

Praetorian

Branding Style Guide



NATHAN SPORTSMAN
FOUNDER & CEO

It can be accepted as a new axiom that the importance of security will continue to increase as technology continues to extend. It's a brave new world where security, as one of the great technical challenges of our day, presents an unending opportunity to do real and permanent good.

In a fragmented market of failed security land grabs and constant exits, we set out to claim our future while others sell theirs short. Picked up by the straps of our boots, we enter on our own terms. We create something where nothing existed — a company to call our own.

Our mission is long term and absolute. We will bring together the world's security expertise to solve this fascinating problem. We are the security experts.

A handwritten signature in black ink, appearing to read 'Nathan Sportsman', written in a cursive style.

The following materials constitute Praetorian's Branding Guidelines. Guidelines are not hard and fast rules, they are *guidelines*. Consistency is a cornerstone to successful branding, but there will be times when it is prudent to make exceptions.

Doing what is right for the customer and the brand is a prudent exception, personal preference is not.

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Brand Identity

Our Vision and Mission

We help today's leading organizations gain confidence that their place in the next wave of innovation is secured.

As a collective of highly technical engineers and developers offering deep security expertise, Praetorian solves the toughest challenges faced by today's leading organizations across an ever-evolving digital threat landscape. Our solutions enable clients to find, fix, stop, and ultimately solve cybersecurity problems across their entire enterprise and product portfolios.

Our **vision** is to solve the cybersecurity problem.

Our **mission** is to make the world a safer and more secure place.

OUR NAME

Praetorian is named after the Praetorian Guard, an elite unit of the Roman army dating back to 275 BC. Praetorians were hand-picked and entrusted with the protection of the emperor and other important leaders—whose safety ensured the stability of the Roman Empire.

We Are United by These Core Values

Put the customer first.

Everything else will work itself out.

Lean into discomfort.

Growth and innovation comes from tension and change.

Follow your passion.

If your vocation is your avocation, You Will never work a day in your life.

Try harder.

Failure is inevitable, but fortitude will prevail. Nothing is impossible.

Default to open.

Bias toward brutal truth over hypocritical politeness.

Be humble.

Constantly pressure test your opinions, convictions, and believability.

Make craters.

Find success and meaning through impactful work.

Struggle and celebrate together.

Everything we do, we do as a team.

Orient to action.

Make decisions. Make mistakes. Just take the initiative.

Yes, and...

Start with yes by encouraging new ideas and expanding on them.

Performance matters.

This is a small company trying to do big things. Every individual effort counts.

Our Positioning

The combination of three attributes create a **unique value proposition** for our customers.

BOILERPLATE COMPANY DESCRIPTION

Praetorian is a cybersecurity solutions company whose mission is to make the digital world safer and more secure. Through expertise and engineering, Praetorian helps today's leading organizations solve complex cybersecurity problems across critical enterprise assets and product portfolios. From the Cloud to IoT, we are bringing together the world's security expertise to solve the cybersecurity problem and secure the next-wave innovation.

Customer Obsession

Some companies choose to focus on competitors, product, or low price. Praetorian chooses to obsess over creating value for our customers, and this obsession impacts everything we do. While many companies work hard on behalf of themselves, Praetorian works hard on behalf of our clients.

Adversarial DNA

While many cybersecurity companies are built on audit and reporting skills, our core strength lies in understanding the skills and attack vectors of cyber criminals. We provide better value to clients because we understand why vulnerabilities exist, which attack vectors really matter in a client environment, and which do not pose a serious threat.

Expertise & Engineering

Praetorian's talent density for cybersecurity solutions is unparalleled. We call our services professionals engineers because our job is to solve client problems. We aim to hire only the top 1% because we know our future depends on our people.

Note: The concept of Adversarial DNA can easily be misconstrued. Synonyms for the word adversarial include aggressive, hostile, antagonistic, combative, uncooperative, warlike. We do not want Praetorian to be perceived, or our verbal/visual branding elements to reflect "adversarial" in this manner.

Verbal Identity

For any text styles that are not outlined in this style guide, refer to [Google's text formatting guidelines](#).

Brand Naming Architecture

Our legal company name is [Praetorian Security, Inc.](#)

In most of our communications, we prefer to use [Praetorian](#).

SUB-BRANDS

As a relatively small startup company, we are best served by putting our resources on building awareness and interest in the Praetorian brand. As such, we leverage a branded house architecture, as opposed to a house of brands architecture. Any sub-brands should tie back into our company brand, whether in terms of naming, or look and feel.

