
BRECOURT
SOLUTIONS

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Our brand identity is the foundation on which we build our communications.

It unifies our visual language to express our brand promise and character, signaling to the world what Brecourt stands for.

When the elements of our identity are aligned and consistent, we can leverage the power of our brand to differentiate Brecourt from competitors, attract customers, and engage new markets.

Who we are.

From our name to our vision and mission, find out about who we are, what we do, and what drives our ambition.



The provenance of our company name.

During the Normandy Invasion of World War II (D-Day), Easy Company, of the 101st Airborne Division, led an assault on German artillery fortifications at Brécourt Manor, France. This selfless act of valor secured an essential causeway paving the way for the successful landing of allied troops at Utah Beach saving countless lives while impacting the broader campaign to liberate Europe from tyranny.

Our company's namesake is inspired by the spirit of the men that led the assault on Brécourt Manor; reminding us to stand strong against all forms of inhumanity with a responsibility towards others as well as ourselves.

We stand as a catalyst for progress to realize a more peaceful world.

Brecourt's transformative technologies disrupt the current 'active shooter' threat posture by being proactive rather than reactive.

We disrupt not to create chaos, but to develop non-lethal solutions towards lethal threats. Our technologies provide integrated systems for law enforcement, work, education, and entertainment, impacting every facet of life across every industry.

Brecourt operates at the intersection of technology and humanity to meet this moment of unprecedented change and violence.



Mass shootings continue to plague society at an alarming rate..

Our commitment is to usher in a new era of innovation to protect lives.

Our advanced UAV's, non-lethal payloads, and AI weapons detection systems integrate seamlessly across the entire spectrum of rapid response platforms deployed throughout law enforcement and private sectors.

The Brecourt team comprises US Navy Seals, Business leaders, and the best and brightest engineers from MIT and Stanford.

Our NOC (Network Operations Center) is fielded and trained by Navy Seals, with unprecedented expertise in weapons identification, tactical training, and real-world threat assessment which informs critical decision making under high pressure life threatening active shooter scenarios.







Our Vision

Create a more peaceful and free world

Our Mission

Pioneer non-violent solutions to violent crimes

Our Promise

Champions of everyday freedom for all

Our Values

Initiative

Learn from the past. Live in the present. Launch into the future.

Integrity

Stick to your word. Follow through. Do the right thing.

Humility

Uphold a curious, open and growth mindset.

Our logo.

Our logo is designed to communicate quickly and effectively across every touchpoint with ownable characteristics.

Inspiration



SOCOM Insignias



Spear Tip



Bald Eagle

=

BRECOURT
SOLUTIONS

Logo Story

The term “Tip of the Spear” is often used throughout military vernacular to describe the various Special Operations Forces that fall under SOCOM command. These units represent the very best of the United States armed forces.

Our logo pays homage to the assault on Brecourt Manor while embracing our corporate culture which has deep roots in military tradition, professionalism, expertise, and excellence.

Vector
Eagle Face



BRECOURT
SOLUTIONS

Our logo mark conveys:

- Honor
- Excellence
- Freedom
- Tip of the Spear

Tech Typeface

- Cyberiada – Medium
- 50pt tracking

Logo Construct

The mark is paired with a 'techy' font at medium weight to communicate that Brecourt, at its core, is a technology driven company with bleeding edge solutions to address the challenges of mass shootings that permeate throughout our society.

Our logo mark represents the "tip of a spear" and incorporates the iconic bald eagle which has always symbolized the proud independence of this great bird and the strength and liberty of America

Four
CONFIGURATIONS



Vertical Configuration



Horizontal Configuration

?

Usage is determined by the intended application and communication criteria.

Vertical orientation is often appropriate when the logo is to be displayed by itself or when the design canvas is large.

Horizontal configurations are suitable for when space is limited or when the context of our communications have many elements.



Iconography Only



Typography Only

Our logo.

White configurations on dark background



Vertical Configuration



Horizontal Configuration



Iconography Only

BRECOURT
SOLUTIONS

Typography Only

Alter

CONFIGURATIONS

nate

? Without “Solutions”



Vertical Configuration



Horizontal Configuration



Iconography Only

BRECOURT

Typography Only

Our logo.

White configurations on dark background



Vertical Configuration



Horizontal Configuration



Iconography Only



Typography Only

Our colors.

Our color stories are inspired by our men and women serving in the United States armed forces.

Our primary corporate color story



Yellow ribbons are often seen in towns and cities throughout the United States adorning tree trunks, front doors, and lapel pins signifying support for our troops and for their safe return home.

Yellow, within the context of the Brecourt brand represents our most personal sentiment – our hope is that *every* loved one will return home safely.

Yellow Ribbon

Dark Gray

2 COLORS

	Pantone	CMYK	RGB	Hex
Yellow Ribbon	P7-8C	2:22:96:0	250:198:29	FAC61D
Dark Gray	P179-14C	67:60:59:44	67:67:67	434343



Red Valor



Purple Heart



Honor Blue



Navy Blue



Marine Brown



Army Green



Air Force Blue

Secondary Colors

Our secondary color pallets are inspired by the branches of the US military, medals, and the US flag.

The additional colors give our brand adaptability across a wide range of marketing collateral, product categories, markets, and campaigns.

Secondary color usage should be exercised with restraint as it is not appropriate for every piece of communication.

Our colors.

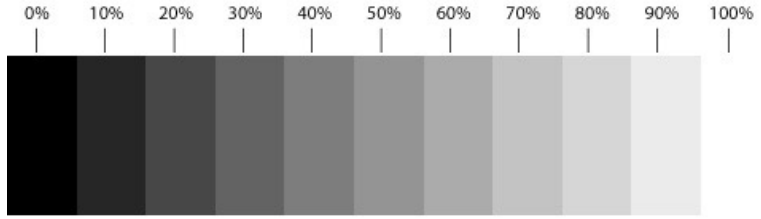
Color Values

To ensure that color is consistently applied throughout all mediums, color values for both Print and Screen are provided.



		Pantone	CMYK	RGB	Hex
Corporate Colors	Yellow Ribbon	P7-8C	2:22:96:0	250:198:29	FAC61D
	Dark Gray	P179-14C	67:60:59:44	67:67:67	434343

Neutral Colors



Entire greyscale spectrum from pure black to pure white are utilized for all design workflows.

		Pantone	CMYK	RGB	Hex
Secondary Colors	Red Valor	185C	5:100:99:1	226:0:34	9D0C11
	Purple Heart	7423C	13:83:35:0	213:81:118	533B89
	Honor Blue	7408C	1:27:99:0	253:189:16	17A0DD
	Navy Blue	7408C	1:27:99:0	253:189:16	003B4F
	Marine Brown	368C	51:1:100:0	139:197:62	84754E
	Army Green	638C	72:6:8:0	0:181:220	4E5B30
	Air Force Blue	506C	39:89:52:28	126:48:74	005BA3

Typography.

Typography ensures consistent font usage and arrangement across all marketing collateral.

Poppins - our typeface

Poppins is the official Brecourt typeface. It was chosen due to its flexibility, multiple weights and clean sans serif lines.

Poppins is a Google WebFont that allows for consistent display across all devices and screens ensuring type consistency across our marketing collateral and every touchpoint

Google Fonts

Extra Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Extra Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Line Spacing

Line spacing helps focus the eye and allows our copy to resonate and breathe.

This headline is three lines and set at regular

Line spacing is default and too tight vertically.

This headline is three lines and set at regular

Line spacing adjusted to 1.5 proportional to the font size

Type hierarchy

It is important to maintain type groupings based on Font weight. This allows for clarity, consistency, and a strong hierarchy for all communications.



Usage 1



Usage 2

Type Hierarchy Example

It is important to organize typography in a hierarchical system according to relative importance of the message, considerations, and action.

Headline at bold weight

Bold Sub Headline 18pt

Bold Copy at 12pt. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Font is set to a weight of Bold throughout all copy.
It feels squished – yes, that's a technical word.

Headline at medium weight

Subtext at regular weight

Copy at light weight. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500's when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Medium, Regular, and Light weights for proper hierarchy combined with proper line spacing and greyscale usage.

Our Voice.

Voice and tone guides our copywriting to express our essence; signaling who we are, what we do, and what we stand for.

Voice and Tone

This section provides a set of core keywords to guide quality copy writing and messaging across all touchpoints, as well as communicating the best of our brand personality to the world. Voice and Tone creates the feeling: “that sounds like Brecourt.”

It is an integral component of our Brand Identity system.





Precise

We write with precision to ensure that our technology and platforms are communicated without ambiguity.



Professional

We avoid slang, jargon, or abstract acronyms. Our writing style is business formal yet easily understood. We are technical when required, but never legal in tone.



Authoritative

We write with authority and confidence as we are experts in our collective fields and disciplines.



Focused

We passionately believe in our solutions. We approach everything we do with focus and tenacious purpose.



Responsible

We recognize and embrace the role we play in the broader tapestry of the global community that we belong to.



