

Logo Guidelines

The Arkona logo features a stylized white 'A' icon on the left, which is a circle with a small dot at the bottom and a vertical line extending upwards from the center. To the right of this icon, the word 'ARKONA' is written in a bold, white, uppercase sans-serif font.

ARKONA



This is the Arkona logo. The logo and the corporate colors are key elements for establishing and maintaining the Arkona identity. *Careful and consistent usage of the logo will ensure a strong brand.*

CORPORATE COLOR PALATE



PMS 267

C 94
M 94
Y 0
K 0

R 51
G 0
B 153



PMS 145

C 0
M 47
Y 100
K 9

R 204
G 102
B 0



PMS 279

C 69
M 34
Y 0
K 0

R 51
G 153
B 204



Cool Gray
11

C 0
M 0
Y 0
K 79

R 51
G 51
B 51

These are the Arkona colors. They are important elements in establishing the brand identity. They should be used as the primary color scheme in all corporate communications. *CMYK and web safe RGB equivalents are noted below each color.*



100% PMS 267



100% BLACK

For all full color applications, the color version of the logo should be used. In situations where color is limited, use the 1 color version or the black logo.



ARKONA.



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ARKONA.



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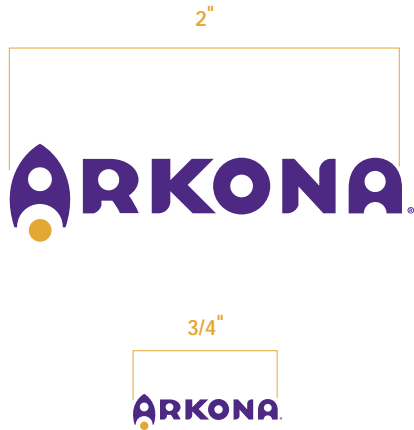


ARKONA.

Whenever reversing the logo out of a field of color, only the corporate colors PMS 267, 145, 297, cool gray 11 and black are acceptable. *Respective CMYK and RGB equivalents may also be used.*



Having the appropriate clear space around the logo will help maintain the brand identity. The amount of clear space is based on **x**, which is the distance from the top of the higher circle to the base of the bottom circle in the “A”. Always maintain at least this much clear space around the mark.



For most print, advertising, web and collateral materials, the logo should maintain a consistent size. The sizing is based on the shape of the mark. The length of the logo should be no smaller than 3/4 of an inch and no larger than 2 inches. *Banners and signage are exceptions to the rule.*



The Arkona name is a Registered trademark of Arkona, Inc. The ® mark is an essential part of the logo and under no circumstance should it be removed.

PRIMARY TYPE FACE

Bell Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BellGothic is the primary typeface. It should be used for all headlines, section headings and call outs. *To purchase Bell Gothic go to www.adobe.com/type.*

SECONDARY TYPE FACE

SABON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon is the secondary typeface. It is best suited for bodies of text. *To purchase Sabon go to www.adobe.com/type.*

For web applications where a specific typeface cannot be used, substitute Arial or Helvetica for Bell Gothic and Times for Sabon.



Never alter the logo. Do not change shapes or move them within the logo.

Never use the “A” alone.

Do not change the color of the dot.

Never change the color of the logo.



Never change the typeface of the logo.

Never invade the clear space around the logo or place an image on top of or behind the logo.

Never place the color version of the logo on a field of color.



Never reverse the logo out of a color other than specified.

Never reverse the logo out of or place on top of a photograph or texture.