

# archello

## Brand Guidelines



# Our Logo

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Use our full-colored logo wordmark on white version whenever possible. Our wordmark is a very recognizable and highly visible brand asset, it is vital that it is always applied consistently.

Our symbol is a squircle with a lowercase “a” in the middle, it is the reduced form of our wordmark. Use only when the wordmark is too small to achieve maximum impact.

Artwork files for print (.EPS), broadcast, and web (.SVG and .PNG) can be downloaded at [www.archello.com/brandresources](http://www.archello.com/brandresources).

You can use our logo and branding where you have the right to do so, but please follow the rules and guidelines. If in doubt, feel free to get in touch with us at [info@archello.com](mailto:info@archello.com).

The wordmark logo for Archello, featuring the word "archello" in a lowercase, sans-serif font. The letters "a", "r", "c", "h", and "l" are dark blue, while the letters "e", "l", "l", and "o" are a lighter blue. The "h" and the first "l" are slightly overlapping.

Our Wordmark Logo



Our Symbol



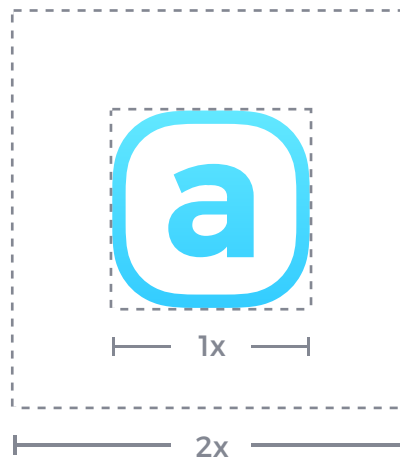
## Clear space and minimum height

When you're using our wordmark logo or symbol with other graphic elements, make sure you give it enough clear space to ensure visual impact. The empty space around the logo wordmark or symbol should be at least 150% of the height of the wordmark logo or symbol.

To ensure the wordmark logo and symbol maintain their visual impact, always maintain their set proportions and never make the wordmark smaller than 18 pixels height for web and 5 mm height for print. Never make the symbol smaller than 24x24 pixels for web or 10x10 millimeters for print.



Minimum Clear Space Wordmark Logo



Minimum Clear Space Symbol



### Minimum dimensions

- of 24x24 px for digital
- of 5x5 mm for print

**archello**

### Minimum height

- of 18 px for digital
- of 5 mm for print



## Wordmark logo on solid backgrounds

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These are examples of the Archello wordmark used on solid backgrounds. Please use our full-colored logo wordmark on white version of the logo whenever possible. Never show the Archello logo in any other color.



Full-Colored wordmark logo on white background



White wordmark logo on blue background



Full-Colored wordmark logo on black background



Black wordmark logo on grey background

## Wordmark logo with photography

These are examples of the Archello wordmark used on images. Use the full-colored wordmark logos whenever possible. To maintain maximum impact and legibility of the wordmark logos, don't use busy images.

The wordmark 'archello' is displayed in its full color (black and blue) on a light, textured background.

Full-Colored wordmark logo on light photo

The wordmark 'archello' is displayed in white on a dark, textured background.

White wordmark logo on dark photo

The wordmark 'archello' is displayed in its full color (black and blue) on a dark, textured background.

Full-Colored wordmark logo on dark photo

The wordmark 'archello' is displayed in black on a light, textured background.

Black wordmark logo on light photo

# Logo Misuse

The examples shown here illustrate incorrect uses of the wordmark logo. Never recreate or alter the wordmark logo.

The wordmark 'archello' is shown with a thin black outline around the letters.

Do not outline.

The wordmark 'archello' is shown rotated diagonally.

Do not rotate.

The wordmark 'archello' is shown with a grey drop shadow behind it.

Do not use drop-shadows.

The wordmark 'archello' is shown with the letters 'h' and 'e' stretched horizontally.

Do not distort proportions.

The wordmark 'archello' is shown in an italicized, slanted font style.

Do not shear or skew.

The wordmark 'archello' is shown with a soft, out-of-focus blur effect.

Do not apply effects or graphic filters.

The wordmark 'archello' is shown with the letters 'ello' in a bright green color.

Do not use any off-brand colors.

The wordmark 'archello' is shown with a hatched or cross-hatched pattern applied to the letters.

Do not use a mask for imagery or graphics.

The wordmark 'archello' is shown with the letters 'h' and 'e' separated from the rest of the word.

Do not deconstruct.

The wordmark 'archello' is shown with a small square icon containing the letter 'a' positioned above the 'h'.

Do not lock up the symbol and the wordmark.

The wordmark 'archello' is shown with the letters 'ello' in a lighter, greyish blue color.

Do not use our old logo.

The wordmark 'archello' is shown with a horizontal gradient applied to the letters.

