



Ares Networks

Governance for AI agents. One company, two names, one mark family, one palette.

Two names and how to use them, the investor-deck rules, both logos, the palette with contrast numbers, type, voice, vocabulary, imagery. The four palette options are in the separate palette comparison. Draft for the CoreTeam call; Mike approves palette and logo, Mike and Kris approve the two-name rules and investor claims.



Ares Networks is a trade name of Beyond Aerospace Ltd., Kelowna, BC, est. 2016.

Agents that act need a badge and a notary.

Companies are starting to let AI agents *do* things: approve, order, price, file. The moment an agent acts, three questions appear: who was that, what was it allowed to do, and can you prove what happened.

Ares answers all three. Every agent gets a verifiable identity. Every job gets a narrow, time-limited permission the agent cannot widen. Every step, including every refusal, is written to a record nobody can quietly edit. It runs in your cloud or on a single machine in your building.

Where the name comes from

Ares is the product. It has been the product since the C5ISR years. Beyond Aerospace built a platform called Ares for defence programs from 2019; the same platform, rebuilt to govern AI agents, is now the whole business, so the company trades under its product's name. Not a spin-out, not a pivot away from the past, not two companies. One company, one platform, two markets, and a name that caught up with reality.

Personality in one line

The calm notary with a bouncer's spine. Precise, unhurried, evidence-first, dry. Never hypes, never threatens, shows the record.

WE ARE	WE ARE NOT
Evidence-first: "Here is the record. Every refusal is in it."	"Revolutionary AI trust platform"
Plain-spoken: badge, door, record book, refused at the door	non-repudiation data channels, memorialize
Calm under threat: the attack in one line, then the refusal	fear-selling, liability doom paragraphs
Dry humour: "the word does more harm than good here, so ignore it"	memes, jokes about hacks
Sovereign: your building, your directory, your models	"cloud-first", lock-in language
Honest about limits: "the total is measured, the split is a stated convention"	rounding up, roadmap sold as shipped
Ten years in government procurement, said once, proven by the record	"defence-grade" as an adjective

Ares Networks is the face. Beyond Aerospace Ltd. is the company.

LAYER	NAME	ROLE
Legal entity	Beyond Aerospace Ltd. (BC, 2016)	Holds the IP, the Ares® mark, contracts, vendor registrations, the cap table. On legal pages, contracts, the deck's corporate slide.
Trade name	Ares Networks	The company's public face everywhere: site, decks, Marketplace, LinkedIn, press. Registered DBA.
Product	Ares (Ares® once)	The platform. One name in every sector.
Defence face	Beyond Aerospace	Label for defence and government buyers. Same product, same brand system, heritage first.
Commercial face	Ares Networks	Finance, health, legal, manufacturing, public-sector ERP, agent vendors.

Rules

- The product is always Ares. Never "the Beyond Aerospace platform".
- The company face is Ares Networks. Beyond Aerospace appears as the legal name and as the defence label, never as a second company and never as "a division".
- Nothing was "spun out". Say **refocused, relaunched, now trades as**.
- No third name. No holding company, no "Beyond Systems".
- One brand system on every surface, including the defence one. The defence face differs in copy and imagery, not identity.
- Legal line, verbatim: "Ares Networks is a trade name of Beyond Aerospace Ltd." Footer: "© 2026 Beyond Aerospace Ltd., trading as Ares Networks."

Which logo leads where

SURFACE	LEADS	SECOND
ares-networks.com, Marketplace, LinkedIn, press, commercial decks, product UI	Ares Networks	legal line in the footer only
beyondaerospace.com, defence and government proposals, vendor registrations	Beyond Aerospace	"the company behind Ares"; product screens carry the Ares mark
Investor deck	Ares Networks on the cover and every slide	Beyond Aerospace on the corporate slide and the closing slide, with "Beyond Aerospace Ltd. · Kelowna, BC · since 2016"
Contracts, invoices, legal pages	Beyond Aerospace Ltd.	"trading as Ares Networks"

Co-branding



- When both marks appear, Ares leads at 1x and Beyond Aerospace follows at 0.6x, at least one mark-width apart, same colour.
- Equal size only on the corporate slide, under the legal line.
- Never merge the two marks into one lockup. The shared network is the only bridge; it says "same technology" without a word.

One company, one timeline, two markets.

2016

Beyond Aerospace founded in Kelowna. Satellite and aviation networking for Fortune 100 and US Government customers.

2019

The Ares ledger built for defence programs. The core technology is seven years old, not a 2025 prototype.

2019 to 2024

Validated in US DoD and Canadian DND programs. Platform One compatible. Sovereign and disconnected shapes inherited, not promised.

