

1.0

Brand Guidelines.



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Tagline

"Empowering Image Intelligence, Simplified"

Brand Vision

At ARCY, we revolutionize industries through cutting-edge mobile applications and sophisticated AI integrations, transforming complex image technologies into simple, user-friendly experiences. We stand boldly at the intersection of innovation and elegance, inspired by the subtlety of Hermes, the precision of Siemens, and the dynamic impact of EY. Our mission is to seamlessly serve business leaders, investors, and industry strategists within the luxury, logistics, food and beverage, and nuclear sectors by providing impactful B2B solutions with the utmost trust and reliability. We are committed to empowering discrete yet powerful industries to harness the potential of image-based technology, driving success through a harmonious blend of visionary design and intuitive functionality. Our journey is guided by a commitment to boldness, innovation, and sophistication, delivering a service experience that respects both the complexity of industry needs and the elegance of simplicity. ARCY is the blueprint of future industry breakthroughs—where technology meets an artful touch.

Brand Voice

Visionary, Discreet, and Innovative—ARCY's brand voice embodies the quiet confidence of a game-changer, merging the discreet elegance of luxury with the forward-thinking precision of cutting-edge technology. In a harmonious blend of sophistication and simplicity, ARCY communicates with a bold yet understated assurance, positioning itself as the trusted ally in the seamless integration of complex image technologies within powerful industries. It speaks directly to leaders and strategists with clarity, guiding them through transformative innovations in a style that's both captivating and effortlessly authoritative.

2.0

Brand Logo.



Lockup Logo.

The Lockup logo typically refers to a design featuring a symbol or wordmark that is tightly structured or “locked” together to communicate strength, security, or unity. A “lockup” can involve the combination of graphic elements, such as an icon and text, arranged in a fixed way to convey a brand’s identity or message cohesively.



Lockup Logo Mark.

A lockup logo mark typically refers of a logo (symbol or mark). This is the graphic element or symbol that represents the brand. It could be a custom-designed icon, abstract shape, or visual element that carries the brand’s identity.



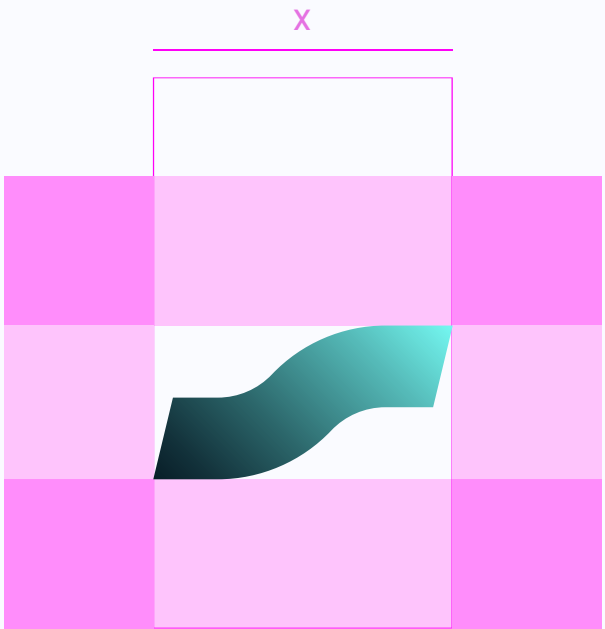
Clearspace Logo.

Clearspace logo is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clearspace is to ensure that a logo maximizes visibility and impact. Maintaining proper clearspace helps ensure the logo looks professional and doesn't lose its visual impact in crowded designs.



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3.0

Brand Colors.



Primary Colors.

These are the core colors of the brand or design. They are the most prominent and are used frequently across the brand materials, such as logos, websites, and packaging. A primary color palette usually includes key colors.

