Brand Guidelines

May 2025

Mattermost

MISSION IN MOTION

Built for the War Room.
Not the Break Room.

Put the Mission in Motion.

When the pressure is on and the mission is critical, Mattermost is the platform designed to keep your team focused, connected, and in command. It's not about casual discussions or downtime—it's about **real-time, secure communication that drives action in high-stakes environments.** Whether coordinating complex operations, making rapid decisions, or responding to evolving challenges, **Mattermost ensures your team stays synchronized, efficient, and mission-ready.** Because when every move matters, you need a solution built for intensity, not recreation.

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Positioning Statement

For DISC (Defense, Intelligence, Security, and Critical Infrastructure) organizations that need to maintain control over sensitive and confidential data in complex, high-stakes environments, Mattermost ensures focused, adaptable, secure, and resilient collaboration, keeping your teams connected when the mission is on the line.

Unlike enterprise communication solutions, Mattermost is purpose-built for complex operational environments, providing complete data control, deployment flexibility, and customizable integration with other essential tools.

Brand Pillars

Focused

Mattermost puts highly relevant context in operational teams' hands, while keeping mission-critical work separate from general organizational chatter.

- Channels, voice calls, and screenshare
- Playbooks codify and automate repeated processes
- Integrated AI synthesizes critical insights faster
- Markdown and syntax highlighting improves technical collaboration
- Integration with Microsoft suite for cross-organizational alignment

Adaptable

Mattermost is customizable, extensible, and adaptable to fit any organization's needs and workflows.

- Built on open source
- Supports custom integrations with popular DevOps tools, proprietary solutions, and legacy software
- Customizable, automatable workflows

Secure

Mattermost deploys to on-premises, private cloud, and air-gapped environments with a security architecture that conforms with Zero Trust initiatives.

- Secure deployment options keep data controlled
- Highly configurable security infrastructure with granular controls
- Compliance tools
- Sovereign LLM deployment

Resilient

Secure deployment options and incident response functionality enables operational teams to respond to incidents swiftly and effectively, even when other collaboration systems are compromised.

- Secure deployment options (including air-gapped and degraded environments)
- Playbooks codify and automate incident response processes

Logo

The Mattermost logomark is called "the instrument." It represents four tools that organizations need to achieve their highest priorities:

