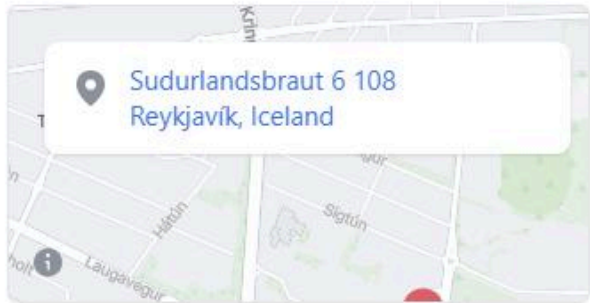
@nanitorehf · Software Company

Learn more nanitor.com

Home Videos Photos About More

About

See all



Nanitor is a privately held company specialising in Computer Security. We are a Cybersecurity solution provider poised to disrupt Configuration Security.

195 people like this

198 people follow this

<https://nanitor.com/>

571 9080

sales@nanitor.com

Software Company

nanitor


Nanitor March 9 · 🌐

Do you know how safe your IT infrastructure is? 🤔

Spoiler alert: we want to help you. 🙋

Our team of vulnerability management experts will provide you with a full report on the health of your IT systems and devices completely free. 📄

C... See more



Overall health score

B 76,43 % GOOD

Get Your Free Vulnerability Management Audit | Nanitor


Get your free vulnerability management audit today. Book a meeti...

1

Like Comment Share

Photos

See all



04

Colors & Typography

| Colors

The color palette used in our system's interface differs from the color scheme of our marketing materials.

While it is not possible to maintain an identical aesthetic in both areas, as the colors used in marketing materials serve a different purpose than those in the UI, it would be worthwhile to consider aligning the palettes more closely in the future.

Figma full color palette file is available [here](#)

WEBSITE

BACKGROUND



LOGO



FUNDAMENTALS



DIVIDERS



BUTTONS



FONTS

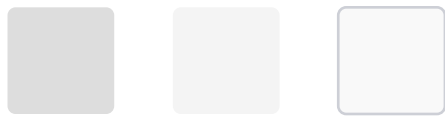


PRODUCT INTERFACE

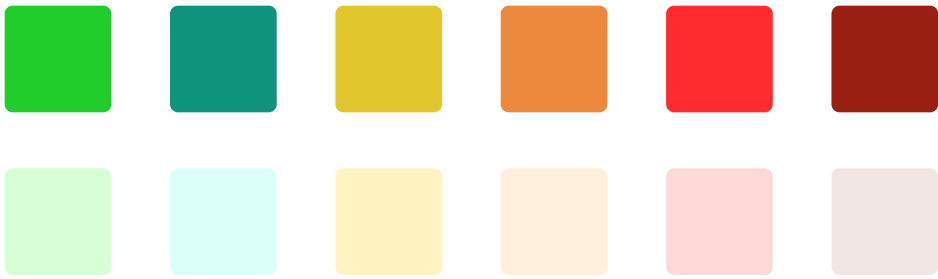
BACKGROUND



WIDGETS AND TABLES



HEALTH SCORE



FONTS



LABELS



DIAMOND



BUTTONS



| Typography: website

Inter is a modern and versatile font designed for exceptional legibility and readability across various digital interfaces. Created by Rasmus Andersson, this typeface combines balanced proportions, clean lines, and geometric shapes to deliver a harmonious and contemporary aesthetic.

Font is licensed under the Open Font License.
Available at <https://fonts.google.com/specimen/Inter>

INTER

Aa

What you can't see, you can't secure

Nanitor provides unique visibility and prioritization for your fundamental cybersecurity challenges. Automatically discover all your global IT assets (on-premise and in the cloud) and continuously identify fundamental cybersecurity issues. Actively enforce your own technical policy based on your corporate requirements, compliance frameworks and industry best-practices with one user-friendly platform.

| Typography: product

Open Sans is a widely popular and versatile font known for its clean and friendly aesthetic. Designed by Steve Matteson, this sans-serif typeface is characterized by its balanced proportions and open letterforms, which contribute to its legibility across various digital and print platforms. Open Sans offers a range of weights and styles, from light to extra bold, allowing for creative flexibility in typography. Its modern and approachable appearance makes it suitable for a wide range of applications.

Font is licensed under the Open Font License. Available at <https://fonts.google.com/specimen/Open+Sans>

