



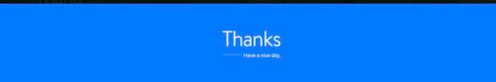
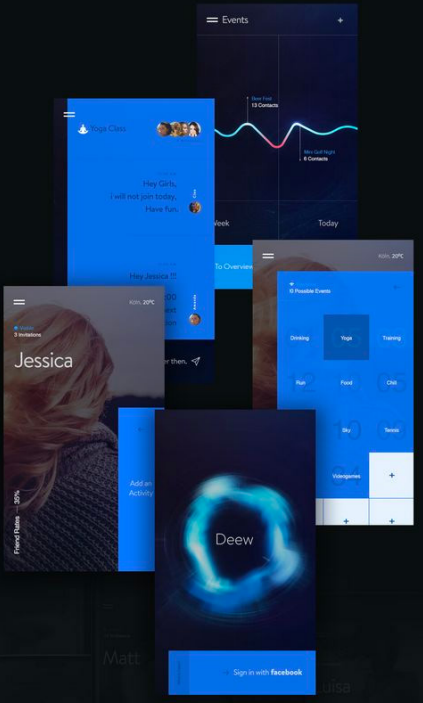
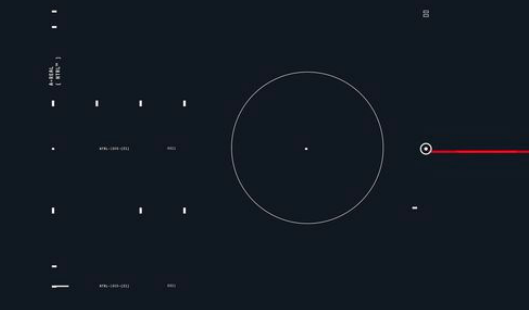
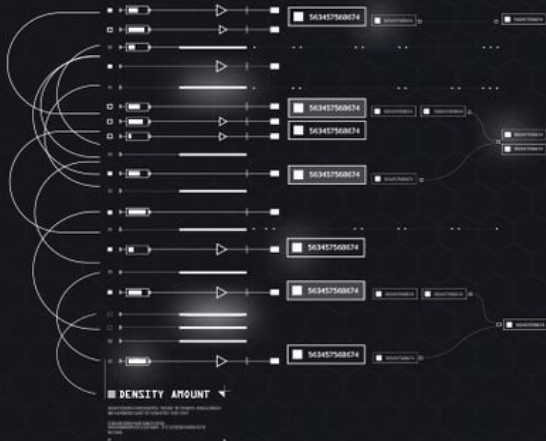
ARMS CYBER

SECURITY SOLUTIONS

BOLD.
INNOVATIVE.
TECHNICAL.

ARMS CYBER BRAND GUIDE

ARMS Cyber's branding communicates the vision the ARMS team has for cyber security. With bold colors, unique data visualization, and professional styles, ARMS Cyber will stand out as a unique brand.



THE LOGO



ARMS CYBER

SECURITY SOLUTIONS

The refresh is a sleeker style, with bold typography below and an optional tagline. The helmet is now facing right, to signify forward motion, and the helmet shape is simplified to a more minimal silhouette.



