



2026 Two Six Technologies Brand Guidelines

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How to Use This Guide

— UNIFYING THE TWO SIX TECHNOLOGIES BRAND

One brand. One voice.

The Two Six Technologies Brand Guidelines document sets the standard of quality, tone, and identity for the Two Six Technologies brand. It is intended for every team member to read, internalize, and reference when creating any internal or external collateral, or when presenting Two Six Technologies' capabilities to potential clients.

— WHO IT'S FOR

Every department.

All team members in all departments must adhere to the guidelines contained within, so that the brand stays powerful, consistent, and distinct across all collateral and channels — now and as the company continues to grow.

— EXCEPTIONS

Ask before you improvise.

Questions on these guidelines go to the marketing team. For new collateral, or any exception to the guidelines, contact

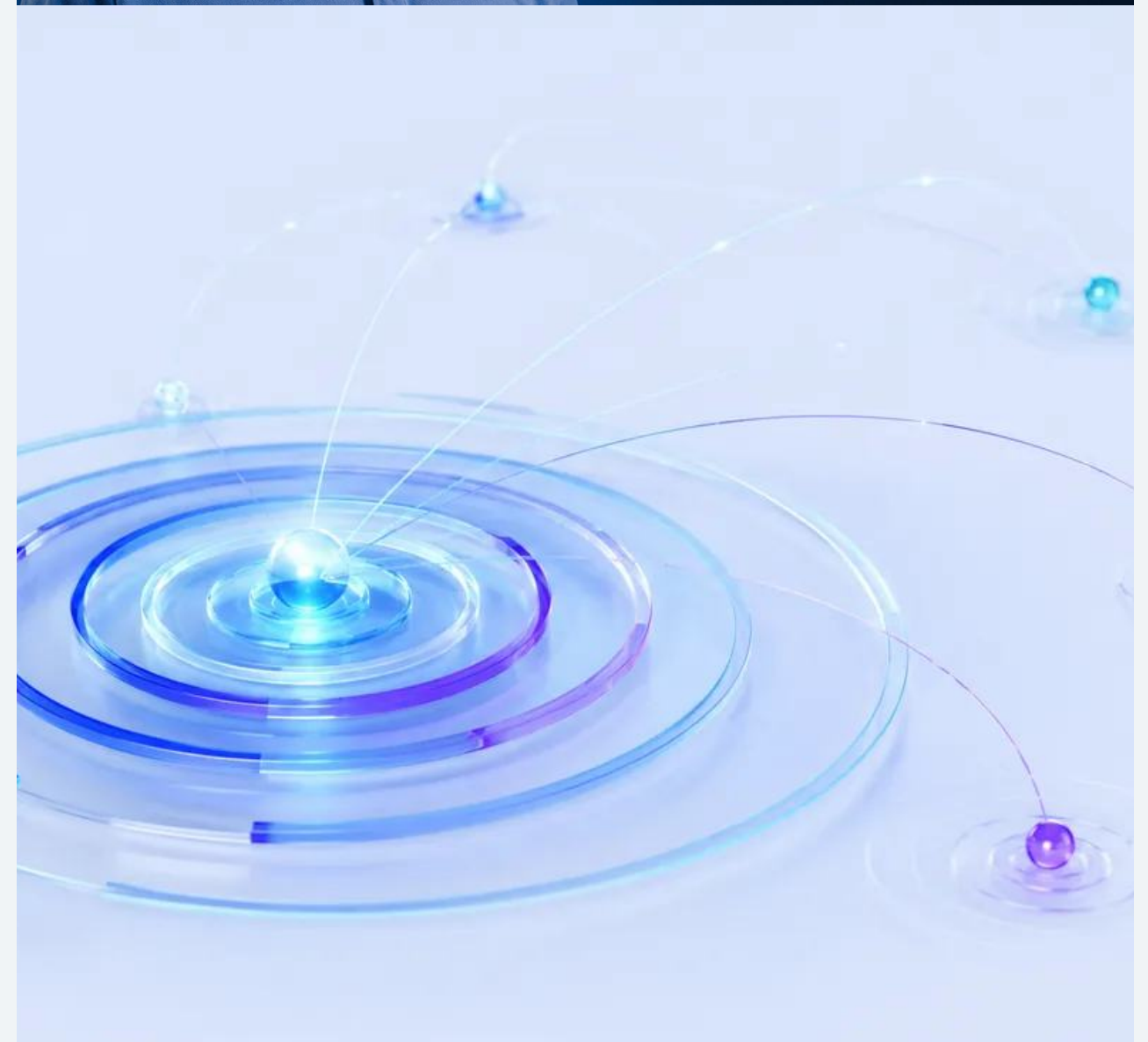
branding@twosixtech.com



“

A constant focus on mission and how to solve that mission.

Joe Logue
Chief Executive Officer



Who Are We

Mission Focused. Impact Driven.

[Innovation at speed to solve global challenges.](#)

At Two Six Technologies, we provide innovative products and expertise that solve today's most complex real-world challenges. Through unrivaled collaboration and unwavering trust, we push the boundaries of what's possible to support our customers and empower our team. Learn more about what we do and why we're here.

