



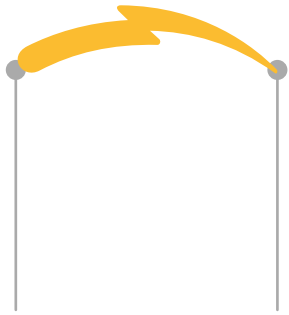
Brand Guidelines

Last Updated / September 2021

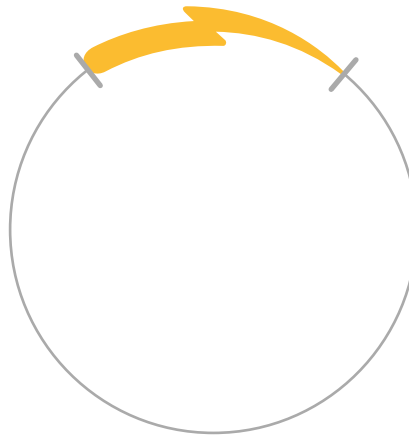


asset recharge center

What is an arc?



A luminous electrical discharge
between two points



A part of the circumference
of a circle or other curve



To move with a curving trajectory



Clearspace

A designated amount of clearspace is required around the edges of the ARC logo to provide ample visibility. The area between the “a” and “r” is defined as “X”. You must provide 2X of clearspace around the ARC logo.



Crop Guidelines

The center 90% of the ARC logo must remain visible at all times. Do not crop beyond 5% of the logo height or width.



Logotype is a custom variation of Proxima Nova with softened terminals.



✗ Do not distort logo



✗ Do not use alternate type



✗ Do not use outlines or drop shadows



✗ Do not change spacing of individual elements



✗ Do not change scale of individual elements



✗ Do not change orientation of individual elements

Primary



Yellow
PMS 7548 C
HEX/HTML FCBD30

Secondary



Pick Up Blue
PMS 7689 C
HEX/HTML 2D7F9F



Return Red
PMS 7619C
HEX/HTML C3483E



Charcoal
PMS Warm Gray 11 C
HEX/HTML 444444

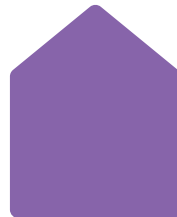


Text Black
PMS Black C
HEX/HTML 272727

Accents



Clear Green
(For digital use only)
HEX/HTML 00975B



Alert Purple
(For digital use only)
HEX/HTML 8863AC



Back Button Grey
(For digital use only)
HEX/HTML E0E0E0



arc

The logo consists of a stylized, dark grey curved arrow pointing to the right, positioned above the lowercase word "arc" in a bold, sans-serif font. The entire logo is centered on a solid orange background.



arc

The logo consists of a stylized, yellow curved arrow pointing to the right, positioned above the lowercase word "arc" in a bold, sans-serif font. The entire logo is centered on a solid dark grey background.



arc

The logo consists of a stylized, dark grey curved arrow pointing to the right, positioned above the lowercase word "arc" in a bold, sans-serif font. The entire logo is centered on a solid white background.



arc

The logo consists of a stylized, yellow curved arrow pointing to the right, positioned above the lowercase word "arc" in a bold, sans-serif font. The entire logo is centered on a solid black background.





- ✗ Do not use on background if it complicates visibility of logo



- ✗ Do not use multiple colors and/or gradients within logo