Authentic

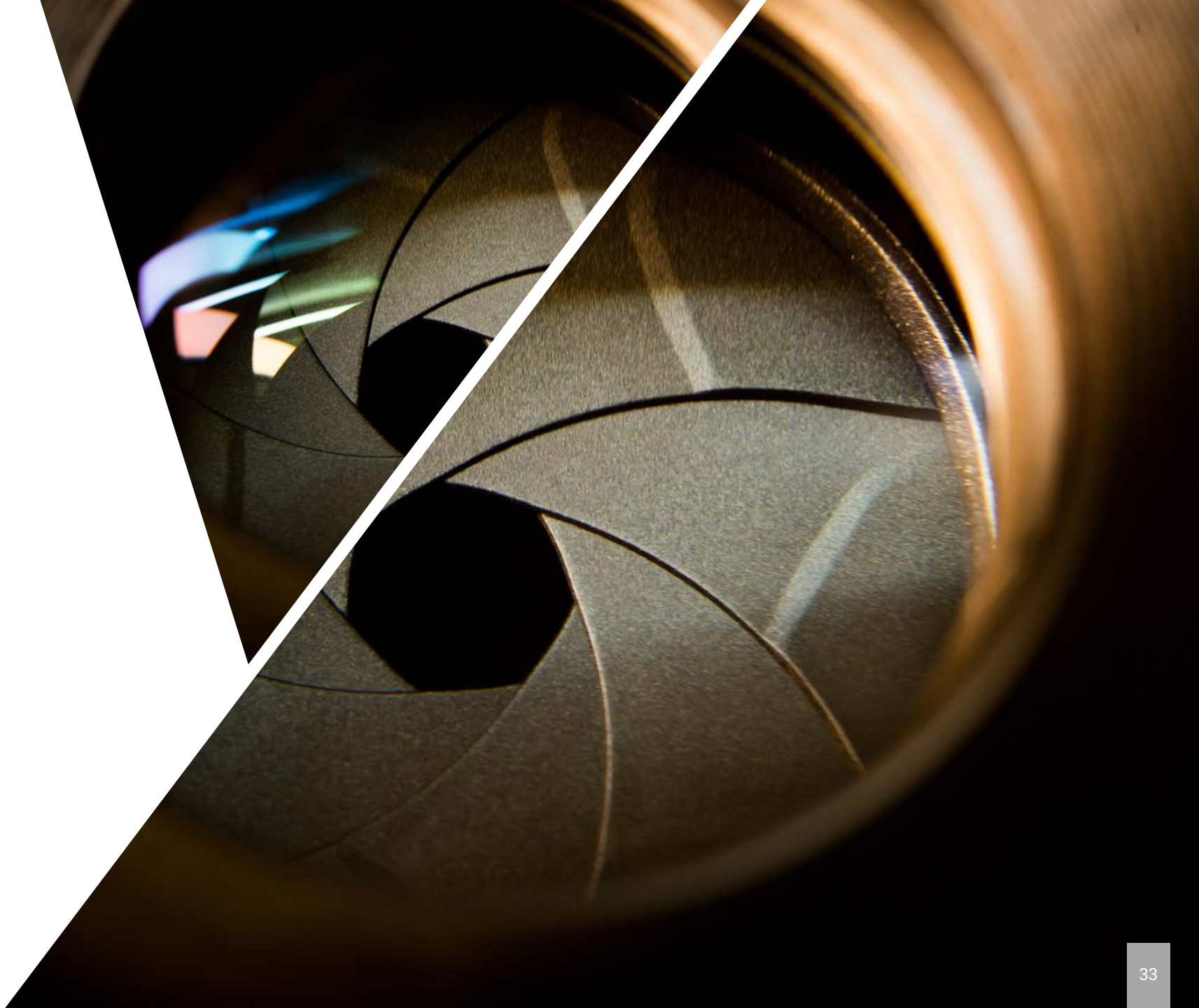
We communicate our solutions with integrity and market in accordance with our values.

Photography.

Photography is a powerful central element in our communications with all audiences.

The age-old maxim: A picture is worth a thousand words – has and always will be true.

To ensure photography ‘selects’ stay true to our identity, a series of Lookbooks guides our style, composition, and mood when choosing stock photography or when scheduling a photo shoot.



UAV

LOOKBOOK

UAVs are the foundation of our technology platforms. Whether in flight, a product beauty shot, or in a design lab, photography selections should convey a sense of mystique and advanced technology.









Weapons Identification

LOOKBOOK

A central theme in our communications, weapons identification is a core component of our product offering. Emphasis should be placed on identifying the weapon and not the person holding the weapon.



Weapons Identification photos should be composited in Photoshop as they are not readily available as stock photography.

NOC

LOOKBOOK

The NOC (Network Operations Center) is the beating heart of our integrated solutions. Networked, real-time, and always online, our NOC photography should convey sophistication, expertise, and control.







In the Field

LOOKBOOK

This style of photography should depict our solutions deployed in real-world settings being used by our target consumer and market.





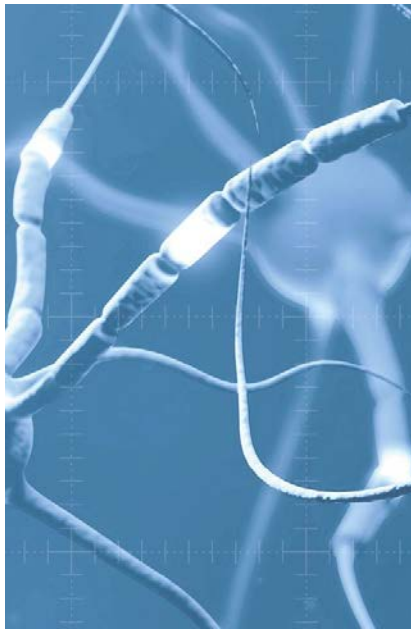


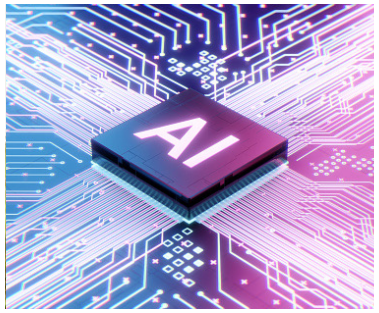
Technology Metaphors

LOOKBOOK

From AI, machine learning, to raw compute power, our technology metaphors should convey a sense of high tech, R&D, and advanced systems.











Threat Silhouettes

LOOKBOOK

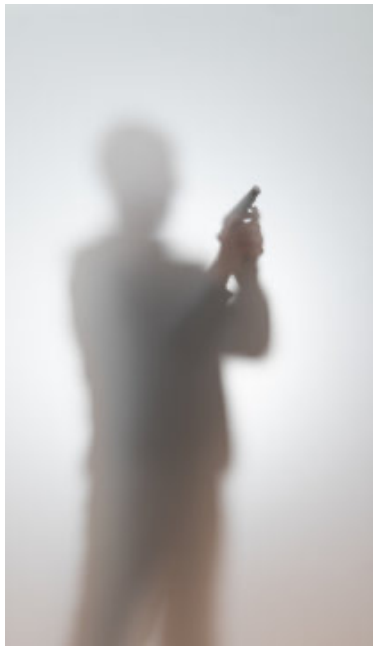
When our marketing collateral requires a human subject to be perceived as a threat, always use silhouettes to convey the imagery. Never show clear facial or ethnic characteristics as it can be interpreted as bias by the broader market.







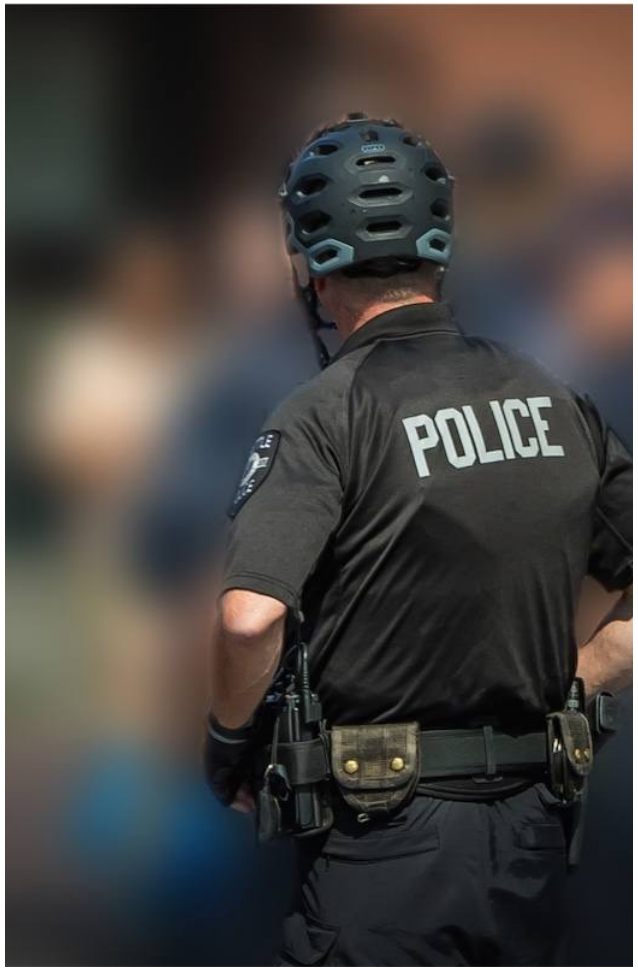


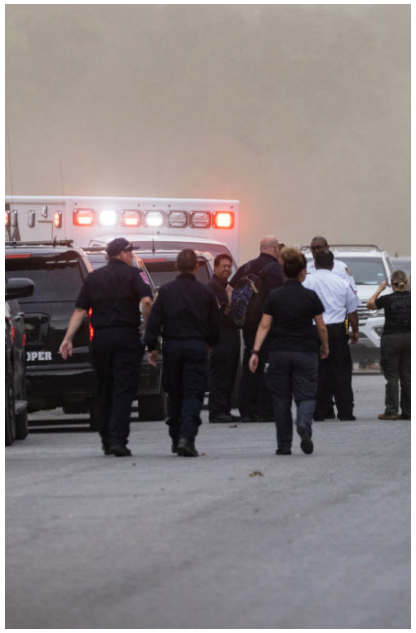


First Responders

LOOKBOOK

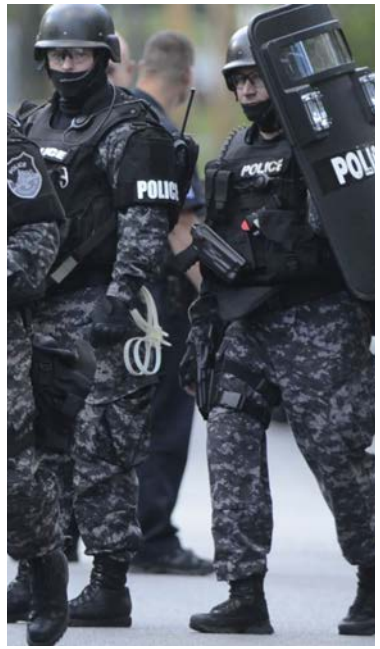
Photography selects of first responders should be dynamic without being staged. The photography should always depict subjects performing their duties rather than posing for the camera.







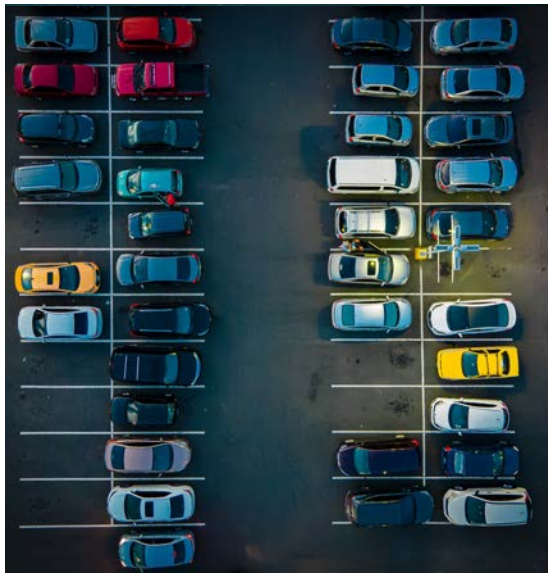




Spaces

LOOKBOOK

From board room to classroom, our spaces photography helps us to communicate the environments in which our systems are designed to protect.