To maximize resources against our Company brand, our standard approach to naming sub-brands is to use Praetorian + a descriptive name. For example:

Praetorian Labs

Praetorian Security Blog

Praetorian Product Security Team

There are exceptions, when it is prudent for us to establish and invest in a sub-brand. Even in these cases, a formal name should include “by Praetorian”, and audiences should notice/feel associations between the sub-brand and the parent-brand. An example of a sub-brand is as follows:

CHARIOT BY PRAETORIAN



Internal names (project names, team names, etc) do not require vetting, but for names that will be shared externally, including open source projects, particularly if they are to be invested in and developed as a business, brand names should be discussed with the marketing and the executive leadership team before put to use.

Brand Voice and Tone

Brand voice refers to the personality that we incorporate into all our communications. Tone is the emotional inflection we incorporate in various situations. While brand voice should remain consistent across all our messaging, the tone can change depending on the situation.

WHAT WE ARE NOT

Arrogant
Unprofessional
Cute

Bro
Aggressive
Militaristic

CORE ATTRIBUTES

Clear

We present ourselves as upfront, honest, and accountable. We use clear, plain-spoken language. We avoid industry jargon when possible and clarify when not. We favor descriptive communications over emotional or cryptic communications.

Helpful

Simple, straight forward, easy to understand. We are problem solvers—we follow problem statements with solutions or recommendations.

Smart

Confidence and clarity that comes from expertise. We make people feel comfortable with our mastery of cybersecurity, balancing deep subject matter expertise with the patience of a great teacher.

SUPPORTING ATTRIBUTES

Bold

We are leaders in cybersecurity and enthusiastic to share our innovations.

Inviting

Praetorian is for everyone, not just cyber experts.

Optimistic

We believe in a secure future and the ability to stay ahead of bad actors.

Passionate

We love what we do, and it shows in our communication.

Brand Voice and Tone Cont.

The Praetorian brand voice conveys **humble confidence**. We know cybersecurity is a minefield of confusing terminology. That's why we speak like the **experienced and compassionate** business partner we could only wish for at the beginning of our careers. We treat every person and organization with professionalism. We want to educate people without being patronizing, confusing, or dismissive.

TIPS FOR CREATING CONTENT

Solve problems.

Don't make anyone look bad.

Be conversational and friendly without being frivolous or arrogant.

Write accessibly.

Write for a technical audience, but not necessarily cybersecurity experts.

Don't pre-announce anything in documentation.

Use descriptive link text.

Eliminate unnecessary words.

We present ourselves as upfront, honest, and accountable. We use clear, plain-spoken language. We avoid industry jargon when possible and clarify when not. We favor descriptive communications over emotional or cryptic communications.

Whether people know what they need from us or don't know the first thing about cybersecurity, every word we say informs, reassures, and encourages. We impart our expertise with clarity and empathy.

We might make light of a situation to be reassuring, but we don't use offbeat humor or inside jokes as they tend to alienate some audiences. We don't take ourselves too seriously, but we show how passionate we are about solving the security problem. We aim to engage people because we have interesting things to share, not by being sensationalist. And we never make someone look stupid.

It should go without saying, but nonetheless: **Never use exclusionary terms, cultural appropriation, ableist or misgendering language, or anything that could be interpreted as a slur.** If you're on the fence about whether you're using something that could be taken as offensive, inflammatory or exclusionary, find another word.

Language and Grammar

We follow the [Associated Press Stylebook](#), except when we don't. For items that are not mentioned in our Branding Guide, you may refer to the AP style guide as our primary reference.

Omit unnecessary words.

Strong writing is concise. Every word in a sentence should have a purpose. If it doesn't, delete it.

Use active voice.

Make clear who's performing the action.

Use third person where possible.

If not applicable, use second person rather than first person: "you" rather than "we". "I" is least preferred.

Use [standard American English](#) spelling, diction, and punctuation.

✔ Color ✘ Colour

Use [title case](#) for document titles and section headings.

✔ Authentication Schemes for IoT Systems

✘ Authentication schemes for IoT systems

Use [numbered lists](#) (only) if sequence is important. Use bulleted lists for most other lists.

Use [description lists](#) for pairs of related pieces of information.

Use serial commas, put UI elements in bold, and format code-related text in code font.

Use unambiguous date formatting. In general, express months as words and use the format [Day of Week, Month, Day of Year](#).

✔ Wednesday, January 31, 1993

✘ Jan. 31st '93

Express time with a [12-hour clock](#), capitalize AM and PM, and always include the timezone for real times.

Put conditional clauses before instructions, not after.

✔ If we don't leave now, we'll be late.

✘ We'll be late if we don't leave now.

Capitalization

Proper Names

Capitalize proper names but avoid unnecessary capitalization in sentences. Resist the urge to capitalize random words in a sentence. Technical and business terms are often erroneously capitalized in sentences.

Company Names

Use full names when referring to other companies upon first reference in a white paper. This demonstrates respect. Note that we do not place a comma between the company name and Inc. or Corp.

- ✔ Microsoft Corp.
- ✘ Microsoft, corp.