- A compass for direction

- A clock to set pace

- A meter to measure output

- A dial representing inputs — the contribution of everyone on the team
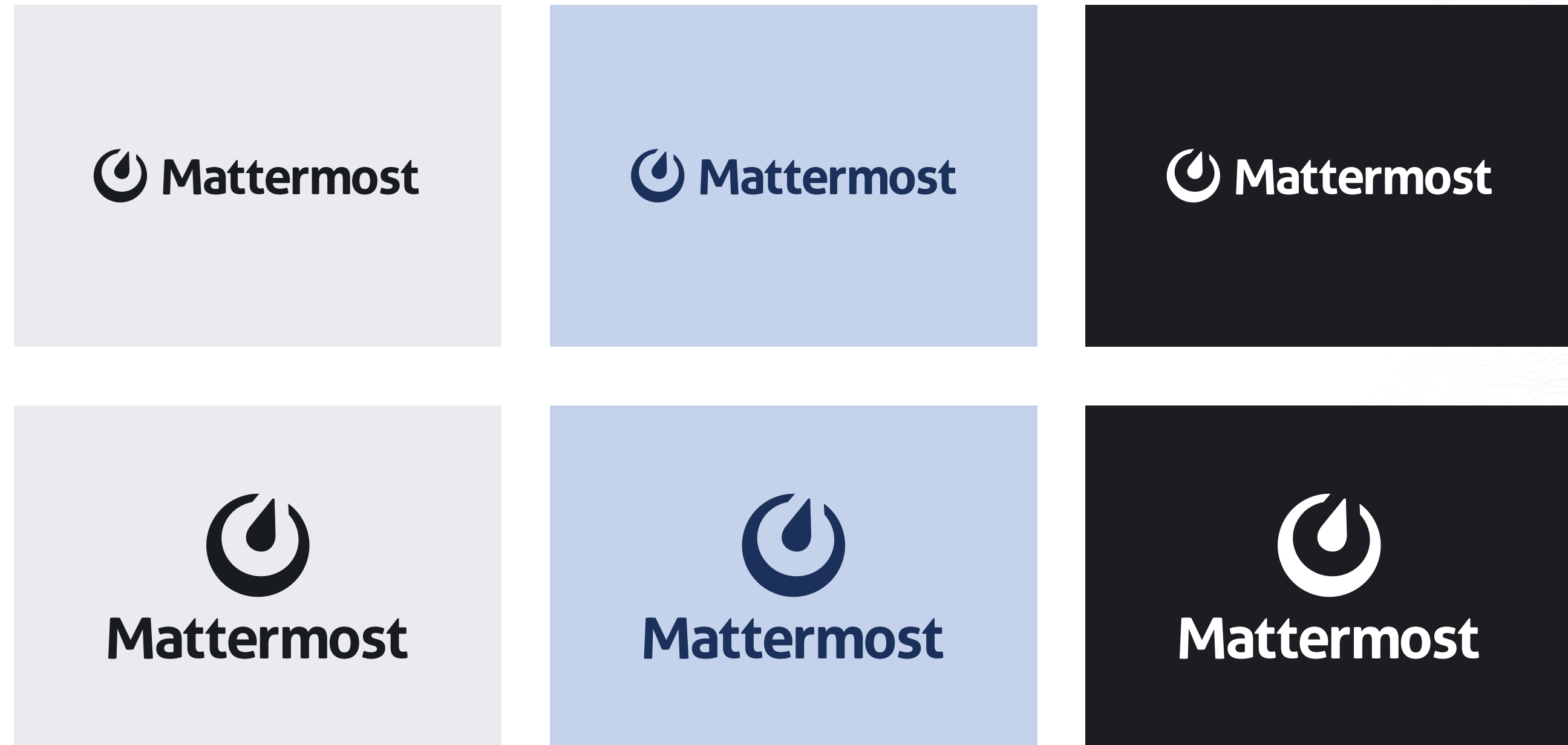
Logo

Logo with Tagline

Logomark

Logo USAGE

The Mattermost logo must not be altered in any way. It's available in two formats: horizontal or vertical. Horizontal is prefered. It's also available in three colorways: black, denim, and white. The colorway should be chosen to correspond with the background (black or denim on lighter backgrounds, white on dark backgrounds).

Logo files in EPS and PNG file formats are available for download here.

The Mattermost logo must have adequate clear space around it at all times. The clear space should be at least as large as the x-height.

Color PRIMARY

Mattermost's core palette contains **Denim, Marigold, White, and Black**. Marigold should be used sparingly as an accent, especially to Call-to-Action areas.

Use only black or white text on core colors as outlined on the right, as these combinations are specifically approved for accessibility.

DENIM

Hex: #1E325C

RGB: 30, 50, 92

CMYK: 100, 87, 30, 18

PMS: 281 C

MARIGOLD

Hex: #FFBC1F

RGB: 255, 188, 31

CMYK: 0, 25, 100, 0

PMS: 7408 C

WHITE

Hex: #FFFFFF

RGB: 255, 255, 255

BLACK

Hex: #1B1D22

RGB: 27, 29, 34

Color SECONDARY

The Mattermost supporting colors contain **Sand, Bark, and Sky**, which should be used sparingly. Do not use them in any way that might overpower the core palette.

SAND

Hex: #CCC4AE RGB:

204, 196, 174

CMYK: 20, 18, 30, 0

BARK

Hex: #604F3D RGB:

96, 79, 61

CMYK: 50, 57, 70, 38

SKY

Hex: #C5D2EC

RGB: 197, 210, 236

CMYK: 20, 11, 0, 0

Typography

The Mattermost primary typeface is **Trade Gothic Next**. This sans-serif typeface is available via Adobe Typekit here. Trade Gothic was originally designed in 1948 by Jackson Burke and later refined for digital use.

Trade Gothic should be used to typset most copy, utilizing the heavy weight for headlines and the regular weight for body copy.

Download font HERE.

