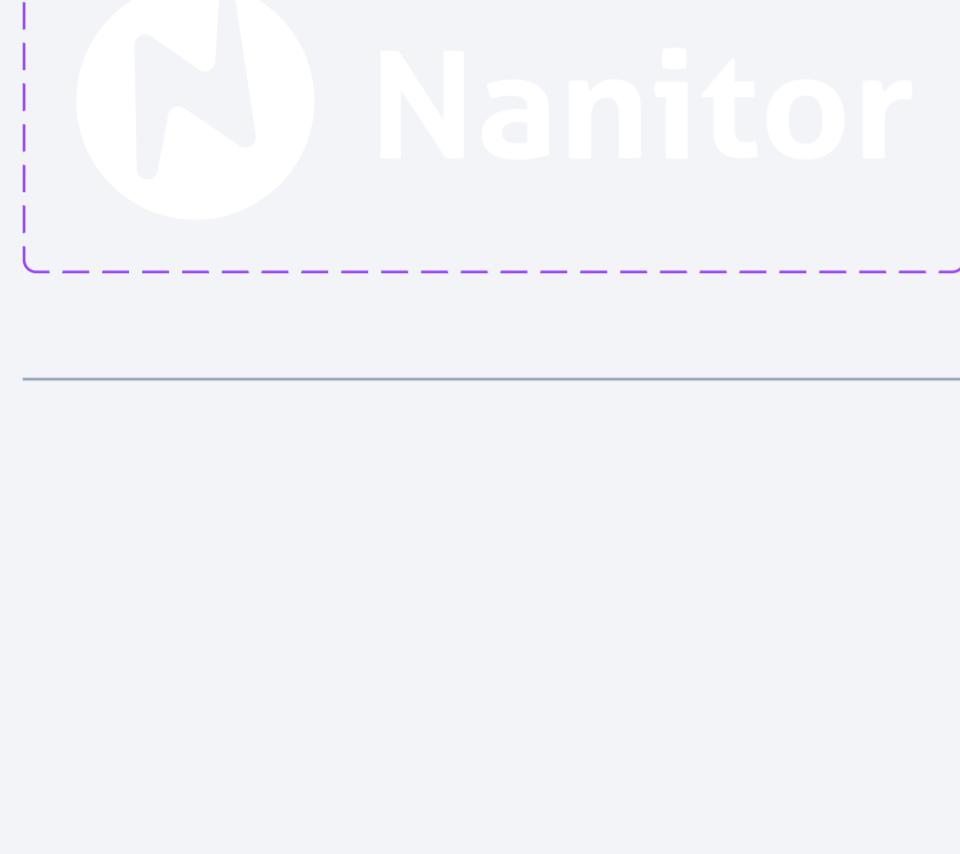
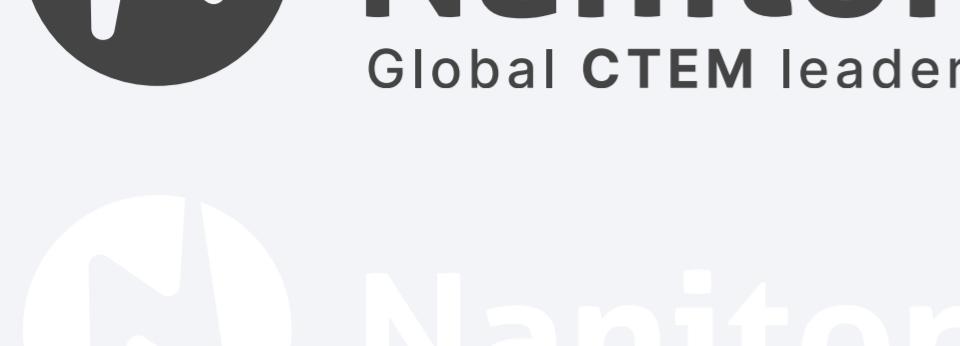


Base Components

Logo

Icon



01

| Title + Description

A description is a concise written account or portrayal that provides details and characteristics about a person, object, or concept.

| Title + Description

A description is a concise written account or portrayal that provides details and characteristics about a person, object, or concept.

| Title Only

| Title Only

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](#)

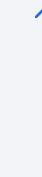
We help you see in the dark

We help you see in the dark



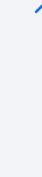
2023:

Vulnerability Management made easy



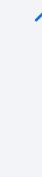
2022:

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.



Nanitor
Global CTEM leader



Nanitor
Global CTEM leader

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

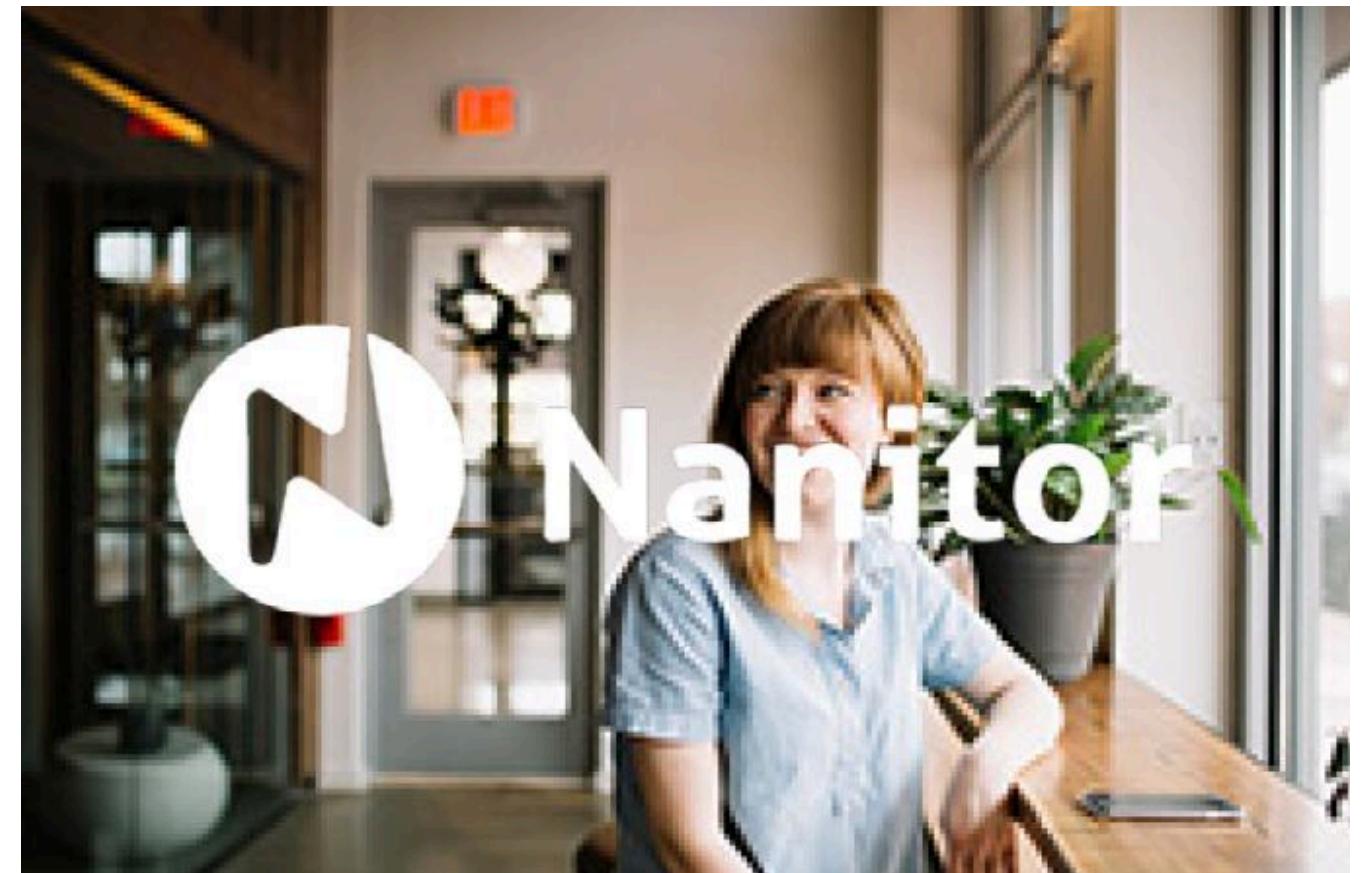
Compressed mark used for small scale and where applicable



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

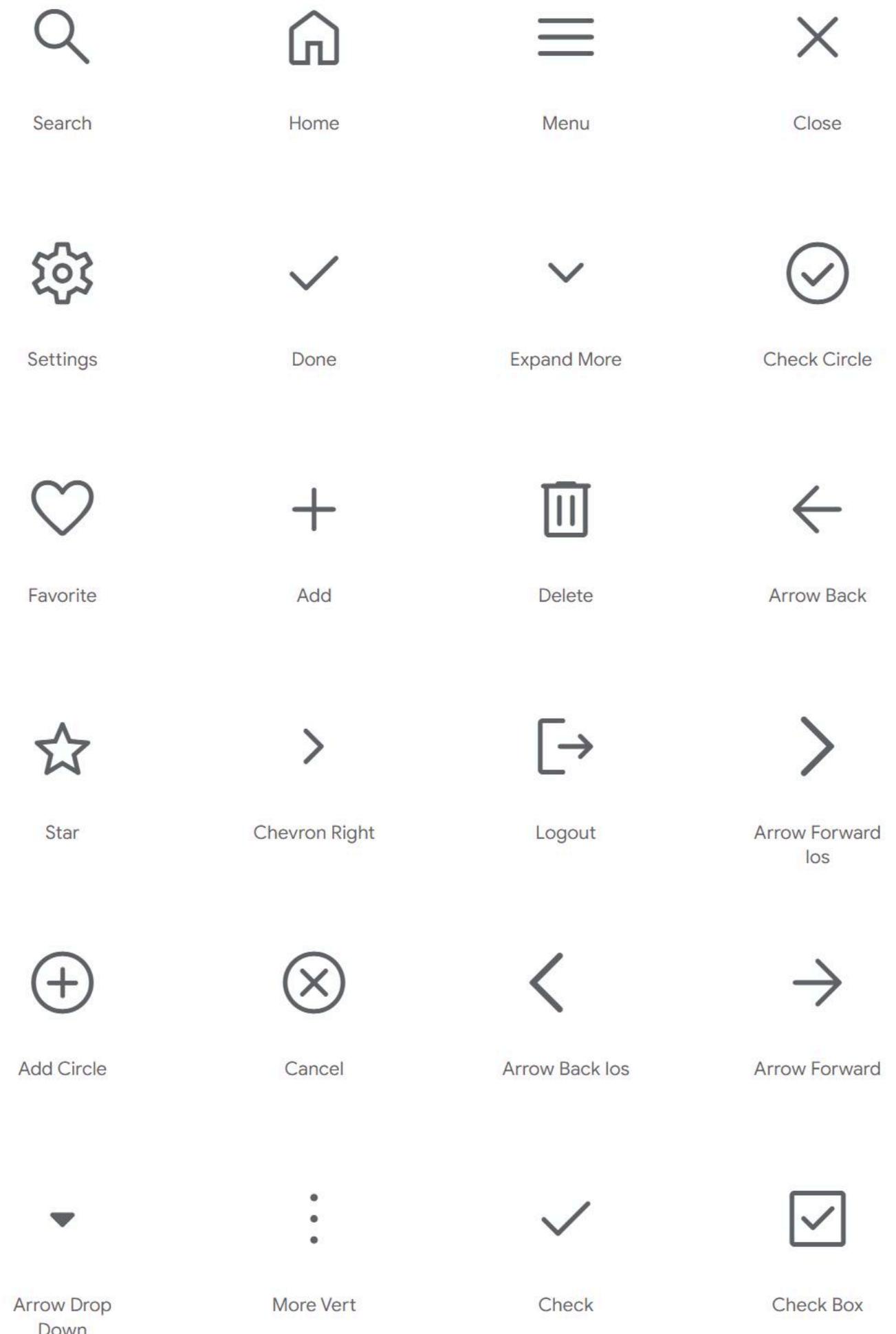
Icons

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](#) 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.

