

archello

Brand Guidelines



Our Logo

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.

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.



Our Wordmark Logo



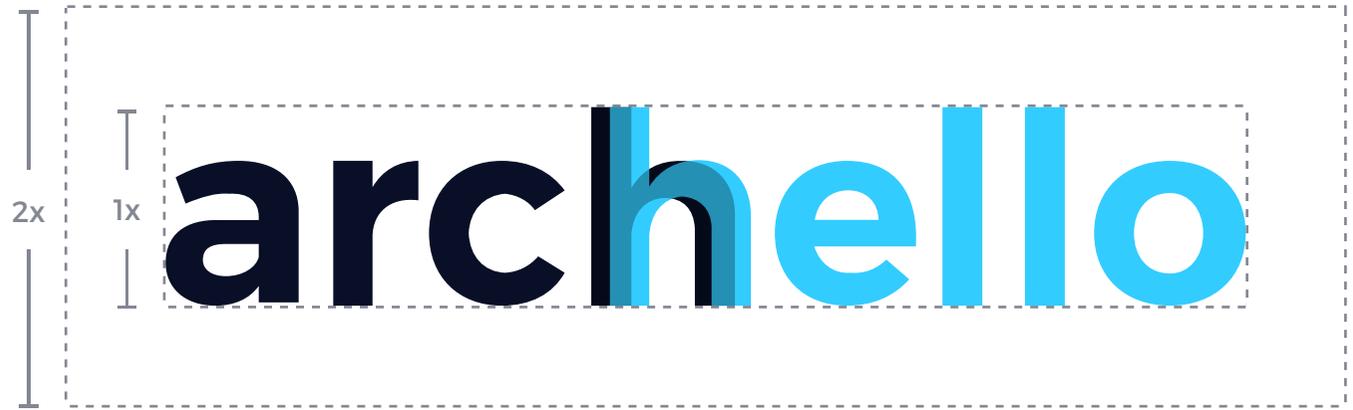
Our Symbol



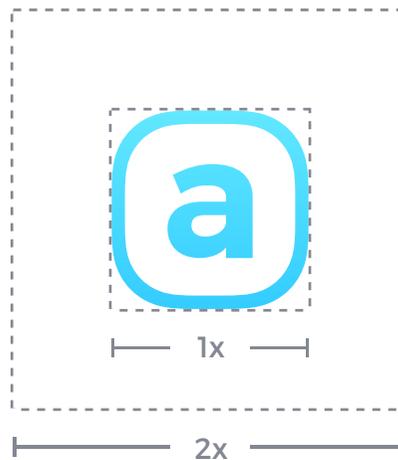
Clear space and minimum height

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

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Minimum height

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



Wordmark logo on solid backgrounds

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

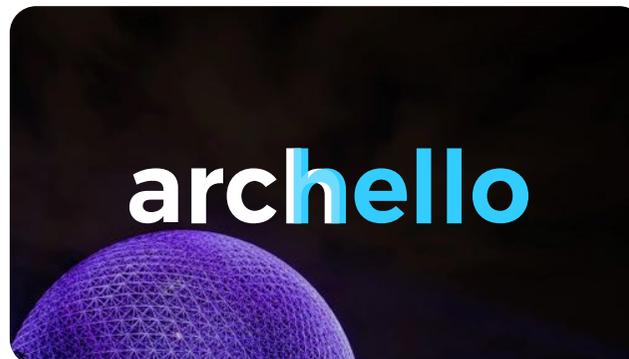
These are examples of the Archello wordmark used on images. Use the full-colored wordmark logos whenever possible. To maintain maximum impact and legibility of the wordmark logos, don't use busy images.



Full-Colored wordmark logo on light photo



White wordmark logo on dark photo



Full-Colored wordmark logo on dark photo



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.



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 use any off-brand colors.



Do not use a mask for imagery or graphics.



Do not deconstruct.



Do not lock up the symbol and the wordmark.



Do not use our old logo.



Do not apply gradient.



Symbol on solid backgrounds

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.



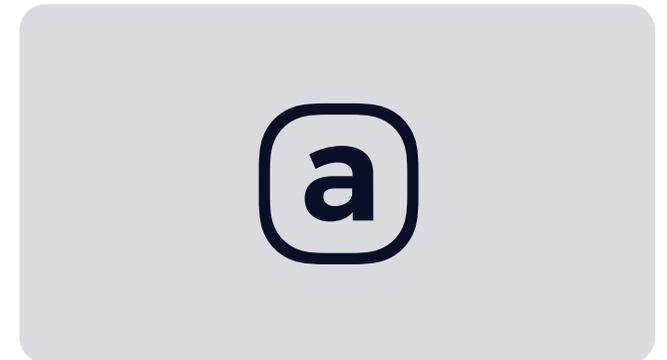
Blue symbol on white background



White symbol on blue background



Blue symbol on black background



Black symbol on grey background



Symbol with photography

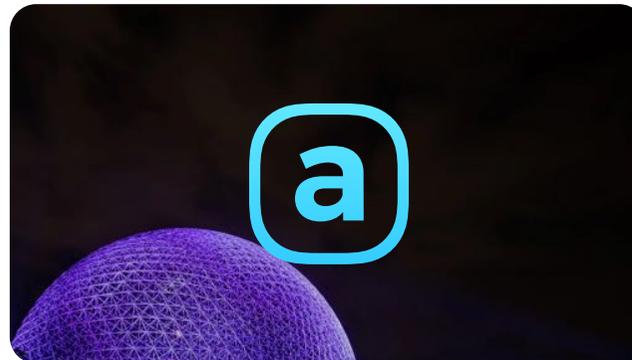
These are examples of the symbol used on images. Use the blue on white version of the symbol whenever possible. To maintain maximum impact and legibility of the symbols, don't use busy images.



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.



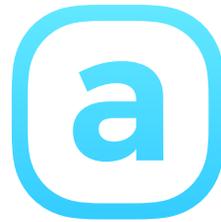
Social Icons

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.

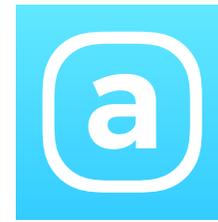
When using the symbol in white the background color may be set in any color. We prefer that you use our symbol free of a container or that you use the social icons provided by us on our website, but feel free to place our symbol either in a circle, square, square with rounded corners or any other shape,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



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

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

ArcHello	Arc Hello
arc hello	archhello
archello	

 YES, PERFECT

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Have any questions?

Contact us at info@archello.com.

