

# Arq

## **Assets Guide**

Sept 2017

version 1

## The logo

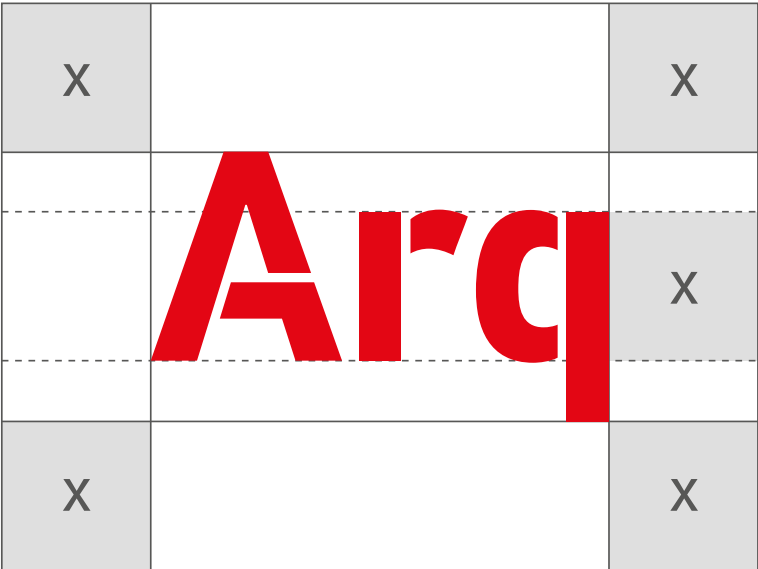
One of the most important assets of our identity, the logo should always be used with confidence.



Arq

# Logo safe space & minimum size

To ensure that our logo has the best visibility on any kind of materials, a minimum safe space should be allowed around it.



Minimum safe space around the logo

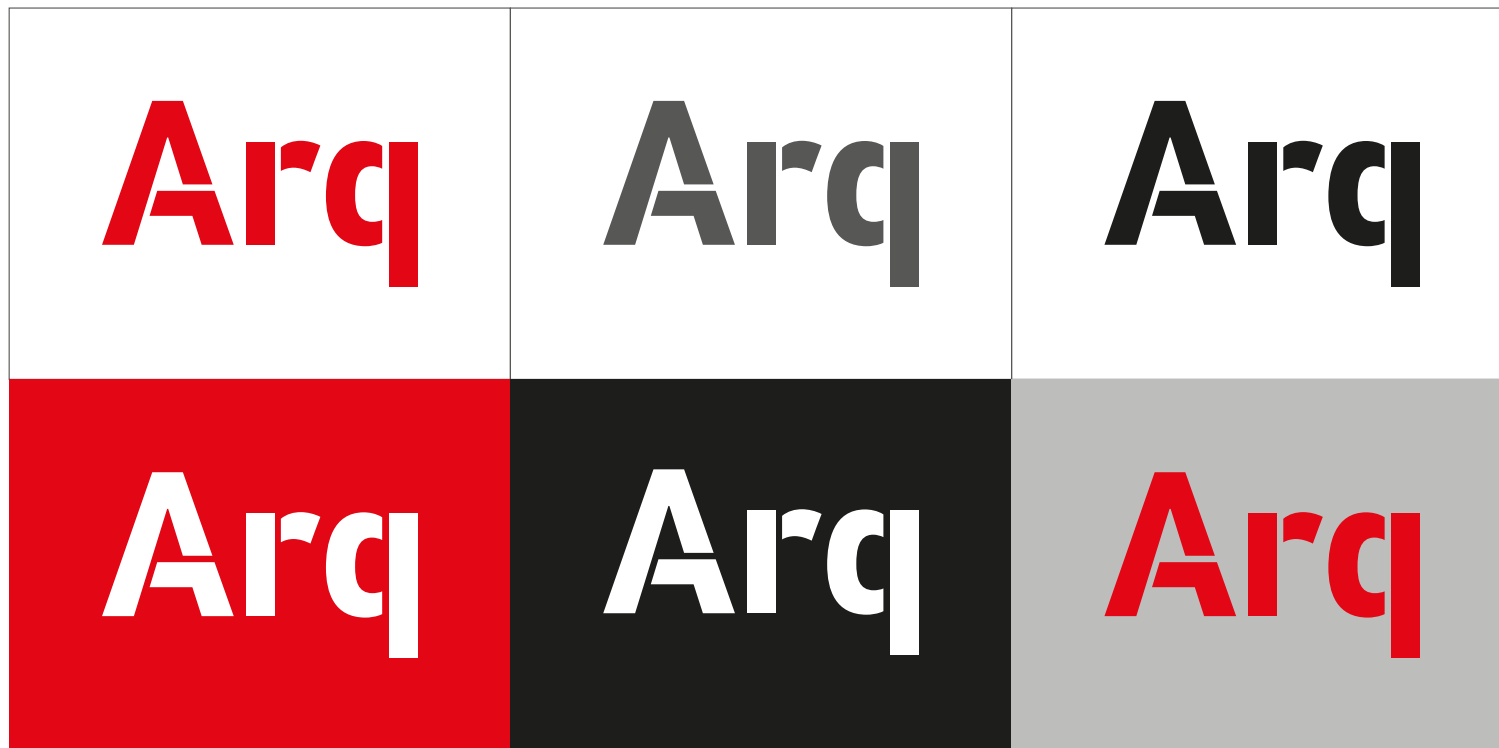
15mm



Minimum logo size

## Logo alternatives

While red is our main colour and should be used in most cases, our logo can also be used in several of our other colours, depending on needs.



# Logo dont's

For consistency reasons, please do not modify the shape of our logo, or use in any combinations or graphic effects that would compromise its visibility.



# Colour palette and values

Red is our main colour, with three shades of grey and one darker red serving as support colours.



Arq Red

CMYK 0 100 100 0  
PMS 485 C

RGB 195 0 25  
HEX C30019

RAL 3020

Arq Dark Red

CMYK 0 80 80 75  
PMS 483 C

RGB 103 51 39  
HEX 673327

RAL 8012

Arq Dark Grey

CMYK 0 0 0 80  
PMS Cool Gray 11 C

RGB 88 88 87  
HEX 585857

RAL 7043

Arq Mid Grey

CMYK 0 0 0 52  
PMS Cool Gray 7 C

RGB 152 151 152  
HEX 989798

RAL 7004

Arq Light Grey

CMYK 0 0 0 35  
PMS Cool Gray 4 C

RGB 188 188 187  
HEX BCBCBB

RAL 7047

## Typography (main fonts)

DIN Stencil and DIN Text Pro are our main fonts, and they should be used as often as possible, to help maintain a consistent image across different applications and mediums. Each font family comes with several weights, providing a wide range of typography options.

### PF DIN Stencil

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### PF DIN Text Pro

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## Typography (secondary fonts)

Whenever using our main fonts is not possible, the secondary fonts should be used. Roboto is part of the free Google fonts collection and should be used for screen presentations or website, while Arial is a system font on both Mac and PC platforms.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



# Arq

For more information on how to use the Arq identity assets, please get in touch with the Marketing team.

Thank you,