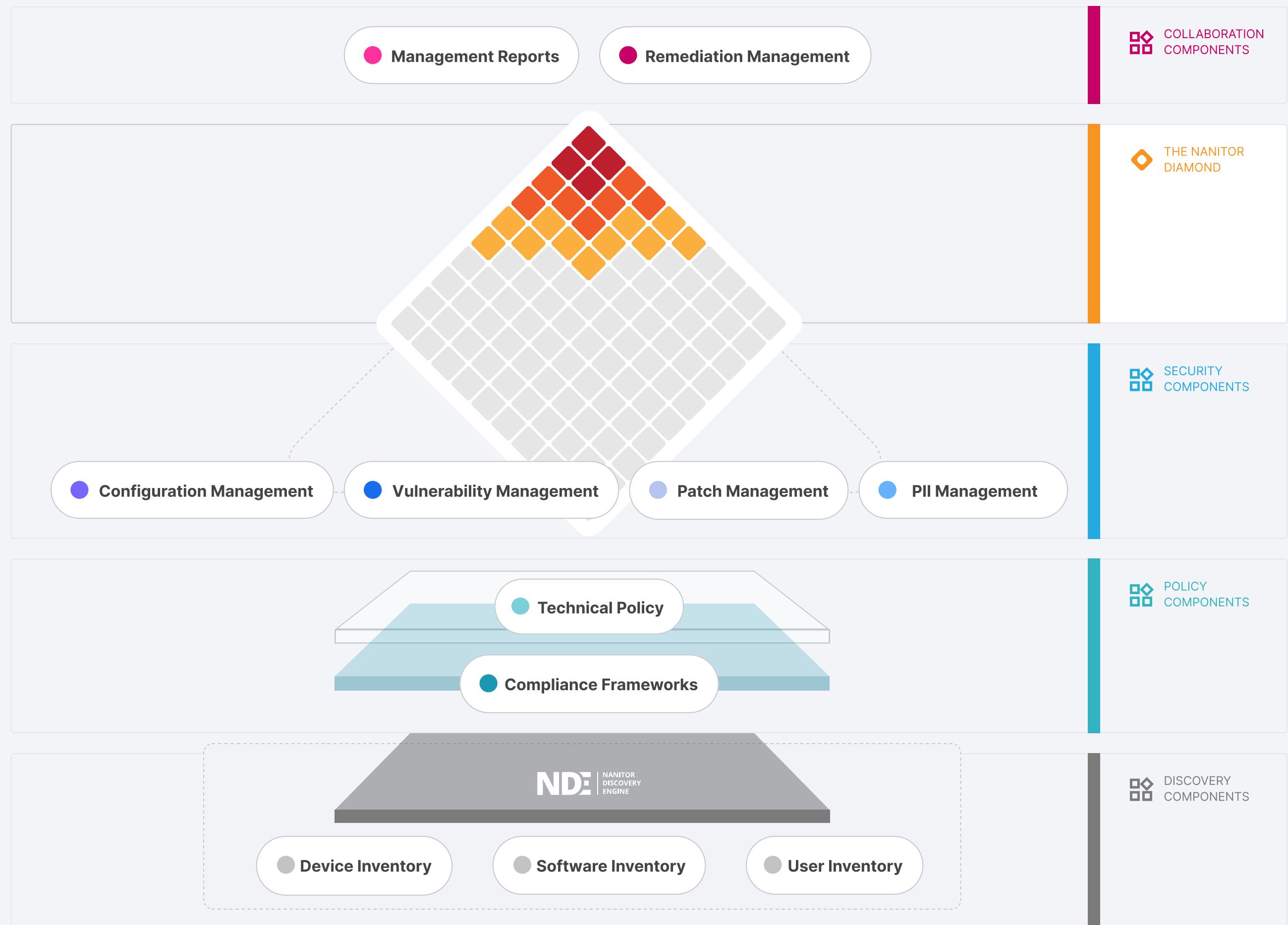
<https://fonts.google.com/icons?icon.style=Rounded>