OPEN SANS

Aa

What you can't see, you can't secure

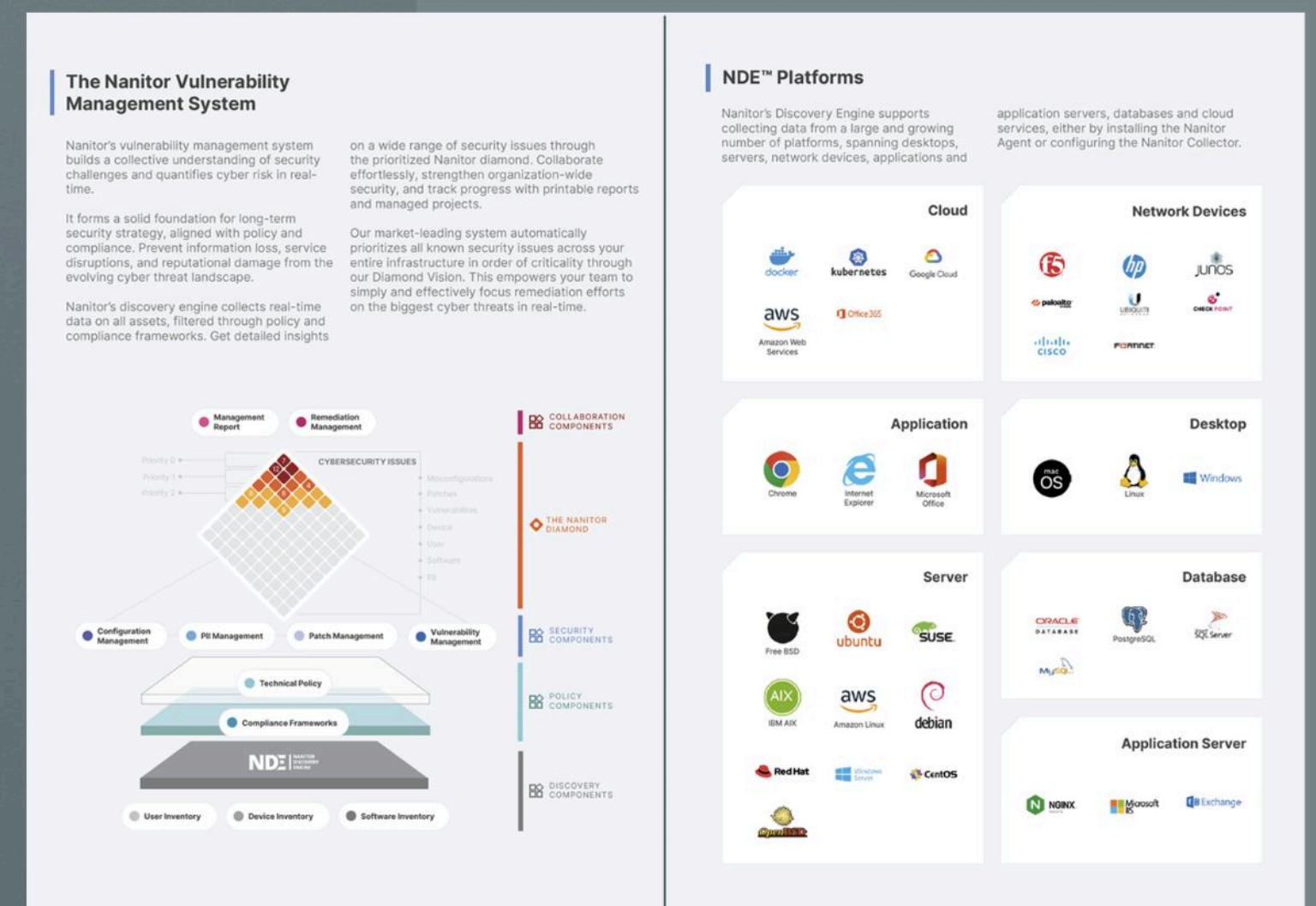
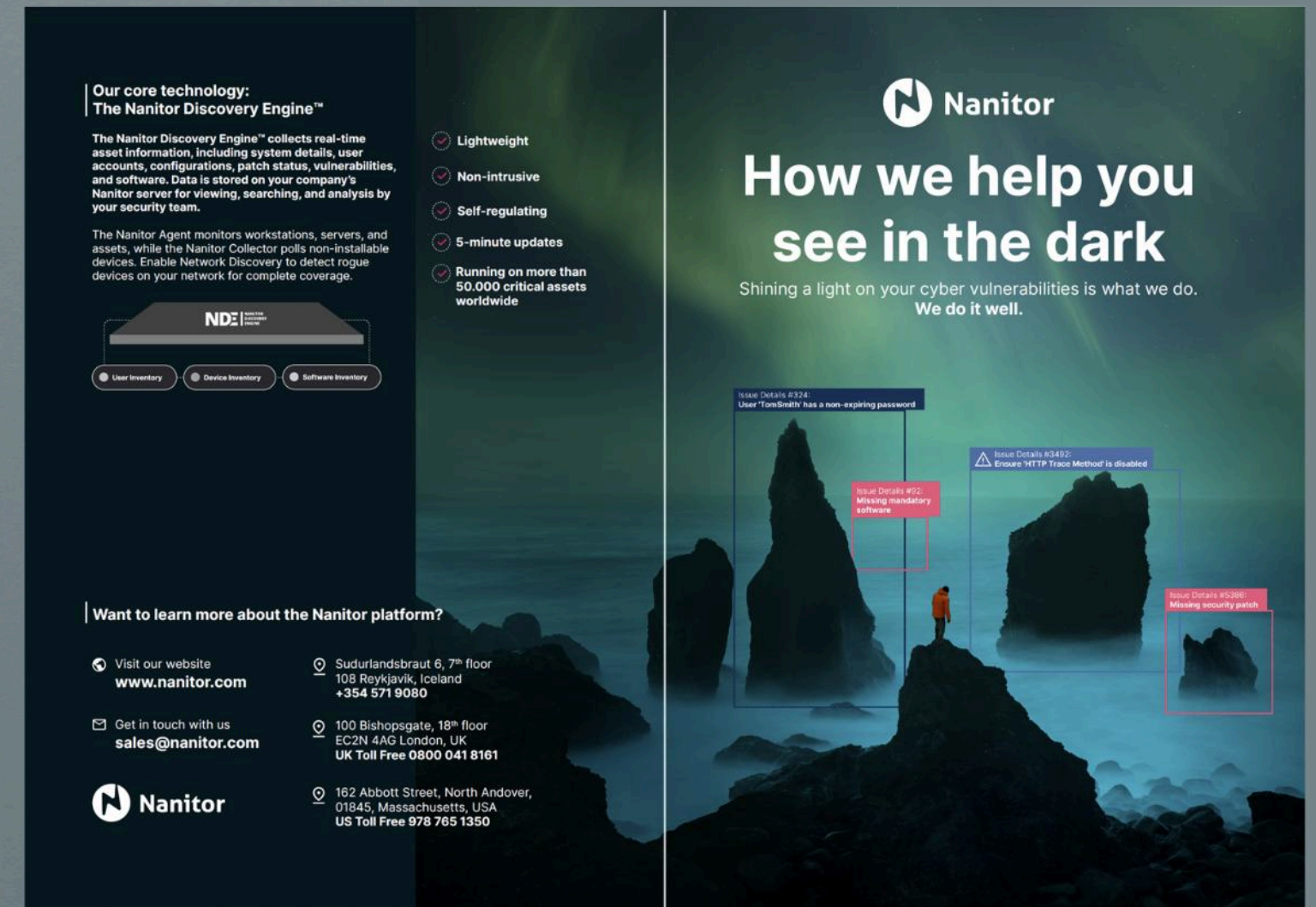
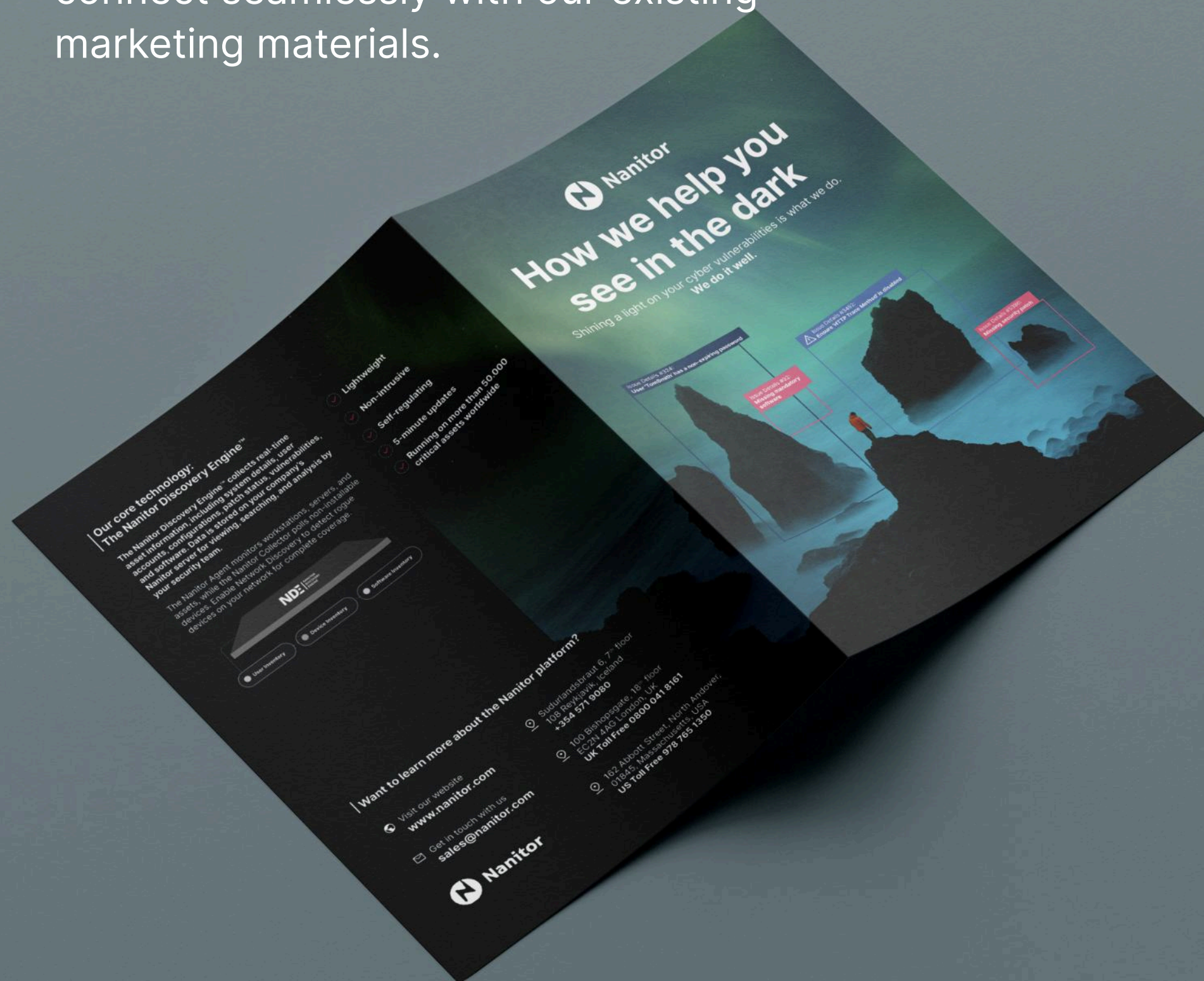
Nanitor provides unique visibility and prioritization for your fundamental cybersecurity challenges. Automatically discover all your global IT assets (on-premise and in the cloud) and continuously identify fundamental cybersecurity issues. Actively enforce your own technical policy based on your corporate requirements, compliance frameworks and industry best-practices with one user-friendly platform.

