

# Brand Guidelines

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## BRAND OVERVIEW

# What We Do

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**We are on a mission to build connected enterprises, one organization at a time.**

Praecipio is in the business of getting the right things done. We utilize the Atlassian platform, AI, DevOps, and Agile methodologies to build truly connected enterprises. We don't just deploy tools; we integrate them seamlessly, aligning your strategic vision and the teams executing on it. With us, it's about delivering proven results, designing resilient processes, and building you an actionable path forward.

We seek to push the boundaries of what's possible for ourselves and our customers; challenging the reality of "industry-norms" in relentless pursuit of a brighter tomorrow - **together**.



BRAND OVERVIEW

# Positioning

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[in a line] — — — — — **Building Connected Enterprises**

[in a sentence] — — — — — **We're in the business of making tech work for people, not against them.**

[in a paragraph] — — — — — At Praecipio, we don't just deploy tools; we integrate them seamlessly, aligning your strategic vision and the teams executing on it. We understand that tech's true value lies in how it's used — empowering, not complicating. Real solutions for real challenges. We dive into the heart of your business, aligning strategies, processes, and people. We're the hands-on experts who get the right shit done, transforming the way you work, not just the tools you work with.

[about us] — — — — — Praecipio based in Austin, Texas is a leading technology consulting firm, on a mission to empower decisive action through data clarity. Our data-first strategy equips your teams with immediate, clear-cut visibility across all systems, revealing actionable insights that drive improved business outcomes. Leveraging the Atlassian platform along with cutting-edge AI technologies and process optimizations, we craft collaborative, connected enterprises. We ensure technology synchronizes seamlessly with your teams, enhancing operations and empowering your people to focus on what truly matters—turning potential into performance.



WHAT FUELS OUR FIRE

# Our Vision & Values

At Praecipio, we're dedicated to fostering a supportive and collaborative environment for our employees. It's the deep commitment employees have towards each other, their work, and our clients that fuels our success.

***Our mantra is simple:  
people first, people always.***



## **Start with Heart**

Passion is our fuel. We strive to innovate, always.



## **Seek - and Solve Soundly**

We find and fix the friction through curiosity, accountability, and integrity.



## **Be Brilliant, Together**

Creating meaningful impact is what we do.



## **Find Balance**

We embrace growth and honor well-being.



## **Build Human Connection**

People are the heartbeat of our organization.



Praecipio exists both within and beyond the Atlassian ecosystem. Therefore, our logo has to stand with, but above the sea of other competitors.

Use your best judgment when choosing the orientation of the logo. The orientation should be evaluated on a case-by-case basis. Avoid using the stacked logo at small sizes as it can become illegible. **When in doubt, use the primary horizontal RGB colored logo.**

# Our Logo



**PRAECIPIO**

REVERSE HORIZONTAL



**PRAECIPIO**

REVERSE VERTICAL



**PRAECIPIO**

REVERSE VERTICAL SMALL



**PRAECIPIO**

REVERSE HORIZONTAL



**PRAECIPIO**

REVERSE VERTICAL



**PRAECIPIO**

REVERSE VERTICAL SMALL

Our black and white versions are restricted use for only black and white printing, traditional screen print with one color, embossing, or engraving.

They are not to be used on any digital formats.