We develop, deploy, and implement novel products and deliver advanced, cutting-edge solutions and expertise, to support national security customers and solve real-world challenges. We bring innovation to the mission.

The Value We Provide

Products with purpose. Missions with impact. The mission, vision, and rationale that direct how we work.

MISSION

Delivering technological superiority for our nation, allies, and partners through rapid, impact-focused innovation.

Leads every capabilities deck, every proposal, every about page.

VISION

To be a trusted partner who delivers technological products and expertise that elevate US national security.

The aspirational frame — where the mission is pointed.



Rationale

The mission and vision map to what Two Six Technologies does — and serve as an aspirational reminder of the bigger calling and the impact the company delivers.

End users gain access to innovative solutions that let them solve real-world, complex challenges.



Why We Do It

Making a positive impact across the globe by solving urgent national security issues and the most serious humanitarian challenges facing vulnerable populations.

We put the community first — from regular team-building experiences to the annual Two Six Day of Service.

Our Company Values

Candid communication and open access across the company are at the core of who we are and how we operate.



Passion

SHINE BRIGHTER TOGETHER

Passion is not a term we use lightly. Our team of unique professionals tackles challenging yet critical problems, and we require persistence and grit to solve the thornier issues before us.



Purpose

MISSION FOCUS, TEAM ALWAYS

While mission and passion drive our ethics, our purpose unites us. Our multidisciplinary team brings together disparate perspectives — essential to solving the most challenging problems and building the best teams.



Innovation

BRAVE ENOUGH TO FAIL, CONFIDENT ENOUGH TO DELIVER

Innovation at Two Six Technologies invites us to be brave. We operate in challenging, rapidly evolving environments. These problems are complex because the solutions are hazy — but iteration leads to progress.



Opportunity

VALUE IN EVERY VOICE

We strive to build a safe, honest, and empathetic community. Our organization comprises people with eclectic backgrounds, experiences, perspectives, and beliefs — and we encourage our team to share differences and grant others space to express theirs.



Flexibility

EMPOWER THE WHOLE PERSON

Two Six Technologies functions at the intersection of impact and innovation, which requires flexibility at speed. We value elastic thought and adaptive methods — and, above all, the essential asset fueling our success: our people.



Grace

WE ARE HUMAN

People are human, so we treat them like humans — prone to err but worthy of compassion. Grace lets us be vulnerable, humble, and honest with each other and with our clients.

— Science. Impact. Innovation.

The Two Six Technologies Story

We founded Two Six Technologies to make a positive impact on the information environment across the globe. Our work addresses urgent human security challenges faced by the world's vulnerable populations. What's more, we take pride in putting community first.



01

Science

Deep technical expertise in cyber, information operations, data science, electronic systems, mobility, and user experience — grounded in private R&D rather than borrowed research.

02

Impact

Products, systems, and teams supporting mission operations for customers including DARPA, the Department of State, U.S. Cyber Command, and the Department of Homeland Security.

03

Innovation

Brave enough to fail, confident enough to deliver. We operate where the solutions are still hazy, and iterate until they are deployable.

Visual Design

VISUAL DESIGN

Our Logo

Rationale

The Two Six Technologies logo is the center of our visual identity. The DNA strand represents the tension between operations and technology; locked up with the name, it states our capabilities, approach, and mission in one simple mark. The two-color treatment is original to the mark and remains in use across our office signage; it carries forward here as the standard, not as a variation on it.

Type

The logo is set in Instrument Sans — the single family behind the whole type system — chosen for its bold, straightforward, streamlined personality. The understated balance of the lowercase name against the letterspaced uppercase descriptor forms a strong lockup of mark and name.

Color

Two-color is the default lockup: Two Six Navy, with the trailing strand and “six” in Two Six Grey. On dark backgrounds Navy becomes Two Six White. One-color Two Six Black stays approved for single-color reproduction.



2-COLOR · LIGHT BACKGROUNDS · NAVY + GREY



2-COLOR · DARK BACKGROUNDS · WHITE + GREY

Logo Rules

Clear Space

The clear space around the logo must equal or exceed the height of the stacked “Two Six Technologies” wordmark. Nothing — type, image, or edge of page — enters that field. This keeps the lockup legible at every scale.



Logo Rules



Do Not Apply Effects



Do Not Substitute Logo Colors



Do Not Alter Alignment



Do Not Stretch or Compress



Do Not Alter the Scale of the “Mark”



Do Not Use Outlines

Colors

PRIMARY

Standard use across all brand touchpoints



Navy + Grey
ON #FFFFFF



Navy + Grey on Paper
ON #F1F4F6



White + Grey
ON #002643

CONDITIONAL

Only when full color is unavailable



One-color Black
ON #889EA9



One-color White
ON #01121E



White on Royal Blue
ON #1E41DD

Brand Color Palette

Primary Color Palette

Representing inspiration, balance, and simplicity

The Two Six Technologies primary color palette is comprised of three core tones and five secondary colors.

Primary

- ▶ Two Six Royal Blue
- ▶ Two Six Bright Green
- ▶ Two Six Black

These core colors were selected to represent key themes and aspects of the brand — knowledge and innovation through unrivaled collaboration. With white providing a bright contrast, the darker tone stands as balance to the light. Together and apart, they represent the spectrum and forward-thinking future of the Two Six Technologies identity.

