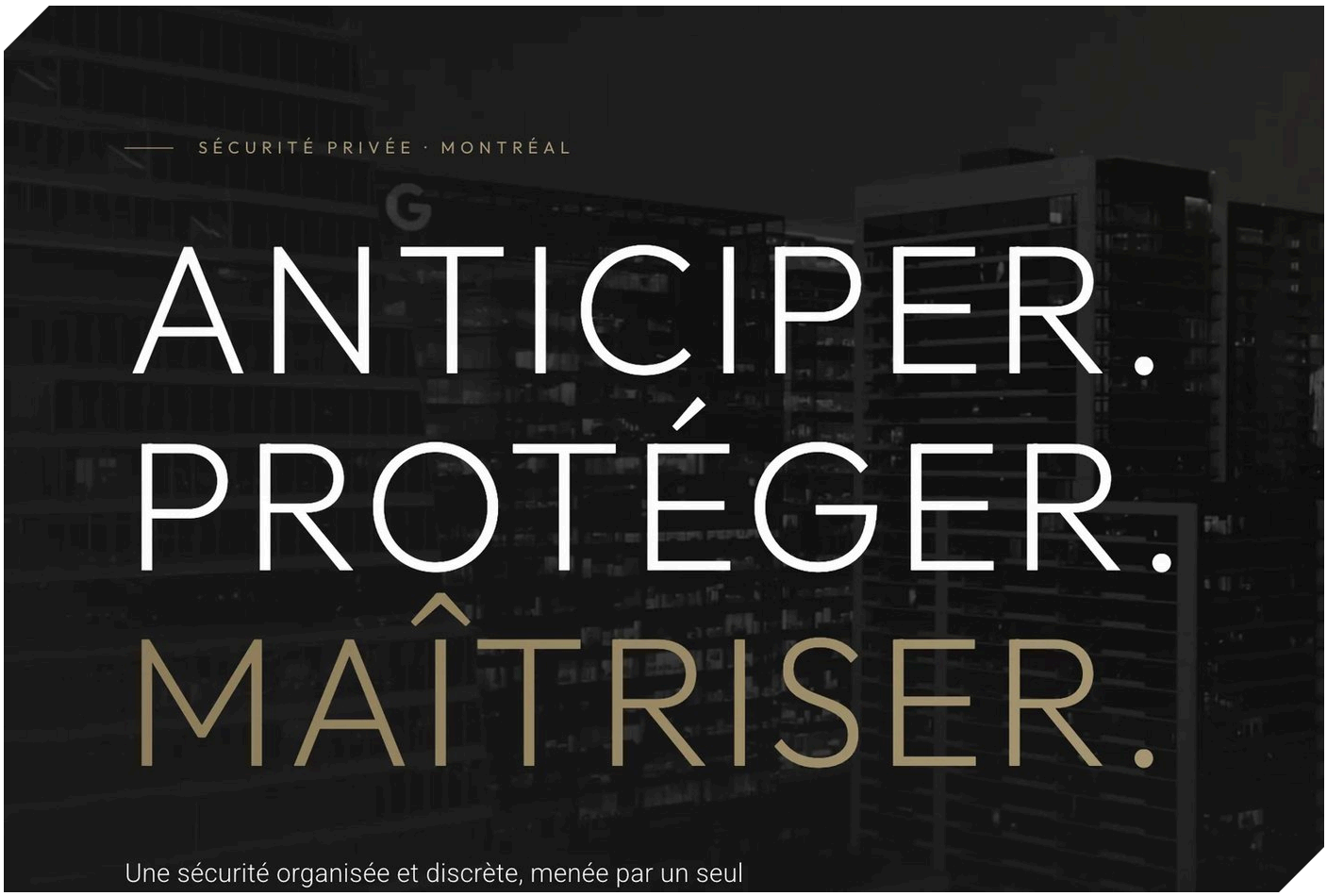


The detail: the gold that signs Velar Protection's title.

Velar Protection

A private security company, starting from scratch.

Private security · Identity and custom website

The client and the knot

Velar Protection provides physical security for its clients in Montreal.

The company had neither a website nor an image, and wanted to win a high-end clientele in an industry that talks loudly and looks the same.

Our choices

1

Black and gold

Instead of alarm red and flashing lights, a restrained brand that reassures.

2

Three verbs

“Anticipate. Protect. Control.” say the trade without raising their voice.

3

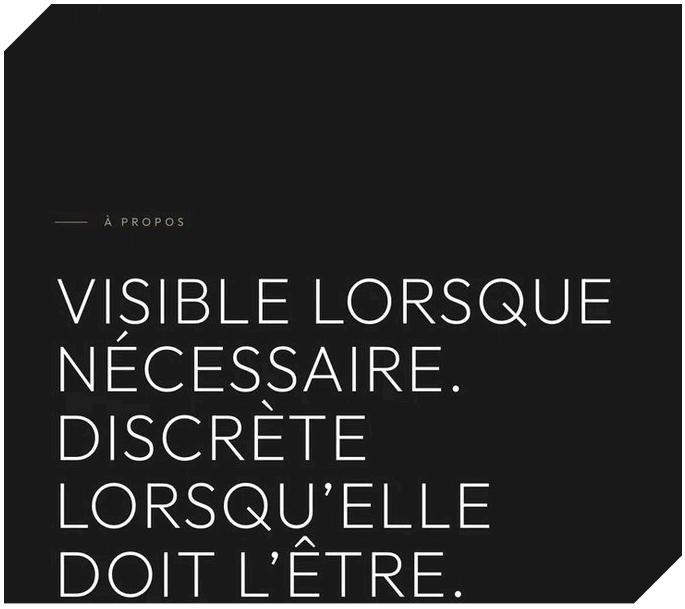
Six ways to protect

Services one by one, then how a mandate unfolds, from the first meeting to the first report.

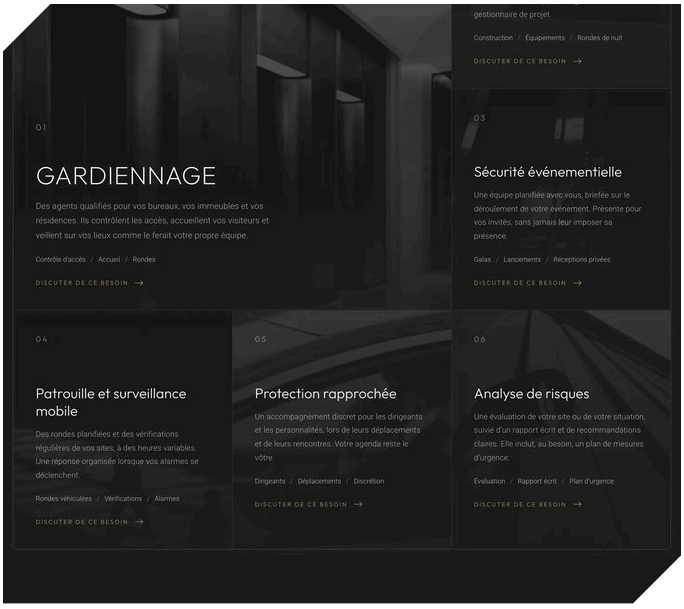
Three details



The detail: the gold title, on black.



The detail: sans-serif capitals, straight and steady.



The detail: six ways to protect you, one card each.

> *“When Déclic showed us the site, I literally jumped for joy. It’s exactly the image I wanted for Velar: serious, high-end, and impressive from the very first second.”*
>
> Jean Lambert, President, Velar Protection

Project details

Mandate	Brand identity and website
Year	2026
Site	velarprotection.ca

Let’s talk about your business.

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