ALEXANDER ONE

Brand Kit & Identity Guidelines

Version 1.0 | December 2025

Prevent. Don't just detect.

Brand Foundation

Mission Statement

Prevent home disasters before they happen.

Vision

Every home equipped with technology that responds faster than disaster can strike.

Brand Promise

Under 3 seconds.

When every second counts, Alexander One responds before damage begins—not after.

Core Values

Value	Meaning
Speed	Sub-3-second response. Industry responds in 30-60 seconds. We're 10x faster.
Protection	Families first. We prevent damage, not just detect it.
Intelligence	Multi-peril awareness. One system sees what others miss.
Trust	101 patent claims. Engineering-backed promises.

Why Brand Matters

46%

of consumers pay more for brands they trust

23%

revenue growth from brand consistency

Visual Identity: Color Palette

Primary Colors

Guardian Green

#00FF88 | RGB 0, 255, 136

Primary accent, CTAs, success states

Deep Black

#0A0A0A | RGB 10, 10, 10

Primary background

Pure White

#FFFFFF | RGB 255, 255, 255

Text on dark backgrounds

Secondary Colors

Alert Red

#FF6B6B | RGB 255, 107, 107

Warnings, Stove Safety product

Tech Gray

#888888 | RGB 136, 136, 136

Secondary text, borders

Surface Dark

#1A1A1A | RGB 26, 26, 26

Cards, elevated surfaces

Color Usage Ratio

| 60% Black | 30% White | 10% |
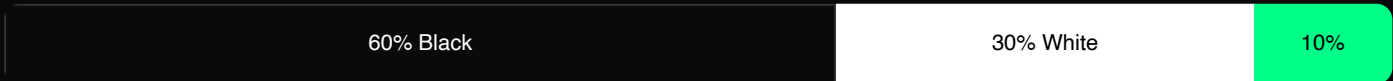
Visual Identity: Typography

Primary Typeface: Inter

Clean, technical, highly readable. Open-source and web-optimized.

Alexander One

Prevent. Don't just detect.

Responds in under 3 seconds with automatic water and gas shutoff.

TECHNICAL SPECIFICATIONS • 101 PATENT CLAIMS

Type Scale

Element	Size	Weight	Usage
H1 Hero	72px	Bold (700)	Page titles, hero text
H2 Section	38px	SemiBold (600)	Section headers
H3 Subsection	28px	SemiBold (600)	Subsections
Body Large	24px	Regular (400)	Key statements
Body	18px	Regular (400)	Paragraphs
Caption	14px	Medium (500)	Labels, metadata

CSS Font Stack

```
font-family: 'Inter', -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, sans-serif;
```

Two Products, Two Identities

Product 1: Stove Safety

Patent: 63/934,524 (20 claims)

Tagline: "800 milliseconds between safe and sorry."

Color: Alert Red #FF6B6B

Target: Homeowners, Landlords, Property Managers

Revenue: Direct Sales (D2C)

IMMEDIATE CASH FLOW

Product 2: Alexander One

Patent: 63/948,182 (81 claims)

Tagline: "Prevent. Don't just detect."

Color: Guardian Green #00FF88

Target: Homeowners, Insurance Partners

Revenue: Direct Sales + Licensing

RECURRING REVENUE

Brand Hierarchy

PARENT BRAND

ALEXANDER ONE

Stove Safety
by Alexander One

Alexander One Platform
Multi-Peril Protection

Voice & Messaging

Brand Voice Attributes

Attribute	Do	Don't
Confident	"Responds in under 3 seconds"	"Might help reduce damage"
Technical	"101 patent claims"	Vague innovation claims
Human	"Protects your family"	"Protects residential assets"
Direct	"Shuts off water in 800ms"	"Leverages IoT synergies"

Key Messages by Audience

FOR HOMEOWNERS

"Your home faces $50 billion worth of preventable disasters every year. Alexander One responds in under 3 seconds—fast enough to prevent damage, not just detect it."

FOR INVESTORS

"Two patents. 101 claims. Two products generating immediate cash flow. The only multi-peril platform with automatic shutoff in a market where single-peril competitors sold for $1-3 billion."

FOR INSURANCE PARTNERS

"Flo reduced water claims by 96%. Ting prevented 80% of electrical fires. Alexander One covers both—plus gas, foundation, and HVAC—in one platform."

Elevator Pitch (30 seconds)

"American homeowners lose $50 billion a year to preventable water damage, fires, and gas leaks. Current smart home devices detect problems in 30-60 seconds—after the damage is done. Alexander One responds in under 3 seconds with automatic shutoff. We have 101 patent claims protecting technology that no one else has built."

Competitive Brand Positioning

Exit Precedents

Company	Exit	Brand Strategy	Lesson
Ring	$1.15B → Amazon	Community-focused, neighborly	Trust before features
Nest	$3.2B → Google	Design-forward, premium	Premium = premium exit
Flo	Acquired → Moen	Data-led, technical confidence	Proof points > promises

Alexander One Brand Strategy

Combine the best of all three:

- **Ring's** trust-building approach
- **Nest's** premium positioning
- **Flo's** proof-point leadership

Differentiate with:

- Speed — Under 3 seconds (no one else claims this)
- Coverage — 5 hazards (no one else covers all)
- IP Strength — 101 claims (verifiable moat)

Brand Perception Goals

Audience	Should Think	Should Feel
Homeowners	"This actually prevents damage"	Protected, confident
Investors	"Strong IP, clear revenue path"	Confident, excited
Insurance	"Proven claim reduction"	Trust, partnership
OEMs	"Adds value to our products"	Opportunity

ALEXANDER ONE

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2 Patents | 101 Claims | Working Prototype | <3 Second Response