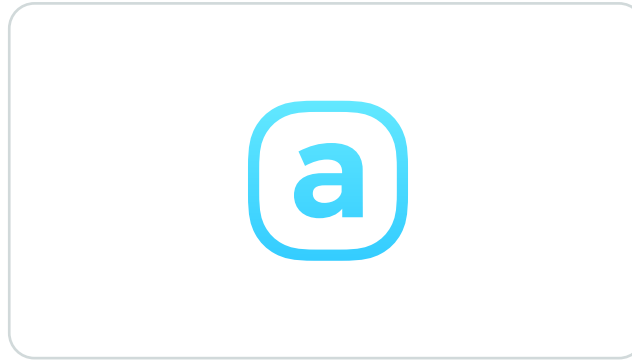
Do not apply gradient.



## Symbol on solid backgrounds

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These are examples of the symbol used on solid backgrounds. Please use our blue on white version of the symbol whenever possible. Never show the symbol in any other color.



Blue symbol on white background



White symbol on blue background



Blue symbol on black background



Black symbol on grey background



## Symbol with photography

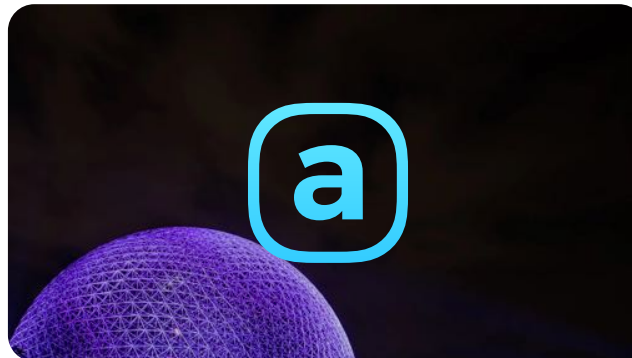
These are examples of the symbol used on images. Use the blue on white version of the symbol whenever possible. To maintain maximum impact and legibility of the symbols, don't use busy images.



Blue symbol on light photo



White symbol on dark photo



Blue symbol on dark photo



Black symbol on light photo





# Symbol Misuse

The examples shown here illustrate incorrect uses of the symbol. Never recreate or alter the symbol.



Do not outline.



Do not rotate.



Do not use drop-shadows.



Do not distort proportions.



Do not shear or skew.



Do not apply effects or graphic filters.



Do not alter gradient.



Do not use any off-brand colors.



Do not use a mask for imagery or graphics.



Do not deconstruct.



Do not use our old symbols.



Do not use our old symbols.



# Social Icons

Our symbol can be used alongside other social icons to show your presence on Archello.com. You can use it in either blue, black, grey or white.

When using the symbol in white the background color may be set in any color. We prefer that you use our symbol free of a container or that you use the social icons provided by us on our website, but feel free to place our symbol either in a circle, square, square with rounded corners or any other shape, if this is best for your needs.

When using the symbol or social icons alongside other social icons make it equal in height and size to the other social icons.

Our social icons can be downloaded at [www.archello.com/brandresources](http://www.archello.com/brandresources).



Logo  
Social Icon



Square  
Social Icon



Rounded Square  
Social Icon



Circular  
Social Icon



Minimum width  
of 24 px



Minimum width  
of 24 px



Minimum width  
of 24 px



Minimum width  
of 24 px



# Pairing Social Icons

These are examples of Archello's symbol and social icons used alongside other social icons.



Paired with other 'logo' social icons.



Paired with other 'rounded square' social icons.



Paired with other 'square' social icons.



Paired with other 'circular' social icons.



Paired with other 'logo' social icons.  
Using a shade of grey for consistency.



Paired with other 'square' social icons.  
Using a white symbol on a gray background.



# Colors

Archello's color palette consists of four main colors: Blue, black, grey and white. Only Archello's symbol has a gradient.

## Primary

### Archello Blue

# 33CCFF

R 51 G 204 B 255

C 80 M 20 Y 0 K 0

PMS 298 C

### Archello Gradient

# 62E8FF

R 98 G 232 B 255

C 62 M 9 Y 0 K 0

PMS 297 C



# 33CCFF

R 51 G 204 B 255

C 80 M 20 Y 0 K 0

PMS 298 C

## Secondary

### Archello Space Blue

# 080F26

R 8 G 15 B 38

C 79 M 61 Y 0 K 85

PMS 296 C

### Dark Grey

# 838792

R 131 G 135 B 146

C 10 M 8 Y 0 K 43

PMS COOL GRAY C

### White

# FFFFFFFF

R 255 G 255 B 255

C 0 M 0 Y 0 K 0

PMS NONE



## Our Typeface

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At Archello we use two fonts: Montserrat and Merriweather. We use Montserrat especially for titles and Merriweather for body text.

# Montserrat

Primary typeface

# Merriweather

Secondary typeface

# Naming Usage

Never modify or abbreviate the name  
“Archello” The "A" in Archello is always  
capitalized. Keep “Archello” as a single  
word. Never split Archello into two words  
and always use the correct capitalization.

 NO, NO

<b>ArcHello</b>	<b>Arc Hello</b>
<b>arc hello</b>	<b>archhello</b>
<b>archello</b>	

 YES, PERFECT

**Archello**

# Have any questions?

Contact us at [info@archello.com](mailto:info@archello.com).

