

PETABIT SCALE

# Brand Guide

Voice, messaging, and visual identity

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Petabit Scale, Inc.

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# The brand in three paragraphs

Petabit Scale is an opinionated engineering shop with a short, clear job: bring hyperscaler-grade expertise, strategy, and pricing to the unique challenges of operating networks at massive scale. The company architects, builds, and supplies large-scale network infrastructure — and it does so as a unified infrastructure partner, not as split consulting-and-distribution businesses.

The brand voice is already living in our customer emails: direct, opinionated, peer-to-peer, generously technical, and allergic to marketing bluster. This guide codifies that voice so anyone writing for Petabit Scale can carry it — with the substance preserved and the sharpest edges calibrated for scale.

Content should read like a senior operator wrote it for another senior operator. Dense technical prose. Candor where candor is owed. Wit where wit earns its place. No hype, no false modesty, no gatekeeping, no corporate-speak — ever.

"Carrier-grade network infrastructure at hyperscaler economics. That's Petabit Scale."

— 10-second pitch, canonical

## The four pillars at a glance

TRUST	INTEGRITY	VALUE	EXECUTION
Carrier-grade expertise	Vendor-independent architecture	Hyperscaler economics	Architect, build, supply
We operate at the engineering standard actual carriers set. Battle-tested, not theoretical.	Not captured by any one OEM. You get the right design, not the one that pays us best.	Pricing leverage and supply access that usually requires Fortune-100 purchasing power.	Same team owns design through BOM through ship. No handoff.

Detail in section 05 — Messaging Framework.

# We Are / We Are Not

The foundational brand identity anchor. Voice is constant — it doesn't change by channel, audience, or season. These seven attribute pairs are the north star for every piece of content produced under the Petabit Scale name.

We Are	We Are Not
Carrier-grade — meets the engineering bar actual carriers set; credibility earned in production, not in slideware	Theoretical / consultant-flavored — no hand-me-down best practices, no frameworks without receipts
Candid — we say the inconvenient thing plainly	Evasive or falsely modest — no weasel words, no hedging expertise to seem humble
Independent — not captured by any one vendor's roadmap or inventory	Beholden / single-vendor — no recommendations engineered to move stock
Dense with substance — every sentence earns its place	Hype-padded or performative — no next-gen / cutting-edge / transformative filler
Peer-facing — operator-to-operator, equals	Vendor-to-target — no qualifying checklists, no condescension, no gatekeeping
Witty when warranted — dry engineer's humor; sharp observation	Goofy or marketing-clever — no pun-of-the-year, no LinkedIn-performance energy
Formality-flexing — same voice; register climbs for legal, drops for peers	Tonally rigid — not formal everywhere, not casual everywhere

# What each attribute means

For each “We Are” attribute: what it means in practice, how it shows up in content, and what to avoid.

## 01 Carrier-grade

What it means	The prose meets the engineering bar actual carriers set — the rigor, specificity, and technical correctness a five-9s operator would demand of their own internal documentation. Authority comes from our team having run networks at that tier; the writing has to hold up under the same scrutiny as the gear.
How it shows up	Concrete references to production, actual hardware, actual scale. Numbers before adjectives. Standards cited correctly. Specifics only someone who was there could know — five-9s math, SR-class optical budgets, actual lead times.
What to avoid	Borrowed credibility (“industry best practices”), generic framing (“organizations like yours”), language that could have been written by someone who’s never seen a rack or a cold DCI span. If a carrier’s lead engineer would scoff, cut it.

## 02 Candid

What it means	We say the inconvenient thing — when a plan is flawed, a spec is wrong, a vendor is oversold — because that’s what respect for a technical peer looks like.
How it shows up	Strong pronouncements with evidence. Opinions identified as opinions. Willingness to tell a prospect their preferred vendor picked the wrong optic.
What to avoid	Judgmental adjectives without receipts. Also avoid false modesty (“we could be wrong, but...” — the customer wants the real opinion.

