



**THREATCAPTAIN®**

# Brand Guidelines

For Distributor Partners

## 01 · LOGO &amp; WORDMARK

# One mark. Used right.

The ThreatCaptain® lockup, clear space, and the sizing rules.

## PRIMARY LOCKUP · LIGHT BACKGROUND



## PRIMARY LOCKUP · DARK BACKGROUND



## SIZING &amp; CLEAR SPACE

- Digital: 24px height minimum
- Print: 0.5 inch height minimum
- Clear space: padding equal to wordmark cap height on all sides

**DO**

- Use official artwork files only
- ® on first prominent appearance per page
- Maintain clear space and aspect ratio
- Place on backgrounds with WCAG AA contrast

**DON'T**

- Re-typeset in any font
- Apply effects (shadow, glow, distort)
- Recolor outside the approved palette
- Crop, lock to shape, or break clear space

## 02 · COLOR &amp; TYPOGRAPHY

# Atlas palette, spec.

Brand colors grouped by role. Type set in Sora and Manrope.

## BRAND · CORE PALETTE



Primary Navy  
#0f1724

TEXT



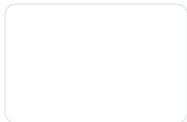
Surface  
#1a2332



Brand Blue  
#3b82f6



Brand Cyan  
#06b6d4



White  
#ffffff



Slate  
#94a3b8

## STATUS · SEMANTIC ACCENTS



Success  
#10b981



Warning  
#f59e0b



Critical  
#ef4444

## TYPOGRAPHY

## Sora · Display & Headlines

[fonts.google.com/specimen/Sora](https://fonts.google.com/specimen/Sora) · weights 600, 700

Manrope · Body and UI text for paragraphs and content.

[fonts.google.com/specimen/Manrope](https://fonts.google.com/specimen/Manrope) · weights 400, 500, 600

JetBrains Mono · Numbers, code, technical data.

[fonts.google.com/specimen/JetBrains+Mono](https://fonts.google.com/specimen/JetBrains+Mono) · weights 400, 700

03 · VOICE

# You are the Captain.

How we talk, how we don't, and how Beakon™ lands as a peer in the room.

## POSITIONING FRAME

**You are the Captain. Beakon™ is your first mate.  
We're the crew.**

ThreatCaptain® equips the Captain to command — never commands for them. Marketing copy speaks about how we give the Captain the situational awareness, the financial intelligence, the decision support.

## FIVE RULES FOR PARTNER COPY

**DO**

"Take command of your security risk conversations."

**DON'T**

"We monitor your customers' security."

**DO**

"See risk in financial terms."

**DON'T**

"Quantify financial exposure through breach cost modeling."

**DO**

"Beakon™ flags compliance gaps before they cost you."

**DON'T**

"Our AI agent provides automated compliance monitoring."

**DO**

"Mission-ready in 48 hours."

**DON'T**

"Set sail with cybersecurity confidence."

**DO**

"Real-time situational awareness."

**DON'T**

"Chart your course to cyber resilience."

## 04 · RULES &amp; ASSETS

# Rules of the road.

Two non-negotiables, plus how to request brand assets.

**NO EMOJI**

In marketing materials, decks, web copy, ads, and partner-facing content – no emoji, no Unicode geometric shapes (stars, triangles, arrows, checkmarks). Use approved icons from the asset pack.

**NO PIRATE · MODERN COMMAND CENTER**

Aesthetic target: naval command center, NASA mission control, security operations center. Never Pirates of the Caribbean.

**AVOID IN COPY**

- Ahoy, mate, scallywag, plunder, treasure
- Set sail, chart your course, smooth sailing
- Navigate the storm, uncharted waters
- Filler verbs: Elevate, Seamless, Unleash,
- Delve, Empower, Revolutionize

**USE FREELY**

- Take command, deploy, execute, monitor
- Intercept, respond, brief, report
- Situational awareness, intelligence
- Readiness, mission, decision support
- Real-time, command and control, navigate

**REQUEST BRAND ASSETS**

## Logos, color values, fonts, icons.

Available on request: Logo files (SVG, PNG, EPS), color swatches (hex, RGB, CMYK), font links, approved icon set.

**REQUESTS:** [support@threatcaptain.com](mailto:support@threatcaptain.com)

05 · QUICK REFERENCE

# Pin this. Or print it.

The whole guide in one card.

## 01 · LOGO

### ThreatCaptain®

- Official files only
- ® on first prominent use
- Don't re-typeset
- Maintain clear space

## 02 · COLORS

### Atlas palette

- Navy #0f1724
- Brand Blue #3b82f6
- Brand Cyan #06b6d4
- White #ffffff

## 03 · TYPE

### Sora · Manrope · Mono

- Sora — headlines
- Manrope — body & UI
- JetBrains Mono — numbers
- No other fonts allowed

## 04 · VOICE

### Captain at the helm.

- Modern command center
- No emoji · No pirate
- Beakon™ — the AI first mate
- See risk in financial terms

BRAND ASSETS &amp; QUESTIONS

[support@threatcaptain.com](mailto:support@threatcaptain.com)