ARMS CYBER
SECURITY SOLUTIONS



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SECURITY SOLUTIONS



ARMS CYBER

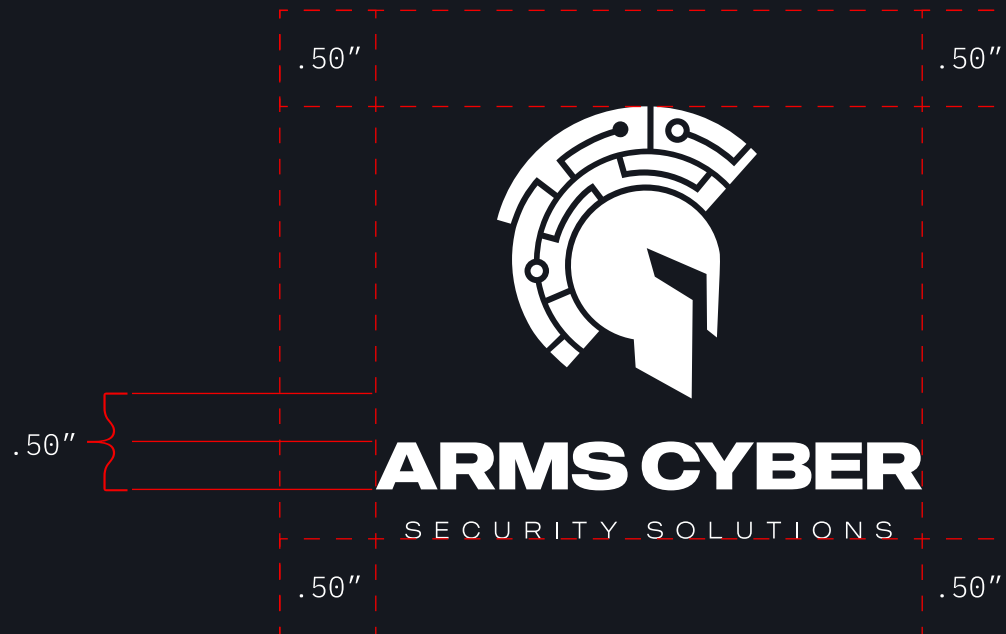
SECURITY SOLUTIONS



ARMS CYBER

SECURITY SOLUTIONS

LOGO SPACING



The logo should have room on each side equal to double the height of the A in ARMS CYBER. This ensures proper spacing to allow the logo to have the amount of room it needs to not look cluttered or overpowered.

THE ICON



The helmet icon can be used solo for instances such as profile pictures, small icons, and even background watermarks.

LOGO DON'TS

Stretching or Squashing



Skewing



Changing Colors



Changing Layout/Proportions



Warping or Curving



Placing on unapproved backgrounds



TYPOGRAPHY

MADE OUTER SANS ALT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234556789

THIN **MEDIUM**

LIGHT **BOLD**

REGULAR **BLACK**

MADE Outer Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234556789

Thin **Medium**

Light **Bold**

Regular **Black**

IBM Plex Mono

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234556789

Thin	Text	<i>Thin</i>	Text
Extra Light	Medium	<i>Extra Light</i>	Medium
Light	SemiBold	<i>Light</i>	SemiBold
Regular	Bold	<i>Regular</i>	Bold

The two sets of "Made Outer" can be utilized for Headlines, Subheadlines, and callout text. IBM Plex Mono should be utilized for body copy.

EXAMPLE

DIVERSITY. SECURITY. RESILIENCE.

SUBHEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deseru elit esse cillnt morum.

Lorem ipsum dolor sit amet, consectetur adi piscin elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitx ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillu veniam, quis nostrud exercitation ullamco laboris nisi ut aliquo doloreation ullamco laboris nisi ut aliquip ex ea commd tempor incididunt ut labore et dolore magna aliqua. Ut enim te velit esse cillum dolore euad minim veniam, quis nostrud exercitation ullamco laboris laation ullamco laboris nisi ut aliquip ex ea commd tempooris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velium dolore eu fugiat nulla pariatur. Excepteur sint occaecaat non proident, sunt in culpa qui officia deserunt ate velit esse cillum domollit anim id est laborum.

NEW TECHNOLOGY

SUBHEADLINE

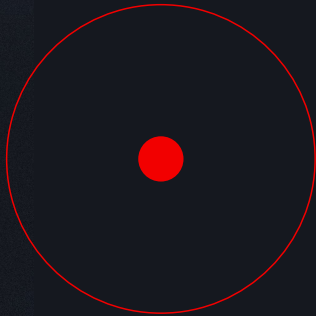
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitationent.
- Sunt in culpa qui officia deseru elit esse cillnt laborum.
- Culpa qui officia deserunt ate velit esse cillum domollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, uptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deseru elit esse cillnt morum.

SECURE. RESILIENT.
DIVERSE. SECURE.
RESILIENT. DIVERSE.
SECURE. RESILIENT.
DIVERSE. SECURE.
RESILIENT. DIVERSE.
SECURE. RESILIENT.
DIVERSE. SECURE.
RESILIENT. DIVERSE.

