

GLOBAL BRAND STANDARDS SYSTEM

**DO THE
CAN'T BE
DONE.**

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INTRODUCTION

BRAND

HISTORY

MISSION, VISION, AND VALUES

INTRODUCTION

WHY OUR BRAND MATTERS

Being a new name in a highly competitive market presents Peraton with the immense challenge of striving to become a recognizable and sought after IT solutions provider.

Brand isn't just about logos and advertisements; it's an important tool, necessary for establishing how Peraton is perceived by employees, our customers, and the rest of the world.

Developing and staying true to our brand serves as a catalyst for business growth by increasing our worldwide recognition, generating favor in our respective markets, and by differentiating us from the competition.

Our brand is a 24/7 reminder to current and potential customers, talent, elected officials, investors, and our employees that Peraton has the right people, technology, and ideas to best support our nation's missions of consequence. Every Peraton employee plays an important role as an ambassador for our brand.

YOUR ROLE IN BRANDING

Our brand is our identity.
Our brand is our legacy.

Whether you're engaging customers, working behind the scenes, or just humble bragging about #Peraton on social media, the way you represent our brand plays a critical role in winning business, shaping company perception, and attracting new talent.

To represent the brand well, all Peraton employees should familiarize themselves with the story of our company, what we do, and why our mission matters to the world.

Together, we can continue to establish Peraton as a cohesive, recognizable, and compelling brand as well as a partner of choice for present and future customers.

**OUR BRAND IS
OUR IDENTITY.**

**OUR BRAND IS
OUR LEGACY.**

HISTORY

THE PERATON STORY STARTS IN 1895.

Once known for developing lithographic processes and printing presses, Harris Corporation (formally the Harris Automatic Press Company) spent over a century evolving into a world-renowned information technology service provider and defense contractor.

In 2017, Harris Corp. and Co. sold its government IT services division to Veritas Capital. The business was renamed “Peraton.”

Since the beginning, Peraton has operated at the critical nexus between traditional and non-traditional threats, focusing on missions of consequence in a variety of markets including space, intelligence, cyber, defense, homeland and citizen security, and health.

In 2021, Peraton’s acquisitions of Perspecta and Northrop Grumman’s IT and mission support services business established the company as a world-leading mission solutions provider and as one of the largest national security companies in the world.

HERITAGE

Our heritage companies give Peraton a story that starts more than 125 years ago. Each company added something unique, helping to evolve Peraton into the innovative, scalable, and agile organization it is today.

As one, united organization, we do the can’t be done for customers who trust us with their most important missions of consequence.

KEY TERMS

Peraton: The name is a construct of the prefix “per,” which means “thoroughly,” and the word “imperative,” reflecting the importance of our customers’ missions.

Critical nexus: We support government agencies with security solutions for military threats (traditional) as well as deterring adversaries who target cyber, infrastructure, financial, and healthcare systems (non-traditional).

Missions of consequence: Every mission we support plays a critical role in advancing research, defending our freedoms, and keeping people around the world safe.

Mission capability integrator: From space exploration to homeland security, our technology and services have played major roles in the success of our customers’ missions.

MISSION, VISION, AND VALUES

MISSION

To protect and promote freedom around the world.

VISION

To be the company national security customers consistently rely on to solve their most daunting challenges, to create novel solutions supporting their most vital missions, and to manage their most valued assets.

VALUES

Honor

We do not take lightly the responsibility we have assumed in supporting our national security. Our armed forces – Soldiers, Marines, Sailors, Airmen, Guardians, and Coast Guardsmen – have the courage to show up, to leave their families for something bigger than themselves. What they do for our nation is something bigger than ourselves, and through their services, we will pass on to our children the world's greatest nation, just like the one we got from those who gave so much before them.

Trust

We demand trust in every way from our leaders and our employees. From the quality of our services, to the way in which we make decisions, customers and partners must be able to count on our trust. Trust is the currency of leadership, the pulse of a company, and the motto for a nation. We must trust each other, and our customers must trust us.

Team

We give first to the team and expect nothing in return. Team success breeds personal success. We act for the team first, and for individuals, afterwards. Team is the *sine qua non* of mission and company success.

Respect

We treat each other with courtesy, dignity, and respect.

Innovate

We show initiative and creative thinking. We challenge the status quo, embrace change, and solve problems through innovation, agility and creative thinking. We will engage in open debate, explore novel solutions, and continuously seek to better ourselves.

Excellence

We work relentlessly to obtain the highest quality results. We strive for excellence through continuous improvement and flawless execution.



BRAND FOUNDATIONS

BRAND PURPOSE

BRAND PERSONA

BRAND MESSAGING

TONE AND VOICE

BRAND PURPOSE

Whether on Earth, in space, or across digital domains, our customers face daunting and high-stakes challenges on a regular basis. Peraton provides our customers with the people, tech, and ideas necessary to get the job done.

We do this by looking at each mission with fresh eyes, by providing forward-thinking and tailored solutions, and by delivering what our customers need—when they need it most.

Ultimately, we exist to protect our country and freedom from the rapidly evolving threat landscape.

OUR WHY

Because what we take for granted is what we value the most.

Most people don't think about what would happen if they suddenly lost GPS functionality on their phones, if their bank account was hacked, or if the electricity in their house went out—but we do.

Nearly everything in today's world is connected through a network of some sort. Our financial systems, power grids, satellites, and information itself are all vulnerable to an ever-expanding landscape of largely-unseen threats.

We help keep people safe and defend our nation from adversaries that dedicate their efforts to denying, degrading, disrupting, and destroying our way of life.

We also help the U.S. government maintain day-to-day stability by assisting in essential tasks such as supporting DCSA background checks, assisting health agencies during major health events, and providing public safety solutions for first responders.

OUR HOW

We bring together smart people who know the mission and get the job done.

We provide advanced IT solutions, but we're also firm believers that our people, not our technology, are what separate us from the competition.

We've brought together top experts from the government, various industries, and academia to give our customers the edge they need to succeed in their missions of consequence.

OUR WHAT

We provide mission capability integration to safeguard American freedom and prosperity.

We deliver trusted and highly differentiated national security solutions and technologies across cyber, digital, cloud, operations, and engineering that help keep people around the world safe and secure.

OUR WHO

We serve customers in space, intelligence, cyber, defense, homeland security, citizen security, and health.

Our customers rely on us to provide them with the tools and the people they need to defend our nation and protect our way of life.

BRAND PERSONA

Our brand persona is who we are at our core. It's the personification of what we stand for and how we speak to the world.

"Brand persona" might sound a little artsy, but it's a practical tool we can use to help understand our brand's voice and to build trust with our customers, employees, new talent, and other stakeholders.

THE SCRAPPY ENGINEER

The Scrappy Engineer is someone who does what it takes to get the job done, no matter how complex it is. They don't need to have "engineer" in their title. They just need to thrive on building and creating a lasting impact.

They take pride in their work, always discovering new solutions and searching for the next learning opportunity.

They're not afraid to be a little witty, and they speak about their work with confidence because they know what they're doing. They understand how to keep things simple.

The Scrappy Engineer doesn't care for bureaucracy, and they don't like wasting time.

They work diligently to give their customers and stakeholders the best possible solution ahead of when it matters most.

They love what they do, and they love helping those who need them. They are experts at their craft and constantly improve.

The Scrappy Engineer is:

- Tech-savvy
- A passionate problem solver
- Curious and creative
- Serious, but often witty
- Ready to get the job done

The Scrappy Engineer is not:

- Bureaucratic
- A "know it all"
- Too casual
- Someone who doesn't adapt

BRAND MESSAGING

BRAND MESSAGING

Brand messaging refers to the strategic communication of our brand's values, identity, and unique selling proposition to our target audience.

It encompasses the language, tone, and content used to convey a consistent and compelling message that resonates with customers.

Fearless

The complexity and velocity of challenges facing our customers is increasing. But this doesn't deter us—it inspires us. We are unafraid of the impossible.

Interconnected

We have brought together the most sought-after experts whose ideas connect to ensure mission success and leave nothing to chance.