# Our Logo



BLACK HORIZONTAL



BLACK VERTICAL



BLACK VERTICAL SMALL



WHITE HORIZONTAL



WHITE VERTICAL



WHITE VERTICAL SMALL



## SPACING

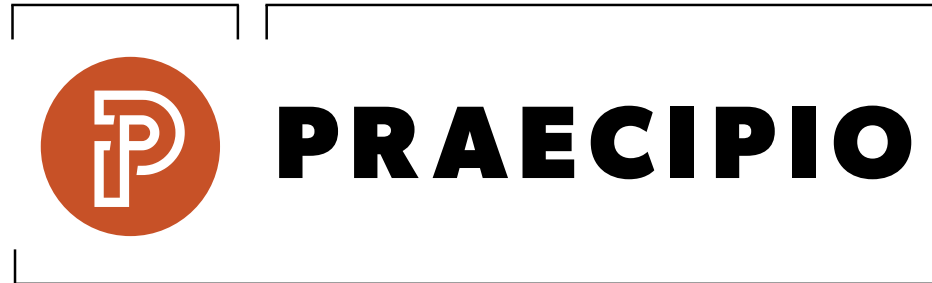
# Our Logo

Logo size and placement depend on the layout's format, function, and purpose. Typically, it features black text, a white 'P', and an orange circle. On darker backgrounds, the logotype reverses to white.

For reference, the logo can be identified by its elements: the logomark (P), the logotype (Praecipio), or the full logo.

LOGOMARK

LOGOTYPE



LOGO



**PRAECIPIO**

The minimum size of the  
logo width is .8 inches  
(2.032 cm, 80 pixels)



## UNACCEPTABLE USAGE

# Our Logo

- Do not use a one-color overlay on digital assets.
- Do not use unapproved color combinations.
- Do not add a drop shadow.
- Do not warp or skew the logo.
- Do not overlay the logo on complicated or busy backgrounds.
- Do not crop the logo.
- Do not outline the logo.
- Do not change the color of the line 'P' inside the logomark.
- Do not rotate or set the logo at an angle.
- Do not overlay complicated effects, like bevel or emboss, to a logo.
- Do not change the opacity of the logo.
- Do not recreate using any other typefaces.
- Do not change the integrity of the logo.



## LOGOMARK USAGE

# Our Logo

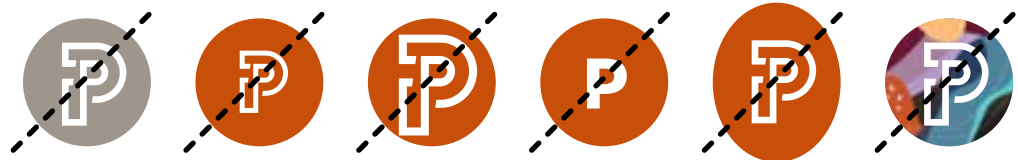
The 'P' in our Praecipio logo is more than a letter—it's the foundation of our icon. Use it to subtly underscore our brand in your designs.

This iconic element is integral to our visual language, perfect for both digital and traditional marketing, as well as user interfaces.

Place this icon discreetly in the corner of your assets, always after or in conjunction with the full Praecipio logotype.

Keep in mind, this icon is not a replacement for our official logo. It should primarily be used alongside the full Praecipio logo.

For our black and white versions, limit their use to black and white printing, single-color screen printing, embossing, or engraving.



Do not alter the icon. Use the official file from our asset library.



## OVERVIEW

# Our Colors

Our colors reflect the dynamic and inventive spirit of our brand. They embody passion, boldness, determination, and authenticity.

These colors set us apart in a sea of glossy whites, over saturated gradients, and ubiquitous blues, making our brand distinctly recognizable.



## PRIME, ACCENT, &amp; NEUTRAL

# Our Colors

While we are continuing to use the primary color orange carried over from our legacy brand, the new Praecipio orange is warmer than its predecessor, and we use far less of it.

Moving forward, our primary colors should be used sparingly as a way to highlight a singular brand message. Our accent colors should be used against a primary color, black, or white.

In your designs, primary colors should dominate—comprising at least 60% of your graphic. Use accents and neutrals deliberately to enhance the overall composition. Feel free to employ monochromatic themes or a mix-and-match approach.

**Accent colors should never be used on text against a white background.** However, you can use white text on accent color background if the font is heavy/bold.

**Do not create gradients with these colors.** All previously used hues of our legacy brand and its secondary and tertiary colors are retired.