Trade Gothic Next Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890()&?!.,:;'/~

Trade Gothic Next Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890()&?!.,:;'/~

Trade Gothic Next Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890()&?!.,:;'/~

Photography

LOOK AND FEEL

PEOPLE IN THE FIELD

Photography should be serious in tone. **Our primary focus is on people in the field**, with secondary focus being a broader view of environments in defense and critical infrastructure.

People should look naturally posed and represent diverse backgrounds. Photography should be full color with high contrast detail (HDR effect) where appropriate, especially in defense.

A full resource library of photography can be found HERE.

Photography

ENVIRONMENTS AND LANDSCAPES

Photography should be serious in tone. Our primary focus is on people in the field, with secondary focus being a broader view of **environments in defense and critical infrastructure.**

People should look naturally posed and represent diverse backgrounds. Photography should be full color with high contrast detail (HDR effect) where appropriate, especially in defense.

A full resource library of photography can be found HERE.
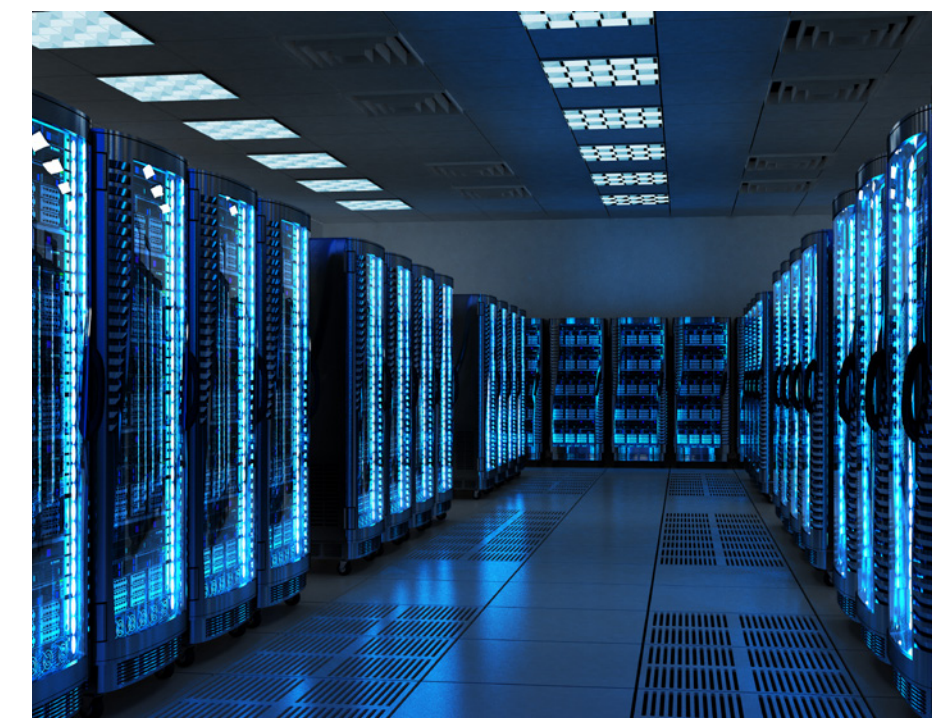
Photography

DETAIL AND FOCUS

Our primary focus is on people in the field, using compsotion to focus 1-2 individuals. Photography should be full color with high contrast detail (HDR effect) where appropriate, especially in defense.

Focus and contrast

NOT Person-Focused, not enough detail

Person-Focused

HDR Effect

Before

After

Focus and HDR Effect

Too Graphic

After

Graphics

Product Icons

Boards

Calls

Channels

Copilot

Playbooks

ICONS

Icon libraries can be found
HERE.