Scalable

We haven't scaled for the sake of size, but for the expansion of knowledge and the deepening of capabilities. In doing so we have strengthened our ability to deliver the decision advantage of mission success.

Agile

We won't settle for the way things have always been done. Today's interconnected world requires the ability to pivot quickly and adapt even faster.

TONE AND VOICE

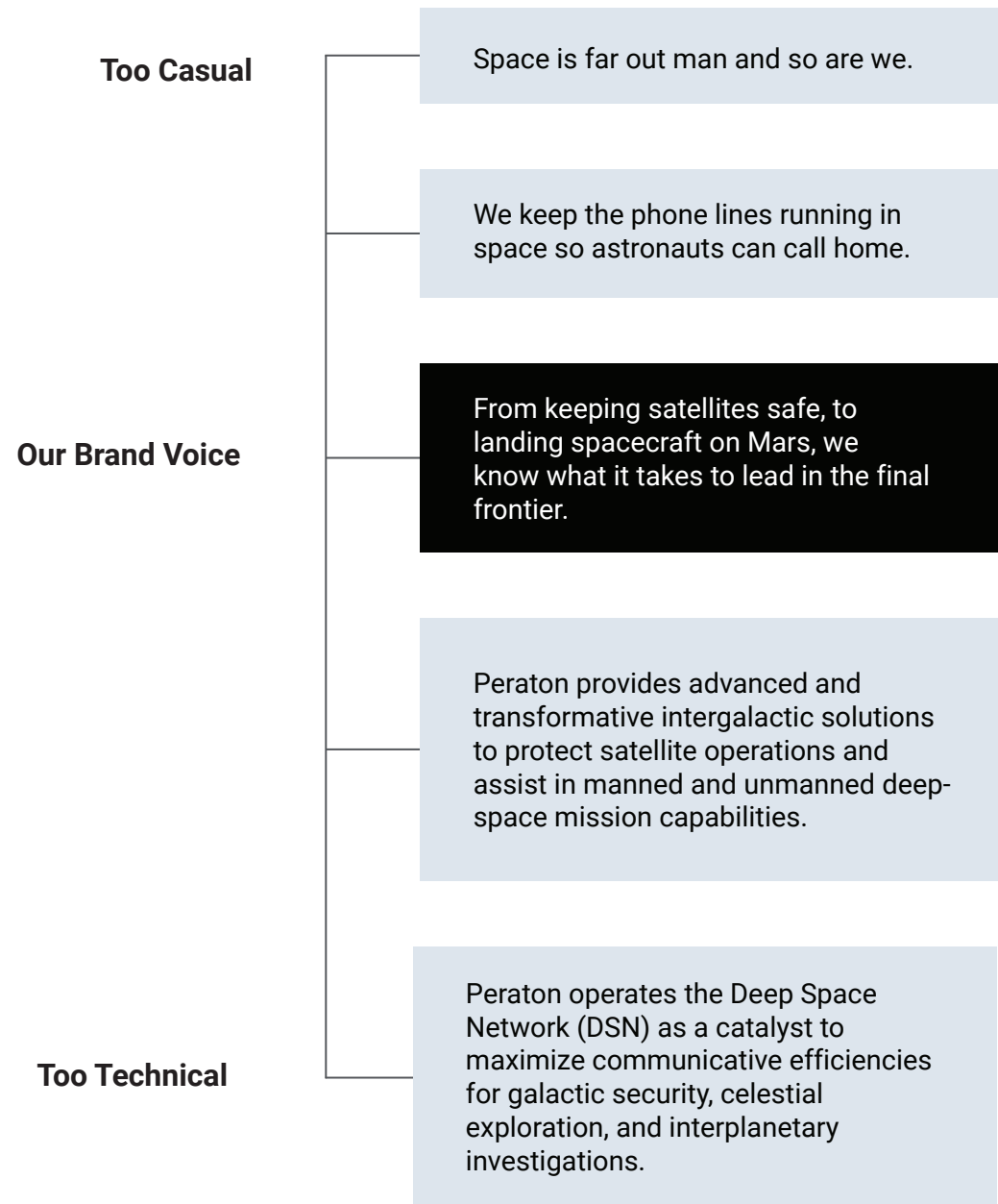
Our brand's tone and voice is essential to Peraton's overall identity and communication strategy. Tone and voice help shape the way our brand presents itself to its audience and how the brand is received by customers and employees.

BRAND TONE

The Peraton tone of voice is supremely confident without being overbearing or condescending. We are fearless leaders in our fields of expertise, and we want the world to know it. Our voice is active—never passive, because we're always doing and never a bystander.

BRAND VOICE

Our voice strikes a fine balance between being overly casual and mind-numbingly technical.





BRAND ELEMENTS

LOGO

TAGLINE

SUB-BRANDING

TYPOGRAPHY

COLOR

THE GRID

PHOTOGRAPHY

VIDEO AND MOTION

BUTTON STYLE

LOGO

Use the Peraton logo in these preferred formats and color treatments.

One-color logos (with one-color comet) must be authorized before use by Brand and Marketing.

FULL COLOR LOGO

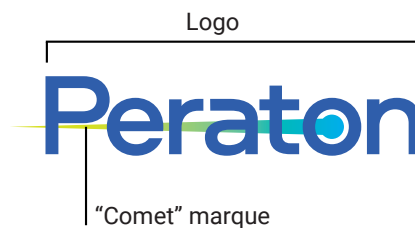


REVERSED LOGO



COMET MARQUE

The comet marque demonstrates the importance of agility while maintaining accuracy in advancing national security priorities. It progresses from left to right, targeting the center of the "o" in Peraton, the center of our customers' mission.



CLEAR SPACE

The Peraton logo can be placed on top of the grid or an image, as long as it is clearly visible and has an area of isolation. The "P" of Peraton is used as a relative measurement of space.



Note: When left aligning the Peraton logo, use the left edge of the "P" in the logo as the main starting point to align with other text.

CENTERING THE LOGO

The focal point of the logo is the letter "a" in Peraton. Avoid aligning the logo with the comet and logo; focus solely on the typeface of the logo.



INCORRECT USAGE

The following forms, among others, demonstrate improper utilization of the Peraton logo.

Do Not:

- Change the color of the logo
- Stretch the logo
- Reposition the comet marque
- Place the logo on a non-brand color
- Center the logo based on the comet

TAGLINE

Do the can't be done is more than just a tagline.

It's a statement that summarizes who we are, what we stand for, and what we're capable of accomplishing.

It's a message to our customers that complex and intimidating problems don't scare us.

It's a promise that we will stop at nothing to help them succeed in their greatest missions of consequence.

We do the can't be done by thinking differently and by bringing forward the best talent, tech, and ideas to protect our nation and the free world.

Impossible is not part of our vocabulary.

DO THE CAN'T BE DONE.

**DO THE
CAN'T BE DONE.**

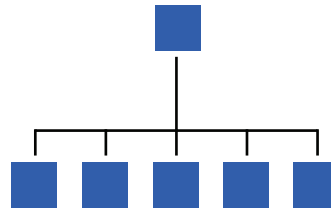
**DO THE
CAN'T BE
DONE.**

SUB-BRANDING

With few exceptions, Peraton is a branded house, not a house of brands. This means that our brand (specifically the logo and tone of voice) remains consistent. This approach keeps Peraton recognizable to our customers and builds brand reputation.

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Externally, we refrain from explicitly mentioning or endorsing specific sectors. Instead, our focus is on promoting Peraton and our subsidiaries.



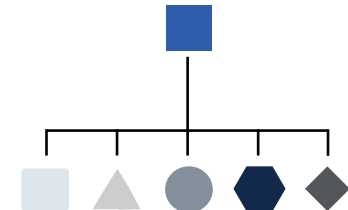
BRANDED HOUSE

Main brand is most prominent with sub-brands taking a second tier.

Peraton
REMOTEC

SECURESMART

THREATBOARD



HOUSE OF BRANDS

A holding company owns the sub-brands and main logo is not used.

PERATON **REMOTEC**

SECURESMART 

THREATBOARD

SUB-BRANDING

ORGANIZATION MARKS

We depict subsidiaries, programs, and internal organizations by combining the Peraton logo and a complementary mark.



