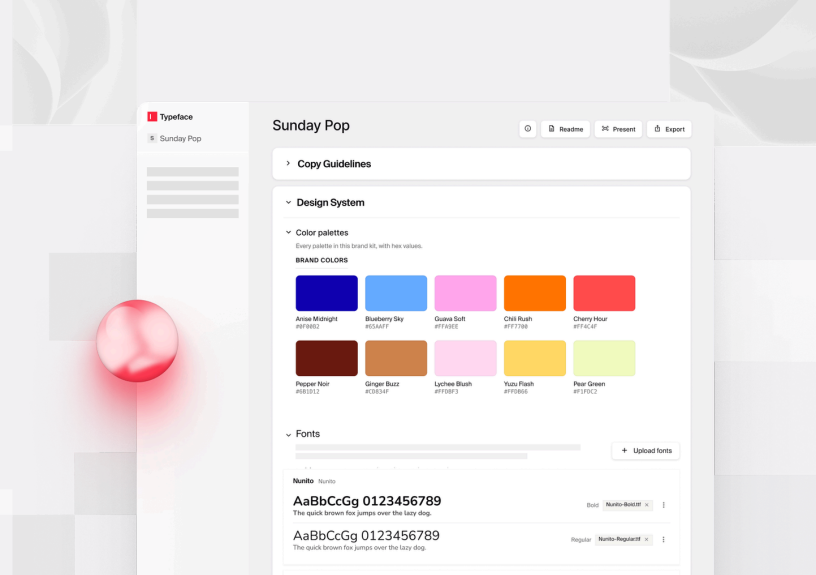


Your brand, enforced at the moment of generation

Arc Graph is the context layer of the Typeface Orchestration Engine. It extracts your brand guidelines and campaign learnings into structured, enforceable intelligence that agents draw from.



THE PROBLEM

A 90-page brand guideline, read once, enforced manually

Brand consistency rests on a handful of reviewers catching problems before content ships. The moment volume rises, the checks fall behind. That's when off-brand work slips through, and nobody notices until it's already live. For a parent brand with many sub-brands, no manual process can deliver at scale.

THE SOLUTION

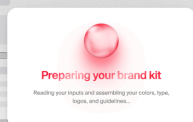
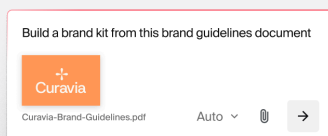
Brand guidelines become rules the Typeface system enforces

Arc Graph rebuilds brand governance from hand-configured rules into a system that extracts, validates, resolves, and enforces them. Your brand books and writing samples go in, and what comes out is structured intelligence that agents can't deviate from.

Key Capabilities

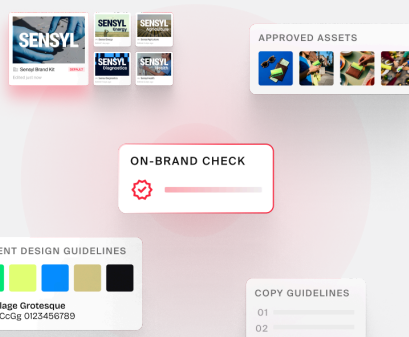
Extraction & author kits

- Build using brand book PDFs and past writing samples
- Structured copy and visual guidelines, plus distinct voices learned from your own writing
- Days of manual configuration collapse into a single extraction run



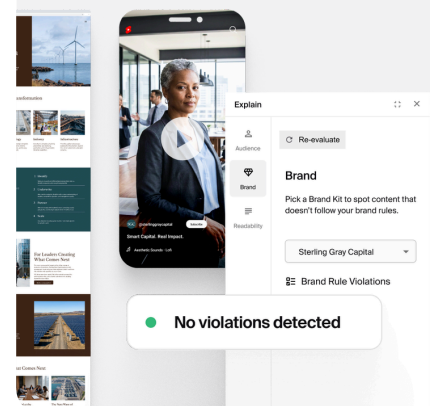
Linting & hierarchy

- Automated checks validate the extracted rules for contradictions, conflicts, and gaps before they ever produce off-brand content
- Resolves parent and sub-brand inheritance, making house-of-brands structures governable



Brand governance

- Banned terms blocked and voice, tone, and rules injected at generation
- After content is generated, Typeface scores it and signals what to change
- When a rule applies, the system shows which rule and why



Arc Graph has a rich understanding of your brand

Typeface is built on the foundational models coming out of Google, OpenAI, and Anthropic. These models bring reasoning and general knowledge. Arc Graph adds a validated, hierarchy-resolved, enforceable representation of one enterprise's brand and institutional knowledge: extracted rules, multiple learned voices, linting, and governance when generating content.

The knowledge graph holds everything your organization has learned for every campaign that comes next. While a general-purpose model can describe your brand if you ask it to, Arc Graph holds your brand as rules rather than suggestions and can show its work.

CPG INDUSTRY CUSTOMER STORY

Brand consistency at scale, across a 200+ partner portfolio

The problem

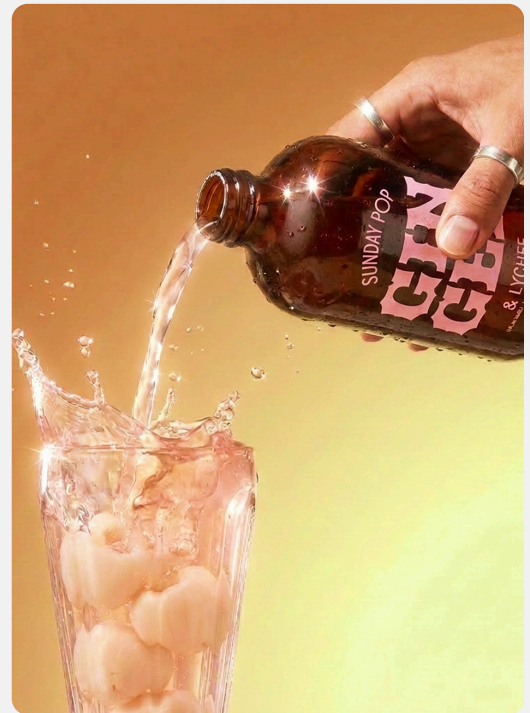
For a Fortune 500 CPG company, concerns about brand drift multiplied as content volume and its sub-brand portfolio grew. No manual review process could keep every brand on-guideline.

How Typeface solved it

Working alongside the global CMO's center of excellence, Typeface captured the company's brand knowledge into a knowledge graph, starting with a handful of key brands to prove the methodology before scaling. The model is now being replicated across the full portfolio, generating personalized, brand-compliant content with guardrails tailored to each brand.

Result

A portfolio scaling up to 200+ brands governed in one unified brand hub, with consistent governance and shared standards across the entire organization.



TRUSTED BY

