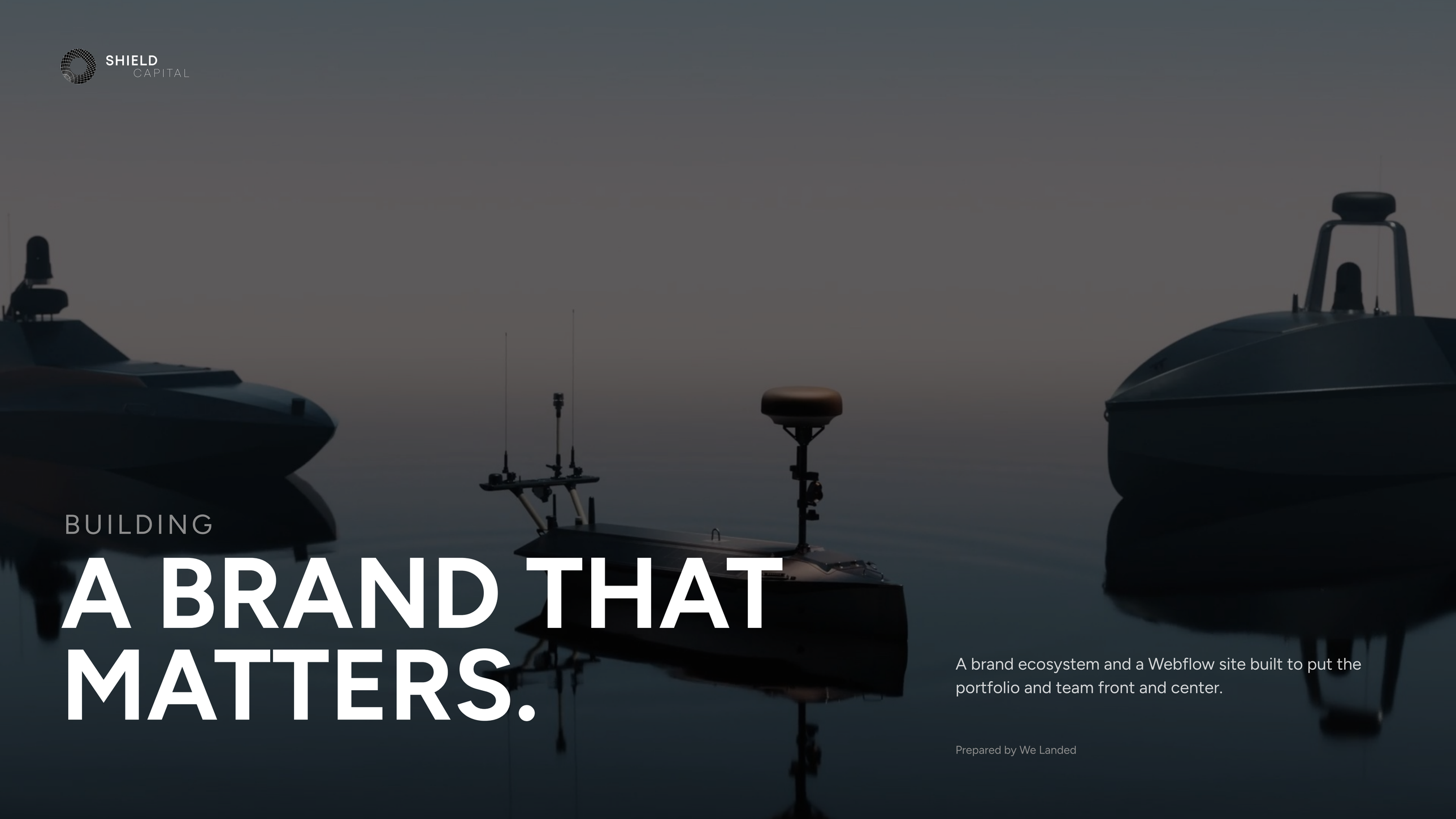


SHIELD
CAPITAL

BUILDING

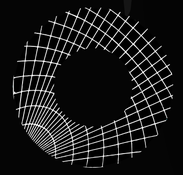
A BRAND THAT MATTERS.

A brand ecosystem and a Webflow site built to put the portfolio and team front and center.

Prepared by We Landed

A PARTNERSHIP

we landed®



SHIELD
CAPITAL

Building a brand that matters.

THE OPPORTUNITY

THE STRONGEST CASE FOR SHIELD... THE COMPANIES IT BACKS.

01

Lead with the Portfolio

Each company gets its own page, with its founders, technology and the thesis behind the investment.

02

Ready for the Press

Partner bios carry recent coverage, and the Newsroom pairs SHIELD's releases with what others are writing.

03

Built to Scale

Guidelines, patterns and templates complete a brand system the original launch left unfinished.

