arcules

an overview

Our identity as a company—who we are, what we stand for and what difference we make—is a powerful tool for shaping the future we seek to establish and nurture. That is the role of our brand, the expression of who we are through communications, messaging, tone of voice and visual identity.

This document provides some basic background and guidelines for how we present our brand. It includes an overview of our brand strategy and visual identity, and presents principles for using the visual assets we have designed to represent the Arcules brand.

This document should be shared with agencies or partners who we task with developing creative assets, so that they have the tools they need to shape our communications in the spirit we intended.

about us 3
value proposition 4
headlines 5
messaging 6
personas 9
logos 10
typography 21
colors 26
images & icons 30
examples 32
legal 37

about arcules

Arcules is the intuitive, cloud-based platform that unifies and makes sense of the data from your surveillance system. We have built the world's most user-friendly, security and insights tool to help everyone in your organization to feel safe and have access to the data-driven insights needed to make the best decisions.

Arcules is the world's best Human-Greatness-as-a-Service company.
We make it safe for you to be great.

our purpose

Our purpose is to enable a world where human safety meets human greatness by leveraging our AI-driven Decision Intelligence analytics to empower our customers to make better decisions and live better, safer and happier lives.

our vision

We believe that human safety is a gateway to human greatness which can be achieved by helping people to make better data-driven decisions.

value proposition: human-greatness-as-a-service

We see the future.

A future where security systems go beyond surveillance, empowering individuals to become better, smarter, and happier.

By harnessing AI-driven decision intelligence, Arcules enhances human decision-making capabilities, offering advanced analytics and unparalleled insights.

With real-time video analytics and AI-powered threat detection, Arcules liberates employees' time and energy, paving the way for human greatness.

Our pure cloud VMS is versatile, customizable, and scalable to accommodate your growth effortlessly. Integration with thousands of devices from over 100 manufacturers is seamlessly unified on one platform.

Arcules is not just a technology solution; it's a catalyst for human greatness, elevating safety and unlocking unlimited potential.

Experience a new, augmented world with Arcules—where human safety intersects with human greatness.

Arcules. Life, augmented.

headlines

see the future
we see empowered humans
the next level of security
redefining how the world sees safety

our messaging will provide the following thoughts and concepts:

Arcules is building the ultimate decision-augmentation tool to help people make better, data-driven decisions.

Arcules is for visionary human-centric partners, tech leaders, operations leaders, security leaders.

Arcules enables you and everyone in your organization to feel safe to perform your best and make better data-driven decisions that empower you to become the greatest version of yourselves.

Arcules is on a mission - We believe that feeling safe is a fundamental human right.

We are obsessed with the intersection where human safety meets human greatness.

Arcules lives at the intersection of human safety and human greatness.

Maslow said it best: When people feel safe they are free to pursue their greatest potential.

Greatness exists in everyone.

The path to greatness begins with making better decisions.

The #1 goal of AI is to augment human decision-making. That's why we exist. We are on a mission to augment human greatness. One decision at a time.

Arcules is an advanced multi-system security and is powered by AI analytics and decision intelligence.

Arcules provides In-depth data and AI powered analytics that finds new pathways, exposes opportunities and elevates your understanding of how and why your business works.

The unified platform is more than a security solution – it's a pathway to new possibilities, unexpected opportunities, different ways of seeing things.

Arcules – life, augmented.

messaging strategies

All of our messaging will reinforce human greatness and human safety at the heart of Arcules.

We will speak to current and potential customers with authentic emotional phrasing, paramount to engaging with them on all levels of their functional and emotional needs as we align our ethos (better, safer, happier lives that manifest human greatness) with theirs.

Descriptive words to include that provide brand imagery and emotional connections: human greatness, human potential, next-generation, AI decision intelligence, augmentation, intelligence, simple, easy, unified.

writing style guide

Be authentic.

Keep it simple, clear, and succinct. Bold and clear. Powerful, punchy phrases that punctuate the message mixed with longer paragraphs to describe products and concepts.

Headlines should always be in all lowecase.

Use ALL CAPS for CTAs and titles.

Be unique and original, focus on the "why" – find the balance between the technology and the greatness.

We focus on being "human-centric" as part of the brand voice.

We talk about "Arcules" instead of "the company".
We engage with the words "we," "our," and "us".