Outlined Rounded Sharp

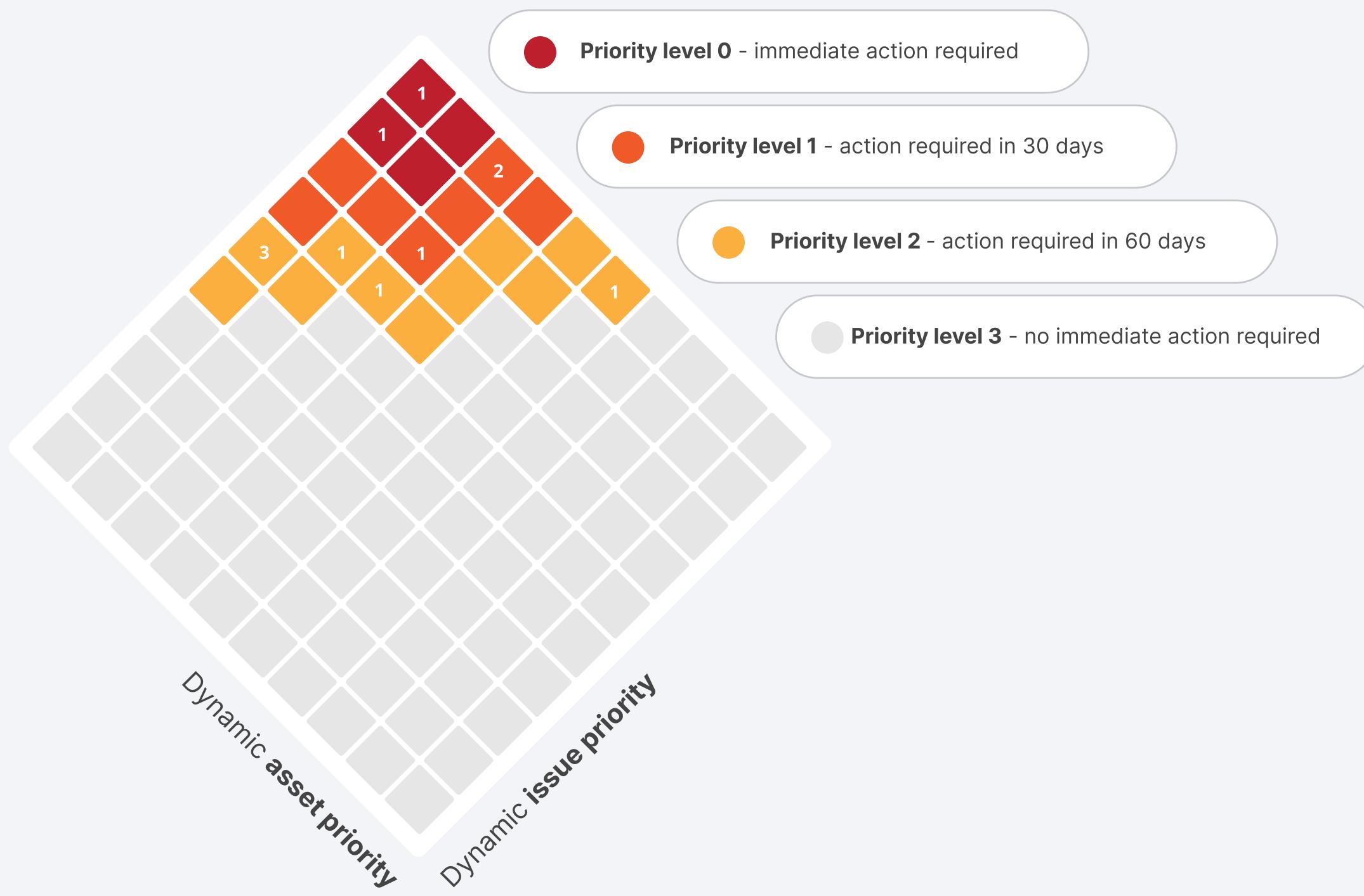


Illustrations

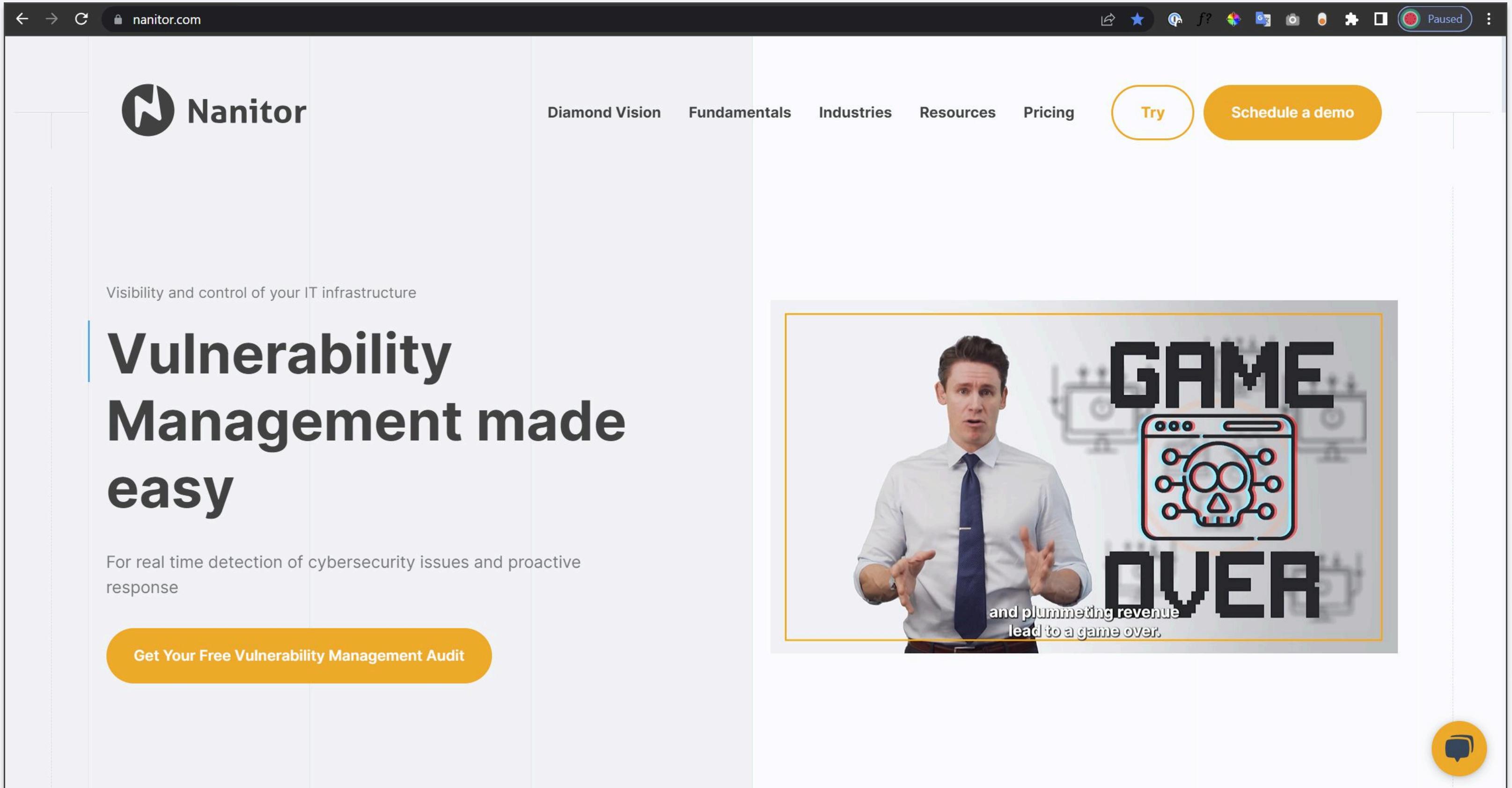
Our illustrations serve a vital role in depicting system components and explaining how things work. We adopt a simple, modern style to keep our visuals clean and approachable.



Illustrations



Website



The screenshot shows the homepage of the Nanitor website. At the top, the URL 'nanitor.com' is visible in the browser's address bar, along with various system icons. The Nanitor logo, featuring a stylized 'N' icon, is positioned at the top left. The main navigation menu includes 'Diamond Vision', 'Fundamentals', 'Industries', 'Resources', and 'Pricing'. To the right of the menu are two buttons: 'Try' (in a yellow oval) and 'Schedule a demo' (in a yellow rounded rectangle). Below the navigation, a sub-header reads 'Visibility and control of your IT infrastructure'. The main headline is 'Vulnerability Management made easy', with a subtext 'For real time detection of cybersecurity issues and proactive response'. A call-to-action button 'Get Your Free Vulnerability Management Audit' is located at the bottom of this section. To the right, there is a video thumbnail showing a man in a suit speaking, with the text 'and plummeting revenue lead to a game over' overlaid. A yellow speech bubble icon is located in the bottom right corner of the page.

nanitor.com

Diamond Vision Fundamentals Industries Resources Pricing

Try Schedule a demo

Visibility and control of your IT infrastructure

Vulnerability Management made easy

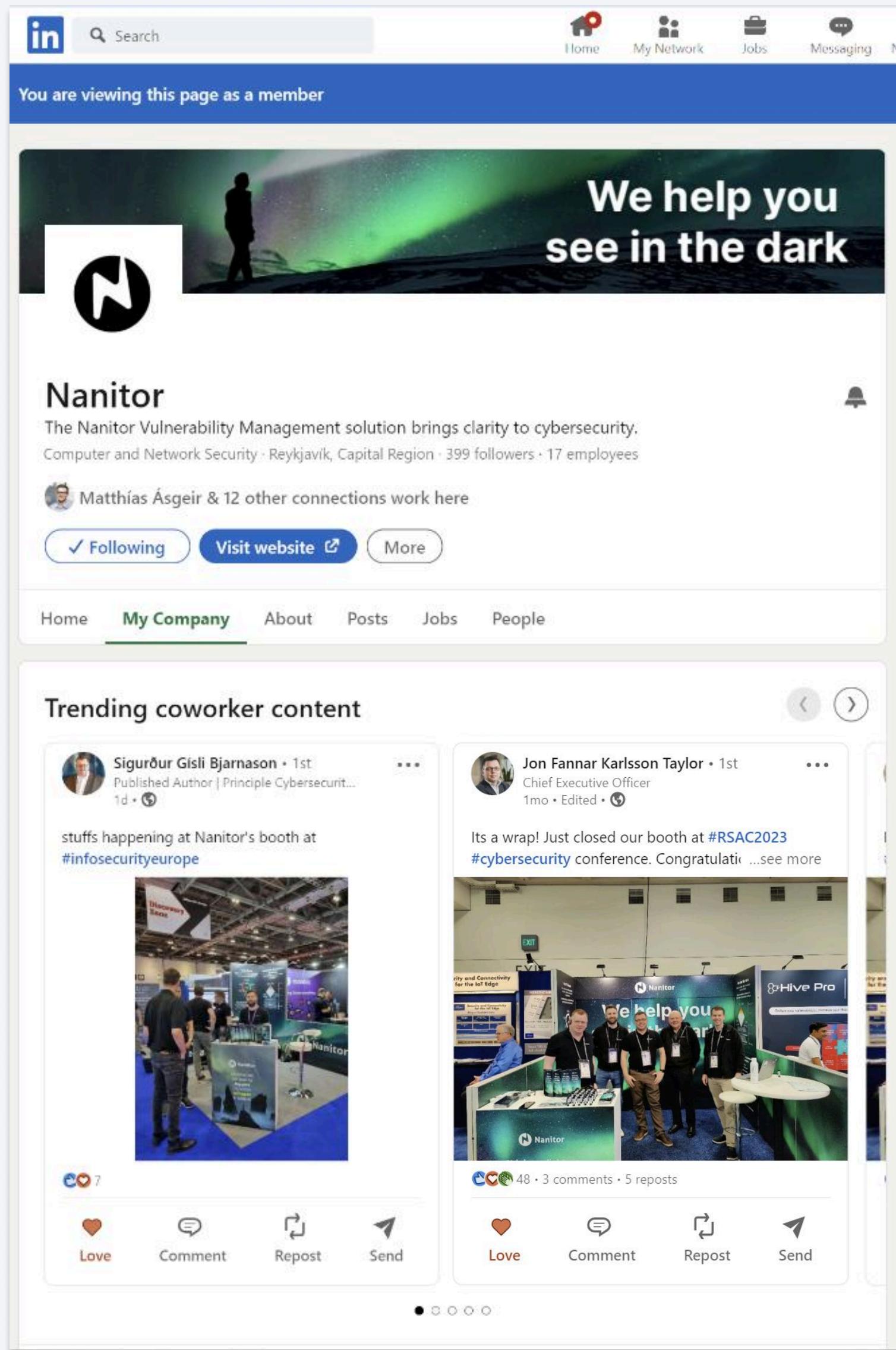
For real time detection of cybersecurity issues and proactive response

Get Your Free Vulnerability Management Audit

and plummeting revenue lead to a game over.

Paused

LinkedIn



The LinkedIn profile page for Nanitor. The header features a banner with the text "We help you see in the dark" and a silhouette of a person standing in front of a green aurora borealis. Below the banner is the Nanitor logo. The page includes a bio: "The Nanitor Vulnerability Management solution brings clarity to cybersecurity. Computer and Network Security · Reykjavík, Capital Region · 399 followers · 17 employees". It shows 12 connections and links to "Following", "Visit website", and "More". The navigation bar at the bottom includes "Home", "My Company" (which is selected), "About", "Posts", "Jobs", and "People".

Nanitor
The Nanitor Vulnerability Management solution brings clarity to cybersecurity.
Computer and Network Security · Reykjavík, 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 Gisli Bjarnason • 1st
Published Author | Principle Cybersecurit...
1d · 5