Primary Color - 01

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX
#FABFF

Primary Color - 02

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX
#3483FA

Primary Color - 03

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX
#75FAF3 - #081D27

Primary Color - 04

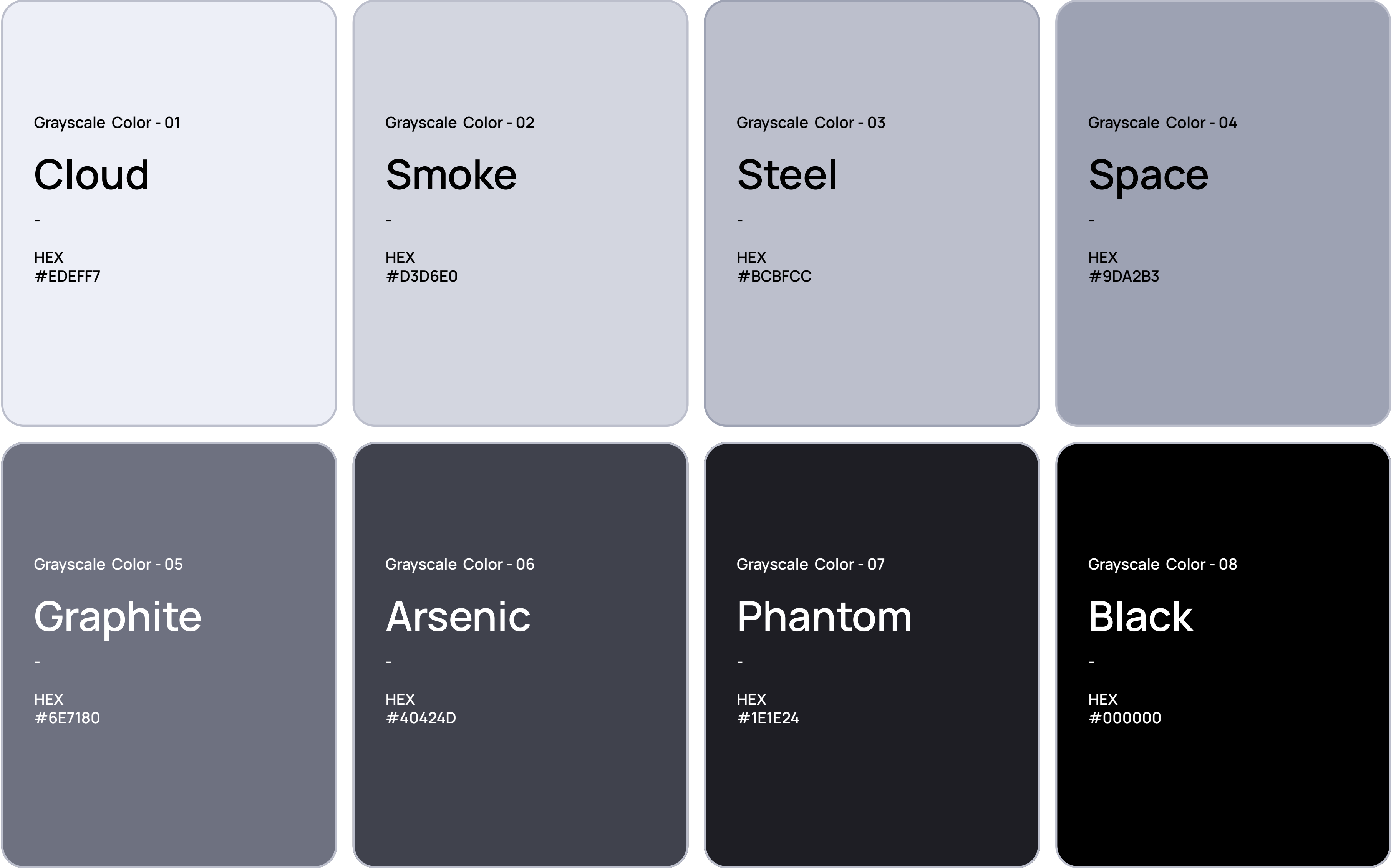
Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX
#081D27

Grayscale Colors.

A grayscale color palette consists of varying shades of gray, ranging from pure black to pure white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.



P. Colors

Logo.