Instead of "our customers" we say "you" – we are all in this together.

meet your personas

Arcules is a customer-centered company. But who are our customers?

To get the answer to this question, we have to first realize that our customers are companies, and companies are made up of many people playing different roles. There is almost never a single person who is "the customer."

In fact, as a software company, we will on a day-to-day basis need to make decisions that affect our users — the folks who rely on our app every day. As we add features, squash bugs and prioritititize decisons we need to keep our users in mind. And there is no one, single user! There are multiple users with different roles, approaches and needs. So how do we understand all these various roles, needs and approaches?

This is where personas come in.

Personas are not real people. They are composites based on extensive research with many real people. They help us to empathize with our end users. This enables us to make better product decisions and create a tailored user experience that they will relate to. Personas can also alert us to gaps in our product that indicate an unmet need.

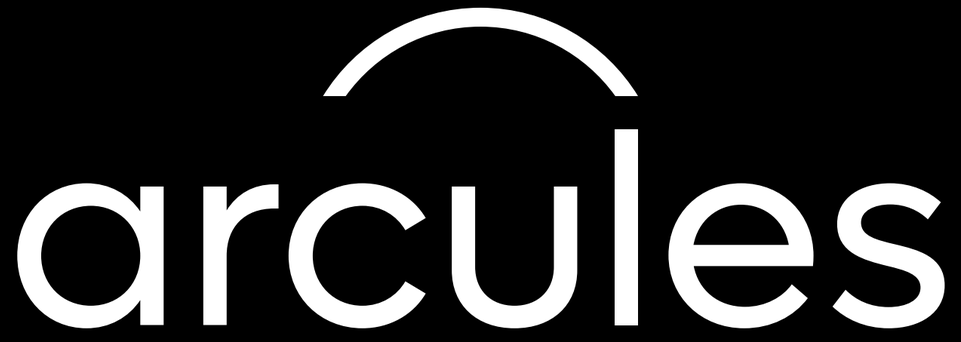
Like real people, personas don't live forever. As we learn more about our users there will inevitably be revisions, so feel free to share any insights you gain about our users. We'll save all that information for the next version of our Arcules user personas.

Click here to learn more.

our primary logo

It’s so much more than just how our name is written. The Arcules logo is a statement about who we are and what we stand for.

It’s crucial in helping us stand out. It boosts our brand recognition and is associated with trust by our clients and partners.



our logomark

This is the Arcules logomark. The logomark can be used on its own in certain, very specific situations when the context and association with Arcules is clearly established and controlled, or when the Arcules brand is meant to take on a secondary, supporting role.

our wordmark

This is the Arcules wordmark. It has been engineered to work at scale across all media and channels and can be used in place of the full logo in any situation where the full logo or symbol cannot be used.

arcules

master logo applications

These are the main applications of our logo. Different reproduction methods and mediums will mainly determine which version to choose.

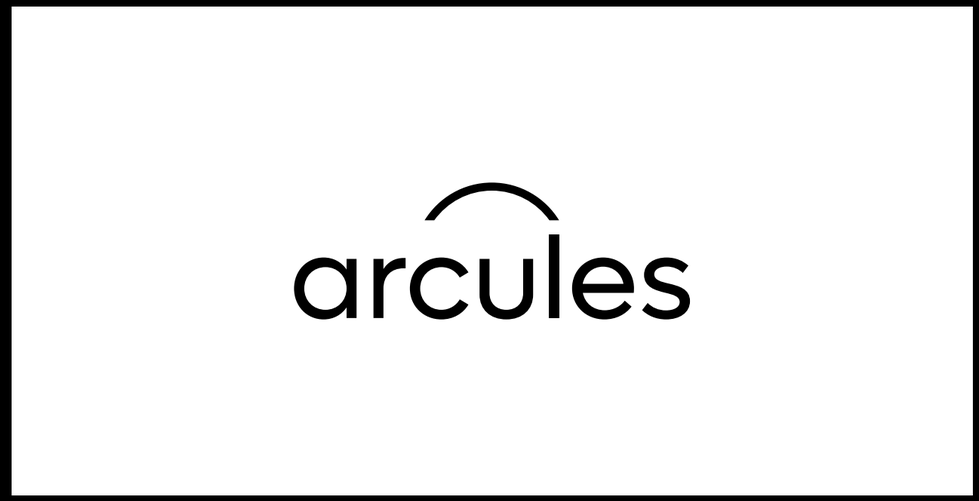
PANTONE (PMS): For greatest color accuracy, use the PMS version of the logo in any ink-based print process that permits its use. (e.g. brochures, stationery, direct mail brochures)

CMYK: For any full-color print material (e.g. magazines)

RGB: For use on computer screens (e.g. website)

The logo works equally well when applied over a dark background. Be sure to use only when the tonal value of the background is equivalent to 40% dark. Avoid placing over the brand's core colors. Use the .eps version of the reversed logo.

