Arch INFOTECH

Brand Guidelines 2018

Helping organizations transform complex business processes, ideas and services—into high quality technical solutions.

LOGO

- Familiar bezier curves and overlapping lines represent technical difficulties that are smoothed over and easily resolved by working with ArchIT.
- Offset by soft gradients and contemporary san-serif typefaces, the identity as a whole feels familiar in the tech space.
- Yet, bright pops of color makes the brand stand out against it’s competition.

Arch INFOTECH

Arch

AIT

Arch INFOTECH

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Arch INFOTECH

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WORK SANS

ExtraLight

Medium

Bold

MUSEO SLAB

Weight 100

Weight 500

Weight 700

TYPOGRAPHY

- Work Sans is a free Google Font, and is the primary working typeface for all ArchIT elements. Work Sans should be used for all body copy and functional text elements.
- Museo Slab is a slab-serif typeface that is to be used for headline treatment and decorative elements. It can be purchased for use and downloaded through Adobe.

PMS 282
RGB 4 30 66
HEX/HTML 041E42
CMYK 100 90 13 68

PMS 3265
RGB 0 199 177
HEX/HTML 00C7B1
CMYK 66 0 39 0

PMS 108
RGB 254 219 0
HEX/HTML FEDB00
CMYK 0 5 98 0

PMS 7506
RGB 239 219 178
HEX/HTML EFDBB2
CMYK 0 7 25 1

PMS 171
RGB 255 92 57
HEX/HTML FF5C39
CMYK 0 61 72 0

PMS 3265 **PMS 282**

BLACK 100%
RGB 0 0 0
CMYK 0 0 0 100
HEX 000000

BLACK 80%
RGB 50 50 50
CMYK 0 0 0 80
HEX 323232

BLACK 60%
RGB 102 102 102
CMYK 0 0 0 60
HEX 666666

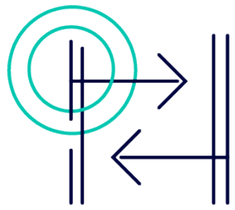
BLACK 40%
RGB 153 153 153
CMYK 0 0 0 40
HEX 999999

BLACK 20%
RGB 204 204 204
CMYK 0 0 0 20
HEX CCCCCC

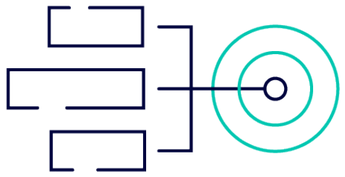
COLOR PALETTE

- The base of the color palette is a combination of blue and teal, forming a serene gradient out of the two.
- Orange and yellow are the bold accent colors, which are to be used sparingly—but never with each other.
- Tan and grays balance out the otherwise bold palette.
- A 10% hue of each primary color can be used to create a tertiary palette if needed.

