



Global Brand Guidelines

A unified framework of design and communication standards created to ensure global consistency, strengthen market presence, and protect shareholder value.

These guidelines align every touchpoint, from identity and messaging to digital and physical experiences so that Hirsch presents one cohesive, trusted brand worldwide.



hirschsecure.com | marketing_team@hirschsecure.com
Copyright Hirsch 2026



About Our Brand

Unified Security. Limitless Possibilities.

BRAND ESSENCE

Clarity. Control. Confidence.

Hirsch exists to make security feel reassuring, not overwhelming. To empower people and organizations with the clarity, control, and confidence to thrive in a safer, more connected world.

BRAND VISION

To be the world's most trusted partner in security innovation, unifying complex systems into one seamless experience.

BRAND PROMISE

Effortless protection, unified.

In an uncertain world, security isn't just a feature. It's your foundation. Hirsch delivers future-ready protection, seamlessly integrated, deeply trusted, and built for what's next.

BRAND POSITIONING

With more than 45 years of proven experience in federal-grade security, we deliver unified solutions that adapt to tomorrow while never losing sight of the people they serve.

BRAND VALUES

Simplicity

Clarity drives confidence.

Trust

Reliability and integrity are non-negotiable.

Innovation

Anticipate tomorrow's risks today.

Partnership

Success is shared with clients, employees & partners.

Global Mindset

Local relevance, global consistency.

Velocity

Speed equals success.

CORE NARRATIVE

Security is more complex than ever; fragmented systems, mounting compliance requirements, and outdated infrastructure. With over 45 years of proven expertise in high security environments, we bring clarity and confidence by unifying perimeter, intrusion, access, and video into a single intelligent platform. Velocity One extends this legacy, combining integrated compliance and advanced analytics to deliver simplicity, reliability, and trust at scale.

For leaders who value protection without complexity, Hirsch provides solutions that safeguard what matters most today and for the future.

MESSAGING FRAMEWORK

Clarity	One view, one language, one truth.
Control	Tailored solutions with flexibility to scale.
Confidence	Trust in people-first protection.

MESSAGING PILLARS

Unified Solutions	Integrated and adaptive.
People-First Protection	Technology serving humanity.
Trusted Expertise	Backed by over 45 years of federal-grade innovation, delivering unmatched reliability and credibility.
Ecosystem Partnerships	Local relevance, global consistency.

BRAND ETHOS

Our Why

Because protection is not just about systems. It's about enabling people to feel safe and focused on their possibilities.

Culture

Expertise with empathy: a culture that combines innovation, accountability, and growth.

Centre of Excellence

High Performance. Operating at Velocity. With deep rooted Insights.

Inner Circle

A co-creation ecosystem with our most valued customers and partners.

