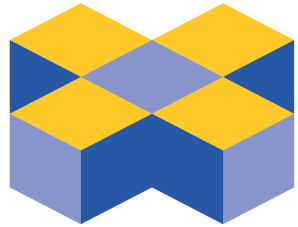

PUZZLE

IDENTITY GUIDE

WELCOME TO PUZZLE

We help SMEs & Micro Enterprises monitor risks to their digital security, privacy, and data protection, by analysing your systems with our online platform, the PUZZLE. The PUZZLE uses AI data processing to deliver insights and threat intelligence reports so that you are always aware of your risk level.

PUZZLE builds resilience into your systems by offering cybersecurity management services to mitigate the impact of an attack. This means that, when something goes wrong - we're there for you.

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ABOUT PUZZLE

A HORIZON 2020 PROJECT

Title: **Towards a Sophisticated SIEM Marketplace for Blockchain-based Threat Intelligence and Security-as-a-Service**

Acronym: **PUZZLE**

Tagline: **Safer tools. Better Performance.**

Key words

Cybersecurity / Risks assessment, modelling and impact reduction / Network security / Risks and vulnerability assessment / Privacy / SME support / Collective Threat Intelligence and Blockchain / Easy-To-Deploy services / SMEs&MEs Personalized Recommendations / Policy-based Deployment Recommender / Edge Trust Assurance

The Vision

To design and implement a novel, highly usable cybersecurity, privacy & data protection management framework for SMEs&MEs, and enable them to dynamically monitor, forecast, assess and manage security, privacy and personal data protection risks via targeted cybersecurity management services, increase cybersecurity awareness through the efficient processing of heterogeneous information flows and the establishment of online collaboration and knowledge sharing with other SMEs&MEs, and extract insights and threat intelligence reports based on analysis over the processed data through the application of artificial intelligence mechanisms.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 883540. The sole responsibility for the content of this document lies with the author and in no way reflects the views of the European Union.

The Mission

The PUZZE framework will help audit the cyber assets of the user SME and Micro Enterprises, evaluating their digital infrastructure to check for cyber risks, at multiple levels. Based upon this evaluation, PUZZLE will recommend and apply mitigation actions to tackleidentified threats and vulnerabilities.

The PUZZLE framework will help support this evaluation it's through enabling data collection and analysis from the various SME's and MEs that use the system. The collection will take place through secure resource management and monitoring agents, that will be hosted and applied via the PUZZLE infrastructure. This data, once it has been examined for cybersecurity incidents, can be combined withalready existing knowledge from other data sources, to provide an enriched threat picture and better intelligence for mitigating against attacks .

This intelligence picture will be further enhanced by knowledge sharing among the users, handled securely via the blockchaintechnologies (distributed ledger technologies?). This data will be subjected to machine learning techniques that will provide advanced risk analysis and assessments, as well as an early warning mechanism for potential vulnerabilities. Based upon these reports, the PUZZLE will be able to recommend defensive strategies for users, by implementing the cybersecurity services offered via the PUZZLE marketplace. ThePUZZLE will also offer automated or semi-automated defensive responsive mechanisms, greatly reducing the complexity and burden of reacting to threats and breaches for security officers.

A range of services will be available through the platform, allowing users to easily manage multiple threats, risks and attacks. Through the easy-to-use interface and reporting, companies will develop greater situational awareness regarding their vulnerabilities and increased resilience by adopting new solutions. These cybersecurity solutions will enhance the attractiveness of the PUZZLE marketplace, as they can be easily onboarded by external cybersecurity providers and seamlessly integrated by end users into their systems.