Use the black version of the logo in any single-color greyscale print material (e.g. newspaper, internal forms). Use the .eps version of the black logo. For use on a screen (e.g. website), use the .jpg or .png version of the RGB logo.



arcules

arcules

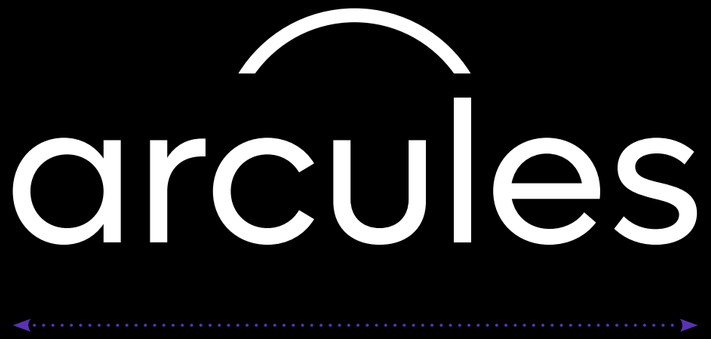
arcules

minimum logo size

To ensure the visual impact and integrity of our logo, it must always be positioned with sufficient clear space, uncluttered by other text or graphics.

To maintain the legibility and reproduction quality of our logo, logotype and wordmark, whether on screen or in print, it must never be reproduced smaller than the minimum sizes shown.

1 INCH
(MINIMUM SIZE FOR PRINT)



100 PIXELS
(MINIMUM SIZE FOR WEB)

0.25 INCHES
(MINIMUM SIZE FOR PRINT)

45 PIXELS
(MINIMUM SIZE FOR WEB)

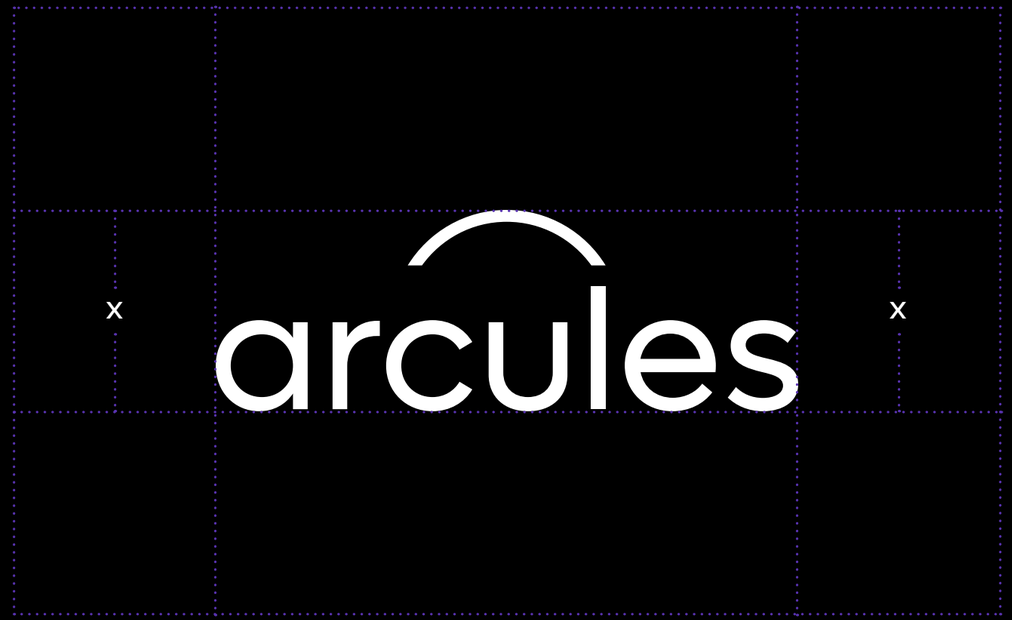
1 INCH
(MINIMUM SIZE FOR PRINT)

100 PIXELS
(MINIMUM SIZE FOR WEB)

clearspace & margins

When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come in to play.

