



BRAND GUIDELINES

The Logo

The Arms Cyber logo combines the strength of a Spartan helmet with the precision of a digital network, symbolizing the company's mission to provide battle-ready cybersecurity solutions. The bold red circuitry forming the helmet's crest represents modern, connected defense, while the grayscale gradient of the helmet signifies stealth and resilience. Paired with strong, clean typography, the design conveys both authority and technical expertise in the evolving digital battlefield.

Clear Space

To ensure legibility and maintain visual impact, clear space equal to the height of the logo's "A" letterform should surround the logo on all sides. No other graphic elements, text, or images should encroach upon this space, allowing the logo to stand out and communicate effectively in any context.

Primary Logo - Horizontal



Secondary Logo - Stacked



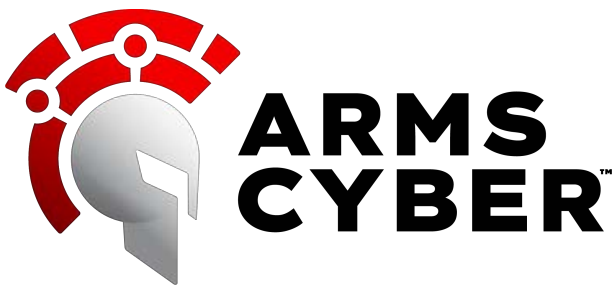
Logo Use

The Arms Cyber Logo is designed in multiple variations to ensure it remains clear, recognizable, and impactful across different applications. Each version—Full Color, Reverse, White, and Black—serves a specific purpose depending on the background and usage scenario. Using the appropriate variation maintains brand integrity, visibility, and contrast in various environments. This guide outlines when and how to use each logo type to ensure consistent, high-quality brand representation.

Logo Misuse

To maintain brand consistency, it's essential to avoid misuse of the logo. Misuse can dilute the brand's impact and compromise its recognition, so please review these guidelines carefully to ensure proper application in every context.

- ⊗ **Do not apply effects** to the logo, such as drop shadows or inner shadows or glows.
- ⊗ **Do not change the colors** of the logo.
- ⊗ **Do not alter alignment or composition** of the logo.
- ⊗ **Do not stretch or compress** the logo.



Full Color Logo

Use on white, light, or lighter photographic backgrounds.



White Logo

Use on dark or darker photographic backgrounds where color is not permitted.



Flat Full Color Logo

Use on light backgrounds or collateral items where the gradient will not print well or appear as intended.



Reverse Color Logo

Use on dark or darker photographic backgrounds.



Black Logo

Use on white, light, or lighter photographic backgrounds where color is not permitted.



Flat Reverse Logo

Use on dark backgrounds or collateral items where the gradient will not print well or appear as intended.

Instructions for Co-branding with Partner Logos

This guide walks your team through the quick steps to add your logo in the designated location.



Instructions for Co-branding with Partner Logos

Arms Cyber Partner Versions

Arms Cyber BLLine Pager.pptx



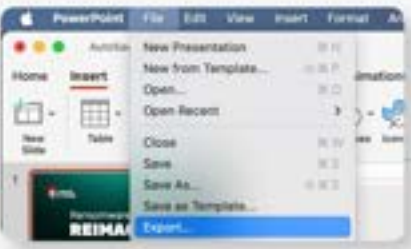
Arms Cyber



Arms Cyber Logo







Online Locations

File Format: PDF

☒ Best for electronic distribution and accessibility (uses Microsoft online service)

☐ Best for printing

New Folder

Cancel

Export

Step 1: Open PowerPoint

- Open the document in **Microsoft PowerPoint**.

Step 2: Insert Your Logo

- Go to the slide where you want the logo.
- Click on the **Insert** tab in the top menu.
- Click on **Pictures** > **Picture from File**
- Browse and select your logo image file (.svg, .eps, .png, or .jpg).
- Click **Insert**.

Step 3: Position and Resize the Logo

- Click and drag** the logo to place it.
- Use the **corner handles** to resize it proportionally.
- If you have a white, transparent logo, delete the placeholder that says 'PARTNER LOGO GOES HERE' Place your logo exactly where the placeholder was.
- If you only have a full color or black logo, delete **only** the text 'PARTNER LOGO GOES HERE' leaving the white box. Place your logo inside the white box to ensure visibility.

Step 4: Export as PDF

- Click **File** > **Export** (or Save As).
- Change "**File Format**" to **PDF**.
- Choose the location and filename.
- Click **Export** or **Save**.

ARMS CYBER

armscyber.com

Primary Palette

Our primary color palette of black, red, teal, and green is designed to convey a balance of strength, urgency, innovation, and trust. These bold, modern tones work together to reflect the company’s proactive approach to cybersecurity and its commitment to being both a strategic partner and a forward-thinking leader in the space.

ARMS CYBER BLACK HEX: #000000 RGB: 0, 0, 0, 0 CMYK: 75, 68, 67, 90 Pantone: Black 6 C	ARMS CYBER RED HEX: #E0312C RGB: 224, 49, 44 CMYK: 6, 95, 95, 0 Pantone: 2034 C	ARMS CYBER TEAL HEX: #0BDCC7 RGB: 11, 220, 199 CMYK: 63, 0, 33, 0 Pantone: 3242 C	ARMS CYBER WHITE HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 Pantone: Bright White
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Secondary & Tertiary Palette

The secondary and tertiary colors in our color palette are chosen to complement the bold primaries while grounding the brand in a sense of professionalism and depth. These colors provide balance and flexibility, allowing the primary palette to shine without overwhelming the viewer. The greys add neutrality and contrast for clean layouts, while the deeper tones of teal and green build consistency across collateral and reinforce the brand’s trustworthiness and technical expertise.