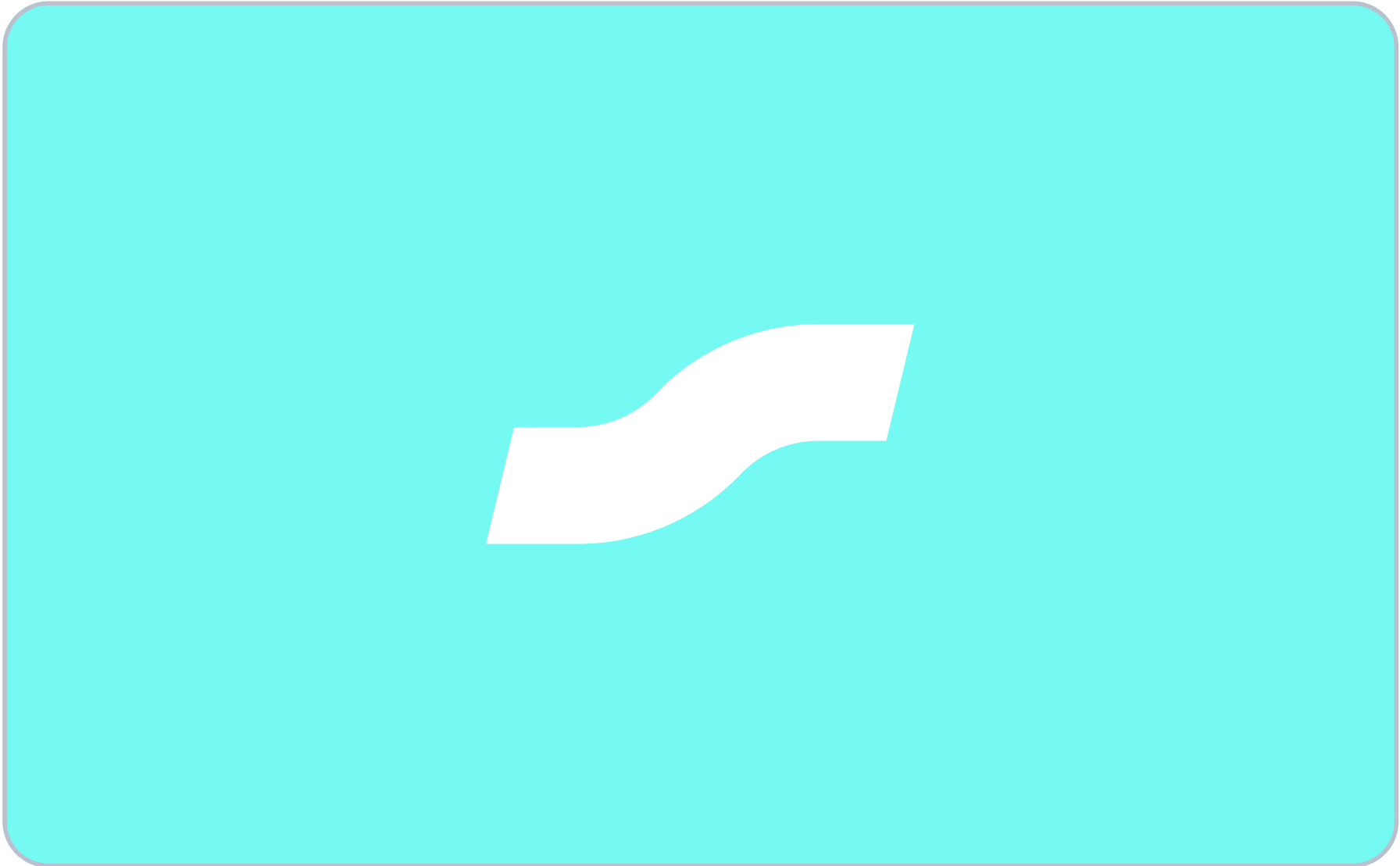
A primary color horizontal logo typically refers to a logo design where the layout is horizontally oriented and the colors used are the primary colors. These colors are considered basic building blocks for creating other colors and are often used to create a bold and straightforward design.



P. Colors

Logo Mark.

A primary color horizontal logo mark typically refers to a logo mark design where the layout is horizontally oriented and the colors used are the primary colors. These colors are considered basic building blocks for creating other colors and are often used to create a bold and straightforward design.