#1E41DD

RGB	30 65 221
CMYK	86 75 0 0
PMS	2132 C
TOKEN	brand-primary

#24D4A0

RGB	36 212 160
CMYK	65 0 53 0
PMS	7465 C
TOKEN	brand-accent

#01121E

RGB	1 18 30
CMYK	85 72 59 76
PMS	Black 6 C
TOKEN	brand-black

Brand Color Palette

Secondary Color Palette

The Two Six Technologies secondary color palette is comprised of five supporting colors.

Secondary

- ▶ Two Six Bright Blue
- ▶ Two Six Navy
- ▶ Two Six Grey
- ▶ Two Six Teal
- ▶ Two Six White

Logo Pairing

Two Six Navy and Two Six Grey are also the approved two-color logo pairing. On dark backgrounds, Navy is replaced by Two Six White. See page 9.

TWO SIX BRIGHT BLUE

#1667FF

RGB	22 103 255	CMYK	80 60 0 0
PMS	2727 C	TOKEN	brand-blue-bright

TWO SIX NAVY

#002643

RGB	0 38 66	CMYK	100 82 45 50
PMS	7463 C	TOKEN	brand-navy

TWO SIX GREY

#889EA9

RGB	136 158 169	CMYK	50 30 28 0
PMS	2163 C	TOKEN	brand-grey

TWO SIX TEAL

#008AA3

RGB	0 138 163	CMYK	84 31 28 0
PMS	3135 C	TOKEN	brand-teal

TWO SIX WHITE

#FFFFFF

RGB	255 255 255	CMYK	0 0 0 0
PMS	11-0601 TCX	TOKEN	brand-white

— VISUAL DESIGN

Brand Color Palette

Gradients

Two Six Technologies gradients are built only from Primary and Secondary values. Use them sparingly and subtly — never behind the logo, never behind long-form reading.



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AURORA — ANIMATED BRAND TEXTURE

— VISUAL DESIGN

Typography

The type system is designed for clarity and modern lines. Instrument Sans is the whole system — display, headings, UI, and body copy alike — across digital, print, and online collateral. One family, four weights, available free from Google Fonts, so it ships everywhere without a licence.

OFFICE / SYSTEM SUBSTITUTE

Arial

Two Six Technologies uses system fonts for all Microsoft Office assets. System fonts are already installed on most computers, which keeps every department on brand while maximizing efficiency when creating new materials. Use Arial only where Instrument Sans cannot be embedded.

POWERPOINT

WORD · EXCEL

EMAIL

Instrument Sans Medium

DISPLAY / H1 · 72–96PX · 500 · 102% LH · -3.5% LS

Instrument Sans Medium

H2 / SECTION HEADING · 40–52PX · 500 · 104% LH · -3% LS

Instrument Sans SemiBold

H3 / TITLE · 28–32PX · 600 · 120% LH · -2% LS

Instrument Sans SemiBold

H4 · 24PX · 600 · 130% LH

Instrument Sans SemiBold

H5 · 20PX · 600 · 132% LH

INSTRUMENT SANS REGULAR

EYEBROW / LABEL · 12PX · 400 · 20% LS · ALWAYS UPPERCASE

Instrument Sans Regular

Body copy. Two Six Technologies provides innovative products and expertise that solve today’s most complex real-world challenges. Through unrivaled collaboration and unwavering trust, we push the boundaries of what’s possible.

BODY · 16–18PX · 400 · 155–165% LH

Design Elements

Gradients and aurora fields tell the brand story and signal the innovative thinking behind it. Use them sparingly and subtly so they never overcomplicate a visual. All ship in the kit under graphics/.

