UserGate

CYBERSECURITY AS SOLVING A PUZZLE

to see the case, don’t enter the password

The merch concept for two branches
of the software developer UserGate.

ABOUT THE BRAND

UserGate is a Russian software developer specialising in corporate network security.

Company's main focus is corporate networks' security, ranging from small and medium-sized businesses to large corporations.

GOAL

Build the merch concept for two branches of the software developer UserGate.The merch should stand out and be visually distinguishable from other IT-company's merch.

Initially the client's main suggestion was to create merch based on puzzle-solving.

TARGET AUDIENCE

From young professionals to middle-aged individuals: engineers, cybersecurity specialists, technical IT-experts. As well as, students who discover the company at career events.

MAIN CONCEPT

Cybersecurity is a passion for solving puzzles. Cybersecurity specialists are working on tasks as a detective solves a case, catching each clue in their investigation.

Based on this idea, we created unique interactive multi-level puzzles for the merch.

In the concept we combined the image of detective aesthetics (large font from newspaper headlines, paper-coloured scheme) and IT-aesthetics (technological pictograms and icons).

SLOGAN

We have created a slogan that expresses the concept from the two perspectives. On one hand, it refers to detective cases, and on the other hand, it reveals the metaphor of cybersecurity.

The slogan is played up by a fingerprint icon as a symbol of a digital trace.

WHAT IF EACH KEY LEAVES A CLUE?

1 LEVEL PUZZLE

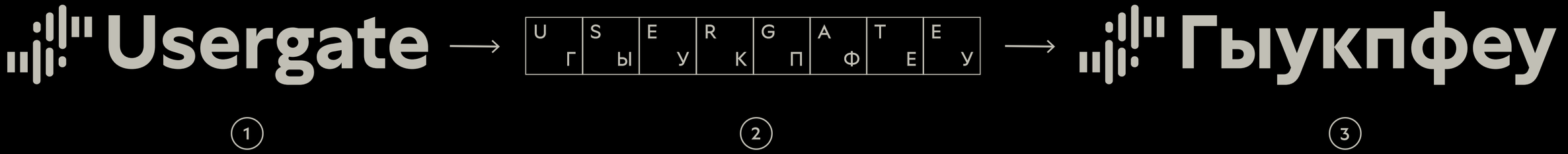
Level 1 is represented by either an image of the logo or the slogan in a simple riddle.

Level 1 graphics are used on small merch units: lanyards, removers, caps.

TRANSLIT

A simple riddle involves encrypting the brand name UserGate by the same set on the Russian layout-keyboard.

1. Took the original company logo in Latin letters;
2. Changed the name to Cyrillic layout;
3. Created the encrypted company name UserGate.



UserGate
HAT IF EACH KEY
LEAVES A CLUE?

UserGate

WHAT IF EACH KEY LEAVES A CLUE?
UserGate

2 LEVEL PUZZLE

Level 2 is the Caesar cipher
and keyboard with an encrypted anagram.

Level 2 graphics are used on medium-sized
merch units: notebooks, laptop bags, water bottles.

1 PUZZLE. CAESAR CIPHER

The Caesar cipher is a method of encrypting text by shifting characters along the alphabet to the right or left by a certain number.

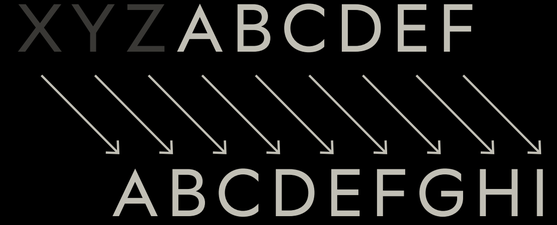
Thus, we encrypted the company name UserGate:

1. USER turned into RPOB using the principle of Caesar cipher;
2. Gate are played up in a rebus format as G8;
3. The icon with Caesar's profile is a hint for the encryption method.

USERGATE → USER G EIGHT →

① ② ③

RPOB G8 +



2 PUZZLE. KEYBOARD

Each key indeed leaves a clue. The answer can be entered on the UserGate website to claim a prize.