The logo's clearspace defines the distance between the logo and any graphic element it may be sitting next to in a composition. Use the cap height from the wordmark as a reference for the appropriate clearspace. Cap height = X

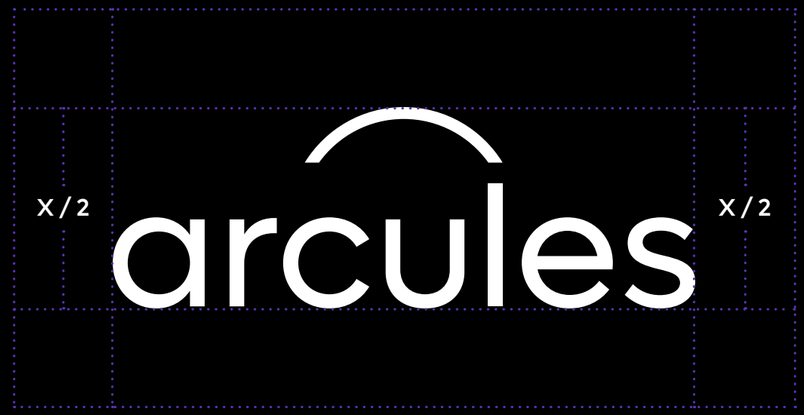


LOGO CLEARSPACE
CAP HEIGHT = X

The logo's margins are the space between the logo and the edge of the composition. When placing the logo in a composition use half the cap height (X/2) as the distance to the margin.

This is a suggested margin, do not place the logo any tighter — but in certain instances the space can be increased.

The same general rules for clearspace and margins that apply to the logo also apply to the logotype and workmark.

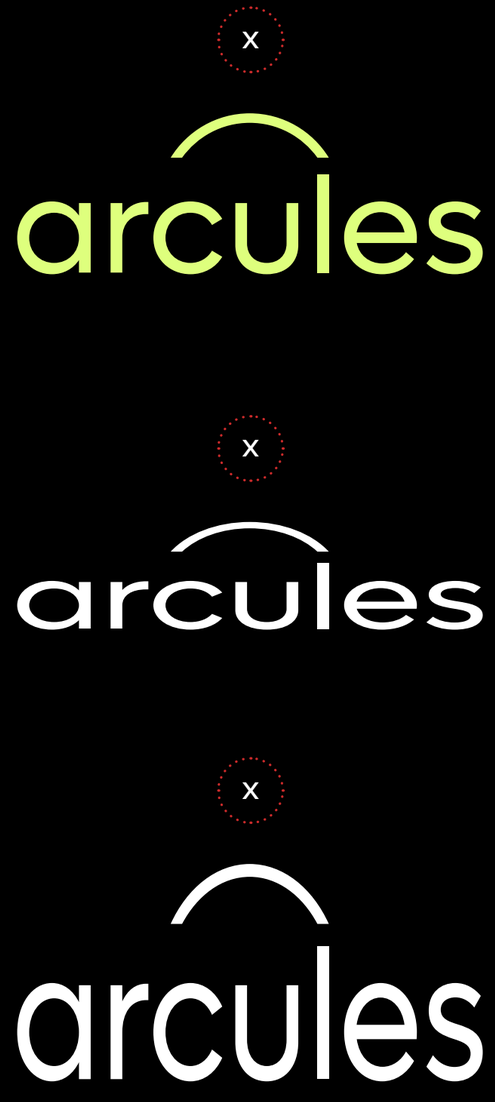


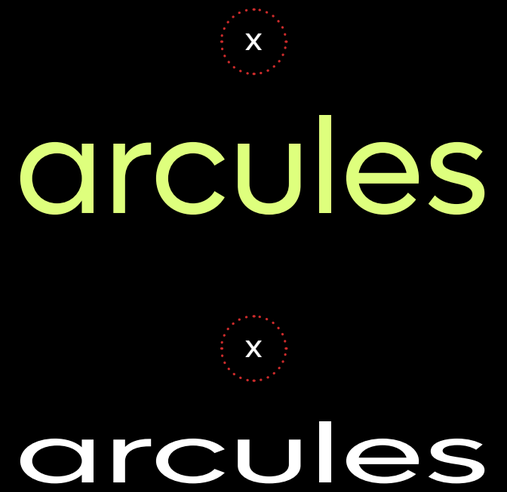
LOGO MARGINS
X/2, X = CAP HEIGHT

incorrect logo usage

Always use the logo as supplied. It must not be redrawn, re-proportioned or modified in any form. These are examples of incorrect configurations of our logo. As it would be impossible to show all incorrect versions, these few examples serve to illustrate the most probable.