## 03 Independent

What it means	We’re not a captured reseller. Architecture advice optimizes for the customer’s outcome, not our BOM margin on any one line. We can name the wrong part — including parts we sell.
How it shows up	Vendor-neutral recommendations by default. Willingness to say “don’t buy that, even from us.” Public positions on standards and tech transitions that aren’t tied to one OEM.
What to avoid	Language that reads as pushing a specific vendor’s line. Stacking a paragraph with a single manufacturer’s model numbers when alternatives are viable.

## 04 Dense with substance

What it means	Prose is precision-forward. Sentences pack specificity; paragraphs reward careful readers. Every claim has evidence or is framed as opinion.
How it shows up	Technical terms used correctly. Numbers, model specs, standards cited accurately. Longer sentences when complexity demands them — not hedged into simplicity.
What to avoid	Filler nouns (“solutions”), empty superlatives, throat-clearing intros. If a sentence can be deleted without loss, delete it.

## 05 Peer-facing

What it means	We write operator-to-operator. The reader is assumed competent at their job. We don't ladder up or down — we meet readers where they are.
How it shows up	No qualifying-checklist sales moves. We assume the reader knows what 800G is; if they don't, we tell them once and move on.
What to avoid	Language that implies the reader needs convincing of basic competence. Avoid “stakeholder,” “decision-maker” — those belong in vendor pitch decks.

## 06 Witty when warranted

What it means	Dry engineer's humor is welcome — the understatement, the sharp observation, the occasional aside. Humor is a feature of substantive writing, never a substitute.
How it shows up	Humor emerges from calling things plainly, from pointing out industry absurdity, from the aside that undercuts vendor-speak.
What to avoid	Puns. Forced clever headlines. LinkedIn-thought-leader performance. Anything that would feel at home in a B2B SaaS email newsletter.

## 07 Formality-flexing

What it means	Voice is constant; formality flexes by context. Default to semi-formal: up for proposals and legal, down for peer technical threads and community posts.
How it shows up	Contractions OK in most contexts; rare in proposals/SOWs. Personal openers appropriate on customer emails, not on a scope statement.
What to avoid	Treating formality as a fixed setting. Formal-everywhere reads cold; casual-everywhere reads unserious. The decision is per-artifact, not per-brand.

# The character underneath

The voice attributes describe how we sound. The personality describes who we'd be if the brand were a person.

Archetype	The opinionated engineer — strong positions, cited from the receipts. Will tell you “that’s a terrible idea” and then tell you why, with numbers. Frank, not cruel.
If we were a person	The veteran infrastructure operator three beers into a NANOG afterparty — generous with expertise, allergic to performance, unafraid to disagree with the consensus, funny without trying, trustworthy because they’ve been burned by the things you’re about to be burned by.
Core values	Candor (say the inconvenient thing) • Precision & craft (facts over vibes, details others skip) • Independence (not captured by any one vendor) • Peer-respect (operator-to-operator, implicit) • Real customer outcomes (solve real problems, deliver when no one else can, save customers meaningful money along the way)
Customer feeling	Reassured — hands that have been there before. Educated — left smarter whether or not they bought. Deliberately not “challenged” — the opinionated posture stays, but the reader’s takeaway is relief and enlightenment, not being put in their place.

## Not like these voices

*If a draft reads like any of these, rewrite it.*

Not like	Why not
Cisco corporate	Too much “solutions” / “transformative”; committee-written; no operator in the voice
Slack breezy	Our reader is a senior engineer in a datacenter, not a startup founder on a couch
AWS sprawling	Every new concept gets a PM-written definition; operator-peers already know the terms
Nvidia hype	We are allergic to superlatives; GPU hype cycles produce the exact voice we reject
Equinix institutional	Too polished; reads like infrastructure is inevitable rather than the product of choices

# When the rules bend

The seven voice attributes are defaults, not laws. Specific contexts where deliberate rule-breaking is correct:

Rule	When it bends
Density yields to legal precision	In a contract or SOW, clarity over compression. Long sentences are fine if they remove ambiguity.
Candor yields to human moments	If a customer just lost data or missed a deadline because of us, leading with “you shouldn’t have designed it that way” is wrong even if true. Help first; post-mortem later.
Peer-respect yields when the reader asked for teaching	Conference keynote, recruit-facing post, partner enablement session. Be a teacher, not a peer, if that’s the ask.
Wit yields to gravity	Outage post-mortems, compliance language, data-breach notifications: no humor, even dry.
“We” yields to “I” for personal accountability	A personal apology or a direct-from-a-human recommendation uses “I” even on company surfaces.