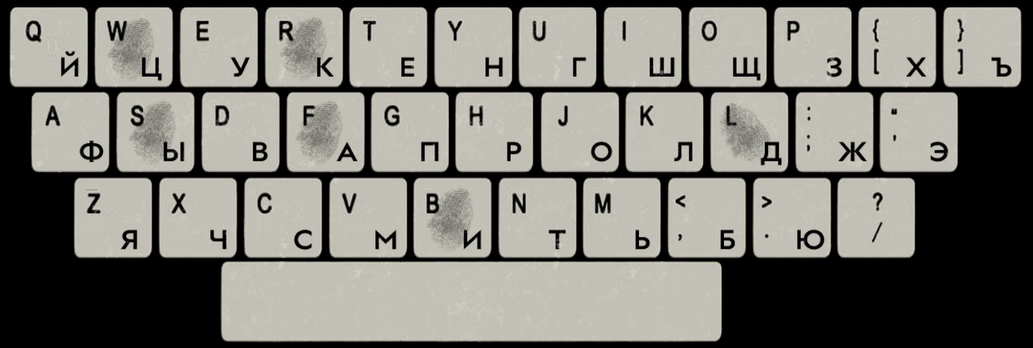
1. Company's copyright and the hint;
2. A question for the found word;
3. Graphics in the form of a keyboard with fingerprints. The combination of letters hides the word "cicadas";
4. Link to the website for entering the answer to the question and claiming the prize.

*Client can update questions and add new gifts, prizes, or access to limited educational materials through the usage of link.

1

WHAT IF EACH KEY LEAVES A CLUE?

3



2

The word from which the first message of the mysterious organisation ******* started?

4

Solve the riddle hidden in the image, follow the link below, enter the answer on the website, and win a prize.

www.usergate.com/puzzle/password

WHAT IF EACH KE
LEAVES A CLUE?
The word from which the first message
of the mysterious organisation ******* started?

RPOBG8
BY SOLVING THIS REBUS, YOU WILL NOT
RECEIVE A PRIZE, BUT WE HOPE THAT
IT MAY PUZZLE YOU FOR A LITTLE
AND YOU HAD FUN SOLVING IT.
UserGate

RPOBG8
BY SOLVING THIS REBUS, YOU WILL NOT RECEIVE
A PRIZE, BUT WE HOPE THAT IT MAY PUZZLE YOU
FOR A LITTLE AND YOU HAD FUN SOLVING IT.
2024
UserGate
UserGate

3 LEVEL PUZZLE

Level 3 is a complex puzzle with a keyboard and an anagram.

Level 3 graphics are used on large merch units: hoodies, T-shirts, shoppers.

BIG PUZZLE. PART 1. KEYBOARD

1. Company's copyright and hint;
2. A search bar for a password;
3. A keyboard with single and double fingerprints. Keys with double fingerprints indicate that the letter is used twice. As a result, we get the letter combination "rtyffghhjkbm";
4. Pictograms and the inscription "RUS" suggest that password is typed in the Russian layout. So we get the letter combination "kenaapprroliib", from which the phrase "parol na birke" (password on the label) is formed;
5. Link to the website for entering the answer to the puzzle and claiming the prize.

1

WHAT IF EACH KEY LEAVES A CLUE?

2

enter the password

3

4

рус | 04.04.2024

5

Solve the riddle hidden in the image, follow the link below, enter the answer on the website, and win a prize.