Large Icons

Small (Google) Icons

| Search | Home | Menu | Close | Settings | Check Circle | Favorite | Add | Delete |

| Arrow Back | Star | Chevron Right | Logout | Arrow Forward iOS | Add Circle | Cancel | Arrow Back iOS | Arrow Forward |

| Arrow Drop Down | More Vert | Check | Check Box | Open In New | Toggle On | Refresh | Check Box Outline Blank | Login |

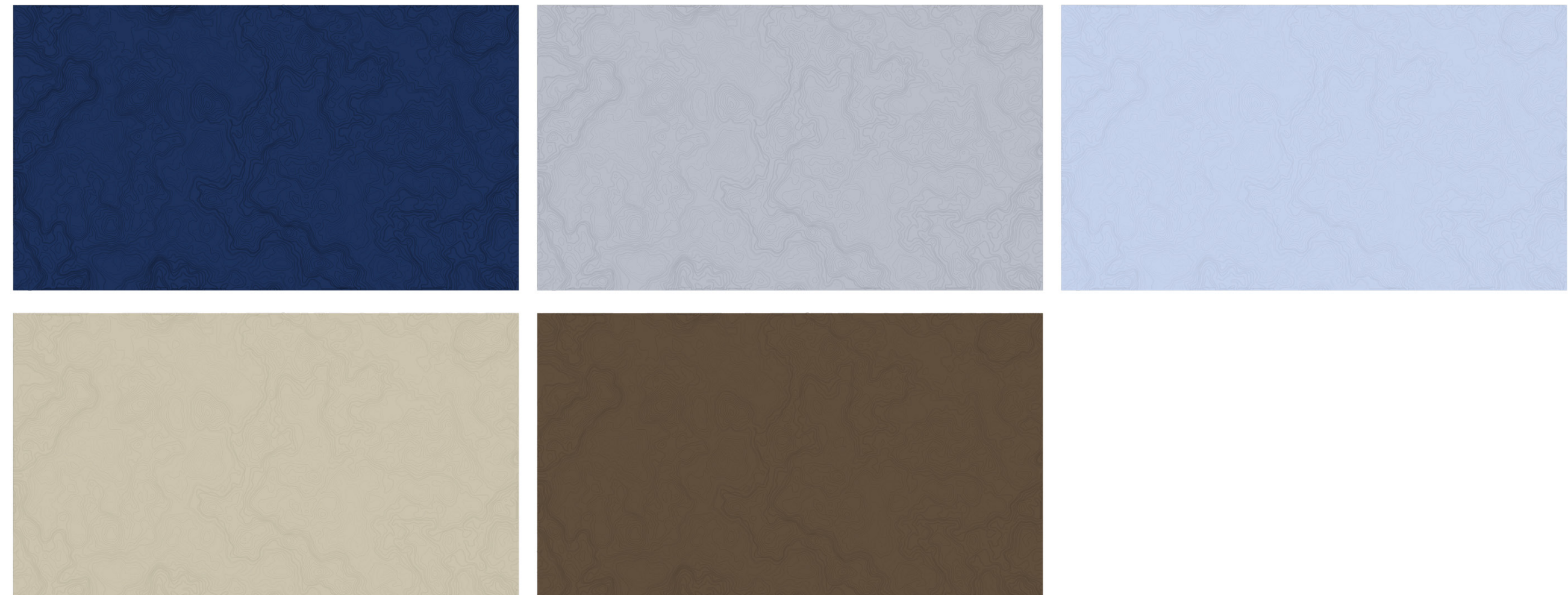| Chevron Left | Radio Button Unchecked | More Horiz | Download | Apps | Arrow Right Alt | Radio Button Checked | Filter Alt | Remove |

Graphics

PATTERNS

Topographical maps and camouflage can be used as backgrounds. Dark Blue Hexagonal Camouflage is the Primary brand background.

Graphics can be found HERE.