Secondary

ARMS CYBER
LIGHT GREY

HEX: #EEF0F0
RGB: 238, 240, 240
CMYK: 5, 3, 3, 0
Pantone: Cool Gray 1 C

ARMS CYBER
ORANGE

HEX: #FC430F
RGB: 252, 67, 15
CMYK: 0, 88, 100, 0
Pantone: 1510 C

ARMS CYBER
BRIGHT GREEN

HEX: #28FD82
RGB: 40, 253, 130
CMYK: 57, 0, 76, 0
Pantone: 2268 C

Tertiary

ARMS CYBER
DARK GREY

HEX: #525252
RGB: 82, 82, 82
CMYK: 64, 57, 56, 35
Pantone: 242 C

ARMS CYBER
DARK TEAL

HEX: #078477
RGB: 7, 132, 119
CMYK: 85, 28, 58, 8
Pantone: 2236 C

ARMS CYBER
DARK GREEN

HEX: #147F41
RGB: 20, 127, 65
CMYK: 87, 26, 99, 13
Pantone: 7741 C

Gradients

#000000

#E0312C

#078477

#0BDCC7

Brand Typography

Arms Cyber uses Rubik for both headlines and body copy to blend modern design with clarity and professionalism. The rounded, geometric shapes feel contemporary and approachable, which fits well with a cybersecurity brand aiming to be seen as innovative and trustworthy. In headlines, Rubik has a bold, clean presence that commands attention without feeling harsh. For body copy, it stays easy to read and visually consistent, making it a strong choice across both print and digital formats.

This is an H1 Header

Headline 1 – Rubik Light / Use black on light backgrounds, and white or teal on dark backgrounds.

This is an H2 Header

Headline 2 – Rubik Light / Use black on light backgrounds, and white or teal on dark backgrounds.

This is an H3 Header

Headline 3 – Rubik Light / Use black on light backgrounds, and white or teal on dark backgrounds.

This is an H4 Header

Headline 4 – Rubik Light / Use black or dark teal on light backgrounds, and white or teal on dark backgrounds.

THIS IS AN H5 HEADER

Headline 5 – Rubik Bold / Use black on light backgrounds, and white or teal on dark backgrounds.

THIS IS AN H6 HEADER

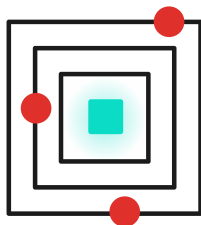
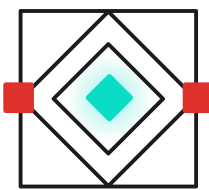
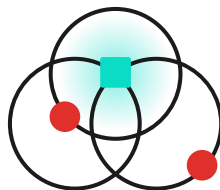
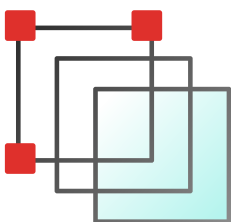
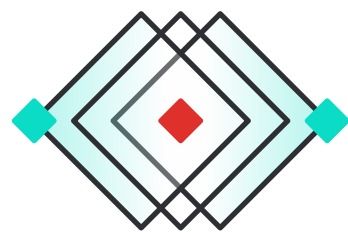
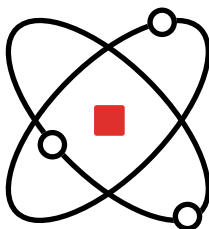
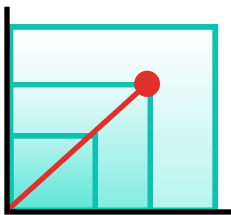
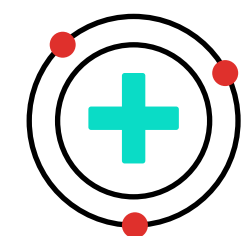
Headline 6 – Rubik Bold / Use red or black on light backgrounds, and white or teal on dark backgrounds.

Rubik body copy font. Rubik is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer as part of the Chrome Cube Lab project. Rubik is a 5 weight family with Roman and Italic styles, that accompanies Rubik Mono One, a monospaced variation of the Black roman design.

Brand Iconography

Arms Cyber uses two icon styles, line icons and glow icons, to support different communication needs across their brand. Line icons are simple and abstract, great for use in diagrams, strategy visuals, or places where clarity and structure matter. Glow icons have a bold, tech-driven feel that grabs attention and adds depth, making them a good fit for slides, hero graphics, or digital content. Using both styles gives the brand flexibility while keeping a cohesive, modern look.

Line Icons



Glow Icons





Brand Photography & Textures

Arms Cyber uses photography and graphics that reflect both the human side and technical depth of cybersecurity. Lifestyle photos highlight real professionals in action, fostering trust and relatability. Technical imagery, like screens full of code or data dashboards, reinforces the brand’s expertise and hands-on approach. The grainy gradient textures behind each element tie everything together visually, creating a unified look that feels high-tech, grounded, and a little gritty—just like the work they do. This blend supports the brand’s position as both approachable and battle-ready.

6/14

LIVE/INSTALLED ENDPOINTS

75/129

BLOCKED/DETECTED RANSOMWARE EVENTS

2

RANSOMWARE

EVENTS PER DAY

Collateral Examples

These examples show how Arms Cyber's brand system comes to life across real-world touchpoints. From business cards to vehicles, every piece uses bold messaging, striking color, and confident layout to reinforce the brand's position as a leader in cybersecurity. The consistent use of textures, iconography, and typography ties everything together visually, while clear hierarchy and punchy headlines make the message unmissable. Whether it's a digital one-pager or a branded van, the collateral is designed to build recognition, trust, and authority.





STOP RANSOMWARE OTHERS CAN'T

01
Preempt



02
Block



03
Remediate



ARMSCYBER.COM

