ARC POWER

Brand Guidelines

Version 2

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01
Brand Identity

Strapline

Our tone of voice provides a set of core elements to define quality writing across all touch points, as well as supporting elements to convey the best of our brand personality to the world.

Sustainable, affordable energy to empower communities

Scalable solar mini-grid solutions in Africa

Who we are & What we stand for

We may be a technology company, but the real power comes through our people. From the communities empowered, to the people employed: their passion, commitment and drive is what allows us to do what we do. Everyone is integral, everyone has a part to play; we are part of the community.

Reliable

Sustainability

Ethically driven

Innovation

ARC POWER

Locally inspired, globally-minded

'Togetherness' Team work (people-powered: internally and with local communities).

Brand Messaging

We believe in innovation, forward-thinking and the power of communities to build something special. We're excited to work with the businesses and entrepreneurs of the future. The communities we work with have an incredible entrepreneurial spirit, and we are passionate believers in the ingenuity, creativity and potential of these communities.

Affordable, Reliable & Clean

Marketing Strapline:

'Sustainable, affordable energy to empower communities'

Sub Header:

'Scalable solar mini-grid solutions in Africa'

Brand Pillars

Over the years, we've earned the trust of local people in the communities we work. These communities have opened their homes and hearts to us, and everything we do is focussed around them. We're on the ground, getting stuck in. We've forged strong working partnerships and friendships with the local people, bonds that provide a solid foundation for our work. Through that trust, we continue to build together a long-lasting, sustainable and ethical future.

Empowering communities through affordable, reliable and clean power.

Simple. scalable. sustainable.

Locally inspired, globally minded, ethically driven.

02
Logo

The Master Logo

The ARC Power master logo using orange and dark grey.

The examples below show how the master logo is displayed on varying background choices. The master logo should only be presented on the following backgrounds.

Master logo on white or transparent background.

Master logo on dark grey background.

The Story Behind the Design

"The overall shape of our mark emulates the 'A' for 'ARC'. The lines represent the sustainable infrastructure that ARC is helping to build. The arc semi circle represents the brand name."

"...a universal signature across all ARC communications."

The logo is the most visible element of our identity, a universal signature across all ARC communications. It's a guarantee of quality that unites our team and the communities we work with.