Aurora Blue

HERO + CAMPAIGN SURFACES

Aurora Green

IMPACT + VALUES SURFACES

Aurora Light

LIGHT-MODE HEADERS

Starfield

DEEP-SPACE CHROME · SITE BACKGROUNDS

Signal Field

DATA + SCALE MOTIF

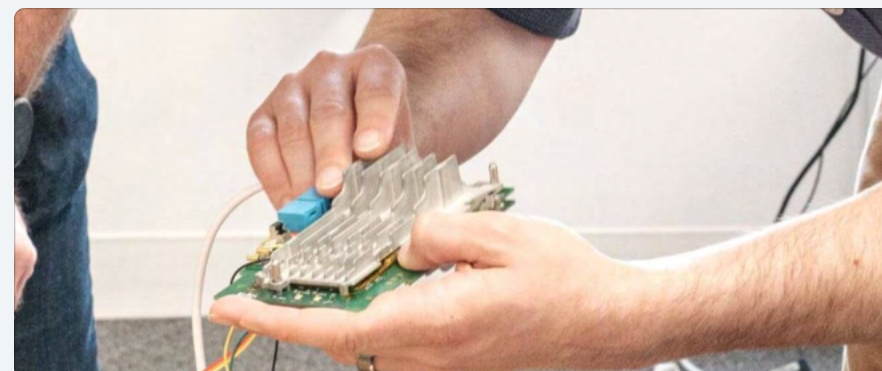
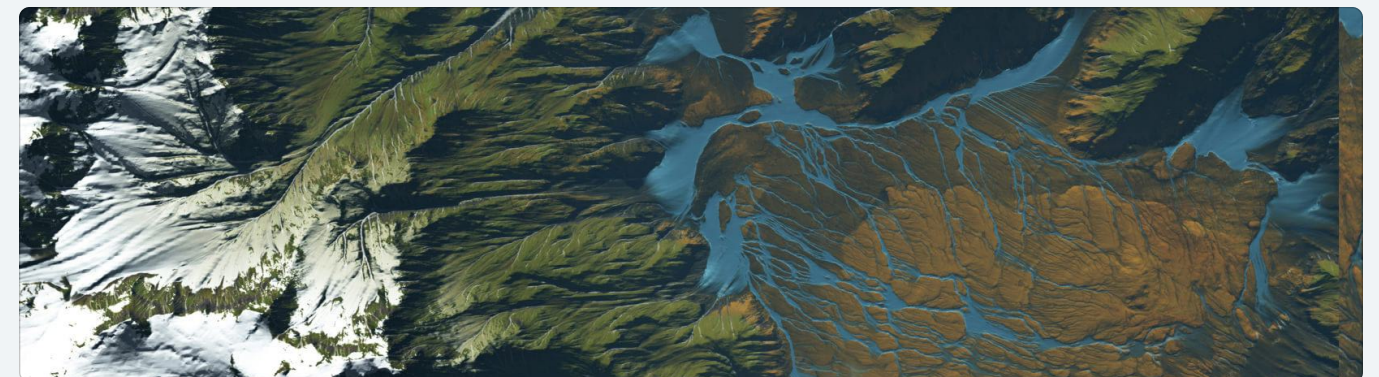
Helix Rule

SECTION DIVIDER · LIGHT SURFACES

Photography

Photography is a supporting element of digital, print, and collateral design, used to convey the human element of effective security. It may appear as a header image, as a graphical element inside a text-driven layout, or integrated into backgrounds and infographic concepts. Where possible, use photographs of actual Two Six employees.

Subjects should match the personas, industries, and sectors we target — SOC teams, DevOps, and cyber analysts. They should look authentic and relatable: someone who would actually use a Two Six Technologies product. Photographs should represent real work-life and the product genuinely, avoiding meaningless conceptual styling, and should make use of people of all ages and abilities.



Graphics Style

Illustrating illumination visually

At Two Six Technologies we communicate our value proposition in the clearest possible terms. Sometimes clarity is easier to see than read — which is why we developed a suite of graphic icons and a distinct illustration style. Graphics help our audience understand the details and benefits of what we build, but they are never a substitute for well-written, explanatory copy.

Graphics Attributes

- ▶ Simple, clean lines
- ▶ Single concept per icon
- ▶ Avoid including typeface
- ▶ Vector format



ORCHESTRATION CYCLE — THE INTEGRATED CYCLE OF INNOVATION, AS ONE FIGURE. DARK SURFACES.

