ARGUS SYSTEMS

BRAND BOOK

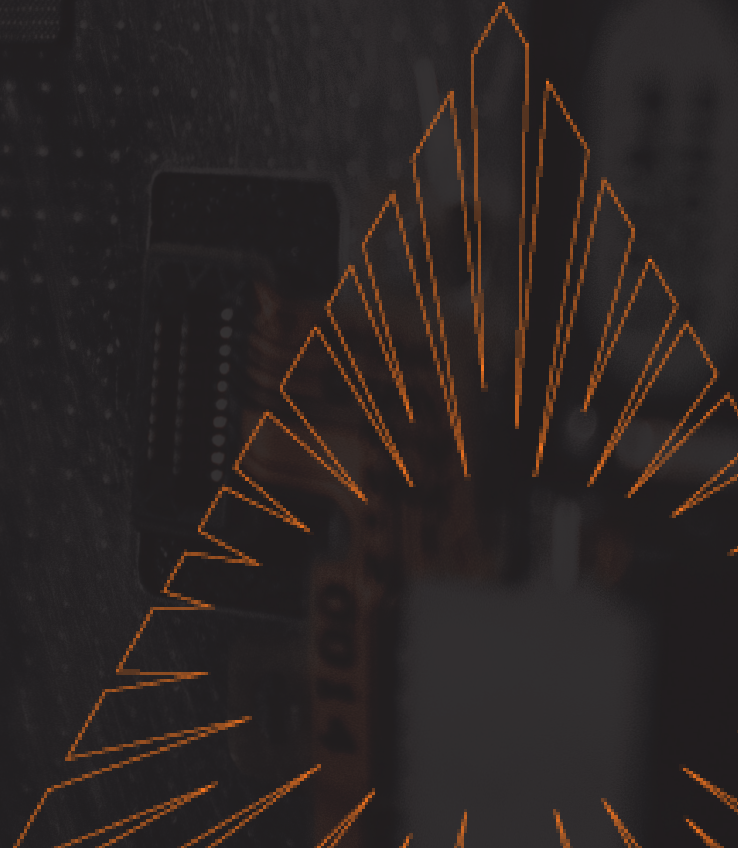2021 Edition

ABOUT US

Founded in May 2018 in Dubai World Central Logistics City, Dubai, UAE. Argus Systems is an independent Technology Consulting, Marketing Management & Software Development firm established with the idea of Transforming Legacy, Redefining Future.

We are an independent manufactures representative firm heavily focused on IP Video Surveillance Systems, Internet of Things (IOT), Physical Security, Machine Learning, and Artificial Intelligence specializing in providing manufacturers a platform to launch their products in Middle East, Africa & Indian Subcontinent Markets.

We empower security professionals with contemporary, well thought out security designs aimed at solving their customers' business requirements. Addressing customer pain points such as inadequate security, unusable video surveillance, unrestricted access, and limited visibility of who is coming and going into their environment. Conventional security designs provide standard solutions, treating all customer requirements the same.

MISSION

We are on a mission to transform legacy to redefine the future by utilizing state of the art technological advances to increase productivity, reduce time to market, delivering instant Return on Investment (ROI).

VISION

Our ability to have infinite awareness, understanding, insight and universal knowledge opens the door to unlimited possibilities in doing so we utilize technological advances in order to transform typical & traditional legacy systems to deliver high performance, high throughput solutions that in turn help increase productivity, operational efficiency, reduce time to market while delivering instant Return on Investment (ROI).

VALUES

Being Argus eyed we are keen sighted, observant and vigilant.