Details

- Mark centered between the P and N of the Peraton logo
- The space between the mark and logo is equivalent to the lower half of the P in the logo
- Mark uses the Gineso Cond Blk

SOLUTION AND PRODUCT MARKS

Products, solutions, and programs can be marked using the official Peraton font in the form of a wordmark. The brand does not include custom logos.

The Peraton logo must always be placed in addition to the wordmark somewhere on the finished piece (slide, document, product, webpage).

Examples

SECURESMART

THREATBOARD

CYBERVAN

OS/COMET

CORPORATE TYPOGRAPHY

CORPORATE TYPOGRAPHY

Our corporate fonts, Gineso, Roboto, and Roboto Mono, are commercial fonts that are only used by Corporate Communications and Engagement and Proposal Operations.

APPLICATION SCENARIO

Headlines

- Font: Gineso, cond blk
- Letter case: all uppercase

Headline Accent

- Font: Gineso, cond black
- Letter case: all uppercase
- Outlined, no fill

Sub-Headlines

- Font: Robot, medium
- Letter case: sentence case

Body Copy

- Font: Roboto, regular
- Letter case: sentence case

Pull Quotes

- Font: Gineso, cond blk
- Letter case: all uppercase

URLs

- Font: Roboto, regular
- Letter case: all lowercase

Copy Accents

- Font: Roboto mono
- Letter case: all uppercase

Gray Text

- Slate gray can be used on a black or dark background only
- Graphite can be used on a white or light background only

EXAMPLE

ACCENT IN ROBOTO MONO

HEADLINES ARE IN GINESO

Subheads Are in Roboto

Body copy is in Roboto. The Peraton team is forged from 30+ years of collective cyber domain expertise. These experts bring together offensive, defensive, and information operations strategies to create solutions that outsmart bad actors.

BUSINESS TYPOGRAPHY

BUSINESS TYPOGRAPHY

Most Peraton employees will not have access to our corporate fonts.

For consistency, Arial Bold and Arial Regular are the default fonts used in business correspondence (i.e., PowerPoints, memorandums, emails). These fonts complement our corporate fonts.

APPLICATION SCENARIO

Headlines

- Font: Arial, bold
- Letter case: sentence case

Sub-Headlines

- Font: Arial, regular
- Letter case: sentence case

Body Copy

- Font: Roboto, regular
- Letter case: sentence case

URLs

- Font: Arial, regular
- Letter case: all lowercase

EXAMPLE

Headlines Are in Arial

Subheads Are in Arial

Body copy is in Arial. The Peraton team is forged from 30+ years of collective cyber domain expertise. These experts bring together offensive, defensive, and information operations strategies to create solutions that outsmart bad actors.

COLOR

Color is one of the most influential factors in how people perceive brands. Color theory is often relied upon to select colors that help convey specific emotions or feelings. We use color theory to best reflect what we want our audience to feel while they consume our content and engage with us.

Each brand color contains a corresponding Pantone color and it also includes number and letter codes that help you get an exact match whether you are looking to create print material or a digital asset.

The Pantone color system is a universally accepted standard for color printing. Using the Pantone Matching System, PMS, we've created a curated set of colors to represent the brand in a consistent manner across all channels.

Hexadecimal color codes create a visual language of web colors and RGB values. Hexadecimal codes are used interchangeably with RGB values to indicate to a digital screen how much of a certain color to show.

RGB is the color model used for devices like computer monitors, mobile phones, and tablets. It's a three-way combination that consists of red, green, and blue light. This is the type of color code used when you're creating digital content.

CMYK, or cyan, magenta, yellow, and black, are used for print. The colors refers to the four ink plates used in the printing process.



PRIMARY COLORS

Peraton's primary colors are the main colors that are used in all branded assets. These colors reflect our brand's personality. Peraton's primary colors are rich black and denim.



RICH BLACK

According to the study of color theory, black represents power, sophistication, and authority. Black can also induce feelings of security and protection.

Pantone: Black 6

HEX: #000000

RGB: 16 24 32

CMYK: 75 68 67 90



DENIM

According to the study of color theory, blue represents depth, trust, intelligence, and stability. Blue can also induce feelings of freedom and inspiration.

Pantone: P 104-8

HEX: #2C5697

RGB: 44 86 151

CMYK: 92 73 11 1

SECONDARY COLORS

Secondary colors are used to enhance graphics and draw attention to specific parts of copy, such as a call to action.

These colors do not dominate in any deliverable and are used sparingly in a design. Use only one secondary color in a deliverable.



AQUA

Pantone: 299

HEX: #00A3E0

RGB: 0 163 224

CMYK: 74 19 0 0



LIME

Pantone: 389

HEX: #C0DF16

RGB: 192 223 22

CMYK: 29 0 72 0



MIDNIGHT

Pantone: 2767

HEX: #13294B

RGB: 19 41 75

CMYK: 100 86 42 41



GRAPHITE

Pantone: Cool Gray 11

HEX: #53565A

RGB: 83 86 90

CMYK: 66 57 52 29



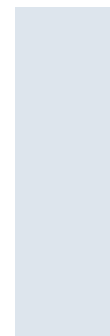
SLATE

Pantone: 6219

HEX: #83909B

RGB: 131 144 155

CMYK: 52 37 32 2



PLATINUM

Pantone: 656

HEX: #DDE5ED

RGB: 221 229 237

CMYK: 12 5 3 0

THE GRID



The Peraton grid system gives all brand executions a clear visual structure. The grid is easy to set up and is customized to each project—ensuring consistency across all brand designs.

The grid system is used to convey the precise way we work—in national security, in digital applications, and across all of our capabilities.

In addition to the grid, we also use image containers in unconventional ways. All compositions are dynamic and illustrate the precision in which our varying capabilities fit together.

Step 1: Establishing Clear Space

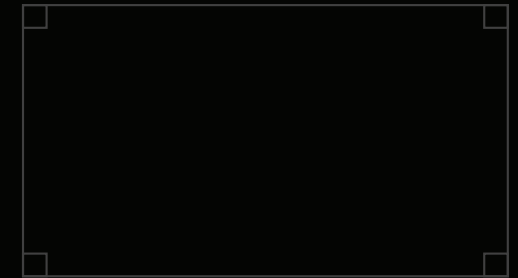
Set up clear space around the composition, taking into account any specifications for bleed. The grid should sit comfortably within the bounds of the layout, and should not touch the edges. Not sure how wide to make the margins? A good visual balance includes margins that are roughly half the width of the individual grid sections.

Step 2: The Visible Grid

There should now be a rectangle within the document margins, with each corner touching one of the margin spacing squares. Using the “split path into grid” feature in Adobe Illustrator®, split this rectangle into equal columns—as few as three or as many as 12, depending on the aspect ratio of the layout.

Step 3: Grid increments

The size of the grid segments will depend on the aspect ratio of the finished product. A wide application like this deck should have the most segments. A narrow application, like a mobile app, should have the fewest. Add or remove segments in increments of three—three for a narrow application, six for a square, nine for something slightly wider, and so on, up to 12.



STEP 1



STEP 2



STEP 3

THE GRID

Step 4: Creating Grid System

In addition to the vertical grid, set up a horizontal grid to help align and create image containers, and align type.

Within the visible grid, create a square that fits comfortably within the grid boundaries. For wider applications, copy this square to create a 2:1 rectangle. Split the square or rectangle into its own grid. Each individual grid section should also be a square.

Step 5: Creating Image Containers

Use this new grid as a guide to create shapes to place images into, or join grid sections to create these containers. The boundaries of these new shapes should align to the grid and be made up of square sections—like Tetris® pieces.

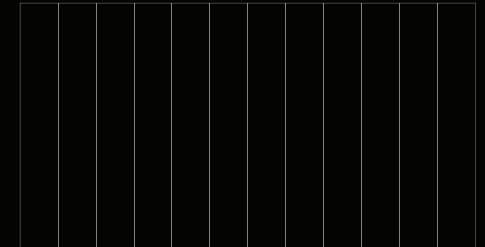
This is a visual device that communicates precision and alignment, along with modularity and Peraton's ability to connect disparate or seemingly unrelated elements together for the purpose of improving national security.