WHAT WE'LL DELIVER

SIX PILLARS. ONE ECOSYSTEM.

01

Brand System

Story, voice, logo, color, type, photography, patterns, grids, co-branding.

02

Social Media

Post templates, carousels, motion, a profile refresh and digital assets.

03

Portfolio Pages

Inner pages for every company, with founder testimonials and investment theses.

04

Team

Bios, writing and thought leadership

05

Newsroom

Shield releases and aggregated outside press in one tagged feed.

06

Webflow + Claude

AI-assisted website content management with editor roles and guardrails.

HOW WE DELIVER

TWO PARALLEL TRACKS.

TRACK 01

Brand Ecosystem

01 Ecosystem, Patterns and Design

02 Brand Guidelines

03 Podcast, Content, Social Designs

TRACK 02

Website & Portfolio

01 Homepage & core pages, designed and built

02 Portfolio company pages with founder testimonials

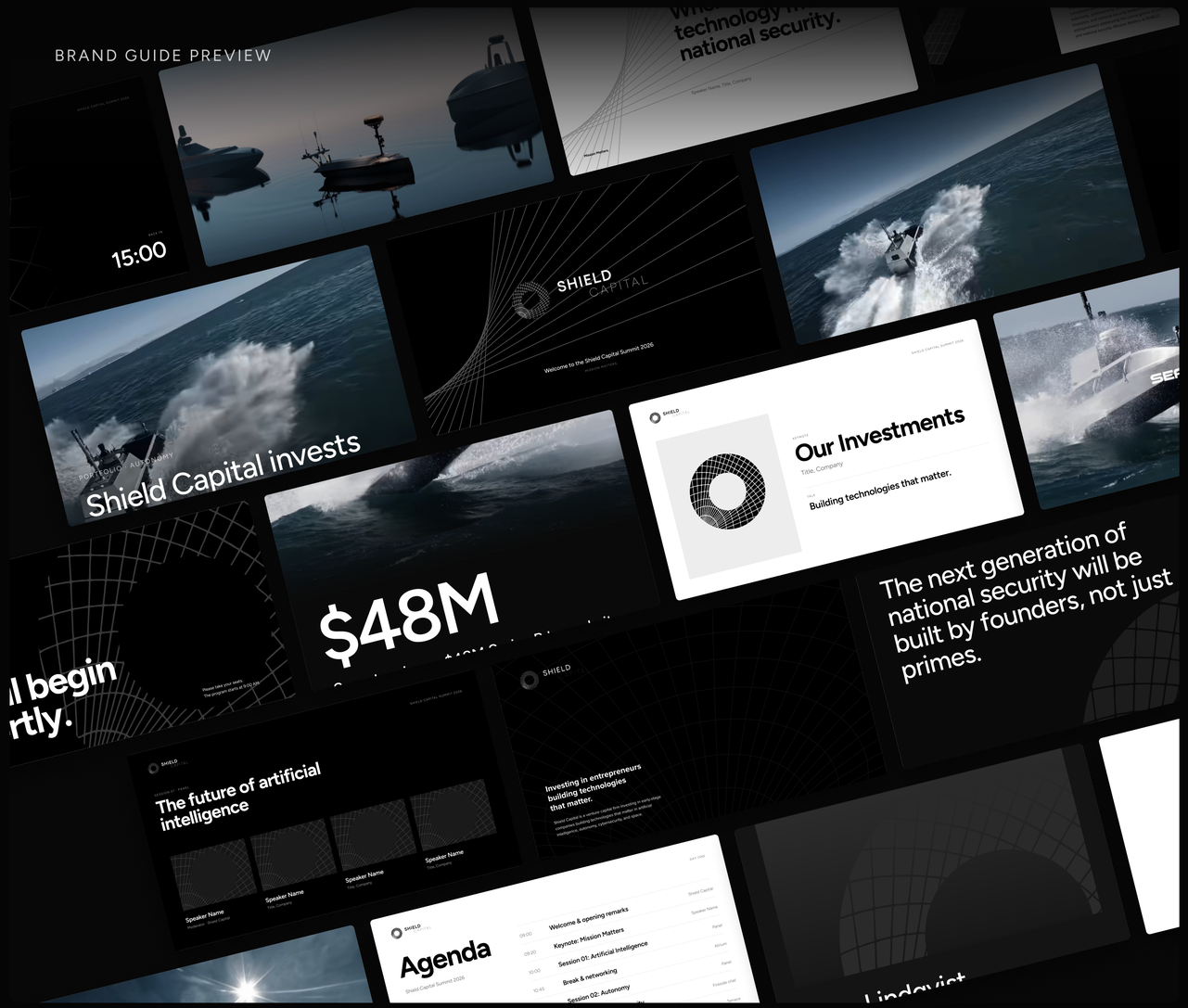
03 Team page & Newsroom

PILLAR 01

A BRAND GUIDE THE WORLD CAN USE.