www.usergate.com/puzzle/password

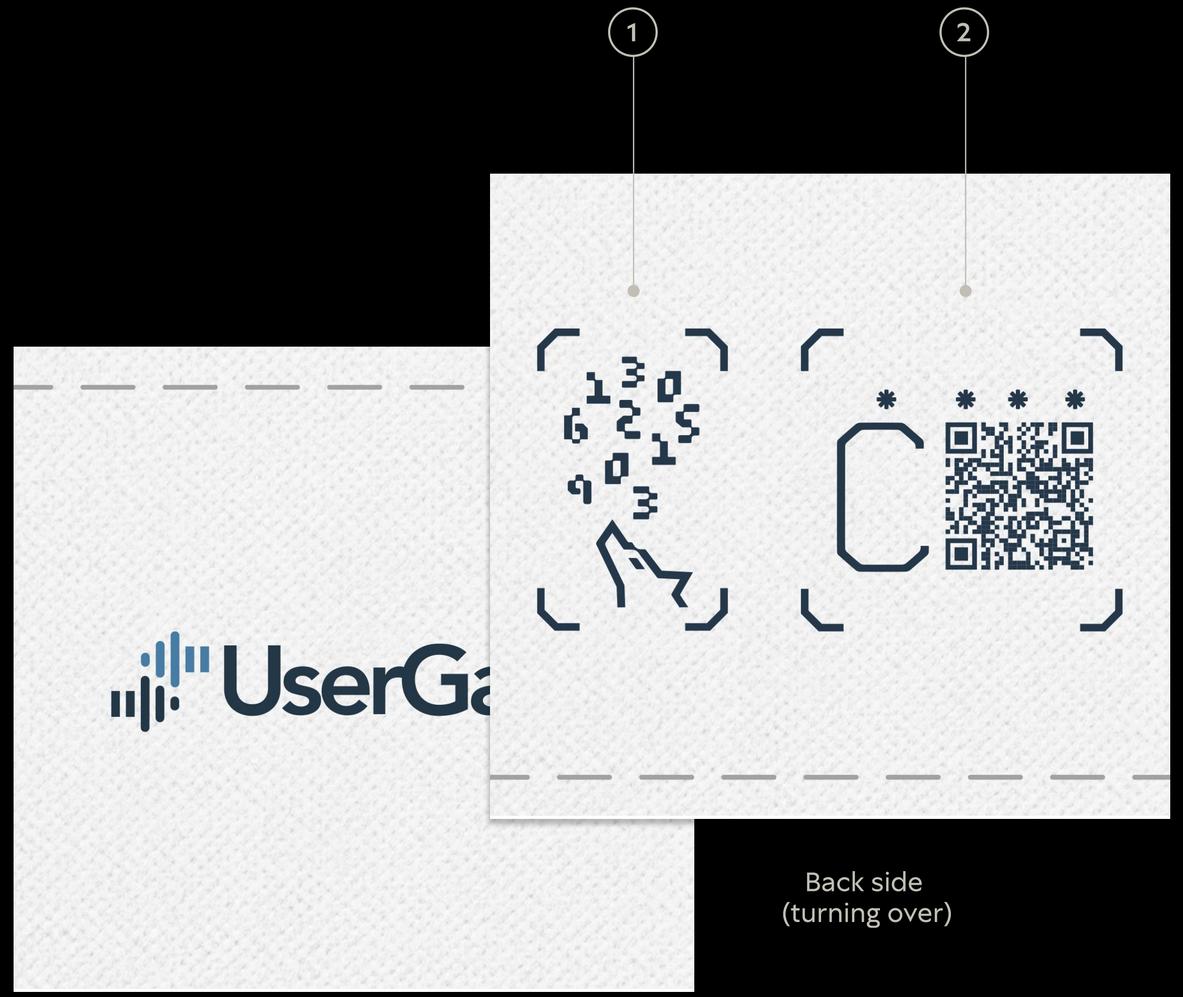
BIG PUZZLE. PART 2. LABEL

The answer to the previous puzzle leads us to the label of the merch on the back, which is another trademark rebus.

The corporate rebus consists of two rebuses:

1. **The "Digital" (or zifrovoi) rebus** – consists of a wolf howling at numbers (Russian wordplay)
2. **Rebus "Trace" (or sled)** – consists of the letter "S" (C) and a QR-code leading to the composition "Immigrant Song" by "Led Zeppelin".