Composition Titles

Put titles of blogs, e-books, white papers, etc. in italics when used in a sentence. (e.g., “According to *The Zero Trust eXtended Ecosystem: Data report*”) Do not place quotes around titles of blogs, e-books, white papers, etc. when used in a sentence. In headlines, our titles should be written in all caps and put in bold, per our visual branding guidelines.

- ✔ ...based on *The Zero Trust eXtended Ecosystem: Data report*
- ✘ ...based on the “zero trust eXtended ecosystem: data” report

Days of the Week

Spell out the day(s) of the week in running text. Abbreviate only when necessary to save space in a social post.

- ✔ Monday, Tuesday, Wednesday
- ✘ Mon., tue., wed.,

Headlines

Use sentence case for all headlines and subheadlines. Place a period (or question mark, if contextually appropriate) at the end of the phrase or sentence.

Eyebrow Text

Use all caps when using the Eyebrow text style. Refer to [page 29](#) of this document for more information on typography styles and usage.

Specific Usage Instances

Acronyms

The following may be used without spelling out (even first time):

AWS	(Amazon Web Services)
CI/CD	(Continuous Integration and Continuous Delivery/deployment)
CRM	(Customer Relationship Management)
DevOps	(Development and Operations)
DevSecOps	(Development, Security, and Operations)
ERP	(Enterprise Resource Management)
http	(Hypertext Transfer Protocol)
IP	(Internet Protocol)
NIST	(National Institute of Standards and Technology)
OWASP	(Open Web Application Security Project)
SaaS	(Software as a Service)
SDLC	(Software Development Lifecycle)

The following is a non-exhaustive list of terms that should be spelled out the first time:

IAM	Identity and Access Management
EDR	Endpoint Detection and Response
APT	Advanced Persistent Threat
IR	Incident Response
SCA	Software Composition Analysis
SAST	Static Application Security Testing
DAST	Dynamic Application Security Testing

Specific Usage Instances Cont.

Dr. vs. Ph.D.

Use whatever the Ph.D. holder prefers.

Email Addresses

Email addresses should be written in lowercase.

✔ john.smith@praetorian.com

✘ John.Smith@Praetorian.com

Fractions

Spell out when fractions are less than one, and numerals when greater than one.

✔ Two-thirds

✔ 1½

✘ ⅔

✘ One and a half

Months of the Year

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Otherwise, spell out all months when using them alone or with a year only. Numerals or abbreviations may be used for social media, but keep in mind that in many countries, the month appears second in numerical abbreviations (e.g., 17/3/1998 for March 17, 1998.)

✔ Jan. 31, 1993

✔ January 1993

✘ Mar. 15, 1993

✘ Apr. 1993

Numbers and Numerals

In general, spell out numbers one through nine. Use figures for 10 and above and whenever preceding a unit of measure or referring to ages of people, animals, events or things. Use numerals in tables.

Phone Numbers

Use periods, not dashes or parentheses, to separate numbers in the series. Don't use a "+" or a "1" before the area code.

✔ 800.599.0140

✘ 1-(800) 599-0140

Possessive Use of Praetorian

We prefer not to use Praetorian in the possessive.

✔ Praetorian's Terms and Conditions

✘ The Praetorian Terms and Conditions

References and Endnotes

Follow the various formatting guidelines from [The Chicago Manual of Style](#).

When citing a specific blog entry or a report or news article published online, hyperlink the title in your citation.

Subheadings

Use title case. Only capitalize the first letter of the important words in a subhead; don't capitalize small words like the, a, in, etc.

Specific Usage Instances Cont.

Trademarks and Service Marks

Use the appropriate trademark(s) upon first reference to a Praetorian product or other trademarked term/name in text, even if those trademarks have previously appeared in a title or logo. There is no need to repeat trademark usage after the first reference to the product or company name. When referring to another company's products, we should follow their usage guidelines as published or observed. We should make an effort to acknowledge trademarks and service marks of other companies as a sign of respect for their intellectual property.

URLs

We prefer to use hyperlink text when possible, but when writing out the web address for the Praetorian website in a print or digital ad or in a call to action at the end of a blog, white paper or other content piece, use all lowercase and do not use "https://" or "www." Just write it as: praetorian.com. Use shortened URLs for campaign landing pages.

