

The platform that powers Typeface's agents

Arc Fabric is the orchestration layer of the Typeface Orchestration Engine powering conversational chat, custom agents and extensibility, so a team runs the entire workflow in one place.

Knowledge Base

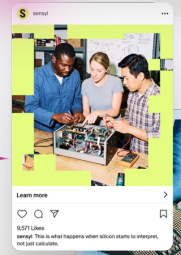
Code Execution Tool

Content generation

Evaluate

API/MCP

Campaign Launch Agent



THE PROBLEM

Generic platforms offer a limited set of out-of-the-box solutions, and that's it

In traditional marketing software, every team gets the same generic platform and configures its way toward a fit. Anything multi-step means decomposing the work by hand and prompting through it one turn at a time. When context needs to be re-established at every turn, the thread gets lost.

THE SOLUTION

Describe the outcome; the Typeface system delivers it

Arc Fabric replaces a fixed set of actions with a runtime that writes and runs its own code. Agents plan, use out-of-the-box or customized tools to accomplish tasks along the way, check their own output, and loop until the job is done — all without losing context.

Key Capabilities

Deep agent runtime

- Hand over an outcome and the agent plans, executes, evaluates, and iterates until done
- Working memory lives outside the context window, so long multi-step jobs hold their thread



Rubric-driven iteration

- Specify a rubric or target outcome as the quality bar for the work, across any content type
- The system keeps revising until your criteria are met



Extensibility & governance

- Incorporate agents into the enterprise systems your team already runs through MCP, APIs, webhooks, custom skills
- Role-based access, conditional logic, and workflow rules keep agent autonomy governed



Arc Fabric makes bespoke software possible for marketing.

The agent runtimes and coding platforms behind Arc Fabric are the same advances powering general-purpose developer tools from Google, OpenAI, and Anthropic. We deliver that same capability to more teams, including marketers, marketing developers, marketing ops and creatives. Typeface is pre-wired to your brand context, your marketing channels, and your systems, all under enterprise governance.

FINANCIAL SERVICES CUSTOMER STORY

Multi-channel campaigns shipped in hours, not weeks

The problem

A full multi-channel campaign took weeks of coordination across tools and teams.

How Typeface solved it

The Global CMO of Asset Wealth Management led the rollout starting in North America, then expanded it to other regions, embedding the creative team and brand kit into Typeface from day one. The company built the expertise internally, standing up a dedicated team to drive the new way of working. Today, all campaign orchestration runs through Typeface as a single portal, with outputs pushed into the company's own proprietary app for review, legal approval, and publishing.

Result

97% reduction in campaign production time — a full multi-channel campaign in 7.5 hours instead of 6 weeks.



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