VERSION 1.0

Brand Guidelines

ATREIDES

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Strategy

Behavioral Analytics

Behavioral Analytics
for organizational clarity.

Analytical Precision

Ensures meticulous, accurate intelligence interpretation, focusing on deep data insights for informed, high-stakes decision-making in security and corporate strategy.

Collaborative Adaptability

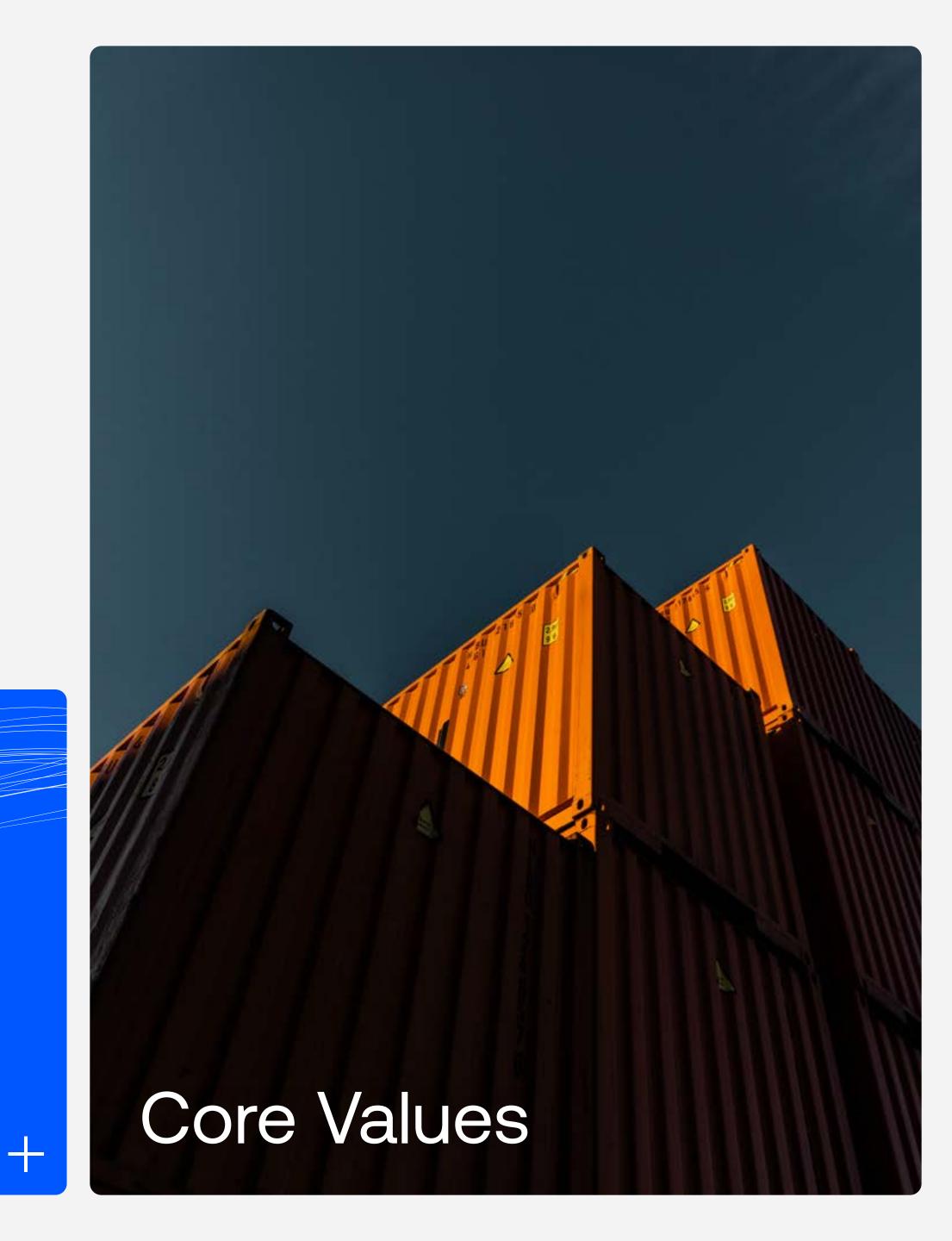Emphasizing agility and responsiveness, we adapt to technological advancements and global dynamics, ensuring relevance and effectiveness in rapidly changing intelligence environments.

Air

Is committed to the consistent delivery of high-quality, dependable solutions, building trust through meeting commitments, upholding confidentiality, and providing unwavering support in intelligence services.

Core Values

Our Mission

To provide explainable behavioral insights to avert crises, mitigate threats, and make informed decisions at scale.