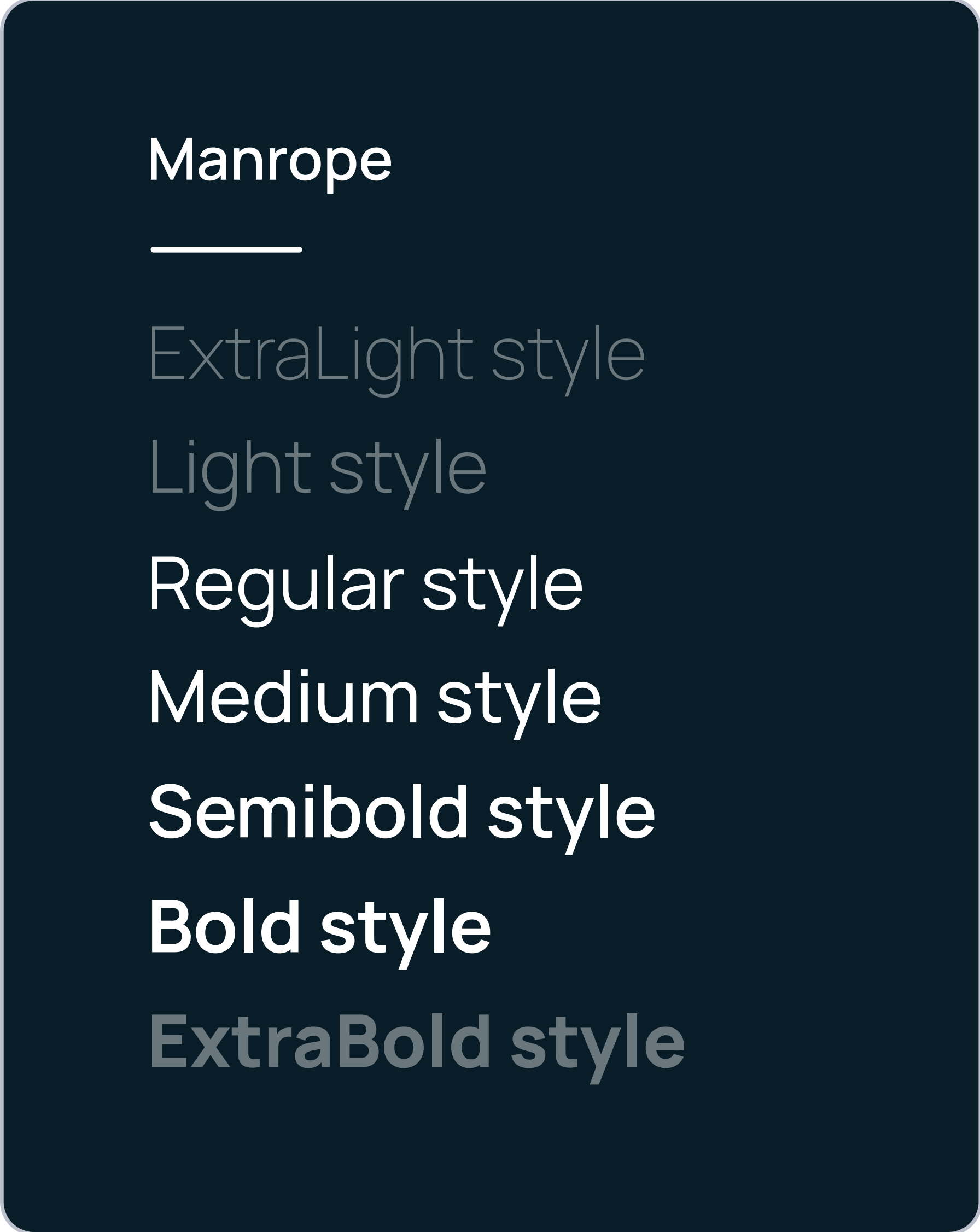
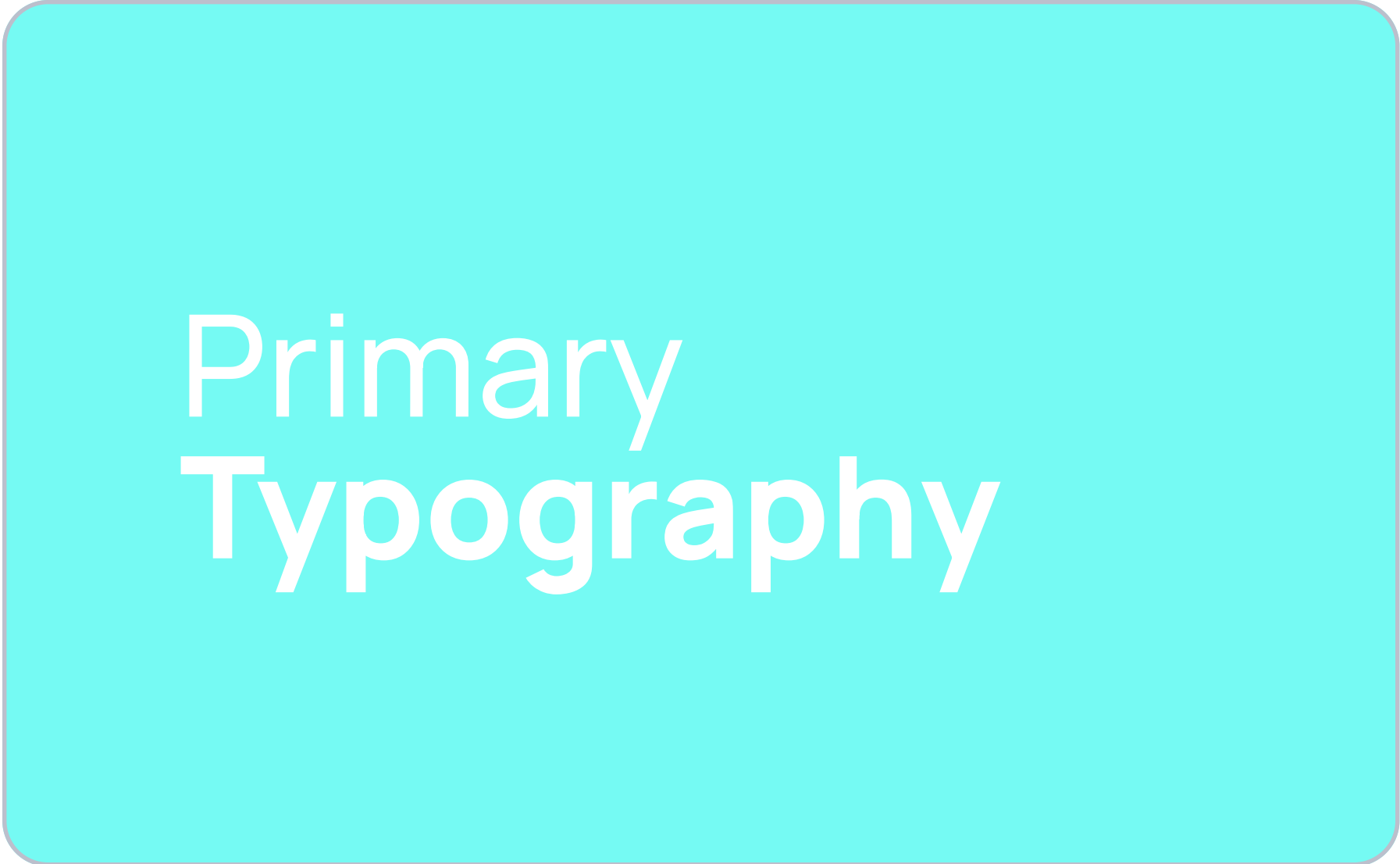
