

Onebrief

ONE SHARED NOW.



The brand and campaign guide. An independent concept by Jason Walker,
September 2026.

THE SITUATION CHANGES. THE PICTURE STAYS SHARED.

Onebrief already talks about command and speed. The campaign makes that promise visible: one update reaching air, sea and ground together, one current picture for the staff, and a person who still makes the call.

THE AUDIENCE

The person responsible for a decision, the staff preparing it and the organization buying the platform.

THE PRODUCT TRUTH

Onebrief connects planning, AI and simulation, and its Cards carry shared information through connected planning products. These are Onebrief's published product facts.

THE MOVE

Make the promise visible: one update reaching every domain, one current picture, and a person who still decides.

ONE SHARED NOW. SIXTY SECONDS.

Sixty seconds from a helicopter over the coast to a family waiting on the tarmac. Air, sea and ground arrive on the narration, and the title lands on its last line.

- 16:9 AND 9:16, 24 FPS
- NARRATED: THE FRONTLINE CASH MIX
- CLEAN SILENT MASTERS FOR OPENINGS
- AIR / SEA / GROUND ON THE NARRATION



01



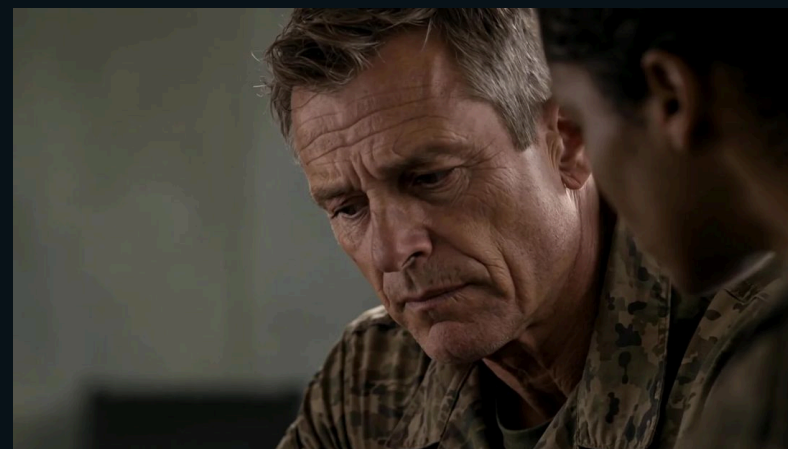
02



03



04



05



06

ONE SHARED NOW.

BIG SHOULDERS BLACK 900 / STATEMENTS, IN
CAPITALS, SET TIGHT

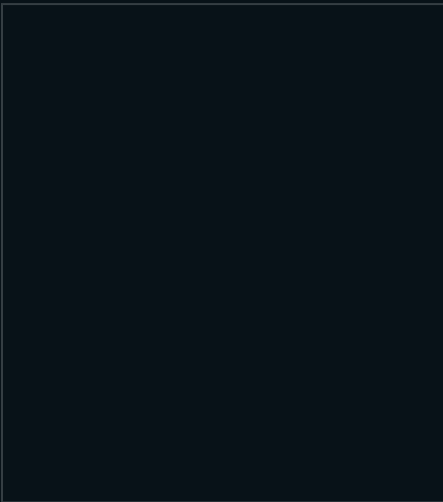
Onebrief keeps the plan, the timeline and the brief in sync.