Delivered as a shareable web guide with downloadable assets, so partners, founders and press all work from the same source.

01 Brand Story & Positioning
02 Voice & Tone
03 Logo Usage
04 Color System
05 Typography
06 Photography
07 Iconography & Patterns
08 Layout Grids
09 Co-Branding



EXAMPLE · NEW INVESTMENT

ANNOUNCEMENTS: FINALLY, WITH OPTIONS.

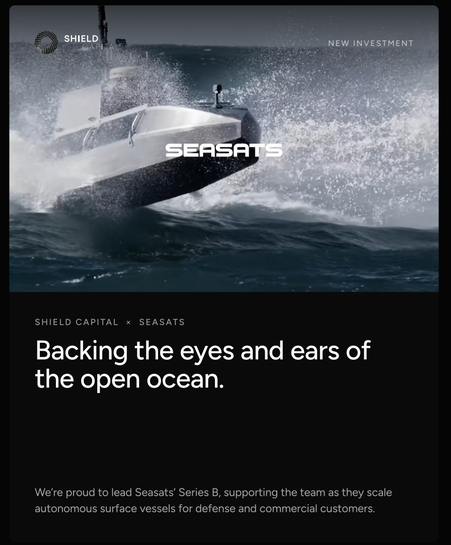
Each template flexes across full-bleed photo, tone on tone, split, light stone and square, so the feed never repeats itself.