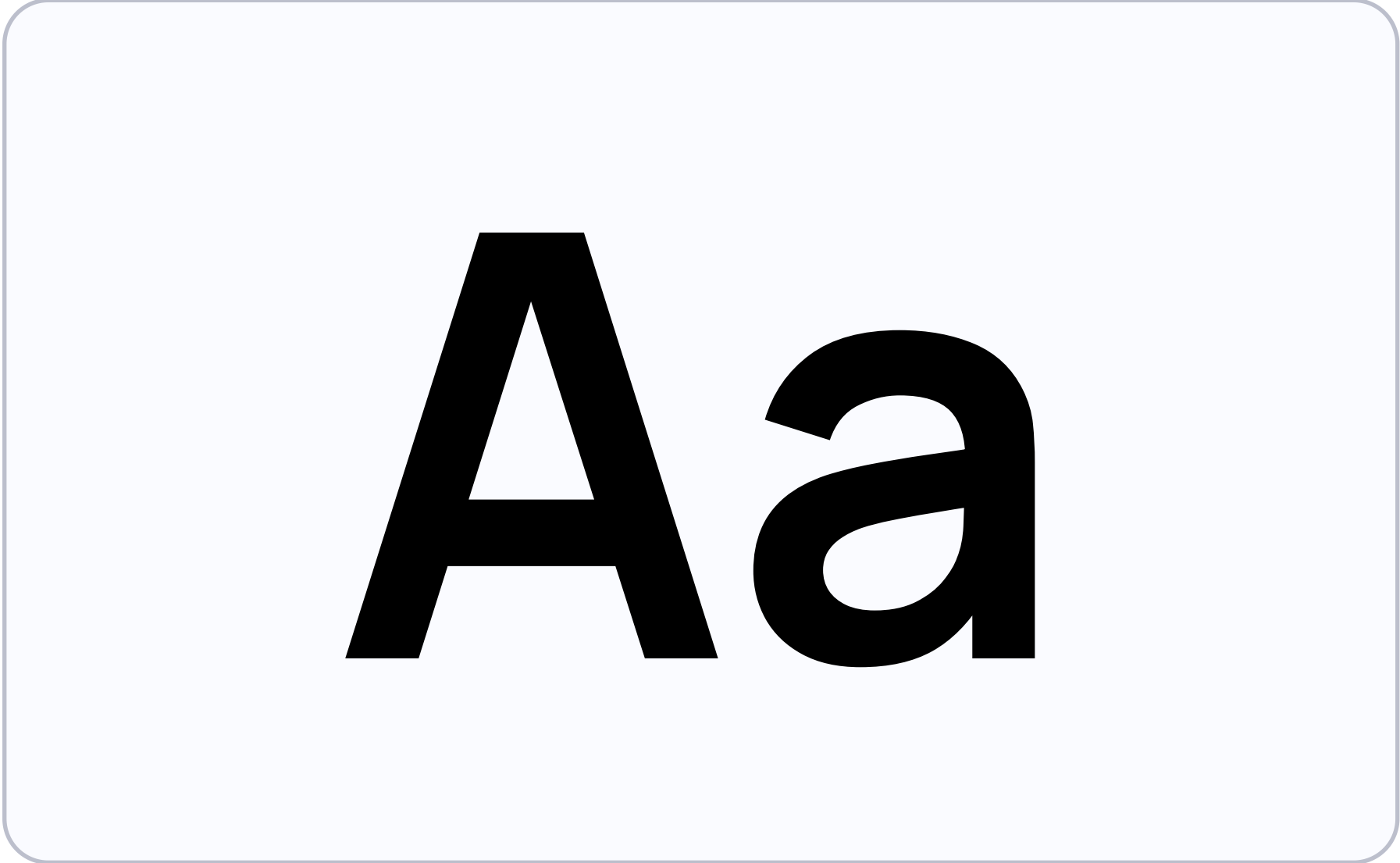
4.0

