



Brand Style Guide

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Logo



Our logo is the heart of our brand identity, symbolizing our values and mission in a simple, yet impactful form. It's crucial for recognition and distinction in the market. This section ensures consistent and powerful use of our logo, maintaining its significance across all mediums.

01

1.1 Primary Logo

The primary logo represents the overall Arc2FE brand. As the most visible and recognizable symbol of the brand, it allows us to present our identity consistently across all communications and media.

Whenever possible, use this preferred primary logo configuration. It should be applied as specified in the guidelines and not altered in any way.



MINIMUM SIZE

The minimum size of the logo for print applications is 1.5 inches or wider

LOGO

1.2 Vertical Logo

The secondary logo, or vertical logo, is used in any application where horizontal space is limited.

It may be used as needed.



MINIMUM SIZE

The minimum size of the logo for print applications is 1 inch or wider

1.3 Logo Symbol

The logo symbol is the most versatile of the logo options when it comes to scale and legibility.

Use when space is limited or for a minimalist look. This is often suitable for social media icons, merchandise, and user interfaces, where simplicity and brand recognition are key.



MINIMUM SIZE

The minimum size of the logo for print applications is 0.5 inches or wider

1.4 Logo Use

There are multiple color options for each logo variation. The color chosen is dictated by the colors surrounding it as well as the medium in which it's being used.



Typography



Typography is a crucial element of your brand's identity, conveying the brand's voice and personality through the choice of fonts and text styles. It ensures consistency and recognition across all communications, greatly influencing readability and audience engagement.

Effective typography enhances brand recognition and sets the tone for your brand's message.

02

2.1 Headings

Headline typography is pivotal in capturing attention and setting the tone for our brand's message.

It is important to use the same font and sizing throughout all headings.

Northura Bold Semi Expanded

Aa

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

2.2 **Body Copy**

Body copy typography is essential for readability and comfort, supporting the overall narrative of our brand.

It should be clear and legible, maintaining a consistent flow that enhances the reader's experience and complements our brand's visual identity.

Montserrat Regular
Montserrat Bold

Aa

a b c d e f g h i j k m n
o p q r s t u v w x y z

A B C D E F G H I J K M N
O P Q R S T U V W X Y Z

Color



Color plays a vital role in brand recognition and emotional connection, conveying our brand's values and personality. Careful selection of colors reinforces our identity, creates visual consistency, and influences consumer perception, making it a key element in all brand communications.

03

3.1 Color Palette

Use brand colors strategically to ensure consistency and recognizability across all platforms.

Primary colors should dominate, defining the brand's core identity, while secondary colors complement and enhance visual appeal. Apply these colors in logos, marketing materials, and digital media, adhering to the specified color codes for accuracy and uniformity.



PRIMARY COLOR
Charcoal Grey

Hex: #434444
RGB: 67, 68, 68
CMYK: 67, 60, 59, 44



SECONDARY COLOR
Burgundy Spice

Hex: #8b281f
RGB: 39, 40, 31
CMYK: 28, 93, 97, 30



ACCENT COLOR
Steel Grey

Hex: #939598
RGB: 147, 149, 152
CMYK: 0, 0, 0, 50



GRADIENT
Charcoal Grey/Burgundy Spice

Graphic Elements/ Applications



Graphic elements are the visual building blocks of a brand's visual identity, beyond the logo and typography. They can include icons, patterns, shapes, and lines that complement and enhance the brand's storytelling.

Also view additional ways in which the logo can be applied to different mediums.



4.1 Graphic Elements

Images can be placed inside of the logo symbol along with a gradient as an interesting way to display imagery while also tying it back to the brand.



4.2 Applications

Here are several examples of ways in which the logo can be applied to different materials.





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