Logo Variations

Dark Grey logo on white or transparent background

Master orange & dark grey logo on white or transparent

Orange logo on white, light grey or transparent background

Master orange & white logo on dark grey background

White logo on dark grey background

Social & App icons - white icon on orange background

White logo on image positioning example

white logo on image positioning example

What not to do

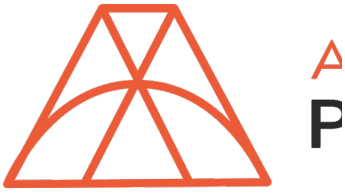
Master logo

Stroke

Wrong colour

Wrong typeface

Too small



Too large

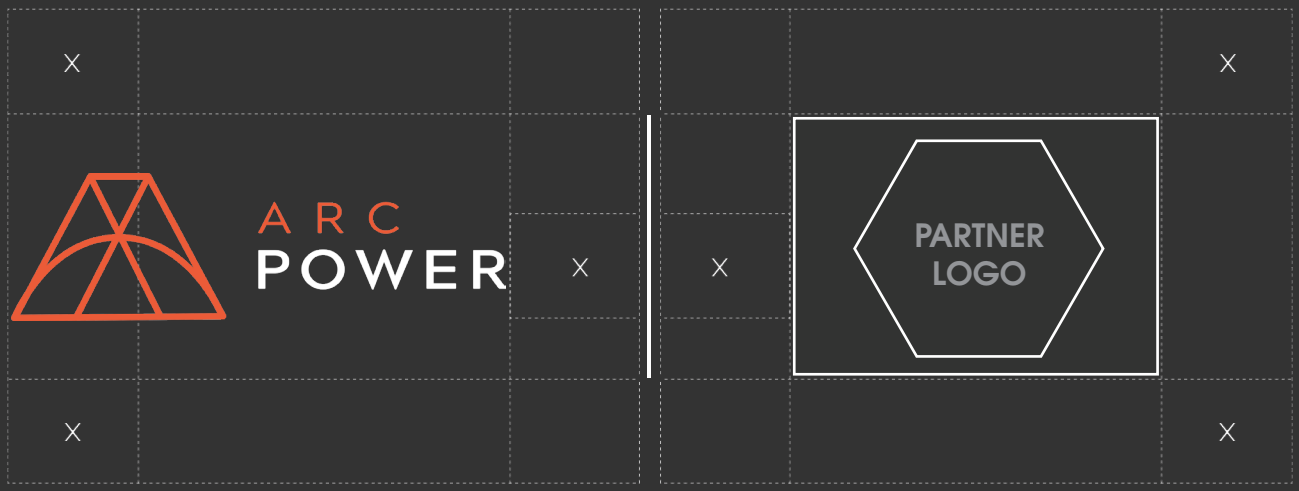
Outline

Overlay

Wrong angle

Partnership Logos

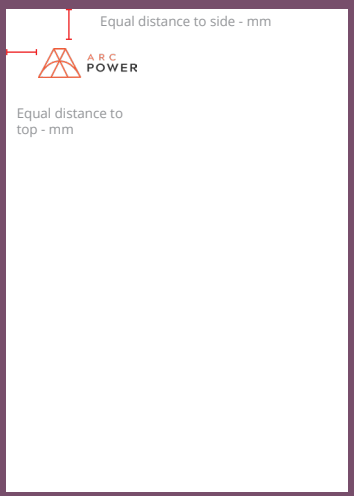
Aligning partnership logos should follow clear space rules.
The same rule we apply for the logo exclusion area we apply for the partnership lock up.

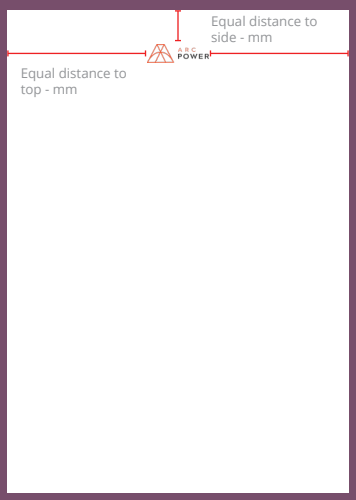


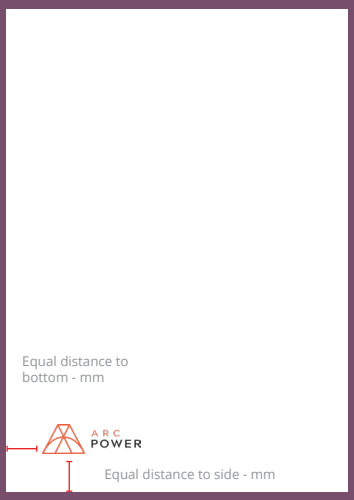
Logo Placement

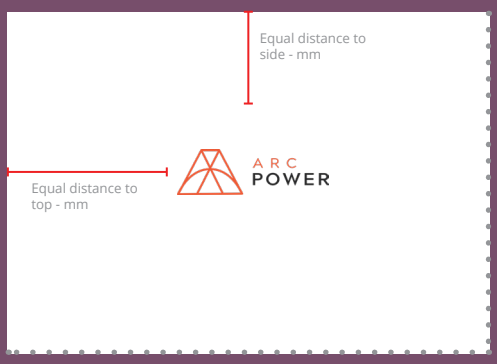
The master logo must appear on all communications, including print, digital, and video, so that it serves as an introduction to the brand.

The master logo must be placed with the correct positioning for consistency across all printed documents. Beyond this guideline, there is no preferred placement of the logo for marketing collateral. Design should dictate where the logo appears on the initial view. All ARC Power entities should follow the logo placement guidelines. There are, however, limited exceptions to these guidelines.