stuffs happening at Nanitor's booth at #infosecurityeurope



Jon Fannar Karlsson Taylor • 1st
Chief Executive Officer
1mo · Edited · 5

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

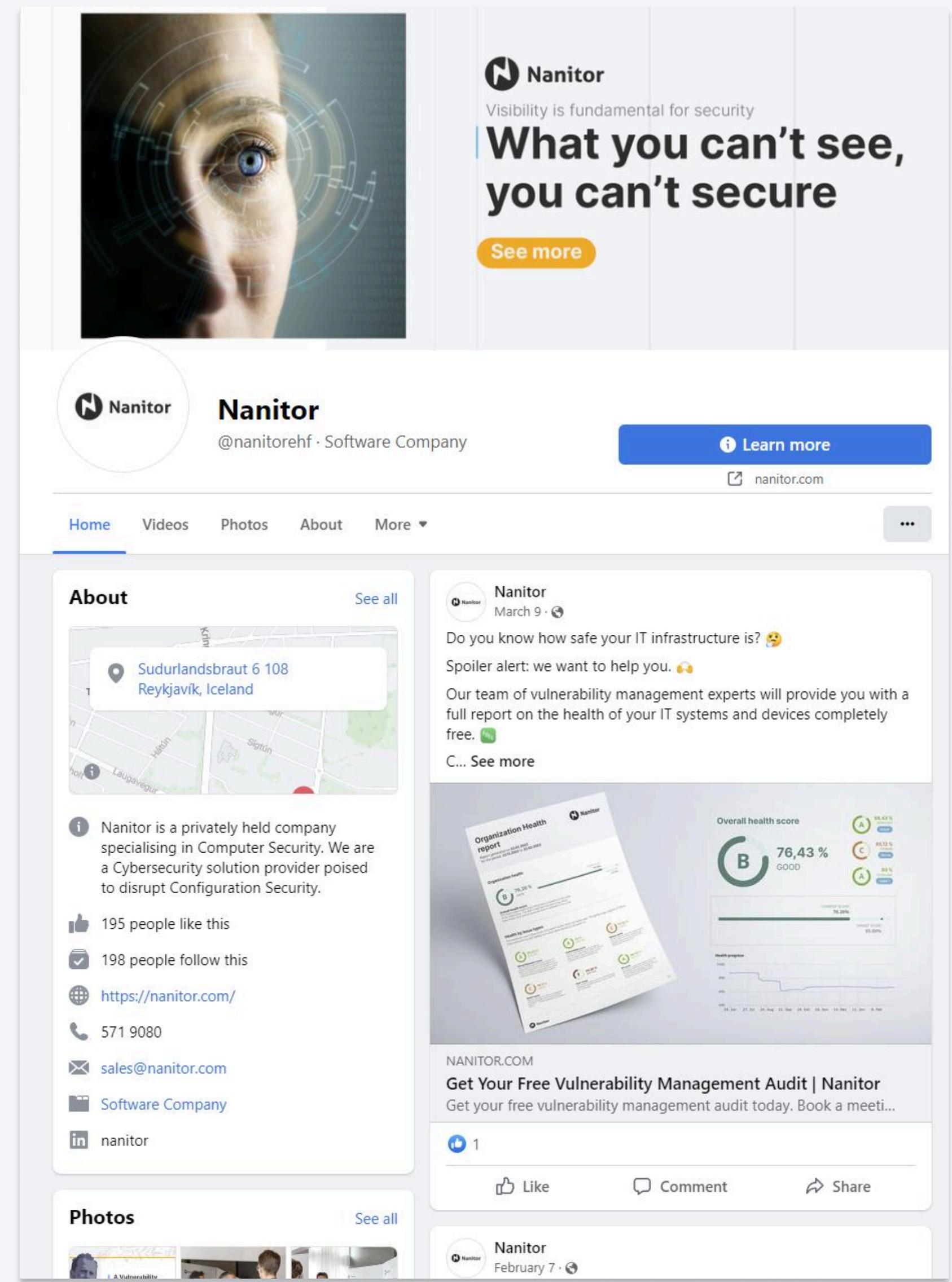


48 · 3 comments · 5 reposts

Love Comment Repost Send

Love Comment Repost Send

Facebook



The Facebook page for Nanitor. It features a large image of a woman's eye with a futuristic interface overlay. The page header includes the Nanitor logo and the tagline "Visibility is fundamental for security". The main post reads "What you can't see, you can't secure" with a "See more" button. Below the post, the page information shows "Nanitor" as a "Software Company" with 399 members. It includes a "Learn more" button and a link to "nanitor.com". The navigation bar at the top includes "Home", "Videos", "Photos", "About", and "More".

Nanitor
Visibility is fundamental for security
What you can't see, you can't secure
See more

Nanitor
@nanitorehf · Software Company

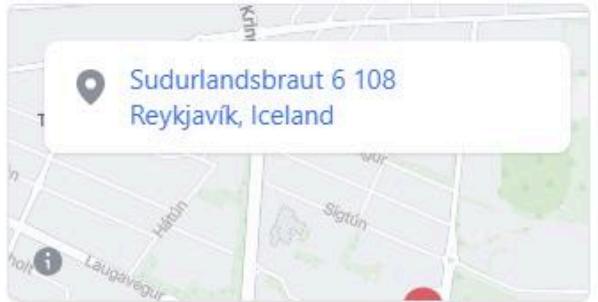
Home Videos Photos About More

About See all

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

Nanitor March 9 ·
Sudurlandsbraut 6 108 Reykjavík, Iceland



i 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](https://www.linkedin.com/company/nanitor/)

Photos See all

NANITOR.COM
Get Your Free Vulnerability Management Audit | Nanitor
Get your free vulnerability management audit today. Book a meet...