MAIN COLORS

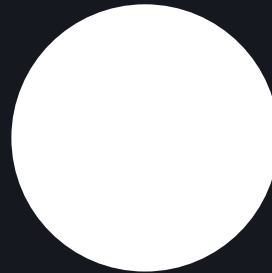
Crimson



RGB
242, 000, 000

HEX
#f20000

White



RGB
255, 255, 255

HEX
#000000

SECONDARY

Cobalt



HEX
#007aff

Mint



HEX
#00c8b7

Violet



HEX
#5c3dbb

GRAYS



Smoke
HEX
#ced4dd



Concrete
HEX
#565c66

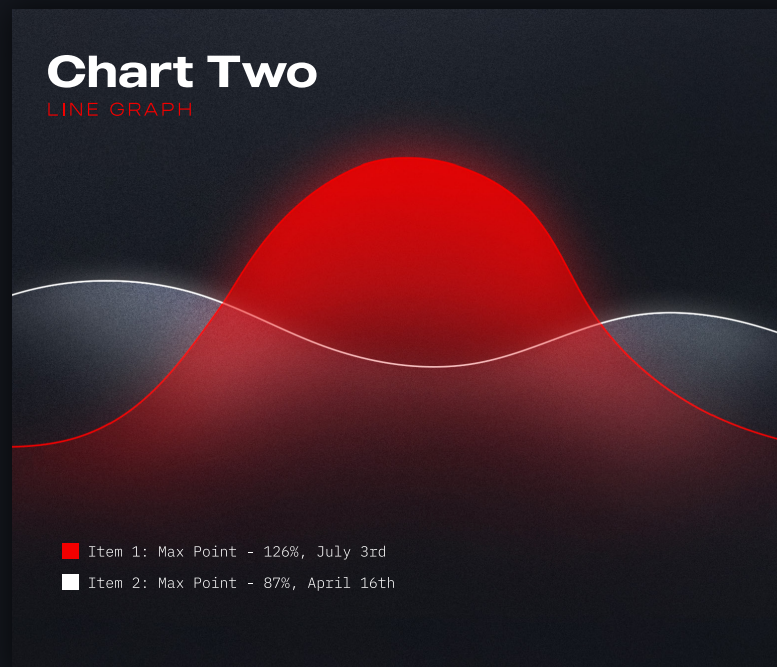
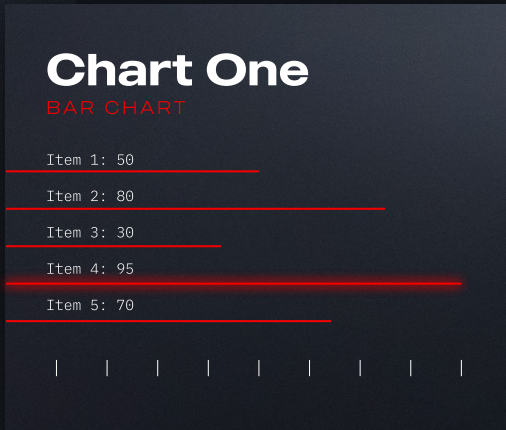


Slate
HEX
#2d323d

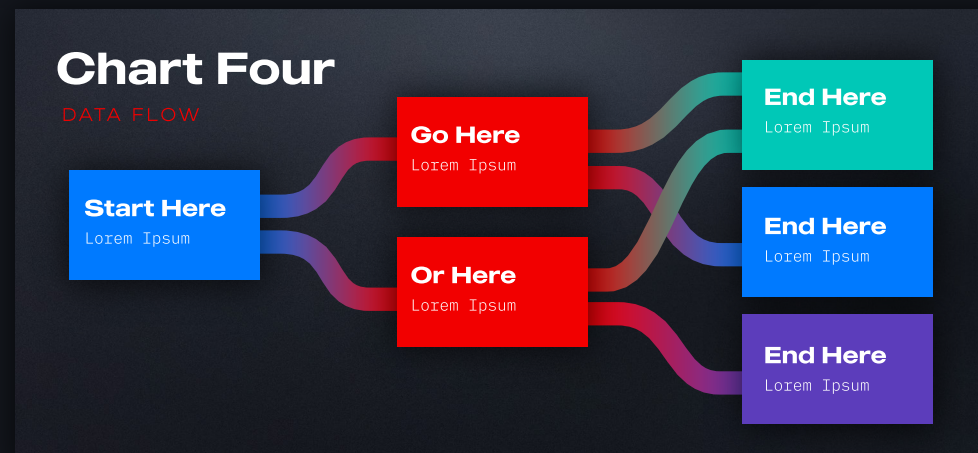
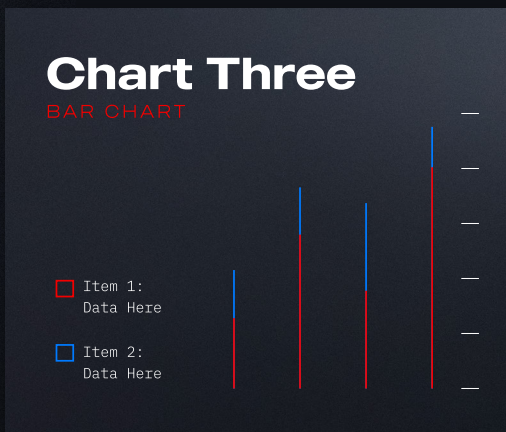