✔ praetorian.com

✔ lp.praetorian.com/incident-response

✘ https://Praetorian.com

✘ www.Praetorian.com/Incident-Response

Specific Words and Phrases

AM and PM

(for time, all caps, no periods.)

among (not amongst)

antimalware (all one word)

antispam (all one word)

antivirus (all one word)

boardroom (one word, lowercase)

board of directors (lowercase)

cloud (lowercase)

crowdsource, crowdsourced, crowdsourcing (one word)

cyber attack (two words)

cybercrime (one word)

cybercriminal (one word)

cyber risk (two words)

cybersecurity (one word)

cyber threat (two words)

decision-maker, decision-making (hyphenated)

e.g. (lower case, with periods)

e-book (hyphenated, with the b in book lowercase)

email (no hyphen, all lowercase)

end user (two words when used as a noun)

end-user (hyphenated when used as an adjective, e.g., end-user computing.)

enterprise-wide (hyphenated)

ET (for eastern time zone, not EST or EDT.)

healthcare (one word)

i.e. (lower case, with periods)

internet (lowercase)

internet of things (lowercase)

IoT (SEO friendly abbreviation for internet of things. Capital “I”, lowercase “o”, capital “T”)

Specific Words and Phrases Cont.

jump start (two words)

kick off (two words)

kick start (two words)

login (one word when used as a noun or adjective)

log in (two words when used as a verb)

multi-factor authentication (hyphenate multi-factor)

OK, OK'd, OK'ing, Oks (not ok or okay, per AP Stylebook.)

on premises (two words when used as an adverb, e.g., The solution runs on premises.)

on-premises (hyphenate when used as a compound modifier, e.g., RSA supports cloudbased and on-premises systems.)

percent (one word; spell out when used in a sentence, unless in tweets or other short form social media content. Use the symbol (%) in tables, pie charts, bar charts and infographics)

PT (for Pacific time zone)

Security Engineer (title for our employees in this role, not Consultant).

siloed (not “silod”)

silos (not “siloes”, per Webster's New World Dictionary)

technology-centric (hyphenated)

third party, third parties (no hyphen when used as a standalone noun, e.g., We conduct rigorous due diligence on every third party.)

third-party (hyphenate when used as a compound modifier, e.g., third-party risk, third-party vendor.)

two-factor authentication (hyphenate two-factor)

web (lowercase)

website (lowercase)

well (hyphenate as part of a compound modifier, e.g., well-deserved.)

white paper (two words)

Wi-Fi (hyphenated, capitalize W and F)

Punctuation and Formatting

&

Use the ampersand symbol in product names and in headlines unless use of the & undermines SEO.

%

Use the % symbol to refer to percentages in infographics, pie charts and bar graphs. The symbol may also be used when referring to percentages in social media posts with character count limits. When referring to percentages in running text, spell out percent.

✔ We observed a 12 percent increase in monthly activity.

✘ We observed a 12% increase in monthly activity.

Bulleted Lists

No punctuation at the end of a bullet that's a simple phrase. For bullets that are declarative or imperative sentences, put a period at the end of each. Keep one format or the other consistent through a list.

Commas

Avoid using a comma before “and” in a simple series. Only use a comma before “and” in a complex series or to clarify the meaning of a sentence. Never put a comma after the words and, but or yet when they begin a sentence, unless they're followed by a dependent clause.

✔ Yet, when I have time, I like to drink tea.

✘ Yet, I like to drink tea.

em Dash

Use the em dash (—), not the en dash (–), and note there are no spaces around the em dash.

Exhibit and Figure Titles

Follow this format: Figure 1: Biometric Authentication Adoption By Industry
Figure 2: Use of Two-Factor and Multi-Factor Authentication

Hyphen

In general, the fewer the hyphens, the better. Use them to avoid ambiguity or to avoid combining too many vowels or consonants (e.g., socio-economic, pre-emptive, shell-like).

Punctuation within Quotation Marks

The period and the comma always go within quotation marks.

Visual Identity



VISUAL IDENTITY

Primary Logo Spacing

The Praetorian Logo represents problem solving. The concentric shapes evoke a labyrinth, directing the viewer's eye to the center — “the core of the problem” — where the terminal of the shape creates a letter ‘P’ monogram.

The Praetorian logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the ‘t’ is drawn around the logo to create the invisible boundary of the area of isolation.

The logo should never scale down below 40px in height. The height of the logo is measured by the top and bottom edges of the brandmark.



VISUAL IDENTITY

Primary Logo Colors

CMYK values have been determined using the Pantone Color Bridge. Due to varying results with print processes and different print surfaces, optimum results when printing in 4-color can be best determined through working directly with your printer.

Praetorian Navy

Hex: #0D0D28
RGB: 13 / 13 / 40
Pantone: 282 C
CYMK: 100 / 72 / 0 / 73

Praetorian Purple

Hex: #5658EF
RGB: 86 / 88 / 239
Pantone: 7670 C
CYMK: 76 / 75 / 0 / 0

VISUAL IDENTITY

Primary Logo Colors



VISUAL IDENTITY

Full Color Palette

CMYK values have been determined using the Pantone Color Bridge. Due to varying results with print processes and different print surfaces, optimum results when printing in 4-color can be best determined through working directly with your printer.

