

# Pragatix Brand Book



# Brand Identity Overview

## Who We Are

AGAT Software is a leader in privacy-first AI and Unified Communications (UC) compliance. We deliver two powerful product lines designed to help organisations innovate with confidence while protecting sensitive data:

- **PRAGATIX** – a secure AI platform that enables enterprises to adopt generative AI safely, with options for private/on-prem deployments or supervised use of public AI models.
- **SphereShield** – a comprehensive compliance solution for UC platforms like Microsoft Teams, Webex, and Zoom, ensuring governance, data loss prevention, and regulatory adherence across collaboration tools.

For more than a decade, we've helped highly regulated enterprises—including Fortune 500 companies—enforce governance, prevent data leakage, and stay compliant while embracing the latest in AI and digital collaboration.

## Our Audience

CIOs, CISOs, compliance officers, IT leaders, and regulated industries – finance, law, healthcare, government.

## Core Values

- Security by Design
- Compliance at Scale
- Clarity in Communication
- Innovation with Trust

## Tagline

- Security-First AI Platform and UC Compliance



# Logo Usage

## Product Sub-Brands

Always accompany sub-brand logos with a small “By AGAT Software” lockup when presented independently to reinforce brand hierarchy.

Pragatix Logo – Spiral “P” – is the dedicated identity for AGAT’s Private AI product suite.

SphereShield Logo – Lock and Shield Variant – is used for the UC compliance suite.

### Pragatix



### SphereShield





# Logo Usage

## **Parent Brand**

AGAT Logo - Pomegranate - is the corporate identity. It represents the parent company across all corporate, investor, and overarching communications.





# Logo Guidelines

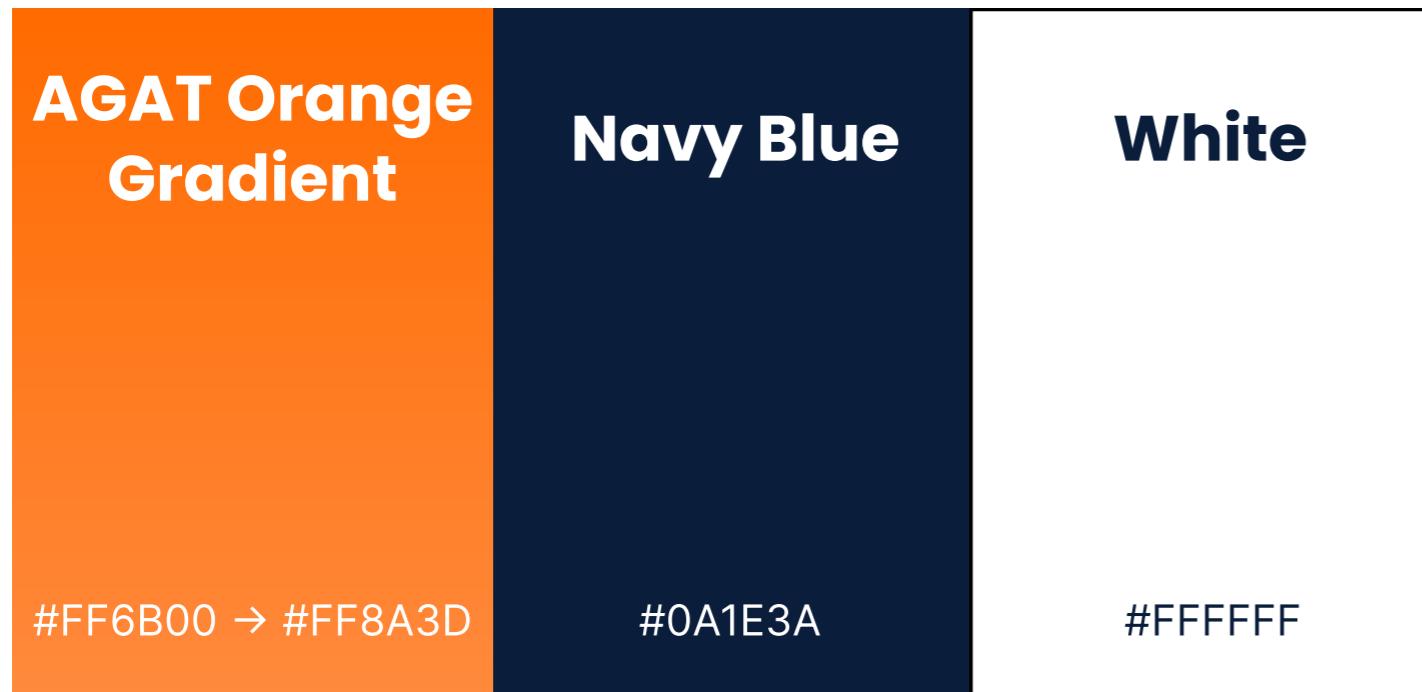
- Maintain clear space equal to the height of the “A” around the logo.
- Never stretch, rotate, or recolor logos outside the defined palette.
- Use AGAT corporate logo for overarching communications – press releases, investor docs, website corporate pages.
- Use Pragatix logo for AI firewall/private AI messaging.
- Use SphereShield logo for UC compliance solutions.



