



Definition of (OI) Operational Intelligence

While Business Intelligence (BI) provides insight into what happened, Operational Intelligence (OI) delivers real-time awareness of what is happening now. The brand should embody complete operational visibility, elimination of blind spots, and intelligent decision automation.

Core Attributes

PRECISION

Reliable, real-time data without delays.

ROBUSTNESS

Enterprise-grade resilience built for critical business operations.

OMNIPRESENCE

End-to-end visibility across the entire operational ecosystem, represented by the logo's helical arc.



Voice & Tone

Enterprise technology buyers expect concise, credible communication focused on outcomes rather than promises. Messaging should emphasize clarity, operational impact, and measurable value.

DO ✓

"Reduce blind spots. Automate decisions. Drive operational ROI."

ACTIVE VERBS ✓

Drive · Optimize · Scale · Eliminate · Monitor · Deploy · Automate

DON'T ✗

"Our amazing platform leverages AI synergies to revolutionize your business."

HYPE ADJECTIVES ✗

Incredible · World-class · Best-in-class · Revolutionary · Game-changing



ASSERTIVE

Communicate with confidence and precision. Eliminate unnecessary complexity.

TECHNICAL AND BUSINESS-ALIGNED

Bridge technical depth with strategic business outcomes, connecting operational performance to financial results.

ACTION-DRIVEN

Lead with outcomes and active verbs such as Drive, Optimize, Scale, and Eliminate. Emphasize execution, efficiency, and growth.

Construction & Clear Space

00 CLEAR SPACE REQUIREMENTS

The clear space is defined by the “X” module, equivalent to the height of the “E” in the CENTRIC wordmark. No graphic elements, text, or page edges may encroach upon this protected area.



Construction & Clear Space

01 MINIMUM REPRODUCTION SIZE

Digital: *Minimum width of 120 px to ensure the legibility of the Operational Intelligence descriptor.*

Print: *Minimum width of 35 mm.*



02 SIMPLIFIED VERSION (FAVICON / APP ICON)

For applications below 32 px, only the core symbol—the two surrounding arcs enclosing the “360”—should be used. The CENTRIC wordmark and the descriptor are removed to preserve clarity and recognition at small sizes.



Approved Logo Variations

00 PRIMARY VERSION (FULL COLOR)

The primary logo version should be used on white, light gray, light blue (#ebf1ff), light ocre (#fdee4 50%) or the corporate blue background (#002A50).

When applied to the corporate blue background, all black typography should be reversed to pure white, while the teal-blue and ochre arcs remain unchanged.



Approved Logo Variations

01 MONOCHROME / HIGH-CONTRAST

For technical printing applications, accessibility requirements, or environments with display limitations, the logo may be reproduced in a single color using either:

- Solid Black (positive version)
- Solid White (reversed/negative version)
- Central Blue

No other color substitutions, gradients, or visual effects are permitted.



Approved Logo Variations

02 HORIZONTAL VARIATION

For wide-format layouts, constrained vertical spaces, or primary digital navigation, the logo may be reproduced in its horizontal orientation:

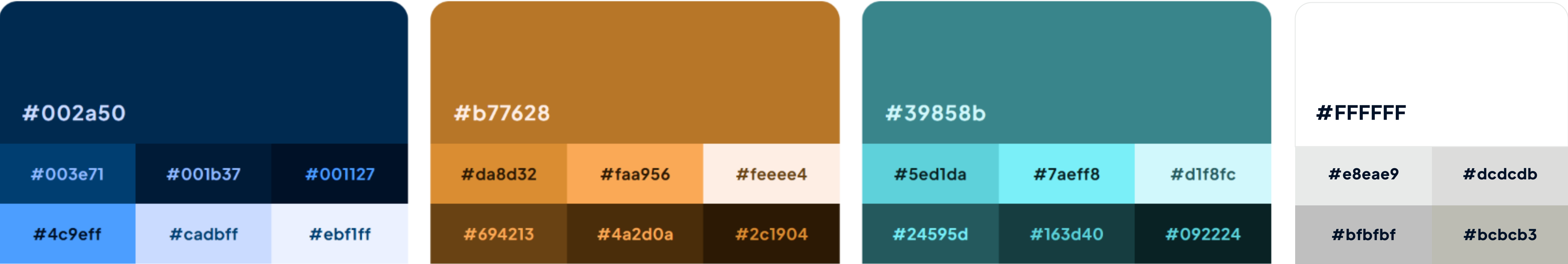
— Horizontal Lockup (aligned symbol to the left of the corporate text)

This variant is specifically reserved for web headers, digital top bars, and large-scale outdoor signage (wild postings) where vertical clearance is limited. No structural shifting of the symbol relative to the typography is permitted.