2025

Refocused on governing AI agents. The company trades as Ares Networks. Ares® registered to the company since it was built.

2026

GA on the Azure Marketplace. First commercial and government deployments. A whole governed site on one 25 W machine.

SAY

"Ares Networks is a trade name of Beyond Aerospace Ltd., incorporated in Kelowna, BC in 2016." The whole legal disclosure, one line, on the corporate slide.

One company, one platform, two go-to-market motions: defence and government under the Beyond Aerospace label, everything else as Ares Networks.

Ten years operating, in government procurement, with the same technology. The heritage is proof of survival and of the hardest buyers, said once.

"Refocused", "relaunched", "now trades as".

One headquarters. Numbers from our own books and signed contracts.

The two demos as the two markets: cross-domain exchange with classification-based redaction; underwriting with the poisoned PDF.

DON'T

"Spun out". It implies a second entity, and the next question is for its cap table.

Beyond Aerospace as a separate business, line of business or revenue line. Legacy work is "services revenue from defence programs" inside the one P&L.

"Beyond Systems", "group", "holding", "a division of", "subsidiary".

Third-party revenue or headcount estimates (D&B, PitchBook, Kona). Cite our own.

Former executives in quotes or boilerplate. Re-issue the press boilerplate.

Mechanism: the ledger technology and consensus family, topology, estate and customer names without consent. The do-not-say list (08) applies to decks.

Roadmap described as shipped; "defence-grade" as an adjective; the old marks.

Two marks, one network.

Ares Networks. A front-view Greek helmet whose crest is the apex of a capital A, nose guard the stem, cheek guards the legs. Across it, a network: a node at the crest, nodes at the temples and cheeks, lines between. A for Ares, the helmet for the guard at the door, the network for the agents it governs.

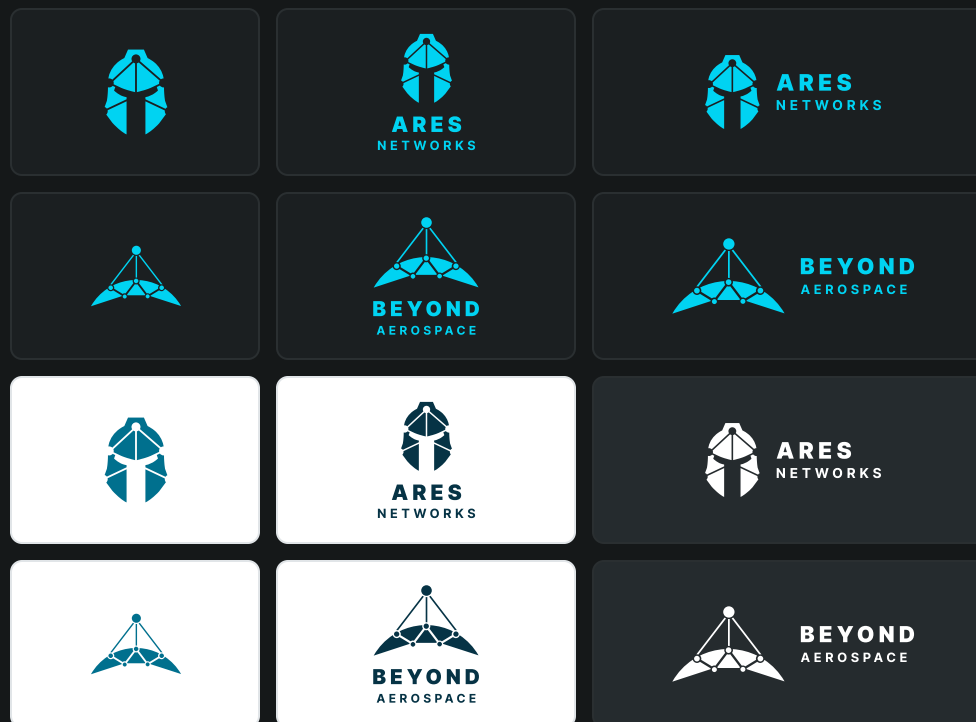
Beyond Aerospace. A swept wing arc with the same node network rising from it to one apex node. The arc is the aircraft and the horizon; the apex is the link up; the nodes are the same family as the helmet's. Same technology, two faces.

Variants

Mark, stacked, horizontal, for each. The wordmarks are outlined artwork inside the SVG: never retyped, never respaced, never set in another face. Geist is for everything around the logo, not inside it.