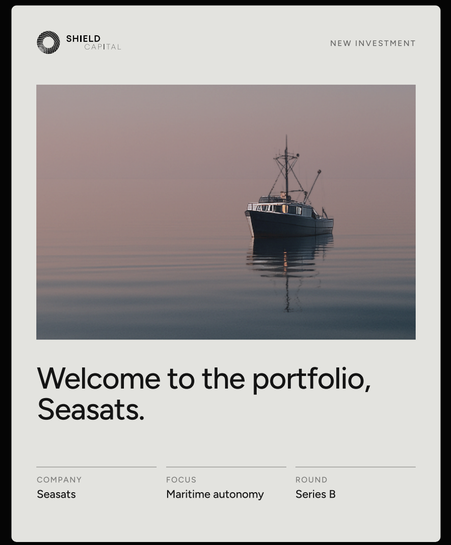
Full bleed



Tone on tone



Split



Light stone

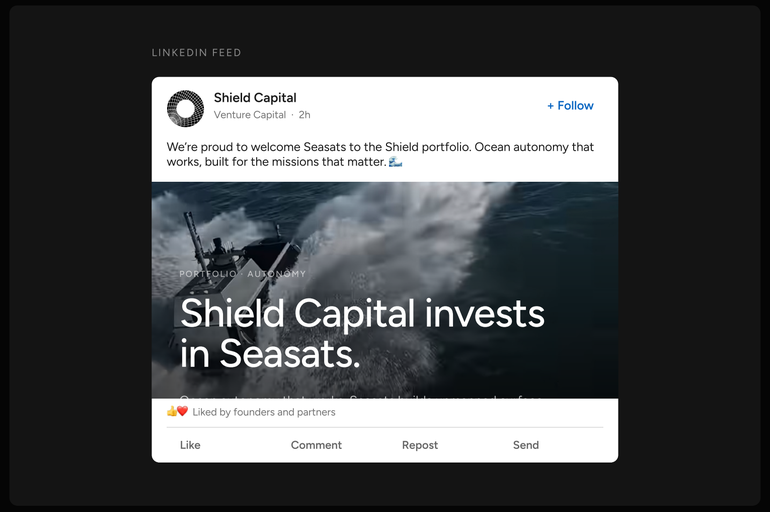


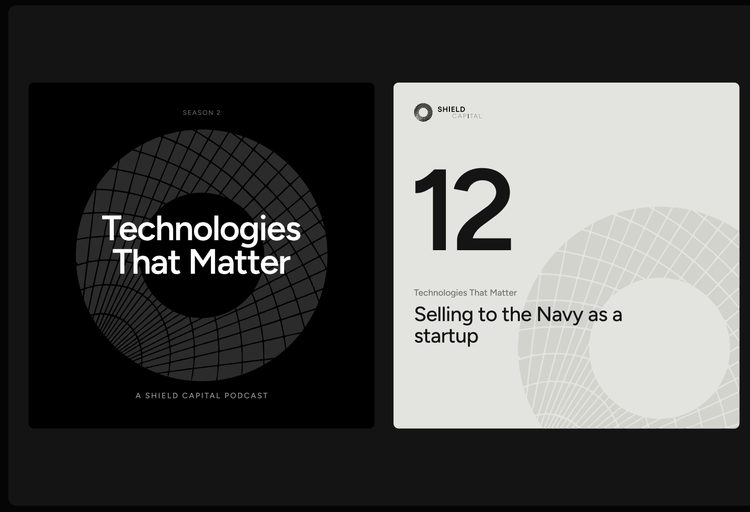
Square lockup

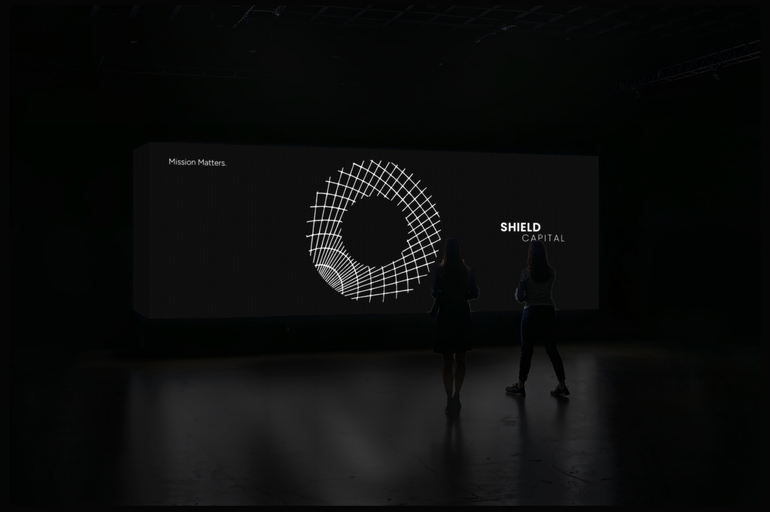
BEYOND THE FEED

CONTENT THAT KEEPS THE STORY MOVING.

Social, the podcast and conferences all draw from the same brand system, so every post, stage, screen and episode looks unmistakably Shield.







01 **Social**

Announcements, partner posts and portfolio news designed for LinkedIn and every feed.

02 **Podcast**

Show art, episode covers, guest cards and audiogram frames for every release.

03 **Conferences**

Stage screens, LED walls and speaker slides built from the brand system.

PORTFOLIO INDEX

WHERE OUR FOCUS AREAS COME TOGETHER.

All | Artificial Intelligence | Autonomy | Cybersecurity | Space

AUTONOMY

Seasats

Ocean autonomy that works.

ARTIFICIAL INTELLIGENCE

Watchtower

Software enabling freedom of action.

SPACE

Apex

The spacecraft platform company.

SPACE

Albedo

Proximity drives performance.