If you break a rule, do it deliberately. The guide tells you which rule you’re breaking; you decide whether the moment warrants it.



# Framework

## Primary value proposition

Hyperscaler-grade expertise, strategy, and pricing — for the unique challenges of operating networks at massive scale.

*This line is the canonical statement. Variants for different contexts follow.*

Context	Phrasing
Website hero (plain-spoken)	"We architect, build, and supply large-scale network infrastructure — built for the unique challenges of operating at massive scale."
Peer intro (NANOG / LinkedIn)	"The grade of engineering, strategy, and pricing access normally only found at the biggest hyperscalers — brought to operators who need it but don't operate at that scale."
Stakes-forward (proposal cover)	"Networking infrastructure for operators who can't afford to get it wrong."

## Four message pillars

Pillar	Anchors	Core idea	When to use
Carrier-Grade Expertise	Trust	We operate at the engineering standard carriers set. Our team has run networks at that tier; advice meets the reliability bar a five-9s operator would demand. Battle-tested, not theoretical.	First-touch, credentialing, about pages, pitch openers.
Vendor-Independent Architecture	Integrity	We're not captured by any one OEM. You get the right design, not the one that pays us best.	Customer burned by captured resellers; vs. OEM direct; architecture-shopping.
Hyperscaler Economics Without the Hyperscaler	Value	Pricing leverage and supply access that usually requires Fortune-100 purchasing power.	Against distributor/reseller competition; cost-pressure triggers.
Architect, Build, Supply	Execution	Same team owns design through BOM through ship. No handoff, no telephone-game specs.	Against SIs pitching one-stop-shop; tight timelines; handoff-friction customers.

# Pitch ladder

Three pitch lengths for three contexts. Same brand, same substance, different depth. The 10-second is the canonical airport line; the 30-second is the NANOG hallway format; the 2-minute is the sales-context long-form.

## 10-second (airport)

"Carrier-grade network infrastructure at hyperscaler economics. That's Petabit Scale."

## 30-second (NANOG hallway)

*"Petabit Scale brings hyperscaler-grade expertise, strategy, and pricing to the unique challenges of operating networks at massive scale. We architect, build, and supply – vendor-independent, operator-led. Our team came up operating networks like yours at hyperscaler-tier scale; today we work with [named customers with confirmed permission]. The whole point is you get the architecture advice and the supply access that normally requires Fortune-100 buying power, from a team that's actually operated the gear."*

## 2-minute (sales context)

Opening: Most large-scale operators have three pain points when they're building out: the advice from the OEM direct sales channel is captured by that OEM's roadmap; the distributor channel doesn't understand the architecture decisions; and the large SIs add layers of handoff between who designs it and who ships it.

Positioning: Petabit Scale was built to solve those three problems at once. We bring hyperscaler-grade operator expertise to the architecture decision, vendor-independent – we'll tell you when the wrong part is the one we sell. We supply the actual BOM at the grade of pricing normally reserved for the largest buyers, because we source directly from manufacturers in volumes most channels can't match. And the team that designs it is the team that ships it – no handoff.

Credentials: Our team has run networks at hyperscaler-tier operator scale for years. We came up operating the same kinds of infrastructure our customers are now building. Customers include [named customers with confirmed permission].

Close: If you're building a large-scale network, we'll architect it right, supply it at real economics, and stand behind both. That's the company.

# How voice flexes

Voice is constant. Tone flexes on three dimensions: formality, energy, technical depth. Same carrier-grade, candid, peer-facing register throughout; the register just climbs for legal precision and drops for peer-to-peer technical threads.