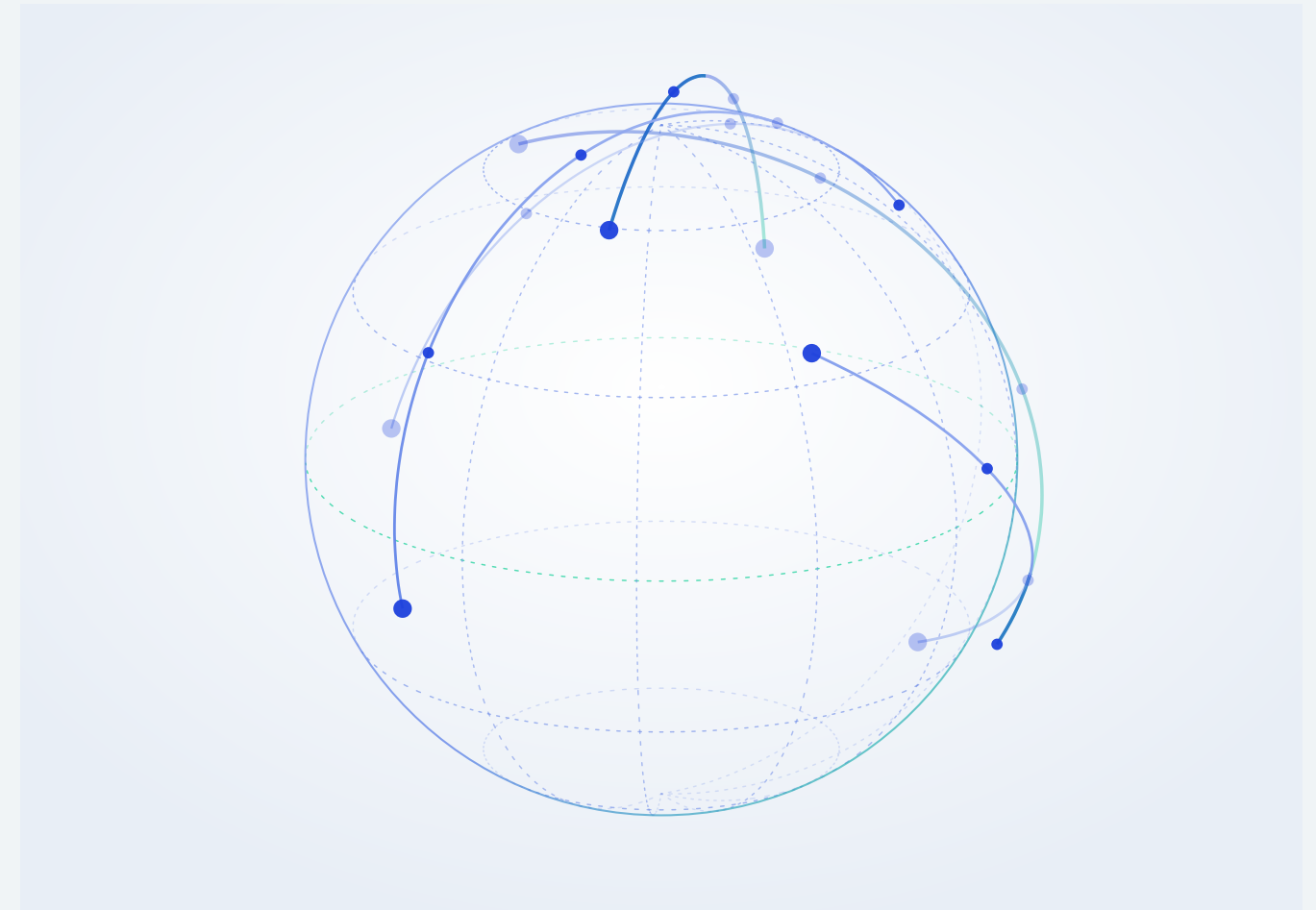
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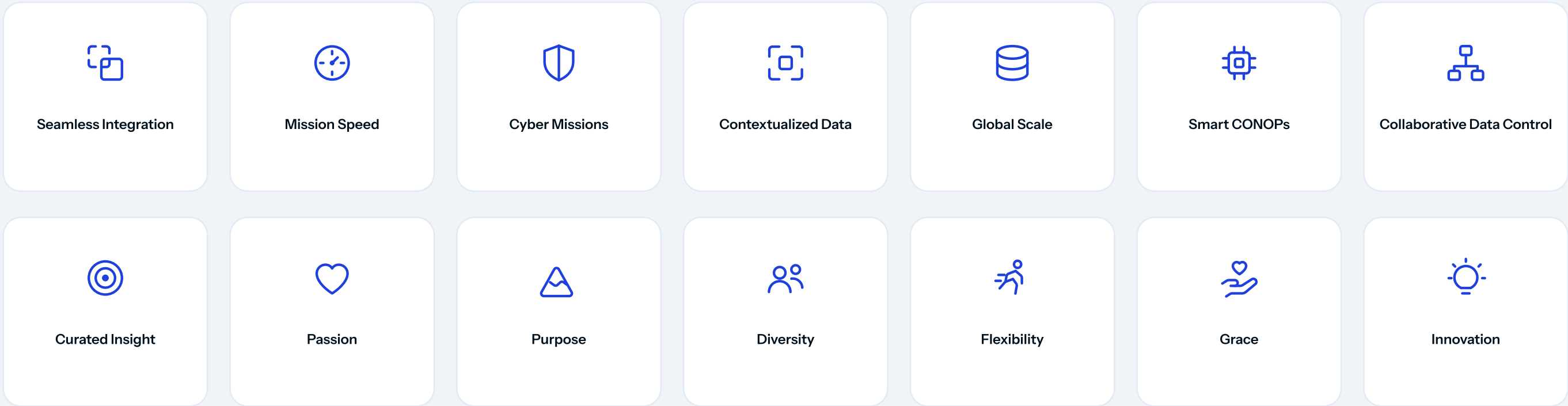
- ▶ Simple, clean lines
- ▶ Single concept per icon
- ▶ Avoid including typeface
- ▶ Vector format



NETWORK GLOBE — GLOBAL SCALE AND ALLIED REACH. LIGHT SURFACES ONLY.

Application Icon Suite

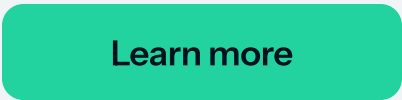
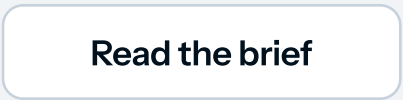
Fourteen icons representing our brand, our customers, and the benefits of our solutions. Simple, clean lines; a single concept per icon; no typeface inside the icon; vector format. New icons follow the same rules and must translate to grayscale or white.