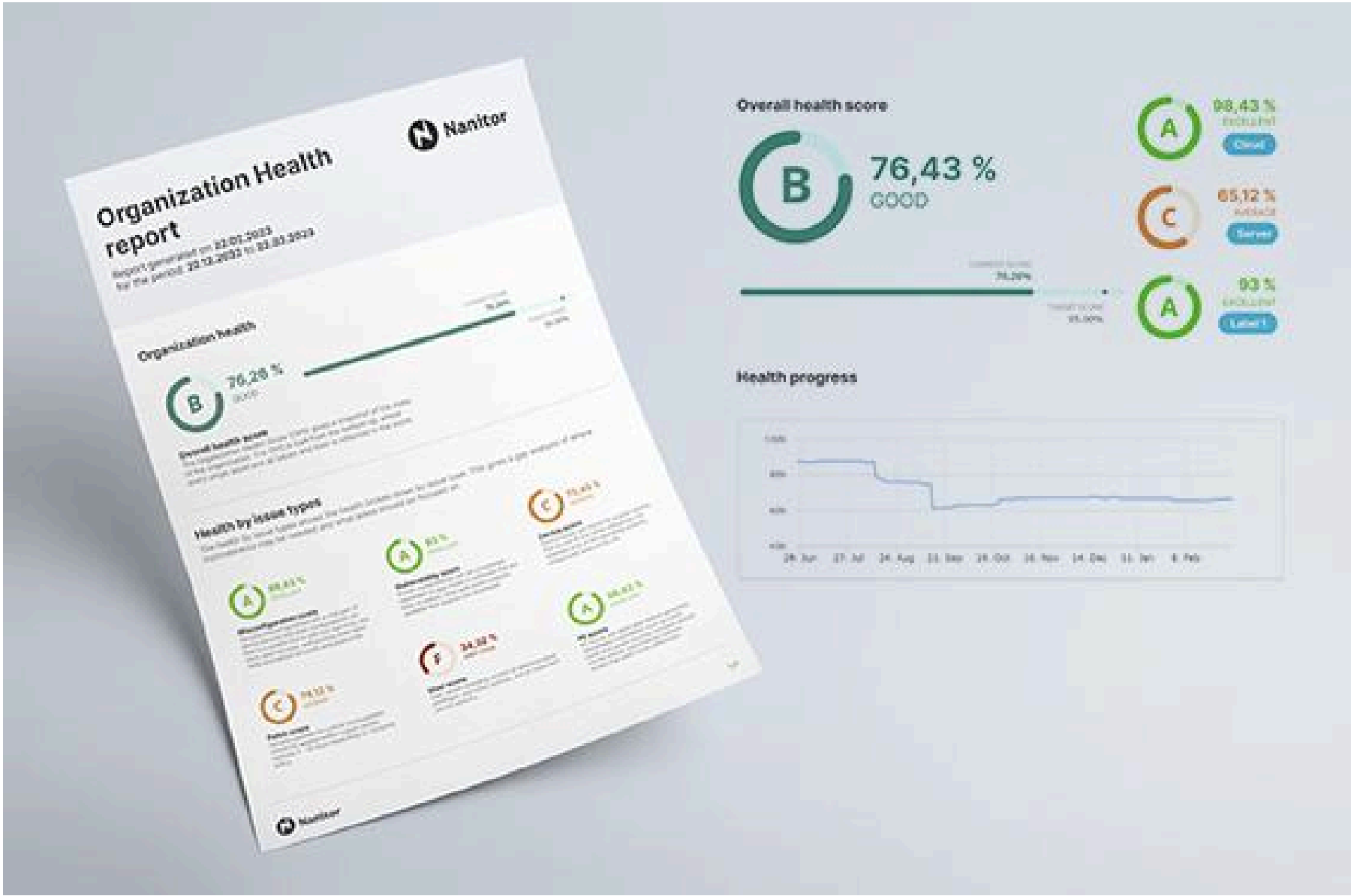
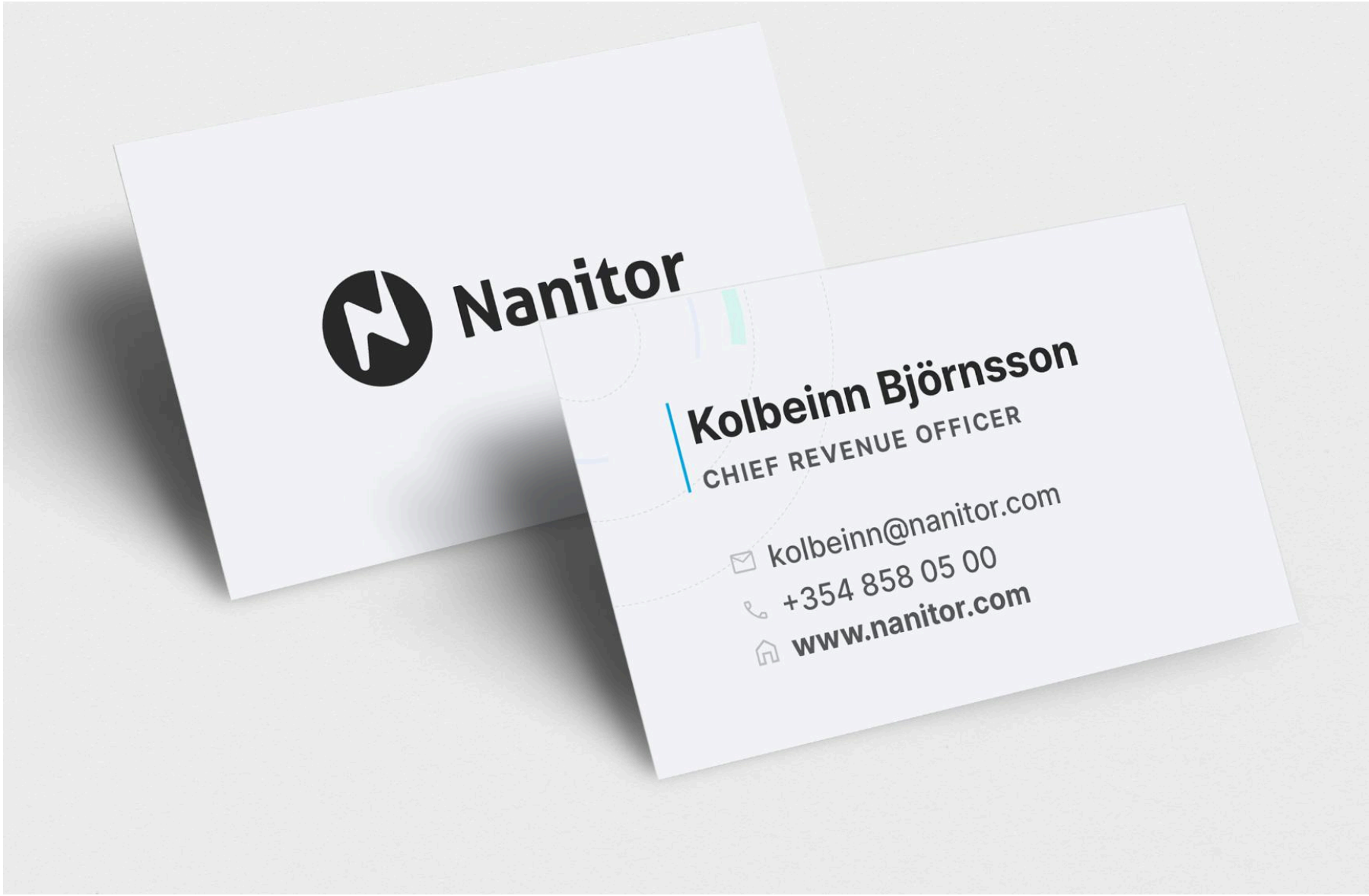
05