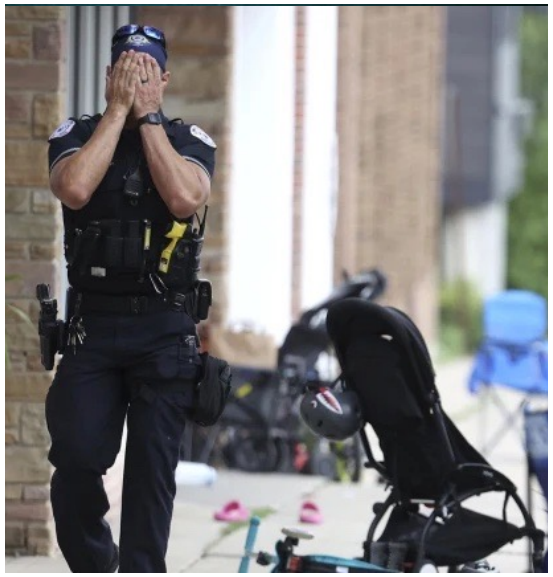
Editorial

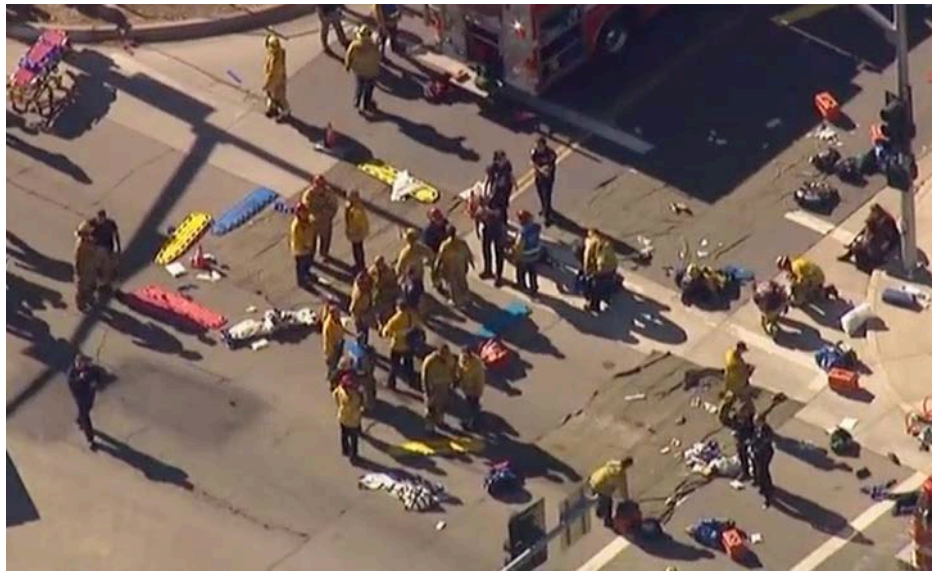
LOOKBOOK

Editorial news photos convey the visceral and tragic reality of mass shootings throughout every community across the United States. Usage should only be utilized when necessary to convey a specific message..

If using in print ad insertions, rights should be cleared.

NOTE: Exercise restraint in usage









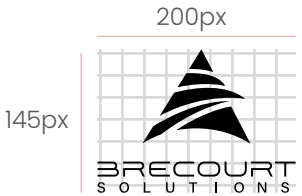
Usage guide.

The following section provides a set of practical design guidelines for creative teams and designers.

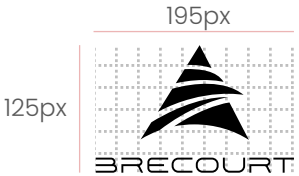
Logo Sizing

With so many monitor resolutions in the marketspace, it is impossible to assume that one single minimum size would be ideal. An HD monitor with a standard resolution of 1920X1080 would display our logo glyph much larger than a 4k UHD monitor at 3840X2160 even at the exact same pixel count and resolution.











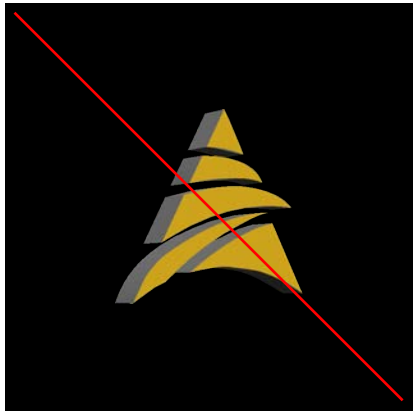
Sizing Guidance

The following are the smallest sizing guidance for the Brecourt logo. **However, this is not a hard-set rule**. When it doubt, use your eyes as the final determining factor. Ensure that the glyph maintains legibility across all marketing collateral.

Usage guide.



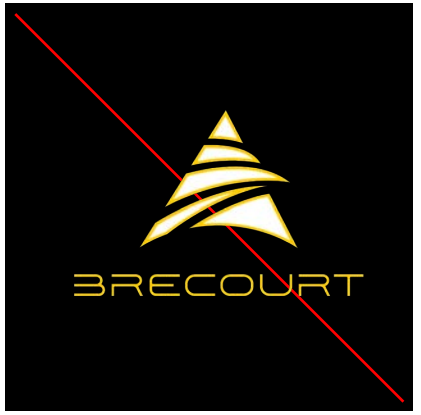
Do not add gradients



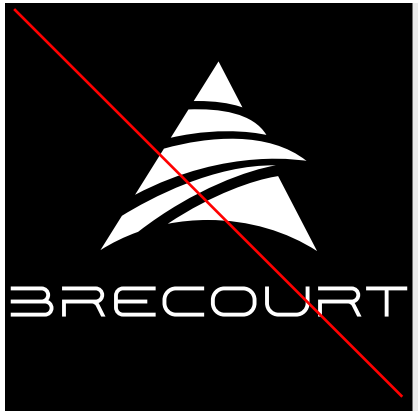
Do not convert to 3d, extrude, or change perspective



Do not add color or text to the logo



Do not apply stroke



Do not scale to full bleed within the working canvas



Use single solid color in white, black, or gray



Always use 2D front

Exception to this rule applies to Motion graphic, 3D animation, or video titling



Use single solid color in white, black, or gray



Maintain original shape paths

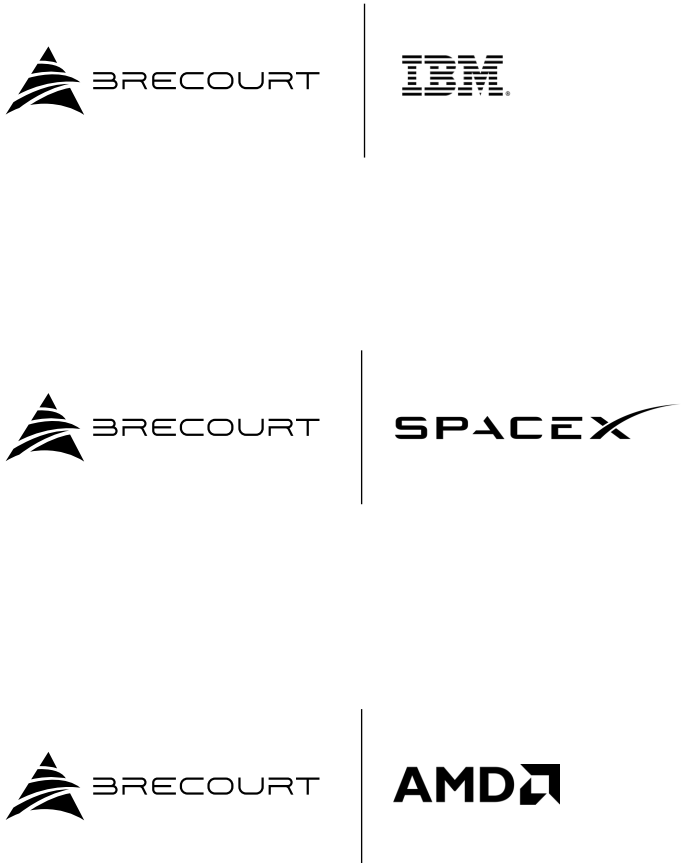


Ensure proper negative space

Partnership Lockups

Our logo allows us to seamlessly integrate with some of the biggest brands in the world.

Aligning partnership logos should follow simple rules. The separating line between logos should use a 1pt (1 pixel for screen) stroked vertical line in pure black. Logos are equally spaced with negative space separation between brand marks.