Context	Formality	Energy	Depth	Key principle
Website (home · about · services)	Semi-formal	Medium	Med-High	Plain declarative; no marketing polish
Customer email — technical	Semi-formal	Med-High	Very High	Peer-to-peer, opinionated; source voice
Customer email — procurement	Semi-formal	Medium	Medium	Tight, transactional, respect the buyer's time
Community content (NANOG / LinkedIn)	Semi-formal	Medium	Very High	Substantive teacher; generous long-form
Proposals / SOWs	Formal	Low-Med	Very High	Binding precision; scope-tight
First-touch / intro	Semi-formal	Medium	Medium	Warm opener, credentials quickly, respect clock
Social (LinkedIn posts)	Semi-formal	Med-High	Med-High	Op-ed energy; substance per post

## Opening moves by context

A starter bank of opening patterns that match each context. Adapt to the moment — defaults, not mandates.

Context	Opening pattern
Website	"Large-scale network infrastructure, carrier-grade."
Technical email	"Short version: don't spec QSFP-DD for your 800G fabric."
Procurement email	"Quote attached. 480 × QSFP112 800G-DR4, \$X/unit, 4-week lead."
Community / NANOG	"The 800G optics question is mostly settled — except for the people still arguing for QSFP-DD."
Proposal	"Here's what we heard. Here's what we'll do. Here's why."
First-touch / intro	"Following up on the architecture question from Tuesday — short version: [verdict]."
LinkedIn post	"At 400G fabric scale, the wrong connector choice is a quarter of timeline."

# Apologies and owning misses

The candor attribute cuts both ways. When we are wrong — a missed ship date, a spec we got wrong, a vendor we recommended that underperformed — we own it the same way we'd name a customer's architecture mistake: directly, specifically, without ceremony or hedge.

Pattern	Name the specific miss → name the reason plainly → state what we're doing → state what we learned. No passive voice hiding agency.
Do	Lead with the specific thing that went wrong · name the reason concretely ("our logistics person didn't flag the time-zone difference") · state what we're doing with a date, not a platitude · state the systemic fix briefly
Don't	No "we regret to inform" or "out of an abundance of caution" · no passive culpability-fog ("delays were encountered") · no apology that's really a reassurance about our process · no over-apologizing — state it, fix it, move on

## Example (shipping miss):

*"The MPO trunks we promised for Tuesday missed the Taipei cutoff by one day — our logistics person didn't flag the time-zone difference. Shipping Wednesday via FedEx Priority Overnight; you'll have them Thursday morning. Going forward we're holding a one-day buffer on any Asia-origin order with a hard US delivery date."*

## Three tests before you ship

*A fast self-audit for any finished draft.*

#	Test
1	Would a senior staff engineer at a Vultr, CoreWeave, IMC, or Coresite read past sentence two? If the open is throat-clearing or vendor-speak, no.
2	Can any sentence be deleted without loss? If yes, delete it. Density is what survives compression — not padding plus it.
3	Does any sentence pretend to know less than we do, or more? The first is false modesty; the second is overclaim. Both are off-brand.

# Words in, words out

Canonical brand name: Petabit Scale in prose, copy, and collateral. petabitscale (one word) in URLs, domains, and handles. Never use camel case, all-caps in prose, or comma-separated variants.

## Preferred terms

operator • hyperscaler • build / buildout • fabric (training/compute) • spec (verb + noun) • architect (verb — part of the three-verb offering)

## Vocabulary conventions

- Use specific gear terminology by default (QSFP-DD 800G-FR4, EVPN-VXLAN, coherent optics, PAM4) — the reader is a peer, precision is respectful.
- Prefer “operator” and “hyperscaler” over “cloud” or “enterprise” — these are operational categories, not marketing ones.
- Avoid “AI” as a blanket noun — prefer “training fabrics,” “GPU clusters,” “inference infrastructure,” “AI compute operators.”
- Expand acronyms on first use — “Equal-Cost Multi-Path (ECMP)” on first mention; ECMP thereafter.
- When a customer uses a different term: use our canonical, note theirs parenthetically on first use (“direct-attach copper (DACs)”), then move on.