Our mission is to deliver clear and comprehensible insights into behavioral patterns by utilizing advanced, automated methods for profiling organizations and analyzing data. This approach enables users to make informed decisions based on reliable and interpretable analytics.
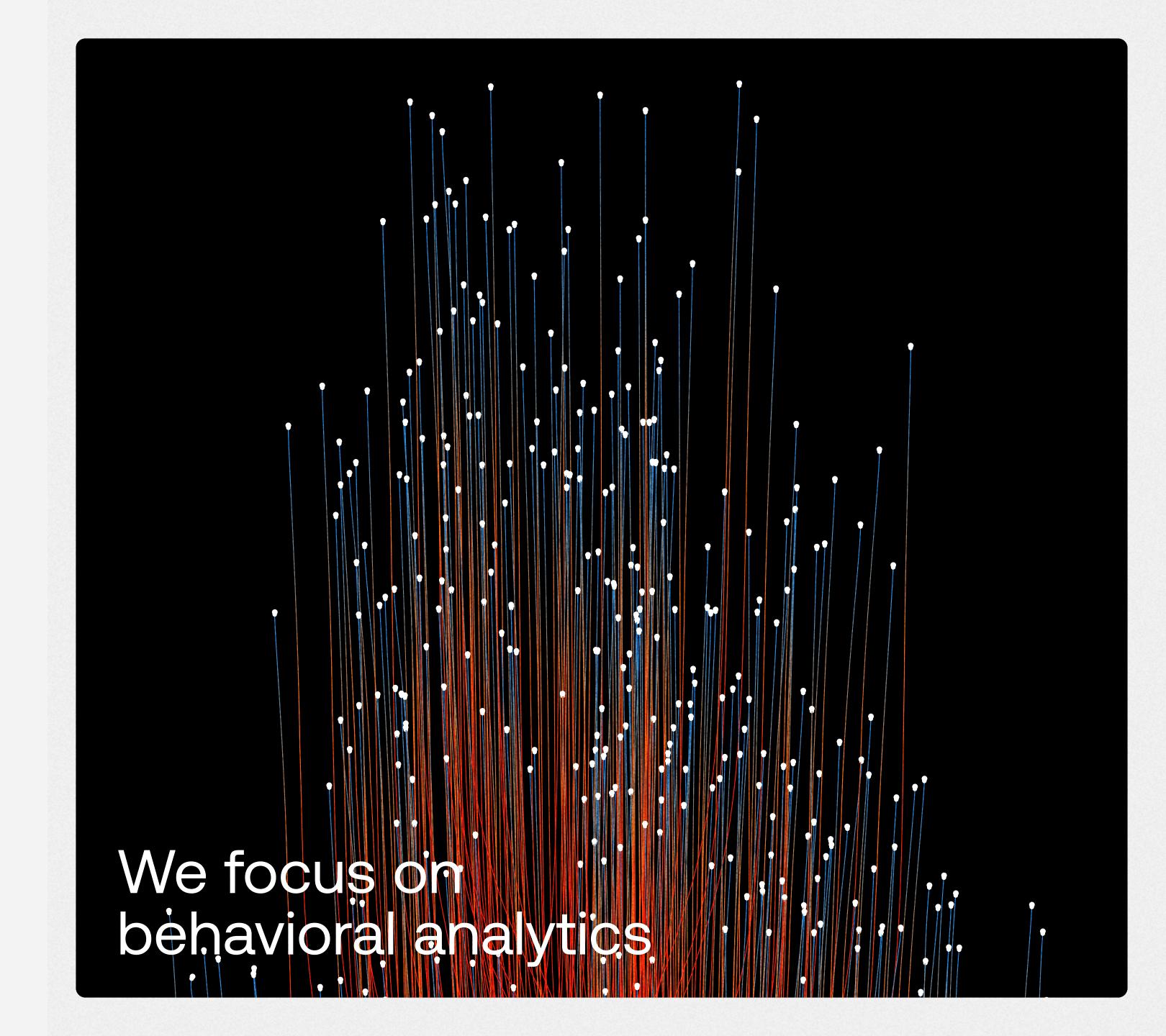
Our Vision

A new global standard of access to curated data insights for faster strategic decision-making.

Analyzing organizational behaviors at scale, we aim to provide insight that can help decision-makers both in the public and private sectors gain perspective, avert crises, and take proactive steps to address complex issues around the world.

Strategic foresight through real-time behavioral analytics.

We focus on behavioral analytics and automated organizational profiling capabilities. Through explainable analysis of diverse datasets, we empower decision-makers with strategic foresight into complex landscapes. This enables our public and private sector customers to gain competitive advantages, avert crises, and make proactive decisions that have meaningful real-world impact more quickly and at a scale not otherwise possible.

We focus on behavioral analytics

We empower decision-makers with strategic foresight into complex landscapes. This enables our customers in both the public and private sectors to gain competitive advantages, avert crises, and make proactive, informed decisions that have meaningful real-world impact.

What do we want our future to look like?

Analytical Precision

+

Ensures meticulous, accurate intelligence interpretation, focusing on deep data insights for informed, high-stakes decision-making in security and corporate strategy.

Collaborative Adaptability

+

Emphasizing agility and responsiveness, we adapt to technological advancements and global dynamics, ensuring relevance and effectiveness in rapidly changing intelligence environments.

Principled Reliability
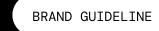
+

Is committed to the consistent delivery of high-quality, dependable solutions, building trust through meeting commitments, upholding confidentiality, and providing unwavering support in intelligence services.

2

Our Identity

BRAND GUIDELINE

Our logo is our brand's one of the most important element. It is a unique and elegant signifier of the Atreides brand. The uppercase lettering in the logo and geometric shaped icon support our forward-thinking solution offering while reflecting our unending trustworthiness.

ATREIDES

Stacked Logo Mark

ATREIDES

Horizontal Logo Mark

ATREIDES

Wordmark

Icon

Our logo may be used in Black and White.

Use the elements in your piece of communication to determine the color of your logo for maximum contrast and clarity.

If your background is Electric Blue, use the logo in White. If your background light, you should be using a Black logo.

Never use the logo in any of the secondary colors.

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space. The empty space should be at least the size of the icon in our logo.

ATREIDES

3

Typography

Our primary font, Aeonik Pro, takes center stage in two fine weights: Regular and Medium, all elegantly presented. This distinctive typographic choice reinforces Atreides' power of simplicity. Aeonik Pro's fine curve details add a touch of futuristic and uniqueness, emphasizing our commitment to stand out in the data business. As a core element, Aeonik Pro not only reflects our visual identity but also encapsulates the essence of Aeonik Pro's innovative and strategic attitude.

Aeonik Pro

Pivotal decisions through insightful behavioral analytics

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
01234567890!@#$%^&*

Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
01234567890!@#$%^&*

DM Mono offers a contemporary feel, reflecting our commitment to our core values. Its readability enhances communication, ensuring our messaging is clear and impactful. This font not only complements our design principles but also contributes to the overall forward-thinking that define Atreides.

