



BRAND BOOK

SOURCE, MANAGE, SUPPORT, RETIRE

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Argus as a Brand

MISSION

To consistently deliver excellence through our people, processes, and technology solutions to enable our clients and communities to achieve success.

VISION

To be a recognized as a premier solution provider known for delivering exceptional value, consistently positive client experiences, industry leading talent and skills, and positive community impact

VALUES



Service



Passion



Integrity



Community



Excellence

Introduction

Argus excels in IT Asset Life-Cycle management, combining specialization with proven processes to deliver cost-effective, high-quality solutions to world-class corporate clients across the U.S.

Professional and **Value-driven** Tone of Voice
Efficient and **Experienced** Brand Personality

We represent a powerful brand built on the promise of driving exceptional value to our clients through technology solutions. Consistency is key to building a strong and recognizable brand.



Logo Usage

Our logo is what we use across primary brand applications, which helps audiences easily identify Argus materials.

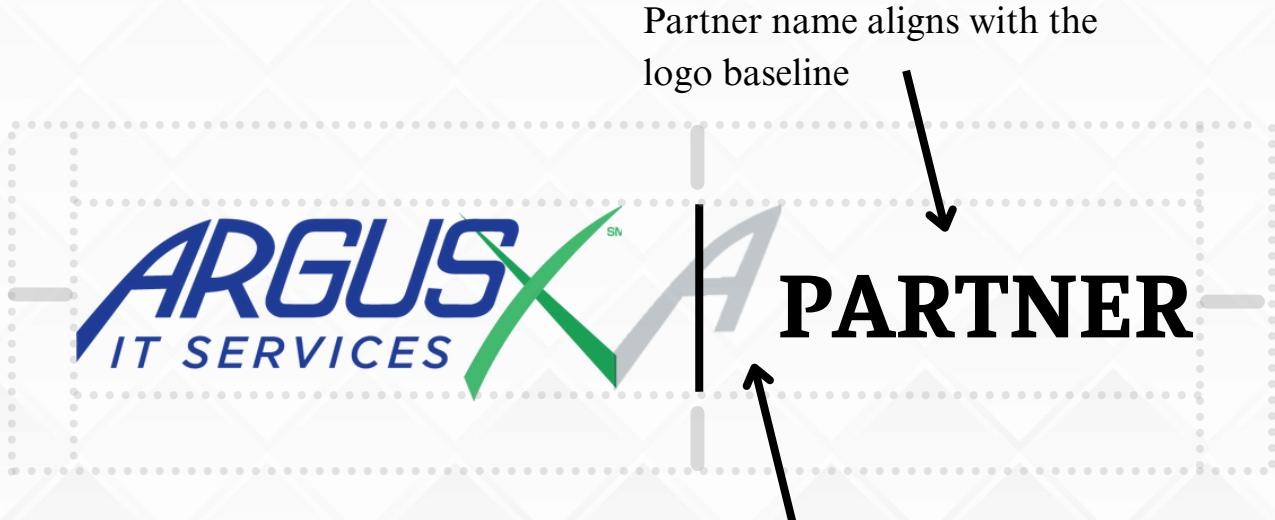
Our bold, italicized sans-serif typeface highlights our tech focus, setting us apart as from competitors as innovative and professional.

“IT Solutions” is prominently displayed as a visual cornerstone of Argus, symbolizing resilience and reliability.



The minimum size of our logo should be 1.5 in wide.