## Banned

Word / phrase	Why	Use instead
“Solutions” (as filler)	Vendor-bingo; almost always deletable	“architectures,” “hardware,” “work,” “advice”
“Transform” / “revolutionize”	Hype-cycle filler	“rebuild,” “redesign,” “migrate”
“Mission-critical”	Overused to meaninglessness	Name actual stakes (“production networks”)
“Journey” (corporate sense)	MBA Mad Libs	“project,” “buildout,” “engagement”
“Synergy”	Says nothing	Name the actual mechanism of value

## Use with caution

Term	When OK	When not
“Next-generation”	Actual successor standards (“next-gen 1.6T optics”)	Empty modifier
“Cutting-edge”	Rarely — if an edge exists, name it	Almost always
“Industry-leading”	Only with a metric and citation	Default use
“Scalable”	If we describe the axis and limits	Vague reassurance

"Carrier-grade"	Technical contexts with shared meaning (5×9s, SR-class optics)	Marketing copy
"Ecosystem"	Specific technology ecosystems ("optics ecosystem")	Vague abstraction

## Writing mechanics

*Conventions for numbers, units, and punctuation in technical writing.*

Item	Rule
Data rates	400G, 800G, 1.6T — no space; capital G / T. Use Gbps / Tbps when the unit is ambiguous or when contrasting rates with capacity.
Standards & parts	QSFP-DD, QSFP112, OSFP, 400ZR, 800ZR, EVPN-VXLAN — as printed in the standards docs. All-caps, hyphens preserved.
Measurements & units	Gbps · TB · MW · kW · km · μs — standard SI abbreviations, no periods. Numeric with a non-breaking space to the unit where possible.
Em dashes	Use — (em dash) for parenthetical breaks. Never -- or - in prose. Spaces around the em dash are our default.
Oxford comma	Yes. "Architect, build, and supply."
Sentence casing	Sentence case for headings (not Title Case). Proper nouns and product names keep their native casing.
Quotation marks	Curly (" ") in body text. Straight (") only in code, filenames, and terminal output.
Acronyms on first use	Spell out, then parenthesize: "Equal-Cost Multi-Path (ECMP)" — acronym only thereafter.
Pronouns	Default to they / them when the person is unknown; use a named person's own pronouns when known.
Collective terms	Avoid "guys", "rockstars", "ninjas" — they read as a specific subculture our audience may not share.
Plain language	We write dense where density earns its place. A logistics update doesn't need BGP-adjacent vocabulary.

# On-brand and off-brand

Two field-exemplar pairs. Each “on-brand” is pulled directly from the voice guide; each “off-brand” is a composite anti-pattern that shows what to avoid.

## On-brand • customer email (technical)

*“Short answer: don’t spec QSFP-DD for your 800G fabric. The ecosystem is frozen — vendors are moving to OSFP for anything north of 400G, and you’ll be paying premiums for optic supply that’s drying up by the quarter. Given the switch silicon you already have, I’d spec [specific SKUs] instead. Let me know the port count and we’ll put a quote together.”*

## Off-brand • same situation, wrong register

*“Thank you for your inquiry. We’d like to share some perspectives on your 800G architecture that may be worth considering. QSFP-DD remains a viable option, but the industry is evolving, and next-generation solutions may offer strategic advantages for your journey. We’d be happy to schedule a call to align on your roadmap.”*

*Why: The on-brand version states the verdict first, explains why, and recommends specifically. The off-brand version hedges, uses banned vocabulary (“next-generation”, “journey”, “align”), and wastes the reader’s time.*

## On-brand • website hero

*Petabit Scale architects, builds, and supplies large-scale network infrastructure. Hyperscaler-grade expertise, strategy, and pricing — for the unique challenges of operating networks at massive scale.*

## Off-brand • generic vendor copy

*At Petabit Scale, we’re passionate about empowering next-generation operators to unlock transformational outcomes through our industry-leading, scalable infrastructure solutions. Partner with us on your journey to deploy mission-critical networking at enterprise scale.*

*Why: On-brand uses three verbs to name the offering and one sentence to name the audience. Off-brand has no verbs (“passionate about empowering” is a noun phrase in disguise), stacks every banned superlative, and names the wrong audience (“enterprise” — we serve operators, not “enterprise”).*

# More genres

Worked examples for the genres that come up most often in practice. Each shows the on-brand register and why it works.