Within this system, though, feel free to experiment, create new shapes, and build on the basic structure that the grid provides. It's a guide that will help keep layouts visually consistent.

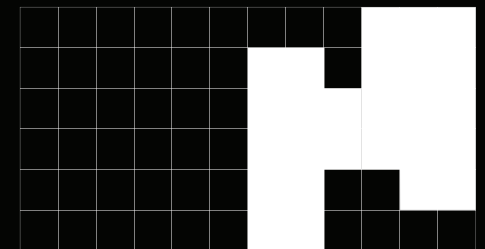
The easiest way to do this is to make a copy of the square grid, make it solid, and then remove squares as needed. Once the desired shape is created, join the individual grid sections using the pathfinder tool in Adobe Illustrator, and place images into these new image containers.

Step 6: Image Alignment

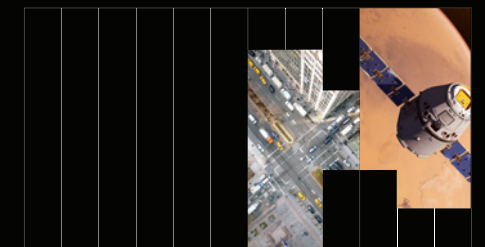
After making shapes and adding photos, align the final photo compositions to the top, bottom, or vertical center of the composition. The lines go behind the image.



STEP 4



STEP 5



STEP 6

THE GRID

STEP 7: STYLE THE GRID

The grid is a subtle element that gives all layouts an underlying visual structure. The lines should recede into the background, but not so far that they disappear. This can be achieved by adjusting the opacity and line weight. The line weights will depend on each application, but visually, they should be thin and subtle.

These additional grid elements are not required but are optional elements that may be used:

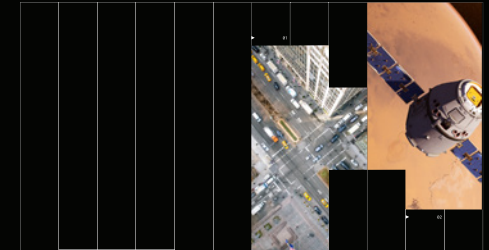
Focus lines: One or two line segments that connect grid lines, added at the top and bottom of the grid. These lines are used to direct the viewer's eye to focal points. Two to three times the grid's line weight (e.g., if the grid is 0.5 pt, the focus line weight would be 1.5 pt).

Analog film markers: For some added visual styling, analog film markers can be included as accents to photo grids. These consist of a forward arrow (aligned to the left to the grid) and a number (set in Roboto Mono).

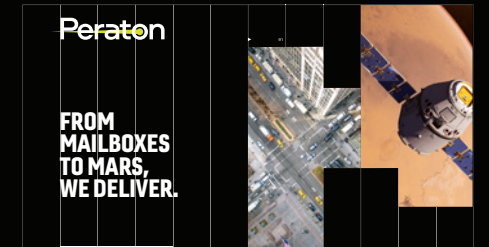
STEP 8: FINALIZE

Add in a compelling, concise headline or copy treatment in our brand voice. Add the Peraton logo as necessary and ensure all elements are organized by the vertical grid lines, aligning objects to the left.

Reminder: the Peraton logo is left-aligned by the left side of the P—not the comet.



STEP 7

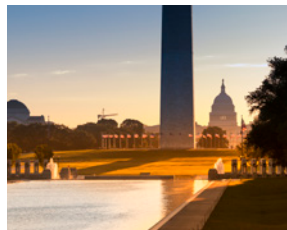


STEP 8

PHOTOGRAPHY

Photos are a widely used and influential brand asset. It isn't always possible to capture original photography, so we use a consistent set of guidelines to choose photo assets.

To maintain our brand standards, avoid using photos with special effects, digital overlays, cliché, metaphorical, or filtered imagery.



JOURNALISTIC

Images aim to tell a story and are often candid. Our goal is to show the world as it is.

PURPOSEFUL

Images must add value and meaning to a piece. Images are not used as space fillers.

DOCUMENTARY

Images that convey honesty, trust, and real life situations.

CONFIDENT

Bold images that aim to make a statement—attention grabbing.

TAKEN FROM UNEXPECTED ANGLES

Whenever possible, take photos and select images taken from unexpected angles.

SHOWING PEOPLE AS THEY WORK

Images showing authentic activity.

VIDEO

A great video doesn't come from fast edits and cool music. Our videos are carefully curated with solid writing, visual clarity, and thoughtful editing to create an unforgettable experience for our viewers.

FILMING

Foundation

- Create clean and well balanced compositions
- Get close, medium, and wide shots of the same subject
- Favor static shots

Attire

- Unless otherwise specified, business attire is appropriate

Interactions

- Our brand shows people in their most authentic forms. Show people in deep, thoughtful conversations and thoughtful reflection
- Show people working in a well-balanced composition
- Avoid showing forced laughter and posing
- Don't show people eating

Timing

- Hold shots for 8-10 seconds

- If moving the camera, do it deliberately
- Pick a subject and land on it

B-Roll

- B-roll is used to supplement spaces in a video. Selected video is purposeful and supports the overall story or message.

INTERVIEWING

The purpose of conducting the interview is to tell our viewers a compelling story using subject matter experts, astute questions, and film/sound techniques that present the content in a clear manner.

Staging

No matter where or how you are filming, maximize the foreground and be aware of the background. Ensure the background complements the subject and adds to story being told.

Camera

Use a 2-Camera setup using the 30-degree rule when available. Subject should be framed intentionally, with the subject's body not out of frame or focus for the duration of the interview.

Lighting

Use 3-Point lighting when available to light subject. A key, fill, and backlight will ensure that the subject can be seen clearly.

Audio

Use a lapel or boom mic to ensure that the subject can be recorded clearly and accurately. Make sure there is no outside noise being picked up in the monitor.

KEY TERMS

30-Degree rule: A second camera that is placed at a different angle from the main camera, to capture an alternative shot to cut to.

Key light: The main source of light for the subject, placed in front of them.

Fill light: A light that softly illuminates the subject, typically placed to the side.

Backlight: Sometimes referred to as a hair light, this source is placed behind the subject to provide contrast to the edges of the subject.

Boom mic: A mic that is attached to a pole, mounted above the subject that is speaking.

Lapel mic: A small mic that is attached to the subject, typically wired through the shirt or behind the back.

ANIMATION

The objective of animation is to carry a viewer through an idea, using powerful motion, strong eye trace, and carefully curated sound while maintaining a clean and branded design.

Timing

Move through information quickly, but ensure that the message is clear. Pacing should give enough time to digest information without having to rush. Make sure that the animation and sound work together to create a single cohesive experience.

Details

Commit to the details. Use more than just fading elements in or scaling up an illustration. Finesse your motion curves to give realistic easing.

Animation Principles

Principles like anticipation, overshoot, and overlapped timing help us guide the eye and breathe life into rigid forms. Don't overdo it—avoid cartoonish exaggeration.

Keep It Simple

Animation can be a powerful tool for business and advertising but is often overused. If your animation is difficult to understand, it will likely have little or no effect on your audience. Use animation wisely to enhance the most important points of your content's message—don't animate every bit because you can.

KEY TERMS

Anticipation: The object becomes more realistic with this effect as it prepares the viewer for what's about to happen next.

Overshoot: When an object goes beyond the end point but recoils back giving the object a rocking motion before it lands in its final position.

Overlapping: When various parts of an object move at once at different speeds—also known as drag or lead and follow.

Motion blur: An effect where the object appears to leave a trail. Occurs when it is moving through the frame quickly.