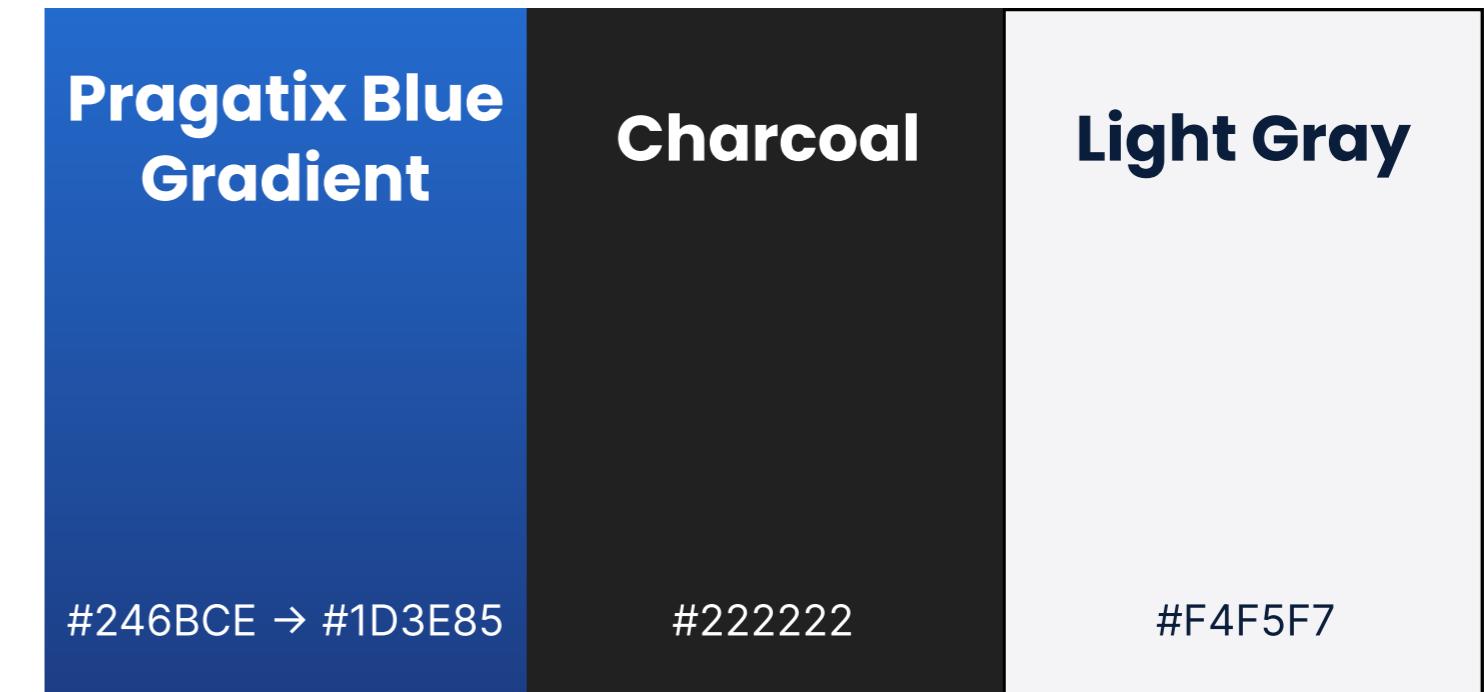


# Color Palette

**Primary Palette - Corporate**



**Secondary Palette - Product**



## Usage Ratios

- Corporate - AGAT: Orange gradient 20%, Navy 60%, White 20%
- Product - Pragatix: Blue gradient 20%, Navy 60%, White 20%
- Rule of Thumb: Navy Blue and White are the bridges across all sub-brands. Orange = corporate signal. Blue = AI/innovation signal.



# Typography

## Font Family

Primary Font – Poppins

## Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! " # \$ % & / ( ) @ = ? , -

# AaBbCc

## Hierarchy

H1 (Headlines): Poppins Bold, 32–40px, uppercase.  
H2 (Sub-headlines): Poppins Semi-Bold, 24–28px, title case.  
H3 (Section headers): Poppins Medium, 18–20px.  
Body Copy: Poppins Regular, 14–16px, sentence case.  
Technical Notes / Code: Roboto Mono Regular, 13–14px.

## Font Family

Technical Font – Roboto Mono

## Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! " # \$ % & / ( ) @ = ? , -

# AaBbCc

## Rules

- Limit to 3 levels of hierarchy per asset.
- Headlines must lead with verbs/action words.
- Never mix more than two weights in one block of copy.