## Proposal opener • Scope & Approach

*You're building a 128-rack AI training cluster with a three-tier EVPN-VXLAN fabric, 800G spine, 400G ToR. The three things you asked us to handle: optical transceiver supply at volume, leaf-spine cabling with MPO-12 trunks, and a written architecture review before the order locks. This proposal covers those three. Pricing assumes the SKU list in Exhibit A; lead times assume a PO by May 15.*

*Why: States what was heard, what the proposal covers, what's assumed. Specific technical content; no boilerplate preamble; dates and dependencies named concretely.*

## Blog post • thesis-first opener

*The 800G optics question is mostly settled — except for the people still arguing for QSFP-DD. Roughly 90% of 800G shipments have gone OSFP112 in the last two quarters. The ecosystem is frozen around that standard; the QSFP-DD supply chain is drying up by the week. If you're speccing a new fabric, the choice isn't hard — it's been made for you. Here's the specific math.*

*Why: Thesis first, no bury-the-lede. Opinionated. Specific data. Respects reader as peer. Promises payoff: the math comes next.*

## LinkedIn post

*At 400G fabric scale, the wrong connector choice is a quarter of timeline. If you're on QSFP-DD and planning 800G, the supply math doesn't work anymore — roughly 90% of volumes have gone OSFP112. The optic supply and your AI cluster delivery date are now the same variable. We spend a lot of time pulling customers out of this corner. Happy to share what the path looks like if you're staring at it.*

*Why: Concrete hook with a real number. Opinion stated plainly. No emoji, no thread-hook, no "thoughts?" CTA. Offers substance without BANT-qualifying.*



## Escalation reply • customer is upset

*Understood — the Wednesday delivery miss caused you to push the rack turn-up to Monday, and that's on us. The MPO trunks we promised missed the Taipei cutoff by one day; our logistics person didn't flag the time-zone difference. Units shipped FedEx Priority Overnight Wednesday night. Going forward we're holding a one-day buffer on any Asia-origin order with a hard US delivery date. If the Monday turn-up moves anything downstream, let me know today and we'll see what we can rebook.*

*Why: Acknowledges the specific downstream impact first. Names the mistake concretely. Next step with a date. Systemic fix included. Offers to help with downstream impact. Uses "I" for personal accountability — the permitted exception.*

# Common misfires to watch for

Common off-brand moves, each with a fix. These are the errors that show up most often in early drafts from writers still calibrating to the voice.

## Apologetic expertise

**Bad:** "We could be wrong, but it seems like QSFP-DD might not be the best choice for 800G — though we're happy to discuss further."

**Better:** "QSFP-DD is a bad choice for 800G. Here's why, and here's what to spec instead."

**Why:** *We have the expertise. Hedging into "we could be wrong" performs humility but reads as uncertainty. If unsure about a specific factor, name it. Otherwise, commit.*

## Borrowed voice

**Bad:** "Petabit Scale is transforming the way operators leverage next-generation AI infrastructure ecosystems." (sounds like AWS)

or

"Hey! Just shipped something rad." (sounds like a startup Slack post)

**Better:** Both should sound like Petabit Scale — operator-to-operator, substance-first.

**Why:** *Ask: whose voice is this? If the answer isn't "ours," rewrite.*

## Fake intimacy

**Bad:** "Hey team we're so excited to partner with y'all on this." (first-touch cold reply)

**Better:** "Following up on your RFQ — the spec looks straightforward. One clarifying question on port count before we quote."