Rules

- Colour versions: brand on dark, white on dark, dark on white, brand on white. Never on a photo.
- Clear space: the eye opening (helmet) or the apex node diameter (wing) on all sides.
- Minimum: mark 24 px, horizontal 120 px wide, stacked 80 px tall. Favicon at 16 to 48 px is the helmet silhouette without the network.
- **Never:** outline, gradient, shadow, rotation, stretch, colours outside the palette, the two marks merged into one lockup, next to the old marks.



120 px



48 px



24 px



120 px



48 px



24 px

Below 48 px the network collapses: favicons use the silhouette. The wing mark sits 10% shorter than the helmet for equal optical weight.

Cyan on near-black

The current production palette. Dashboard dark theme, already contrast-checked.

Background
#151819
page, app

Surface
#1b1f21
cards

Surface 2
#252b2e
raised

Border
#2a2f31
rules

Text
#e5e8ea
primary

Text muted
#a0a9ae
secondary

Brand
#00d3f2
logo, marks

Primary
#00d3f2
buttons, fills

Link / strong
#00d3f2
links, icons,
rings

Permission
(amber)
#ffb900
badge,
narrowed

Allowed /
recorded
#00d492

Refused /
redacted
#fd7273

L background
#f8fafc

L text
#063345

L brand
#00708e
text, small
marks

L mark
#00708e
large mark

L primary
#00d3f2
fill

L link
#00708e

ARES NETWORKS

Product Developers Trust

Run it yourself

Agents that act need a badge and a notary.

Every job gets a narrow, time-limited permission the agent cannot widen.
Every step is written to a [record nobody can quietly edit](#).

Book a demo

See pricing

session

badge

intake

score

refused
outside
badge

redacted
client
identifiers

signed

completed

pending approval

failed

running

draft

BEYOND AEROSPACE

Defence Deploy

Talk to us

Cross-domain exchange, every release on the record.

Request the security pack

[Read the deployment shapes](#)

Notes

- Cyan on dark is the default look of AI infrastructure; low distinctiveness.
- Migration: none.

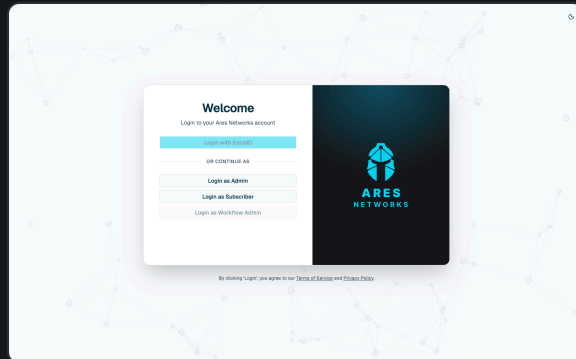
PAIR	HEX	RATIO	WCAG
Text on background	#e5e8ea / #151819	14.5:1	AAA
Muted on background	#a0a9ae / #151819	7.5:1	AAA
Brand on background	#00d3f2 / #151819	9.9:1	pass
Link on background	#00d3f2 / #151819	9.9:1	AAA
Primary text on primary	#002635 / #00d3f2	8.7:1	AAA
Permission on background	#ffb900 / #151819	10.4:1	AAA
Allowed on background	#00d492 / #151819	9.2:1	AAA
Refused on background	#fd7273 / #151819	6.7:1	AA
Info on background	#00bcff / #151819	8.2:1	AAA
Light: text on background	#063345 / #f8fafc	12.8:1	AAA
Light: brand on background	#00708e / #f8fafc	5.4:1	AA
Light: large mark on background	#00708e / #f8fafc	5.4:1	pass
Light: link on background	#00708e / #f8fafc	5.4:1	AA
Light: primary text on primary	#063345 / #00d3f2	7.4:1	AAA

Rules

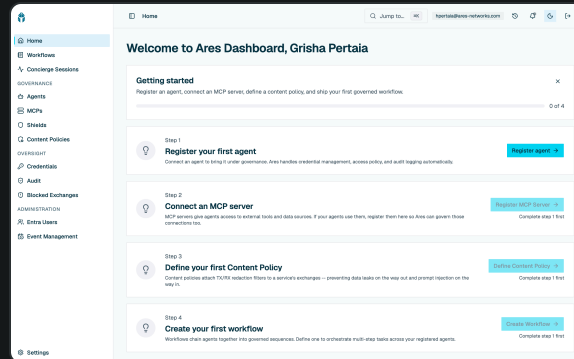
- Cyan is flow and brand. Amber is permission and only permission. Green is allowed and written. Red is refused and redacted.
- On white the brand cyan is a fill, never text: links use the deep cyan.