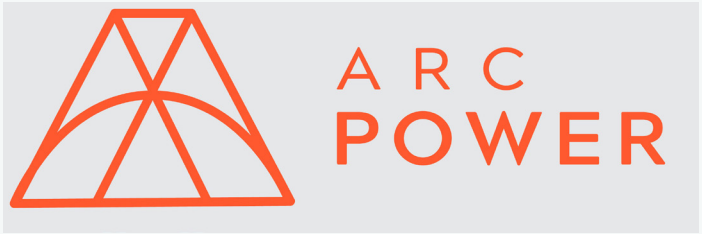


03
Colours

Logo Colours

Dark Grey

WEB #333333
C 69 M 63 Y 62 K 58
PANTONE 447 C
R 51 G 51 B 51



Orange

WEB #FF592F
C 0 M 80 Y 86 K 0
PANTONE 171 C
R 255 G 89 B 47

Full White

WEB #FFFFFF
C 0 M 0 Y 0 K 0
PANTONE N/A
R 255 G 255 B 255

Core Brand Colours

Dark Grey

WEB #333333
C 69 M 63 Y 62 K 58
PANTONE 447 C
R 51 G 51 B 51

Grey

WEB #999999
C 43 M 35 Y 35 K 1
PANTONE 7 C
R 153 G 153 B 153

Orange

WEB #FF592F
C 0 M 80 Y 86 K 0
PANTONE 171 C
R 255 G 89 B 47

Yellow

WEB #FF9805
C 0 M 48 Y 100 K 0
PANTONE 137 C
R 255 G 152 B 5

Full White

WEB #FFFFFF
C 0 M 0 Y 0 K 0
PANTONE N/A
R 255 G 255 B 255

Light Grey

WEB #EBEBEB
C 7 M 5 Y 5 K 0
PANTONE 663 C
R 234 G 234 B 234

Secondary Colours

Turquoise

WEB #62CEC3
C 56 M 0 Y 30 K 0
PANTONE 570 C
R 98 G 206 B 195

Pink

WEB #ED7078
C 2 M 70 Y 41 K 0
PANTONE 447 C
R 237 G 112 B 120

Purple

WEB #774E6B
C 54 M 75 Y 37 K 16
PANTONE 5135 C
R 119 G 78 B 107

Brown

WEB #926650
C 36 M 58 Y 68 K 18
PANTONE 876 C
R 146 G 102 B 80

Green

WEB #65AF79
C 64 M 10 Y 68 K 0
PANTONE 7730 C
R 101 G 175 B 121

Blue

WEB #4256D1
C 80 M 71 Y 0 K 0
PANTONE 2728 C
R 66 G 86 B 209

04
Typography

Fonts

Avant Garde - Demi

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	~	!	@	#
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Open Sans

Aa

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 ~ ! @ #

$ % ^ & * ( ) - _ = + , >

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Arial

Aa

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	~	!	@	#
$	%	^	&	*	(	)	-	_	=	+	,	>

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Typographic Hierarchy

Copy must be kept consistent with the style and placement, following a typographic hierarchy. See below for examples.
Title Copy uses large Avant Garde Demi 48pt. The Subheader uses Avant Garde Demi 30pt. The Body Copy for the website and digital assets is Open Sans and the example below is set to 14pt. The copy for email campaigns and newsletters uses Arial so it can be displayed without variation across multiple devices and email clients.

Title Copy 48pt

Sub Header 30pt

Body Copy - Open Sans 14pt - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Copy for emails and newsletters - Arial 11pt - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Copy Styles

Copy must be kept consistent with the style. See below for examples. The Body Copy for the website and digital assets is Open Sans. The copy for email campaigns and newsletters uses Arial. Bullet lists and numbered lists within body copy use Open Sans Bold. Quotes, highlighted text and hyperlinks on the website must be displayed as the core orange brand colour.

Style

01

Body copy. Ureptatem nusdae laborpo repelictas minimus aut quo volum fugias et unditio. Ut liquo berepel estrum as sa num ipsumetur si conseri beaquas estiorero que

Style

02

- **Body Copy Bullet lists**
- **Ipsandicia Nem Que Labor**
- **Moluptature Excea Quat Adit Et A**
- **Prorumquiae Rem Aut Que**

Style

03

Quotes, highlighted text and hyperlinks # F15A3D

Style

04

1. **Numbered lists**
2. **Ipsandicia Nem Que Labor**
3. **Moluptature Excea Quat Adit Et A**
4. **Prorumquiae Rem Aut Que**

Style

05

Body copy for newsletters, split columns. Ore consequi dem audit aborerepre, aut utatur, tem qui nam etur aut dolupti osandel luptatem explabo. Met laborep elissi ut porepra acepro dunt hiliqui ut magnis rernam fugia est,

Body copy for newsletters, split columns. Sam dent a consero iduscimin nimagnatis quiaspel inus et quo min nonsequatur moloriatem ut qui simenda ndaestem eation pario. Gene remporerum re cum utas nimoditatas sitatquo.

