



Style Guide & Corporate Branding Guidelines

May 2020

Kratos Primary Logo (Preferred)

The two-color Kratos logo is the preferred version. Use this logo in all primary forms of communication (stationery, forms, proposals, etc.) and for any corporate signage (unless pre-approved by Corporate Marketing). The Kratos letters in the logo utilize Corporate Black (PMS 100k or process black), and the eagle utilizes Corporate Burgundy (PMS 195). The tagline utilizes a 50% tint of Corporate Black. This is the primary color specification for the Kratos logo and should be used whenever possible.

Logo



Logo & Tagline



Kratos Secondary Logo (Inverse)

This is the logo used when placed on a dark or colored background. The Kratos letters in the logo reverse to white, and the eagle and other text utilize a 30% tint of Corporate Black (PMS 100k or process black) to achieve the appropriate gray color.

Logo



Logo & Tagline



Kratos One Color Logo

This is the logo application when only one color can be specified for the logo reproduction. The Kratos letters utilize Corporate Black (PMS 100k or process black), while the eagle and additional text utilize a 50% tint of Corporate Black.

Logo






Logo & Tagline



Kratos Color Palette

Primary Colors

This is the primary Kratos color palette. These corporate colors are to be used on all printed documents.

Swatch	Swatch	Swatch
		
PMS: 195	PMS: 100k	PMS: 50k
CMYK: 14C 88M 42Y 56K	CMYK: 0C 0M 0Y 100K	CMYK: 0C 0M 0Y 50K
RGB: 119R 049G 065B	RGB: 000R 000G 000B	RGB: 128R 128G 128B
HTML: #5E0E24	HTML: #1E1E1E	HTML: #808080

Kratos Fonts - Univers Family

The Kratos logo uses the Univers family.

Univers 75 (Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Univers 67 (Bold Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Univers 45 (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Kratos Fonts - Kallisto Family

The Kratos tagline, READY FOR WHAT’S NEXT™, is Kallisto Medium.

Kallisto (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Kratos - The Meaning of Our Name

To maintain a consistent definition of our corporate name and its origin, please use the following:

The word “Kratos” comes from Greek mythology and means ‘of strength or power’.

As a leading aerospace and defense technology company focused on supporting the U.S. DoD and allies, we believe this is a fitting name.

Our tagline “Ready For What’s Next” is a reflection of our focus on applying advanced, affordable technologies toward helping our customers prepare for evolving threats and our commitment to supporting warfighter readiness at the strategic and tactical levels.

Kratos Official Company Description

The following company description should be used based on the amount of text allowed.

(91 Words - Can be Shortened)

Kratos Defense & Security Solutions, Inc. (NASDAQ:KTOS) develops and fields transformative, affordable technology, platforms and systems for United States National Security related customers, allies and commercial enterprises. Kratos is changing the way breakthrough technology for these industries is rapidly brought to market through proven commercial and venture capital backed approaches, including proactive research and streamlined development processes. Kratos specializes in unmanned systems, satellite communications, cyber security/warfare, microwave electronics, missile defense, hypersonic systems, training, combat systems and next generation turbo jet and turbo fan engine development. For more information go to www.KratosDefense.com.