Do not alter the color of the logo.
Do not condense or elongate the logo.





main typeface

Lufga is a geometric sans serif font family with unique characters for a touch of distinction. Simple yet sophisticated, this typeface design gives a clean and modern appearance while carrying some almost retro tones.

With a minimal design, low contrast, large x-height, and thin through black weights (with italics), Lufga is well suited as both a workhorse text and display font for branding, advertising, packaging, headlines, magazines, websites, logo designs, and more.

Click here to download Lufga font.

lufga

LUFGA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ? : ; { } ( )

LUFGA MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ? : ; { } ( )

Use Lufga Medium for all headings, subheading using lower case letters.

see the future

SET TRACKING TO 20 OR LETTER SPACING TO 0.8PX

Use Lufga Regular for body copy, quotes, and image captions.

Where the power of data-driven, cloud-based video surveillance can take your business to the next level.

SET TRACKING TO 20 OR LETTER SPACING TO 0.8PX

google font alternative

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.Latin, the Devanagari is based on pure geometry, particularly circles.

Click here to download Poppins font.

poppins

POPPINS REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ? : ; { } ( )

POPPINS MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ? : ; { } ( )

system font alternatives

A system font or web-safe font is one that's already assumed to be on the vast majority of users' devices. If you're limited to system fonts, please choose the following:

Helvetica (Mac)
Arial (PC)

helvetica

HELVETICA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ? : ; { } ( )

HELVETICA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ? : ; { } ( )

arial

ARIAL REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ? : ; { } ( )

ARIAL BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ? : ; { } ( )

color palette

Color is a powerful component of our identity. Our color palette links Arcules's corporate brand as a way to simplify and maximize recognition.

Our brand palette leans heavily on black and white as primary colors with peaceful purple and safety red as secondary colors. The warm and cool tones to bring about feelings of human greatness and human safety. The red evokes feelings of happiness, optimism and energy while the cooler purple is calming and reassuring.

BLACK
#000000
0 / 0 / 0

WHITE
#FFFFFF
255 / 255 / 255

PEACEFUL PURPLE
#5933B1
89 / 51 / 177

SAFETY RED
#CC2B2B
204 / 43 / 43

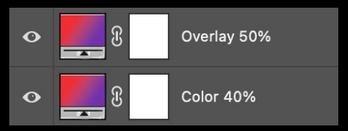
DARK GREY
#676767
103 / 103 / 103

LIGHT GREY
#ACACAC
172 / 172 / 172

gradients

Creating gradients from brand swatches is a great way to expand the palette.

Gradients may be used as a filter over images using the following blend modes and opacities.



Gradients may be used sparingly at 100% in graphic elements.

Gradients should fade in linear format, not radial.

Do not use gradients over product or UI images.

example of gradient use on a graphic

example of gradient use on a graphic

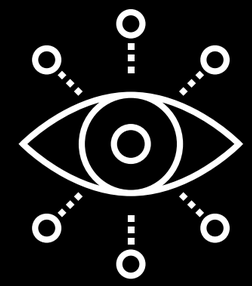
photography

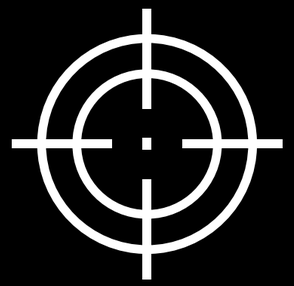
The photos we use plays a key role in our visual identity to express our brand tone of voice: authentic, unique, powerful, emotional, inspiring.

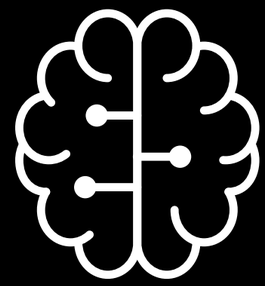
Choose stock photography that represent the Arcules persona or stakeholders. Professional, modern and diverse. We prefer images with a shallow depth of field in order to make the human(s) the primary focus.

iconography

Icons help create visual shorthand that can highlight key ideas, especially when more than one aspect is being presented. For example, they may be useful on a web page or brochure when important product attributes need to be highlighted. Or, icons may be considered to highlight sections of a document, such as “Solutions,” and “Resources.”