TRANSITIONS, EFFECTS, EDITING, AND SOUND

Transitions

- Hard cut
- 30° cut
- Cross cut
- Cross dissolve may be used to communicate connections between ideas but should be used sparingly
- Do not use spin transitions, jump cuts, wipe transitions, ripple dissolve, or any transition that can be overwhelming or playful

Effects

- Stabilize footage when necessary
- Do not use 3D transitions, swirl, wipes, peels, zooms, or checkerboard effects

Lower Thirds

- Use Gineso Cond Black for names
- Use Roboto Bold for job titles
- Place names and titles so they balance or complement the composition

Logo

- The logo can be displayed on screen during the video. Do not animate the logo in a distracting manner.
- Do not separate the comet marque or animate it separately from the logo type unless approved

Editing

- Cut the fat, use only what is most important to deliver a message
- Cut video on the beat of the music

Opening

- Show something with high visual interest to capture the audience's attention

Closing

- End videos with a strong call to action. Let viewers know what to do next
- Peraton uses an outro consisting of the logo. Contact Brand and Marketing for the outro

Sound

- Music carries a sense of strength and confidence. It complements the video and does not distract the viewer from other video elements
- Sound effects are used elegantly—not with novelty

Voiceover

- Voiceovers are performed by a human voice actor
- The voice actor speaks clearly, adapting their voice to the message and reflecting the brand tone
- Contact Brand and Marketing for a list of approved voice actors

KEY TERMS

Hard cut: The primary footage of a project's main subject.

30° cut: If the same subject or object is used in a second shot, position the second shot at least 30 degrees away from the camera setup to prevent the cut from looking like a jump cut or a mistake.

Cross cut: A method an editor uses to switch back and forth between scenes that are happening at the same time but in different places.

Cross dissolve: Gently increase the opacity of one scene over the previous one.

Voiceover: A production technique where an unseen person narrates a video, advertisement, or television show.

Lower Thirds Example:



SCRIPT WRITING

Video scripts are written in a way that is authentic to Peraton's brand voice. We write scripts using a documentary style approach. This is accomplished by bringing real problems to light, providing our audience with our solutions, and by illustrating the value that's being delivered.

PERATON VIDEO SCRIPT STORY ARC

Making video scripts attention grabbing from the first sentence to the very end can be done using a three-step story arc:

1. **Problem:** what are the challenges our audience faces? Why should they care?
2. **Solution:** what solutions is Peraton providing to solve these challenges?
3. **Value Delivered:** What value does our audience get from our solution?

SCRIPT WRITING DO'S

- Tell a story that is concise and engaging using the three-step story arc
- Thoroughly research subjects before writing scripts about them
- Customize script copy to speak directly to your intended audience

SCRIPT WRITING DON'TS

- Write scripts that are longer than they need to be to convey the story arc
- Write overly technical scripts that are difficult to follow
- Begin writing a script without first addressing the questions in the story arc

WRITING VISUALS INTO SCRIPTS

Direction for video visuals can be written into the script before production by placing **[bold brackets]** directly above the corresponding script copy. This insures that the video's visuals are timed with the appropriate narration.

Example:

[Video opens with cuts of people on busy streets, using phones, on laptops, staying connected]

Today's world depends on accessible information and seamless connectivity, but neither of these are possible without the countless networks that operate beyond Earth's atmosphere.

SCRIPT WRITING

Example:

Today's world depends on accessible information and seamless connectivity, but neither of these are possible without the countless networks that operate beyond Earth's atmosphere.

Satellite constellations play a critical role in our lives, but successfully deploying these networks requires impeccable engineering, advanced cybersecurity measures, and countless mission simulations well before launch day.

There is no room for error in space...
...so we've developed a solution that helps you get it right the first time.

Peraton's CyberVAN for space, or CV4S, is the ultimate tool for simulating the intricacies of a fully integrated terrestrial and celestial network.

CV4S delivers a network modeling and simulation testbed that provides you with a realistic and highly testable representation of your space mesh communications network without ever leaving the ground.

The CV4S experimentation enclave allows you to evaluate your satellite system's orbital mobility and network performance using orbital specification data to calculate the position and speed of each space vehicle in a constellation.

CV4S also enables you to create scenarios that test your network's cyber-resiliency, giving you the opportunity to experiment with cybersecurity attacks, controls, and countermeasures.

CV4S supports applications running through their native operating systems without any code modification.

This means that the executable binary that you'll be running in CyberVAN's simulated environment will be the exact same executable that you'll be running in the real network.

Peraton's CyberVAN for space supports your mission of consequence by mitigating risk, promoting satellite network resilience, and by preparing you for operational success.

STORY ARC EXAMPLE

Problem: "Today's world depends on accessible information and seamless connectivity, but neither of these are possible without the countless networks that operate beyond Earth's atmosphere...There is no room for error in space..."

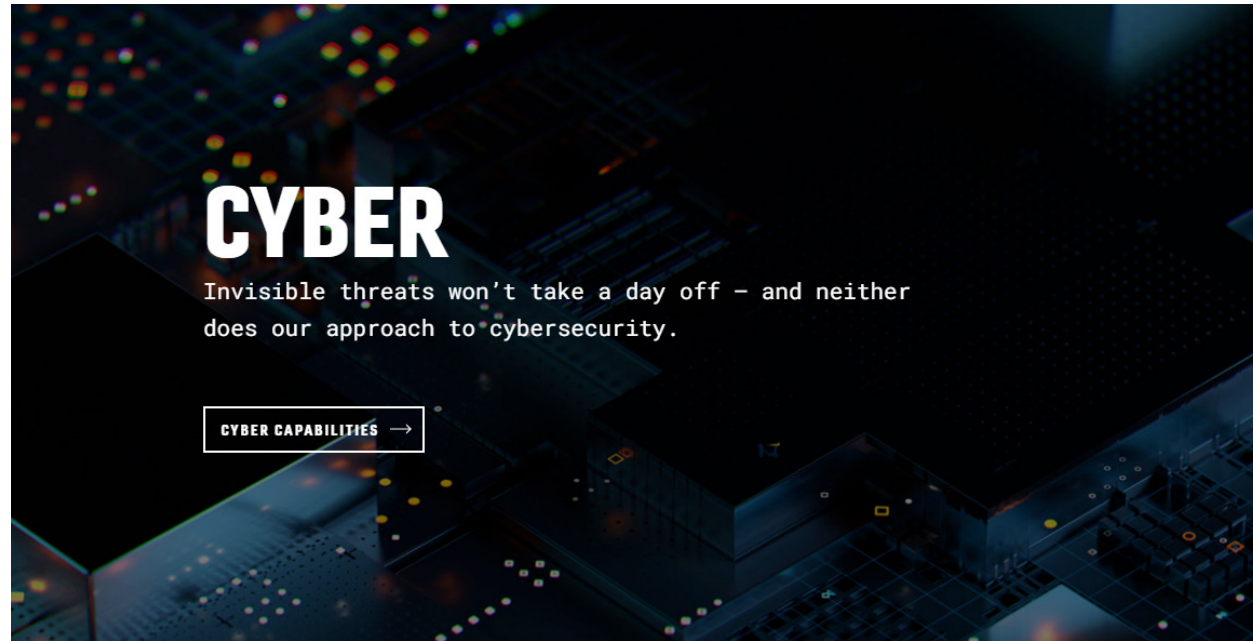
Solution: "We've developed a solution that helps you get it right the first time...Peraton's CyberVAN for space, or CV4S, is the ultimate tool for simulating the intricacies of a fully integrated terrestrial and celestial network."

Value Delivered: "CV4S delivers a network modeling and simulation testbed that provides you with a realistic and highly testable representation of your space mesh communications network without ever leaving the ground...Peraton's CyberVAN for space supports your mission of consequence by mitigating risk, promoting satellite network resilience, and by preparing you for operational success."

BUTTON STYLE

For our brand's button style, we prioritize a sleek and modern aesthetic to enhance user engagement and visual appeal. The background color is deliberately set to transparent, creating a seamless integration with the overall design while allowing flexibility for various color schemes.

The button is transparent with a 2-pixel thick solid white border. Within the button, the text is in Gineso Con Bold font, featuring a 2-pixel letter-spacing. The arrow is placed after the call to action with balanced spacing on either side.





BRAND CREATIVE

ADVERTISING

SOCIAL MEDIA

COLLATERAL

EMPLOYEE COMMUNICATIONS

STATIONERY

FACILITY SIGNAGE

MERCHANDISE

EXHIBIT BOOTHS

EXECUTIVE PORTRAITS

PROPOSAL MATERIALS

ADVERTISING

PRINT ADVERTISING

Our advertisements combine the Peraton voice with brand colors and visuals to form concise, cohesive, and powerful messages.