DM Mono

Pivotal decisions through insightful behavioral analytics

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
01234567890!@#$%^&*

H1 — *AEONIK PRO MEDIUM*

Data Revolution

SIZE: 96PT
LINE HEIGHT: 92PX
FORMAT: TITLE CASE

H2 — *AEONIK PRO MEDIUM*

Data Revolution

SIZE: 64PT
LINE HEIGHT: 65PX
FORMAT: TITLE CASE

H3 — *AEONIK PRO MEDIUM*

Data Revolution

SIZE: 48PT
LINE HEIGHT: 48PX
FORMAT: TITLE CASE

H4 — *AEONIK PRO MEDIUM*

Data Revolution

SIZE: 34PT
LINE HEIGHT: 34PX
FORMAT: TITLE CASE

H5 — *AEONIK PRO MEDIUM*

Data Revolution

SIZE: 28PT
LINE HEIGHT: 28PX
FORMAT: TITLE CASE

H6 — *AEONIK PRO MEDIUM*

Data Revolution

SIZE: 24PT
LINE HEIGHT: 26PX
FORMAT: TITLE CASE

SUBTITLE 1 — *AEONIK PRO MEDIUM*

Data Revolution

SIZE: 18PT
LINE HEIGHT: 23PX
FORMAT: TITLE CASE

SUBTITLE 2 — *AEONIK PRO MEDIUM*

Data Revolution

SIZE: 16PT
LINE HEIGHT: 24PX
FORMAT: TITLE CASE

BODY 1 — *AEONIK PRO REGULAR*

Data Revolution

SIZE: 18PT
LINE HEIGHT: 28PX
FORMAT: TITLE CASE

Body 2 — *AEONIK PRO REGULAR*

Data Revolution

SIZE: 16PT
LINE HEIGHT: 23PX
FORMAT: TITLE CASE

BUTTON — *AEONIK PRO REGULAR*

Data Revolution

SIZE: 16PT
LINE HEIGHT: 20PX
FORMAT: TITLE CASE

CAPTION — *DM MONO*

DATA REVOLUTION

SIZE: 13PT
LINE HEIGHT: 16PX
FORMAT: UPPERCASE

OVERLINE — *DM MONO*

DATA REVOLUTION

SIZE: 10PT
LINE HEIGHT: 12PX
FORMAT: UPPERCASE

4

Colors

Our main set of colors are a handful of clean white, black, a soft gray and our energic hero color Electric Blue. These colors are used on all pieces of Atreides communication in one form or another.

ELECTRIC BLUE

#0057FF
RGB: 0, 87, 255
CMYK: 100, 66, 0, 0

BLACK

#000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

GRAY

#EBEBEB
RGB: 235, 235, 235
CMYK: 0, 0, 0, 8

WHITE

#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

To further enhance the visual depth and flexibility of Atreides' brand identity, an array of supporting two shades of the supporting colors—Yellow, Red, Blue, and Green—have been thoughtfully curated. These shades extend the brand's versatility, allowing for nuanced applications across various contexts.

Incorporating shades of these colors for subtle accents provides a spectrum of possibilities for different applications. Whether in print collateral, digital media, or environmental design, these supporting shades maintain a cohesive visual language, contributing to the overall sophistication and adaptability of Atreides brand.

#86FF69

YELLOW

#FF981E
RGB: 255, 152, 30
CMYK: 0, 40, 88, 0

RED

#F82912
RGB: 248, 41, 18
CMYK: 100, 83, 93, 3

BLUE

#199EFF
RGB: 25, 158, 255
CMYK: 90, 38, 0, 0

GREEN

#86FF69
RGB: 134, 255, 105
CMYK: 47, 0, 59, 0

LIGHT YELLOW

#FFAF51
RGB: 255, 175, 81
CMYK: 0, 31, 68, 0

LIGHT RED

#F95644
RGB: 249, 86, 68
CMYK: 0, 65, 73, 2

LIGHT BLUE

#4CB4FF
RGB: 76, 180, 255
CMYK: 70, 29, 0, 0

LIGHT GREEN

#AFFF9C
RGB: 175, 255, 156
CMYK: 31, 0, 39, 0

Consistently using these combinations across our brand touchpoints ensures a cohesive and impactful visual representation of Atreides, fostering immediate recognition and connection with our audience.

WHITE

ELECTRIC BLUE

GRAY

ELECTRIC BLUE

GRAY

WHITE

WHITE

BLACK

YELLOW

BLACK

RED

BLACK

ELECTRIC BLUE

BLACK

BLUE

BLACK

GREEN

BLACK

The chosen typography color palette for Atreides has been meticulously crafted to ensure optimal readability and visual harmony across diverse backgrounds. On lighter backgrounds, the Black typography maintains a nice and sophisticated contrast, ensuring clear legibility. Conversely, when set against Black and Electric Blue backgrounds, the White typography creates a striking and elegant presence, achieving a perfect balance of visibility and style. This thoughtful approach to typography color selection underscores Atreides' commitment to adaptability, ensuring a refined and cohesive brand presentation across a spectrum of visual contexts.

Headline
COLOR: WHITE

Body
COLOR: WHITE

Hyperlinks
COLOR: WHITE
FORMAT: MEDIUM & UNDERLINE

Background
COLOR: ELECTRIC BLUE

PIVOTAL DECISIONS THROUGH
INSIGHTFUL BEHAVIORAL ANALYTICS

Big Data, Big Impact

The Atreides Foundation helps identify global victims of significant large scale cyber-dependent crimes through applied research. We do this in association with national and international organisations and law enforcement agencies.

Headline
COLOR: WHITE

Body
COLOR: WHITE

Hyperlinks
COLOR: WHITE
FORMAT: MEDIUM & UNDERLINE

Background
COLOR: BLACK

PIVOTAL DECISIONS THROUGH
INSIGHTFUL BEHAVIORAL ANALYTICS

Big Data, Big Impact

The Atreides Foundation helps identify global victims of significant large scale cyber-dependent crimes through applied research. We do this in association with national and international organisations and law enforcement agencies.

Headline
COLOR: BLACK

Body
COLOR: BLACK

Hyperlinks
COLOR: BLACK
FORMAT: MEDIUM & UNDERLINE

Background
COLOR: WHITE

PIVOTAL DECISIONS THROUGH
INSIGHTFUL BEHAVIORAL ANALYTICS

Big Data, Big Impact

The Atreides Foundation helps identify global victims of significant large scale cyber-dependent crimes through applied research. We do this in association with national and international organisations and law enforcement agencies.