Printed marketing materials

Brochures, leaflets

Our brochures ensure a cohesive visual identity by harmoniously blending the light and modest style of our website with the boldness and courage of the statement 'We help you see in the dark' (Northern Lights). This approach allows our brochures to connect seamlessly with our existing marketing materials.





06

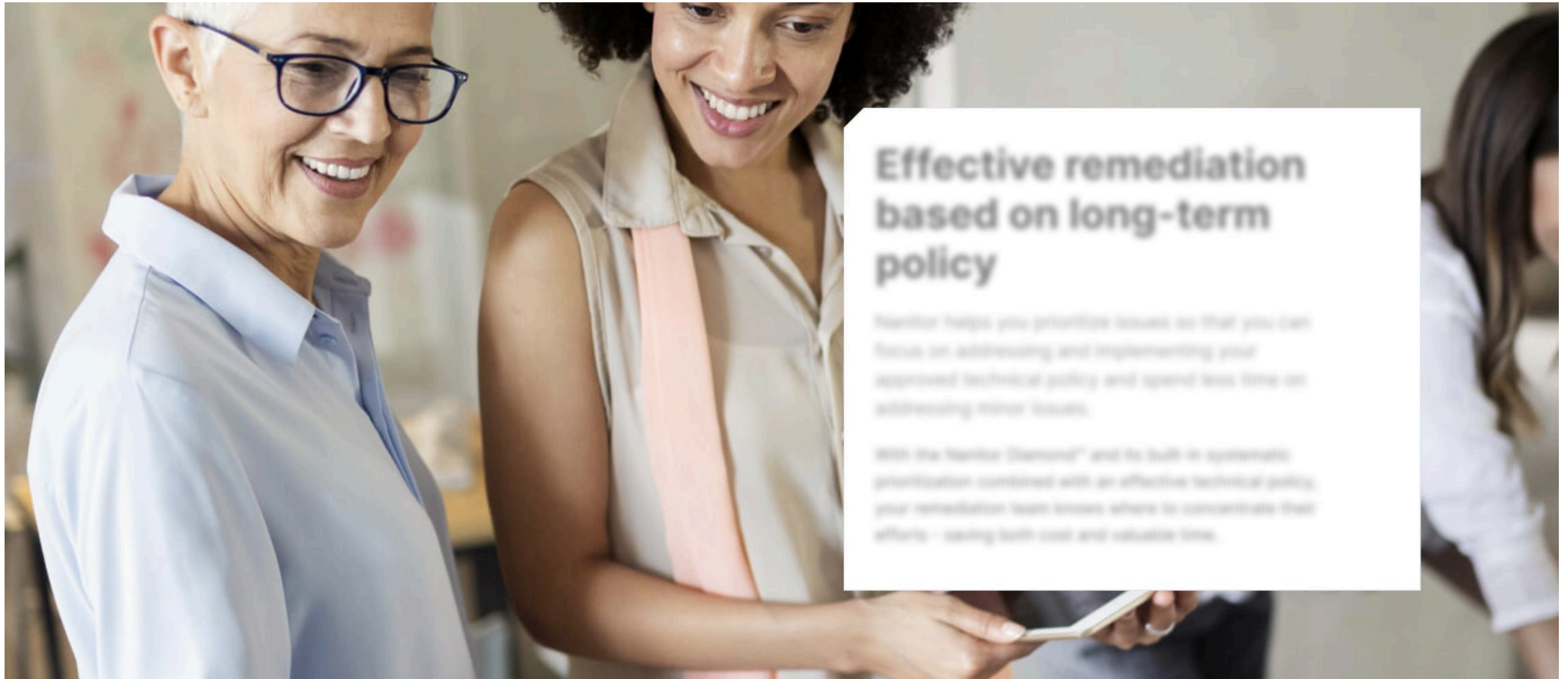
**Photography,
stock photos**



| Stock photos: 'We help you see in the dark'

Since the majority of our current marketing materials revolve around the theme of the Aurora and illuminating the invisible threats at first glance, the photos we purchase are also related to this concept.

All the pictures come from [Adobe Stock](#).



Effective remediation based on long-term policy

Harder helps you prioritize issues so that you can focus on addressing and implementing your approved technical policy and spend less time on addressing other issues.

With the Harder "Diamond" and its built-in systematic prioritization combined with an effective technical policy, your remediation team knows where to concentrate their efforts - saving both cost and valuable time.



| Stock photos: website

The photos featured on our website capture everyday office scenes, emphasizing the essential role of teamwork.