LOGO

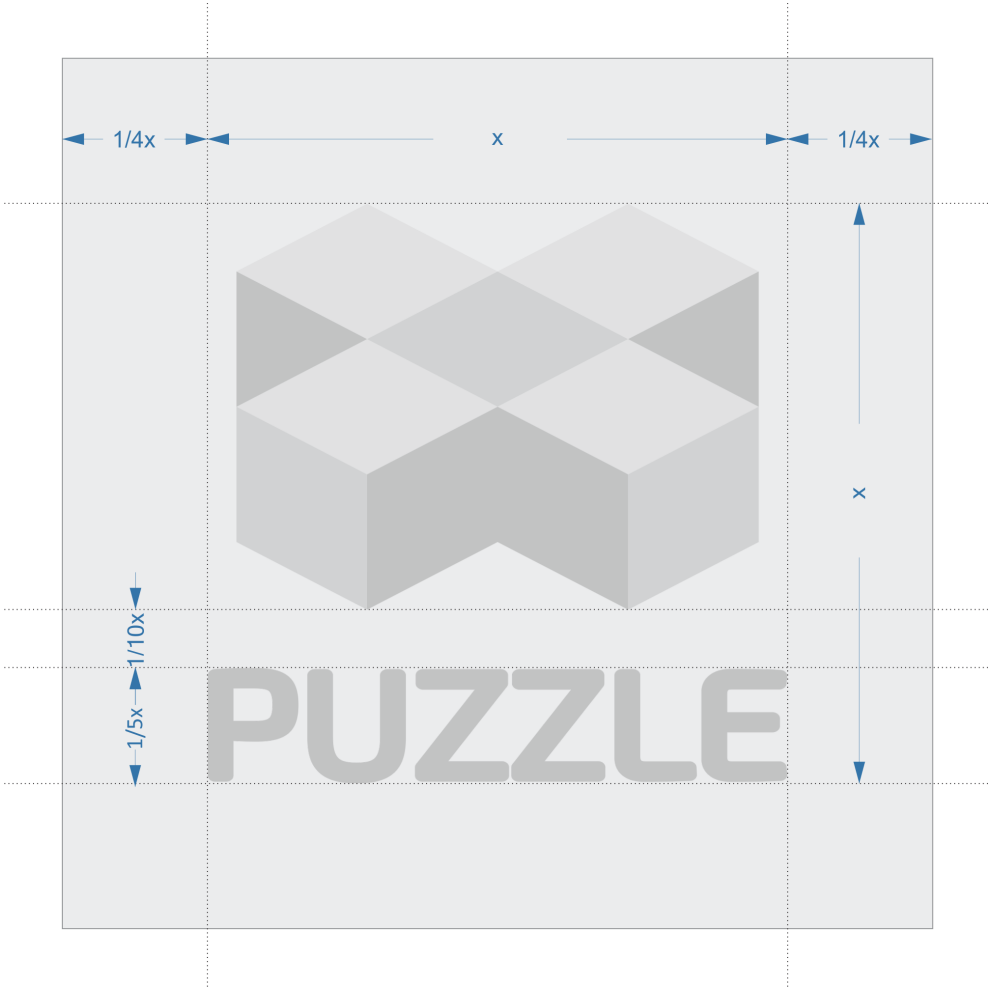
MASTER LOGO

This is our primary logo.

- Principal way of making ourselves known to the World.
- Used for project matters by all PUZZLE partners as the first option.
- Our visual marker in the cybersecurity landscape.
- Works on light or dark background for printing and digital formats.
- Do not separate image and typography.
- Do not reproduce PUZZLE logo.
- Use the official visual set at **puzzle-h2020.com**

Thank you!

LOGO PROPORTIONS & CLEARSPACE



- Area around the logo should be clear.
- Minimum clearance should be 1/4 of the logo width.
- No other logos, typography or other elements should invade this space.

Size

When determining scale and proportion, consider available space, design function and prominence. There is no maximum size for the PUZZLE logo.

PUZZLE

Digital 100px minimum hight
Print 10mm minimum hight

HORIZONTAL LOGO

Sometimes, our primary logo needs to be horizontal.

- This version serves for official communication and presentations, as well as when PUZZLE logo appears alongside other logos of other organisations.
- Elements and proportions are fixed, not to be changed, skewed or modified in any way.

LOGO PROPORTIONS & CLEARSPACE

For the horizontal version, the minimum clearspace is 1/2 of the logo's height.

Size

PUZZLE

Digital 100px minimum hight

Print 10mm minimum hight

Recommended clearspace

PUZZLE

Greyscale and B&W application

Use monochromatic and B&W logo in situations where full colour can not be used.

With B&W versions, pay attention to visibility of borderlines between cubes.

PARTNER LOGOS

PUZZLE AND OTHER BRANDS

PUZZLE cooperates with many organisations. Use implementation option you deem most appropriate.

Horizontal Logo Affiliation
For horizontal or type-based partner logos, use the primary logo, match heights, and secure a half of the height clearspace between logos.

Vertical Logo Affiliation
For vertical or image-based partner logos, use the primary logo, match heights, and secure a third of the height clearspace.

Using Horizontal PUZZLE Logo for Affiliations
Match height and secure a half of the height clearspace between the logos.

INCORRECT USAGE

INCORRECT USAGE

Make sure there is no incorrect use of our logo!

Keep the colours, proportions, and typography consistent in all communications. This applies to master, horizontal, and monochromatic and B&W versions.

The examples to the left are just visual interpretations of possible incorrect use.

Do not use other colors.

Do not add borderlines between cubes.

Do not change the font.

Do not skew or distort.

Do not add visual effects.

Do not move the image under the text.

Do not use the word without the image.

Do not use the image wthout the word.

Do not change logo elements proportion.

TYPOGRAPHY

IDENTITY GUIDE

TYPOGRAPHY

Exo 2 is a contemporary geometric sans serif typeface.

This font conveys a technological/futuristic feeling while keeping an elegant design.

Exo 2 Extra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Exo 2 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Exo 2 Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Exo 2 Semi Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Exo 2 Extra Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ

Exo 2 Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ

abcdefghijklm

Safer
tools.
Better
performance.

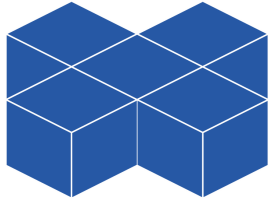
THIS IS A HEADLINE, 26PT, FLUSH LEFT, SPACING OF 1.19SP BETWEEN THE LINES AND 6PT AFTER A PARAGRAPH.

This is a subtitle text, 18pt, flush left, with spacing of 1.19sp between the lines and 6pt after a paragraph.