SPACE

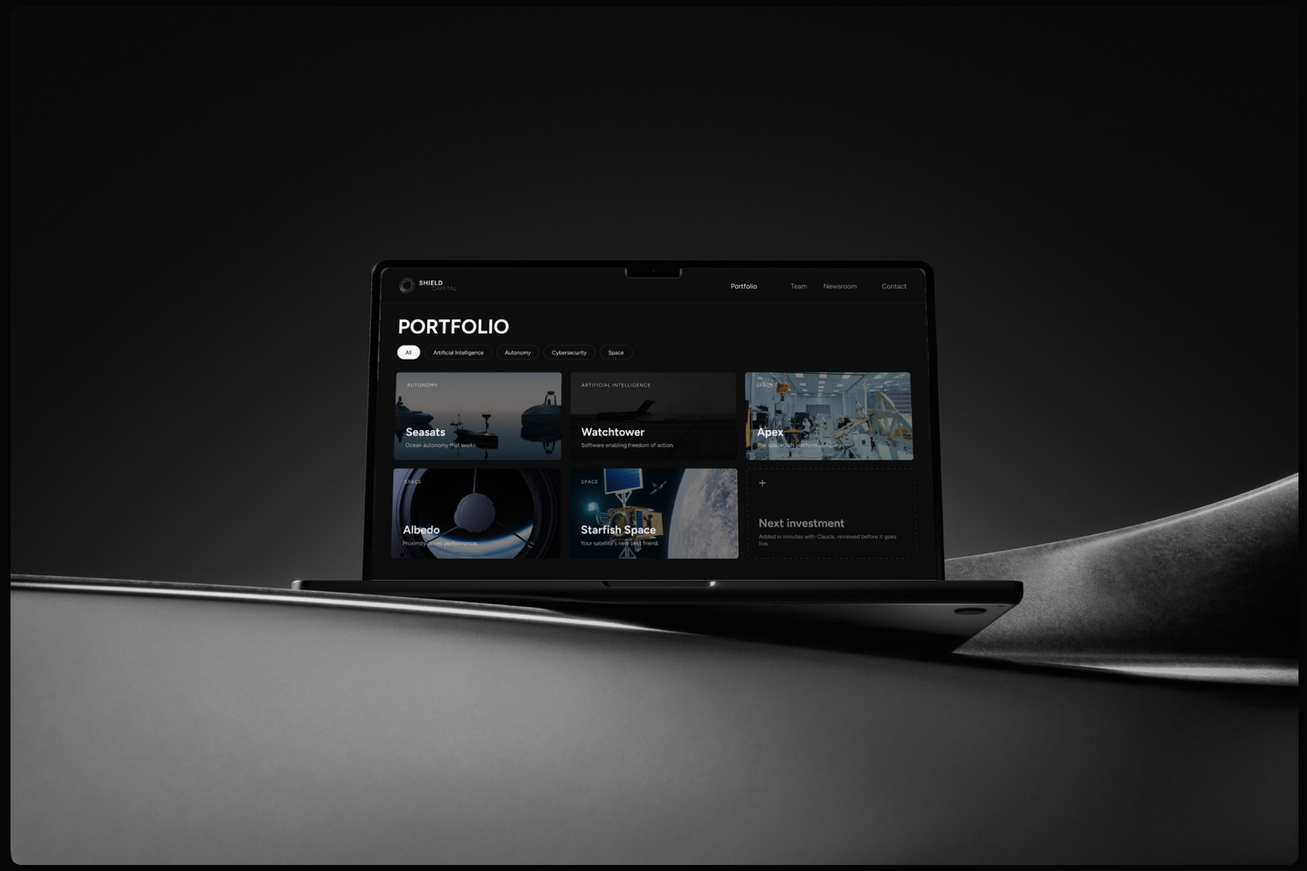
Starfish Space

Your satellite's new best friend.

\+

Next investment

Added in minutes with Claude, reviewed before it goes live.



Live example: Portfolio index

PILLAR 03

EVERY COMPANY GETS A PAGE WORTH SHARING.

A repeatable template, filled per company, that tells the investment story from hero to related companies.