Cyan on near-black in the dashboard.

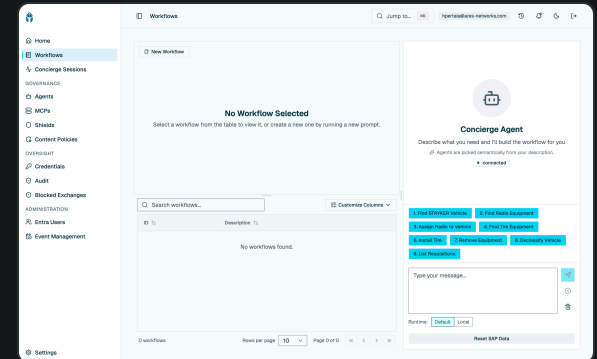
Local dashboard with the tokens, the new mark, favicon and login hero applied. Login, Home after "Login as Admin", and Workflows via the sidebar, in light and dark. 1440 x 900.



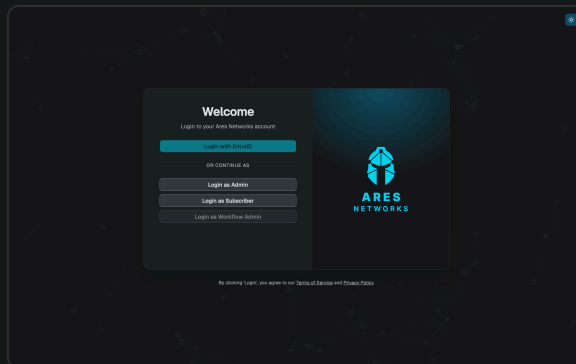
Login, light



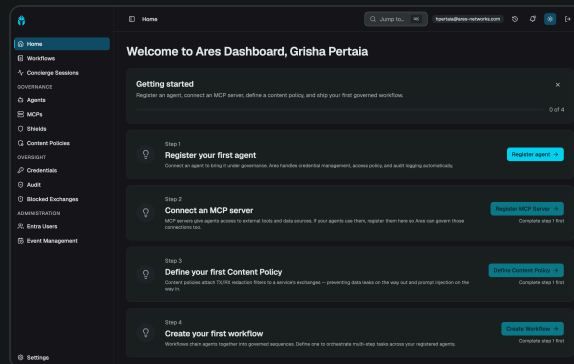
Home, light



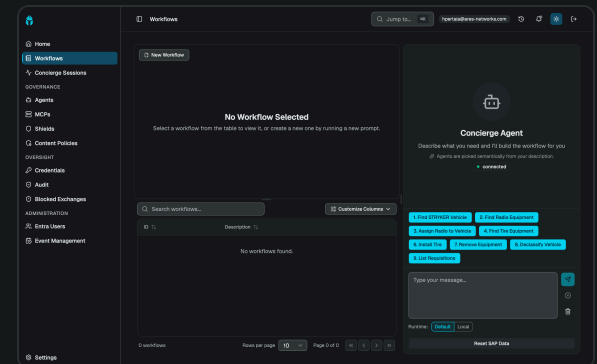
Workflows, light



Login, dark



Home, dark



Workflows, dark

Geist for words. Geist Mono for the record.

Agents that act need a badge and a notary.

Geist 600 · 56/40/28/20 headings · line-height 1.15

Every job gets a narrow, time-limited permission the agent cannot widen. Every step is written to a record nobody can quietly edit.

Geist 400 · 18 body · line-height 1.5

LABELS, BUTTONS, TABLE HEADERS · Geist 500

2026-10-22T14:02:11Z session 7f3a... skill
underwriting.score REFUSED reason: outside badge
Geist Mono · ledger entries, IDs, code, the ledger strip

Why these

Both are already in the product, free, open licence, variable weight. The site and the app then read as one thing. No other typefaces, including in decks.

The lockup wordmarks are not type

ARES / NETWORKS and BEYOND / AEROSPACE inside the logos are outlined artwork in a geometric face. They are never retyped in Geist or anything else, and Geist is never used to fake a lockup. Next to a logo, the first text is Geist.

Scale

USE	SIZE	WEIGHT
Hero	56	600
H1 / H2 / H3	40 / 28 / 20	600
Body	18 (site), 14 (app)	400
Labels, captions	14 / 12	500
Ledger, code	13	Mono 400

Say what it does. Show the record.