Imagery

Image containers are used to illustrate the dynamic nature of the message.

The Grid

Provides structure and consistency to the ad.

Headline

Confident, witty, and concise.

Body Copy

Uses the appropriate word count and has a clear message.

Logo

The logo is included in all collateral to promote brand recognition.

DIGITAL ADVERTISING

With limited space for copy and imagery, digital ads need to be succinct in their messaging and direct in their call to action.

Imagery

Follow the brand rules for imagery, allowing enough clear space for copy. Images are not always necessary in this format.

Copy

Limit to eight words or less and use messaging that's easy to read and quick to make an impact.

Logo

The logo is included in all ads to promote brand recognition.

Call to Action

Tie the call to action (CTA) to the copy using direct and clear language.

PRINT AD EXAMPLE



DIGITAL AD EXAMPLE



SOCIAL MEDIA

Social media posts reflect our copy and design principles. Post copy is engaging, concise, and complements (not mirrors) the image copy.

POST COPY

Post copy character count should be concise on Facebook, Instagram, and LinkedIn and further reduced where possible when posting on Twitter.

IMAGE COPY

Image copy follows our headline guidelines while the image itself is congruent with our design principles.

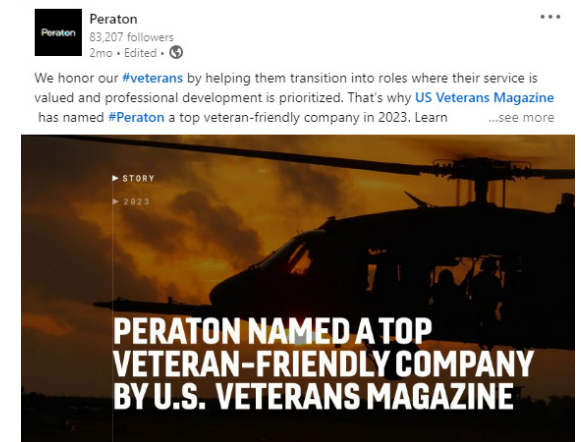
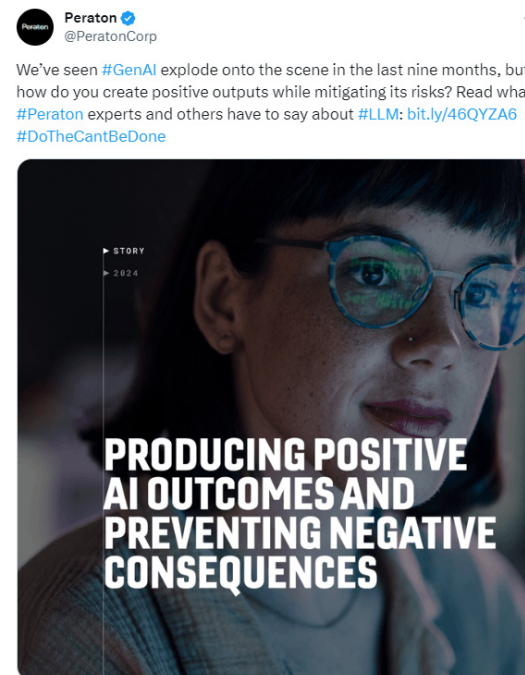
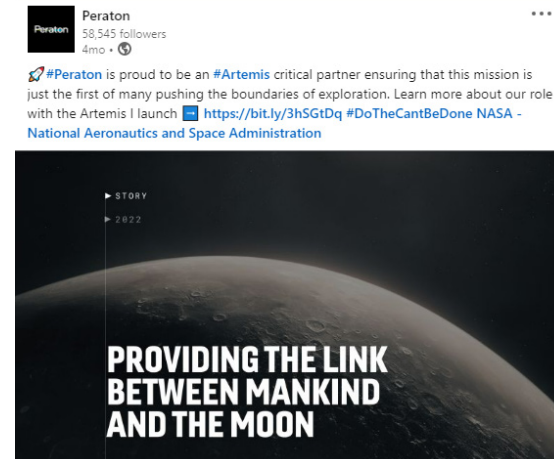
HASHTAGS

Unless deemed inappropriate for a specific post, our #DoTheCantBeDone hashtag is always included in our post copy to raise brand awareness.

EMOJIS AND LINKS

Emojis are used where tasteful and post copy links are shortened using Bitly.

EXAMPLE POSTS



COLLATERAL

Brand collateral, digital or printed, is often the first impression of a product or service. Establishing and maintaining a consistent voice and visual identity helps the audience connect with our brand.

The Public Information Release Authorization (PIRA) process ensures that Peraton collateral is approved for sharing with individuals outside the company. If you're planning to share Peraton information externally through a presentation, article, etc., you need to run it through the PIRA process first. Find the PIRA submission form on [The Lens](#).

The PIRA process (review [CORPCOM-002 Approval to Publish policy](#)) is critical for verifying that information is appropriately marked, does not reveal any proprietary information, and represents the Peraton brand in an accurate and consistent manner. Even for material you may feel is unrelated to your job, if you are speaking on behalf of Peraton at an industry forum or submitting an article using your company affiliation, you have an obligation to complete the PIRA process.



EMPLOYEE VOICE

Whether we're talking to our customers or employees, there is only one Peraton brand.

Employee communications are written in the supremely confident and active voice that our brand is known for. Using our voice reminds employees what it means to work at Peraton and reinforces the attitude our customers expect of us.

EXAMPLES

Employee Communications: Lens Article

"What is a day in the life of America without Peraton?" asks Peraton's Chief Communications and Engagement Officer, Matt McQueen. "The answer is: Very bad."

Imagine having no power because our electric grid is attacked, no drinking water because our water supply was shut off, or losing the ability to communicate digitally with loved ones because cell phones have stopped transmitting. This is the Invisible War that Peraton helps our customers fight on a daily basis.

The Invisible War is an ongoing strategic competition and conflict taking place on a digital battlefield. The eye alone cannot see these battles, but their consequences are very real.

As a transformative enterprise IT provider, Peraton serves as a partner of choice to essential government agencies, which protect, enhance, and enable our way of life. The work you do every day as a Peraton employee helps strengthen our national security, protects people around the world, and has a real impact on The Invisible War.

Peraton launched a new chapter of The Invisible War campaign today, Tuesday, April 18, with the release of a new Invisible War video on The Lens. Don't miss it!

To learn more about the campaign and your role on the frontlines of The Invisible War, please check out the following resources and look for frontline stories from your colleagues in the coming months.

Employee Communications: Welcome Employee Email

Hi [new hire name],

Congratulations and welcome to the Peraton team! You didn't get here by chance. We chose you for our [position name] position because you were the absolute best candidate for the role.

At Peraton, we help our customers solve their most daunting national security challenges.

From defending U.S. soil, to fighting the Invisible War, to exploring the farthest reaches of our galaxy, we've proven to our customers time and time again that when the word "impossible" enters the conversation, we know how to get the job done. Our country needs us, and we need you.

As a member of our team, you'll champion the Peraton reputation by fearlessly supporting our customers' most important missions of consequence while bringing forward your best work and even better ideas.

We know, it's heavy stuff, but you won't be doing it alone. At Peraton, the team always comes first. We take care of each other, we keep our doors open, and we're always ready to share a few laughs. No matter what challenges lie ahead, take them on knowing that you are heard, you are supported, and you are trusted.

Together we excel, and together we do the can't be done.

You've got a busy day ahead of you, and we don't want to keep you from it. Good luck on your first day and welcome aboard!

Best,
The Peraton team

STATIONERY

Branded stationery not only looks good, but it's also a key component of marketing. By branding items like folders and envelopes, we are creating brand awareness and exposure, not only with customers, but with employees as well. With recognition comes trust. The more familiar people are with the brand, the more trust people will have in Peraton.