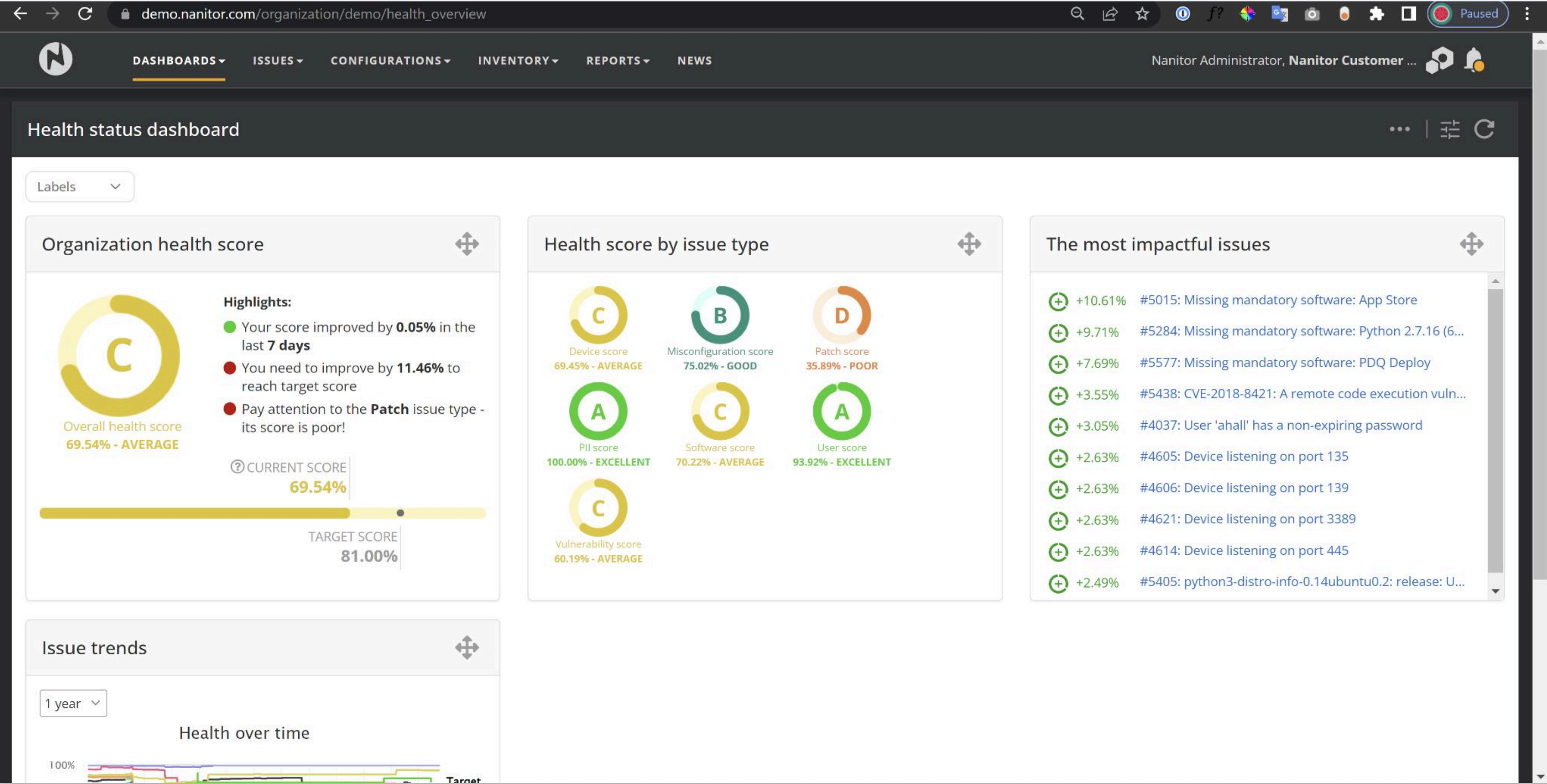
All the pictures come from [Adobe Stock](#).