Partnerships



Preferably with Argus logo coming first until further instructions



Logo Misuse

Do not rotate the logo



Do not crop the logo



Do not change the transparency of the logo



Do not shuffle the colors of the logo



Do not change or adjust the colors of the logo



Do not change the size or position of the logo



Do not distort the logo



Do not use shadows or any other effects



Do not recreate with any other typefaces



Do not contain the logo in a box



Do not place elements in the logo clear space



Do not flip or rotate any part the logo



Company Colors

Primary Colors

Dark Blue

HEX # 213f9a

CMYK: 79, 59, 0, 40

RGB: 33, 63, 154

Green

HEX # 1da456

CMYK: 82, 0, 48, 36

RGB: 29, 164, 86

Light Green

HEX # 42b96e

CMYK: 64, 0, 41, 27

RGB: 66, 185, 110

Secondary Colors

Blue

#3f5fb9

66, 49, 0, 27

63, 95, 185

Dark Pink

#a41d66

0, 82, 38, 36

164, 29, 102

Dark Red

#9a213f

0, 79, 59, 40

154, 33, 63

Dark Violet

#561da4

48, 82, 0, 36

86, 29, 164

Burnt Orange

#b96e42

0, 41, 64, 27

185, 110, 66

Violet

#6e42b9

41, 64, 0, 27

110, 66, 185

Greyscale Colors

GS1

GS2

GS3

GS4

HEX: #fdfdfdf

CMYK: 0, 0, 0, 13

RGB: 223, 223, 223

HEX: #c6c6c6

CMYK: 0, 0, 0, 22

RGB: 198, 198, 198

HEX: #a6a6a6

CMYK: 0, 0, 0, 35

RGB: 166, 166, 166

HEX: #848484

CMYK: 0, 0, 0, 48

RGB: 132, 132, 132

Fonts

Typography plays an important role in communicating the overall tone and quality. Consistent use of typography reinforces our personality and insures clarity in all ArgusX Communications

Acceptable Fonts

Faustina

Headlines and Titles

Faustina Bold

Faustina Italics

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

Times New Roman

Text Body

TNR Bold

TNR Italics

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

If one font is unavailable, use the backup font - Sans Serif Collection in its place.

Our Voice

A business's voice is crucial to a company's long-term success, ensuring consistency & credibility in branding, messaging, & customer engagement.

Argus's voice should be:

- ✓ Professional, but approachable
- ✓ Trustworthy and security-conscious
- ✓ Innovative and forward-thinking
- ✓ Conversational, yet authoritative

Our voice should establish **credibility & trust** while remaining **accessible & engaging**. We need to present ourselves as an **industry leader** by reflecting **confidence, reliability, & transparency**, use **clear**, reassuring language. Avoid using any fear-mongering tactics, face all risks realistically. Remember, people want to engage with **humans**, not **robots**, use **conversational**, yet **professional** language to establish connections and meaningful business relationships.

Example:

 “We implement multi-layered cybersecurity protocols using SIEM and IDS/IPS solutions to mitigate attack vectors.”

 “We provide 24/7 cybersecurity monitoring to detect and stop threats before they impact your business.”

Photography

Imaging can be a powerful way to communicate our brand identity. The images you choose should be compelling and reflective of the energy that drives the business and all our activities. When it comes to photos...

LESS IS MORE

Clear, authentic imagery best represents our complexity.

Simple graphics can be used to emphasize aspects of a pdf

Color blocks and typography can be used to highlight short headlines in conjunction with the photo



Videos

Positioning

Video and character composition should adhere to the rule of thirds, aligning with the lower quadrants and their visual guides. There should be no crazy patterns or bright colors to take away from the subject of the video.

Background Design

Background of the video should be clean and clear. Preferably with the primary company colors or a wall featuring the Argus logo behind the subject.

Video Text

Any names featured in the video should be set in Faustina (alt. Sans Serif Collection) in bold. Titles in Times New Roman and text backgrounds in white and set to 75% opacity. All videos should contain a watermarked logo in the upper left corner at 50% opacity and end with a visual of the Argus logotype.

Geometric Backgrounds

Geometric patterns convey a sense of structure, precision, and innovation. These designs create a modern and dynamic aesthetic without overwhelming the content, ensuring clarity and readability.

Usage:

- Ensure the background has a low transparency level to not take away from the legibility of the page.
- The background must have white or grey-scale colors
- Any text placed over the background must have high contrast with the image to ensure readability

Colored & decorative backdrops can be used if it is being used as a Header or Title

- Text must be minimal and in bold
- Colors must signify the company colors or complementary colors

