

RCDEN

CONTROLLED IDENTITY SYSTEM

BRAND GUIDE

Intelligent unmanned systems • Designed and built in the UK



**A precise system for a company
built around integrated
engineering.**

Use this guide for website, proposal, presentation, policy, product and partner communications.

VERSION 1.0 / 24 JULY 2026 / PUBLIC

The identity starts with the engineering

RCDEN communicates intelligence, integration and practical UK engineering. The brand should make complex work feel controlled—not make controlled work feel theatrical.

CONTROL	VALUE
Document	RCDEN Brand Guide
Reference	RCDEN-BRAND-001
Version	1.0
Owner	Managing Director
Approved for	Public and partner-facing use
Issue date	24 July 2026
Review date	24 July 2027 or on material brand change

Brand promise

POSITION RCDEN designs, builds and integrates modular unmanned ground systems, specialist payloads and mission software in the UK.

TAGLINE Intelligent. Unmanned. Mission-led.

SUPPORTING LINE Designed and built in the UK.

OPERATING PRINCIPLE Built for the mission, not the catalogue.

THE TEST

Every communication should leave the reader clearer about the capability, the evidence and the next responsible action.

Use the supplied artwork exactly

The official wordmark and square symbol are controlled assets. Do not redraw, approximate or modify them.



PRIMARY WORDMARK Use for headers, covers, vehicles, proposals and public communications.	SQUARE SYMBOL Use for favicon, avatar and compact placements where the wordmark cannot remain legible.
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Minimum control

CLEAR SPACE	Keep at least 0.25 × the mark height clear on every side.
DIGITAL MINIMUM	Wordmark: 160 px wide. Square symbol: 32 px.
PRINT MINIMUM	Wordmark: 36 mm wide. Square symbol: 10 mm.
BACKGROUND	Prefer solid RCDEN Black. Use only on backgrounds with clear contrast.
DO NOT	Stretch, rotate, crop, recolour, outline, add effects, rearrange or typeset a substitute.

ASSET INTEGRITY

Distribute the approved PNG/SVG artwork. A typed approximation is never the logo.

Black and white carry the brand

Colour is a functional signal. Keep accent coverage restrained—normally below ten per cent of a page or screen.

TOKEN	HEX	RGB	ROLE
RCDEN Black	#050505	5 / 5 / 5	Primary background and body ink
Panel Black	#0A0A0A	10 / 10 / 10	Secondary dark surfaces
Paper	#F1F1ED	241 / 241 / 237	Light reading surfaces
White	#FFFFFF	255 / 255 / 255	Primary type on black
Muted	#A6A6A0	166 / 166 / 160	Secondary information
Signal Lime	#D9FF3F	217 / 255 / 63	Active decisions and calls to action
Land Green	#8AD33F	138 / 211 / 63	Land systems
Sea Blue	#4B83FF	75 / 131 / 255	Sea systems
Air Amber	#FFCB3D	255 / 203 / 61	Air systems
Sub-T Red	#FF5C46	255 / 92 / 70	Subterranean systems

Operational mapping

SIGNAL LIME	Active state, selected control, verified connection or primary call to action.
LAND GREEN	Land systems and land-domain information.
SEA BLUE	Maritime and surface-water systems.
AIR AMBER	Air systems and aerial information.
SUB-T RED	Subterranean systems; not a generic danger colour.

PRINT The values above are digital masters. Proof colour-critical print work and convert through the selected printer profile rather than relying on an unverified CMYK conversion.

Technical without becoming mechanical

Typography should be direct, legible and information-led. Hierarchy comes from scale, weight and spacing—not from decorative effects.

ROLE	PRIMARY	FALLBACK / USE
Display and body	Geist Sans	Arial or Helvetica for office and supplier documents
Data and labels	Geist Mono	Consolas or a system monospace for codes and metadata
Legal documents	Arial	Use a widely supported font for controlled external files

Hierarchy rules

HEADLINES	Short, sentence-led or uppercase; tight line spacing; one idea per title.
BODY	Comfortable reading width, left aligned and written in clear British English.
METADATA	Monospace, compact, uppercase and used for dates, codes, states and indices.
EMPHASIS	Use weight or one signal colour. Avoid underlining except for links.
ACCESSIBILITY	Preserve heading order, readable contrast and selectable text.

VOICE IN TYPE

Precision does not require tiny text. If information matters, make it legible.