01 Hero: photo or video, name, tagline

02 Company snapshot: focus area, sector, site

03 Mission headline & overview

04 Why we invested: thesis & highlight cards

05 Capabilities: three image cards

06 Key stats row

07 Product or platform lineup

08 Founder or partner quote

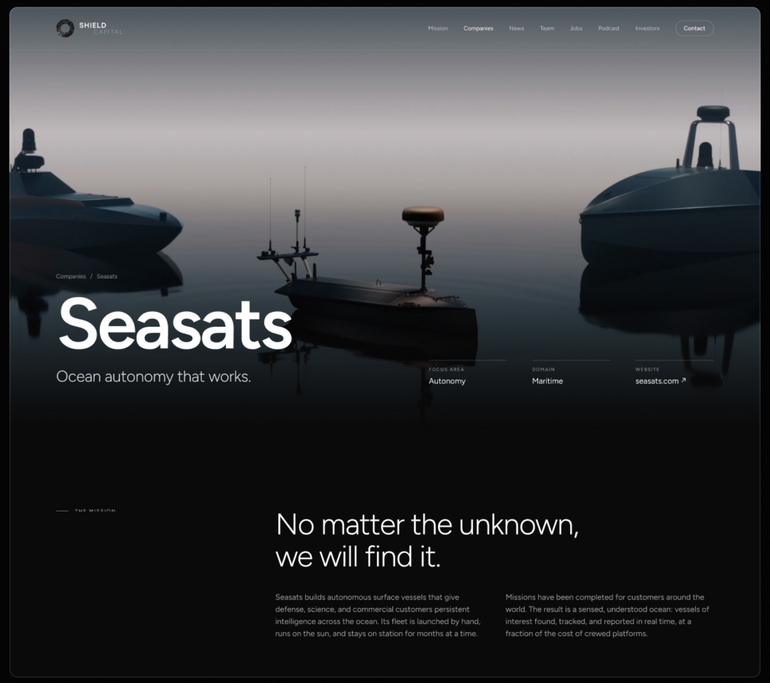
09 Related companies



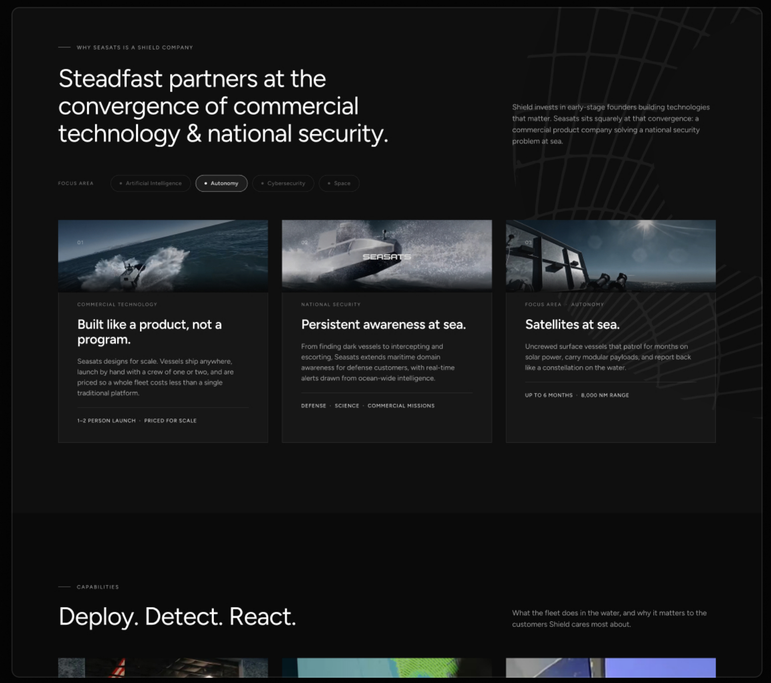
Live example: Seasats

EXAMPLE · SEASATS

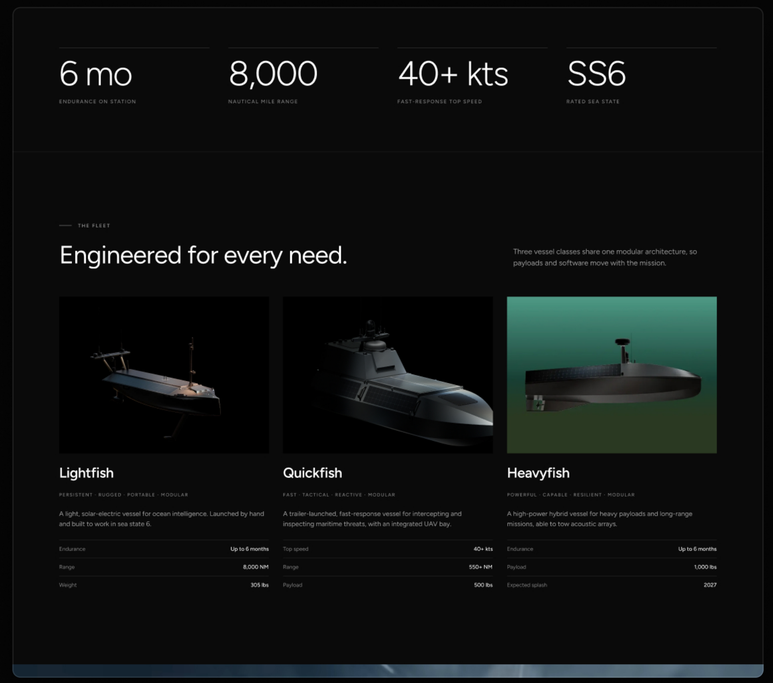
OCEAN AUTONOMY… NOW LOOKS THE PART.



01 Hero & mission



02 Thesis & capabilities



03 Stats & fleet

PARTNER PROFILES

EVERY PERSON, IN FULL FOCUS.

Each bio pulls portfolio work, press, podcast appearances, talks and writing into one living profile, ready to grab and share.

01 Portrait, name and role

02 Bio & focus areas

03 Portfolio boards

04 In the news: press & media mentions

05 Podcast & guest episodes

06 Talks & panels

07 Op-eds & writing

08 Social links & contact

09 Downloadable headshot & bio



Live example: Raj Shah

PEOPLE PROFILES

DEPTH OF LEADERSHIP.

Each page pulls their portfolio work, press, podcast appearances, talks and writing into one living profile.



Raj Shah

Founder & Managing Partner

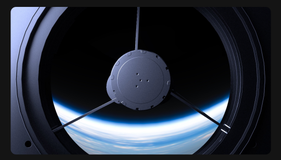
Autonomy | Space | National Security

LinkedIn ↗ X ↗ Email ↗

PORTFOLIO BOARDS



Seasats



Albedo



Starfish Space

IN THE NEWS

OUTLET
Interview on the future of autonomy at sea ↗

OUTLET
Quoted on dual-use technology and defense ↗

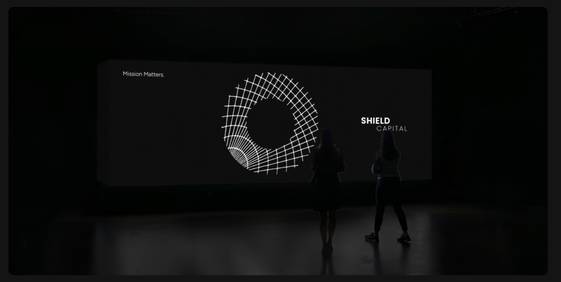
OUTLET
Profile: building a portfolio around national security ↗

Aggregated automatically, tagged to this partner

THOUGHT LEADERSHIP



PODCAST
Guest episode



TALKS & PANELS
Keynote at a defense tech summit

OP-ED · OUTLET

Why the next generation of national security will be built by founders

Read the article ↗

Highlights shown are illustrative

PARTNER VOICES

SUPPORTING THE TEAM'S INITIATIVES.