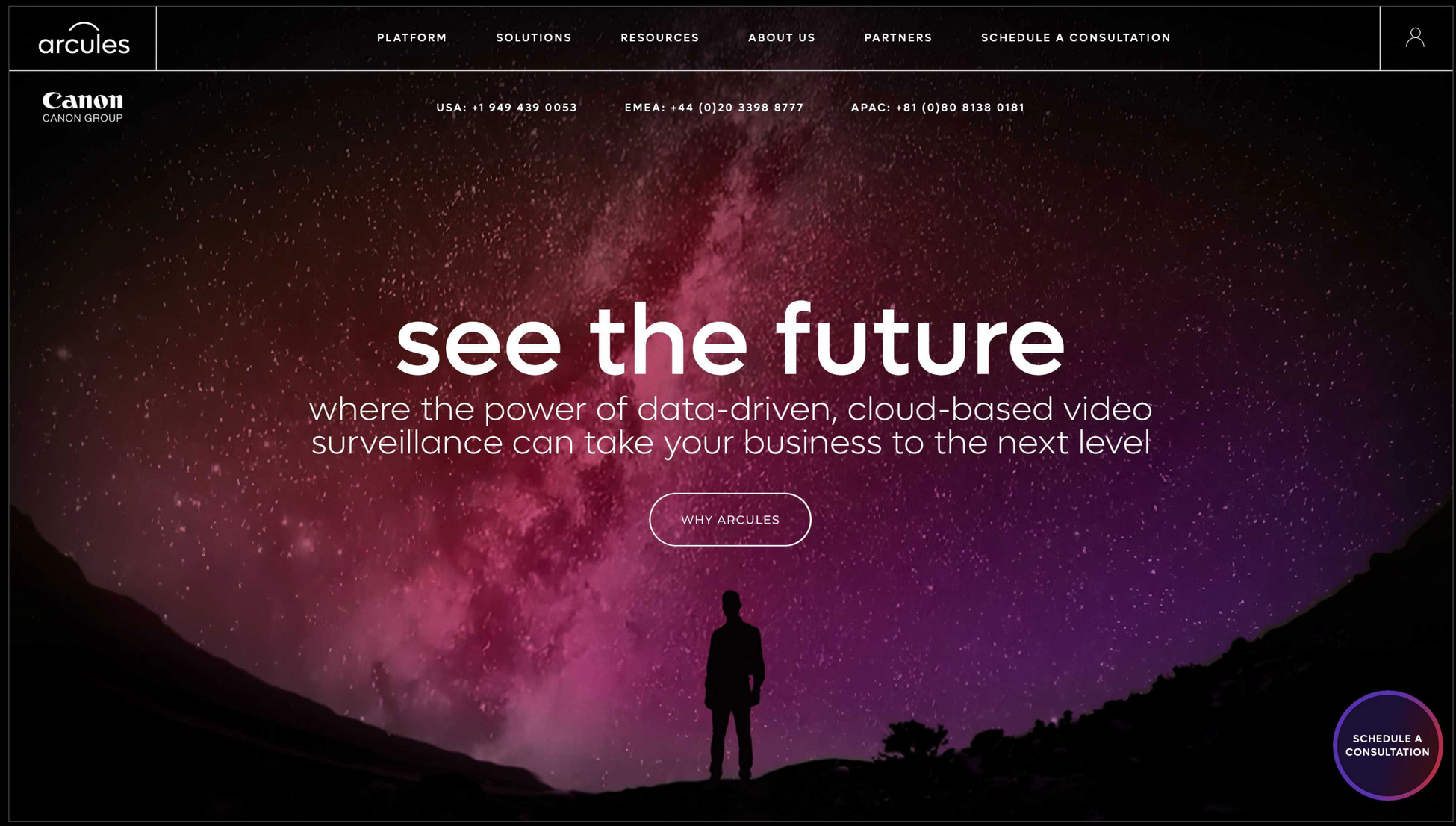






examples

The following assets show how the brand system could play out across platforms, projects, and deliverables.