1 Like Comment Share

Nanitor February 7 ·

04

Colors & Typography

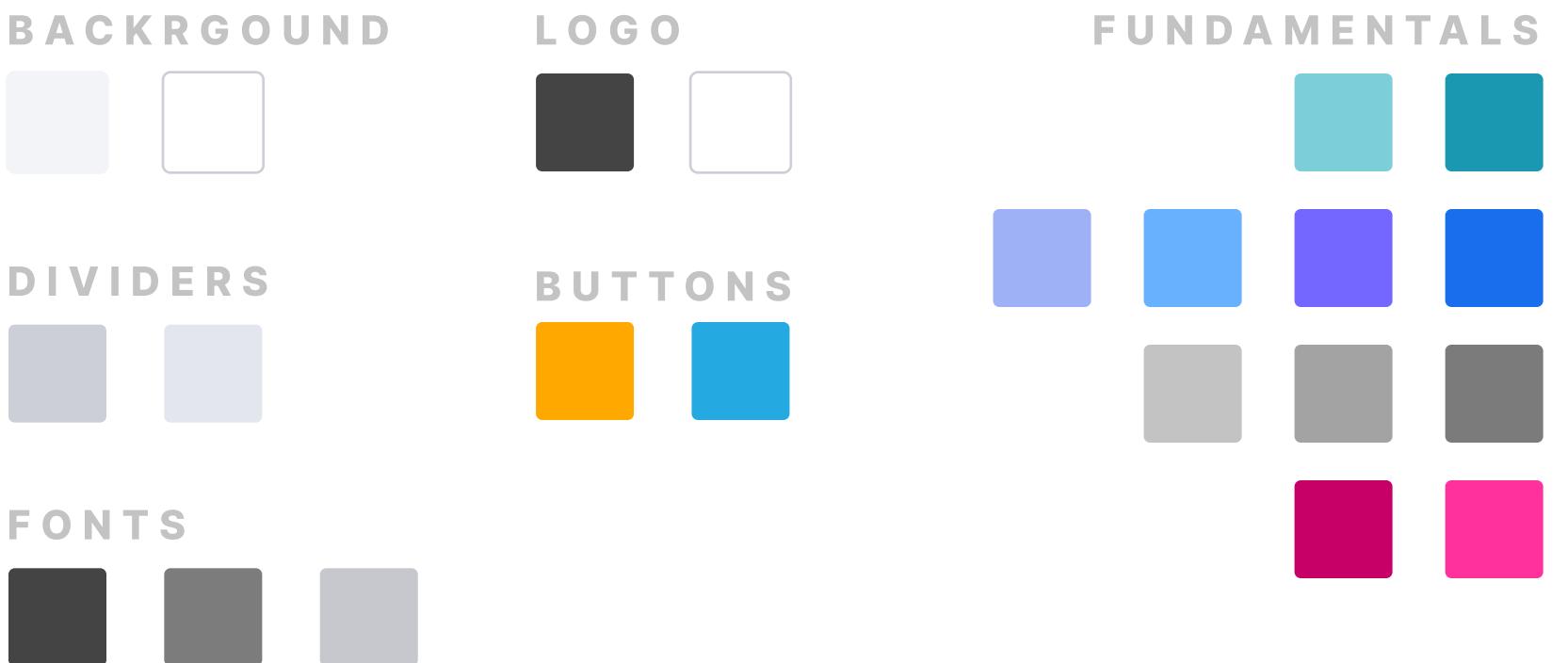
Colors

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



PRODUCT INTERFACE



| 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

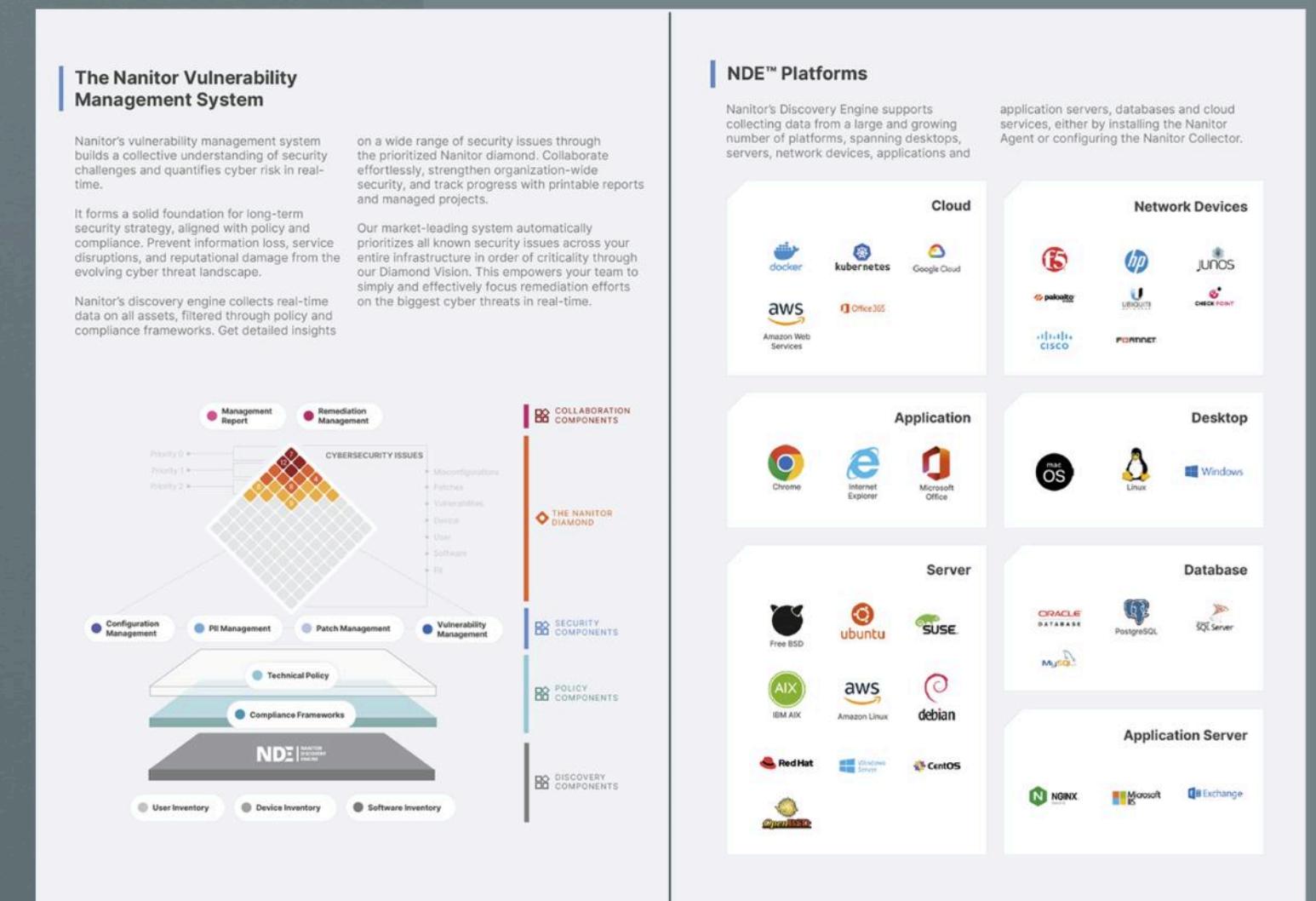
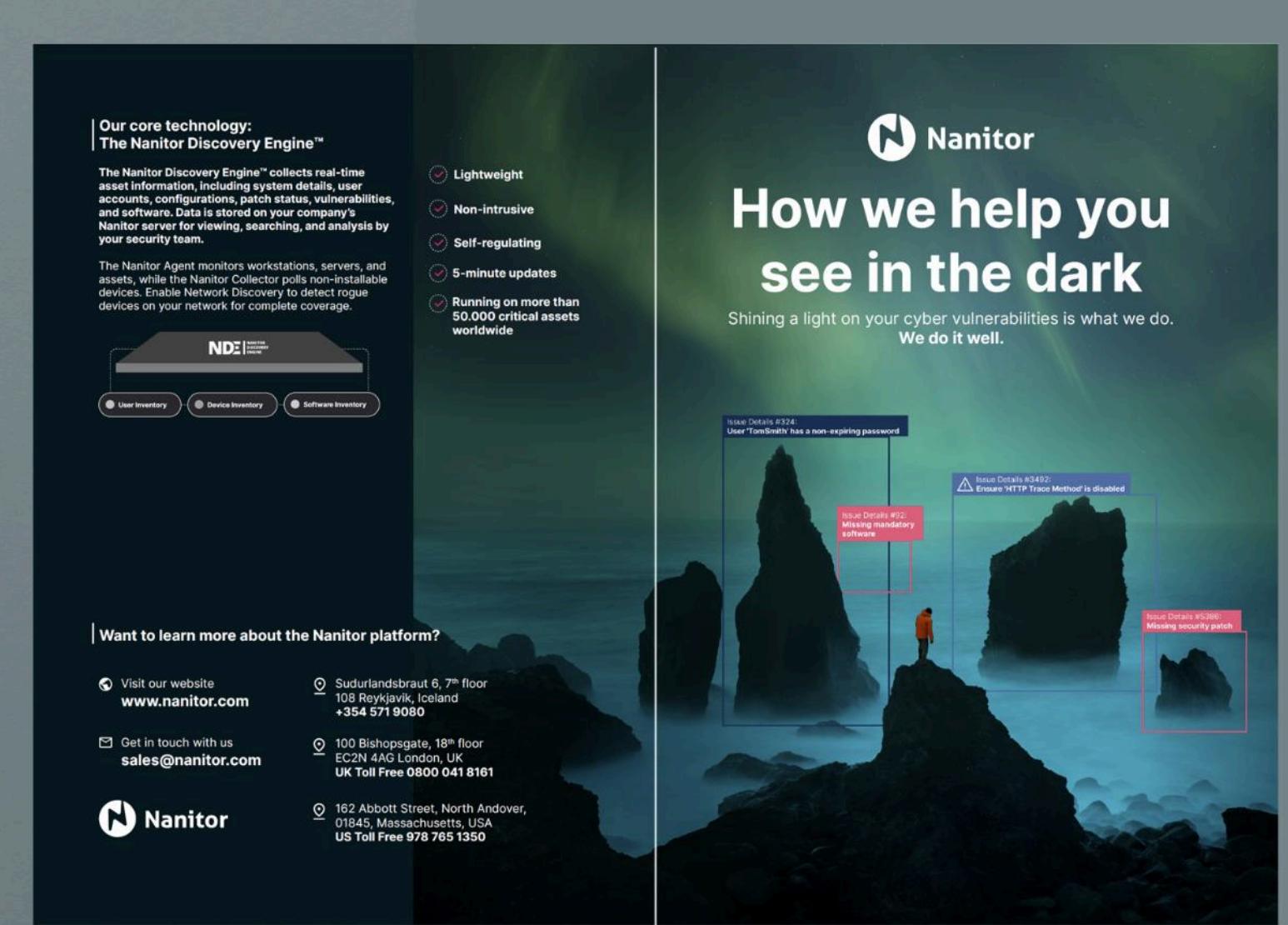
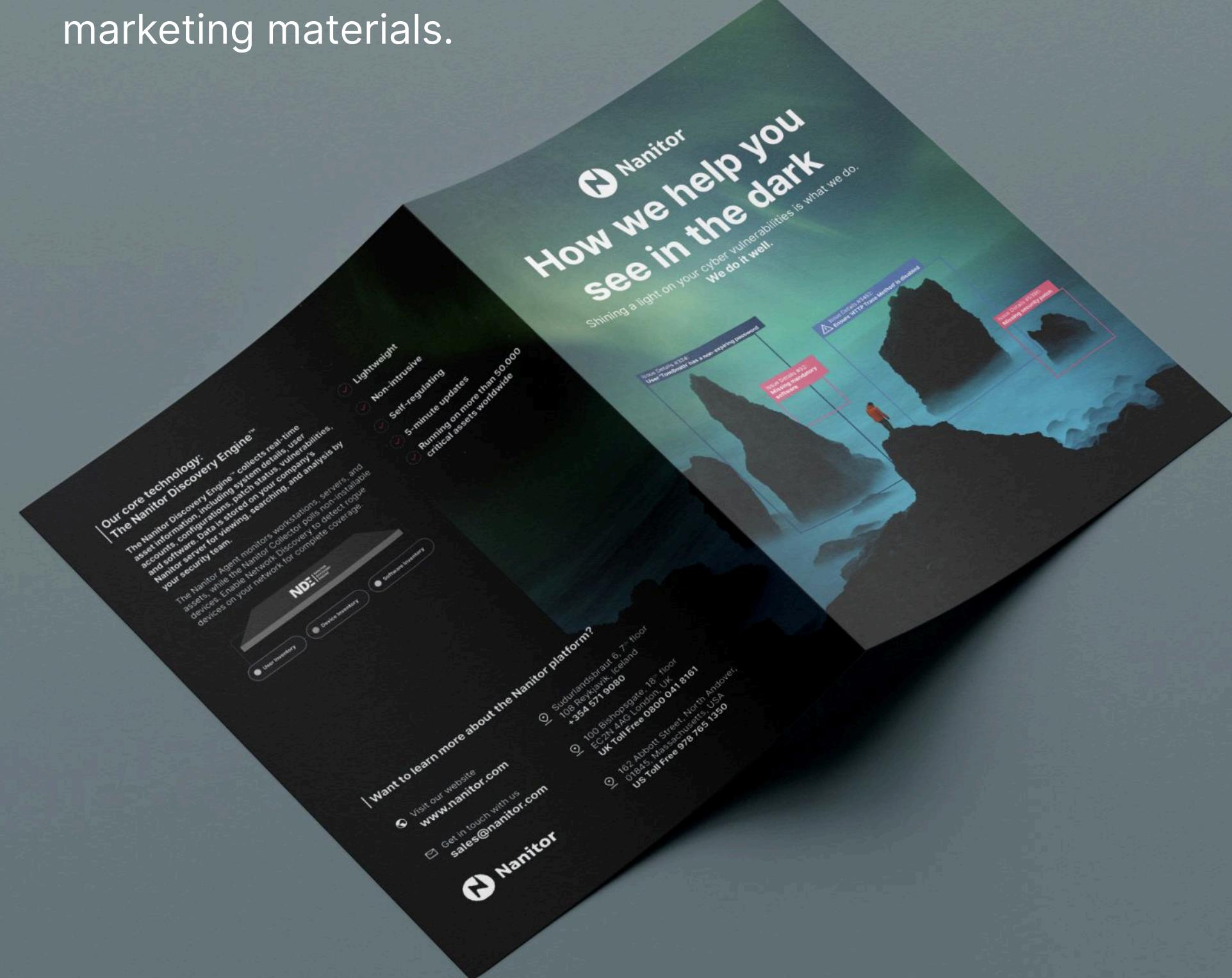
Nanitor provides unique visibility and prioritization for your fundamental cybersecurity challenges. Automatically discover all your global IT assets (on-premise and in the cloud) and continuously identify fundamental cybersecurity issues. Actively enforce your own technical policy based on your corporate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

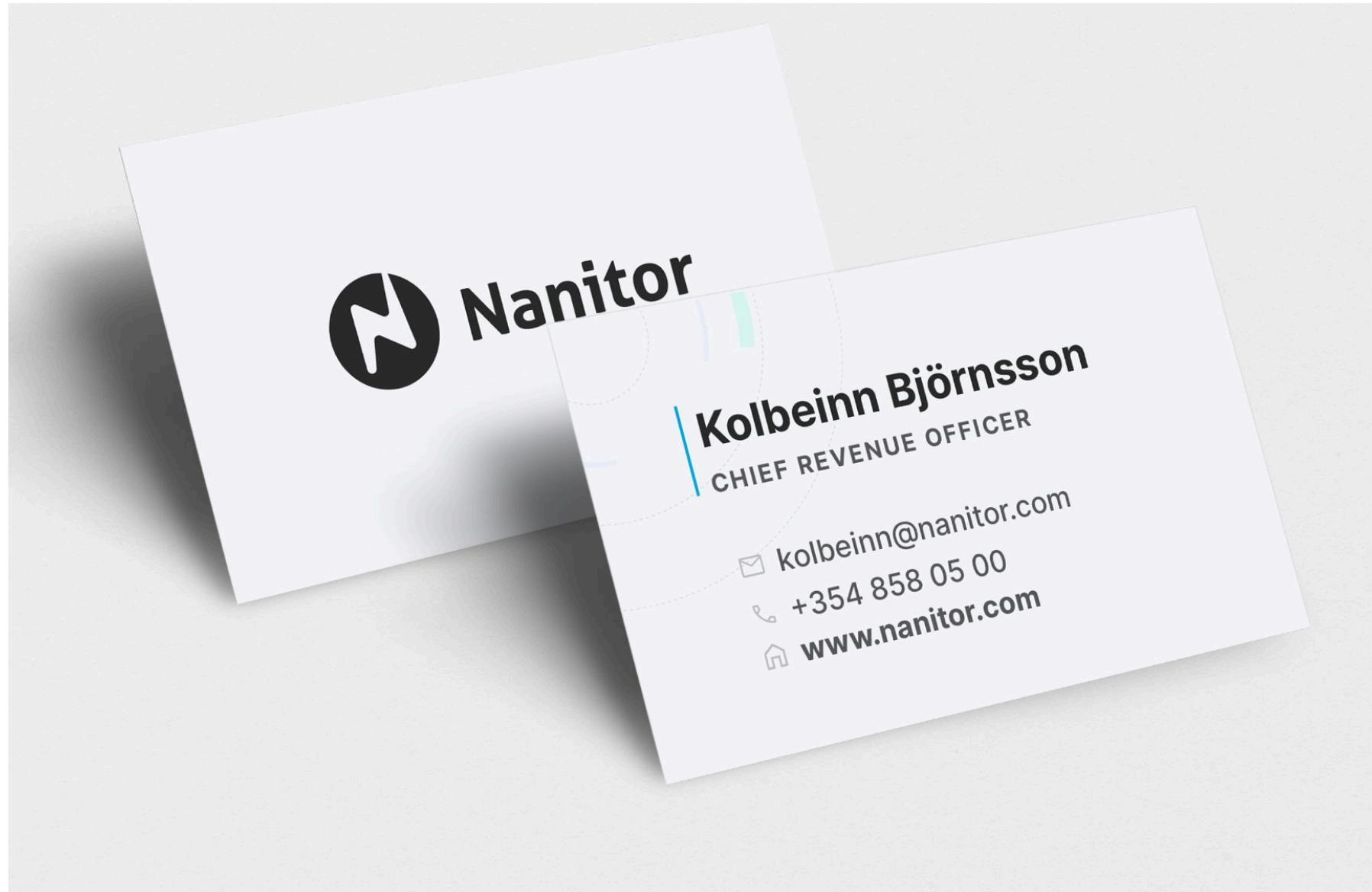
05

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.