## Prime



PANTONE®  
718 C

CMYK 16.81.100.5  
RGB 200.79.9  
#C84F09



PANTONE®  
7476 C

CMYK 92.56.55.38  
RGB 5.73.80  
#054950



PANTONE®  
7421 C

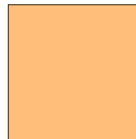
CMYK 38.95.61.44  
RGB 106.25.51  
#6A1933



PANTONE®  
534 C

CMYK 90.76.38.27  
RGB 43.63.96  
#2B3F60

## Accent



PANTONE®  
149 C

CMYK 0.29.58.0  
RGB 255.190.122  
#FFBE7A



PANTONE®  
352 C

CMYK 40.0.38.0  
RGB 146.229.183  
#92E5B7



PANTONE®  
2645 C

CMYK 29.41.0.0  
RGB 182.153.225  
#B699E1



PANTONE®  
325 C

CMYK 61.0.24.0  
RGB 57.211.211  
#39D3D3



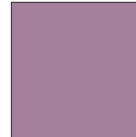
PANTONE®  
7607 C

CMYK 16.63.55.0  
RGB 221.123.108  
#DD7B6C



PANTONE®  
7709 C

CMYK 58.18.28.0  
RGB 110.171.179  
#6EABB3



PANTONE®  