Color

00 COLOR SYSTEM



DEEP TECH NAVY · PRIMARY

INDUSTRIAL OCHRE · SECONDARY

TEAL INTELLIGENCE · SECONDARY

PRIMARY

Deep Tech Navy — backgrounds, headers, body text, structural blocks

SECONDARY

Industrial Ochre — CTAs, KPI highlights, alerts, secondary actions
Teal Intelligence — data flows, active states, connectors, success

GRAY

White backgrounds and little elements.

| Typography

**Plus Jakarta Sans
BOLD**

Plus Jakarta Sans
Regular

H1 / Bold
-0.02em tracking

H2-H3 / Bold
0 tracking

UI / Medium
Buttons · Labels

Body / Regular
1.6 line-height

Micro / Medium
12-14px · Tables

**Operational
Intelligence**

Data Visibility

Drive. Optimize. Scale. Eliminate.

Unlike BI, Operational Intelligence analyzes the present continuum — delivering 360° visibility across your entire operational ecosystem with zero latency.

KPIs · Dashboards · Data Tables · Metric Cards

Ui Components



BUTTON SYSTEM



bg #002a50 · text #ffffff · Main actions



Transparent · border #b77628 · text #b77628 · Secondary CTAs



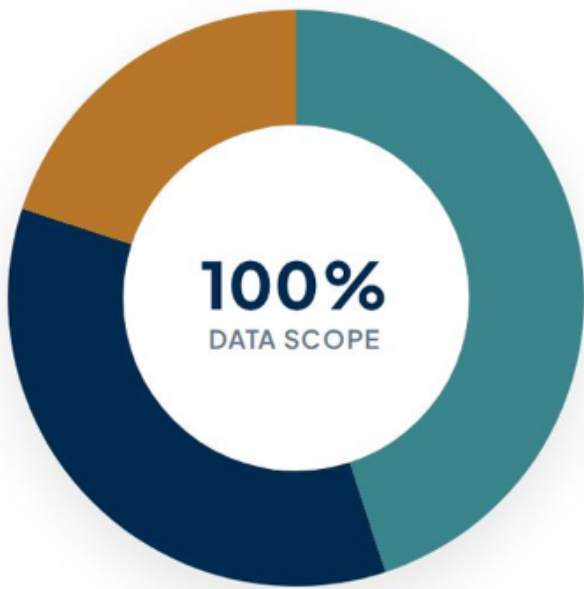
bg #b77628 · text #ffffff · Critical conversions only