Praetorian Navy

Hex: #0D0D28

RGB: 13 / 13 / 40

Pantone 282 C

CYMK: 100 / 72 / 0 / 73

Praetorian Purple

Hex: #5658EF

RGB: 86 / 88 / 239

Pantone 7670 C

CYMK: 76 / 75 / 0 / 0

Praetorian Teal

Hex: #1CCCCF

RGB: 28 / 204 / 255

Pantone 306 C

CYMK: 76 / 0 / 0 / 0

Praetorian Slate

Hex: #868693

RGB: 134 / 134 / 147

Pantone 4127 C

CYMK: 49 / 41 / 18 / 9

Praetorian Off-White

Hex: #F4F5F4

RGB: 244 / 245 / 244

Pantone 656 C

CYMK: 10 / 2 / 0 / 0

Praetorian White

Hex: #FFFFFF

RGB: 255 / 255 / 255

Pantone White

Incorrect Logo Usage

The Praetorian Primary Logo was designed to effectively evoke the Praetorian brand's core values and attributes. All elements of the logo, including but not limited to typography, size, spacing, and color, are deliberately designed with this goal in mind, and work together to establish a visual harmony and balance.

Modifying any of these properties or the relationship between them not only compromises the consistency of the Praetorian brand, but weakens the logos representation of the Praetorian brand's core values and attributes.



⊗ **DO NOT** rotate the logo for any reason



⊗ **DO NOT** add drop shadows, bevels, or any other effects



⊗ **DO NOT** use gradients within the logo



⊗ **DO NOT** change sizing or positioning of logomark to logotype



⊗ **DO NOT** apply transparency effects to the logo



⊗ **DO NOT** reproduce the logo in unauthorized colors

VISUAL IDENTITY

Alternate Logo Lockup and Spacing

The Alternate Logo lockup should only be used in print and digital instances where it is impossible to use the Primary Logo lockup due to size and placement restrictions, or to achieve the desired visual prominence.

Always try to use the Primary Logo lockup first.

All versions of the Praetorian logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the 't' is drawn around the logo to create the invisible boundary of the area of isolation.

All usage guidelines and restrictions that apply to the primary logo lockup should also be observed when using this version.



Typography

The Praetorian brand uses three typeface families to help establish an on-brand look and feel and ensure increased legibility and readability in both digital and print settings.

The three type families can be purchased or synced from the links below.

NEUSA NEXT STD

fonts.adobe.com/fonts/neusa-next
myfonts.com/fonts/northernblock/neusa-next/

AKTIV GROTESK EX

fonts.adobe.com/fonts/aktiv-grotesk
daltonmaag.com/library/aktiv-grotesk

HALYARD TEXT

fonts.adobe.com/fonts/halyard
dardenstudio.com/typefaces/halyard

NEUSA NEXT STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AKTIV GROTESK EX

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HALYARD TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography Web Styles

When designing for the web or other screen-based digital media, use the styles outlined here to establish a clear hierarchy of information within your layouts.

Take note of any styles that are reserved for specific usages, like Button and Body Text styles.

Font Family: Neusa Next Std
Weight: Wide Medium
Font-Size: 80px
Line-Height: 74px
Letter-Spacing: -0.1px

H1

Font Family: Neusa Next Std
Weight: Wide Medium
Font-Size: 48px
Line-Height: 56px
Letter-Spacing: -1.6px

H2

Font Family: Neusa Next Std
Weight: Wide Medium
Font-Size: 36px
Line-Height: 44px
Letter-Spacing: -1px

H3

Font Family: Neusa Next Std
Weight: Wide Medium
Font-Size: 28px
Line-Height: 40px
Letter-Spacing: -0.6px

H4

Font Family: Neusa Next Std
Weight: Wide Regular
Font-Size: 20px
Line-Height: 30px
Letter-Spacing: -0.2px

H5

Font Family: Aktiv Grotesk Ex
Weight: Medium
Font-Size: 13px
Line-Height: 20px
Letter-Spacing: 0px

H6

Font Family: Aktiv Grotesk Ex
Weight: Bold
Font-Size: 8px
Line-Height: 20px
Letter-Spacing: 1.6px
Note: Should always be set in all caps.

EYEBROW

Font Family: Aktiv Grotesk Ex
Weight: Bold
Font-Size: 12px
Letter-Spacing: 0px

Button

Font Family: Halyard Text
Weight: Light
Font-Size: 16px
Line-Height: 28px
Letter-Spacing: 0.2px

Body Text Regular

Font Family: Halyard Text
Weight: Light
Font-Size: 14px
Line-Height: 24px
Letter-Spacing: 0.2px

Body Text Small

Logomark as a Design Element

The Praetorian Logomark can be used as a background element in print and digital assets to help create interesting, fluid layouts.

The Praetorian Logomark is a stylized, abstract shape composed of several interconnected, rounded, and elongated segments. It is rendered in a dark blue-purple hue against a solid dark navy background. The logomark is positioned in the lower right quadrant of the page.