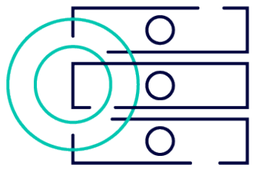
Web Application Development



API Development

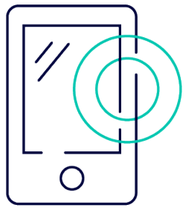


Systems Integration



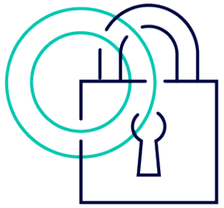
Database Design and Development

Cloud Architecture and Strategy



Mobile Application Development

Data Analytics



Application Security

ICONOGRAPHY

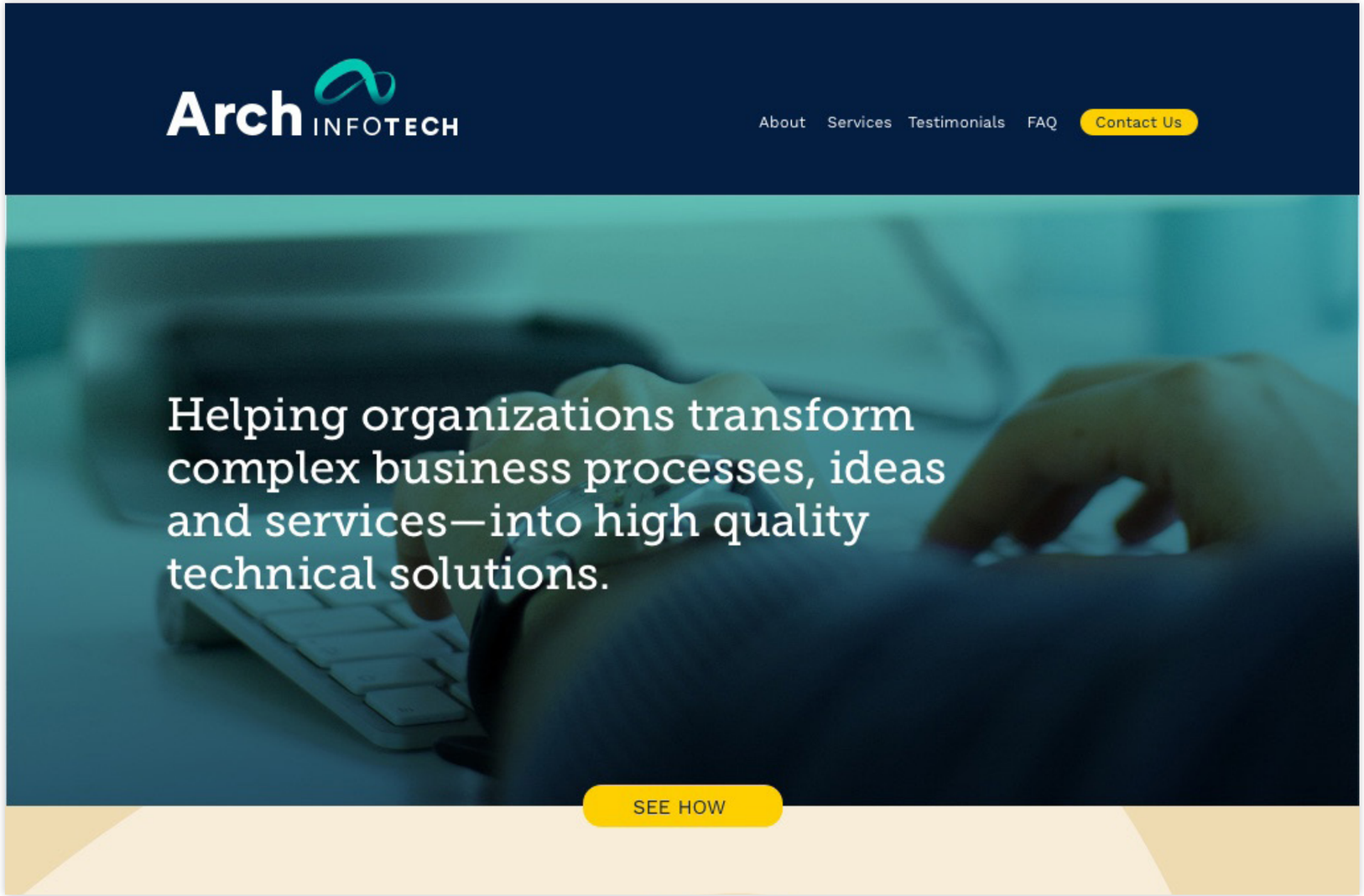
- Icons should always be designed to have openings in the strokes and focal rings using pops of color.
- Using playful, but clear symbols, the iconography should never be difficult to comprehend.
- Line weight should depend on the surrounding content, and the color should always contrast to the background to ensure legibiligy.

STYLING

- The ArchIT swoosh may be used as a decorative graphic element by increasing it in size and cropping it in interesting ways.
- To enhance and uniform the photography, gradient overlays may be applied to any images.
- Although these styling suggestions may be implemented on any branded material, they should be used sparingly.

PHOTOGRAPHY

- Photography should always portray images of/or be reminiscent of people working with technology in a clean and professional environment.
- Images downloaded should be free of any photo filters.
- Sources for quality free, royalty-free images are:
  - Pixabay.com
  - Unsplash.com


Arch INFOTECH
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Testimonials
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Helping organizations transform complex business processes, ideas and services—into high quality technical solutions.
SEE HOW

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SYSTEMS INTEGRATION
DATABASE DESIGN AND DEVELOPMENT
CLOUD ARCHITECTURE AND STRATEGY
MOBILE APPLICATION DEVELOPMENT
DATA ANALYTICS
APPLICATION SECURITY
FAQ:
Form Elements
Form Elements
Form Elements
Justin Weigamott
Founder & Technical Director
justin.weigamott@archinfotech.net
231.738.8767

TOP NAV

HEADLINE

BASIC ABOUT US SECTION
(2 PARAGRAPHS)

ICONS REPRESENTING
EACH SERVICE OFFERED

ROTATION OF TESTIMONIALS

FAQ SECTION

CONTACT US/FOOTER

WEBSITE

- The ArchIT site will be built from Squarespace template "Horizon," as it functions the best for a single page design.
- The website will be broken down into a few key sections, where all content is currently placeholder.
- FAQ will include key software engineering terms to drive SEO by providing free basic definitions to industry-related topics.

BUSINESS CARDS

- Business cards will be printed through Moo.com on a Standard Sized card with a Soft Touch paper (at 19pt. thickness), using a Raised Spot Gloss finish to enhance the logo on the front.
- Two seperate sets of card backs will be printed, one with and one without the Microsoft Certification.