



FOR EXTERNAL PUBLICATION

# The Arcast Visual Brand Guide

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# 1. Logo Use: Introduction

The Arcast logo is used both to represent the company and the product. The pictorial mark may be used on its own under limited circumstances, such as in the Arcast software user interface (UI) and as the Arcast website favicon. The full-length logo is otherwise the preferred choice.

There are two color variations on the logo: blue and knockout/white. The blue logo is the primary logo and should be used unless it is difficult to read against a particular background in which case the secondary logo may be used instead.



**Primary logo and pictorial mark**



**Secondary logo**

Shown on three sample background colors where the primary logo would be difficult to read.

## What's in a Name?

The Arcast brand name is derived from the Latin word for tree (*Ar* from *arbor*) and part of the English word for forecast (*cast*) as a nod to the software's decision tree functionality and financial forecasting abilities.

The three circular elements in the pictorial mark (the first letter *A* in the Arcast logo) represent nodes in a decision tree.

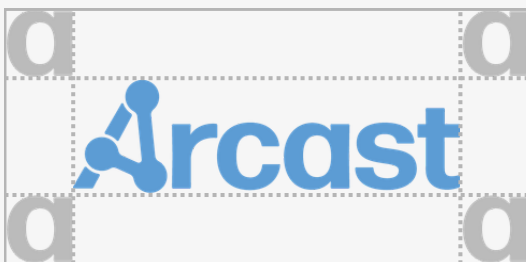
# 1. Logo Use: Restrictions

The Arcast logo must always be used correctly and consistently to protect the integrity of the Arcast brand. Please adhere to the guidelines outlined below.

- ✘ **Never distort.**
- ✘ **Never rearrange any element.**
- ✘ **Never alter the color.**
- ✘ **Never add a gradient.**
- ✘ **Never add a drop shadow or other effects.**



- ✔ **Always ensure legibility against the background.**
- ✔ **Always adhere to the clear space (also called safe space).**
- ✔ **Always follow the size guidelines.**



Clear space around the logo.



Minimum allowable logo size:  
12.7 millimeters (0.5 inches)  
or 50 pixels wide

## 2. Color Palette



Arcast's overall vibe is airy and natural with roots in the Norway coastline.

The main Arcast color palette includes the ten colors to the left, shown on a gray background (#eeeeee; Dolphin Gray) to avoid blending in with the document, which uses an Eggshell background color. Dolphin Gray is used occasionally to create contrast in background elements on the Arcast website.

The Arcast software UI features colors from the brand palette in conjunction with other colors where necessary, such as additional color variants for charts involving many types of data and various shades of gray for UI elements.

Note that Spring and Marigold are used sparingly, largely as accent colors or as a way to draw attention to a specific element, such as hover effects, denoting a tip, or offering a warning.

# 3. Typography

The Arcast brand is represented by two typefaces from Google Fonts: Arimo and Nunito Sans. Arimo is a bold, “all-business” typeface that is used in headings to match the serious nature of financial analysis. Nunito Sans is used in body copy and image captions, instilling a sense of calm and giving a competent impression.

Font weights, styling, letter case, and sizes are relative to the context in which they appear.

## Example Heading

### Example Subheading

Example body copy.

Note that the Arcast software uses typefaces that are most accepted in UI design rather than the typefaces shown here.

#### How to Get the Typefaces

Both Arimo and Nunito Sans can be downloaded for free via Google Fonts. In compliance with GDPR, the Arcast website does *not* serve these fonts over Google’s CDN.

Arimo: <https://fonts.google.com/specimen/Arimo>

Nunito Sans: <https://fonts.google.com/specimen/Nunito+Sans>

# 4. Visuals: Terms of Use

When using a visual produced or provided by Arcast, the following rules apply, unless otherwise notified:

- Image caption(s) must include the following statement: “Image credit: Arcast AS.”
- Image file(s) may not be sold or distributed standalone (i.e., by itself).
- Photo(s) that show people require seeking advance permission to use:
  - Send an email to [media@arcast.no](mailto:media@arcast.no) with your request, including a brief description of intended image use and publication name.
- Illustrations must be used to educate the viewer about the Arcast brand or software product specifically rather than as general concepts.
- Image files may not be used to represent any business, product, or entity other than Arcast AS and its software product.
- Image files may not be used to defame Arcast AS, its employees, or its software product.
- Image files may not be used in a derogatory manner.