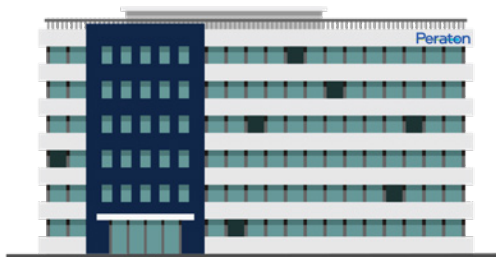
FACILITY BRANDING

The Peraton name is placed strategically in facilities. Not only is the placement important, the version of the logo is also important to make sure it is legible to all people in any situation.

EXTERIOR SIGNAGE

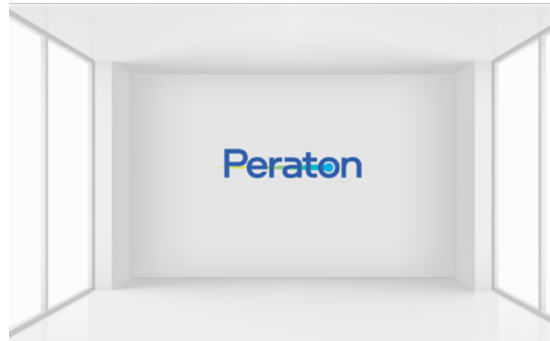
Exterior Peraton building signage is placed in a prominent location, preferably the top-right corner of the highest point on the building.

We use the color of the building facade to guide the selection of our logo. On light facades, use the full color, primary Peraton logo and on dark facades, use the reversed, white Peraton logo. Use day/night mode signage that inverses color from blue to white at night to maximize visibility on any structure.



INTERIOR SIGNAGE

Die-cut Peraton logo directly attached to wall in a matte finish.



SINGLE COLOR LOGO SIGNS

By exception only, the Peraton logo may be applied in one color to fit the unique mechanical or aesthetic needs of a facility.



DOORS

Peraton logos applied to a variety of door types. Maximize visibility, preserve clear space, preserve negative space, and generally place five feet from the floor.



VEHICLE BRANDING

Sometimes business requires a branded vehicle. Review the ways the logo can be placed on a variety of vehicles.

When branding a vehicle, semi-permanent decals are preferred. Peraton must comply with the requirements of the Federal Motor Carrier Safety Administration (FMCSA).

A commercial motor vehicle, or CMV, must comply with the following on both sides of the self-propelled CMV:

- The motor carrier's legal name or a single trade name, as listed on the motor carrier identification report
- The motor carrier's identification number, preceded by the letters "USDOT"
- Letters that contrast sharply in color with the background on which they are placed and are legible during daylight hours from a distance of 50 feet

These requirements are subject to change, so please check the FMCSA website at [fmcsa.dot.gov/](https://www.fmcsa.dot.gov/) for updated



MERCHANDISE

Promotional products are branded items that can be purchased from our company store to be used as give aways at events. All promotional items are designed by Brand and Marketing and purchased through Peraton's company store which can be found at store.peraton.com.



EXHIBIT BOOTHS

Trade shows are events held to bring together members of an industry to display, discuss, and demonstrate the latest products and services. Peraton owns a variety of booths and assets—booth packages—which are customized for approved shows.



EXHIBIT BOOTHS

10' X 10' BOOTH

- One demo area
- Reception counter
- Black plush carpet



EXHIBIT BOOTHS

10' X 20' BOOTH

- Two demo areas
- Reception counter
- Black plush carpet
- Arch counter with seating

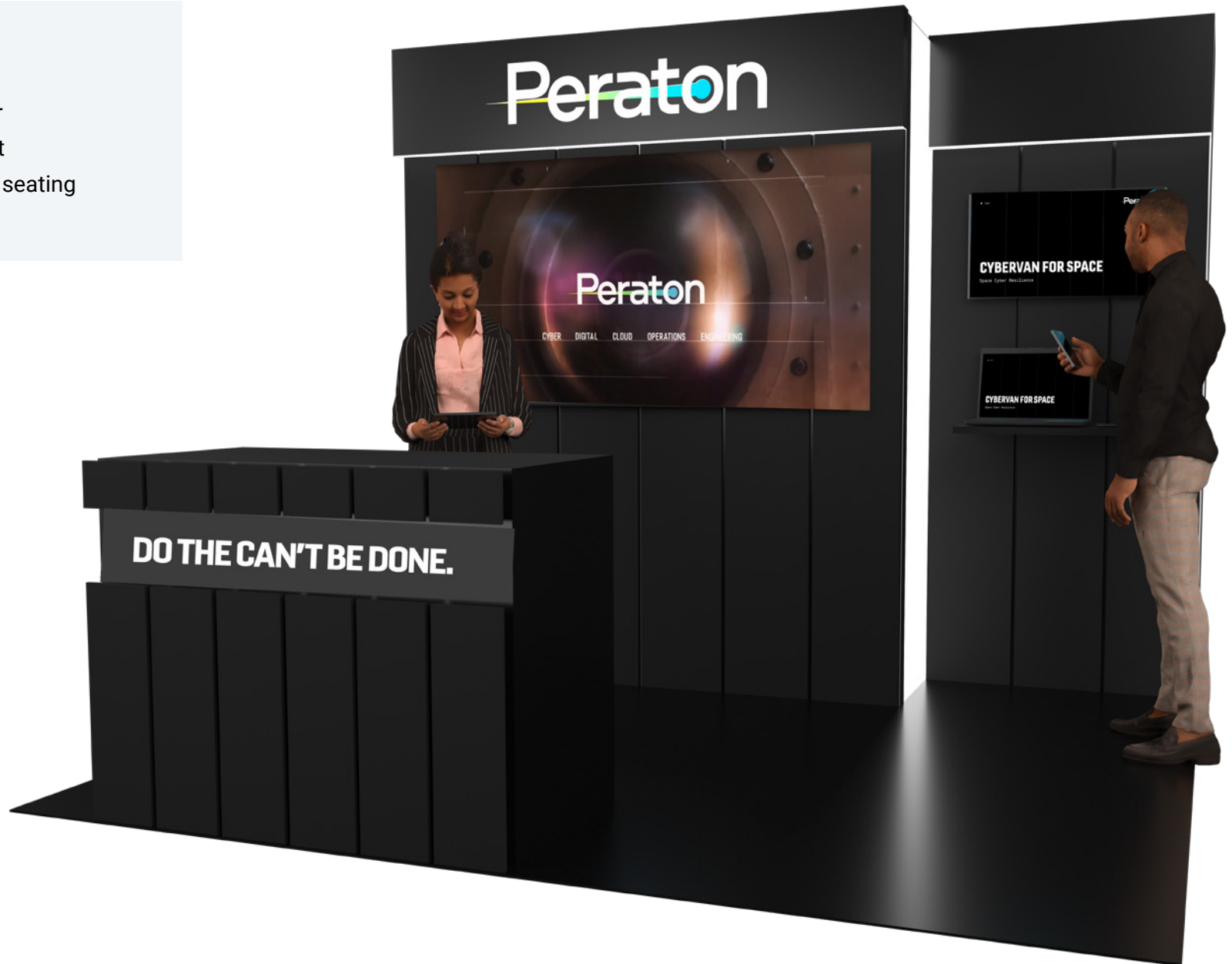


EXHIBIT BOOTHS

20' X 20' BOOTH

- Overhead superstructure header, LED or non-LED
- Demo tunnel with two demo stations
- Reception counter
- Private meeting room
- Black plush carpet
- Two static light boxes



EXHIBIT BOOTHS

20' X 30' BOOTH

- Overhead superstructure header, LED or non-LED
- Demo tunnel with three demo stations
- Reception counter
- Private meeting room
- Black plush carpet
- Three static light boxes



EXHIBIT BOOTHS

30' X 30' BOOTH

- Overhead superstructure header, LED or non-LED
- Demo tunnel with up to eight demo stations
- Reception counter
- Private meeting room
- Vinyl and black plush carpet flooring
- Up to eight static light boxes

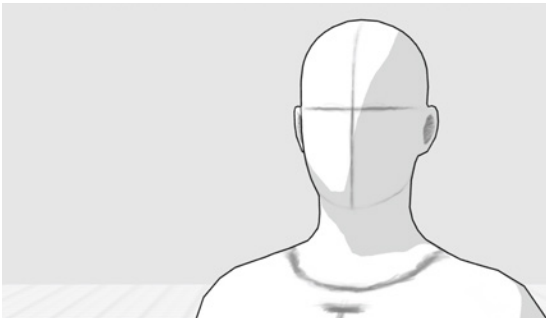


EXECUTIVE PORTRAITS

These guidelines ensure that all headshots are consistent, even with multiple photographers taking them. Our headshots look professional and modern.