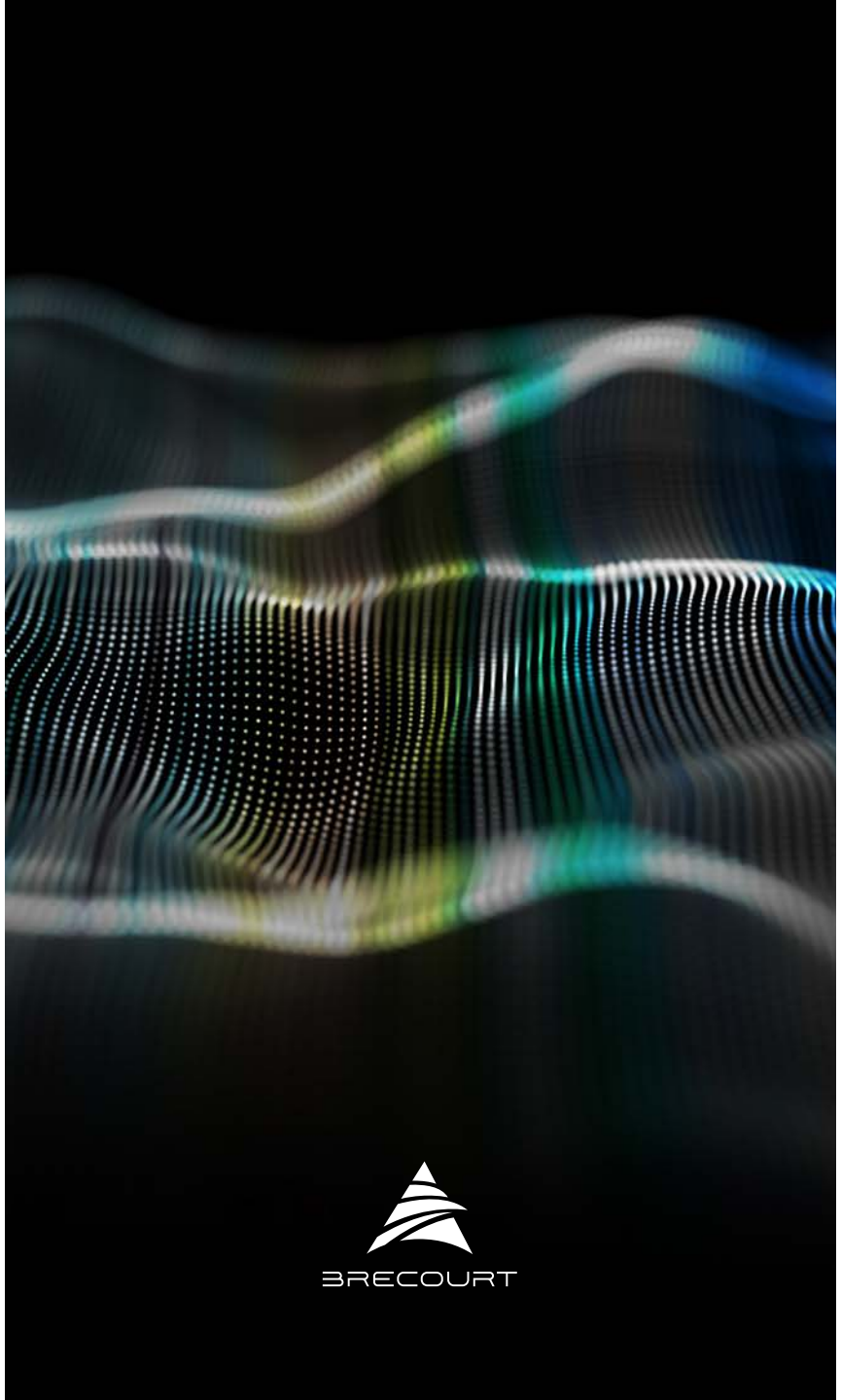
Black on white background



Light gray on Dark Gray background

Color should never be applied directly to our logo

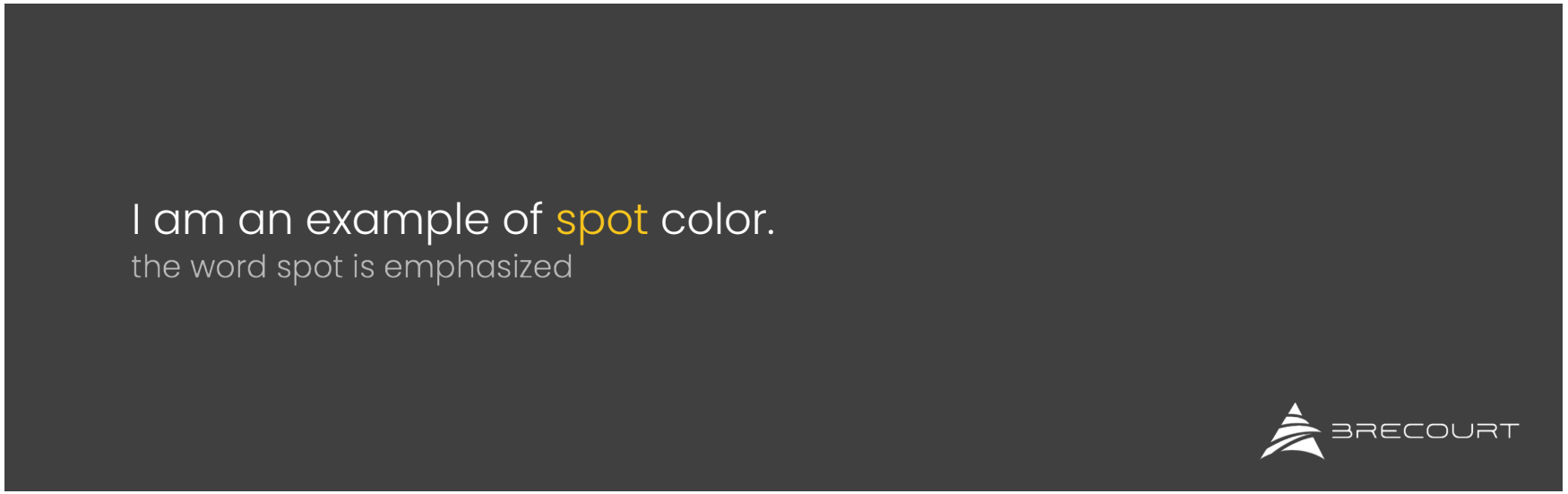
- **White Logo** – Use white logo on darker hues or darker photography so that it stands out.
- **Black Logo** – Use black logo on lighter hues or light photography so that it stands out.



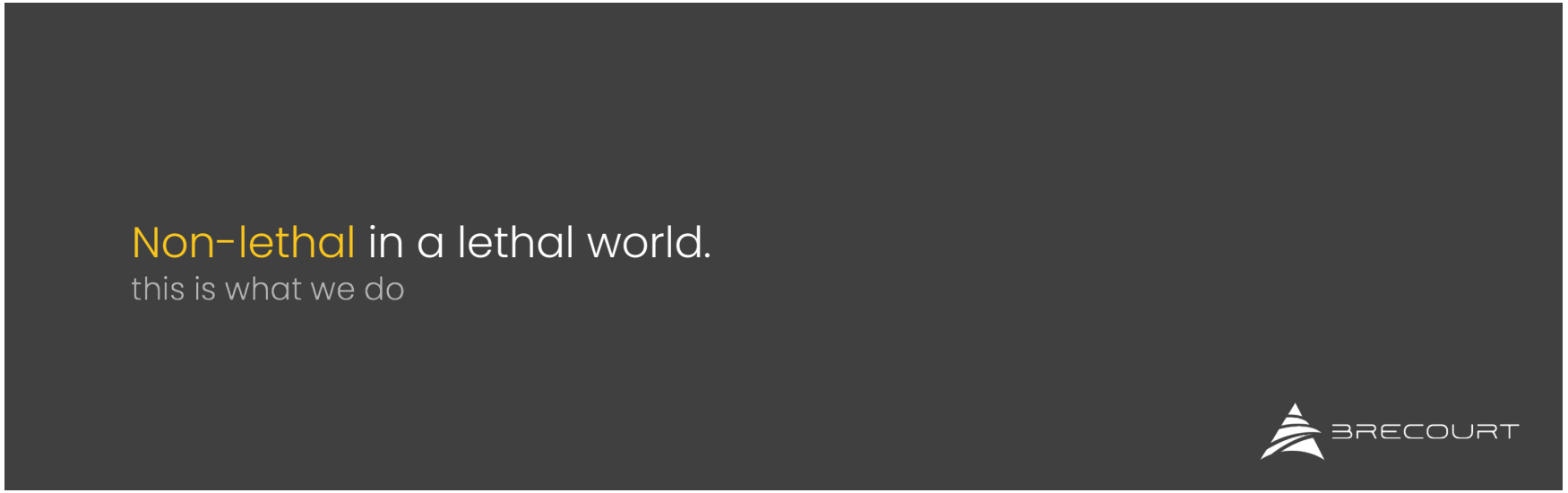


Word emphasis using spot color

Spot color draws attention to a single word or phrase and places emphasis on a word within our communications.