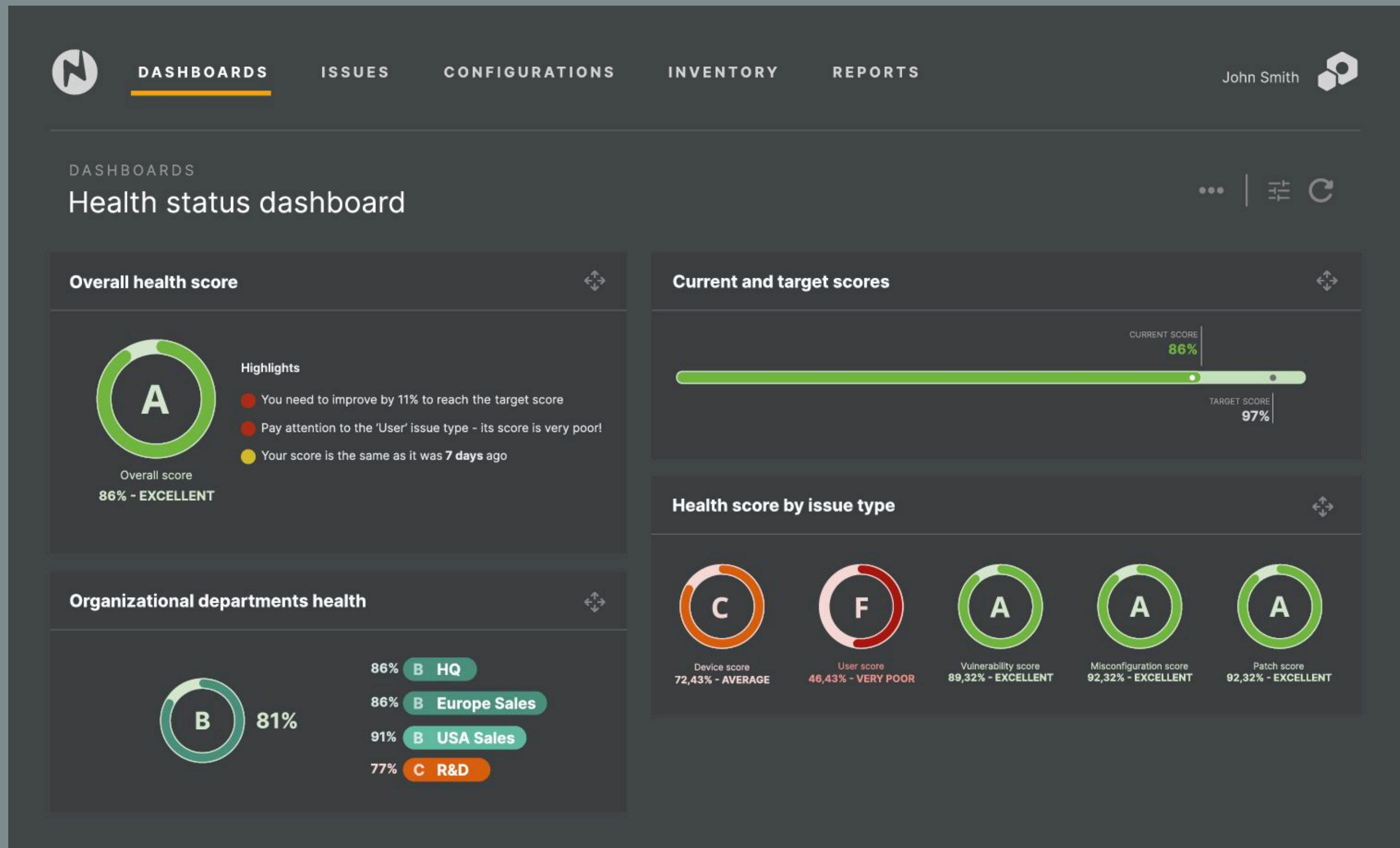
07

UI Elements

Health status dashboard, screenshot




Health status dashboard, fake version for marketing purposes



Main navigation

Filters

Jun 21, 2023

Benchmark ▾

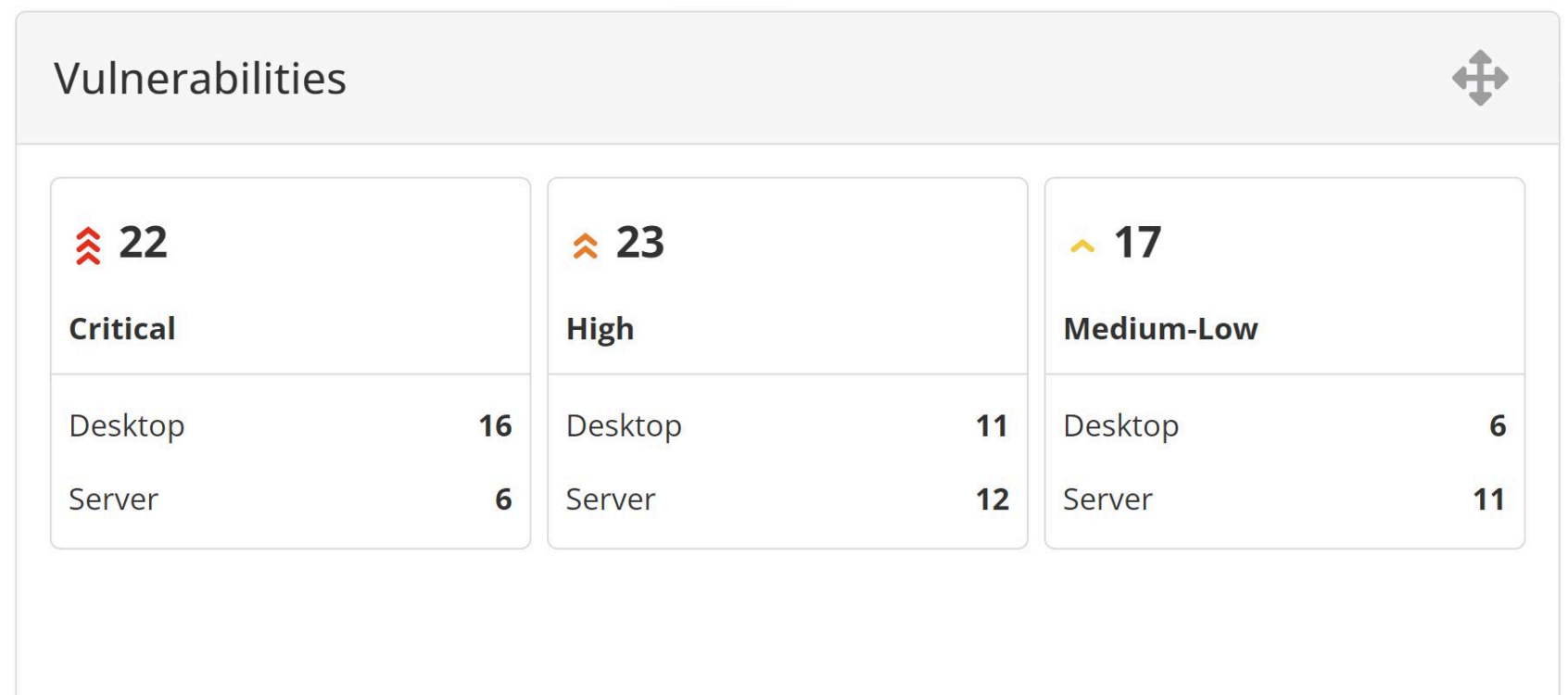
Labels ▾

Empty window message





 No projects created yet.

Create project


Widgets



Tables

<input type="checkbox"/> ▾	Hostname ↑↓	Health ↑↓ ?	State ↑↓ ?	Labels	Type ↑↓
<input type="checkbox"/>	Centos6-01.snjallingur.is	C	Active	Linux Server	 Server
<input type="checkbox"/>	Debian01.snjallingur.is	A	Inactive	Linux Server	 Server
<input type="checkbox"/>	Monterey12.snjallingur.is	C	Active	Desktop MacOS Workstation	 Desktop
<input type="checkbox"/>	msdc-01.snjallingur.is	C	Active	Server Windows	 Server

Dialog windows

Profile data

E-mail ?

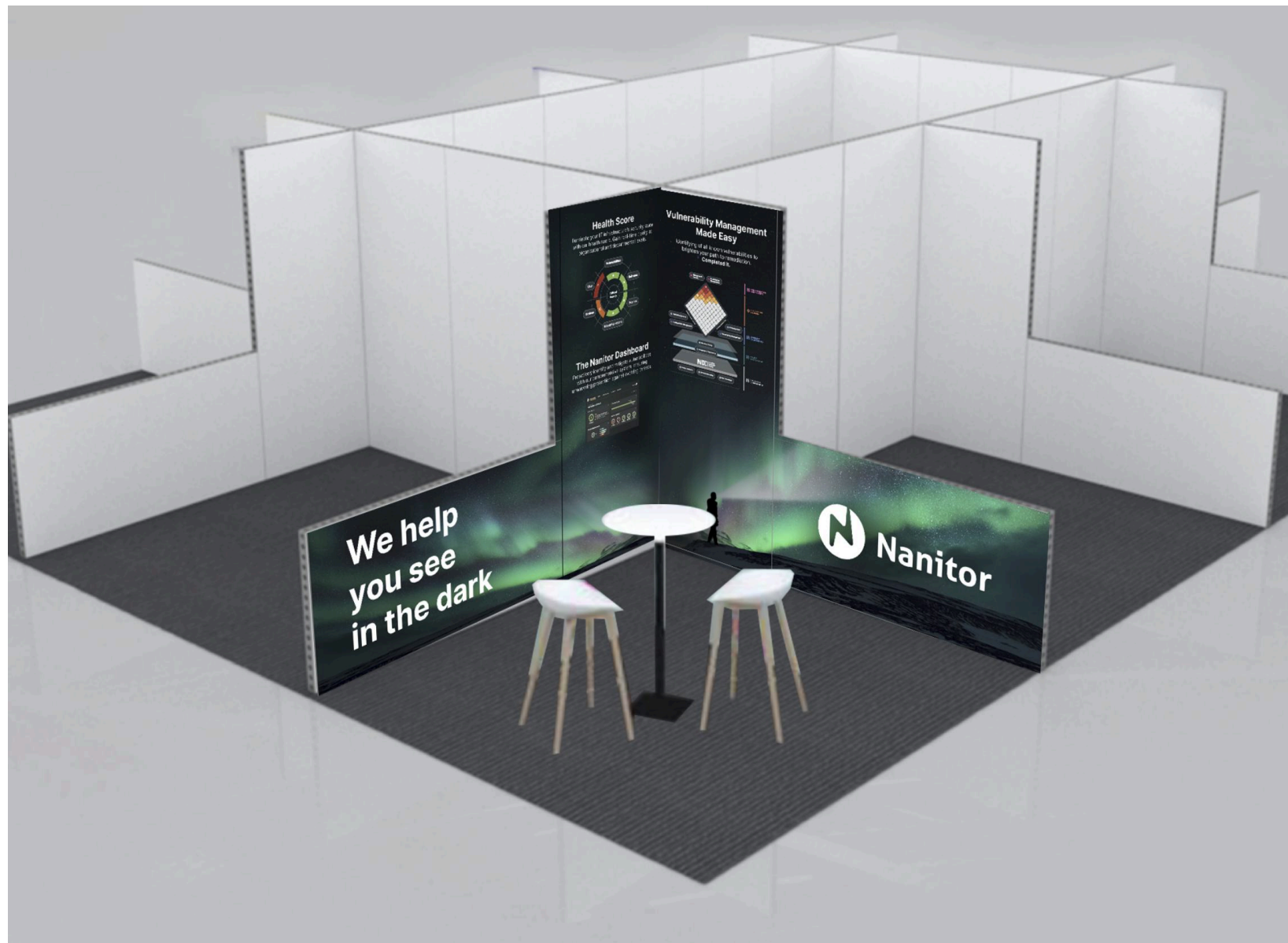
Name (required)