Primary Typography.



Primary Typography

Primary typography refers to the main font or typeface that a brand or design uses for its primary text, such as logos, headlines, or key messaging. It plays a crucial role in establishing the brand's personality and visual identity.



In use
Typography.

In-use typography refers to how a specific typeface or font is applied and utilized in various design contexts, such as in digital and print mediums. It's not just about choosing a font but about how that font is styled, arranged, and integrated into the design to ensure readability, visual appeal, and effective communication.

The Next Generation.

Empowering businesses and individuals with cutting-edge technology solutions.

Join Here

PRODUCTS

Talk with an expert
over video.

Choose your next product
in a guided, one-way
video session.

NEWSLETTER

Stay updated in the
loop, once a week.





johndoe@gmail.com





Icons and Typography.


Icons and typography are both essential design elements used to communicate messages visually. They work together in many designs—whether it’s a website, an app, or branding materials—to convey meaning quickly and effectively. Each plays a distinct role, but when paired well, they enhance the user experience and design cohesion.





 Dashboard

 Products

 Customers

 Analytics

 Widgets

 Reports

▼


▼


▼


▼


▼


Continue to Checkout >


 Home

 Search

 Favorites

 Cart

 Settings



Pay in full or pay over
time. Your choice.

Choose your next product
in a guided, one-way.