5

Visual Language
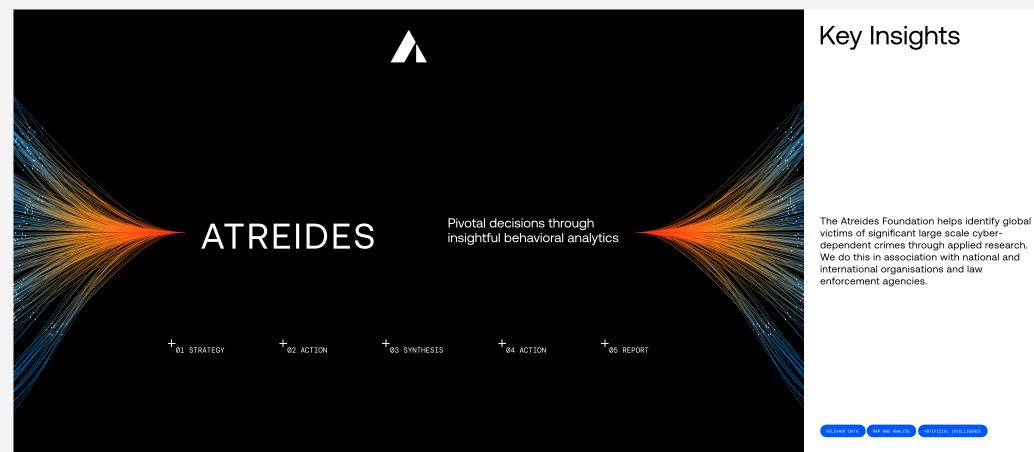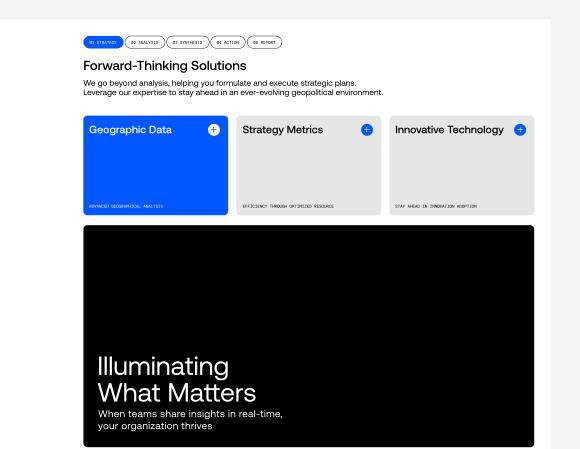
Atreides' visual language is a masterful blend of flat backgrounds and evocative images, carefully calibrated to create a distinctive aesthetic that resonates with the brand's essence. Across various applications, different alignment preferences are strategically employed, offering a dynamic and visually engaging experience.
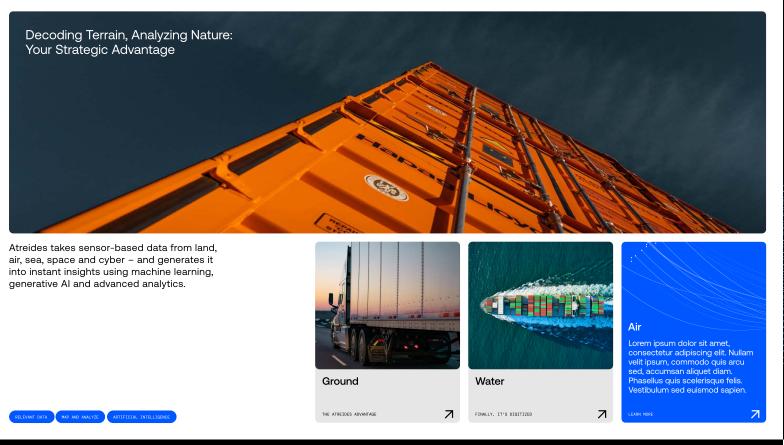
Imagery illustrates an identity, featuring a curated selection of a balanced contrast and industrial shots that capture the elegancy and energy. Also, energetic and vibrant illustrations showcases the futuristic details while evoking a sense of the data revolution.

Typography plays a key role in shaping the brand's style, with various combinations used to create a distinctive visual identity. The careful integration of fonts, weights, and styles reinforces Atreides' commitment to excellence, ensuring that every visual element contributes to an overall aesthetic that is both captivating and unmistakably unique.

In essence, Atreides' general visual language is a harmonious interplay of imagery, illustrations, and typography, skillfully orchestrated to convey the brand's dynamism and the visual excellence.

ATREIDES

Pivotal decisions through insightful behavioral analytics

+ 01 STRATEGY   + 02 ACTION   + 03 SYNTHESIS   + 04 ACTION   + 05 REPORT

Key Insights

Forward-Thinking Solutions

We go beyond analysis, helping you formulate and execute strategic plans. Leverage our expertise to stay ahead in an ever-evolving geopolitical environment.

01 STRATEGY   02 ANALYSIS   03 SYNTHESIS   04 ACTION   05 REPORT

Geographic Data +
ADVANCED GEOGRAPHICAL ANALYSIS

Strategy Metrics +
EFFICIENCY THROUGH OPTIMIZED RESOURCE

Innovative Technology +
STAY AHEAD IN INNOVATION ADOPTION

The Atreides Foundation helps identify global victims of significant large scale cyber-dependent crimes through applied research. We do this in association with national and international organisations and law enforcement agencies.