CANCEL

SAVE

08

Conferences, Events 2023



Info Sec London 2023

At these trade fairs, we once again showcased a theme inspired by Icelandic Northern Lights motifs, along with the slogan 'We help you see in the dark.'

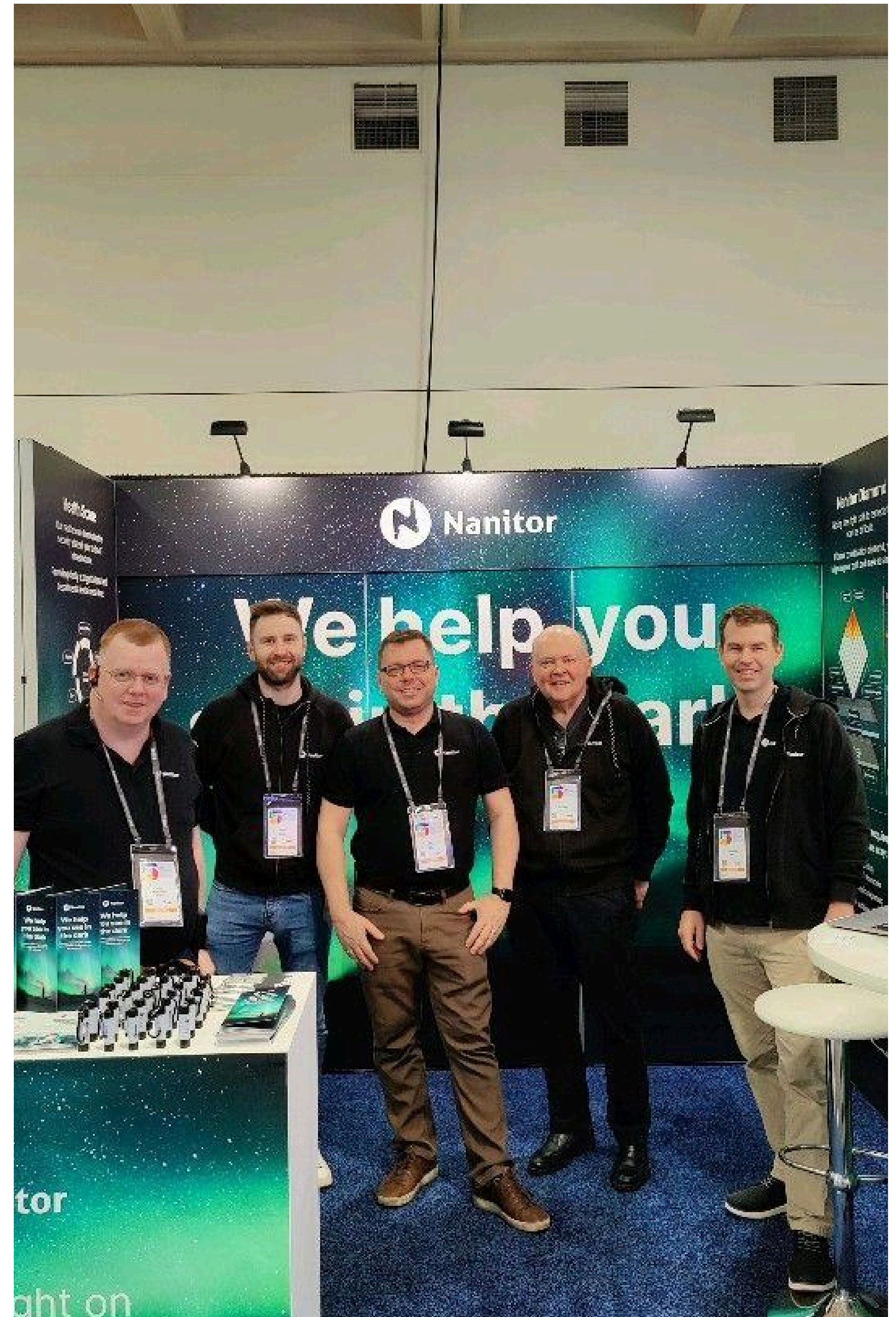
Instead of cheap gadgets, we decided to support a charitable cause, which was well received by the visitors who came to our booth.