*The number of asterisks indicates the number of letters in the word



Front side

Back side
(turning over)

WHAT IF EACH KEY
LEAVES A CLUE?
enter the password
РУС | 26.03.2024
Solve the riddle hidden in the image, follow the link
below, enter the answer on the website, and win a prize.
www.usergate.com/puzzle/password

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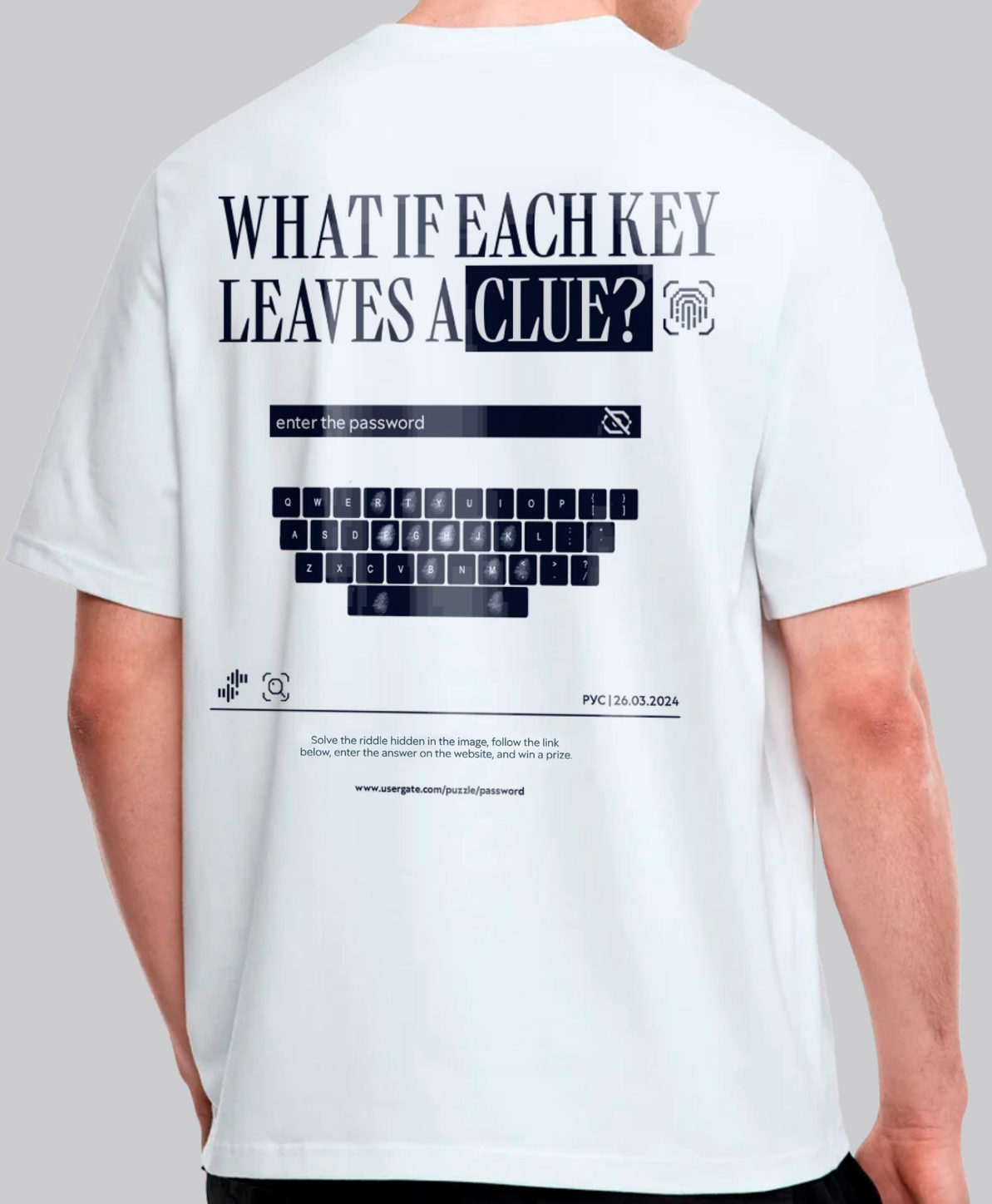
РУС | 26.03.2024

UserGate

MERCH FOR HR AND ACADEMY

We also developed merch for the company's
second branch: HR and Academy.
We differentiated the branch' merch
through a colour solution.