Inner pages

What is Nanitor?

We detect vulnerabilities in real-time and help you keep your IT infrastructure safe for another day.

We're that good.

Nanitor solution components

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

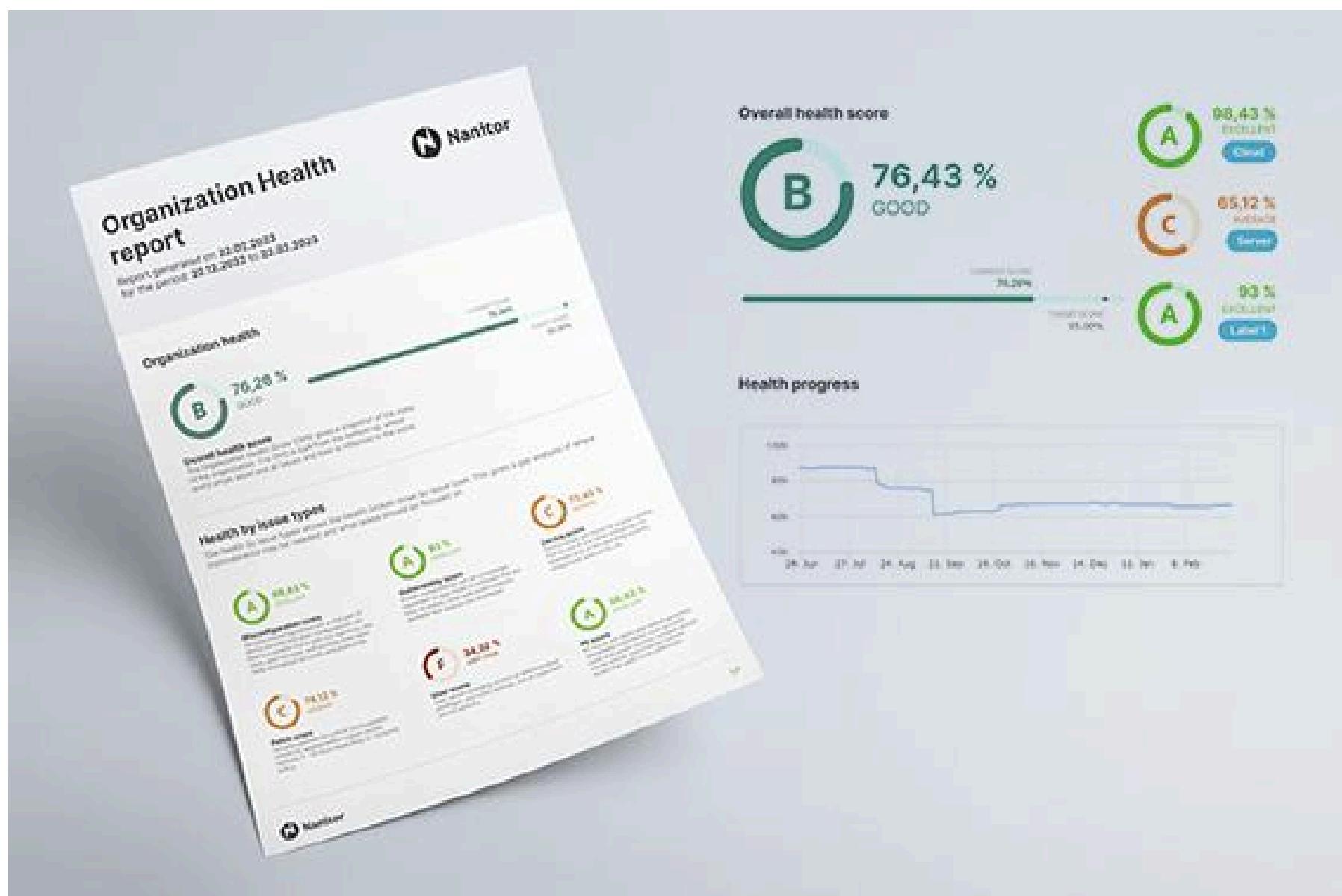
Simply put, we enable you to easily stay on top of the health of your entire IT infrastructure. Sounds good, right?

Uncover your IT infrastructure's health score

Nanitor provides unique visibility and prioritization for your fundamental cybersecurity challenges. We make life that extra bit easier by providing you with a clear health score across all key touch points.

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

Simply put, we enable you to easily stay on top of the health of your entire IT infrastructure. Sounds good, right?



Cover

Inner page

What is vulnerability management?

Simply put, vulnerability management is an ongoing process of discovering, assessing, reporting, and remediating cyber vulnerabilities. This is captured across endpoints, workloads, systems, and devices. In our case, the Nanitor system takes vulnerability management to the next level by prioritizing all vulnerabilities that require your attention.

It sounds complicated, but we make it easy.

Back

Nanitor

Don't be a stranger, schedule a demo and keep your IT infrastructure safe

Visit our website www.nanitor.com

Get in touch with us sales@nanitor.com

Stóðarhláðbraut 6, 7th floor
102 Reykjavík, Iceland
+354 571 9080

100 Bishopsgate, 18th Floor
EC2N 4AG London, UK
UK Toll Free 0800 041 8161

Front

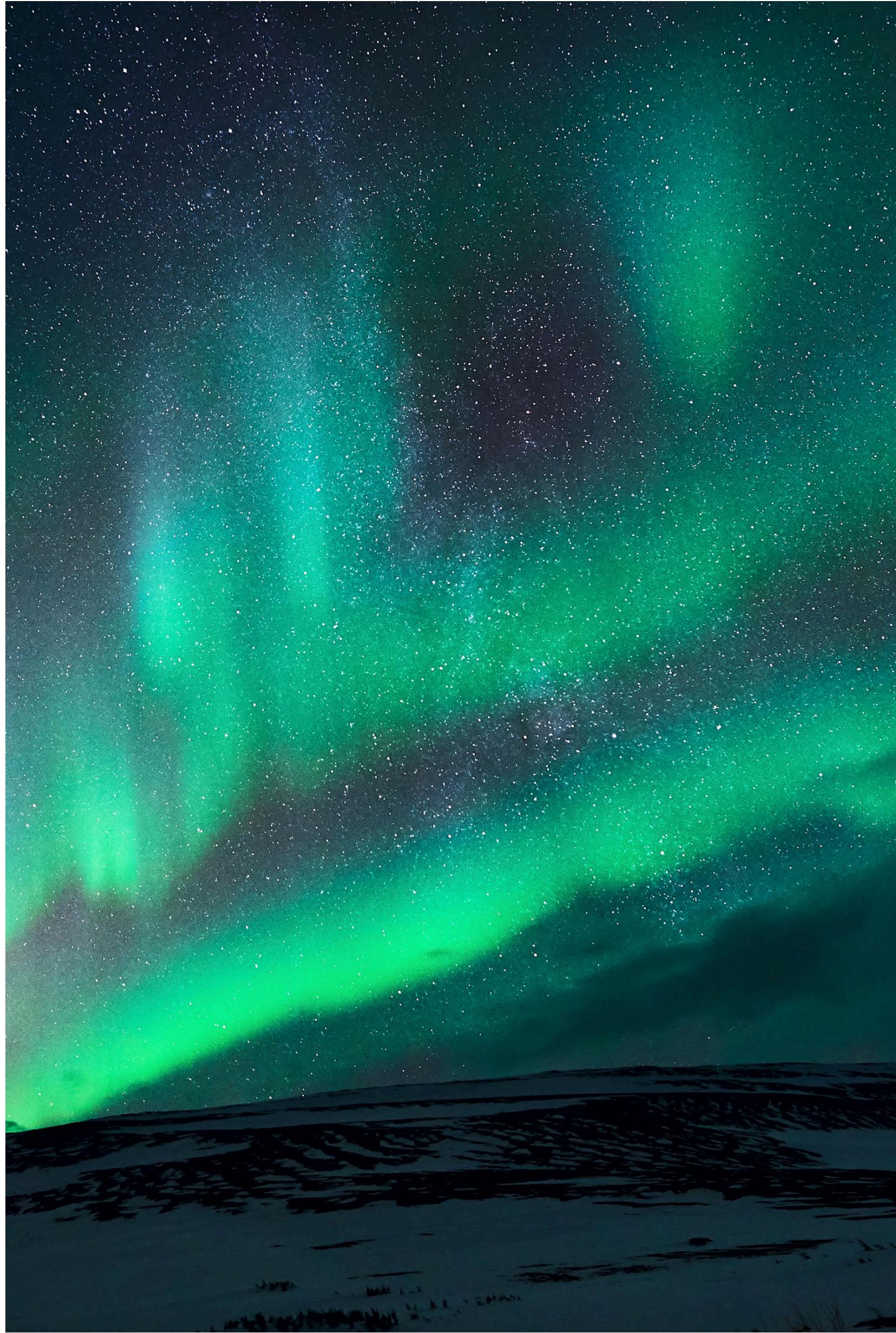
Nanitor

VULNERABILITY MANAGEMENT IN A NUTSHELL

Making real-time detection of cybersecurity vulnerabilities easy. Simple.