Black
HEX
#15181f

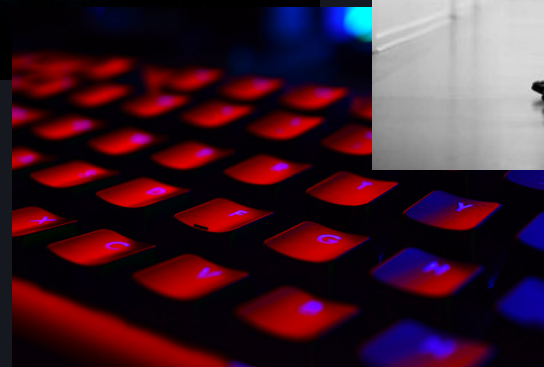
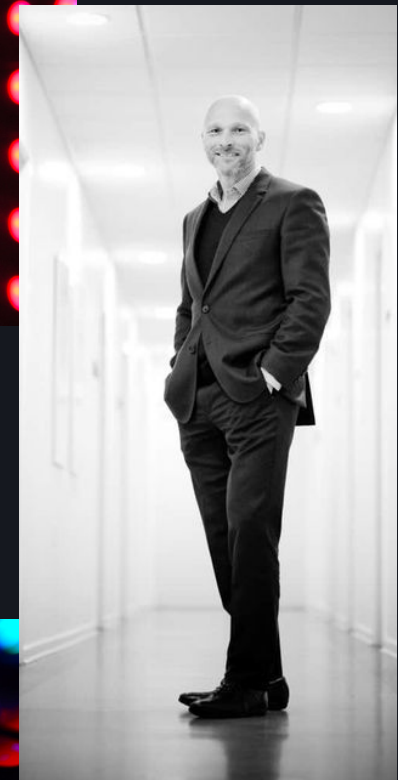
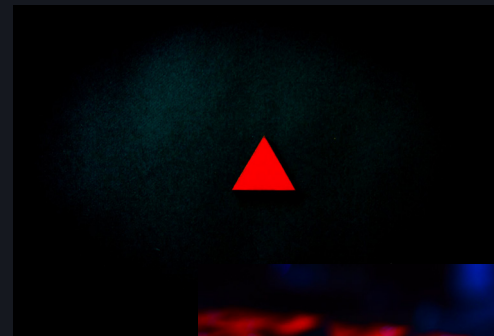
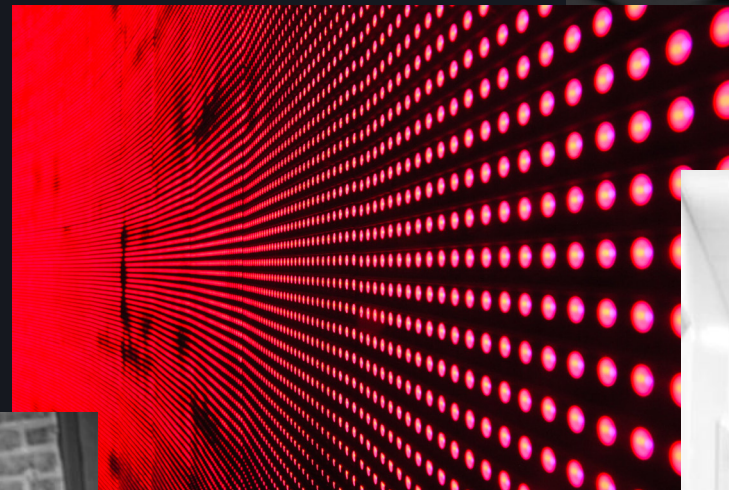
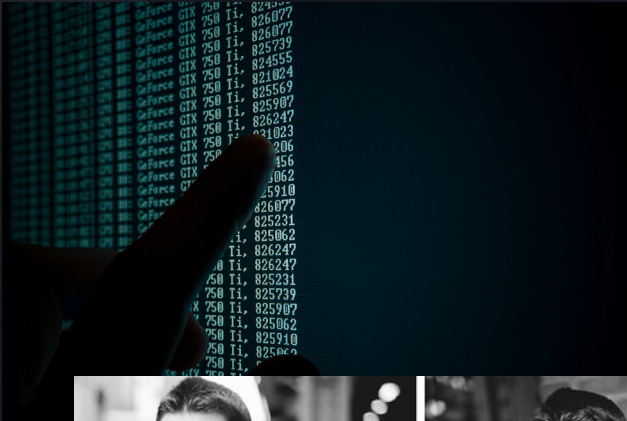
CHART/GRAPHIC STYLES



Charts and graphics should be simple, yet eye-catching. Bold contrast and soft gradients will be used to add visual interest, while clearly communicating the message.



PHOTOGRAPHY



Photography should be high contrast with plenty of dark shades. All photos should correspond to the color palette, skewing towards grays with pops of red and our secondary colors.

EXAMPLES