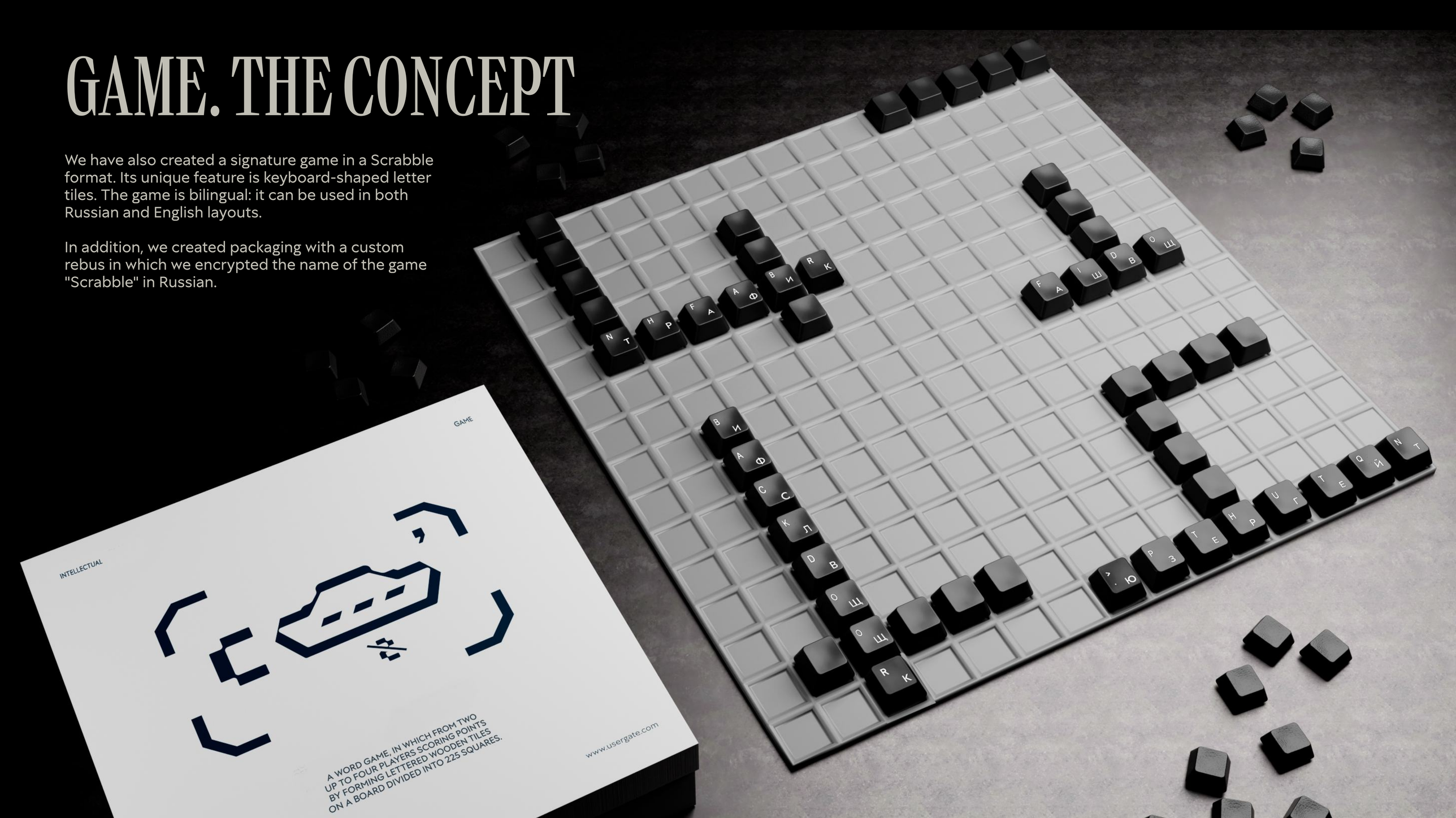
*Caesar cipher rebus can be customized for individual merch units. The phrase "Call on the Caesar's carpet" is encrypted on the mousepad.

*The brand icons of puzzels are used as pins to customize individual' merch.