Example 1



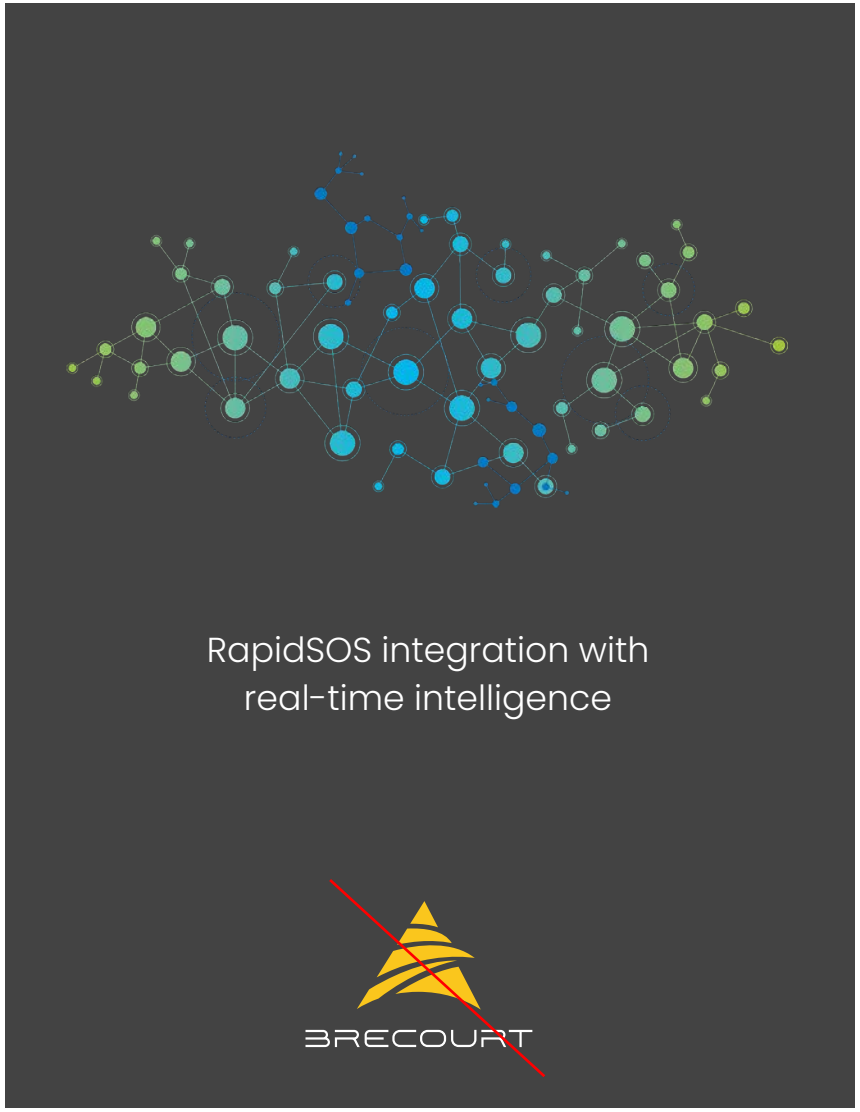
Example 2

Primary Color Usage

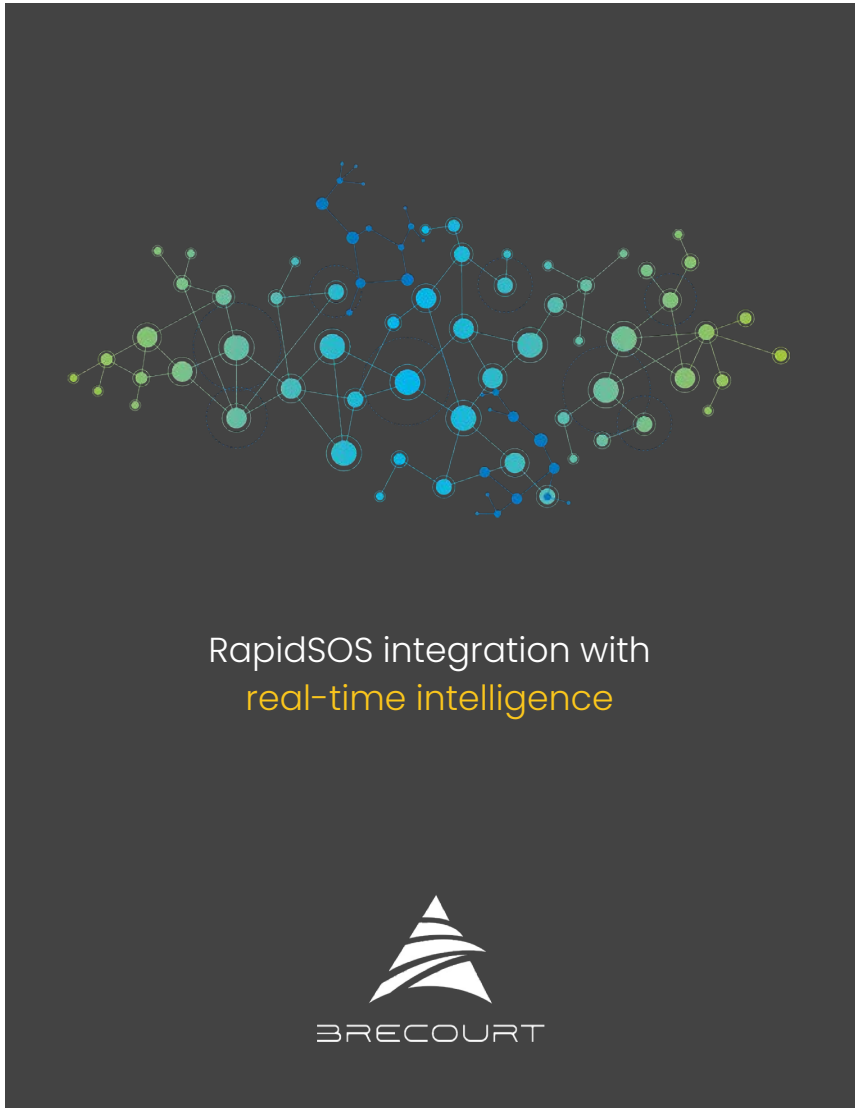
Although it may be tempting to introduce color to our logo marks, always exercise strict discipline and use locked logo colors in white, gray, or black only.

Our Primary color

Yellow Ribbon



Do not introduce color to our logo



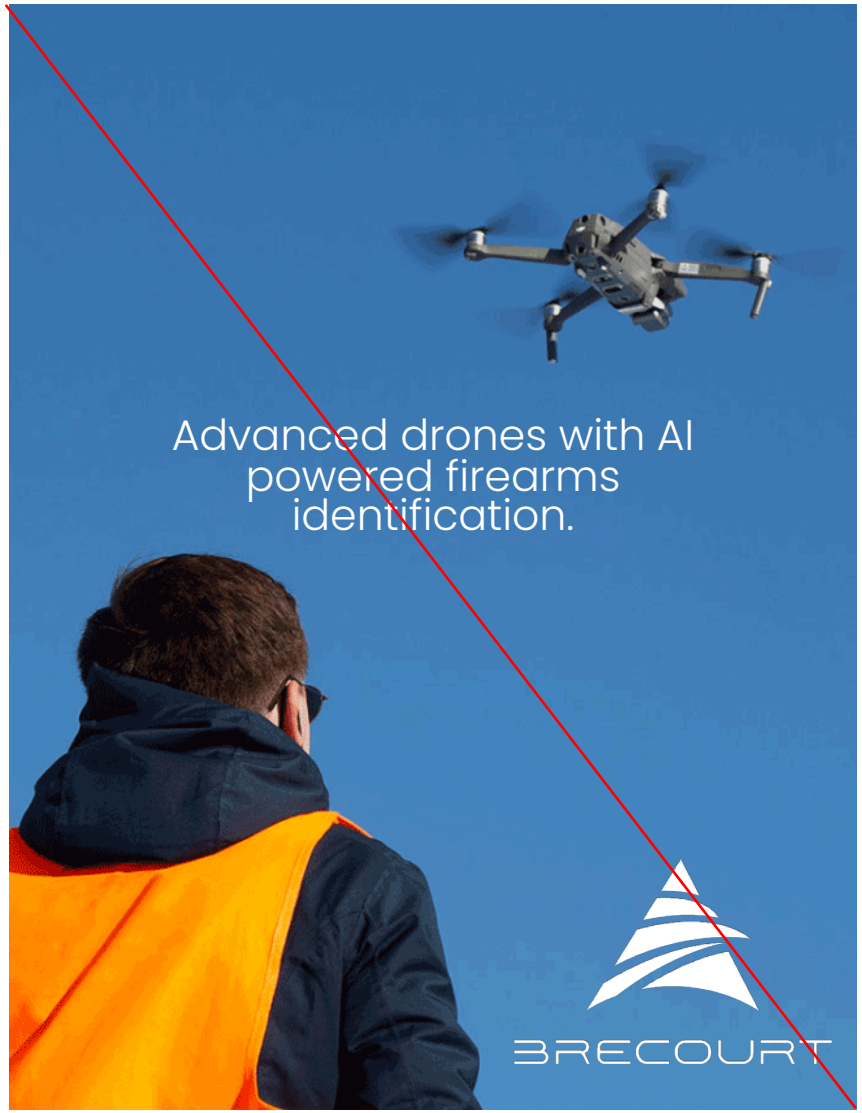
Use spot color on messaging to tie our communications together and always maintain, black, grey, or white logo

Saturated background hues

Using our primary color as the background in the design canvas creates a distinctive bold look that draws attention. Usage should be exercised with restraint and informed by the messaging of the piece.

Our Primary color

Yellow Ribbon



Poor photo select. Vertical line spacing too tight. Logo too large. Unnecessary punctuation. Sloppy layout



Corporate yellow used as primary background with messaging and proper line spacing

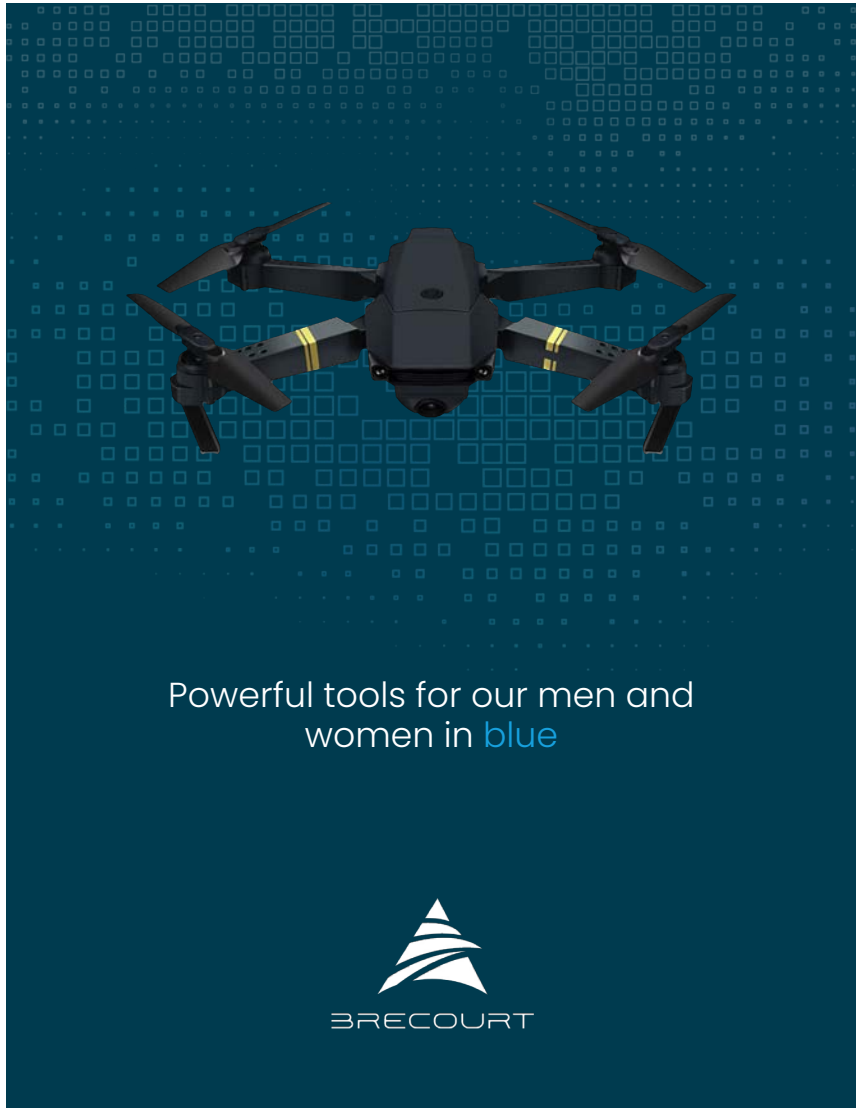
Secondary Color Usage

Secondary colors give our brand adaptability when activating marketing campaigns or when narrowcasting our communications for specific audiences and markets.