On Praetorian Navy Backgrounds

Color: Praetorian Purple

Opacity: 10%

The Praetorian Logomark is rendered in a light gray color against a solid off-white background. The logomark is positioned in the lower right quadrant of the page.

On Praetorian Off-White and White Backgrounds

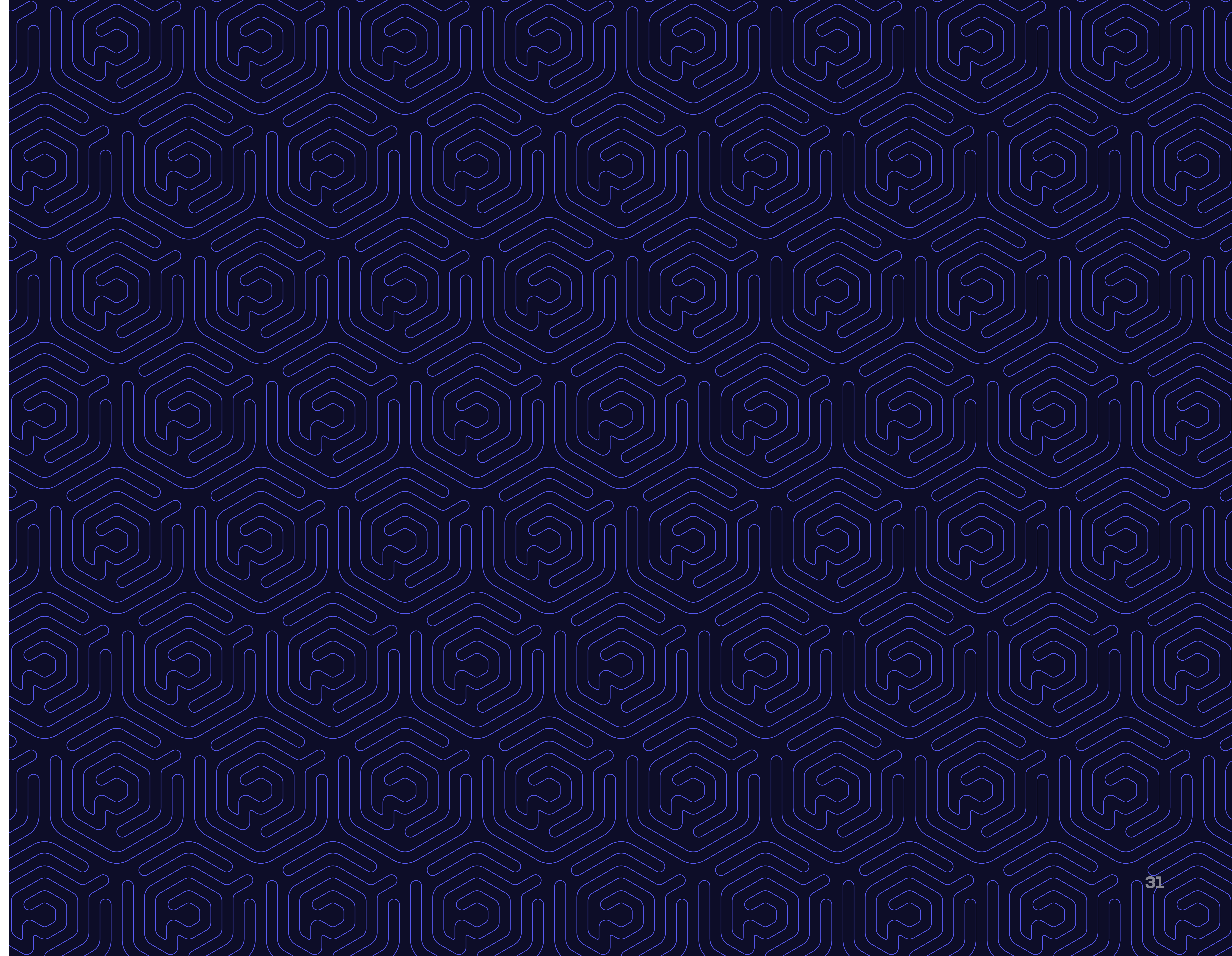
Color: Praetorian Navy

Opacity: 3%

Logomark as a Pattern

The Praetorian Logomark can be used as a pattern in print and digital assets to help create visually interesting, textured backgrounds.


When using this pattern, Do not recreate it using the Praetorian Logomark. Instead, use the supplied pattern file. Avoid placing text on top of the pattern to ensure maximum readability. Whenever possible, place the pattern such that at least two of its edges reach the bounds of the media you are using.




Angled Background Color Blocks

You may use angled color blocks to create contrast between layouts and guide the user throughout page layouts.

Always ensure that the angle of the background color block retains its original degree of incline, and that the incline is applied to the top or bottom sides of the panel, not the left or right sides.