Illuminating What Matters
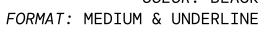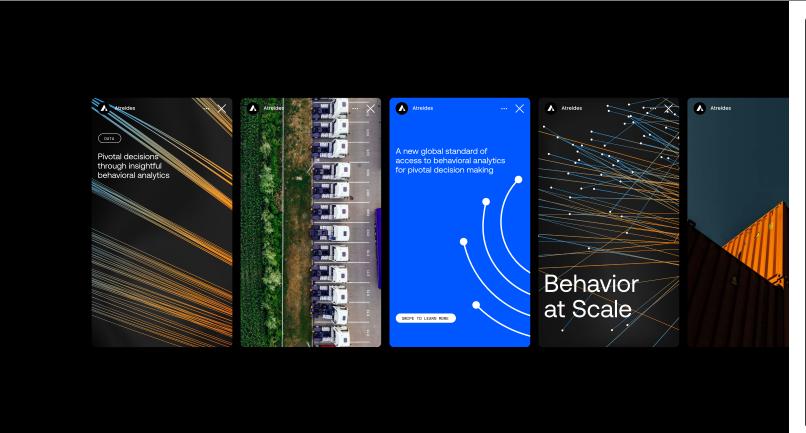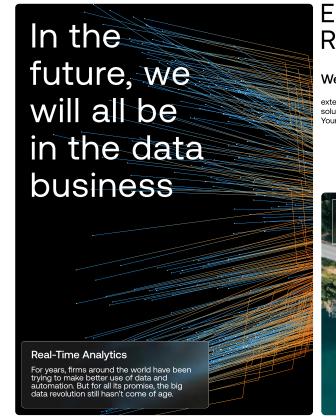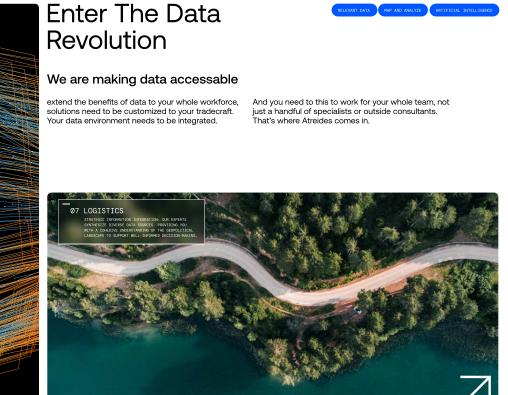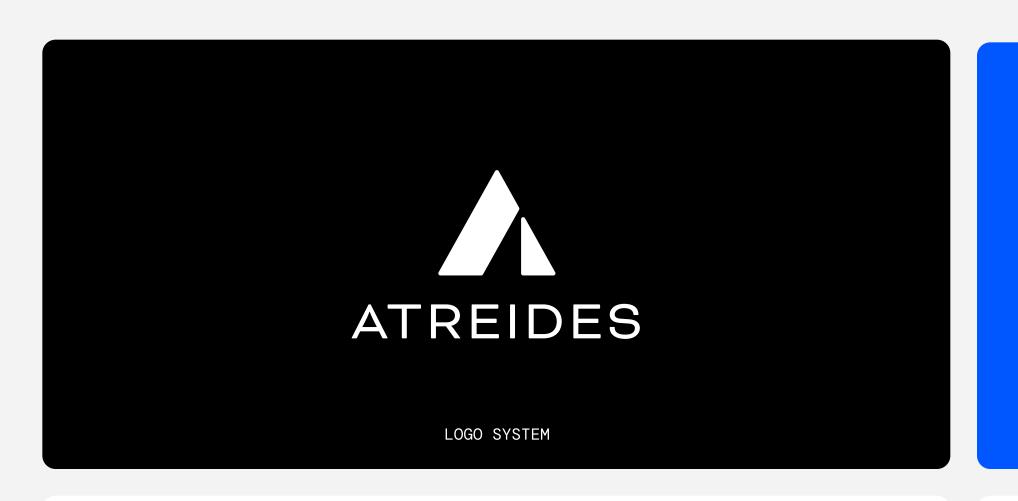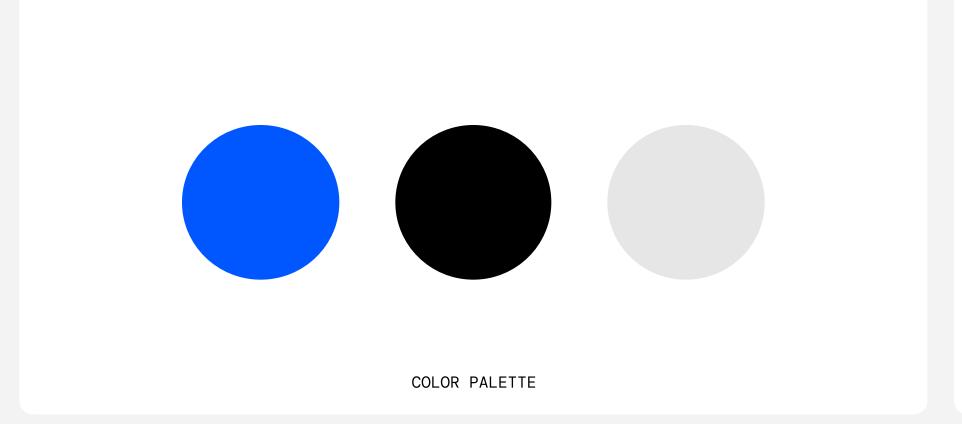
When teams share insights in real-time, your organization thrives

RELEVANT DATA   MAP AND ANALYZE   ARTIFICIAL INTELLIGENCE

Decoding Terrain, Analyzing Nature: Your Strategic Advantage

Atreides takes sensor-based data from land, air, sea, space and cyber – and generates it into instant insights using machine learning, generative AI and advanced analytics.

Ground
THE ATREIDES ADVANTAGE

Water
FINALLY, IT'S DIGITIZED

Air
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam velit ipsum, commodo quis arcu sed, accumsan aliquet diam. Phasellus quis scelerisque felis. Vestibulum sed euismod sapien.
LEARN MORE

RELEVANT DATA   MAP AND ANALYZE   ARTIFICIAL INTELLIGENCE

How it Works

The Power Of Simplicity

Atreides enriches and integrates large amounts of cross-domain data and makes it accessible to non-technical users so they can derive constant insight and support decision-making. Simply put, we make it easy to empower everyone in your organization to leverage powerful data at scale, not just a small number of technical specialists.

Collaboration
Direct teams & collaborative environment

BYOD
Bring-your-own-data and fuse with ours

Data Sovereignty
On premise, private cloud, public cloud

Mission Agnostic
Any problem set, anytime

Big Data, Big Impact

RELEVANT DATA   MAP AND ANALYZE   ARTIFICIAL INTELLIGENCE

Behavior at Scale

Atreides

DATA

Pivotal decisions through insightful behavioral analytics

A new global standard of access to behavioral analytics for pivotal decision making

SWIPE TO LEARN MORE

In the future, we will all be in the data business

Real-Time Analytics
For years, firms around the world have been trying to make better use of data and automation. But for all its promise, the big data revolution still hasn't come of age.

