

# Braxton-Grant Technologies Logo Guidelines

These guidelines are provided to show you how the Braxton-Grant Technologies, Inc. and ODIN-I logos should be visually communicated.

## LOGO REPRODUCTION

The logotypes comprise custom-drawn monogram and letterforms. Do not attempt to duplicate the logotype from stock typefaces, recreate the “cube” and/or “padlock” symbol, ODIN-I “O” symbol or “interlocking triangle” symbol, or otherwise alter the original logo artwork. Always reproduce the logo from an approved, unaltered electronic file.

The Braxton-Grant Technologies proprietary logos shown throughout this guide are for instructional purposes only and may not be used for logo reproduction.

## LOGO COLORS

Color Space	BLUE	GREEN	WHITE
CMYK	(97,44,0,62)	(29,0,68,22)	0-0-0-0
RGB	(3,54,97)	(140,198,63)	255-255-255
Hex	#033661	#000000	#FFFFFF

Braxton-Grant logos comprise HEX #033661, Green HEX#8CC63F and White HEX #FFFFFF. Full color logos are the preferred versions. The Braxton-Grant Technologies logos should never be reproduced in colors other than those listed here.

## ALTERNATE LOGO CONFIGURATIONS

*For most instances the primary logo in full color (blue+green) should be used.* In circumstances where there is limited or constrained space, an alternate stacked version of the logo can be used.

## SIZE

Generally speaking, the primary Braxton-Grant logo (or alternate color version of the primary logo) should never be scaled to less than 0.5 inches (12.7 mm) high in print, or 36 pixels high in online use. In instances where the alternate stacked logo version is required, never scale to less than 1 inch (25.4 mm) or 75 pixels high.

## CLEAR SPACE

To maintain brandmark integrity, all applications of the Braxton-Grant logo must include the minimum clear space equal to 1/2 the height of the cube symbol diameter. On web space, provide as much white space around the logo as possible where space is limited.

## LOGO REQUEST

For questions or to request permission for use of Braxton-Grant Technologies and ODIN-I logos, please email [marketing@braxtongrant.com](mailto:marketing@braxtongrant.com) to receive an electronic file. Do not reproduce the logos shown in this guide - they are for illustrative purposes only.

# Logo Use Guidelines

## BACKGROUNDS

Place the Braxton-Grant and ODIN-I logos in a prominent, uncluttered location for clear recognition. Use solid backgrounds - avoid patterned or noisy backgrounds, opting for white or light gray when possible. Use the all-white version on dark backgrounds when needed.

## Violations of Permitted Uses

### DO NOT:

- Change the colors
- Change the typeface
- Distort the type face
- Use the full color logo on dark backgrounds
- Place on noisy backgrounds
- Distort the proportions
- Distort any part of the logo
- Use the logo in a container/box
- Alter the size relationship of logo elements
- Alter the position of logo elements
- Alter the graphic elements in any way
- Alter the transparency of the logos

### DO:

- Maintain a distinct contrast between the logo and the background
- Preserve the transparency of the logos
- Place logos on solid-colored backgrounds

## LOGO REQUEST

For questions or to request permission for use of Braxton-Grant Technologies and ODIN-I logos, please email [marketing@braxtongrant.com](mailto:marketing@braxtongrant.com) to receive an electronic file. Do not reproduce the logos shown in this guide - they are for illustrative purposes only.

## BRAXTON-GRANT PROPRIETARY LOGOS – NOT FOR USE

Color logos for use on white or light-colored backgrounds

### PRIMARY LOGOS (PREFERRED)



### ALTERNATE LOGOS



White logos for use on medium to dark backgrounds



### LOGO REQUEST

For questions or to request permission for use of Braxton-Grant Technologies and ODIN-I logos, please email [marketing@braxtongrant.com](mailto:marketing@braxtongrant.com) to receive an electronic file. Do not reproduce the logos shown in this guide - they are for illustrative purposes only.

# Co-Branding Logo Guidelines

These guidelines are provided to show you how the Braxton-Grant Technologies-led and Partner-led configurations should be represented on co-branded materials.

## **Braxton-Grant Technologies-LED/PARTNER CO-BRANDED LOGO CONFIGURATION**

If Braxton-Grant Technologies is the primary or an equally represented co-brand, position its logo on the left in a horizontal alignment, ensuring logos are not stacked. A thin vertical rule should separate the Braxton-Grant Technologies logo, with clear space equal to 75% of the height/width of the "cube" symbol.



## **PARTNER-LED/Braxton-Grant Technologies CO-BRANDED LOGO CONFIGURATION**

If Braxton-Grant Technologies is not leading the co-branded effort, place the Braxton-Grant Technologies logo on the right in a horizontal plane; do not stack the logos. Use a thin vertical rule to separate the Braxton-Grant Technologies logo with clear space equal to 75% of the height/width of the "cube" symbol.



### **LOGO REQUEST**

For questions or to request permission for use of Braxton-Grant Technologies and ODIN-I logos, please email [marketing@braxtongrant.com](mailto:marketing@braxtongrant.com) to receive an electronic file. Do not reproduce the logos shown in this guide - they are for illustrative purposes only.

# Writing About Your Partnership with Braxton-Grant Technologies, Inc.

When promoting your partnership with Braxton-Grant Technologies it is essential to accurately represent the nature of the relationship and focus on Braxton-Grant Technologies as the primary or co-partner relationship, as appropriate.

1. *Include Braxton-Grant Technologies and Partner name when discussing customer successes.*

*[Customer] partnered with [Partner] and Braxton-Grant Technologies to implement a [Braxton-Grant Technologies Product solution] . . .*

*Example: [Customer] partnered with [Partner] and Braxton-Grant Technologies to implement their [ODIN-I SIEM solution] for [reporting, security incident and response management.]*

When promoting your partnership with Braxton-Grant Technologies or a solution developed by BGT, use the following company description where space is available and include the link to Braxton-Grant's website.

## **About Braxton-Grant Technologies**

Braxton-Grant Technologies has over 27 years of experience and a team of certified engineers that design advanced cybersecurity solutions for government agencies, public and private sector organizations. Braxton-Grant provides expertise in every area of networking and cybersecurity, including hardware and software; installation; implementation; support; system management, and cyber technology training. Braxton-Grant architects, integrates, tests, and deploys system and database integration and automation solutions, using processes that have been independently verified by four International Standards Organization (ISO) Certifications. Braxton-Grant's cybersecurity engineers are leveraging certified knowledge and the open API of cybersecurity tools to bring workflow automation to cybersecurity. For more information, visit Braxton-Grant Technologies <https://braxtongrant.com>.

Braxton Grant Technologies, Inc.

443-545-2052 | [info@braxtongrant.com](mailto:info@braxtongrant.com) | <https://braxtongrant.com/>

1340 Charwood Road Suite I

Hanover, MD 21076

## **LOGO REQUEST**

For questions or to request permission for use of Braxton-Grant Technologies and ODIN-I logos, please email [marketing@braxtongrant.com](mailto:marketing@braxtongrant.com) to receive an electronic file. Do not reproduce the logos shown in this guide - they are for illustrative purposes only.