Secondary colors

- Red Valor
- Purple Heart
- Honor Blue
- Navy Blue
- Marine Brown
- Army Green
- Air Force Blue

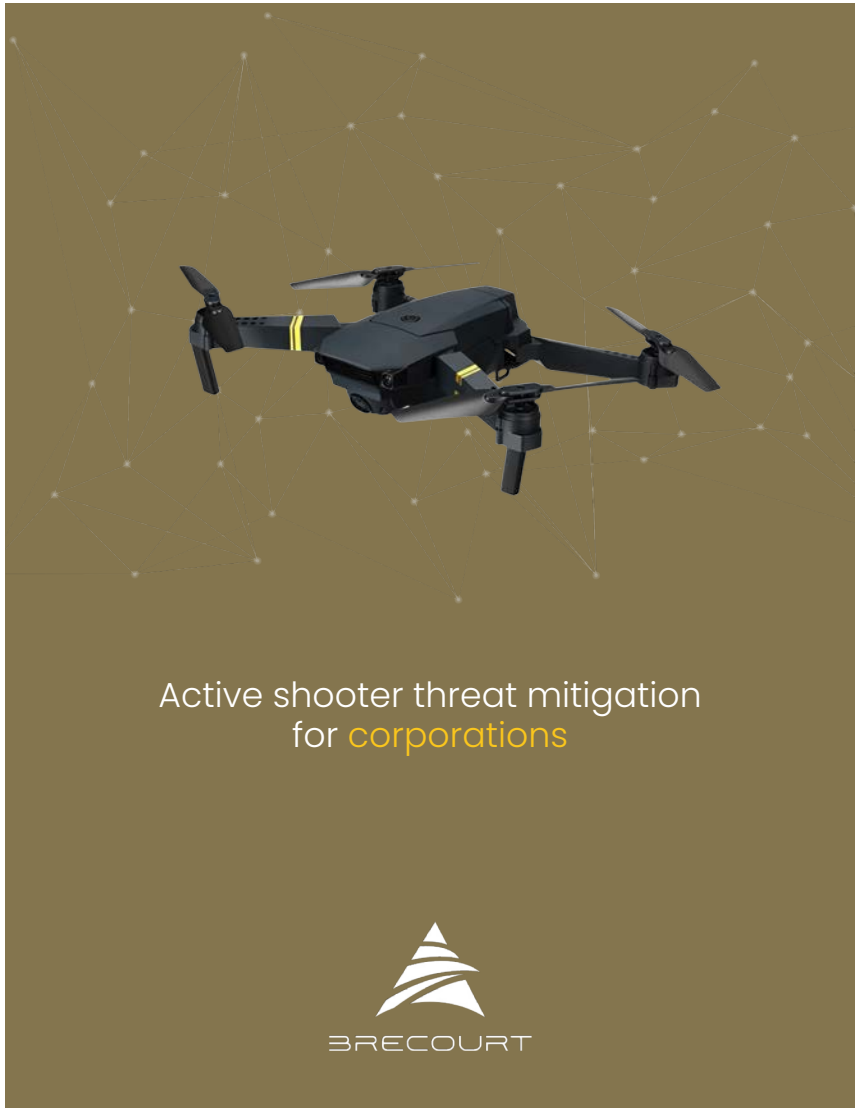
Example only



Marketing campaign targeting Law Enforcement

- Navy blue background
- Honor Blue spot color

Example only



Marketing campaign targeting corporate enterprise

- Marine Brown background
- Yellow Ribbon spot color

Stretch

When underlying photo assets are too busy or negative space is not available, utilize a "stretch" – a colored block of space - for copy and messaging so that it stays crisp and sharp.



No optimal negative space for copy

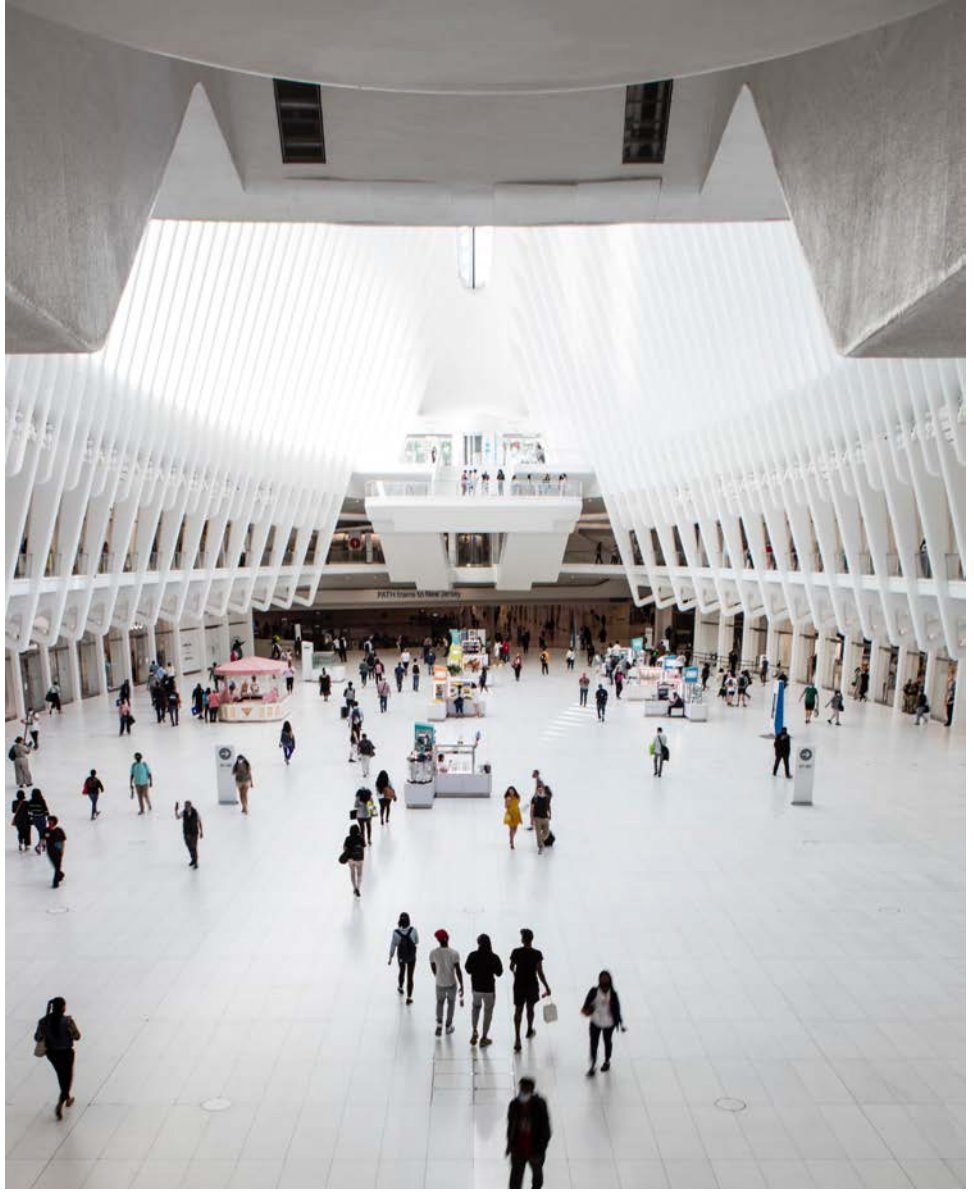


Utilizing the "stretch" a negative spaced is defined to allow copy to be legible with crisp clarity and contrast

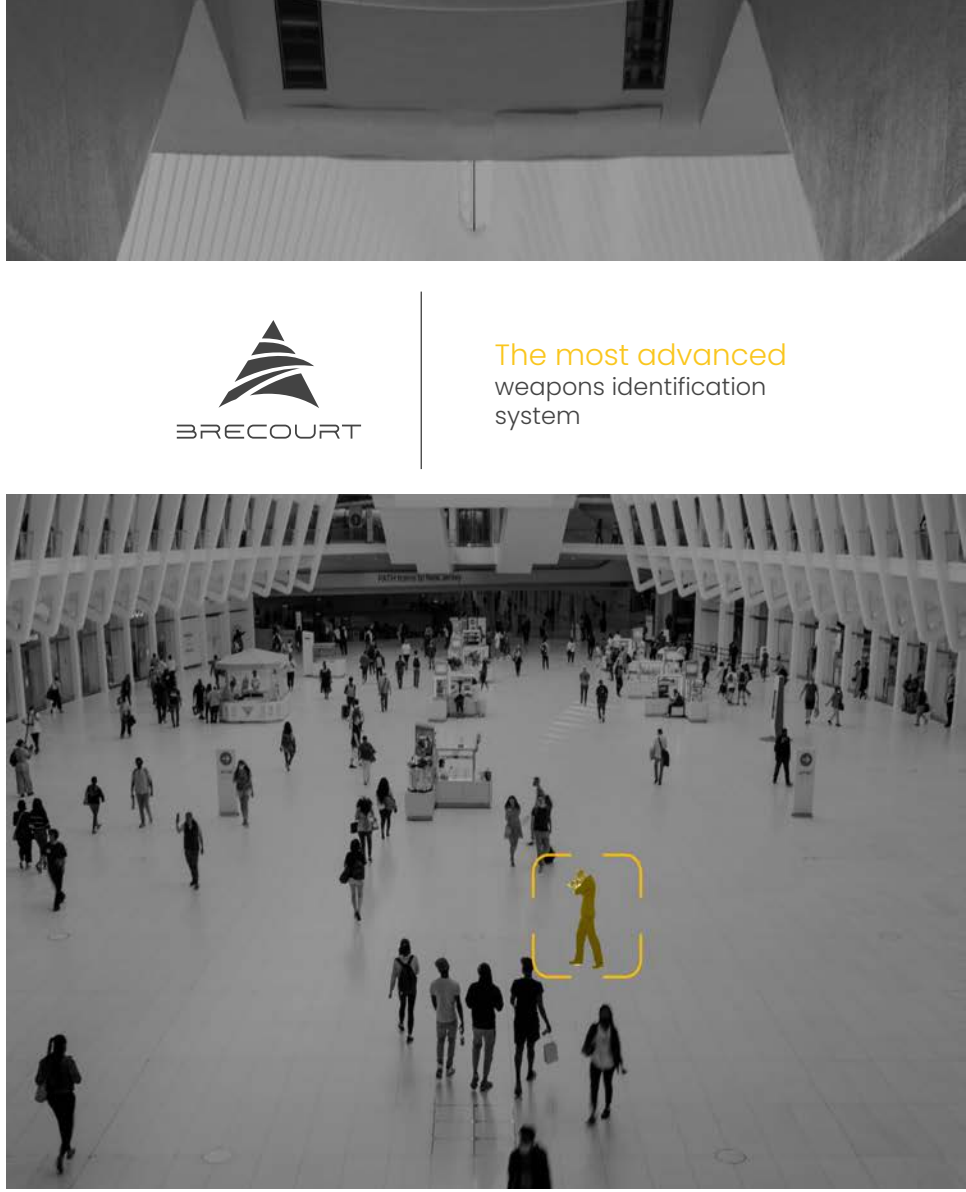
Compositing

A central element in our visual communications is to convey that Brecourt technology platforms can identify firearms and neutralize threats. This type of visual is not often readily available in photo stock libraries.