30°



30°

VISUAL IDENTITY

Example Collateral





Photography

The Praetorian Brand's usage of photography can be split into two categories: **Team** and **Content**.

Avoid using vector illustrations and/or iconography in place of both types of photography.

TEAM PHOTOGRAPHY



Norman Osborn
SENIOR ENGINEER
SAN FRANCISCO, CA



Gabriel Stacy
SENIOR ENGINEER
SAN JOSE, CA

Team photography aims to candidly capture Praetorian team members at work, or engaged with other team members at work. Team photography can also take the form of a headshot, in which case the subject can look directly at the camera whilst in front of a neutral, monochromatic background.

Ensure that Team photography is always displayed in full color. When accompanying a quote or testimonial, or when placed in a grid of other employee headshots, headshots may be placed inside the hexagon brand element.

CONTENT PHOTOGRAPHY



Content photography refers to all photography that acts as a supplement written, visual, or audio content such as a blog post. These images may be original photography, licensed stock photography, or supplied by a third party. To ensure visual consistency, content photography adopts the visual styling seen above, outlined in detail on the next page of this style guide.

If selecting stock photography, ensure that the subject matter of the image is relevant to that of the content.

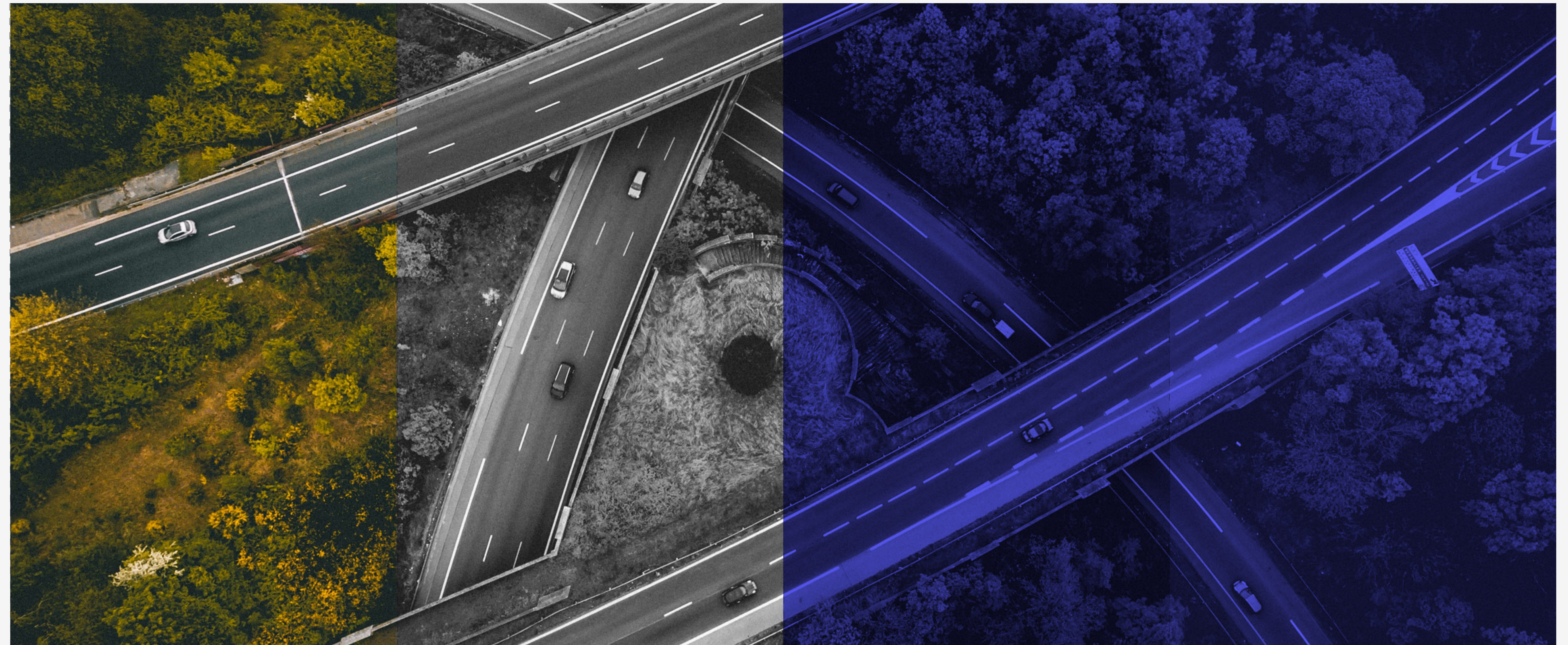
Content Photography Style

As a photographic treatment we use duotone colorization. On the Praetorian website, this image style is automatically applied to all relevant images using CSS. The user only needs to upload the original image to Wordpress.

For other applications, please refer to the instructions on this page to achieve the same visual style, or use the templates below.