06

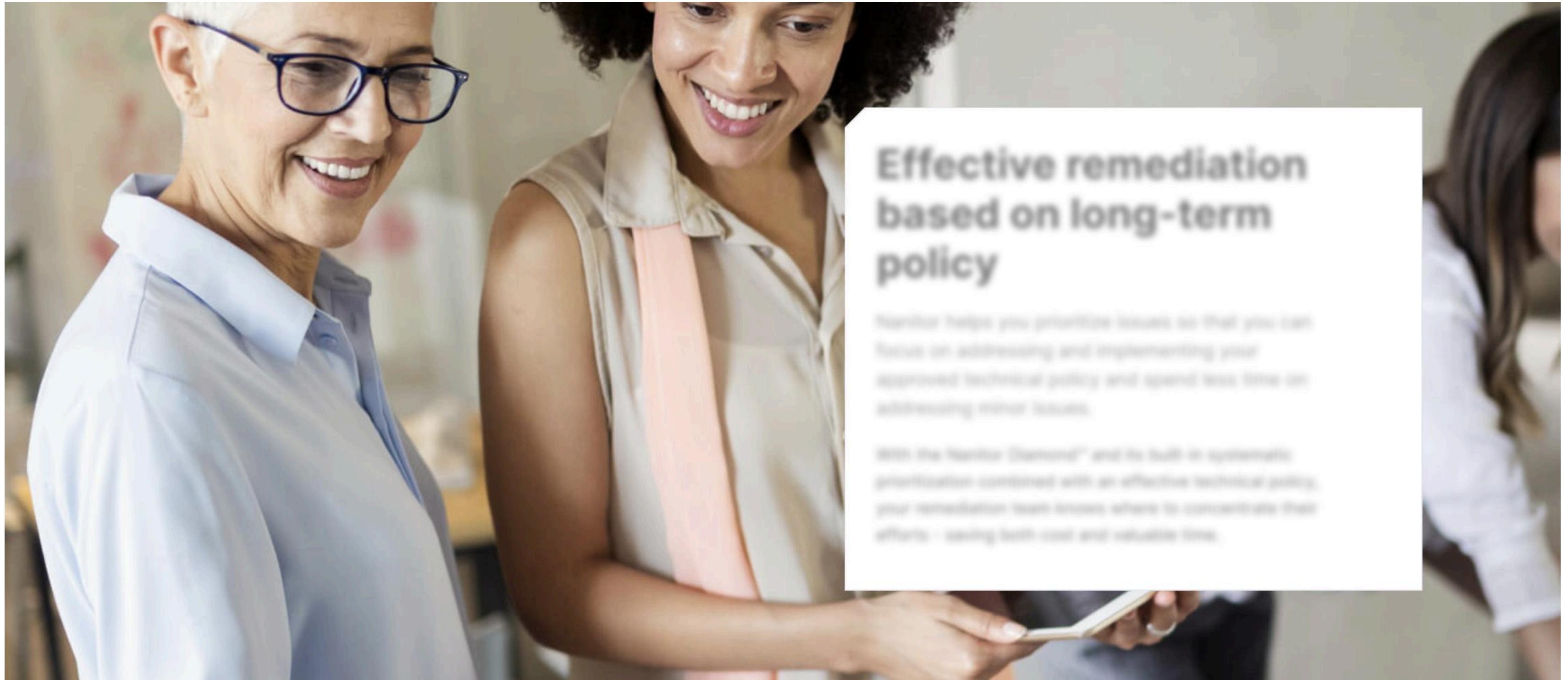
**Photography,
stock photos**



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

Having helps you prioritize issues so that you can focus on addressing and implementing your approach to technical policy and spend less time on addressing minor issues.

With the 'Having Diamond™' and its built-in automatic prioritization combined with an effective technical policy, your remediation team knows where to concentrate their efforts - saving both time and valuable resources.



| Stock photos: website

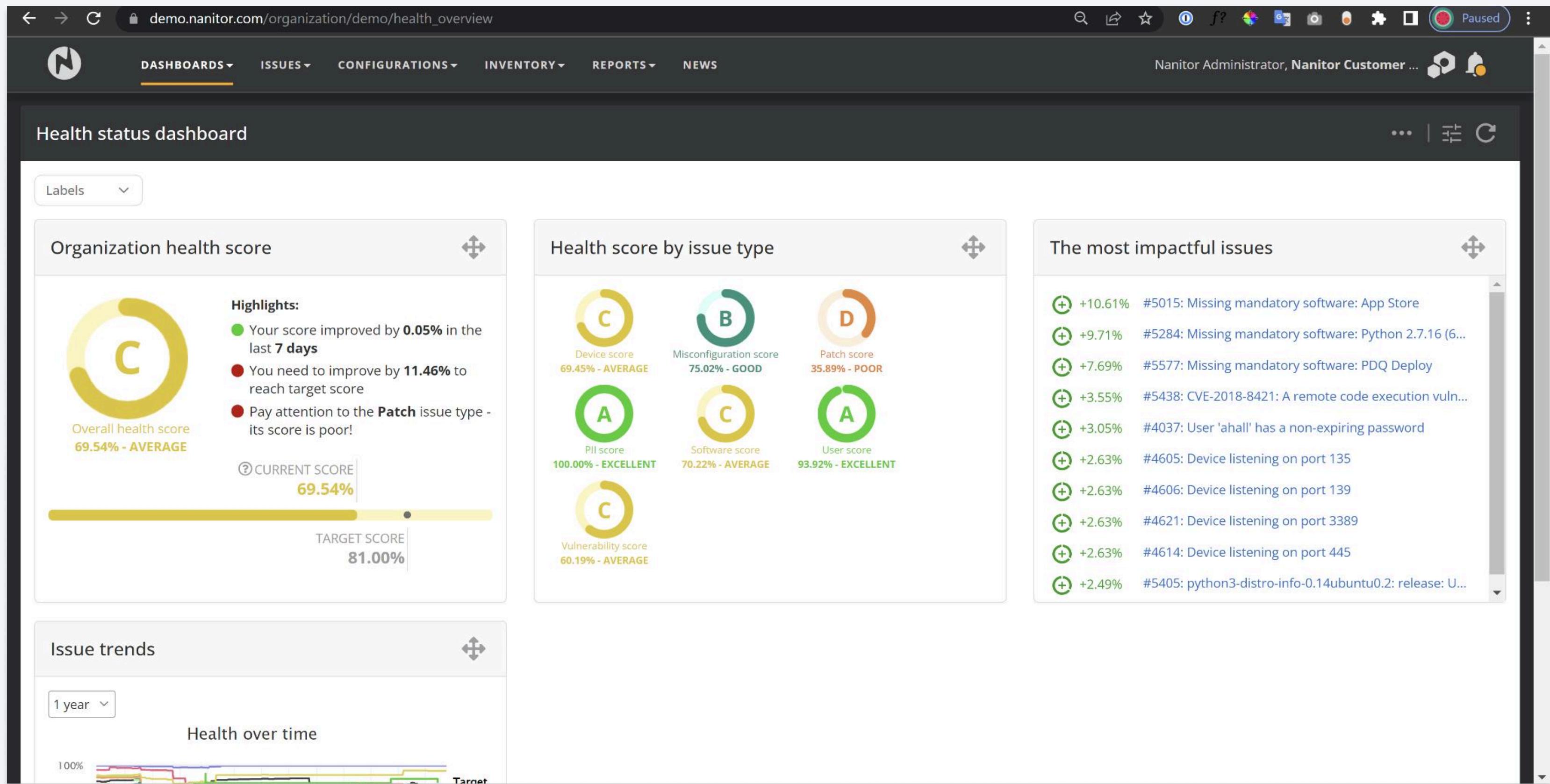
The photos featured on our website capture everyday office scenes, emphasizing the essential role of teamwork.