**Why:** *Warmth is earned, not assumed. Peer-to-peer on first contact is direct and specific, not casual-bro. Emojis and first-name basis arrive once the relationship warrants them.*

## Stack-and-punt feature lists

**Bad:** "We offer architecture, design, procurement, strategy, consulting, turnkey delivery, optical supply, colocation expertise, fiber route planning, interconnection strategy, network automation, and operational support."

**Better:** "We architect, build, and supply large-scale network infrastructure. The three verbs cover the whole scope — pick which one you need, we'll tell you how the others follow."

**Why:** *Stacking nine capabilities in one paragraph buries all of them. Pick the two or three that matter for this reader; let them ask about the rest.*

## Qualifying-checkbox sales

**Bad:** "Happy to discuss — can you share your timeline, budget, and who the decision-makers are on your side?"

**Better:** "Happy to discuss — what's the fabric you're trying to hit, and when do the racks land?"

**Why:** *BANT / MEDDIC-style qualifier questions read as sales-cadence and create vendor-to-target asymmetry. Technical, specific questions land as operator-to-operator.*

# Lockups and variants

Three lockups, each available in three color variants. The mark is two linked, faceted hexagonal forms creating a figure-eight — interconnection at scale, with an engineered, constructed quality.

## Horizontal (primary)



*petabit-scale-horizontal-color*

## Stacked (square-ish contexts)



*petabit-scale-stacked-color*

## Mark (icon only)



*petabit-scale-mark-color*

# On dark backgrounds

The dark-background treatment is the original design from Petabit-Scale-logo2: the canonical color facets on a charcoal #1F272B ground. The wordmark stays teal and bronze — it does not turn white or become a silhouette. On surfaces we control (like this page), use the color files directly. When the surface varies — photography, gradients, textured grounds — use the on-dark files, which have the charcoal plate baked in so the mark always has a defined ground.

## Horizontal



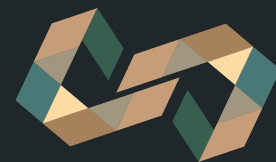
petabit-scale-horizontal-color • on a #1F272B surface

## Stacked



petabit-scale-stacked-color • on a #1F272B surface

## Mark



petabit-scale-mark-color • on a #1F272B surface

Minimum sizes	Horizontal: 120px / 1" • Stacked: 80px / 0.75" • Mark: 32px / 0.4"
Clearspace	Maintain padding = height of the mark on all sides
Never	Recolor facets • swap the wordmark to white or black • stretch • skew • rotate • place on busy low-contrast surfaces

# Canonical palette

Seven colors. Extracted directly from the vector master drawing instructions — designer-defined RGB fills, not raster eyedrops. The palette is deliberately un-tech: muted, earthy, premium — architectural heritage rather than SaaS startup.

	Primary Teal	#4A7876	74 · 120 · 118	Primary brand color; headings, UI accents, links
	Forest Green	#375E4E	55 · 94 · 78	Secondary accent; dark-mode surfaces; secondary headings
	Bronze	#C59E79	197 · 158 · 121	Tertiary accent; subtle emphasis; warm callouts
	Deep Bronze	#A7815B	167 · 129 · 91	Lower-value warm accent; hover states; footer chrome
	Warm Sage	#A19680	161 · 150 · 128	Neutral warm accent; dividers, subtle backgrounds
	Cream	#FDDCA4	253 · 220 · 164	Highlight / warm-light accent; use sparingly
	Charcoal	#1F272B	31 · 39 · 43	Dark surfaces; text on light; dark-mode primary

Resist the default. Infrastructure brands tend toward electric blue, pure black, and pure white. Petabit Scale deliberately avoids that stack. When in doubt, lean warmer (Bronze, Deep Bronze, Cream) rather than cooler.

# Three-tier system

A three-tier typographic system. Voice is constant across tiers; each tier serves a different purpose.

**Display — Raleway • for hero lines, major display headers, section banners.**

Carrier-grade  
infrastructure.