[Download Sketch Template](#)

[Download Photoshop Template](#)



Step 01

SKETCH

Under the 'Style' panel, add a color fill of **#000000** with a **'color'** blend mode effect.

PHOTOSHOP

Use the drop down menu *Layer > Layer Style > Color Overlay*. Add a color fill of **#000000** with a **'color'** blend mode effect.

Step 02

SKETCH

Under the 'Style' panel, add a color fill of **#5658EF** with a **'multiply'** blending mode effect.

PHOTOSHOP

Use the drop down menu *Layer > Layer Style > Color Overlay*. Add a color fill of **#5658EF** with a **'multiply'** blend mode effect. Make sure the previous blend mode layer is underneath this new treatment.

Step 03

SKETCH

Under the 'Style' panel, add a color fill of **#0D0D28** with a **'lighten'** blending mode effect.

PHOTOSHOP

Use the drop down menu *Layer > Layer Style > Color Overlay*. Add a color fill of **#0D0D28** with a **'lighten'** blend mode effect. Make sure the previous blend mode layers are underneath this new treatment.

Step 04

SKETCH

You can adjust brightness and contrast levels if needed.

PHOTOSHOP

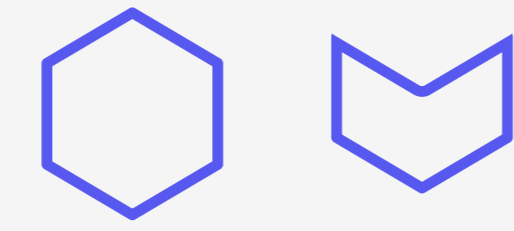
You can adjust curves and levels if needed.

Iconography

The Praetorian Brand uses custom-made, stylized iconography to convey specific ideas in a visually abstracted way.

Icons should always accompany a written description of the relevant subject matter, and should never appear without such context.

If you need to create new custom icons, refer to the guidelines on this page.



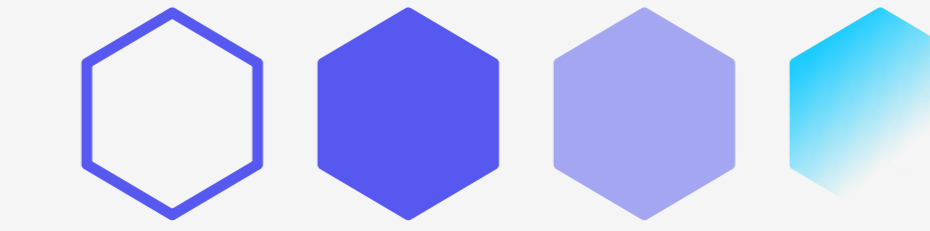
Create icons only using hexagons, or shapes derived from a hexagon.



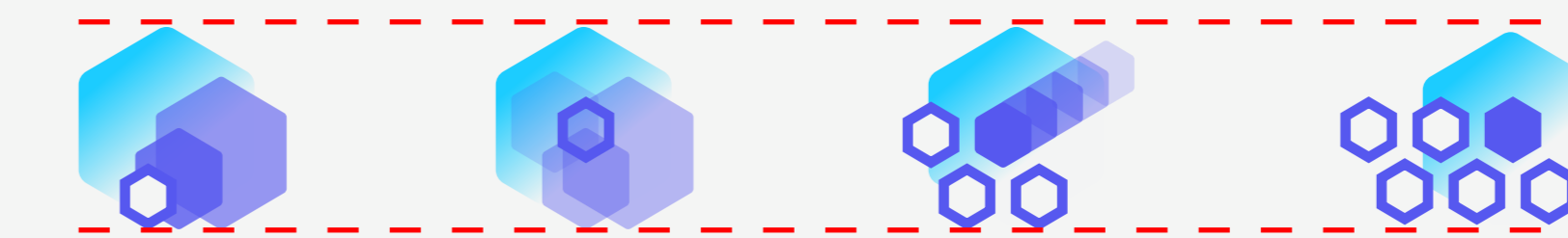
Use the feathered hexagon in Praetorian Teal as a background element on all icons for added consistency.

You may change the orientation of the gradient on the hexagon based on your artwork, but do not edit the gradient itself.

Account for this hexagon when measuring the total height of an icon. Do not use the point at which the gradient fades as a reference point when measuring.



Limit icon colors to Praetorian Purple and Praetorian Teal. Modify the opacity and size of the hexagons, or alternate between filled and stroked hexagons to create your artwork.



If multiple icons appear next to, or in close proximity to each other, ensure that their heights are consistent. The icon widths may vary within reason.

All icons featured on the Praetorian website are 40px tall.



Do not edit the contents of this document without the consent of relevant parties from Praetorian.

If you have any questions or require assistance on how to use this style guide, please write to david.bebko@praetorian.com.