

FALCON CCTV

CCTV, surveillance, and visibility | by Souza Hub

Brand Identity			
Official name	Falcon CCTV	Promise	Clear, vigilant watchfulness and sharp security visibility.
Mascot	Falcon	Rationale	Vigilant, high-altitude aerial watchfulness and razor-sharp vision looking over the property.

Visual Language	
Pattern	Sight lines, lens rings, viewing cones, camera grids, and perimeter coverage paths.
Service cue	Show vigilance, coverage, sharp visibility, monitoring, recording, and property protection.

Mascot Assets	
	
Approved mascot	Favicon / icon candidate

Color Palette				
Primary		Cobalt blue	#1D4ED8	Main identity: expressive word, key CTAs, dividers, mascot color, and recognition accents.
Dark		Graphite	#2B2D2F	Primary text, outlines, navigation, footer text, diagrams, and high-contrast single-color use.
Light		Mist	#E8EDF3	Quiet backgrounds, covers, email sections, and cards where contrast remains strong.
Accent		Low-light gold	#D9A441	Sparing emphasis: badges, alerts, icons, highlights, pattern details, and callouts.
Neutral		Camera grey	#F2F4F7	Support surfaces, secondary panels, table backgrounds, separators, and low-emphasis UI.

Typography			
Expressive	Sora Bold	Weight 700	Brand personality word in the split wordmark and selective brand-led headlines.
Practical	Red Hat Display Bold	Weight 700	Service/category word, clear labels, CTA text, and practical headings.
Body	Source Sans 3	Regular / Semibold	Paragraphs, proposals, emails, web UI, and longer guidance copy.
Technical	IBM Plex Mono	Regular / Semibold	Asset labels, file names, specs, status tags, and technical annotations.

Usage Guidance	
Website	Lead with coverage, reliability, and remote viewing. Keep tone calm and security-focused.

Documents	Use cobalt for section headers, camera layout diagrams, and coverage callouts.
Flyers / social	Prioritize security outcomes: clearer vision, deterrence, and property monitoring.
Email	Use direct subject lines and practical CCTV language. Avoid alarmist or fear-heavy wording.
Favicon / icon	Use the falcon head/mark crop with enough cobalt contrast for small sizes.

Restrictions	
Rule	Do not use old generated logo mockups or active placeholder logo files.
Rule	Do not use Inter or Inter Tight for production wordmarks.
Rule	Do not use cartoon mascots, mascot jokes, gradients, scenery, shadows, or O'Reilly-like cover layouts.
Rule	Do not use muted falcon variants when a stronger cobalt option is needed.
Rule	Do not make the falcon aggressive or swooping.
Rule	Show the falcon perched and alert, looking sideways.
Rule	Incorporate sharp beak and large, vigilant eyes.
Rule	Keep the posture calm and stationary rather than aggressively swooping.