- 1. Lead with what happens for the customer. Mechanism goes in docs, after a review.
- 2. Short sentences. One idea each. Active voice.
- 3. Numbers only when they come from a live screen or a signed contract.
- 4. Say refused, recorded, redacted, narrowed.
- 5. Never lead with "blockchain" or the ledger technology. Say "a record nobody can quietly edit".
- 6. Attack descriptions are factual and short; the refusal is the point.
- 7. Humans stay in the story: "sent to a human for review" is a feature.
- 8. No emojis. No exclamation marks.
- 9. **Ares** in prose, **Ares®** once on legal and marketing pages, **ARES** only in code and internal docs. The company is **Ares Networks**; the legal entity is **Beyond Aerospace Ltd.** (see O2).
- 10. Headline to test: "Agents that act need a badge and a notary." The old descriptor line stays small.

Before / after (real copy from the current sites)

BEFORE	AFTER
"...thus exposing your organization and your executive team to exponential levels of liability under existing commercial law."	"If an agent signs something it should not have, you will be asked who allowed it. We make sure there is an answer."
"Ares® provides clear, non-repudiation data channels to memorialize agent authorizations and workflow execution."	"Every authorization is written down as it happens, in a record nobody can quietly edit."
"Real-time bidirectional content inspection and redaction on every exchange."	"Documents are inspected before an agent reads them. Answers are inspected before they leave."
"Spun out to commercial markets as agent governance infrastructure."	"Refocused on governing AI agents; the company now trades as Ares Networks."

Vocabulary.

SAY	NOT
badge, identity	credential attribute set, X.509 anything
the door, refused at the door	gateway enforcement point, policy decision point
the record, written down, replayable	blockchain, ledger technology by name, consensus
the permission narrows at every handoff	intersect, session intersection
inspected on the way in and out	bidirectional content inspection pipeline
sent to a human for review	HITL, escalation path
runs in your building, on one small machine	node counts, hardware model, cluster words
a tenant, a customer, an ERP system	estate names, customer names, vendor names
measured total, apportioned split	"measured per network"
Ares Networks, a trade name of Beyond Aerospace Ltd.	spun out, subsidiary, division, group, Beyond Systems
refocused, relaunched, now trades as	pivot, rebrand (external), "formerly a defence contractor"

Never in public material

- The ledger technology or consensus family as a headline or a mechanism explanation.
- Topology counts, hostnames, estate names, ports, IDs.
- Partner vendor names; real customer names without written consent.
- Roadmap features described as shipped.
- Internal feature codes, ticket numbers, "booth mode", any on-screen error text.
- Buzzwords: leverages, seamlessly, cutting-edge, revolutionary, unlock, game-changing, defence-grade.
- Beyond Aerospace as a second company; any name other than the two.

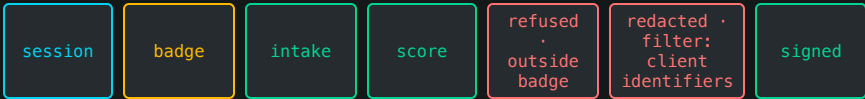
Source: the booth brief §8, the trade-secret review of 2026-09-23 and Brand Architecture (marketing/Brand Architecture.md). Every public asset and every deck gets a one-line check against this list before it ships.

Real screens. The ledger strip is the signature.

Product screenshots on the brand, nothing else. Diagrams in three semantic colours: brand flow, amber permission, red refusal. No robots, padlocks, stock photos, or AI-generated art. No explainer videos: we show the real thing running. The defence face may use the same screens with the cross-domain scenario; it never uses military stock imagery.

The ledger strip

A horizontal row of records filling in as a workflow runs. Green is a step that was allowed and written. Red is an enforcement decision: a refusal or a redaction. Both carry their reason in the record: a refusal says what was outside the badge; a redaction names the filters that fired, the session that allowed the exchange, and what was stripped. The strip shows the event; the record shows the why. It is in the product, the battlecards and the sandbox; it is the recurring motif on the site, in posts and on slides.



Motion

Records stamp in. Permissions visibly narrow (a bar shrinks). Nothing bounces, nothing glows.

Templates (to come with v2.1)

LinkedIn post image, blog header, slide master with the corporate and closing slides, one-pager, email signature, the beyondaerospace.com one-page bridge. All built on this guide in Figma; assets under marketing/brand/.

Files

brand/logo/: six SVGs, white source, recoloured per palette.
brand/brand-guide.html renders to one PDF per palette option;
brand/palette-comparison.html holds the four options side by side.
The chosen one becomes v2 final and the others are archived.

Who approves what

Logo, palette, type, this guide	Mike
Two-name usage, investor-deck claims, lineage wording	Mike and Kris
Public claims, anything near mechanism, open-source cuts	Kris
Site, sandbox, tools, blog, posts, templates	Grisha