arculus

Logo Guidelines

Overview

arculus
MODULAR PRODUCTION

WORDMARK + SUBLINE
Stand-alone use for applications where the the context of modular production is not given.

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SYMBOL+LOGOTYPE
To be used in Logo grids.

Wordmark +Subline

In addition to the main version, the arculus wordmark can also be presented with the addition of the subtitle "Modular Production". This version is for stand-alone use in applications where the the context of modular production is not given.

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MODULAR PRODUCTION

Wordmark +Symbol

Although not the main application of the brand, the wordmark, and the symbol can be used together in Logo grids.

Logotype Clearspace

It is important to maintain adequate spacing around the logo to avoid overcrowding. In addition, the use of white spaces maintains the feeling of cleanliness of the brand. The breathing area of the logo is equivalent to the height of the letter U.

Partners Lockup

The same rules is used for aligning partnership logos. The separating line between logos can be created using the vertical line glyph.

Logotype Scale

When significantly reduced, the logo will become illegible. To preserve the quality of the logo we recommend the minimal wide size of 128 pixels or 20mm width.

128px
or 20mm

Logotype Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

Do not change the logo colour or tone outside of the black/white

Do not distort or warp the logo in any way.

Do not apply a gradient to the icon or wordmark.

Logotype Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

Do not rotate the logo

Do not outline or create a keyline around the logo.

Do not change the typeface nor recreate or manipulate the wordmark and the icon.

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