

logo story



how arcon was born?

That businesses are always threatened from risks of different degrees and from a range of issues with direct ramifications on firms' operational efficiencies led a small team of entrepreneurs, tucked away in a small room, to launch a comprehensive risk-control solution company, **arcon** back in 2006

how it evolved?

This early-stage company, where the workforce demonstrated unparalleled zeal—laptops seated over refrigerator due to pint-size space— flourished. The two strategic pillars of our company: detect and control risks, helped us to address global organization's critical business concerns.

From a small portfolio of customers to about 200-long global clientele list in less than a decade: the evolution is a testimony of our success story, which was being written while we judiciously designed solutions to enable firms respond promptly to a changing dynamics in business.



what were our ethos then?

At that time, our logo design, an upwardly pointing 'A', signified ascension, an ideal emblem for a young company, which looked to elevate to a higher level. The two sides of 'A' also signified 'Protect' and 'Prevent', the ethos on which we initially based our company..



what made us to come up with a new logo design?

But over the course of time, the risk landscape has changed. In the backdrop of digital revolution and with the advent of disruptive technologies like cloud computing, artificial intelligence, and the internet of things— risk pervade our day-to-day operations like never before. Therefore, predicting risk is equally or even more important than protecting and preventing.

Indeed, to be amongst the forerunners in business, maximize shareholders' value, and sustain the brand value, it is essential for today's organizations to anticipate possible shortcomings and fix those before any harm is done.



the rationale behind our new logo

That's why after a very deliberate and pulsating exchange of ideas, we decided to create a new logo design: a new line was added in the earlier logo to form a simple red-coloured triangle, where each side signifies a crucial element on which this company now bases itself.

These three sides stand for **Predict, Protect and Prevent**, which are our guiding principles. The triangle is the cornerstone of this organization. But that's not all behind the design of our new sleeker and radiant logo. It has some more profound connotations. It represents taxonomy of our beliefs.

Every day, we meet and interact with firms spanning different industries. As a risk- management solution provider, we try to understand organization's entrenched teething troubles. We comprehend these complexities and brainstorm to develop a set of comprehensive solutions, which aims to safe-guard firm's critical business areas. The entire process entails **ideation, creation, integration** and **culmination** of thoughts. The triangle symbolizes all these characteristics.

Likewise, the logo's red colour heralds **peril**. It's a reminder that organizations need to always remain on toes to thwart and surmount a myriad of issues that can bring operations to a standstill.

The colour also signifies **energy** as it kindles our sensations thus promoting a thought process and resolve to accomplish our objectives.