**Headers — Lato • for H2–H4, navigation, UI chrome, pull quotes.**

**Bring hyperscaler-grade expertise to operators.**

Medium weight carries section structure without shouting.

**Body — Lato / Open Sans • for running text, captions, labels, inline UI.**

Lato regular is the default body face for print; Open Sans (variable) is available at /assets/fonts/opensans for web use. Both are clean, highly legible at every size, and pair with the display and header tiers without visual tension. When in doubt, pick the less-expressive option — Lato over Raleway for headings, Open Sans over Lato for running text — the brand voice favors substance over showiness, and typography should reinforce that default.

## Tier selection rule

If you're not sure which tier to use, pick the less-expressive option. The brand voice favors substance over showiness; typography should reinforce that default.

## Installation

All three families live at /assets/fonts/ — Raleway (variable), Lato (six static weights), Open Sans (variable). All SIL Open Font License.

# Photography, icons, illustration

## Three imagery tracks by context

Track	Description + use
Real infrastructure	Actual racks, fiber, optics, DC environments. Used for customer-facing surfaces (homepage, about, case studies). Commission or source authentic photography; stock is off-brand.
Technical diagrams + schematics	Network topologies, timing charts, deployment diagrams. Used for community content and technical pages. Matches the “substantive teacher” voice.
Abstract geometric	Sparing use of imagery that echoes the logo’s faceted aesthetic. Used for corporate / connective-tissue surfaces. Creates cohesion without requiring photography budget.

## Iconography & illustration

Technical / schematic illustrations by default — network diagrams, topologies, timing charts. These are the brand’s visual language. Use a clean icon library (Phosphor, Lucide) for utility icons only; prefer custom schematics for anything brand-facing.

## Never

- Stock photography of people in headsets pointing at screens
- Generic tech-circuit abstracts
- Handshake metaphors
- Connecting-lines globes
- Any well-worn B2B-SaaS visual trope

# Front + back

Front: white ground, stacked color lockup on the left, contact block on the right with Bronze icons (paper plane, smartphone, map pin, globe) and Charcoal type. Back: full-bleed Charcoal with the stacked color lockup centered — the original Petabit-Scale-logo2 design, color facets and teal & bronze wordmark, no silhouette. 3.5" × 2", 0.125" bleed, matte card stock.



Front — contact face



Back — brand face

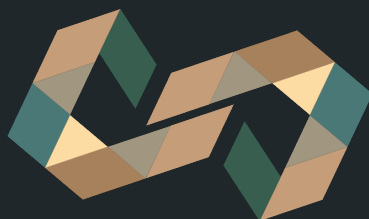
## Specifications

Field	Spec
Size	3.5" × 2" (US standard) · 0.125" bleed · 0.125" safety margin
Stock	Matte card stock, 16–18pt, uncoated or soft-touch. Matte matches the muted palette; glossy fights it.
Front ground	White (or the warm body-page cream #FBF8F3)
Back ground	Full-bleed Charcoal #1F272B — no silhouette; the wordmark stays teal & bronze
Front layout	Stacked lockup in the left ~40% · contact block in the right ~55%
Icons	Simple filled glyphs in Bronze #C59E79 — paper plane (email), smartphone (phone), teardrop map pin (address), globe (URL). Drawn as vector paths in build-business-card.py, no external icon-library dependency.
Typography	Name: Lato Bold ~11.5pt Charcoal · Title: Lato Regular ~8.5pt Body-gray · Contact: Lato Regular ~7.5pt Charcoal
Swap policy	Name, title, email, direct phone vary by team member. Toll-free, address, URL stay constant.

## Regeneration

Print-ready PDF at assets/brand/applications/business-card.pdf (with crop marks and bleed). Rebuild by editing scripts/build-business-card.py (swap name / title / email / direct phone) and running python3 scripts/build-business-card.py. The reference photos of the produced card are at assets/brand/applications/business-card-{front,back}.jpg.





## Petabit Scale · Brand Guide v1.2

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