ABM AS OUR ANCHOR

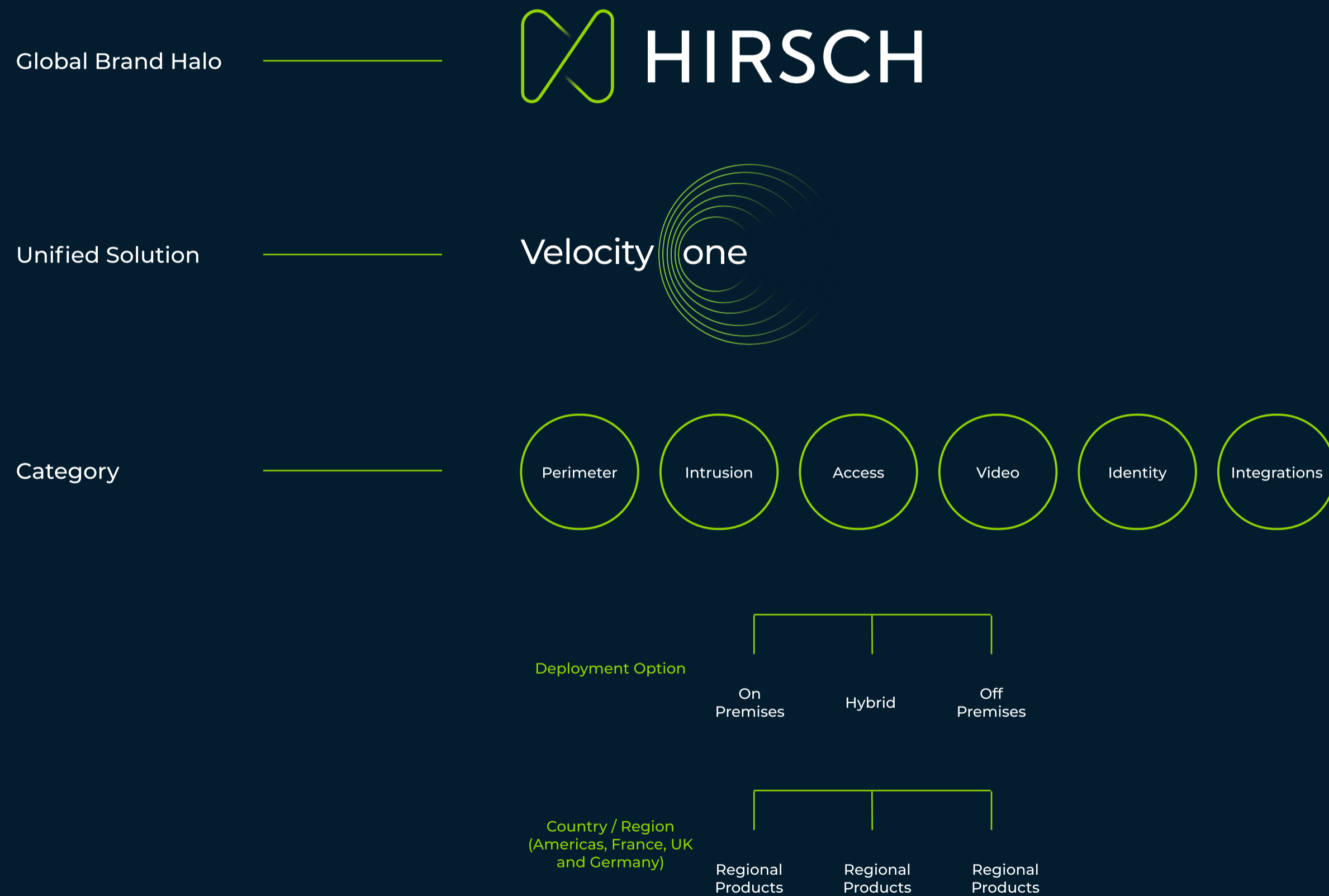
Focused Impact	Security buying is complex and multi-stakeholder. ABM concentrates effort on high-value accounts in priority industries.
Relevance & Trust	Personalized engagement builds credibility where broad, generic outreach fails.
Aligned to Buyer Journeys	Tailored messaging addresses each sector's regulations, risks, and operational challenges.
Commercial Benefits	Higher win rates, faster sales cycles, and stronger lifetime value through deeper alignment with customer needs.
Strategic Fit for Hirsch	Positions Hirsch as a partner, not a vendor, reinforcing our promise: Unified Security. Limitless Possibilities.

VERTICALS

- Education
- Healthcare / Pharma
- Banking & Financial Services
- Government
- Corporate Offices
- Aerospace & Defence
- Technology
- Transportation
- Supply Chain
- Retail