Enter The Data Revolution

We are making data accessible

extend the benefits of data to your whole workforce, solutions need to be customized to your tradecraft. Your data environment needs to be integrated.

And you need to this to work for your whole team, not just a handful of specialists or outside consultants. That's where Atreides comes in.

RELEVANT DATA   MAP AND ANALYZE   ARTIFICIAL INTELLIGENCE

07 LOGISTICS
STRATEGIC INFORMATION INTEGRATION: OUR EXPERTS SYNTHESIZE DIVERSE DATA SOURCES, PROVIDING YOU WITH A COHESIVE UNDERSTANDING OF THE GEOPOLITICAL LANDSCAPE, TO SUPPORT WELL-INFORMED DECISION-MAKING.
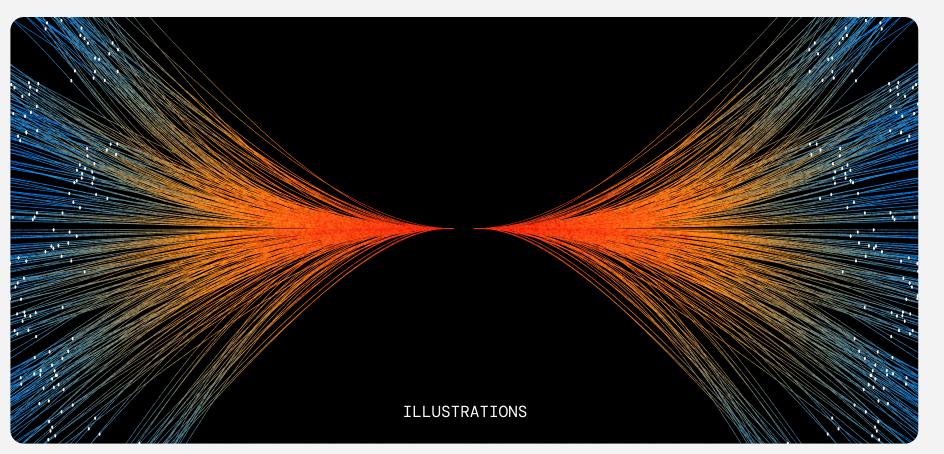
The brand elements were inspired by the brand framework and brand characteristics. They are designed to enhance consistency while allowing flexibility across various mediums. Brand elements may be combined in various ways to create distinct expressions, from simple and elegant to bold and energetic. The spacious and structured approach to composition helps each application feel more open, inviting and inspiring — reflecting our brand personality and connecting all that we do.