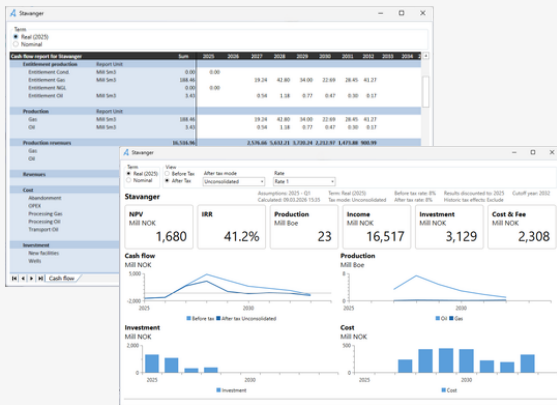
Images that are provided on a transparent background may be combined with other visuals, but under the following additional conditions:

- Images may not be combined in a way that causes confusion about the Arcast brand.
- Resulting images must be in line with the Arcast brand: clean, organized, and structured.
- Images may not be combined with images of direct competitors or other software products.
- Images may not be combined with third-party images in a manner that violates that third party’s terms of use.

# 4. Visuals: Examples

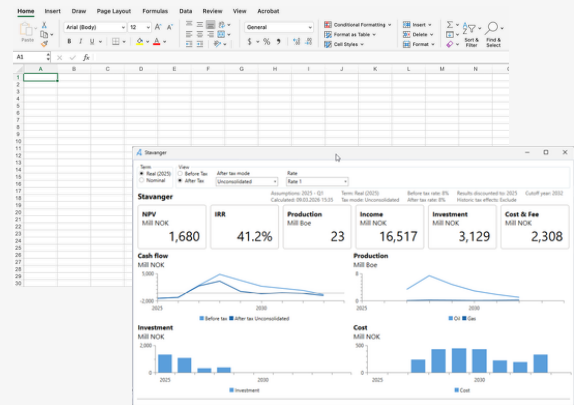
The following examples illustrate some dos and don'ts from the image use guidelines. The examples are not comprehensive or exhaustive.

 **OK**



This combination of images shows two undocked windows from the Arcast software in a clean, organized manner.

 **Not OK**



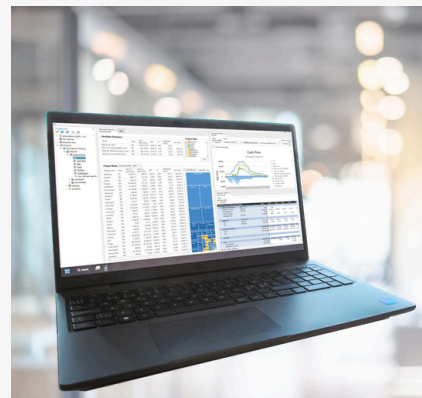
This combination of images creates confusion around the Arcast software by showing a screenshot of a spreadsheet behind an undocked window of the Arcast software. Furthermore, the stray cursor creates an untidy image of Arcast.

 **OK**



This is a cropped version of an original photo without additional edits.

 **Not OK**

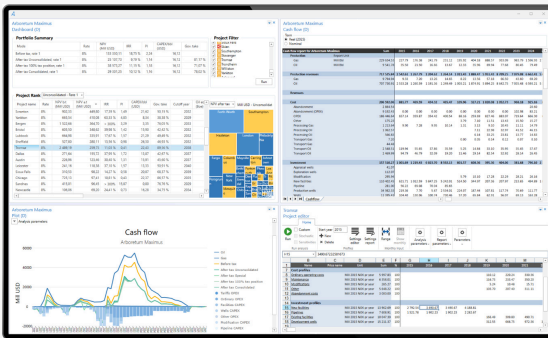


The original background has been removed and the laptop has been placed in a new context.

# 4. Visuals: Examples

A continuation of the examples of approved versus prohibited image uses. The examples are not comprehensive or exhaustive.

✓ OK



A screenshot of the Arcast software has been placed inside a generic device frame that looks similar to many PC screens.

✗ Not OK



The Arcast software screenshot has been placed inside a computer monitor that suggests the use of macOS. This causes confusion because the Arcast® software only runs on Windows® OS. Furthermore, the screenshot has been poorly cropped, leaving a bad impression.



## Contact:

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