





Logotype

Icon Build-up
Icon
Brand Lock-up
Brand Elements Usage



Icon

The brand icon has a very clean and modern base which highlights the mindset and positioning of Archwey.

The transformation from left to right gives the icon a leading element that leads the way for brands to meet the world's needs.





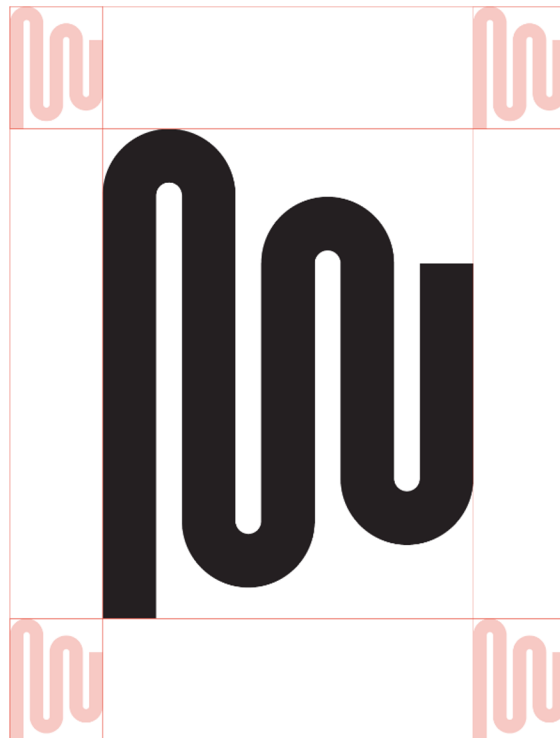
Icon Safe Space

The unit to define both, the safe space around the brand icon will be 1/4 of the icons size.

- 1 No graphic element or copy should be placed in, at least, 1/4 the size of the icons space around the brand icon.



Min 40 px. / 10 mm.





Brand Lock-up

The icon leads into the wordmark and together creates the full lock-up, which will be used as the main brand expression.

The typography has a bold weight with high contrast areas that combine with already existing Archwey brands.

The full lock-up is the primary logo of Archwey.





Lock-up Safe Space

The unit to define both, the safe space around the brand lock-up and the space between the icon and the wordmark will be the letter "A".

- ① No graphic element or copy should be placed in, at least, $1/2$ the size of "A" space around the lock-up.
- ② The gap between the icon and the wordmark should always be, $1/3$ the size of "A".



Min 150 px. / 40 mm.



$A^{1/2}$

$A^{1/3}$



Logotype Versions

Our logotype comes in two versions, black and white. Due to the irradiation illusion ⁽¹⁾ version 2 (white on black) has an offset outline path of 2 px.

- ① Always use the white version of the logo when needed on black backgrounds.
- ② On coloured backgrounds always use the black version of the logo.

⁽¹⁾ The term irradiation illusion was coined by German scientist Hermann von Helmholtz in the 1860s to describe the visual perception in which a light area appears larger than an identically-sized dark area.





Logotype Use

- ① Always use the white version of the logo when needed on black backgrounds.
- ② On coloured backgrounds always use the black version of the logo.
- ③ The white version of the is always used on images.
- ④ The black version is the primary logo version and should be applied when the environment and background allow it.

The same guidelines for usage go for both icon and wordmark when used individually.