09:30 043

ARCHIVO VARIABLE 100 TO 900 / READING,
SUBHEADS, NUMERALS

01 / AIR · PLAN V043 · 21:30 UTC · **CHANGED**

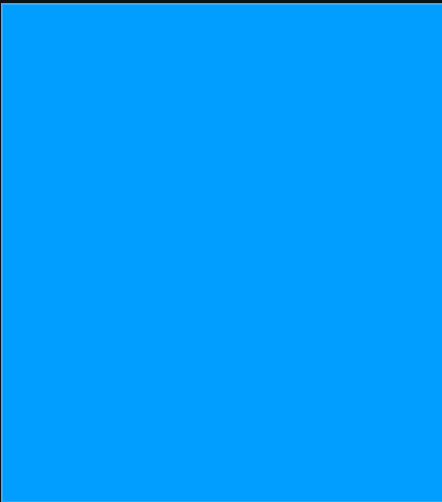
DEJAVU SANS MONO 400 / TIME, SEQUENCE, SOURCE



Command

#081218

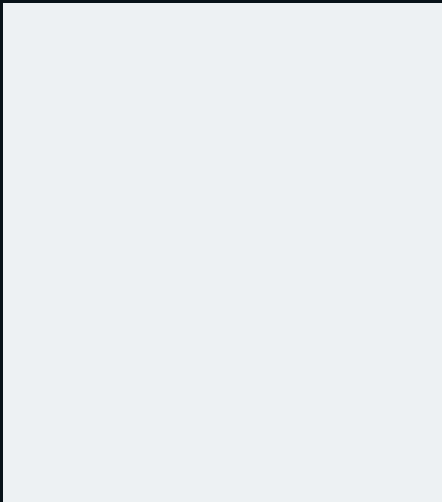
The ground. Film, headers, night mode.



Signal

#019EFF

Information and alignment.



Mineral

#EDF1F3

Reading surfaces and type on Command.



Slate

#526675

Secondary text on Mineral, quiet rules.



Amber

#E6B66A

A changed state. Nothing else.

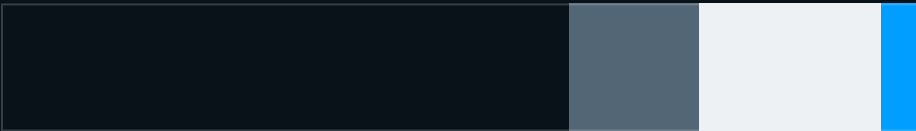


Link

#006CB1

Links on light grounds.

UNITY



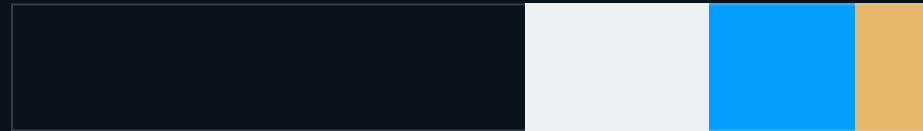
Command, Slate and Mineral carry the page; one Signal line holds it together.

CONTROLLED VARIETY



Signal and its link blue separate what can be acted on from what is read.

NECESSARY ACTIVATION



Amber appears once, on the value that changed, until every view carries it.

Signal blue belongs to information and alignment. Amber marks what changed, and nothing else. Footage keeps its natural color: no tint over people or places.

THREE MARKS. ONE BASELINE.

The shared line is where picture and message meet: one rule, three registration marks. It divides content, keeps time and closes every application. It always stands for a relationship.



SHAPES, FROM THE R4 LIBRARY



STATUS
MARKER



ACTION FIELD



CONTEXT CARD



PROGRESS
STOP



SELECTION
TILE

ICONS

Onebrief

ONE SHARED NOW / 01

CHANGED

01 / AIR 09:30

02 / SEA 09:00

03 / GROUND 09:00

THE PLAN CHANGED.
DID EVERY VIEW?

A shared detail should stay shared.

ONEBRIEF.COM

EXPLORE THE PLATFORM

Onebrief

ONE SHARED NOW / 02

01 / AIR 09:30

02 / SEA 09:00

03 / GROUND 09:00

ONE UPDATE.
ONE SHARED NOW.

Connect the information behind the brief.

ONEBRIEF.COM

EXPLORE THE PLATFORM

Onebrief

ONE SHARED NOW / 03

01 / AIR 09:30

02 / SEA 09:00

03 / GROUND 09:00

PREPARE
THE DECISION.

Planning. AI. Simulation. Human judgment.

