

@PRAGATIX

Year
2025

Pragatix
AGAT Software

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

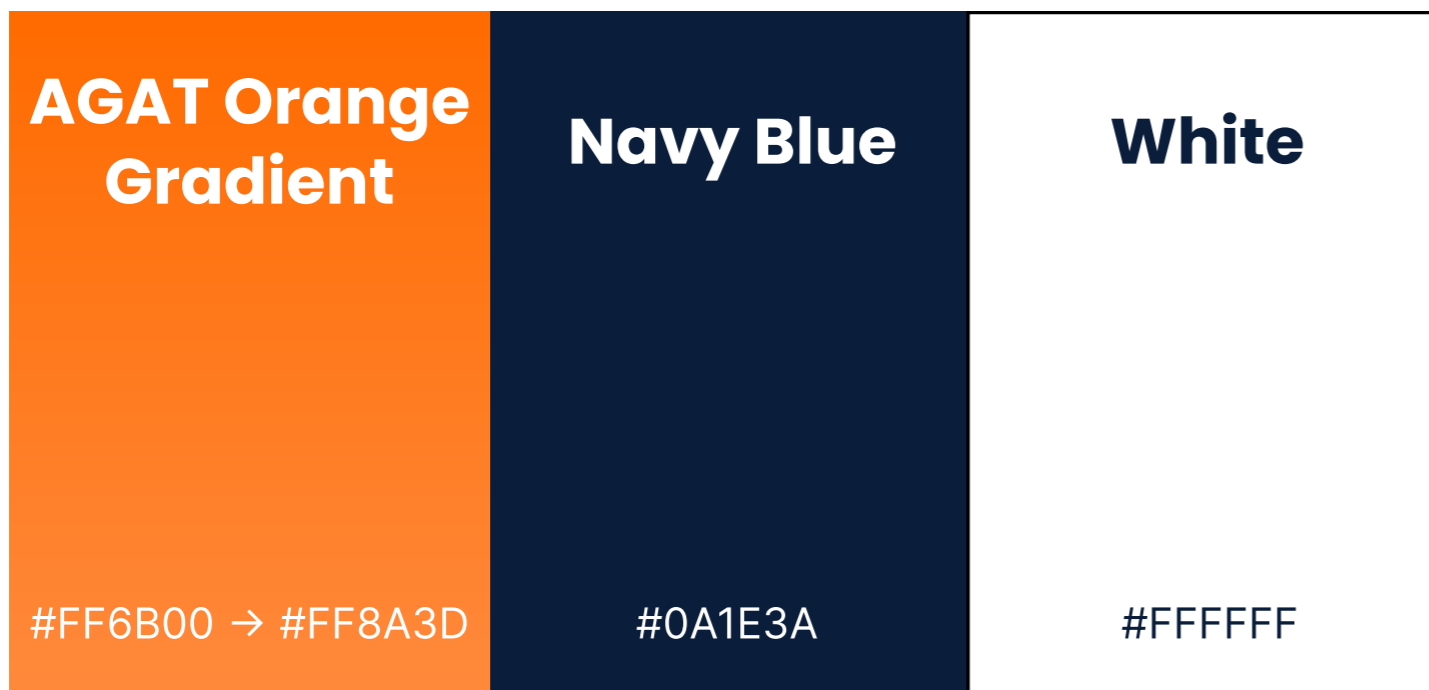
- Maintain clear space equal to the height of the “A” around the logo.
- Never stretch, rotate, or recolor logos outside the defined palette.
- Use AGAT corporate logo for overarching communications – press releases, investor docs, website corporate pages.
- Use Pragatix logo for AI firewall/private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



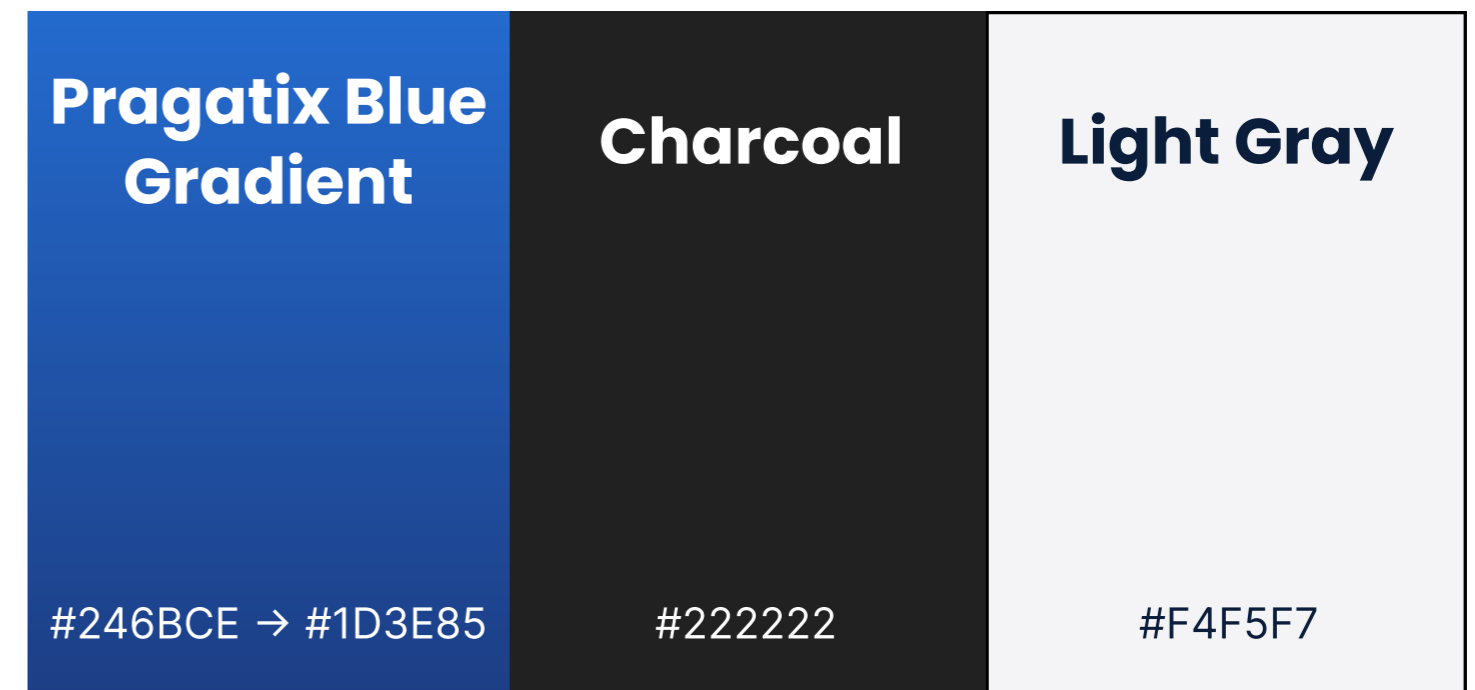


Color Palette

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%&/'()@=?,-

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%&/'()@=?,-

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

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.



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.”
-

Pragatix 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/>