LOGO SYSTEM

ABCDEFGHI

TYPOGRAPHY

COLOR PALETTE

ILLUSTRATIONS

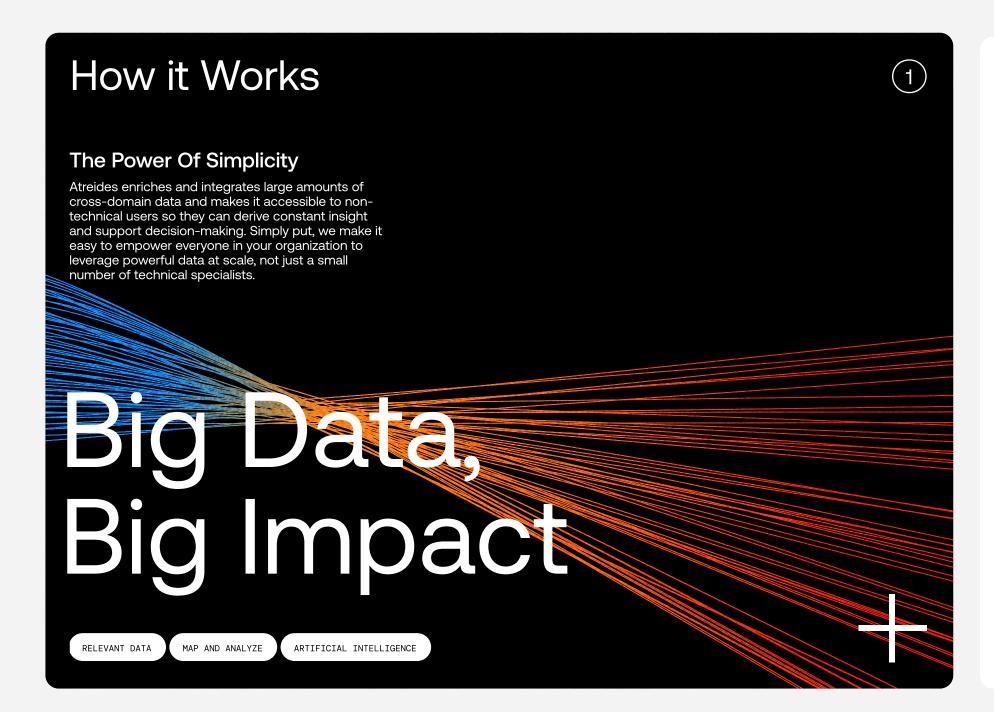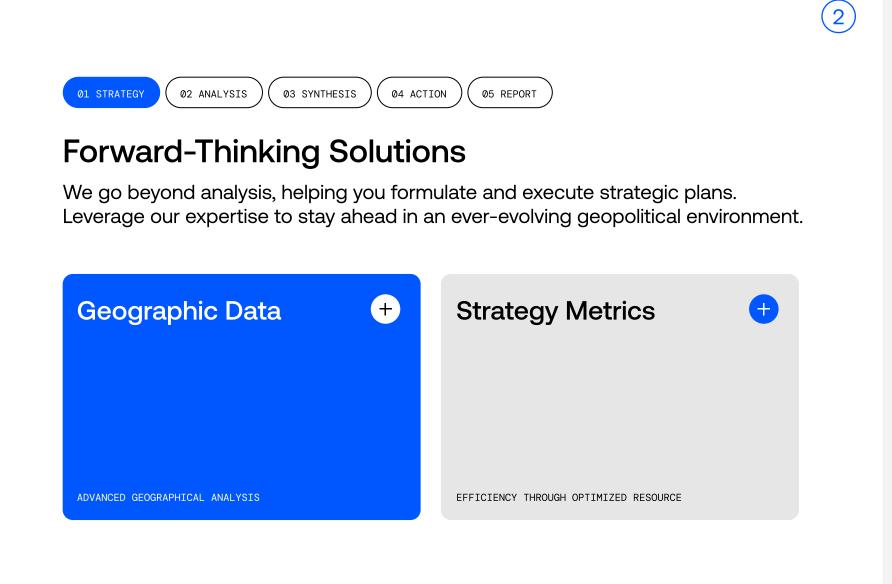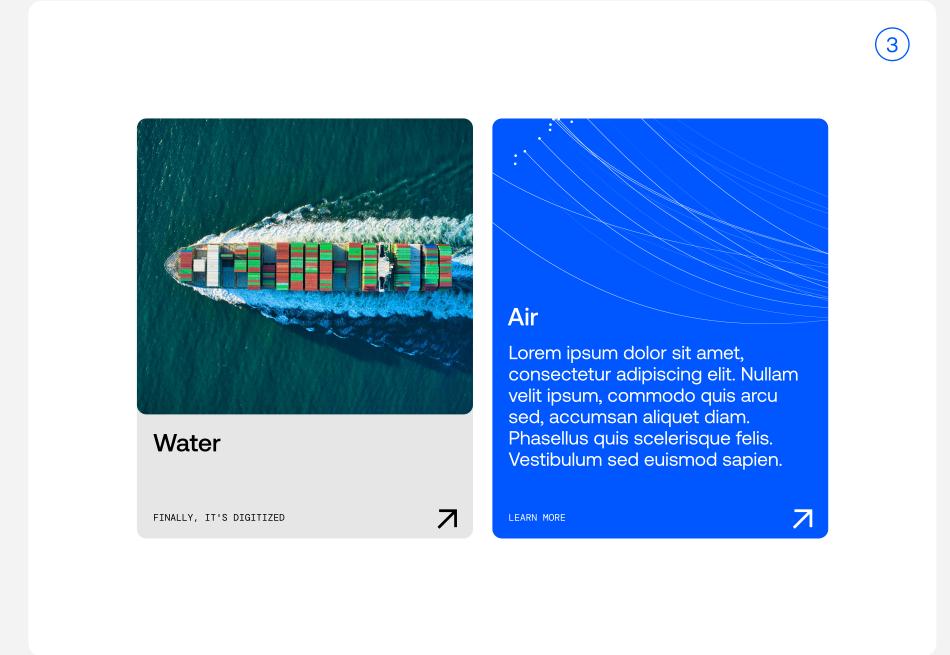01 STRATEGY 02 ANALYSIS 03 SYNTHESIS 04 ACTION 05 REPORT
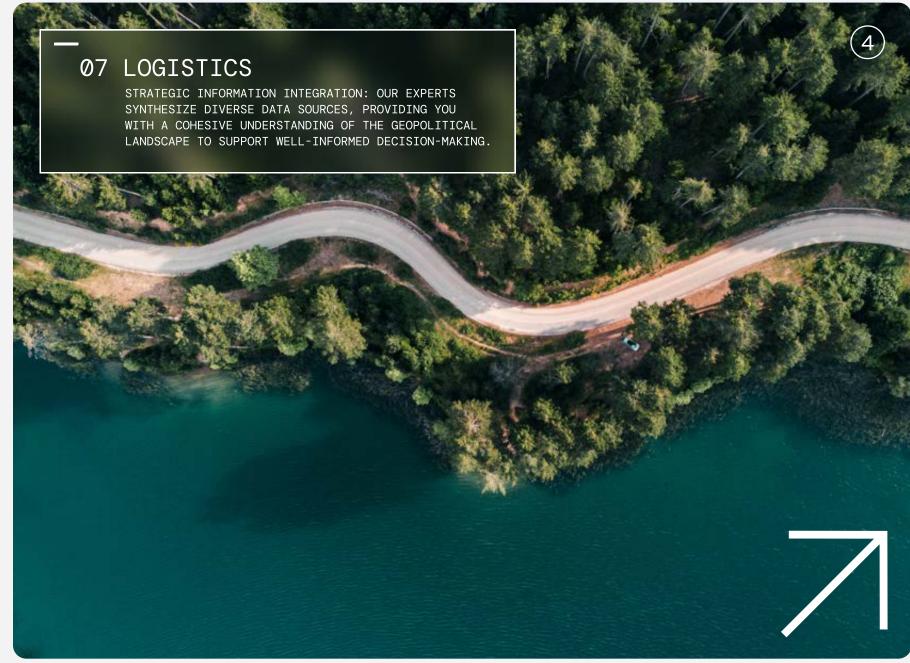
GRAPHIC DEVICES

These are a few examples of how the brand can be expressive with the type usage, imagery, illustration and graphical elements consistently in different assets and platforms.