LOGOS

Being Argus-eyed, we're on a mission to transform legacy to redefine the future. Our logo is a culmination of our mission, visual guidelines, and overall brand. We have three main logo styles - the Standard, Standard Variation, and Symbol - each with a tagline and non-tagline option, excluding the Symbol logo that only has one version. In addition, each of the five logos have orange, black, and white background options.
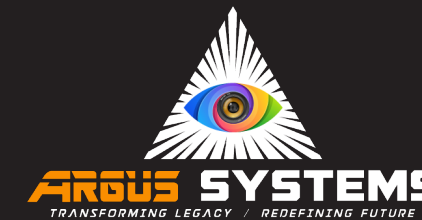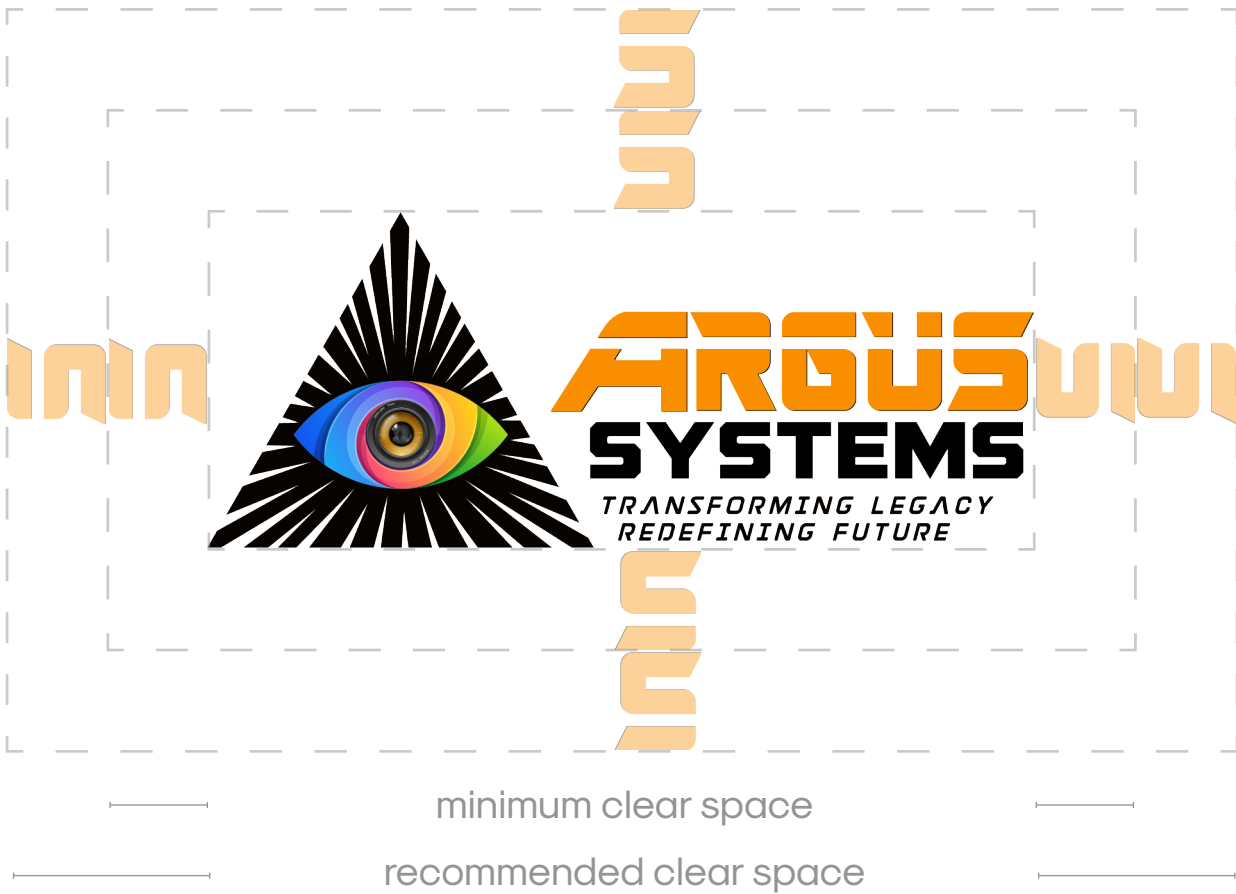
STANDARD LOGO

VARIATION LOGO

SYMBOL LOGO

CONSTRUCTION

DO'S & DON'TS

Do not stretch

Do not compress

minimum clear space

recommended clear space

Do not crop

Do not put on
colored background unless
allowed by font guidelines

Do not put in a box

Do not use drop shadow

COLORS

HEIRARCHY

Our colors are deeply connected to our company's mission, vision, values, and purpose. The main color in our palette is orange, representing our energy, passion, creativity, optimism, and action-oriented nature. The black in our palette represents our sophisticated and modern, sleek edge that we offer our clients. And the white in our palette represents our perfect and timeless quality of our services.

Below we've got a color breakdown with their official names and usage, and to the right we have the heirarchy with full colorcode information. Color guidelines should be followed at all times.

Steel and Vigilant are our main colors. Clean is our secondary color. Observe and Keen are our tertiary colors. Our primary colors should be utilized in most text, image overlays, assets, and backgrounds. The secondary and tertiary colors may also be used, though they should be used less.