①

 archwey

②

 archwey

③

 archwey

④

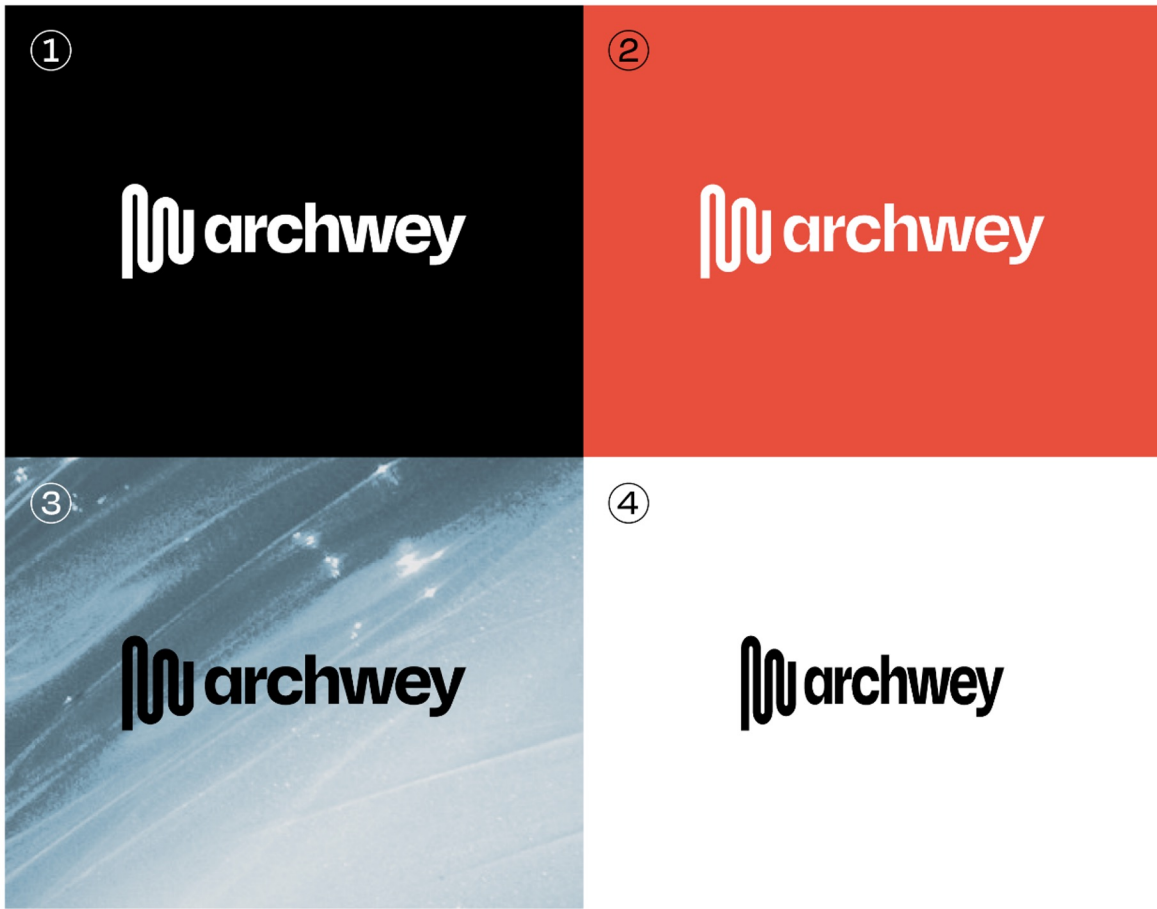
 archwey



Logotype Misuse

- ① Never change logo color or color overlay logo. Always use the original black or white version of the logo.
- ② Never use a white logo on coloured backgrounds.
- ③ Never use the black logo on images.
- ④ Never stretch or distort the logo out of its original proportions.

The same guidelines for usage go for both icon and wordmark when used individually.





Full Lock-up Application

The lock-up can be applied in 3 different placements of the layout. Always with the icon anchored to the left.

- ① Center (left aligned)
- ② Top (left aligned)
- ③ Bottom (left aligned)