Every partner has their own thought-leadership mission. The Shield brand system will support individual initiatives and arm our team with design systems to amplify their:

- Keynotes & speaking
- LinkedIn series
- Op-eds & bylines
- Founder spotlights
- Podcast appearances
- Panels & events

SHIELD CAPITAL

THOUGHT LEADERSHIP

Founders building for national security



Raj Shah
Founder & Managing Partner

Keynotes | Op-eds | Podcast

SHIELD CAPITAL

THOUGHT LEADERSHIP

Scaling dual-use companies from first contract to fleet



David Rothzeid
Partner, Portfolio Operations

Operator playbooks | LinkedIn series | Panels

SHIELD CAPITAL

THOUGHT LEADERSHIP

The next frontier in autonomy and space



Maggie Gray
Principal

Market notes | Founder spotlights | Events

Themes shown are illustrative

NEWSROOM

THE DEFINITIVE SOURCE ON SHIELD.

The Newsroom makes Shield the most complete and credible resource on itself, and it grows more persuasive with every story.

- **Own the Narrative**

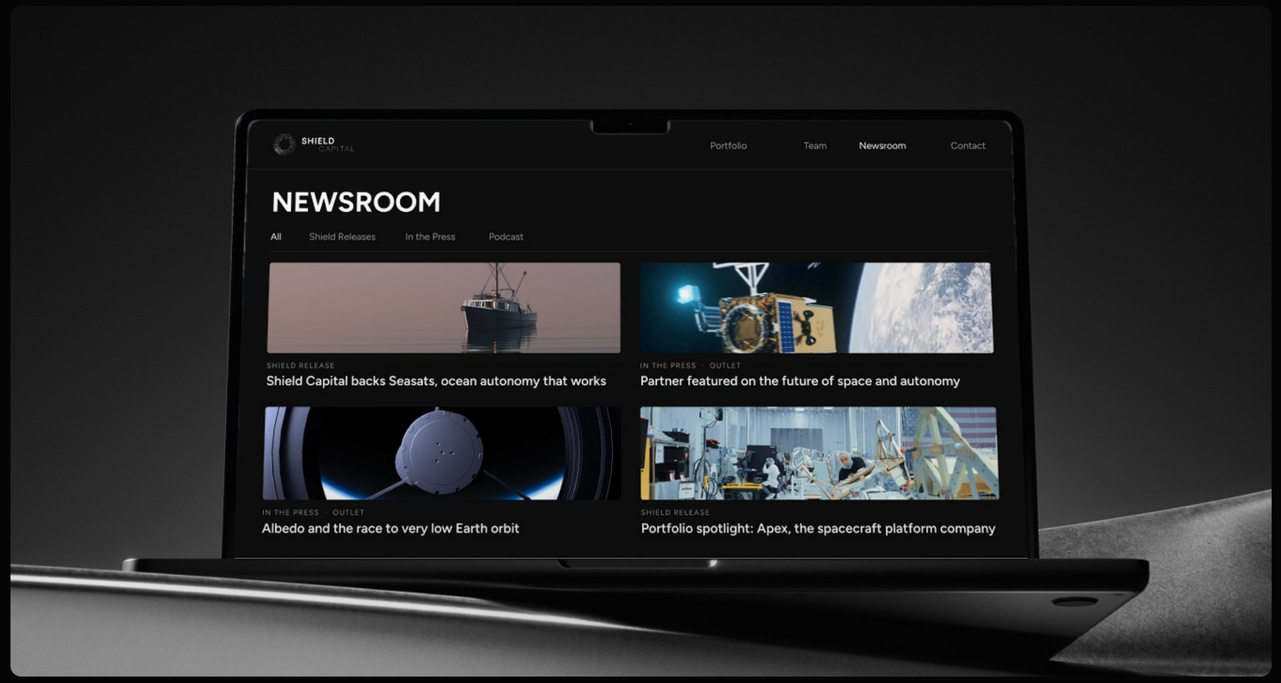
  Break investments, rounds and partnerships in Shield's own voice first, then send the same story to social and email in one step.

- **Put Third-Party Proof on Display**

  Coverage of the firm, its partners and the portfolio keeps outside validation front and center.