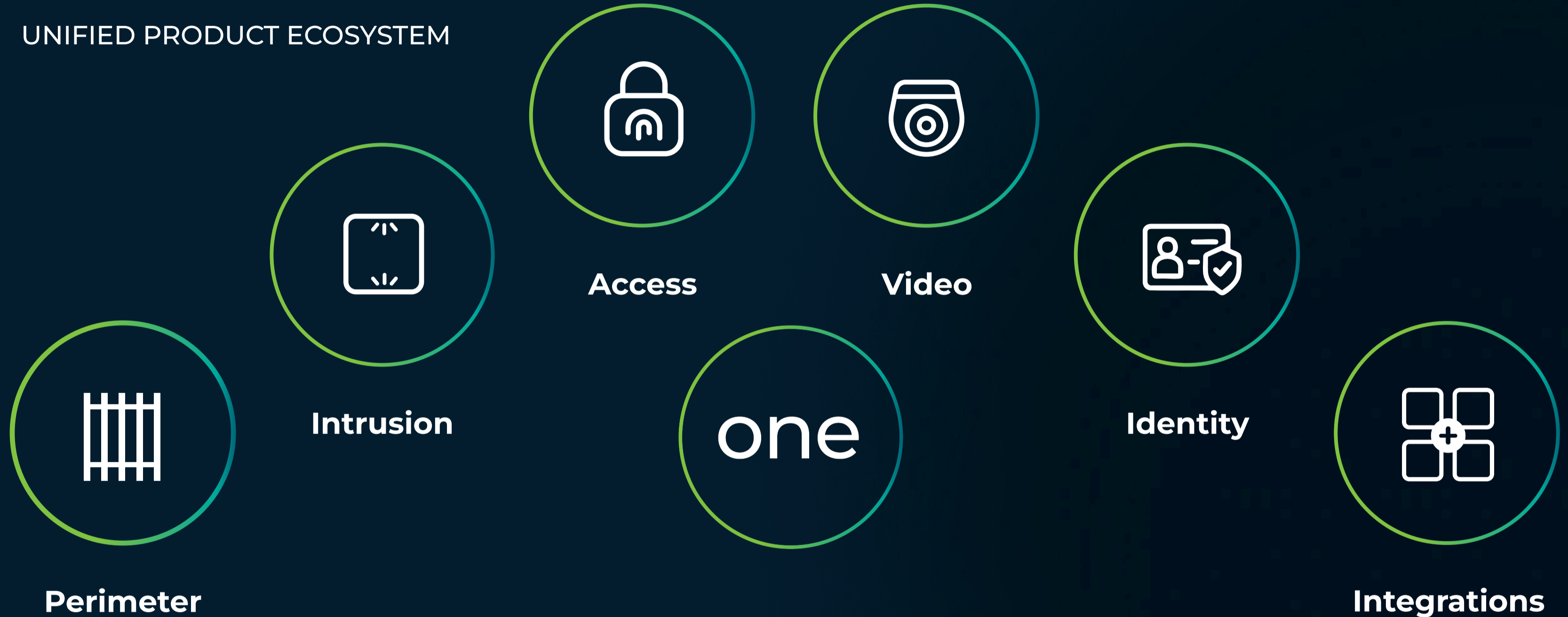
Sector		
Region		
Ideal Company		
Company Size		
Department		
Job Title	—————	Job Title
Revenue		Persona
Tech Stack		Demographics
Buyer Triggers		Psychographics
Intent Topics		Interests
Trust Signals		Role in Purchase
Lead Score		Messaging ————— Messaging
Fit Rational		Pain Points
Product-Market Fit		Solution
Adoption Barriers		CTA Message
		CTA Hook
		Priority

Product Heirachy



Velocity One

UNIFIED PRODUCT ECOSYSTEM



Velocity **one**

Logo Usage

COLOR

The logo can be used on white or dark blue background provided that the integrity of the branding is not diminished.



Preview 01 - On Midnight Signal Background



Preview 02 - On White Background



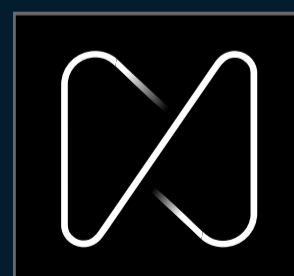
Preview 03 - On Eco Green Background



Preview 04 - On Deep Teal Background



Preview 05 (Mono Tone) - On Black Background



Preview 06 (Mono Tone) - On White Background



Logo Usage Corporate

STRUCTURE

In the corporate environment, Hirsch Group will be used to communicate a multi-regional group of companies that sit under one group umbrella.