1. Editorial composition.

2. Brand elements.

3. Graphic assets.

4. On images.

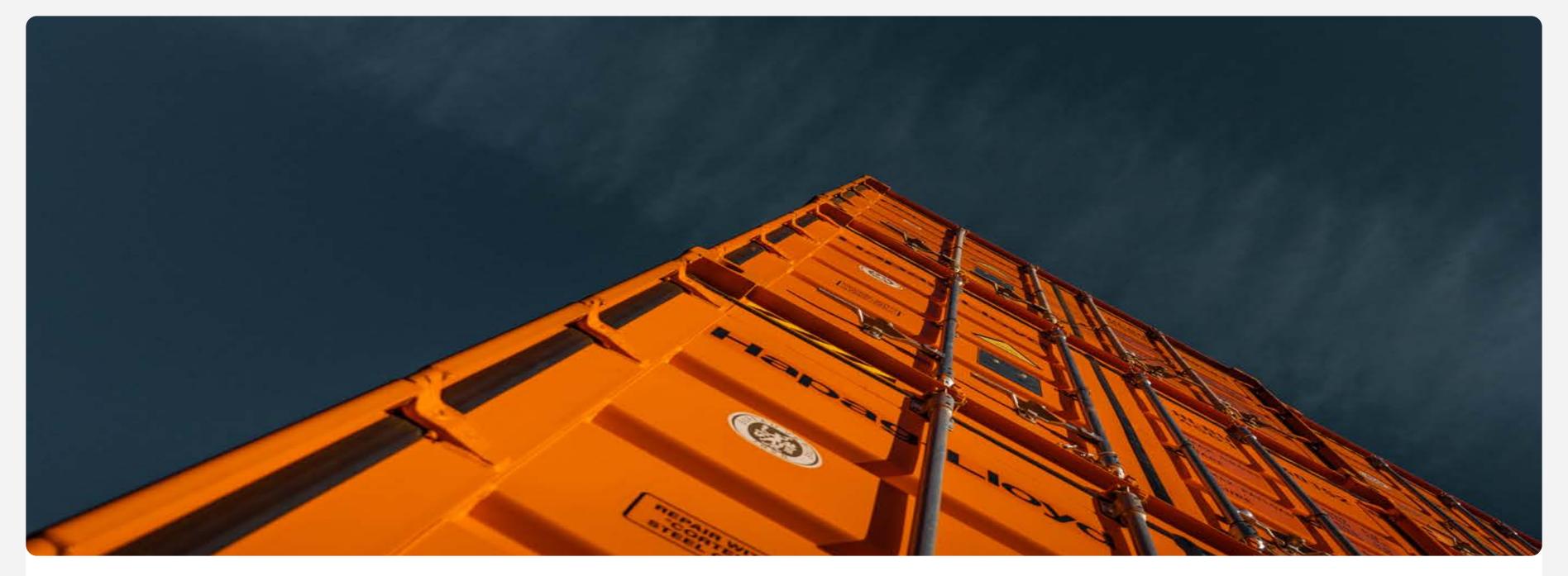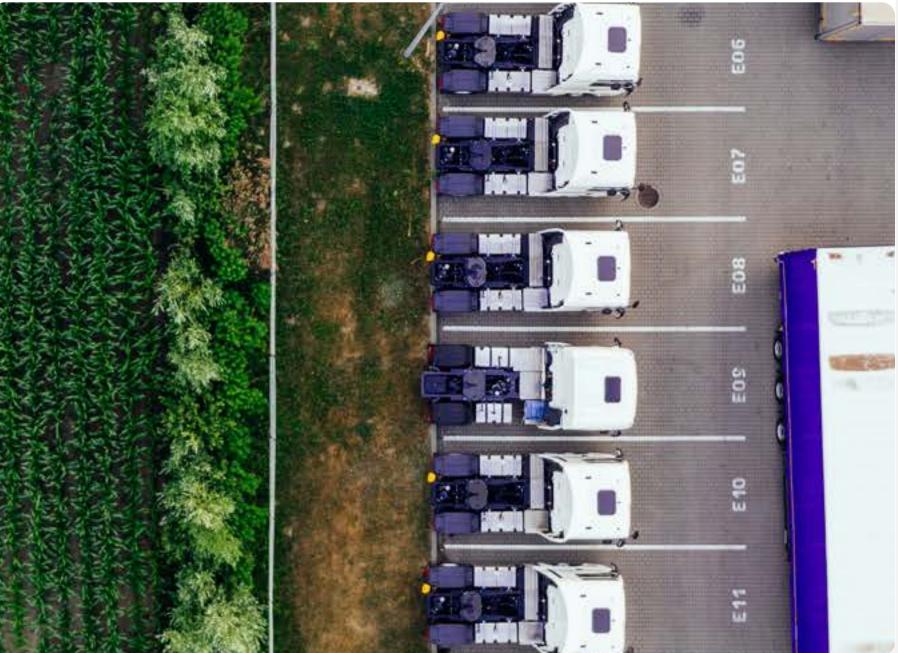## How it Works

(1)

The Power Of Simplicity

Atreides enriches and integrates large amounts of cross-domain data and makes it accessible to non-technical users so they can derive constant insight and support decision-making. Simply put, we make it easy to empower everyone in your organization to leverage powerful data at scale, not just a small number of technical specialists.

Big Data, Big Impact

RELEVANT DATA   MAP AND ANALYZE   ARTIFICIAL INTELLIGENCE

(2)

01 STRATEGY   02 ANALYSIS   03 SYNTHESIS   04 ACTION   05 REPORT

Forward-Thinking Solutions

We go beyond analysis, helping you formulate and execute strategic plans. Leverage our expertise to stay ahead in an ever-evolving geopolitical environment.

Geographic Data +

ADVANCED GEOGRAPHICAL ANALYSIS

Strategy Metrics +

EFFICIENCY THROUGH OPTIMIZED RESOURCE

(3)

Water

FINALLY, IT'S DIGITIZED

Air

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam velit ipsum, commodo quis arcu sed, accumsan aliquet diam. Phasellus quis scelerisque felis. Vestibulum sed euismod sapien.

LEARN MORE

(4)

07 LOGISTICS

STRATEGIC INFORMATION INTEGRATION: OUR EXPERTS SYNTHESIZE DIVERSE DATA SOURCES, PROVIDING YOU WITH A COHESIVE UNDERSTANDING OF THE GEOPOLITICAL LANDSCAPE TO SUPPORT WELL-INFORMED DECISION-MAKING.

Our imagery direction interprets the forward-thinking perspective, mindfulness, and overcoming challenge through data, analysis and strategy in the form of subject action and colorization. It's meant to mimic the futuristic aspect of our solutions in a new and refreshing way.

Our brand icons are used to reflect characteristics of our visual language. Our icons demonstrate an elegant look aligning with our brand systems. The iconography is based on minimalistic curves and fading containers by illustrating seamlessly our messaging.

Contact &
Information

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Emilie de Rosenroll

ATREIDES