STEEL
All Text
Backgrounds
Image Overlays
All Assets

VIGILANT
Headings/Subheadings/Quotes
Backgrounds
Image Overlays
All Assets

CLEAN
All Text
Backgrounds
All Assets

OBSERVE
Quotes
Backgrounds
Text containers/Lines

KEEN
Quotes
Backgrounds
Text containers/Lines

PRIMARY

STEEL
RGB: (0,0,0)
Hex: #000000
CMYK: (0,0,0,100)

VIGILANT
RGB: (244,119,33)
Hex: #f47721
CMYK: (0,49,83,4)

SECOND

CLEAN
RGB: (255,255,255)
Hex: #FFFFFF
CMYK: (0,0,0,0)

THIRD

OBSERVE
RGB: (248,159,29)
Hex: #f89f1d
CMYK: (0,35,86,3)

KEEN
RGB: (255,192,51)
Hex: #ffc033
CMYK: (0,25,80,0)

TYPOGRAPHY

Our typeface, like the other elements of our brand, communicate our professionalism and modernity. When writing with these typefaces, text boxes should be set to Justified wit the last line aligned either left or right depending on context.

HEADINGS – ATMOSPHERIC

Outline only unless unable. Stroke set between .5-2 pt.
Size set to 100%

SUBHEADINGS – ATMOSPHERIC

Stroke set between .5-2 pt.
Size set to 50%

Body & Quotee Name- Modernist
No stroke
Size set to 40%

QUOTES – FREEDOM

No stroke.
Size set to 100%

ATMOSPHERIC
**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**

Modernist
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

Here are a few additional notes about utilizing these typefaces:

› When **bolding text,** only the most important words should be bolded. Bolding should also be limited to less than 10% of the total words in that paragraph.

› Text should be legible against the background it's against.

› For bulleted lists, you can use a small right arrow, as seen here. For numbered lists, you can use numbers in the Atmospheric typeface either by itself or in front of a triangle design element (see page 14 for guidelines).

DESIGN ELEMENTS

DIGITAL & PRINT EXAMPLES

The following elements may be used as design assets on print and digital media. These elements may be used in any of the brand colors as long as it colors the brand color hierarchy.
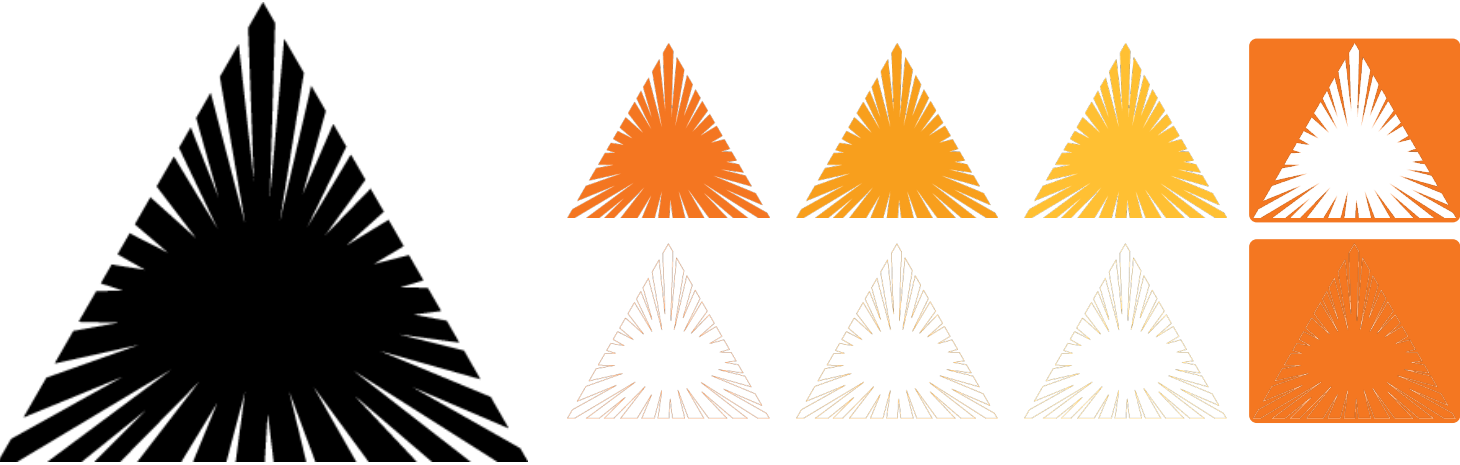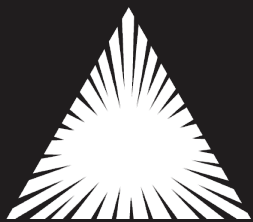
Text Boxes
Icon Boxes

Divider

BRAND APPLICATIONS

Argus Systems Brand Guide

REFERENCE PHOTOGRAPHY