arcules
PLATFORM
SOLUTIONS
RESOURCES
ABOUT US
PARTNERS
SCHEDULE A CONSULTATION
Canon
CANON GROUP
USA: +1 949 439 0053
EMEA: +44 (0)20 3398 8777
APAC: +81 (0)80 8138 0181
see the future
where the power of data-driven, cloud-based video surveillance can take your business to the next level
WHY ARCULES
SCHEDULE A CONSULTATION

redefining how the world sees safety

Arcules unifies all your security devices and sites across a single, cloud-hosted platform that scales with you. Gain unmatched clarity into your physical locations, incidents, operations, and overall security.

security

Full-featured cloud-based VMS (VSaaS), access control, analytics, AI, alerts & more.

SOC 2 Type II compliant.

LEARN MORE

integration

Get started immediately with plug-and-play simplicity to support any budget or bandwidth, alongside over 6,000 camera devices. Custom. Fast. Low-cost.

LEARN MORE

connected

Access all your cameras and sites, anytime via the cloud. Never miss an event with AI threat detection, verification, and custom alerts. Stay connected anywhere.

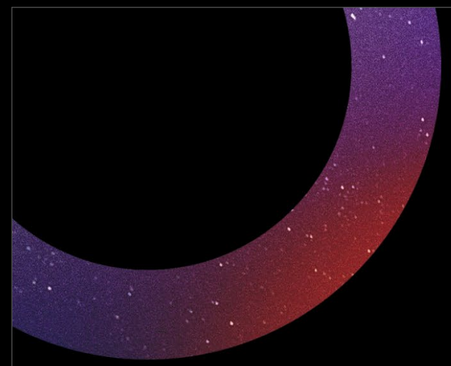
LEARN MORE

versatile

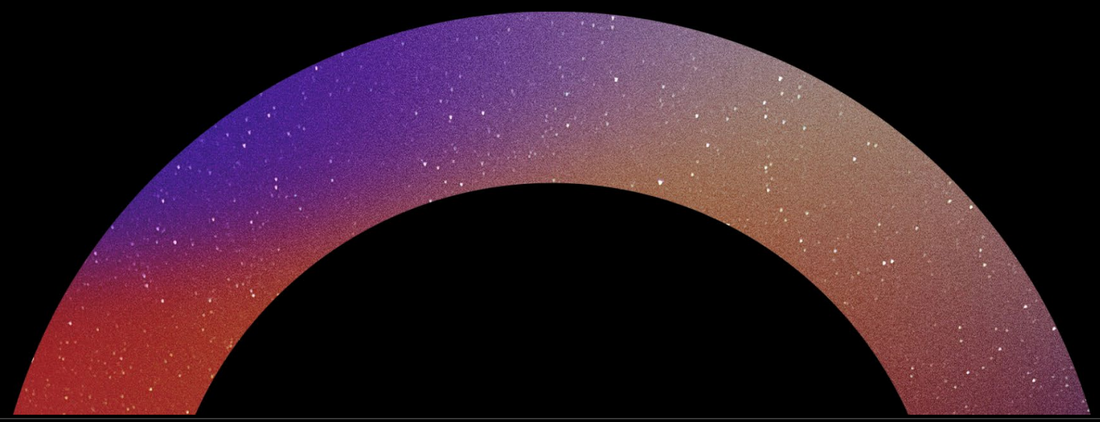
Enjoy frictionless scaling as you add devices and sites. Arcules evolves to meet all your safety requirements today and far into the future. Exceed your needs.

LEARN MORE

SCHEDULE A CONSULTATION



WHAT DOES THIS HAVE TO DO WITH THE SECURITY INDUSTRY?



WE FEEL LESS SAFE AND LESS EFFECTIVE THAN EVER BEFORE

88%

of companies are experiencing a rise in physical security threats

50%

of physical security teams experienced HR challenges in 2022

$250M

wasted **per year** due to ineffective decisions

McKinsey, Ontic 2023

arcules

legal

Here's our friendly legal reminder that these graphics are proprietary and protected under intellectual property laws, so please use them correctly.

Please don't:

Display these graphics in a way that implies a relationship, affiliation, or endorsement by Arcules of your firm or services.

Use these graphics as part of your own firm's name or services.

Alter these graphics in any way, or combine them with any other graphics, without written consent from Arcules.

arcules

© 2023 Arcules, Inc. All Rights Reserved.

Canon
CANON GROUP