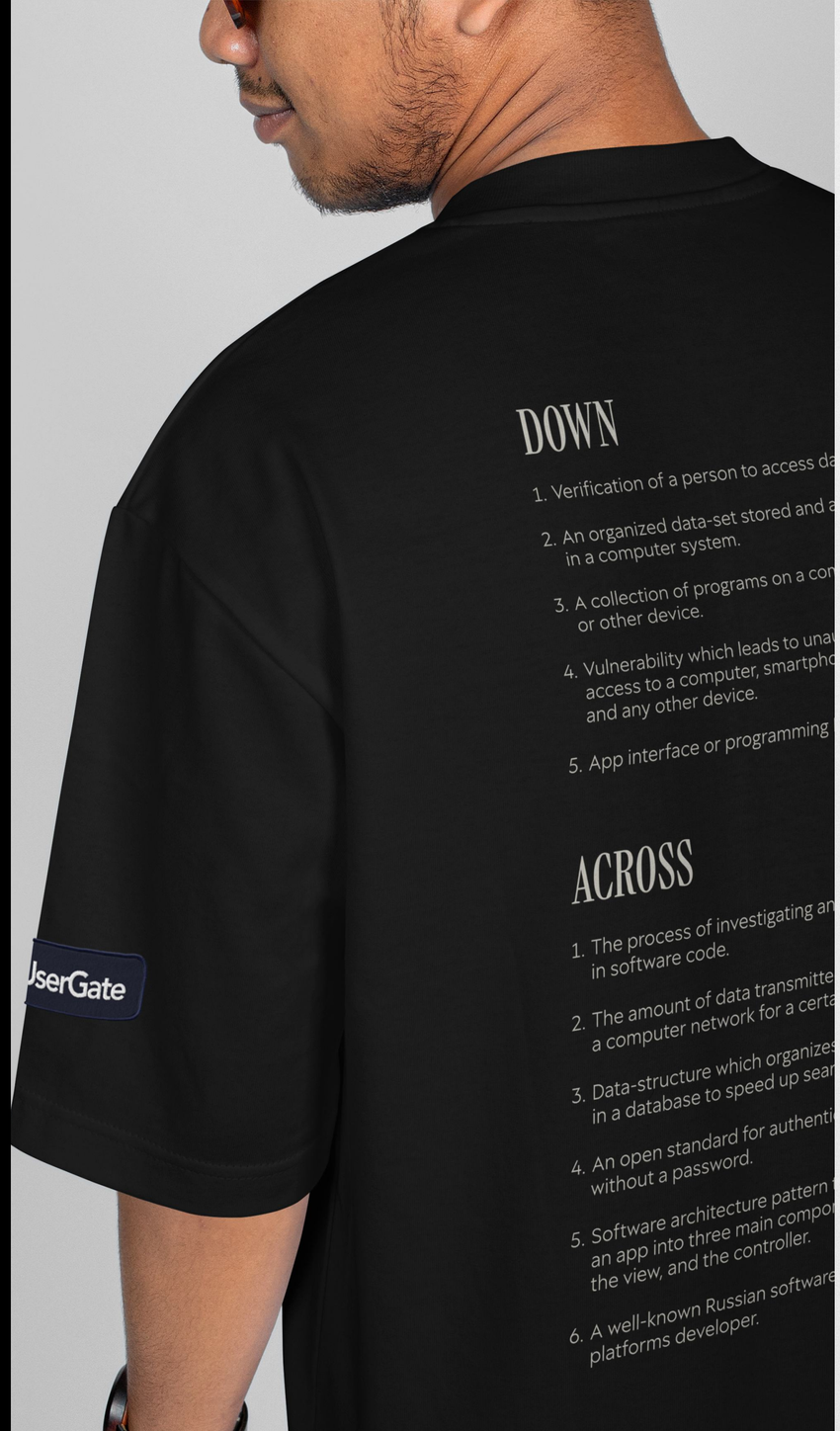
GAME. THE CONCEPT

We have also created a signature game in a Scrabble format. Its unique feature is keyboard-shaped letter tiles. The game is bilingual: it can be used in both Russian and English layouts.

In addition, we created packaging with a custom rebus in which we encrypted the name of the game "Scrabble" in Russian.



GAME.
DEVELOPMENT

Each game can be used as a crossword puzzle, which can be placed on merch.Thus, we gave the company a tool to update merch by themselves.

In crosswords, letters are highlighted in colour, indicating which layout is used to compose the word.