■ SIMPLE, CLEAN LINES ■ SINGLE CONCEPT PER ICON ■ AVOID INCLUDING TYPEFACE ■ VECTOR FORMAT ■ 1.4PX STROKE ON A 24PX GRID

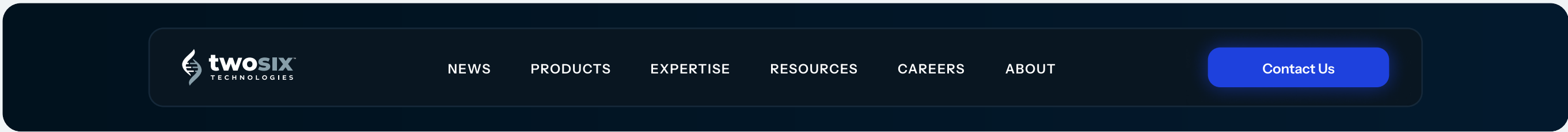
User Interface

BUTTONS

		
PRIMARY brand-primary · #1E41DD	ACCENT brand-accent · #24D4A0	GHOST 1px hairline border

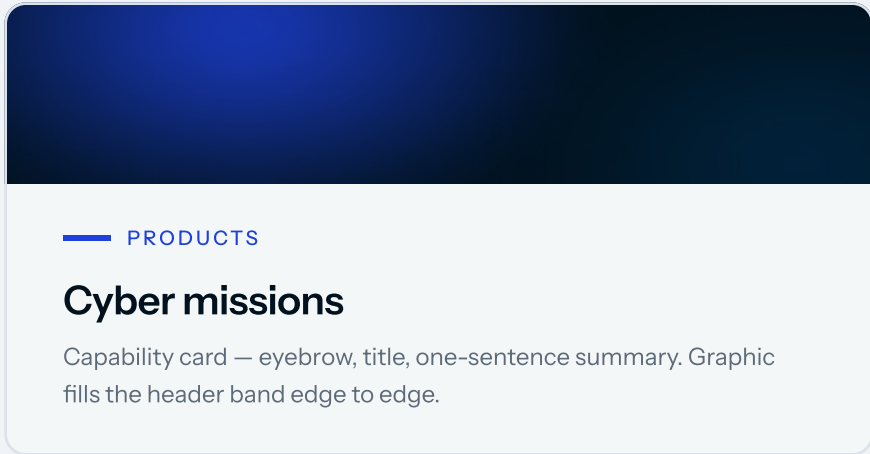
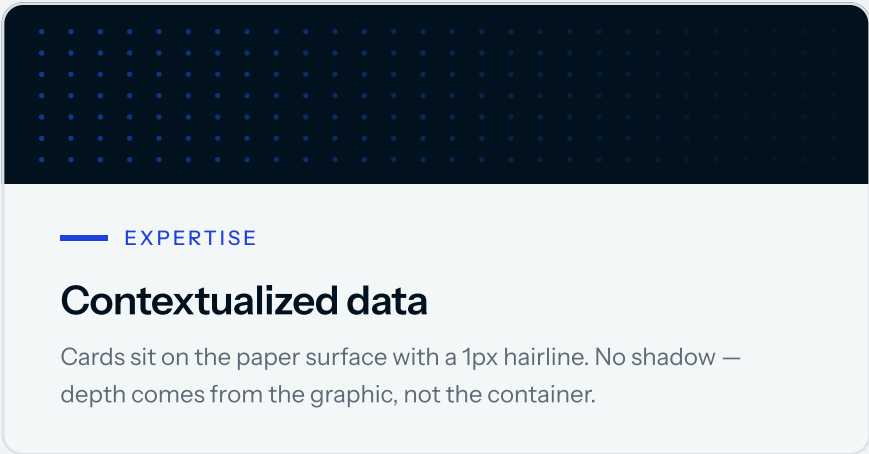
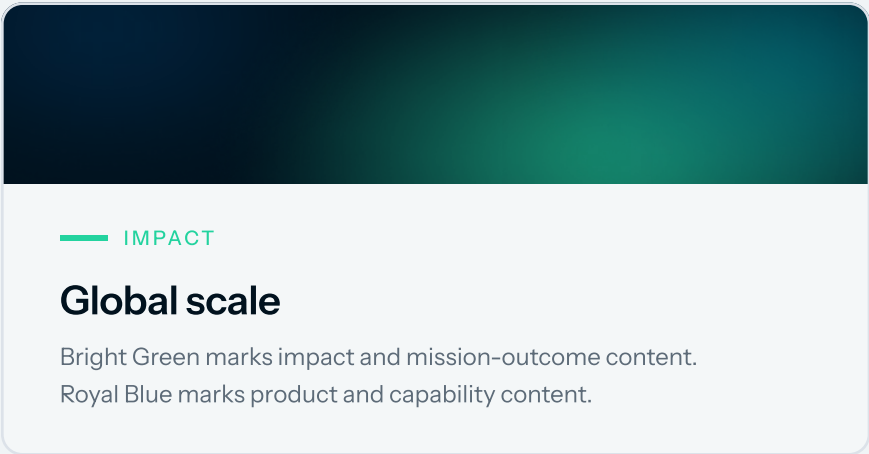
PADDING 14px 28px	RADIUS radius-md · 8px	FONT Instrument Sans SemiBold · 16px · sentence case	FILL #1E41DD · hover #1834B0	HOVER rise 2px + glow · 250ms
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NAVIGATION



SHAPE rounded bar · radius-md	SURFACE #0A1722 · 1px #16283A hairline	HEIGHT 62px min · 14px inset	LINKS 14px · 600 · uppercase · 8% LS	LINK HOVER #24D4A0 · 250ms
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CARDS

 PRODUCTS Cyber missions Capability card — eyebrow, title, one-sentence summary. Graphic fills the header band edge to edge.	 EXPERTISE Contextualized data Cards sit on the paper surface with a 1px hairline. No shadow — depth comes from the graphic, not the container.	 IMPACT Global scale Bright Green marks impact and mission-outcome content. Royal Blue marks product and capability content.
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Messaging

How We Communicate

Simple, innovative, credible. Our tone conveys the expertise and confidence we have in our solutions, in a straightforward and professional manner.