Horizontal Format



Portrait Format



Logo Usage Brand

Horizontal Format



Portrait Format



Logo Usage

FAVICON

The H icon can appear separate from the Hirsch logo. The icon can be used on solid colour, illustration or photographic backgrounds as long as the integrity of the branding is not diminished.



Letter H

+



Infinity Symbol

=



Infinite H Icon

Logo Hierarchy Usage



To be used for the migration period until the products are ready to fall under the brand halo.

Slogan & Logo Usage

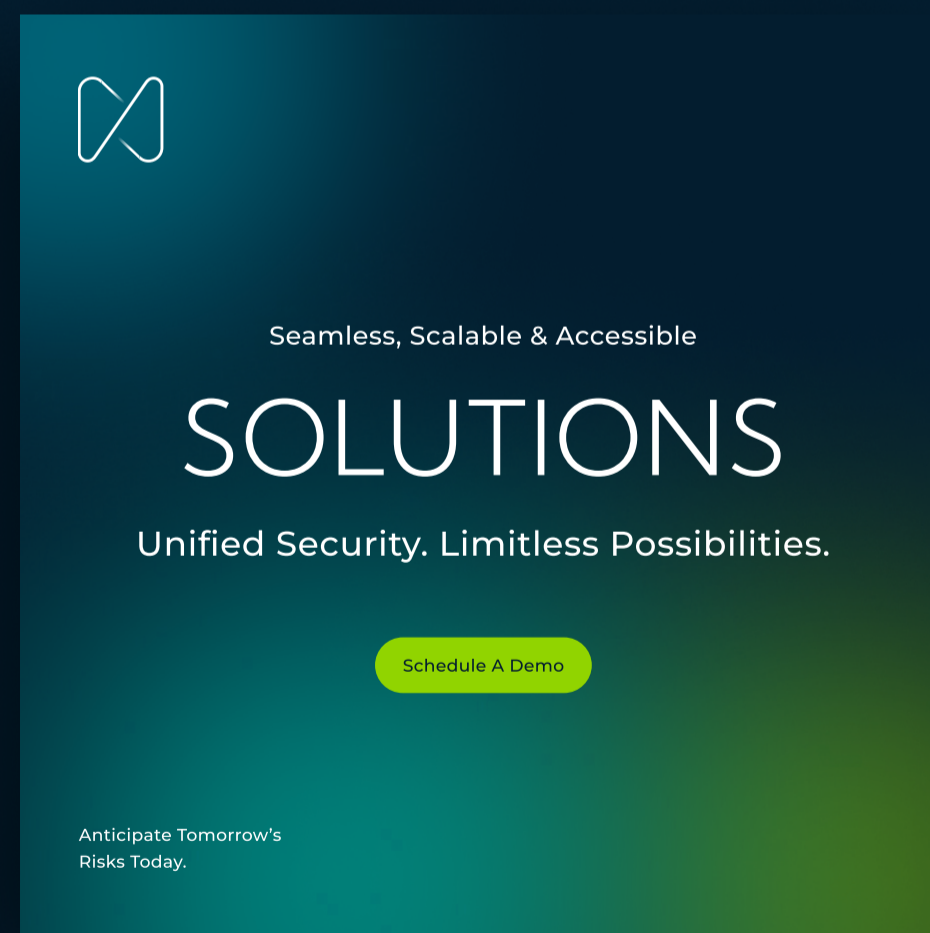
Slogan On One Line

Unified Security. Limitless Possibilities.

Slogan Over Two Lines

Unified Security.
Limitless Possibilities.

The slogan can be used within the design and not part of the logo.