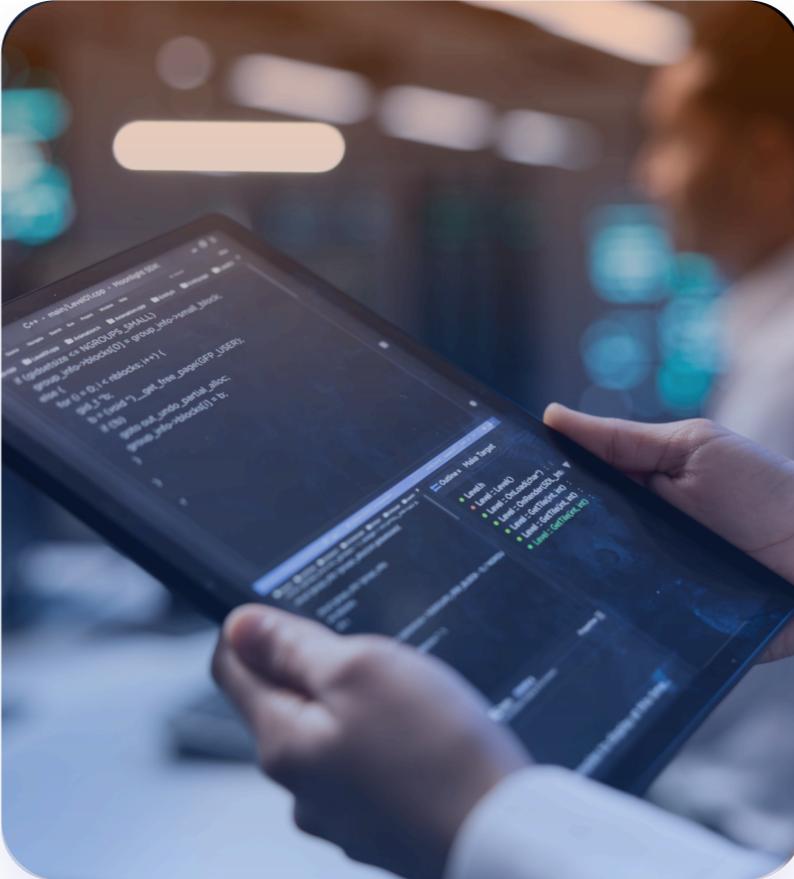
# Imagery & Photography

## Style:

- Modern workplace, IT teams, compliance professionals.
- Minimalist compositions with plenty of negative space for text overlays.

## Treatment:

- Use a subtle navy-blue or orange/blue gradient overlay at 20–30% opacity for consistency across photography.
- Desaturate raw photos slightly before applying overlay to avoid clashing tones.





# Imagery & Photography

## Do's:

- Use enterprise-relevant settings – boardrooms, servers, secure collaboration scenes.
- Overlay with brand gradients for consistency.
- Pair abstract illustrations – locks, grids, AI visualizations – with photos sparingly.

## Don'ts:

- Avoid cliché stock photos – handshakes, people in headsets smiling at computers.
- Avoid overly bright/unfiltered imagery that breaks color consistency.
- Don't mix multiple overlays – stick to one gradient tone per asset.

## Do's



## Don'ts





# Social Media & Influencer Guidelines

## Core Channels

- LinkedIn: Primary – enterprise insights, thought leadership, whitepapers.
- X (Twitter): Primary – industry news, rapid insights, hashtags - #AICompliance, #PrivateAI.
- Facebook: Primary – community education, customer updates.

## Secondary Channels

- Instagram: Secondary – used for employer branding, company culture, behind-the-scenes content, and simplified product storytelling – visual highlights, branded templates.
- Instagram is not a core sales or compliance channel; it is supportive for brand awareness and talent attraction.

## Influencer Collaboration Guidelines

- Same as existing, but ensure all Instagram influencer content ties back to brand values – security, compliance, trust.



# Product-Specific Branding

## **SphereShield – UC Compliance Suite**

- Positioning: Enterprise-grade compliance for Teams, Zoom, Webex, Skype.
- Tone: Trustworthy, robust, policy-driven.
- CTA: "Protect your communications. Stay compliant."

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## **Pragativx Private AI**

- Positioning: AI firewalls, private LLMs, and assistants for secure enterprise use.
- Tone: Futuristic, precise, risk-aware.
- CTA: "Take control of your AI. Innovate with security."

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## **Channel Management for Teams**

- Positioning: Combat channel sprawl, keep Teams organized and compliant.
- Tone: Practical, efficiency-focused.
- CTA: "Streamline Teams. Stay compliant."



# Call-to-Action (CTA) style

## **Call-to-Action (CTA) Style**

- Always action-oriented: Book a Demo, Explore SphereShield, Launch a Live Demo
- Use orange gradient button style across web and digital assets.

## **Link destinations:**

- Book a Demo → <https://agatsoftware.com/book-meeting/>
- SphereShield Product Page → <https://agatsoftware.com/uc-products/>
- Private AI Page → <https://agatsoftware.com/ai-products/>