



Brand Guidelines

About Guideline

The visual system defines the unique and proprietary assets that bring the brand platform to life.

Arc logo communicates the brand nature of its business while also symbolizing the brand’s story around connectivity. The guidelines around using the logo are meant to enable consistent usage, which can help the logo build equity and recognition over time.

Content

Visual System

Color Palette	02
Color Alternative	04
Typography system	05

Logo System

Logo Overview	08
Logo Limitation	10

Visual System

The visual system defines the unique and proprietary assets that bring the brand platform to life.

01

Color Palette

BLACK
RGB 28 / 28 / 28
HEX 1A1919
CMYK 0 / 0 / 0 / 89

#162f49

#114277

#0b54a4

#0667d2

DARKSLATEBLUE
RGB 72 / 61 / 139
HEX 007AFF
CMYK 4 / 56 / 0 / 45

CORNFLOWERBLUE
RGB 94 / 172 / 255
HEX 5EACFF
CMYK 63 / 33 / 0 / 0

#86c1ff

#afd6ff

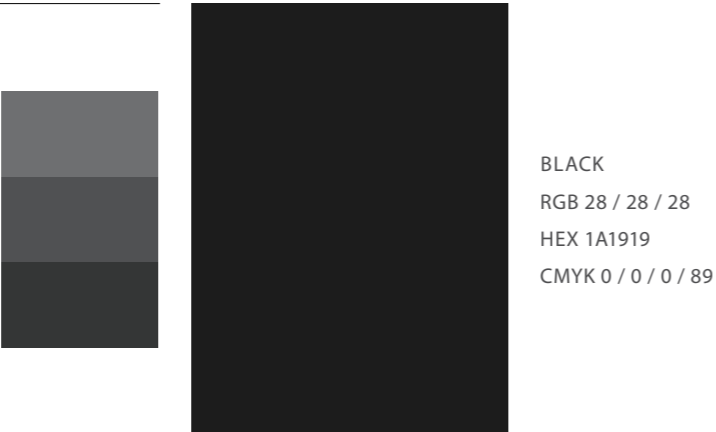
#d7eaff

#ffffff

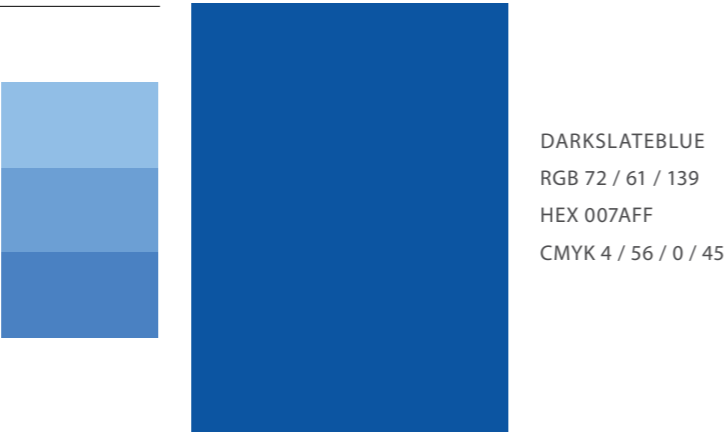
Note:
Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs.
Use HEX values for web outputs. Use CMYK values for printed outputs.

Color Alternative

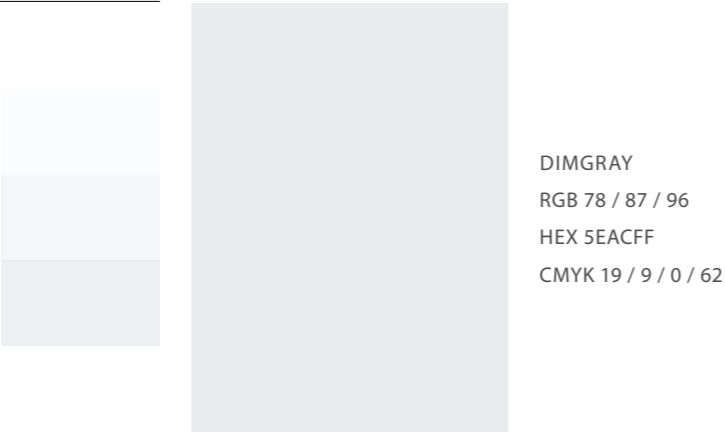
Foundational



Flexible



Accent



Note:
Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs.
Use HEX values for web outputs. Use CMYK values for printed outputs.

Typography System

Primary Font
(Only for use in
Logo)
Ethnocentric

LIGHT
△BCDFEGHIJKLM
0123456789

BOOK
△BCDFEGHIJKLM
0123456789

Secondary Font
Proxima Nova

Regular
ABCD FEGHIJKLM
abcdefghijklmnopqrz
0123456789

Bold
ABCD FEGHIJKLM
abcdefghijklmnopqrz
0123456789

Note:
When custom typefaces are not an option (e.g. email, PowerPoint, etc.), Trebuchet is the official alternate typeface. It is pre-installed on every computer.

Logo System

The visual system defines the unique and proprietary assets that bring the brand platform to life.

02

Logo Overview

Arc logo communicates the brand nature of its business while also symbolizing the brand's story around connectivity. The guidelines around using the logo are meant to enable consistent usage, which can help the logo build equity and recognition over time.

Clear Zone

Our logo has a clear zone around it, to create prominence and to avoid interference. No text or graphic elements can appear in this area.

Color

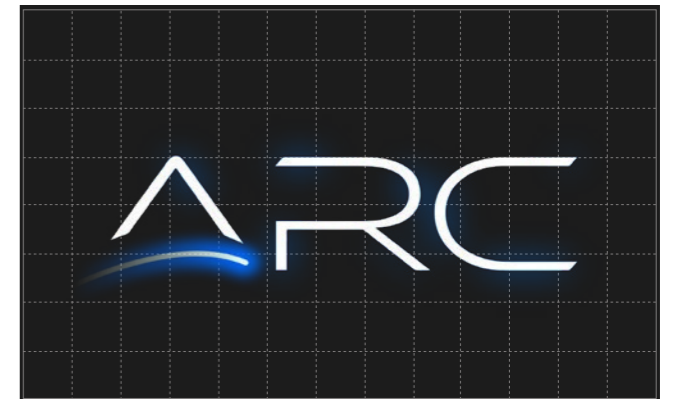
Preferably, you must always reproduce the Lumenis logo in blue on a white background. The specifications are as follows:

WATERMARK OVERVIEW

logo is a registered trademark and should not be altered in any way. It must always be used consistently in its standardized form. This provides legal protection and aids recognition and awareness.

Note:

When custom typefaces are not an option (e.g. email, PowerPoint, etc.), Trebuchet is the official alternate typeface. It is pre-installed on every computer.



Logo limitations



DO NOT place logo on top of a dark color.



DO NOT change the color of the logo.



DO NOT place logo on top of an image.



DO NOT rotate the logo and rearrange elements of the logo.



DO NOT place the logo on a busy background textures



DO NOT rotate the logo and rearrange elements of the logo.

Vertical and horizontal logo variations provide flexibility for different spatial parameters and use cases.

Logo Usage

Brand Guidelines

DARK LOGO

Nonsequo dianis nisdolestem harum repedi a vellandi audis quatlam esequunt quitecepud isciis frety



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