Examples



Typeface

Kumbh Sans

Kumbh Sans is used in the logo

Kumbh Sans Light

The Kumbh Sans font family is the primary font for all Hirsch brand communication.

Kumbh Sans Medium

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrst
vwxyz0123456789
!@#\$%^&

Light Medium Semibold Bold



Typeface

Montserrat

Montserrat is the Primary Font

Montserrat Light

The Montserrat font family is the primary font for all Hirsch brand communication.

Montserrat Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz0123456789
!@#\$%^&

Light Medium Semibold Bold



Typeface Hierarchy



Display 1

Bold, 90px

Display 2

Semi-Bold, 90px

Display 3

Regular, 90px

Heading 1

Bold, 45px

Heading 2

Bold, 25px

Heading 2

Medium, 25px

Heading 3

Bold, 21px

Heading 3

Medium, 21px

Heading 4

Bold, 15px

Heading 4

Regular, 15px

Paragraph 1.1

Bold, 18px

Paragraph 1.2

Semi-Bold, 18px

Paragraph 1.3

Medium, 18px

Paragraph 1.4

Regular, 18px

Paragraph 1.5

Light, 18px

Paragraph 2.1

Bold, 15px

Paragraph 2.2

Semi-Bold, 15px

Paragraph 2.3

Medium, 15px

Paragraph 2.4

Regular, 15px

Paragraph 2.5

Light, 15px

Paragraph 3.1

Bold, 10px

Paragraph 3.2

Semi-Bold, 10px

Paragraph 3.3

Medium, 10px

Paragraph 3.4

Regular, 10px

Paragraph 3.5

Light, 10px

Typeface Hierarchy



Display 1

Bold, 90px

Display 2

Semi-Bold, 90px

Display 3

Regular, 90px

Heading 1

Bold, 45px

Heading 2

Bold, 25px

Heading 2

Medium, 25px

Heading 3

Bold, 21px

Heading 3

Medium, 21px

Heading 4

Bold, 15px

Heading 4

Regular, 15px

Paragraph 1.1

Bold, 18px

Paragraph 1.2

Semi-Bold, 18px

Paragraph 1.3

Medium, 18px

Paragraph 1.4

Regular, 18px

Paragraph 1.5

Light, 18px

Paragraph 2.1

Bold, 15px

Paragraph 2.2

Semi-Bold, 15px

Paragraph 2.3

Medium, 15px

Paragraph 2.4

Regular, 15px

Paragraph 2.5

Light, 15px

Paragraph 3.1

Bold, 10px

Paragraph 3.2

Semi-Bold, 10px

Paragraph 3.3

Medium, 10px

Paragraph 3.4

Regular, 10px

Paragraph 3.5

Light, 10px

Color Palette

Security + Trust: Deep blue conveys strength and reliability “We will keep you, your people, and assets safe.”
Innovation + Connection: Teal and aqua signal modernity and future assurance “We evolve as threats evolve.”
Humanity + Care: Light green adds warmth and optimism “We don’t just secure buildings, we protect futures.”
Simplicity + Calm: Soft blue-grey ensures clarity and ease “Sophisticated technology, simple experience.”

Midnight Signal	Deep Teal	Electric Teal	Eco Green	Mint	Pale Sky
PANTONE 296C 92C 75M 54Y 66K HTML 031E2F R3 G30 B47	PANTONE 3155C 100C 10M 28Y 47K HTML 006778 R0 G103 B120	PANTONE 3272C 99C 0M 48Y 0K HTML 00A599 R0 G165 B153	PANTONE 375C 48C 0M 94Y 0K HTML 92D400 R146 G212 B0	PANTONE 351C 27C 0M 21Y 0K HTML A6E6BC R166 G230 B188	PANTONE 656C 10C 2M 0Y 0K HTML DAE3EA R218 G227 B234

Color Palette Gradients



Signature Graphic



Thank You!

Global Brand Guidelines



hirschsecure.com | marketing_team@hirschsecure.com
Copyright Hirsch 2026