



PCCC

# Branding & Identity Guidelines

## Brand Logos

The following two brand logos are provided for use on your website and marketing material.



# Correct Logo Application

Our logo colors are:  
dark blue (#1C2883)  
pure white (#FFFFFF)

Our dark blue logo (#1C2883)  
should go on light backgrounds

Our pure white logo (#FFFFFF)  
should go on dark backgrounds



# Incorrect Logo Application

1. Do not add stroke or outline around the logo.
2. Do NOT rotate the logo.
3. Do NOT apply effects or shadows to the logo.
4. Do NOT alter the spacing of the logo.
5. Do NOT change the color of the Logo.
6. Do not distort or stretch the logo.
7. Do not place the dark blue logo on a dark background OR the light orange logo on a light background.



# Product Logos

The following two product logos are provided for use on your website and marketing material. The incorrect logo applications also apply to all product logos.

\*Note: Raptor Email Security should never be displayed as “E-mail”, “E-Mail” or “EMail”.



## Color Palette

### Gunmetal

HEX 1C2833  
RGB 28, 40, 51  
HSB 209, 45, 20  
CMYK 45, 21, 0, 80

### Orange Red

HEX FF6C2C  
RGB 255, 108, 44  
HSB 18, 83, 100  
CMYK 0, 57, 82, 0

### Charcoal

HEX 293A4A  
RGB 41, 58, 74  
HSB 209, 45, 29  
CMYK 44, 21, 0, 70

### Seashell

HEX FFF5EE  
RGB 255, 245, 238  
HSB 25, 7, 100  
CMYK 0, 3, 6, 0

# Typography

**Aa**

**Poppins Semi Bold**  
(HEADERS & SUBHEADERS)

1 2 3 4 5 6 7 8 9 0

( ! ? % \$ # @ ; & )

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

Aa

Open Sans Normal  
(BODY TEXT)

1 2 3 4 5 6 7 8 9 0

( ! ? % \$ # @ ; & )

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