When required, composite a communication piece informed by the messaging.



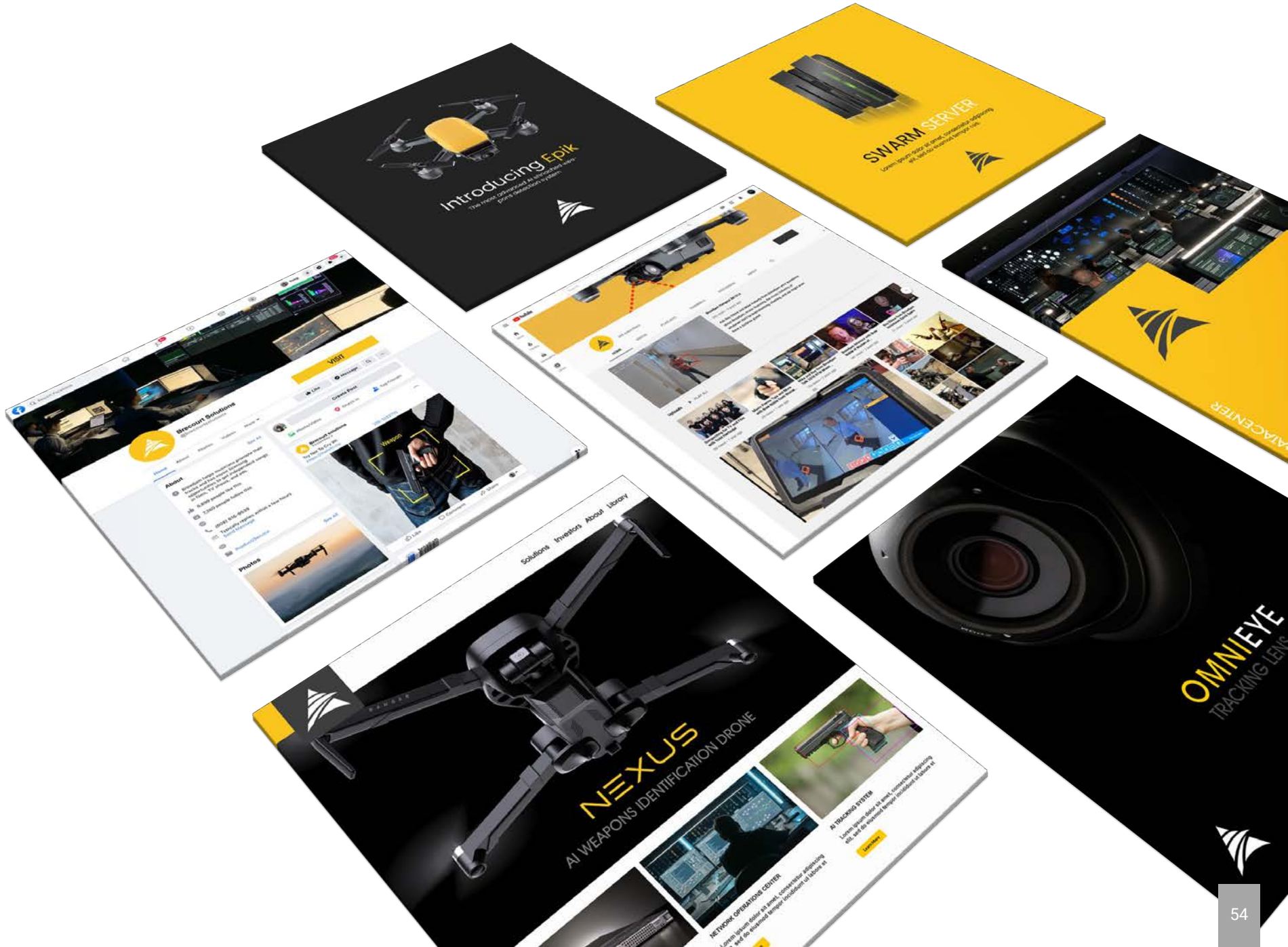
Original photography



Active shooter composited into original photography, B/W conversion, with target hashmarks and copy on white negative space

Reinforce iconography on Brecourt owned channels

- ✓ **Website** - Visitors to the site already know they're on the Brecourt website. Use the opportunity to reinforce the icon.
- ✓ **Social Media** - Visitors to our social media platforms know where they are at. Reinforce the icon.
- ✓ **Print Collateral** – Whether a business card or letterhead, the audience already knows that they're looking at Brecourt collateral.





When advertising on partner sites or print publications always use the full vertical or horizontal logo lockup

When you should not use the iconography by itself

The Brecourt brand is not at full maturity nor is it a globally ubiquitous brand. Non Brecourt owned media, websites, or partner channels should always use the locked mark that contains both iconography and typeface.

Vertical and Horizontal Logo Lockup

BRECOURT

BRECOURT

Social media guidance

Our social media platforms are owned channels. Our profile pictures or avatars should always display the Brecourt iconography every chance we get.

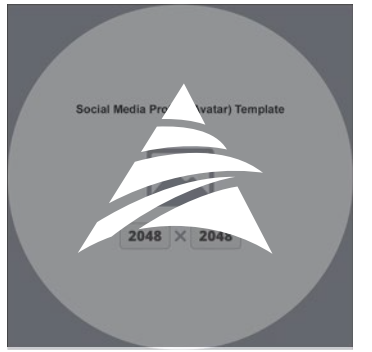
All social media platforms will automatically append the Profile name in HTML text. It is unnecessary and redundant to include the logo with company name in the avatar.



1. Always generate artwork at 1:1 aspect ratio



2. Upload



3. Ensure negative space



4. Output on Social Media

Correct Usage

Iconography should never be full bleed within the working canvas







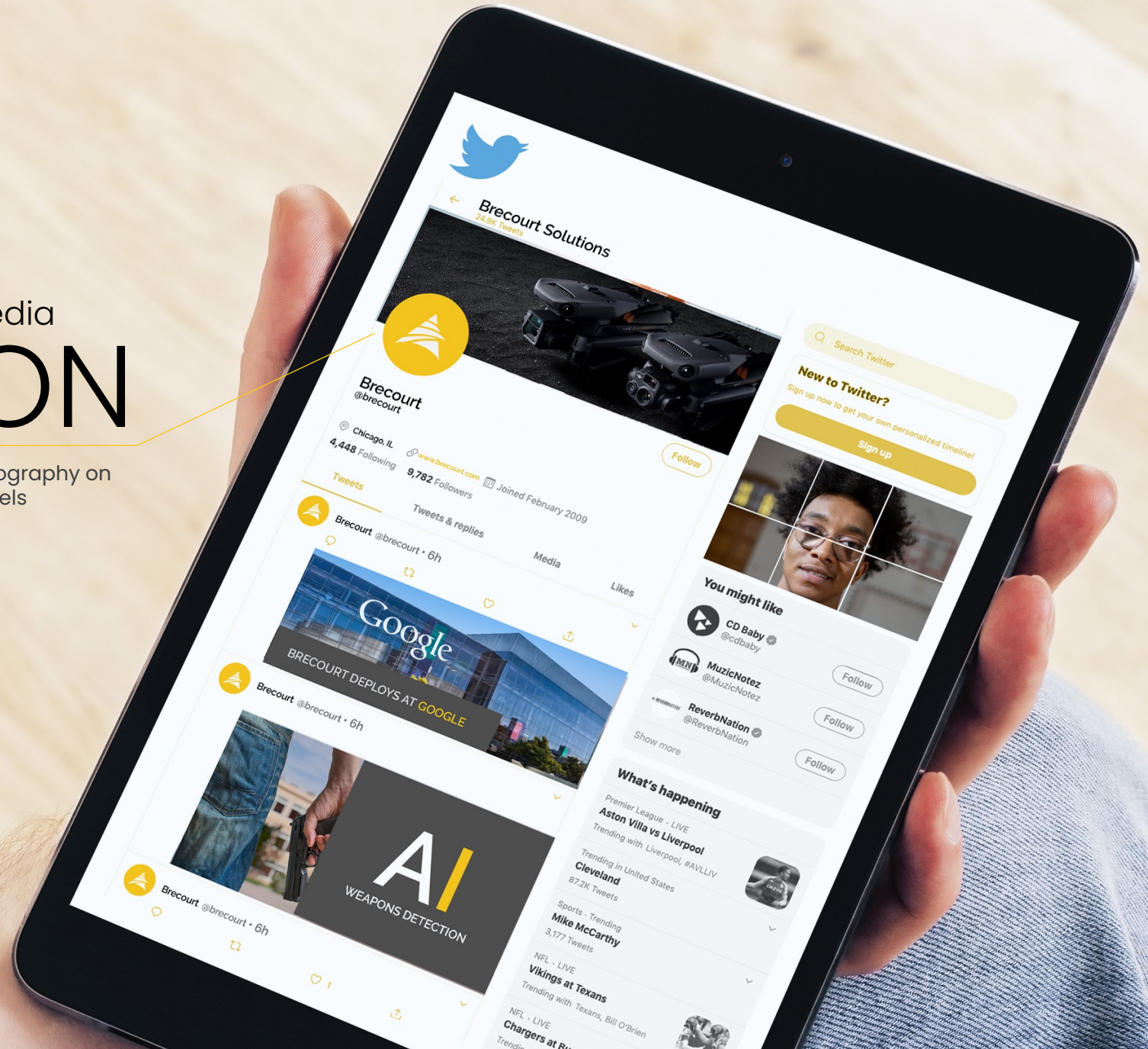
Incorrect Output

TIP: All social media profile photos or avatars are 1:1 aspect ratio (perfect square). To optimize workflow efficiency, start with a 2048X2048 72dpi RGB canvas. Always output as perfect square prior to uploading the artwork. Respect negative space rules and never scale to full bleed. If the platform allows, always use SVG file formats.