Hexagonal Camouflage
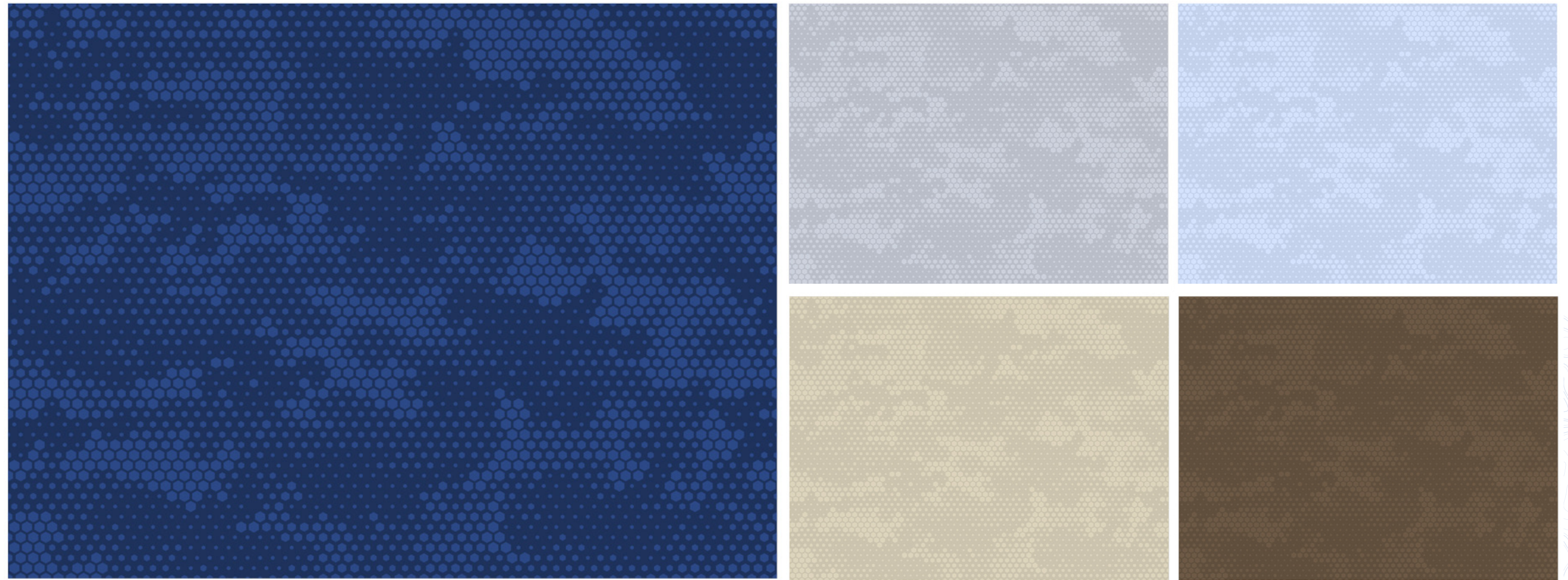
Topographical Maps

Composition PUTTING IT ALL TOGETHER

LAYOUT

Consistant layout is crucial for leveraging the core identity elements to create successful brand communication.

Resource library HERE.

Print ad

Headline:
Trade Gothic Heavy, Align Left

Photo/Color Transition: Curve

Blue camo background

Data Sheet

Mattermost

Composition PUTTING IT ALL TOGETHER

eBook/Guide

SOLUTIONS BRIEF

Mission-Critical Security and Compliance-Ready Collaboration

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The High-Stakes Reality of Mission-Critical Disruptions

Incidents—whether cyberattacks, system failures, compliance-driven disruptions, or infrastructure outages—can occur at any moment, threatening operations and business continuity. When a breach occurs, every second matters. Yet, traditional collaboration tools like Microsoft Teams and Slack are built for general business communication—not mission-critical security workflows. These tools lack the granular security controls, isolation capabilities, and compliance readiness needed to manage high-stakes incidents effectively. Organizations relying solely on these platforms risk prolonged downtime, data exposure, and compliance violations. Radware's 2025 Global Threat Analysis Report reveals a staggering increase in web DDoS attacks, soaring by 550% in 2024, largely driven by geopolitical tensions and the rise of AI technologies.

Without a dedicated, secure communication platform, response teams—whether in cybersecurity, IT operations, or critical infrastructure—struggle to coordinate effectively, delaying resolution and increasing risk. Mattermost ensures continuous, protected communication during an incident, keeping defenders connected and operational no matter the circumstances.

A global media company relies on internal tooling for essential IT communications, but **during a Sev0 outage, bringing critical operations to a halt and costing an estimated $100,000 per minute.** To ensure that critical operations aren't disrupted by future outages, the organization has implemented Mattermost as their backup communication system.