PRIMARY

Mission Focused. Impact Driven.

The positioning line. Who we are, in four words.

MISSION

Innovation at speed to solve global challenges

What we do and how fast we do it — leads capabilities material.

VALUE

Products with purpose. Missions with impact.

The value we provide, closed with a period.

STORY

Science. Impact. Innovation.

The founding story line — used to open the company narrative.

01 / Active

All communications use active voice. “Two Six Technologies uses active voice,” never “passive voice is used by Two Six Technologies.”

02 / Present

Whenever possible, write in the present tense. “Two Six Technologies provides innovative solutions with real-world results.”

03 / Simple

Never use a complex sentence when a simple one works. When we can split a sentence, we do. No semicolon where a period will do.

04 / Direct

Speak to the reader on a personal level. A reader should feel a team member is speaking to them, not about “customers” and “users.”



— MESSAGING

Important Messaging Rules & Standards

When communicating with our target personas, Two Six Technologies always leads with the singular and then the plural. For example, “end user and organization” and “end users and organizations.”

Two Six Technologies uses the Oxford comma. For example: “There is one thing, another thing, and the Oxford comma.”

Two Six Technologies always refers to those we serve as “end users” or “organizations.”

— SAY THIS, NOT THAT

end users and organizations

organizations and end users

clients·consumers·the market



— MESSAGING

Correct Reference of Our Name

While our official name is Two Six Technologies, the only correct alternate references are “Two Six” or “TST.” No other reference is accurate, and none may be used in any messaging.

