

C * R A M

Ordinary takes a lot.

A brand for the people
others count on.

Strategy and identity
First draft / Jason Walker



A reason to choose. A relationship worth keeping.

01 RELEVANCE

Help them choose.

Useful context. A clear workflow.
A credible fit with their environment.

The product earns consideration. The experience has to sustain the meaning.

02 RESONANCE

Help them love.

Identity, Aspiration, Affiliation.
Recognition of the people doing the work.

The person others count on

Security

A clearer view of what needs attention.

Validation

The ordinary work deserves to be seen.

Autonomy

My judgment has useful context behind it.

Self-actualization

Our team becomes better prepared through practice.

The shared identity: people who look after a place and support each other.

The familiar promises already have company

Verkada	Integrated AI security and human judgment.
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Spot AI	AI teammates and existing cameras.
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Rhombus	Protection, adaptability, and interoperability.
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Genetec	Protection of everyday life through a unified platform.
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Proposed position to test

A practical partner in the capability of the people responsible.

A steady hand in the life of a place

THE PERSON

Capable steward

Care becomes preparation.
Judgment becomes action.

THE BRAND

Experienced partner

Context makes the next step clearer.
The human retains responsibility.

Guardian / customer

Sage / brand

Colleagues / shared care

The mark stays recognizable



TT Commons Classic

The brand type specified in the role.

These draft exports use Helvetica/Nimbus Sans as a temporary substitute.



Coram green

Charcoal

Reading field

#039179

#1F1F1D

#F5F7F5

Hierarchy

One primary idea.
One clear next step.

One message. Different relationships.

Form: Unity to Variety

Meaning: Soothing to Agitating

**Your judgment.
Better informed.**

Review the context.
Choose the next step.

Explore the workflow

Quiet orientation

**Your judgment.
Better informed.**

Review the context.
Choose the next step.

Explore the workflow

Focused invitation

**Your judgment.
Better informed.**

Review the context.
Choose the next step.

Explore the workflow

Stronger activation

A place alive with ordinary work



The place

Bustle, varied proximity, and believable activity.



The person

Attention and judgment in context.

The evidence stays within reach



DRILL / ILLUSTRATIVE WORKFLOW

Main entrance

Review the context before deciding what the team needs next.

View context

Team conversation

Notice. Review. Coordinate. Learn.

Recognition carries across the work

CORAM

Ordinary takes a lot.

For the people everyone counts on.



Video, entry events, and response tools.
Context for the people responsible.

[See Coram in action](#)

Independent campaign concept. Generated setting.

CORAM

Your judgment. Better informed.

A clear view of what needs your attention.



Review relevant video and evidence
with Coram.

[See Coram in action](#)

Independent campaign concept. Generated setting.

CORAM

Ask a bigger question.

How long did the conveyor run without product?



Deep Investigation connects questions
to findings you can inspect.

[See Coram in action](#)

Independent campaign concept. Generated setting.

Meaning becomes repeatable through composition, voice, and useful proof.