5.0

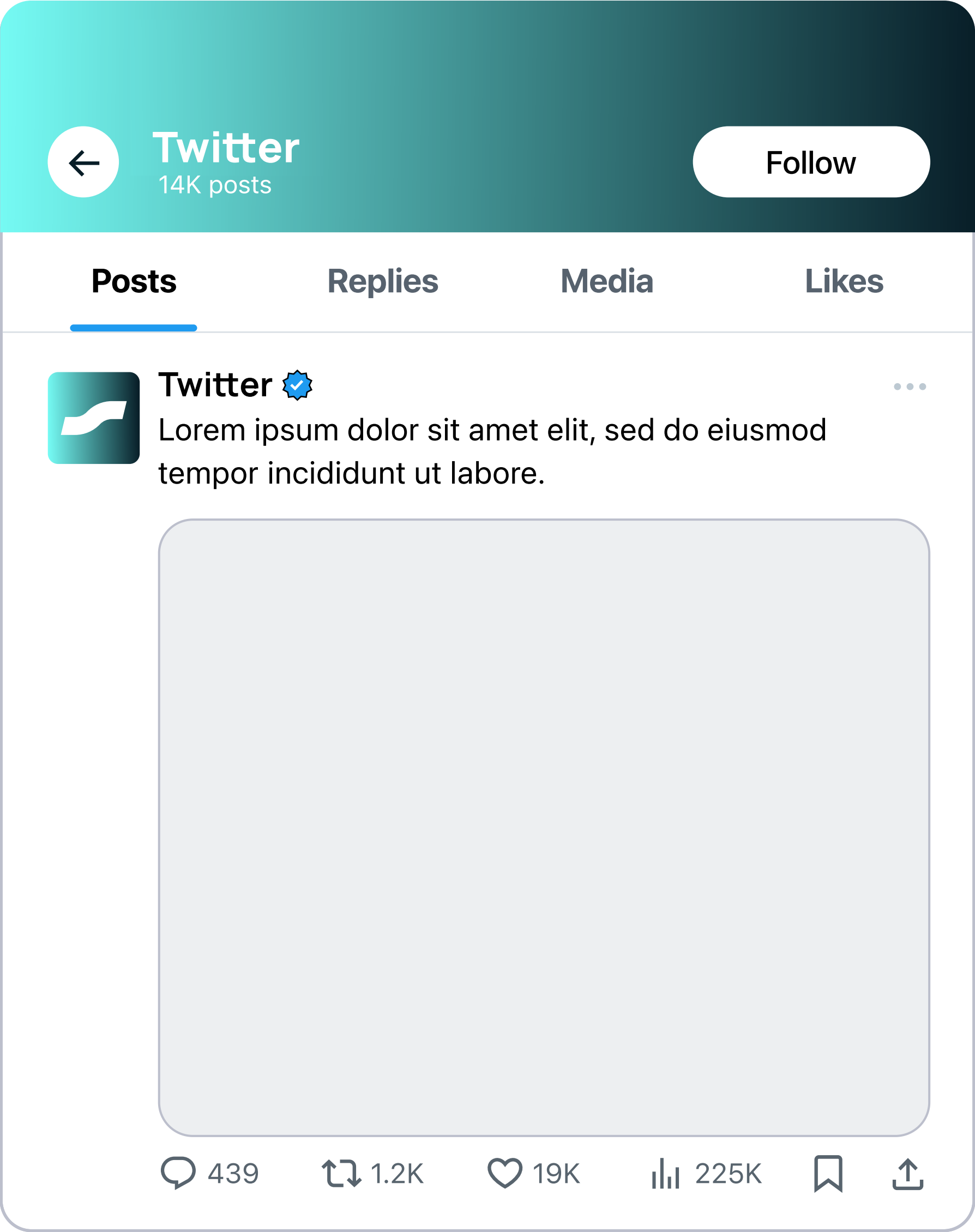
Applications Icon.



Icon

Twitter “X”.