- **Make Every Story Compound**

  Each piece links to the company, partner and focus area it touches, so one headline strengthens a dozen pages across the site.





CNBC · VIDEO

Raj Shah on the transformation of defense tech at the Mission Matters Summit

Shield Capital	Shield Capital Appoints David Rothzeid as Partner, Portfolio O…
Shield Capital	Shield Capital Appoints Duncan Woodard as Director of Opera…
NYSE	Exploring theCUBE: Innovations in Space and Defense Techno…
The Washington Post	The new business rules for drone warfare
Forbes	Burgeoning Hedge Strategy Amplifies Commercial Technolog…
Foreign Affairs	The Empty Arsenal of Democracy
Payload	mPower Technology Raises $21M Series B
War on the Rocks	The Special Sauce: How Hegseth's Software Memo Can Start…
Axios	Seasats Secures Shield Capital Funding

PILLAR 06

UPDATE THE SITE IN PLAIN LANGUAGE.

Claude connects to the Webflow CMS. The team describes the change, Claude drafts it in the right collection, and a person approves it before it goes live.

01

Paste or Describe

An announcement, founder email or article link.

02

Claude Drafts

A structured entry with brand voice, required fields and perfect formatting.

03

Team Reviews

Side-by-side changes, edited as needed.

04

Publish

Approved updates go live on the site.

WHAT THE TEAM CAN MANAGE

- New portfolio companies & investments
- Podcast episodes & event pages
- News & news releases
- Team bios
- Media mentions
- Social posts from site updates
- Portfolio details & testimonials

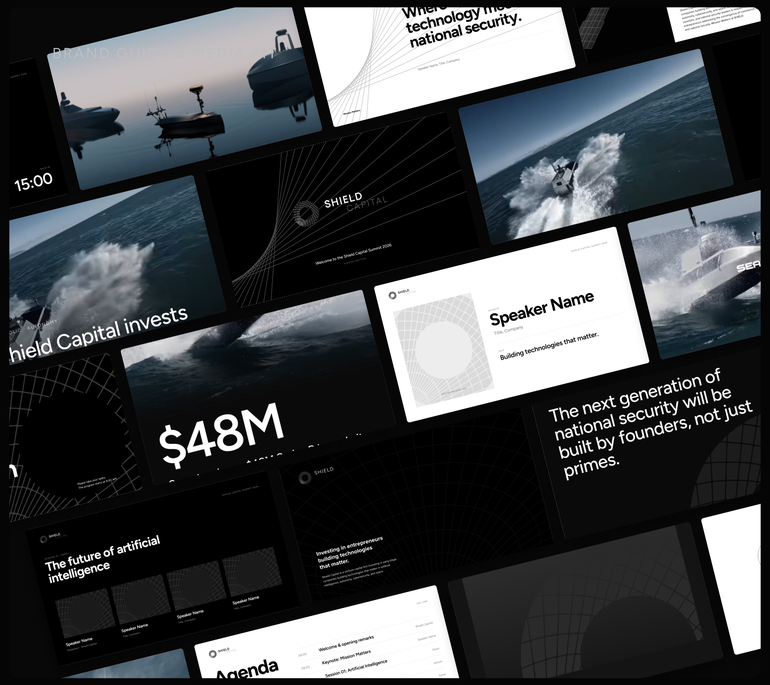
RECOMMENDATION

UPGRADED TOOLING WITH WEBFLOW.

	WEBFLOW	SQUARESPACE
Structured CMS Collections	● Portfolio, team, newsroom and podcast each follow a set structure	Page-by-page editing
Claude Integration	● Draft and update content in plain language	Limited AI tooling
Editor Roles & Guardrails	● Non-technical teammates publish safely	Basic permissions
Design Freedom	● Matches the Shield design system exactly	Template constraints
Fast, Easy Newsroom	● Post a release or add press coverage in minutes	Slow, manual page edits
Discoverability	● Advanced SEO, schema and LLM-ready structure that AI cites	Basic SEO settings

BEYOND THE WEBSITE

EVERYTHING THE TEAM RELEASES, ON BRAND.



LINKEDIN FEED

Shield Capital
Venture Capital · 2h
+ Follow

We're proud to welcome Seasats to the Shield portfolio. Ocean autonomy that works, built for the missions that matter. 🌊

PORTFOLIO · AUTONOMY

Shield Capital invests in Seasats.

Liked by founders and partners

Like Comment Repost Send

NEWSLETTER & PRESS RELEASE

SHIELD CAPITAL



Quarterly Letter

SHIELD CAPITAL

FOR IMMEDIATE RELEASE

Shield Capital announces new investment



BUILDING A BRAND THAT MATTERS.

A brand ecosystem and a site that let Shield’s companies speak for themselves, and a team that can keep it current.

We Landed × Shield Capital