Creative Typography

Creative typography must follow the brand guidelines typographic hierarchy, copy styles and use the ARC Power brand colours. See the examples below:

Quote in Secondary Turquoise Colour

Quote on complimentary background image.

Stats using Avant Garde and Open Sans

Quote boxed on orange background.

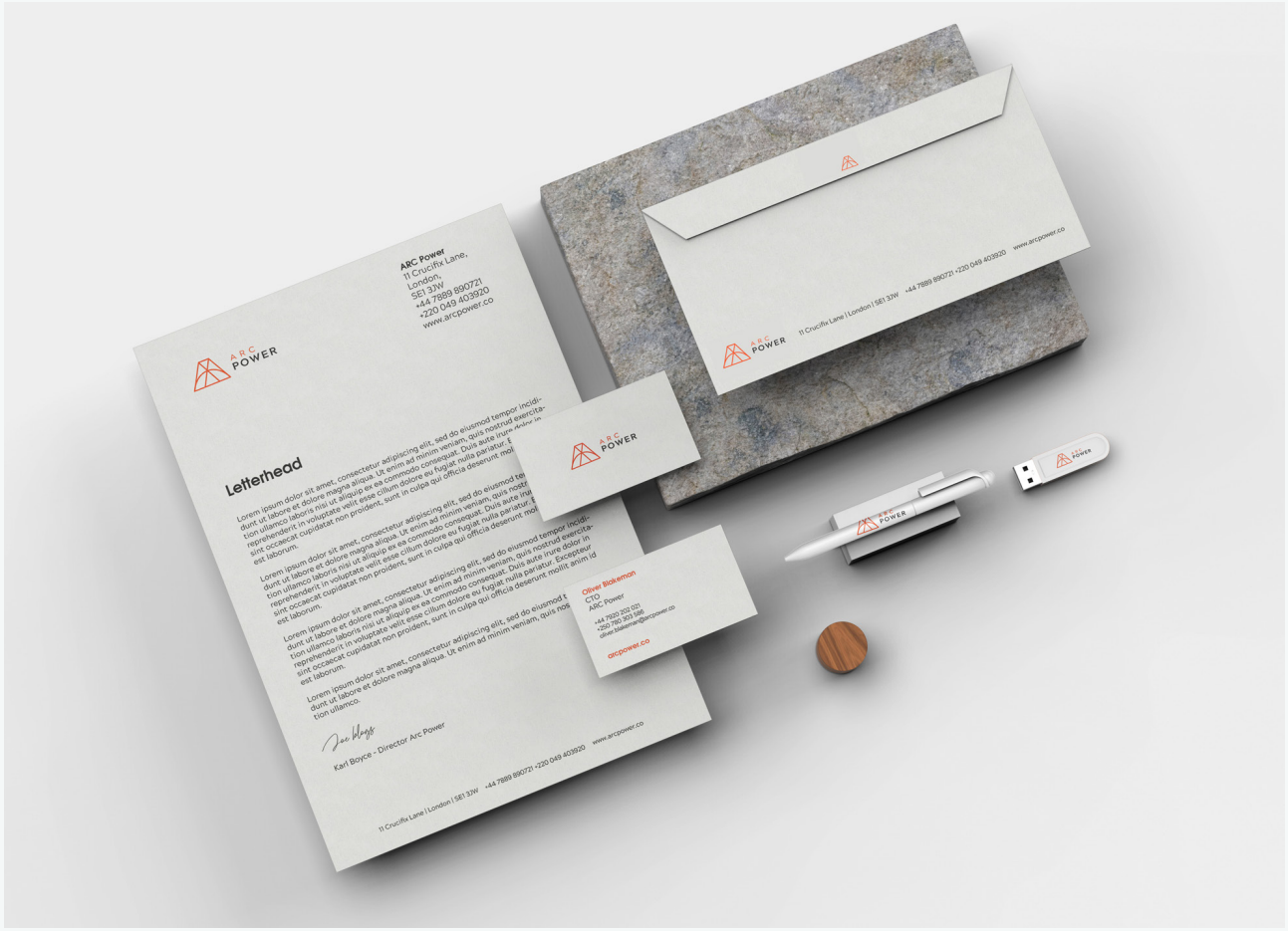
05

Brand Elements

Stationery & Brand Items

The master brand logo should be used as the core identity for all stationery and branded items.