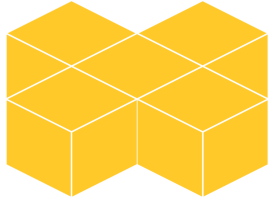
This is the body copy, 10pt, flush left, with the spacing of 1.19 between the lines, and 6pt after a paragraph.

COLOUR

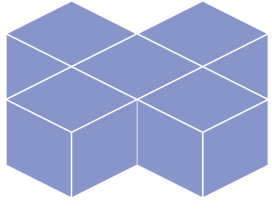
PRIMARY COLOURS



Cyber Blue
CMYK: 100, 79, 0, 0
HEX: #0036FF



Strong Yellow
CMYK: 0, 21, 100, 0
HEX: #FFC900



Electron Blue
CMYK: 50, 39, 0, 0
HEX: #809BFF

These are the colours our logo is made of.

The primary PUZZLE colours express security and strength in the cyberspace.

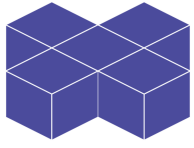
Cyber Blue is our flagship colour, with Strong Yellow and Electron Blue being complementary to it.

Use the flagship colour for headlines and important messages. Use the other two sparingly, to complement and accentuate a message when appropriate.

SECONDARY COLOURS

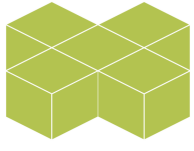
Our contribution to fruit references in the tech industry.

Use these colours sparingly, to make connection with project-related references, or as overlay or background for text.

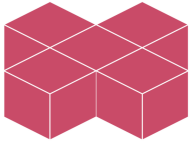


PUZZLE Bluberry
CMYK: 90, 90, 0, 0
HEX: #1919FF

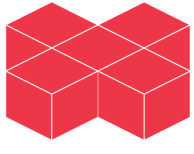
PUZZLE Orange
CMYK: 0, 52, 99, 0
HEX: #FF7203



PUZZLE Lime
CMYK: 35, 0, 85, 14
HEX: #8FDB21

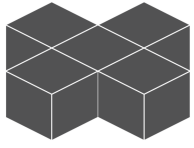


PUZZLE Cherry
CMYK: 0, 85, 35, 19
HEX: #CF1F86



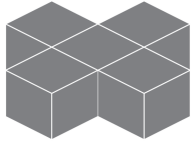
PUZZLE Raspberry
CMYK: 0, 98, 79, 0
HEX: #FF0536

GREYS AND NEUTRAL



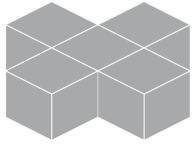
PUZZLE Near Black
CMYK: 0, 0, 0, 87
HEX: #212121

PUZZLE Light Grey
CMYK: 0, 0, 0, 12
HEX: #E0E0E0



PUZZLE Dark Grey
CMYK: 0, 0, 0, 63
HEX: #5E5E5E

PUZZLE Near White
CMYK: 0, 0, 0, 5
HEX: #F2F2F2



PUZZLE Mid Grey
CMYK: 0, 0, 0, 65
HEX: #969696

These are neutral colours for emphasis and contrast.

Use these colours to provide consistent and clear copy text, and to convey messages expressed by primary colours.

Make sure that text in these colours is legible - consider appropriate backgrounds.

TONE OF VOICE

VOICE OF PUZZLE

Think of PUZZLE as a group of your good friends who know a lot about computers and security in cyberspace. When we communicate, there is less talk and more action.

The PUZZLE Team puts a human face to cybersecurity protection.

WHAT WE ARE

Innovative
Reliable
Empowering
Trustworthy

WHAT WE ARE NOT

Distant
Passive
Irresponsible
Biased

THE PUZZLE CONSORTIUM

THE PARTNERS BEHIND PUZZLE

PUZZLE (puzzle-h2020.com) brings together multidisciplinary competences and resources from the academia, industry and research community focusing on digital security, multi-dependency cyberphysical risk assessment, edge trust assurance services and remote attestation, distributed processing, programmable networking mechanisms, cybersecurity analytics, deep analysis and distributed machine learning, threat intelligence, and blockchain technologies. It consists of thirteen (13) partners representing research institutes, universities, technology providers, infrastructure providers (end users) and industrial partners (including eight SMEs&MEs) from nine EC member states and associated countries.

UBITECH
ubiquitous solutions

Mellanox
TECHNOLOGIES

INTRASOFT
INTERNATIONAL

montimage

AEGIS
IT RESEARCH

uni.systems

FOGUS
INNOVATIONS & SERVICES

Suite5
We Deliver Intelligence

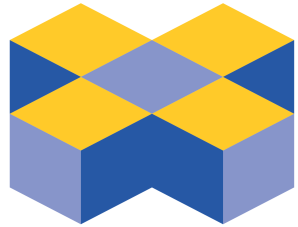
DTU
Technical
University of
Denmark

ΕΠΙΣΕΥ
ICCS

FORTH

European
DIGITAL SME
Alliance

VOJVODINA
ICT CLUSTER



Safer tools. Better performance.

puzzle-h2020.com

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