Show systems as engineered objects

RCDEN imagery should feel designed, inspectable and grounded in real engineering. It should not look like a game, a film poster or a speculative weapons catalogue.

CAD-LED VISUALS	Use clean orthographic or three-quarter engineering views, restrained grids and purposeful annotation.
PHOTOGRAPHY	Prefer genuine prototypes, test work, manufacturing and people at work—only when publication is cleared.
DOMAIN SYSTEM	Use Land Green, Sea Blue, Air Amber and Sub-T Red consistently as information.
AI AND AUTONOMY	Explain connections, decisions and assurance. Avoid glowing humanoid robots and generic circuit brains.
MOTION	Animate state or flow only. Support reduced motion and never delay access to content.
SEARCH AND ACCESS	Use descriptive headings, meaningful alt text, responsive assets and crawlable text.

Image clearance

BEFORE PUBLICATION Check customer permission, contract terms, security marking, export-control implications, visible equipment, screens, documents, locations, people and embedded image metadata.

DEFAULT

If the image reveals more than the approved caption, do not publish it.

Evidence before adjective

RCDEN sounds confident because it is precise. State what the company does, the evidence available and the limit of the claim.

USE	Designed, built, integrated, tested, controlled, traceable, operator-centred.
AVOID	Revolutionary, unbeatable, world-leading, combat-proven or certified without evidence.
LEAD WITH	The outcome, user, mission problem or engineering decision.
EXPLAIN	What is current, what is planned, what is internal and what is publicly available.
NAME CAREFULLY	Use RCDEN in normal copy and THE RC DEN LTD where the legal entity matters.
PEOPLE AND AI	AI supports competent people. It does not own authority, judgement or accountability.

Example language

GOOD RCDEN is developing an internal compliance hub that links controls to owners and evidence.

AVOID RCDEN’s revolutionary AI guarantees total compliance.

tone

Technical. Serious. Premium. Controlled. Credible. Never inflated.

Traction is valuable only when it is safe to publish

Defence communications require a positive clearance decision. The absence of a classification marking does not automatically make a programme, contract or capability detail public.

STATE	MEANING	PUBLICATION RULE
PUBLIC	Already announced by an authoritative public source.	Link to the source and use wording that does not exceed it.
EVIDENCED	Supported by controlled RCDEN evidence but not yet public.	Director and information owner approve the exact wording.
CUSTOMER-CLEARED	Relates to a customer, contract or live programme.	Obtain written customer/Authority clearance before publication.
CONTROLLED	Sensitive, restricted, export-controlled or operational detail.	Do not publish. Keep within the authorised environment.

Do not publish by default

PROGRAMMES	Unannounced names, live contract scope, customer requirements or work packages.
CAPABILITY	Quantities, payload or effector function, performance limits and system vulnerabilities.
DELIVERY	Milestones, schedules, trial locations, routes, personnel or operational availability.
COMMERCIAL	Contract values, negotiation detail, pricing, contacts or supplier-sensitive information.
PROTECTED DATA	OFFICIAL-SENSITIVE material, export-controlled data, security architecture or credentials.
MEDIA	Images, video or screenshots that expose any of the above directly or through metadata.

PUBLICATION GATE

Use an authoritative public source or obtain written clearance from the customer/Authority. Then publish only the exact facts cleared.

Consistency is an operating habit

Apply the system with the same discipline across every customer touchpoint.
Exceptions should be conscious, approved and documented.

SURFACE	REQUIRED ELEMENTS	CONTROL
Website	Wordmark, core positioning, privacy and legal identity	Director-approved release
Proposal	Customer context, reference, version and classification	Bid/contract review
Presentation	Approved master, restrained colour, source labels	Owner approval
Product sheet	Evidence-led claims, status, contact and version	Engineering + commercial review
Policy	Owner, version, approval and review date	Document control
Social/news	Public source, approved claim and cleared media	Publication gate

Quick release check

IDENTITY	Official artwork, correct spacing, correct colours and legible typography.
CLAIM	Current, proportionate, evidenced and clear about development status.
DISCLOSURE	Publicly sourced or approved in writing; sensitive details removed.
ACCESS	Readable structure, meaningful links and alt text, responsive assets.
CONTROL	Named owner, version/date where required and retained source material.

FINAL RULE

When in doubt, pause the release. Clarity can be added later; a disclosure cannot be recalled.