Social Media

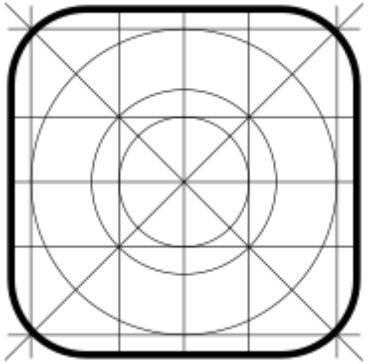
ICON

Brecourt iconography on owned channels

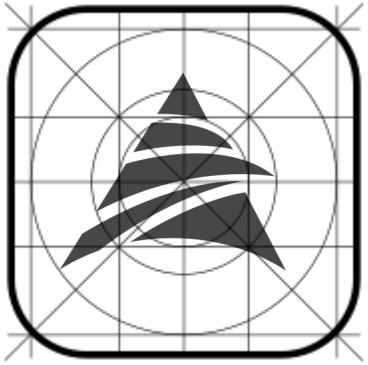


APP Icons for IOS and Android

IOS and Android both have comprehensive UI resources that depict the full range of controls, views, and glyphs available to developers as outlined in their respective SDK (Software Development Kit). These resources help Brecourt design apps that match the iOS and Android design language while consistently maintaining the Brecourt brand identity.



App Icon template



Placement and Scale



App Icon

Correct Usage

Iconography should never be full bleed within the working canvas





Incorrect Usage

TIP: APP icons are always generated at multiple sizes in accordance with the established SDK guidelines for IOS and Android. To optimize workflow, it is recommended to start a single design file at 1024X1024 and proportionally scale down the glyph. Both IOS and Android SDK will automatically apply the correct corner radius. Final artwork should be 1:1 aspect ratio with minimum of 1024X1024 pixels or SVG vector format.



APP ICON

BRECOURT

Negative Space

Spot Color

Text Hierarchy



Do

- ✓ Utilize negative space and spot color.
- ✓ Focus on typography hierarchy and separation.
- ✓ Keep it simple. Say more with less.

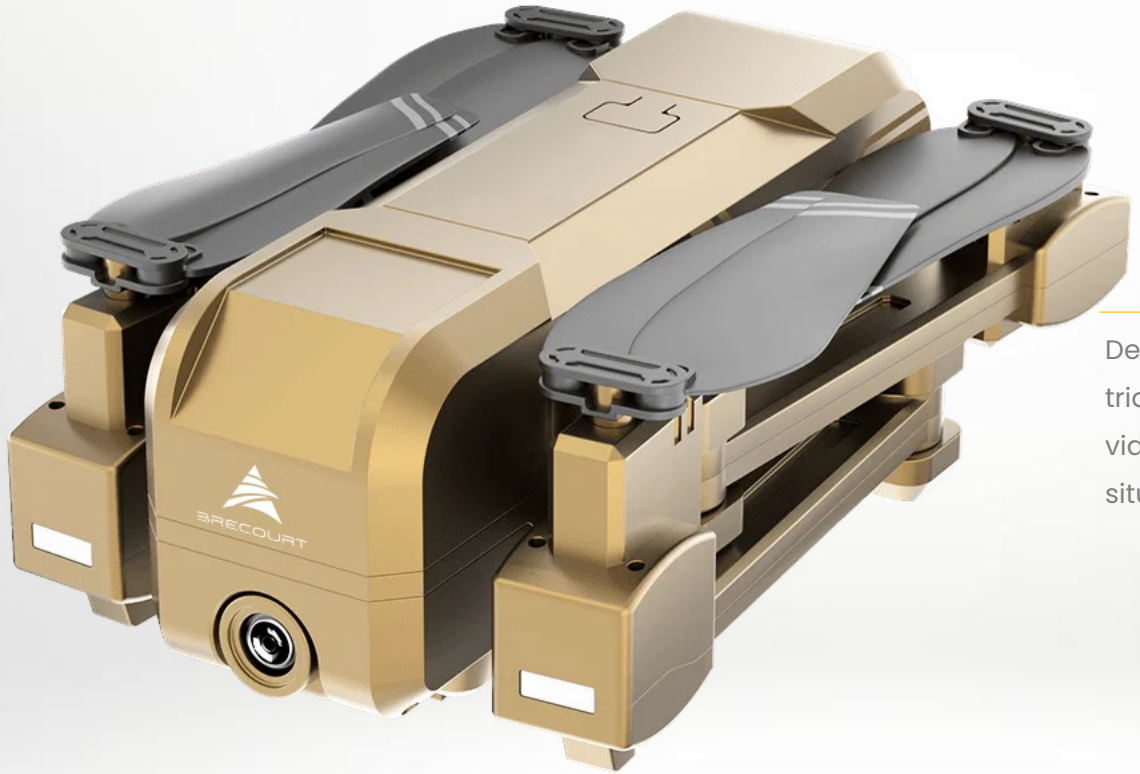
Don’t

- Make it a newspaper classified ad
- Feel compelled to scale the Brecourt logo up in size so that it dominates the composition – people are not blind.
- Apply gradients or stylized text. Keep it flat.
- Cram long sentences or paragraphs into banners or marketing collateral.

Visualization.

This section provides examples of branding informed by this Brand Identity Guide.

SWARM DRONE



Deployed in swarms of 5, our nano drones triangulate threats providing real-time video from multiple angles for unapparelled situational awareness.

Visualization.



UAV Branding (example only)

Visualization.



UAV Branding (example only)

Visualization.



BRECOURT

Concealed Firearms Detection



Revolutionary FLIR thermal imaging lens to detect firearms.



Visualization.



UAV Launch Platform



Flight Case

Product Branding (example only)



Vertical



Horizontal

US Standard Business Cards (example only)

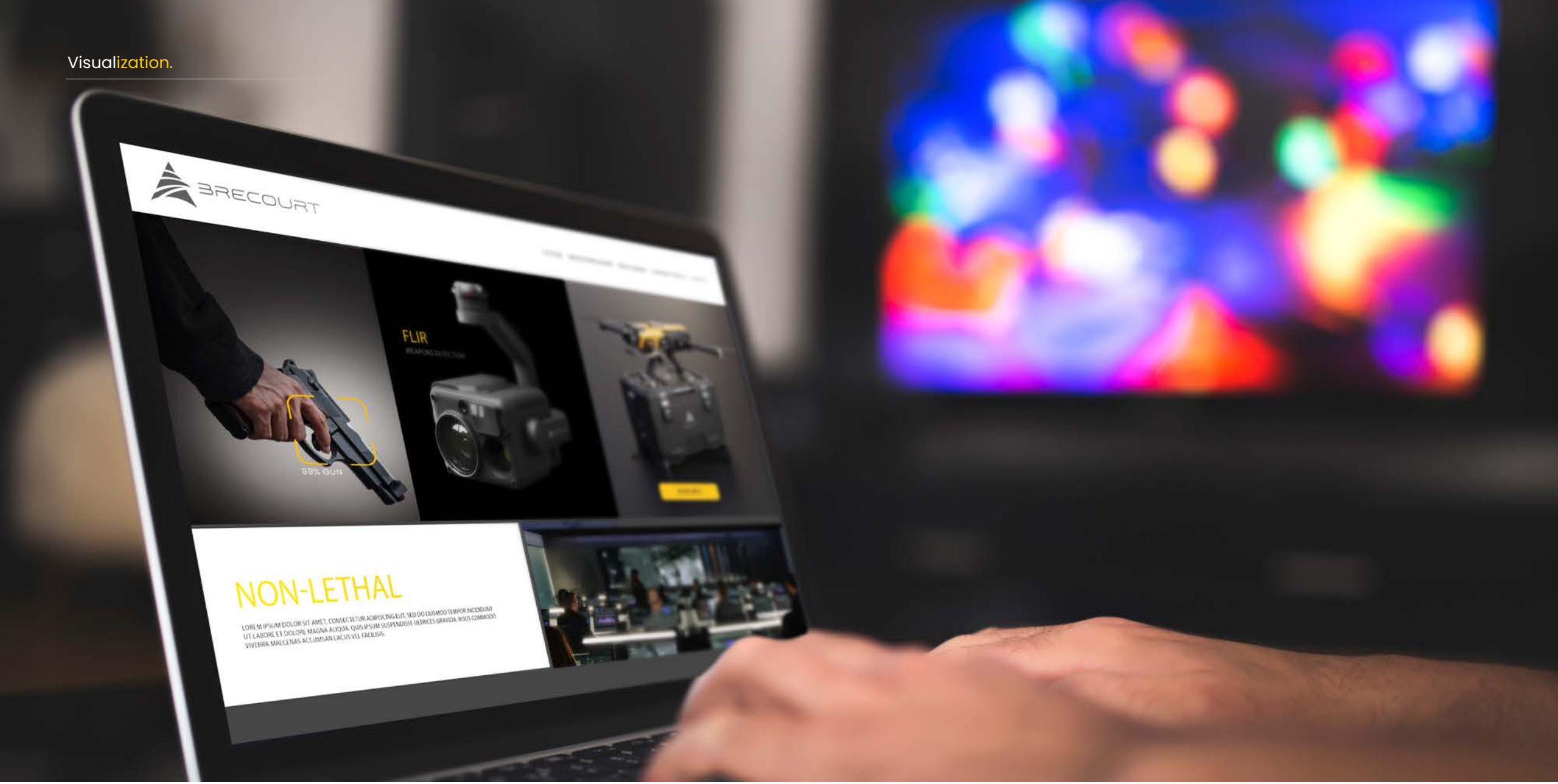




US Standard Business Cards (example only)



Perfect bound Book (example only)



Website (example only)



6 Panel Leaflet (example only)



Stationary (example only)



Chrome dimensional signage with foam backing (example only)



Vinyl meeting room signage (example only)



Trade show booth (example only)



Coffee mugs (example only)









Apparel (example only)

This Brand Identity unites our look, defines our voice, fuels recognition, and amplifies differentiation. It provides guidance across all collaborative workgroups in maintaining brand consistency to effectively communicate our solutions to our audience.

The end.