Mattermost provides the team of 15,000 developers at the organization with a **secure, self-hosted collaboration environment to ensure that they can respond to and resolve incidents quickly and effectively.**

The Mattermost Advantage:
Control, Security, and Resilience

Mattermost eliminates communication gaps that slow incident response, giving security, IT, and operations teams complete control over critical situations. It provides a secure, resilient, and compliant environment for coordination when it matters most.

- **Guaranteed Connectivity:** When primary systems are compromised, Mattermost keeps security teams connected through dedicated, isolated communication channels.
- **Pre-Built Playbooks & Automation:** Streamline incident response with structured workflows, reducing human error and improving response efficiency.
- **Self-Hosted & Compliance-Driven:** Maintain full data ownership while ensuring compliance with FedRAMP, HIPAA, GDPR, NERC CIP, and other security frameworks.
- **Seamless Tool Integration:** Connect with existing security stacks, SIEMs, and orchestration platform for an optimized incident response process.

Trusted by Industry Leaders:
Mattermost is the Secure Choice for Critical Operations

When cyber threats escalate, your communication shouldn't be a liability. Mattermost gives you the control, security, and resilience needed to act fast, mitigate threats, and stay compliant.

- **Prevent Lateral Movement:** Isolate defenders from breached assets to contain threats and mitigate damage.
- **Real-Time, Secure Coordination:** Keep teams operational with end-to-end encrypted, fully auditable communication that withstands any disruption.
- **Data Sovereignty & Deployment Flexibility:** Choose self-hosted, private cloud, or air-gapped deployments for maximum control over sensitive data.
- **Purpose-Built for High-Security Environments:** Trusted by Fortune 500 enterprises, global financial institutions, and defense organizations for their most critical communication needs.

Organizations operating in high-stakes environments require a solution that ensures business continuity, security, and compliance—especially when traditional collaboration tools fail. Mattermost excels in two critical areas: Out-of-Band Incident Response and Secure Collaboration for Regulated Industries. Whether responding to cyber threats or ensuring compliance-driven communication, Mattermost delivers the control, security, and resilience required for mission-critical operations.

Use Case 1: Out-of-Band Incident Response

When cyberattacks, IT failures, or infrastructure outages take down primary communication systems, organizations need a secure, resilient way to coordinate a rapid response. Traditional collaboration tools like MS Teams and Slack can become attack vectors, exposing security teams to lateral movement risks and limiting their ability to contain and respond to incidents in real-time.

Why Mattermost Leads in Secure Incident Response

- **Isolated, Secure Communication:** Dedicated out-of-band (OOB) channels keep defenders separate from breached assets, preventing lateral movement and ensuring response coordination remains uncompromised. Mattermost also supports real-time audio and screensharing, enabling faster decision-making and collaboration during incidents.
- **Structured, Playbook-Driven Incident Management:** Pre-built workflows and Mattermost Boards help teams track tasks, assign responsibilities, and standardize IR protocols, reducing errors and accelerating resolution. Task tracking ensures all response steps are documented and auditable for compliance.
- **Deployment Flexibility:** Deploy on-premises, private cloud, dedicated SaaS, or air-gapped environments for uncompromised data control and security, tailored to enterprise compliance requirements.
- **Proven Response Acceleration:** Customers have seen up to 90% faster incident response, cutting resolution times from 20 minutes to just 2 minutes.

"Mattermost is our sole Out-of-Band communication platform for threat hunting and cyber response."

— Associate Director, Threat Response Operations,
Fortune 100 Insurance Company

Use Case 2: Secure Collaboration in Regulated Industries

Regulated industries such as finance, healthcare, defense, and critical infrastructure face heightened security risks and strict compliance mandates. Traditional cloud-based collaboration tools introduce compliance gaps, data sovereignty risks, and security vulnerabilities.

Why Mattermost Leads in Secure Collaboration

- **Self-Hosted & Compliance-Driven:** Enforce compliance with FedRAMP, HIPAA, GDPR, CMMC, NERC CIP, and other security frameworks. Mattermost ensures audit logs, granular access controls, and end-to-end encryption to protect sensitive data. Organizations can easily manage compliance audits with automated reporting and traceable activity logs.
- **End-to-End Security & Access Control:** Enterprise-grade encryption, role-based permissions, and automated audit logs prevent insider threats and unauthorized data exposure.
- **Seamless External Collaboration:** Securely communicate with vendors, contractors, and partners while preventing shadow IT and compliance violations.
- **Reliability for Mission-Critical Operations:** Designed to support 24/7 availability, disaster recovery, and operational resilience.