5145 C

CMYK 38.53.22.0  
RGB 164.128.156  
#A4809C



PANTONE®  
7697 C

CMYK 75.40.30.0  
RGB 79.130.153  
#4F8299

## Neutral



PANTONE®  
Neutral  
Black C

CMYK 20.20.20.100  
RGB 0.0.0  
#000000



PANTONE®  
Black C

CMYK 0.8.18.94  
RGB 51.46.39  
#332E27



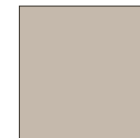
PANTONE®  
Warm Gray 10 C

CMYK 15.24.28.53  
RGB 122.110.103  
#7A6E67



PANTONE®  
Black 0961 C

CMYK 40.36.42.2  
RGB 158.150.141  
#9E968D



PANTONE®  
7528 C

CMYK 23.24.30.0  
RGB 197.185.172  
#C5B9AC



PANTONE®  
Warm Gray 1 C

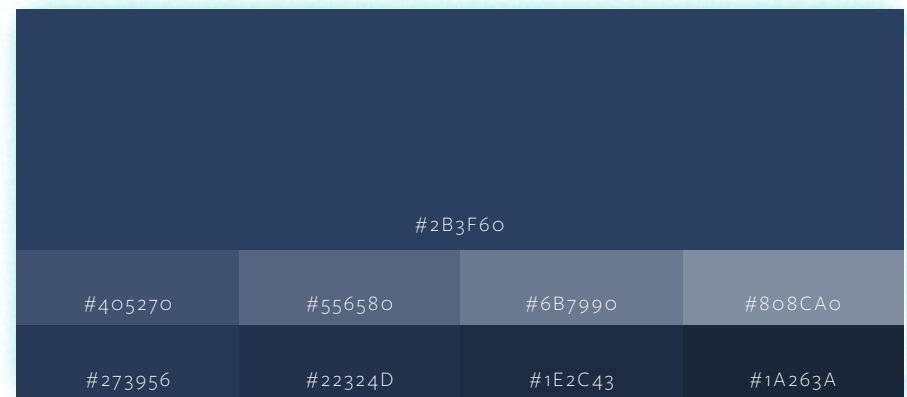
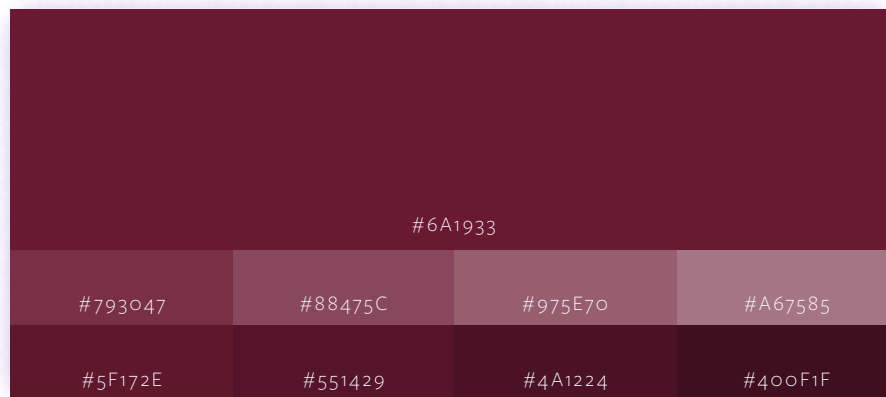
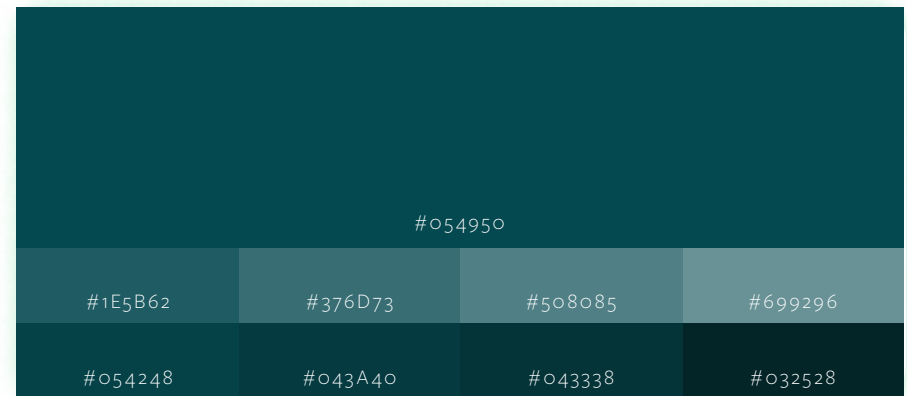
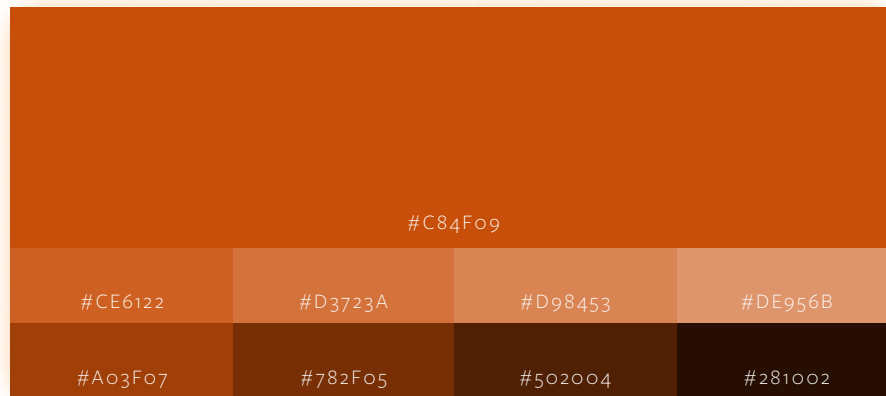
CMYK 2.3.4.5  
RGB 214.209.202  
#D6D1CA