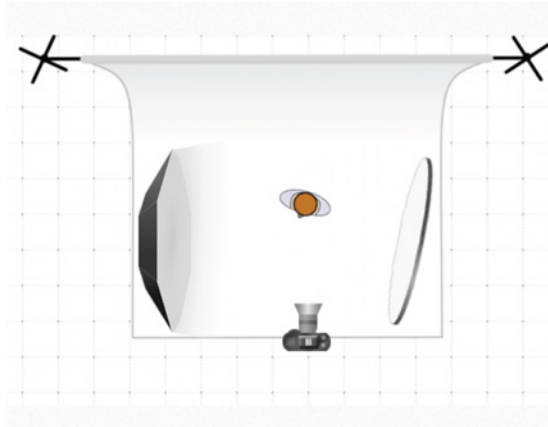
COMPOSITION

- Composition should be from top of sternum to about an inch over the subjects head
- Use landscape orientation
- Use a lens 135 mm or greater to compress the subject. Camera should be leveled and camera height should be slightly under subject's eyes
- Have subject's shoulders slightly angled away from camera to not look like a mugshot but not too far angled to look like a '90s school portrait
- The subject's side of face should be sitting right at center frame, leaving most of their body and face to one side of the frame



LIGHTING

- Lighting is designed to create the most flattering look for every person with minimal gear
- One 35-48 inch softbox on the left side of your subject
- One white bounce to the right side of subject
- This should create a slight, non contrast "Rembrandt" style. There should be a slight half- to quarter-stop of difference from far right side to far left side of face
- Make sure subject isn't too close to the backdrop so light won't splash on the backdrop



EQUIPMENT

- Black paper backdrop or black wall. If using cloth backdrop, make sure it's ironed so no wrinkles can be seen
- Camera with full-framed sensor or pro-level mirrorless body camera
- Tripod with level. Please don't hold the camera for professional headshots
- 135 mm lens or equivalent to 135 mm on full-frame sensor
- 35-45 inch octobox or softbox. Octobox preferred
- One large white bounce



EXECUTIVE PORTRAITS

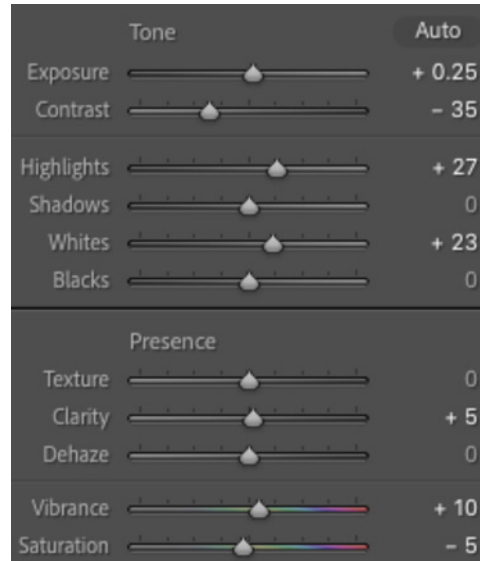
COLOR CORRECTION AND BRUSHING

- Color correcting and some light brushing is a must for headshots
- On the following page is a snapshot of the settings to use for color correcting
- Brushing in Adobe Lightroom is made simple and there's brush settings for Teeth Whitening, Skin Smoothing (Lite) and Iris Enhancements. Use all three of those and another brush to whiten the background out perfectly
- Don't go overly hard on any one brush. Your goal is just to make slight improvements with each brush. Each brush added together across a single headshot will greatly improve your subject without looking fake
- The image to the right shows how simple brushes along with color correcting can really add value to a headshot



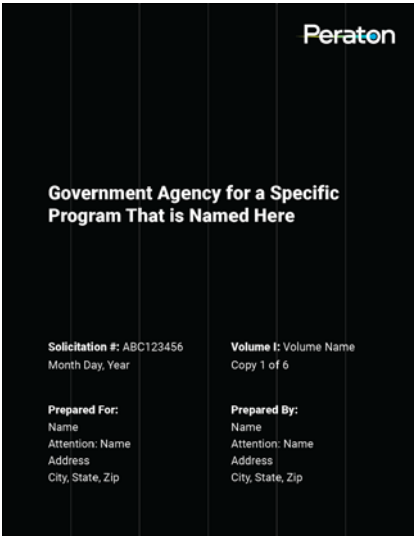
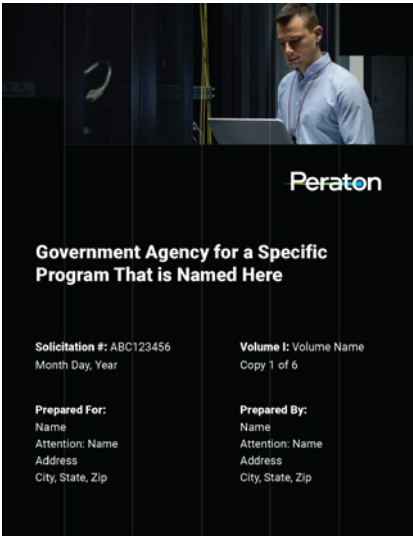
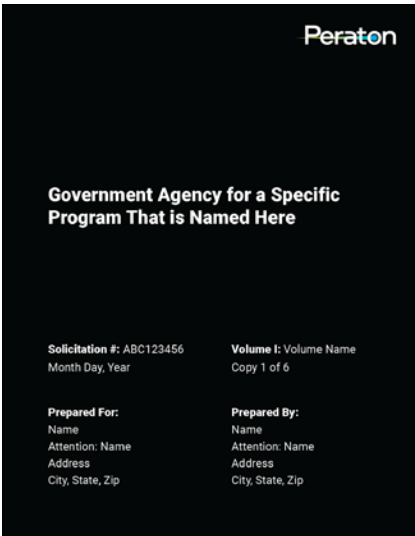
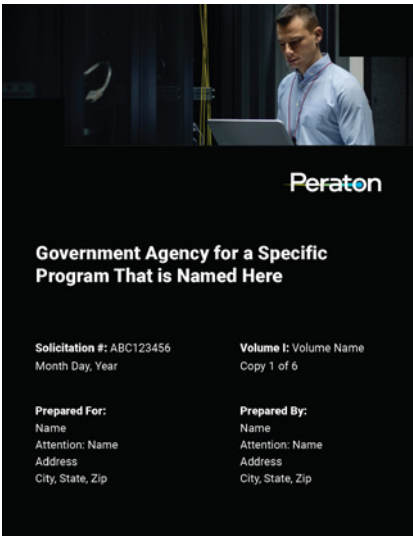
COLOR CORRECTING SETTINGS

- Below are the basic color correcting settings
- Adjust your exposure to the proper levels and the rest of your settings should be similar to the ones below
- Remember to white balance your images first



PROPOSAL COVERS

Proposal covers are designed to meet a variety of needs requested by the government. But in addition to meeting the government's needs, brand elements are still used to create brand consistency.



5

BRAND RESOURCES

BRAND RESOURCES

TEMPLATES AND BRANDED MATERIALS

Templates and materials referenced in the Global Brand Standards can be found on The Lens on the [Brand Portal](#).

WRITING STYLE GUIDE

For more information on [Peraton's writing style](#), go to The Lens and view the guide on the [Brand Portal](#).

COMPANY STORE

Branded promotional products are available for purchase in our company store, [store.peraton.com](#).

PRINT SHOP

Create an account with the [Peraton online print shop](#) to view, purchase, and ship marketing collateral, recruiting assets, stationary, signage, wall art, and more.

BUSINESS CARDS

Visit the [Brand Portal](#) to learn more on how to order your business cards.

MORE INFORMATION

For other inquiries, contact the Brand and Marketing team at brandandmarketing@peraton.com.