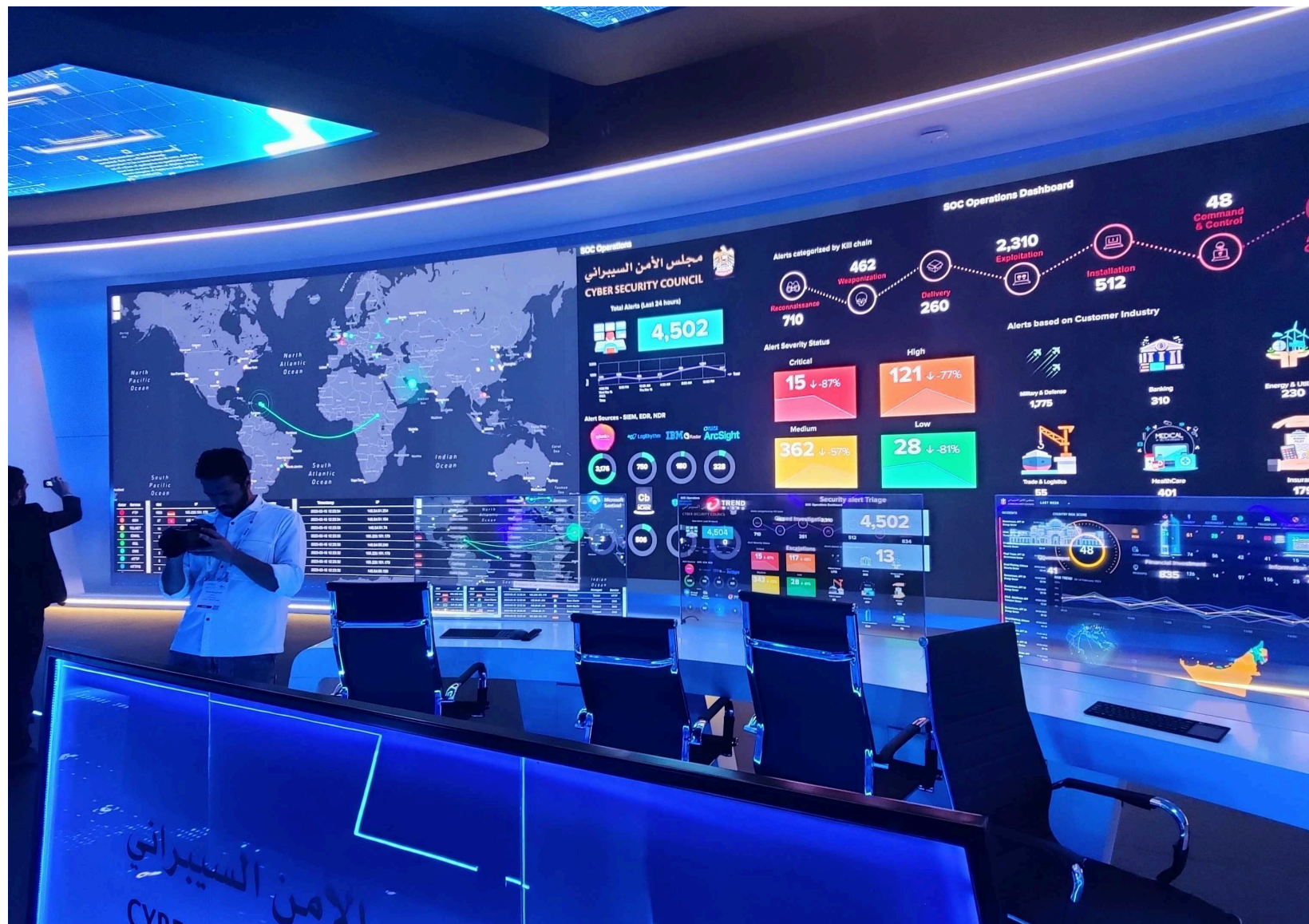




| RSA San Francisco 2023

Participation in these trade fairs has helped us strengthen our brand recognition in the market and gain a better understanding of our competitors. It was the first time we made a public appearance with materials related to the slogan 'We help you see in the dark,' presented in a slightly bolder yet elegant visual display inspired by the Northern Lights.

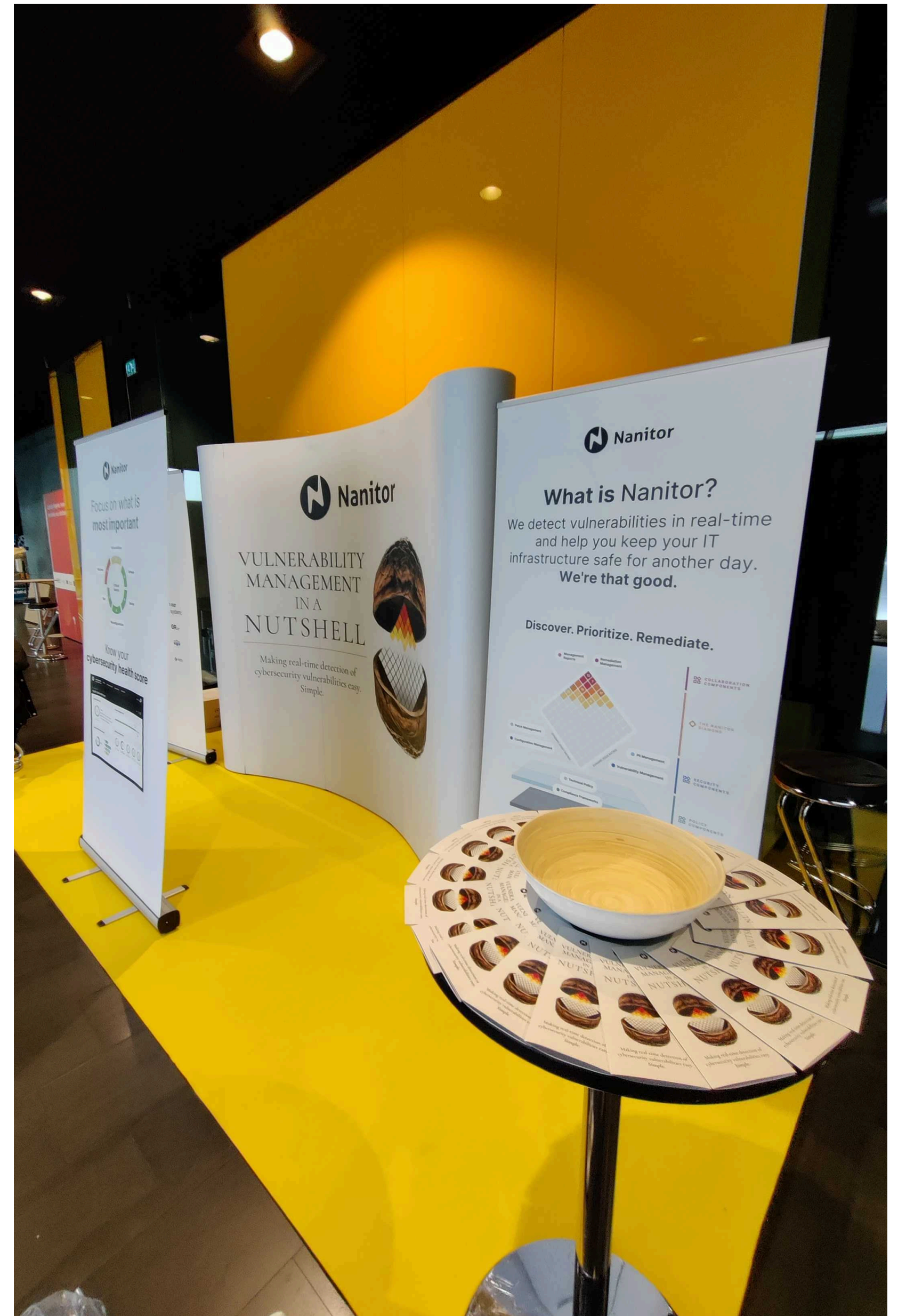




| Gisec, Dubai 2023

Participating in highly prestigious trade fairs in Dubai has allowed us to gain a better understanding of the needs of our customers, a significant portion of whom are from the Middle East.

From a visual standpoint, we maintained the modest aesthetics of our website, but we have begun to experiment with slightly bolder elements in our presentations.



UTmessan, Reykjavik 2023

For this trade fair, we decided to draw inspiration from Stephen Hawking's book, 'Universe in a Nutshell.' We adopted this theme to reflect the fact that our product simplifies vulnerability management, using the slogan 'Vulnerability Management in a Nutshell.'