## TINTS &amp; SHADES

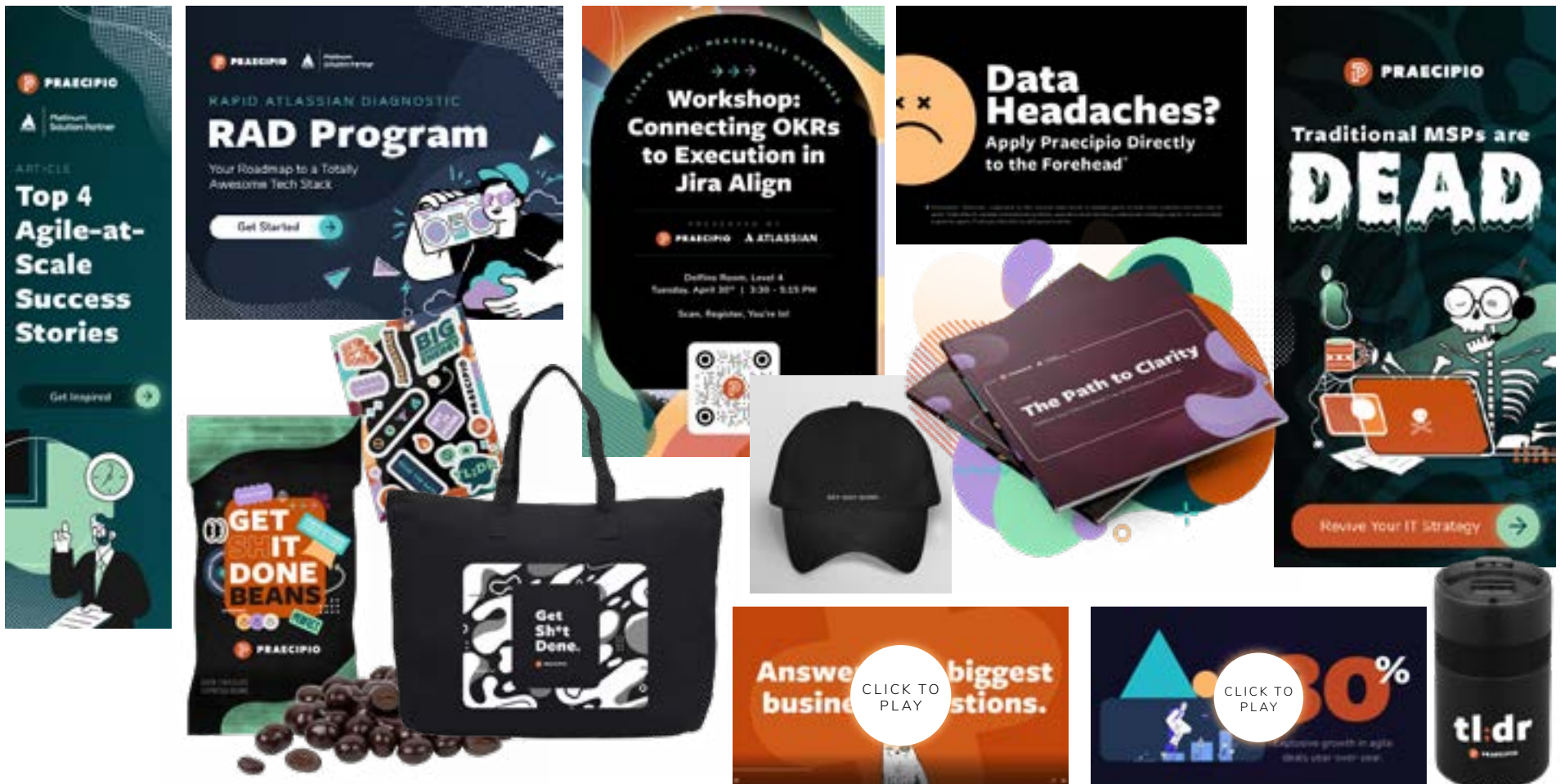
# Our Colors

Our primary colors have lighter and darker tints for when you need more options in your designs. Our marketing collateral should always use the primary colors - there will **never** be an exception to this rule. These shades and tints are here to add depth in designs when using blending modes and opacity settings for digital graphics.



# Showcase

See below for some examples of our brand “in the wild”. Reach out to us for help with layouts or positioning - we’re always happy to advise or jump in to make sure our brand is always looking its best.







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## This is the end, but we're just getting started.

For any questions about the Praecipio brand, logo usage, or marketing requests, please email [marketing@praecipio.com](mailto:marketing@praecipio.com). This document represents the most up-to-date guidelines for our brand and will be updated as needed.

[Praecipio Media Kit](#)