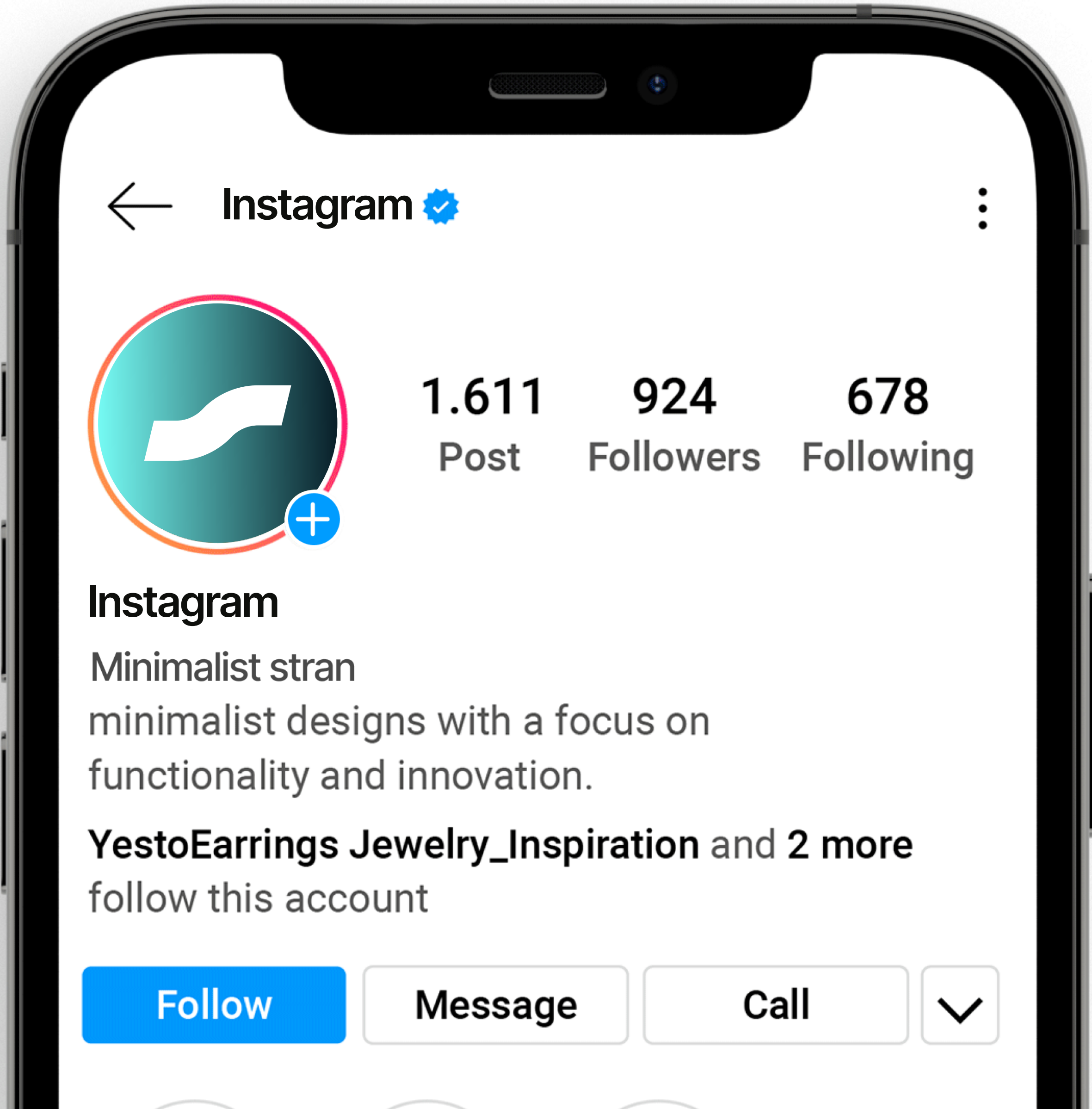
The Twitter profile icon is the image or avatar that represents a user’s account on the platform. It’s a customizable visual element that helps identify the user and set the tone for their personal or brand identity.



Icon

Instagram.

The Instagram profile icon is the image or avatar that represents a user's account on the platform. It's a customizable visual element that helps identify the user and set the tone for their personal or brand identity.



6.0

Backgrounds Logo.



The image features a background of overlapping, semi-transparent teal circles of various shades, creating a layered, organic effect. The word "arcy" is centered in a white, lowercase, sans-serif font. The 'a' and 'c' are slightly wider than the 'r' and 'y', which has a small, curved tail. The overall composition is clean and modern.

arcy

The background features a series of overlapping, curved, translucent teal shapes that flow from the bottom left towards the top right, creating a sense of movement and depth. The colors range from a deep teal to a lighter, almost white, translucent blue.

arcy

arcy

THANK YOU

The image features a solid dark blue background. On the right side, there is a light blue, wavy, abstract graphic element that resembles a stylized wave or a folded piece of paper. The text "THANK YOU" is centered horizontally and partially overlaid by this graphic.