



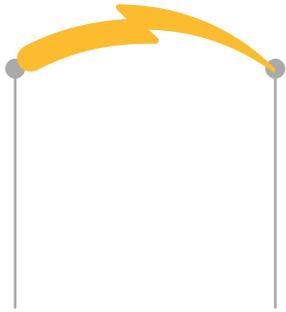
# Brand Guidelines

Last Updated / September 2021

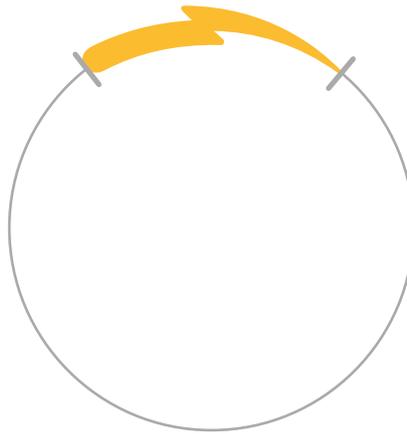


asset recharge center

## What is an arc?



A luminous electrical discharge  
between two points



A part of the circumference  
of a circle or other curve



To move with a curving trajectory



## Clearspace

A designated amount of clearspace is required around the edges of the ARC logo to provide ample visibility. The area between the “a” and “r” is defined as “X”. You must provide 2X of clearspace around the ARC logo.



## Crop Guidelines

The center 90% of the ARC logo must remain visible at all times. Do not crop beyond 5% of the logo height or width.



Logotype is a custom variation of Proxima Nova with softened terminals.



✘ Do not distort logo



✘ Do not use alternate type



✘ Do not use outlines or drop shadows



✘ Do not change spacing of individual elements



✘ Do not change scale of individual elements



✘ Do not change orientation of individual elements

## Primary

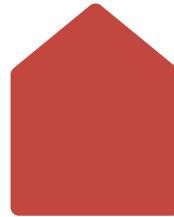


**Yellow**  
PMS 7548 C  
HEX/HTML FCBD30

## Secondary



**Pick Up Blue**  
PMS 7689 C  
HEX/HTML 2D7F9F



**Return Red**  
PMS 7619C  
HEX/HTML C3483E



**Charcoal**  
PMS Warm Gray 11 C  
HEX/HTML 444444

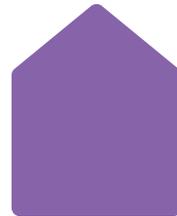


**Text Black**  
PMS Black C  
HEX/HTML 272727

## Accents



**Clear Green**  
(For digital use only)  
HEX/HTML 00975B



**Alert Purple**  
(For digital use only)  
HEX/HTML 8863AC



**Back Button Grey**  
(For digital use only)  
HEX/HTML E0E0E0

The logo consists of a stylized, curved arrow above the lowercase letters "arc". The arrow is black and has a slight upward curve. The letters "arc" are in a bold, sans-serif font, also in black. The entire logo is centered on a solid yellow background.

arc

The logo consists of a stylized, curved arrow above the lowercase letters "arc". The arrow is yellow and has a slight upward curve. The letters "arc" are in a bold, sans-serif font, also in yellow. The entire logo is centered on a solid dark grey background.

arc

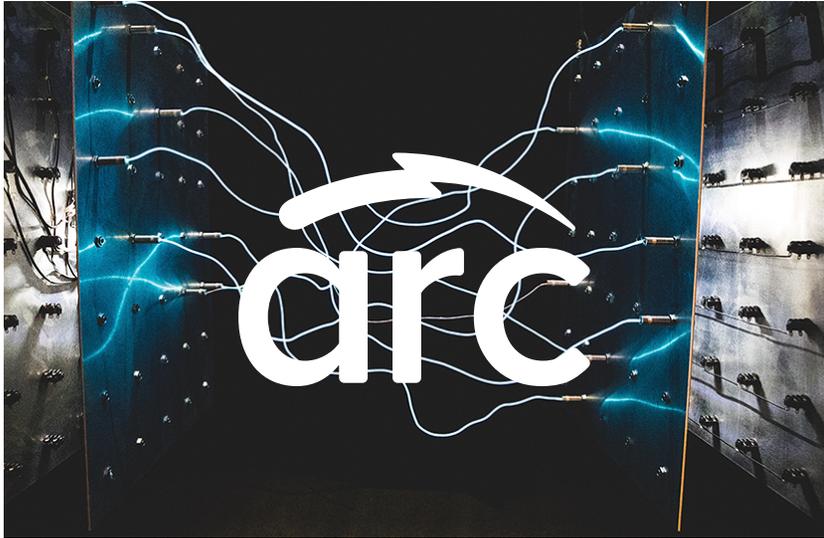
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arc





✘ Do not use on background if it complicates visibility of logo



✘ Do not use multiple colors and/or gradients within logo