— CORRECT

Two Six Technologies

Two Six

TST

— COMMON MISREPRESENTATIONS

Two Six Tech

TwoSix

2Six

Two6

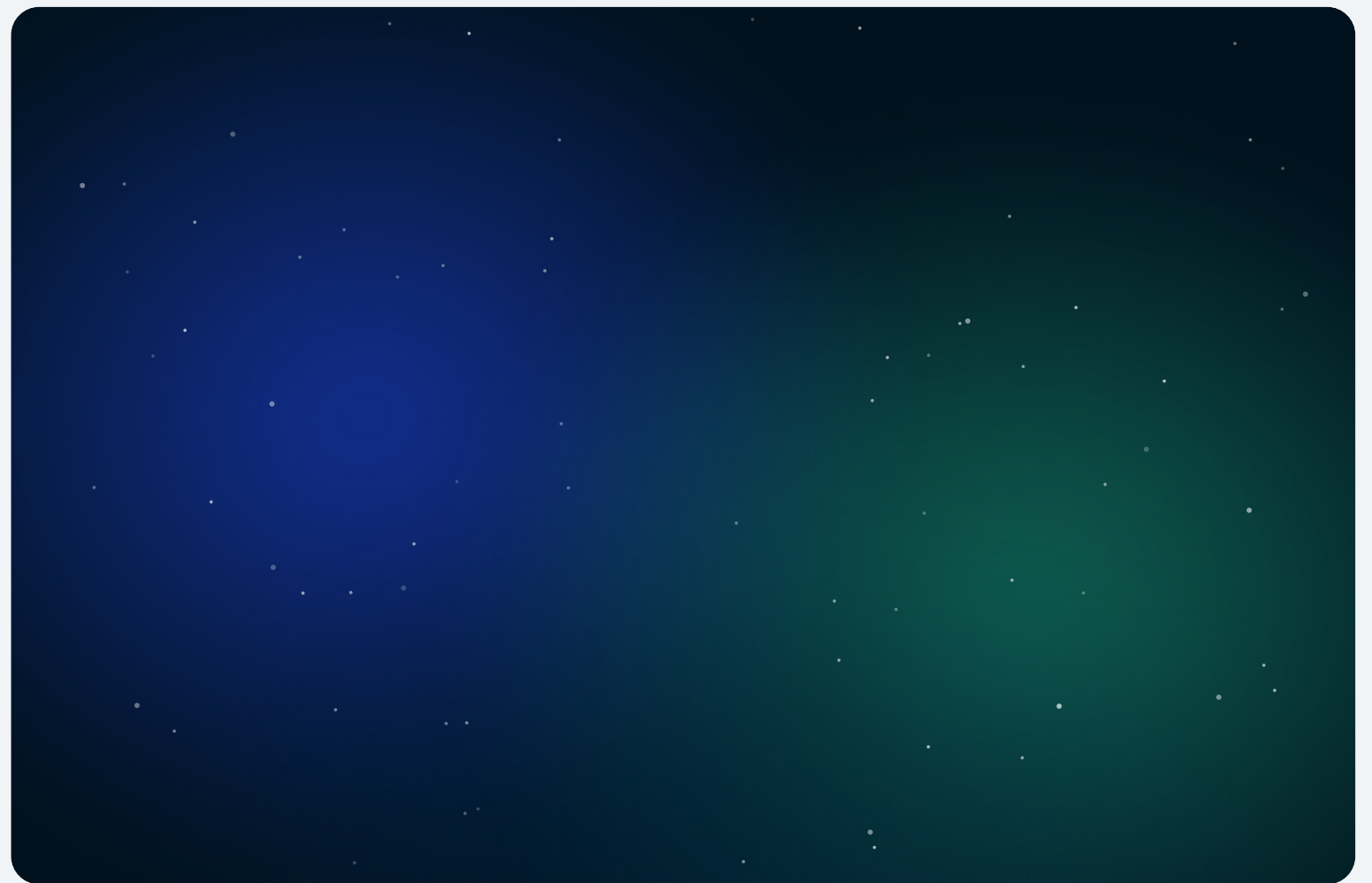
Motion System

Aurora on hero and campaign surfaces only. Everything else uses one of three durations and a single easing curve.

Aurora

Hero and campaign surfaces only. Brand blobs drift over the Two Six Black base while a parallax starfield tracks the cursor.

Respects prefers-reduced-motion. Never behind long-form reading, never behind the logo.



Timing & Easing

One easing curve, three durations. Headline wipe is the only scripted entrance in the system.

Headline Wipe

Every section headline arrives the same way: each line clips open left-to-right behind a Royal Blue swipe that exits right. 600ms, 150ms stagger per line.

White swipe on dark surfaces. Headlines only — never on body copy.

An integrated cycle
of innovation. 

Durations

Fast for hovers and toggles, base for most transitions, slow for entrances and large surfaces.

`cubic-bezier(0.2, 0.7, 0.2, 1)`

`--motion-duration-fast`

150ms



`--motion-duration-base`

250ms



`--motion-duration-slow`

400ms



Design Tokens

Every value in this guide exists as a named token. Tokens are the machine-readable half of the brand — designers bind to them in Figma, engineers consume them as CSS custom properties, and both stay in sync when a value changes.

Where These Live

The full set ships as a Figma variable collection named “Two Six Tokens.” Bind to the variable, never to a raw hex. If a colour you need is not on these pages, it is not part of the brand.

COLOR — PRIMARY

	--color-brand-primary	#1E41DD
	--color-brand-accent	#24D4A0
	--color-brand-black	#01121E

COLOR — SECONDARY

	--color-brand-blue-bright	#1667FF
	--color-brand-navy	#002643
	--color-brand-grey	#889EA9
	--color-brand-teal	#008AA3
	--color-brand-white	#FFFFFF

COLOR — SURFACES & TEXT

	--color-surface-1	#01121E
	--color-surface-2	#0A1722
	--color-surface-3	#F1F4F6
	--color-surface-4	#FFFFFF
	--color-text-muted	#5D6B78
	--color-blue-web	#2F56FF

COLOR — STATUS

	--color-status-error	#E2504A
---	----------------------	---------

GRADIENT

	--gradient-p1-s5
	--gradient-p3-s2

— VISUAL DESIGN

Design Tokens

Type, space, radius and motion. Sizes are the digital baseline — print scales proportionally. Letter-spacing and line-height are bound to each tier and should never be set by eye.

TYPOGRAPHY — FAMILY

--type-family-display	Instrument Sans
--type-family-body	Instrument Sans
--type-family-office	Arial

TYPOGRAPHY — SIZE

--type-size-display	72px
--type-size-h1	54px
--type-size-h2	40px
--type-size-h3	32px
--type-size-h4	24px
--type-size-h5	20px
--type-size-body	16px
--type-size-eyebrow	12px

TYPOGRAPHY — WEIGHT

--type-weight-regular	400
--type-weight-medium	500
--type-weight-semibold	600

TYPOGRAPHY — LINE HEIGHT

--type-lh-display	102%
--type-lh-h2	104%
--type-lh-h3	120%
--type-lh-h4	130%
--type-lh-h5	132%
--type-lh-body	158%

TYPOGRAPHY — LETTER SPACING

--type-ls-display	-0.035em
--type-ls-h2	-0.03em
--type-ls-h3	-0.02em
--type-ls-eyebrow	0.2em

SPACE

--space-2	8px
--space-4	16px
--space-5	24px
--space-6	32px
--space-8	48px
--space-10	80px
--space-11	120px

BORDER RADIUS

--radius-sm	4px
--radius-md	8px
--radius-lg	16px
--radius-xl	24px
--radius-full	999px

MOTION

--motion-duration-fast	150ms
--motion-duration-base	250ms
--motion-duration-slow	400ms
--motion-ease	0.2, 0.7, 0.2, 1

Radius md is the default for buttons and cards; lg for panels. Motion ease is the single brand curve — do not substitute linear or ease-in-out.



Conclusion

The guidelines throughout this document will help ensure accuracy and consistency across Two Six Technologies' marketing, from messaging to visual design. It is the responsibility of every team member, regardless of role, to learn these principles and carry them forward in all that you do.



For questions on this guide, please contact:

branding@twosixtech.com

twosix