In exception, the dark grey and white logo options can be used for printing on documents for internal use only.


ARC POWER
Letterhead
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11 Crucifix Lane,
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SE1 3JW
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+220 049 403920
www.arcpower.co
Karl Boyce - Director Arc Power
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Oliver Blakeman
CTO
ARC Power
arcpower.co

ARC
POWER
ARC
POWER
Affordable, Reliable & Clean

Video Styles

Videography is key to portray ARC Power's message in a visual form. Whether it's filming a promo, showcasing to investors or using visual content for social media, you will have to follow the below guidelines.

Logo Reveal

Logo reveal will show the core colours of ARC Power on the background dark grey.

Logo reveal should be applied at the beginning of any sequence, whether its a small ident, soundbite, promo etc.

Shooting

When shooting with camera or on a drone ensure that the footage is filmed at high quality on 4K or at a minimum of HD. When framing shots, ensure that the rule of thirds has been applied and that the shots are in focus with good lighting. Drone Footage should have smooth panning shots with again applying the rule of thirds.

Logo Outro

Logo outro will have animation connecting all lines of the ARC logo with core and secondary brand colours. ARC will then fade in accordingly once the animation sequence has completed. The logo reveal should be at the end of all visual collateral. (See below example of effects used to reveal the ARC Logo.)

Logo Outro Animation Style

Email Signatures

Email signatures must all be consistent in terms of format, sizing, font and colour. The name and job title should be Arial 11.5pt #333333. The ARC Power master logo should link to the website (arcpower.co). The email, phone numbers and business address should be Arial 10pt, and the disclaimer in Arial 9pt.

Format

Name
Title

ARC POWER

Email
UK Phone Number
RW Phone Number
UK Address
RW Address
Social Links
Web address

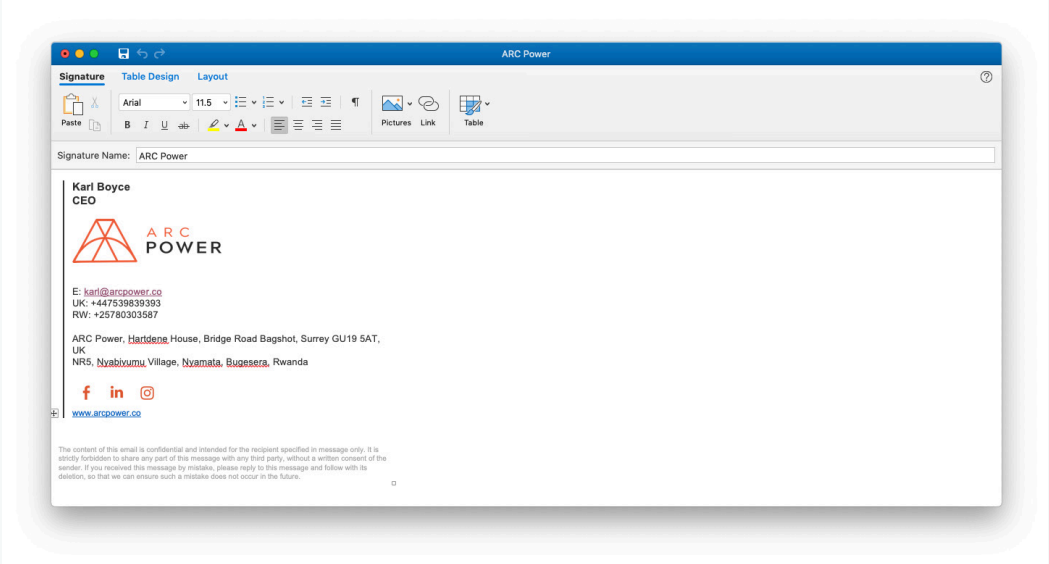
The content of this email is confidential and intended for the recipient specified in message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.

Size & Colour

Arial Bold 11.5 pt #333333
Arial Bold 11.5 pt #333333

Logo width 235px Logo height 70px

Arial 10 pt #333333
Arial 10 pt #333333
Arial 10 pt #333333
Arial 10 pt #333333
Arial 10 pt #333333
Arial 10 pt #333333
Arial 10 pt #333333
Arial 9 pt #999999



Brand Guidelines

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