ICONOGRAPHY

Linear · 2px stroke · rounded corners · matches Plus Jakarta Sans geometry



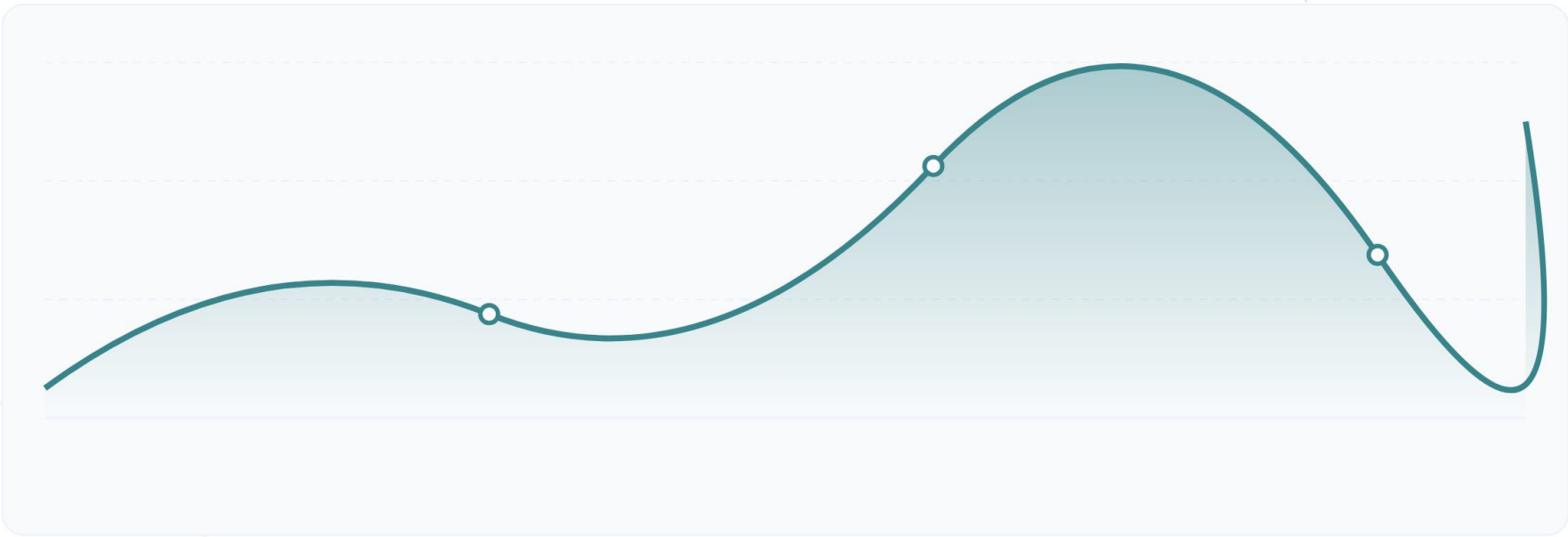
Teal — technical functions, data, active states **Ochre** — configuration, alerts, warnings



- Teal Intelligence (Automated Data Streams) — 45%
- Deep Tech Navy (Standard Core Infrastructure) — 35%
- Industrial Ochre (Manual Process Queues) — 20%

Ui Components

ECOSYSTEM NODES	AVERAGE LATENCY	THROUGHPUT	NODE INTEGRITY STATUS
Enterprise Cloud USA-East	14ms	1.2 Gbps	ACTIVE
Datacenter Central Austin	42ms	850 Mbps	ACTIVE
Manufacturing Cluster Ohio	185ms	240 Mbps	LATENCY ALERT
Edge Gateway Texas Hub	22ms	1.1 Gbps	ACTIVE



99.9%

PLATFORM UPTIME

Anomalous Deviation Calculation

Alert states trigger automatically when streaming operational metrics exceed standard deviation thresholds computed per node:

$$\sigma = \sqrt{\frac{1}{N} \sum_{i=1}^N x_i - \mu^2}$$

Always align formulas on low-glare solid panels to maintain consistent mathematical legibility.

• OPERATIONAL INTELLIGENCE PLATFORM

Eliminate Blind Spots. Automate Decisions. Scale Operations.

360 Centric gives C-Suite and Operations leaders real-time visibility across every process — from data ingestion to action, in milliseconds.

[Get Started Free](#)[Watch 2-min Demo](#)

LATENCY

<50 ms

UPTIME

99.99 %

DATA SOURCES

200 +

LIVE THROUGHPUT

Pipeline A 88%

Pipeline B 74%

Pipeline C 61%

SYSTEM STATUS

● Data Ingestion Active

● Analytics Engine Active

● Alert Queue 3 pending

BUSINESS CASE · Q4 2025

Operational Gaps Cost Enterprises Millions.

Without real-time OI, companies react to failures instead of preventing them. 360 Centric closes that gap — permanently.

AUDIENCE
COO / VP Ops

STAGE
Enterprise Sales



AVG. DOWNTIME
REDUCTION

73%

↑ after 90 days

DECISION LATENCY

<50ms

vs 4.2s industry avg.

AVG. ROI — YEAR 1

4.8×

↑ proven across 120+ clients

DATA SOURCES UNIFIED

200+

connectors out of the box

PIPELINE EFFICIENCY — BEFORE VS AFTER 360 CENTRIC