"If you value your data and privacy and aim for high reliability and general ease of use, then self-hosted Mattermost is by far the best option out there."

— Head of IT, *National Telecomm Infrastructure Provider*

Seamless Integration for Security & Compliance

Mattermost integrates seamlessly with SIEMs, ITSM systems (e.g., ServiceNow, Splunk), identity providers (SSO/MFA), workflow automation tools, and IR platforms to enhance security monitoring, enforce role-based access, and enable automated compliance reporting for audits. Real-time alerts and automated workflow integrations ensure faster threat response, continuous system oversight, and seamless handoffs between security and compliance teams.

When security, compliance, and operational resilience are non-negotiable, Mattermost is the **proven solution for secure, compliant incident response and enterprise collaboration**—ensuring teams stay connected and in control.

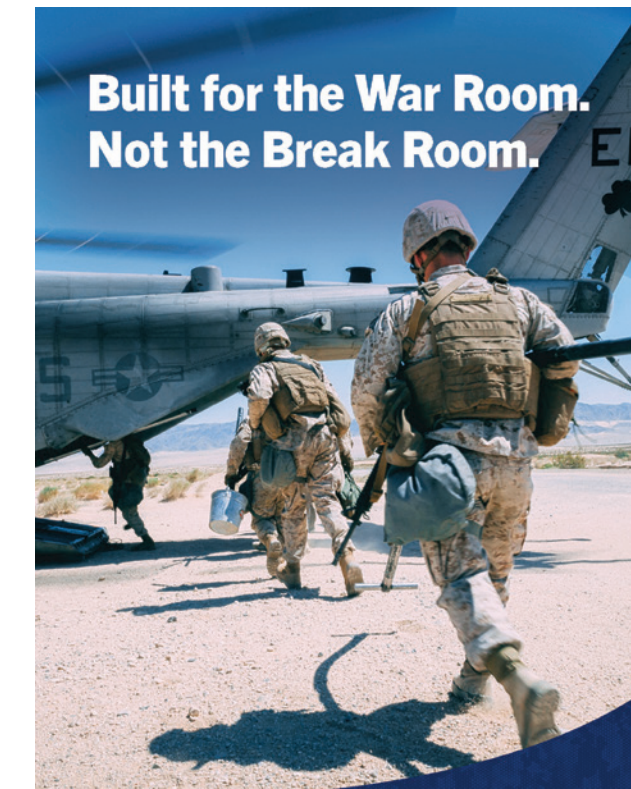**Discover how Mattermost can empower your mission** → Schedule a Demo

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MISSION IN MOTION

Mattermost

Composition PUTTING IT ALL TOGETHER

Digital Ads - Defense

Built for the War Room. Not the Break Room.

Put the Mission in Motion.
Mattermost ensures **resilient, Zero Trust communication** that keeps **Space Force, cyber defense, and mission teams operational** — no matter where the mission takes them.

Try Mattermost Now

Built for the War Room. Not the Break Room.

Put the Mission in Motion.
Mattermost streamlines mission-critical operations with **secure, on-premises collaboration.**

Try Mattermost Now

Built for Guardians. Not Group Chat.

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Try Mattermost Now

Built for the War Room. Not the Break Room.

Try Mattermost Now

Curve or Vignette - Photo Edges

Built for Guardians. Not Group Chat.

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Try Mattermost Now

Digital Ads - infrstructure

Secure Collaboration That Keeps the Lights On.

Legacy systems don't have to mean legacy security.

Try Mattermost Now

Logistics Moves Fast. Move Faster.

Out-of-band collaboration to keep logistics running — even in a crisis.

Try Mattermost Now

Seamless Collaboration for Faster Emergency Response.

Crisis response starts with a platform you can count on.

Try Mattermost Now

Communication That Moves as Fast as the Markets.

Regulatory compliance meets secure, real-time collaboration.

Try Mattermost Now