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

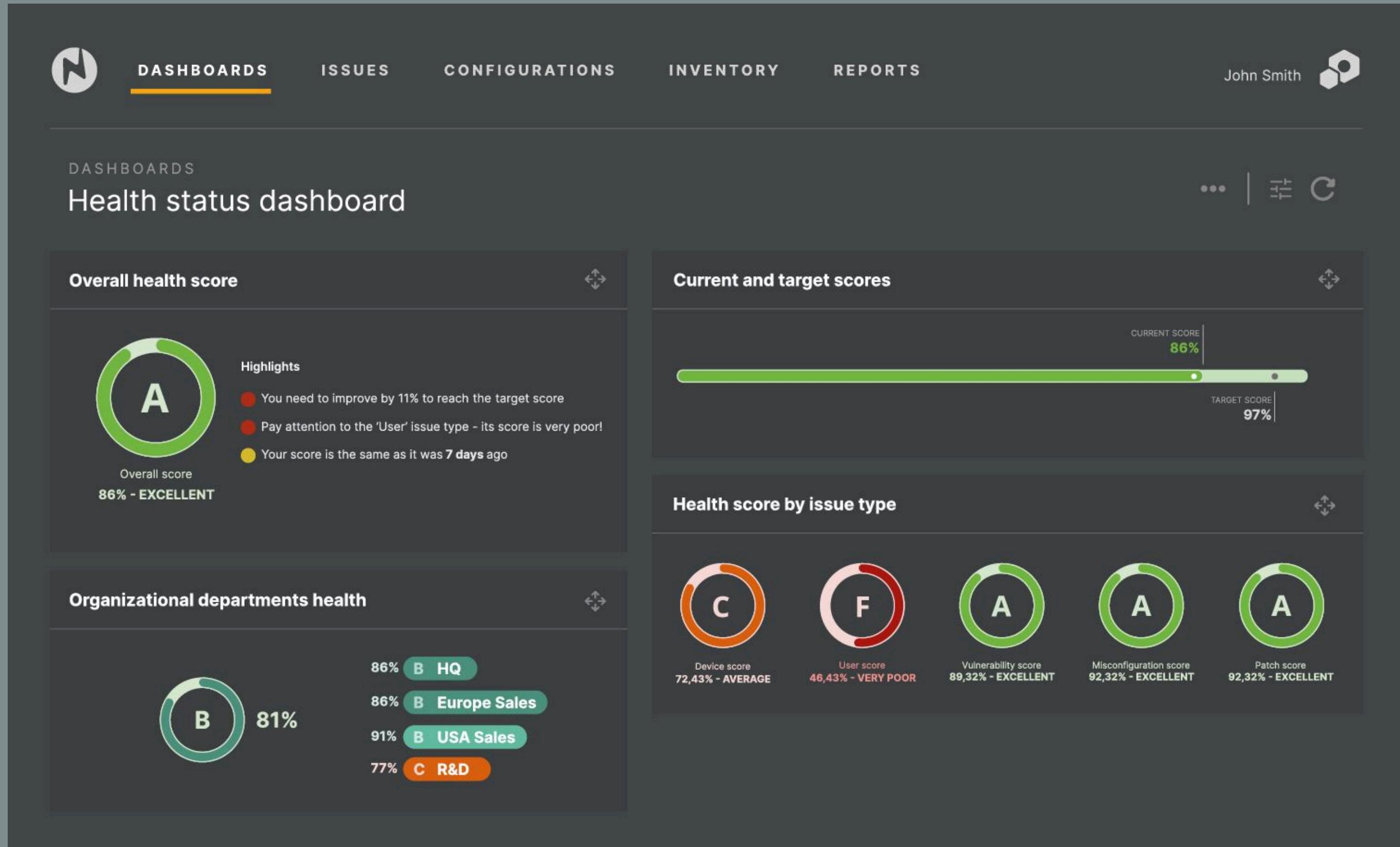
07

UI Elements

Health status dashboard, screenshot



| Health status dashboard, fake version for marketing purposes



Main navigation

Filters

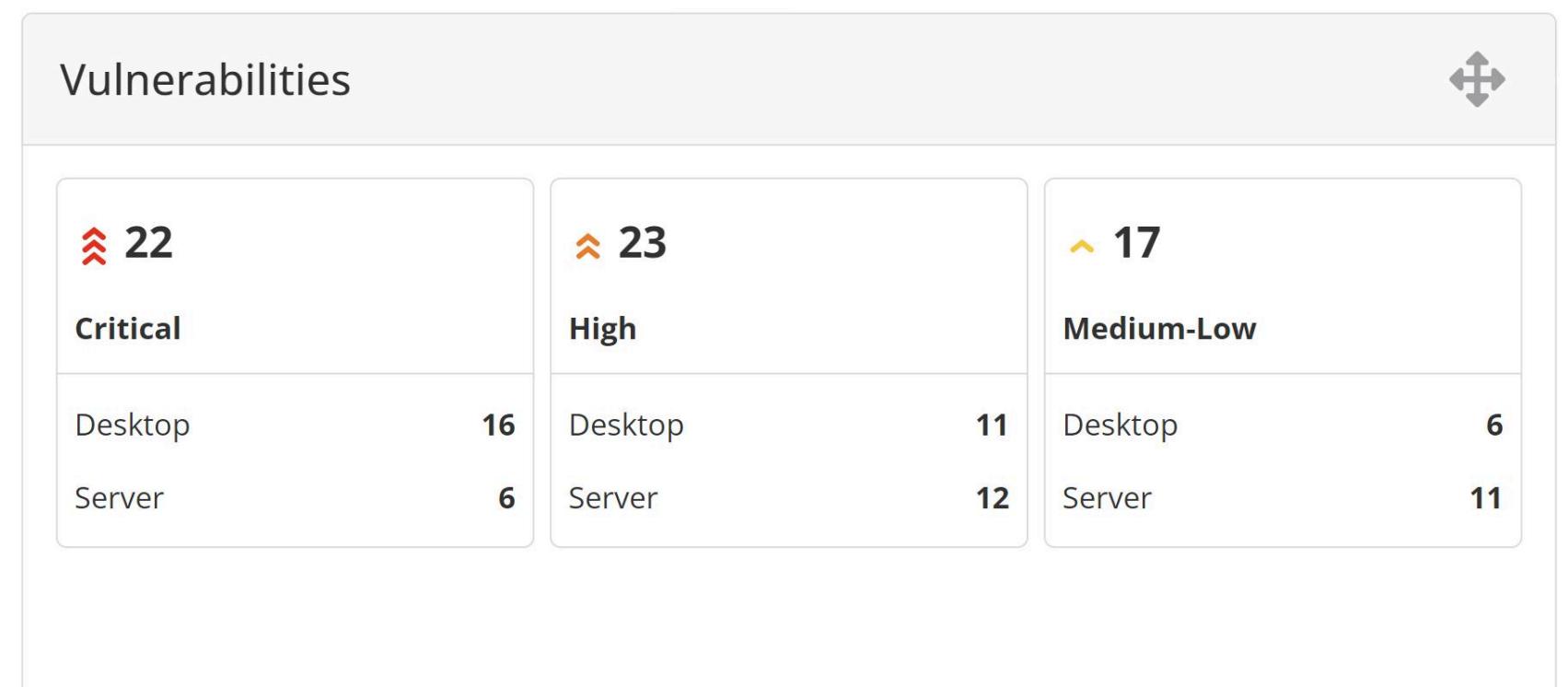
Jun 21, 2023 Benchmark Labels

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			 	Server
<input type="checkbox"/>	Debian01.snjallingur.is			 	Server
<input type="checkbox"/>	Monterey12.snjallingur.is			 	Desktop
<input type="checkbox"/>	msdc-01.snjallingur.is			 	Server

Dialog windows

Profile data

E-mail

support@nanitor.com

Name (required)

Nanitor Support

[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.'

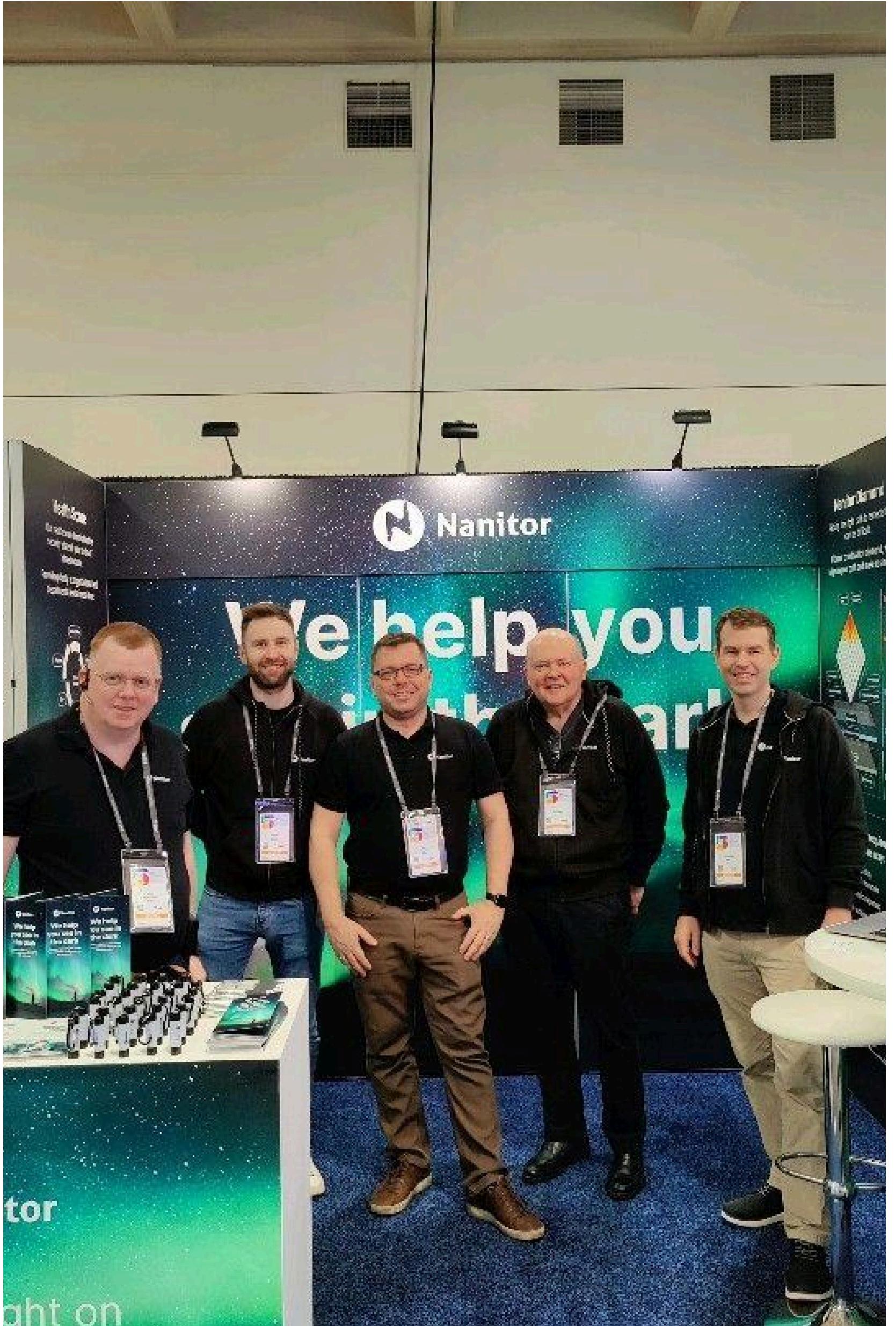
Instead of cheap gadgets, we decided to support a charitable cause, which was well received by the visitors who came to our booth.





| 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.

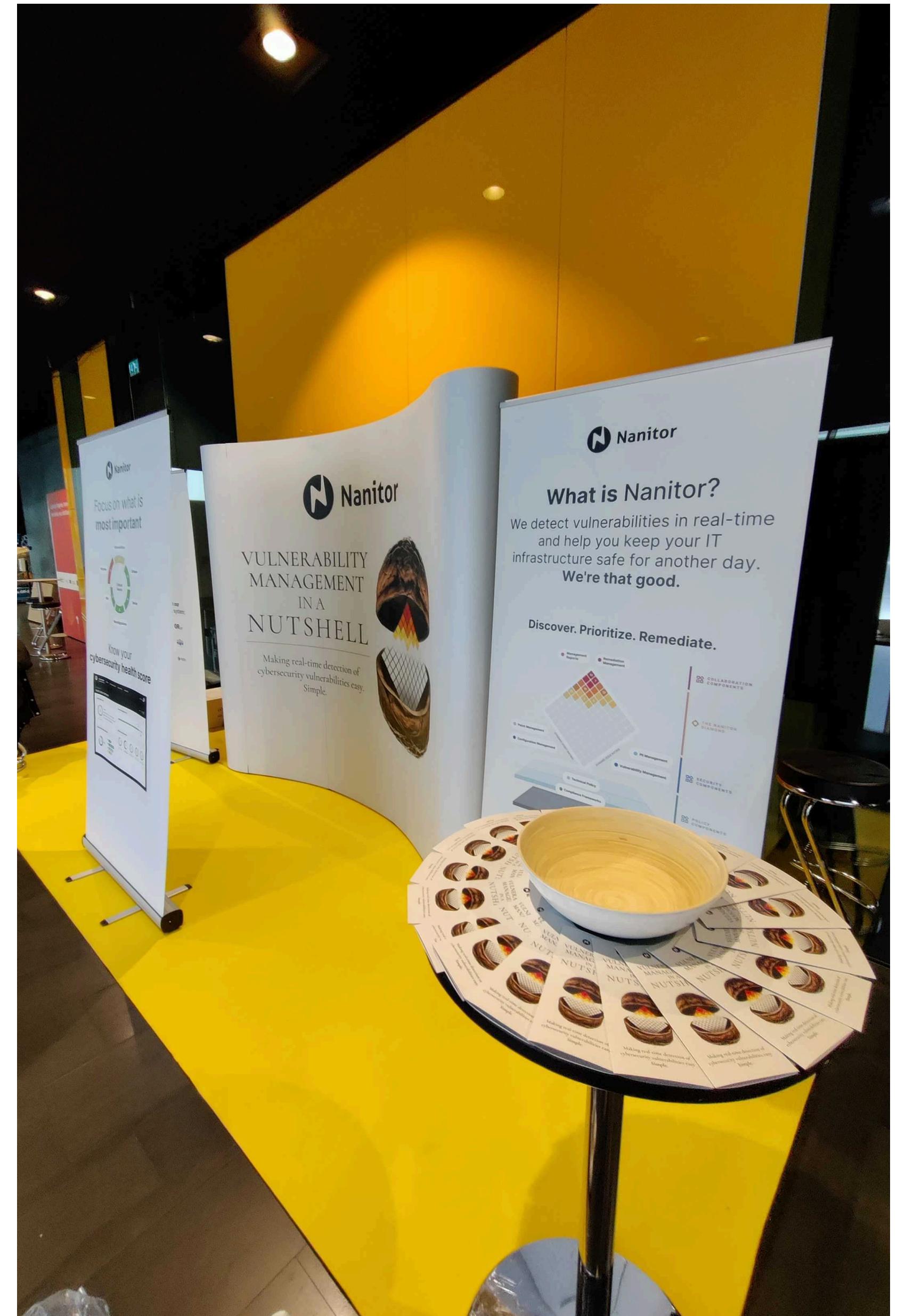




Gisec, Dubai 2023

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.'