Big Rock Intelligence | Brand Style Guide

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Last Edited By: James Cameron

Linked From: MAVC Brand Canvas and Project Directory (ChatGPT Canvas ID: 67ec028c73ac819185ec48591bff2a62)

# 1. Brand Identity

* Name: Big Rock Intelligence (BRI)
* Founder & Lead Advisor: James Cameron
* Tagline: Bridging AI Innovation with Enterprise Security
* Mission: Empower organizations with strategic guidance in cybersecurity and AI integration to enable secure digital transformation.
* Vision: Become the premier trusted advisor in cybersecurity and AI strategy across Europe and the Middle East by 2028.

# 2. Core Values

* Excellence in Delivery
* Innovation in Approach
* Integrity in Relationships
* Client-Centric Focus
* AI Ethics & Governance

# 3. Tone and Voice

* Professional yet approachable – Clear, confident, executive-level tone that reflects experience and trustworthiness.
* Strategic and Insightful – Use data and strategic framing to communicate value.
* Tech-savvy but Human – Balance technical depth with human-centric language.

# 4. Visual Branding

* Primary Colors:
* - Cyber Navy Blue (#0a1f44)
* - Trust Gray (#4f4f4f)
* - Evergreen Intelligence Green (#228B22)
* Secondary Colors:
* - White (#ffffff)
* - Light Steel (#d3dce6)
* - Elegant Rusty Gold (#a67c52)
* Typography:
* - Headings: Futura Cyrillic Bold, All Caps
* - Subheadings: Futura Cyrillic Medium
* - Body: Futura Cyrillic Book
* Design Aesthetic:
* - Minimalist and modern
* - Cyber/AI themed iconography and motifs
* - Ample whitespace for readability
* - Strong use of visual hierarchy
* Logo Symbolism:
* - Subtle Digital Elements (circuit lines)
* - Highlight the 'Split' (bridging AI and security)
* - Geometric Simplicity

# 5. Positioning & Differentiation

* Key Differentiators:
* - Executive-level guidance from James Cameron
* - 25+ years in cybersecurity, AI, and global leadership
* - Recognized voice in Security & AI
* - Experience with Microsoft, AWS, Avanade
* - Custom services for enterprises, VCs, and Boards
* Target Markets:
* - Fintech and investing platforms
* - Supervisory and advisory boards
* - M&A due diligence teams
* - Public/private AI and cybersecurity buyers

# 6. Messaging Pillars

* AI-Driven Security Consulting – Enterprise integration and risk modeling
* Executive Advisory Services – CISO-level strategy and governance
* Cybersecurity ROI Frameworks – Business-first metrics and dashboards
* Specialized Fintech Support – Regulatory, market-specific security

# 7. Signature Programs

* AI Ethics & Security Board Committee (6–12 months)
* C-Suite AI & Security Accelerator (3–6 month sprint)
* Saudi FinTech Audit & Risk Briefing (4–6 week engagement)

# 8. Contact

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