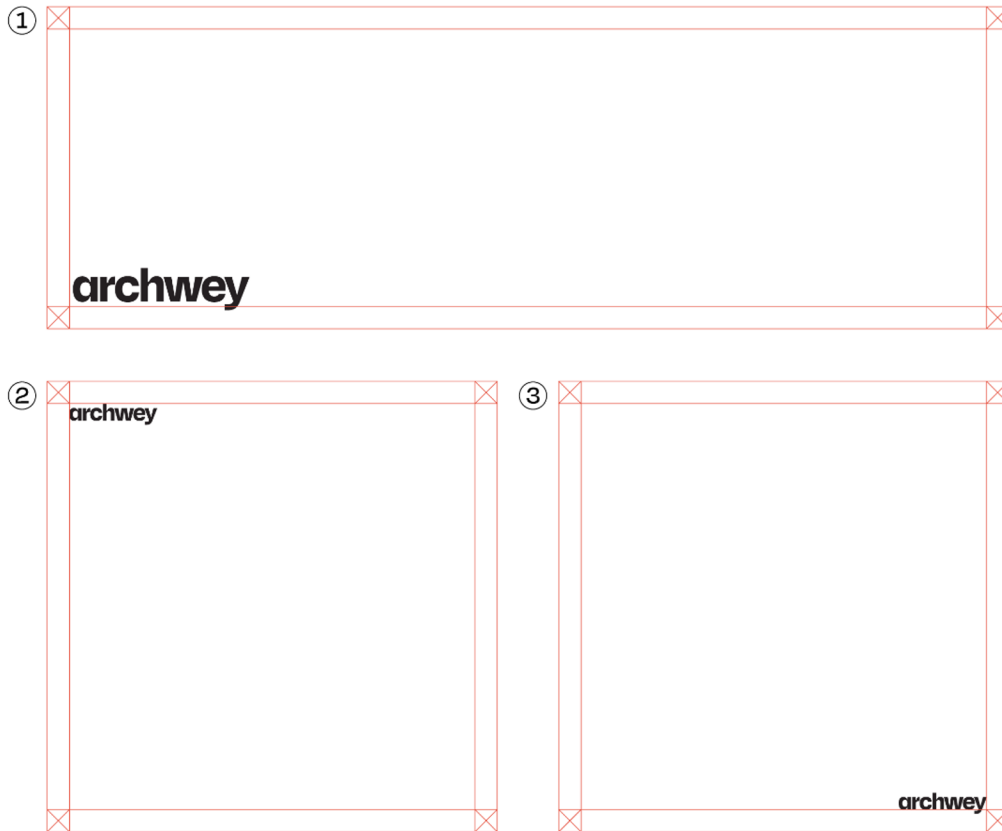




Wordmark Application

The wordmark can be applied in 3 different placements of the layout.

- ① Bottom (left aligned)
- ② Top (left aligned)
- ③ Bottom (right aligned)

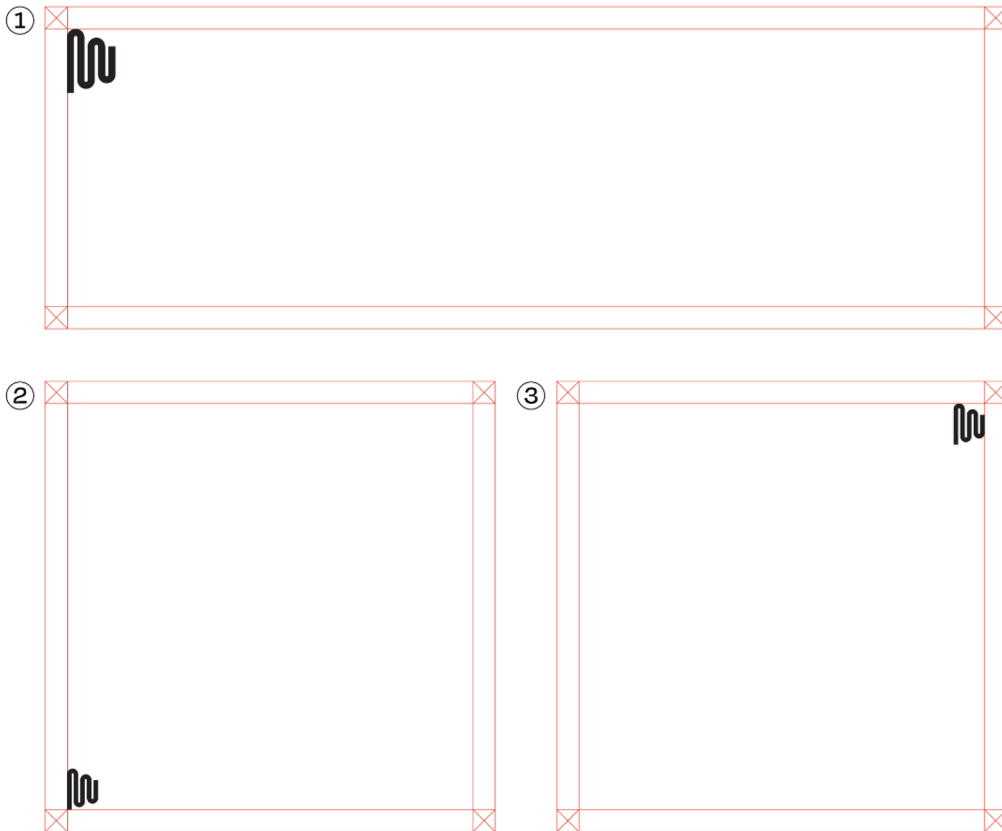




Icon Application

The icon can be applied in 3 different placements of the layout. The full lock-up should always be introduced before the icon can be used alone.

- ① Top (left aligned)
- ② Bottom (left aligned)
- ③ Top (right aligned)





Brand Identity | Guidelines