ONEBRIEF.COM

EXPLORE THE PLATFORM

Onebrief

ONE SHARED NOW / 04

01 / AIR 09:30

02 / SEA 09:00

03 / GROUND 09:00

THE ROOM IS SHARED.
IS THE PICTURE?

Keep the team working from connected information.

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EXPLORE THE PLATFORM

Onebrief

ONE SHARED NOW

AIR / SEA / GROUND

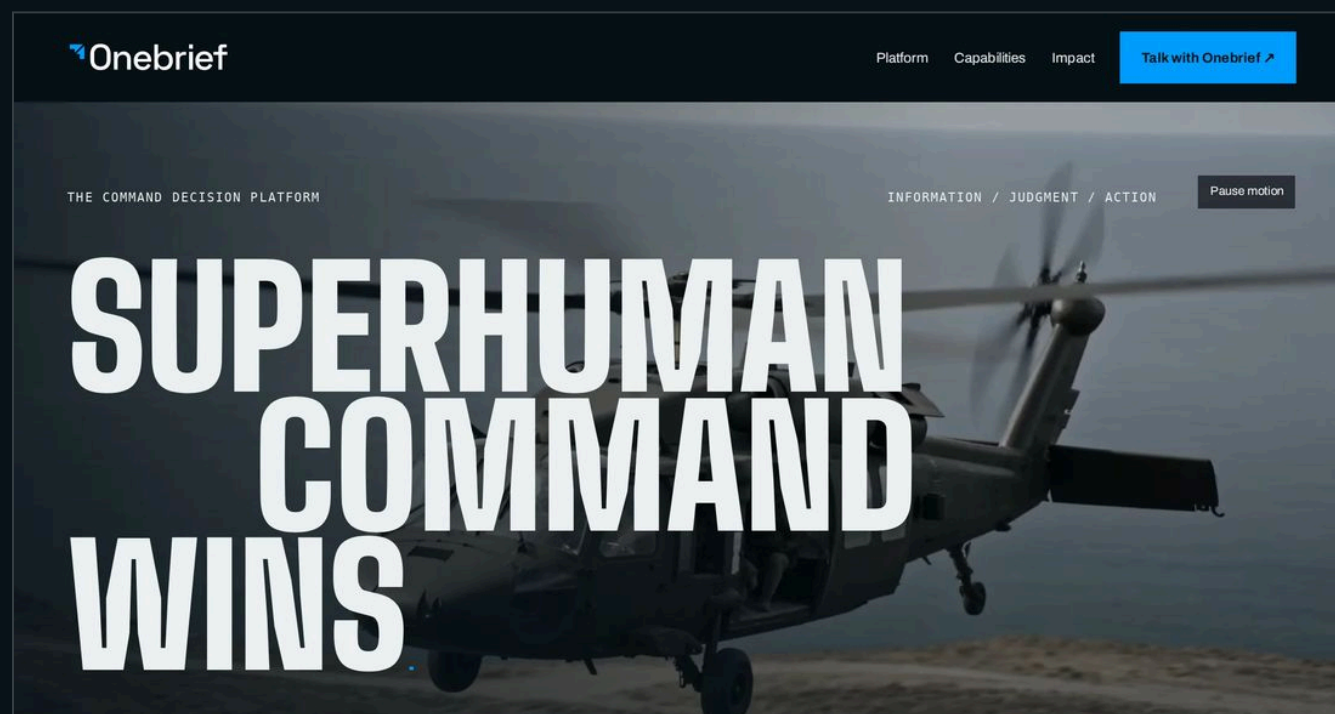
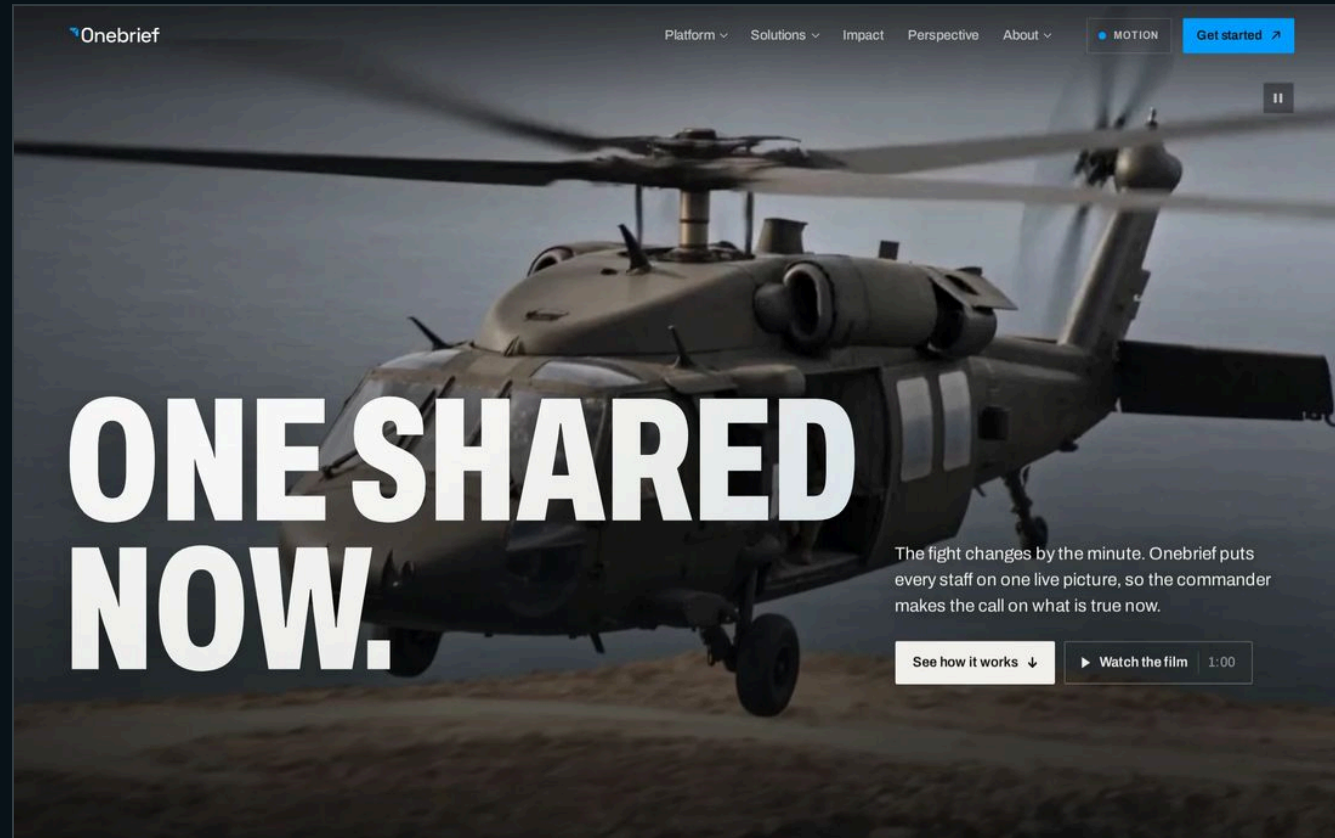
ONE SHARED NOW.

Connected information. Shared understanding. People make the call.

AIR / SEA / GROUND



KEY VISUAL / FOUR SOCIAL EXECUTIONS IN 4:5,
1:1 AND 9:16 / THREE HTML EMAILS



WHAT IT WOULD MEASURE.

Whether people understand the promise, completion of the film, qualified platform conversations and the quality of assisted inquiries. The baseline and audience come first. Nothing has run, and no results are claimed.

The name, logo, hero line, platform name and product facts belong to Onebrief. The campaign, its language and every execution on this page are new.

Independent concept by Jason Walker, 2026, not commissioned or endorsed by Onebrief. Sources checked 29 September 2026.