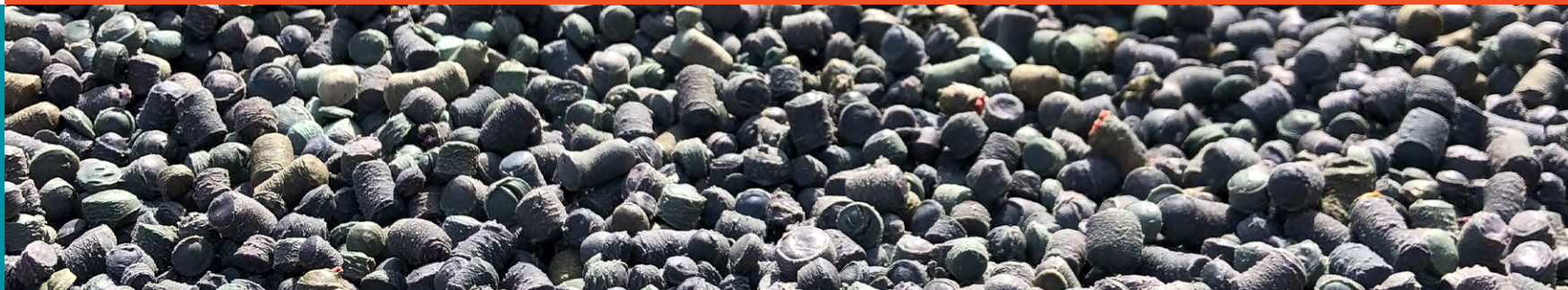




# Brand Narrative & Visual Guidelines





# Table of Contents

- Arqlite Brand Pyramid ..... 3
- Brand Direction: The Explorer ..... 4
- Vision, Theory of Change, and Aha ..... 5
- Values..... 6
- Sample Brand Messaging..... 7
- Words We Love ..... 8
- Audience Personas ..... 9
- Insights & Opportunities ..... 12
- Visual Guidelines..... 13
- Logo..... 14
- Logo Rules ..... 15
- Typography..... 16
- Color Palette.....17
- Photography ..... 18



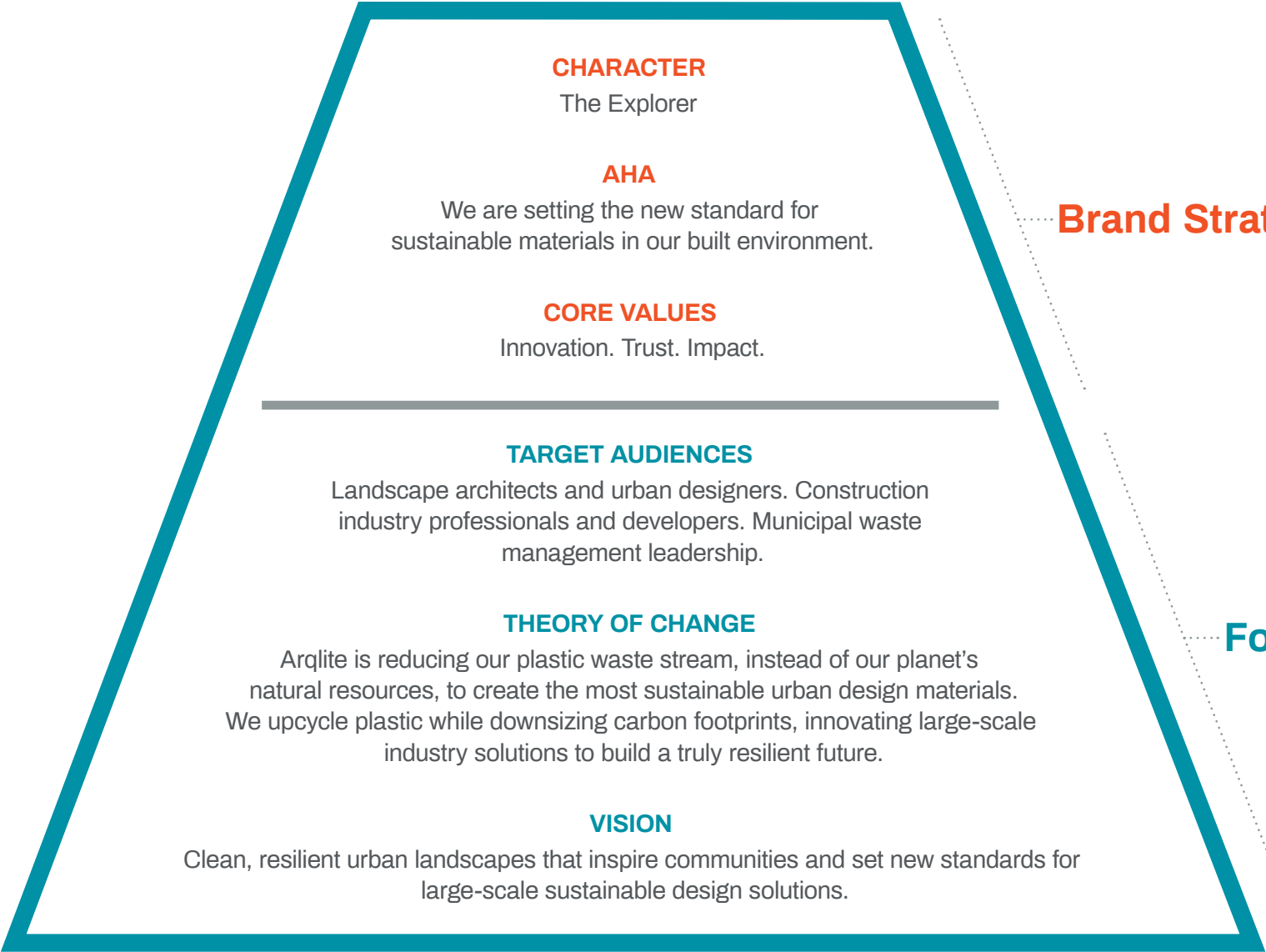


# Arqlite Brand Pyramid

## The Elements of Your Brand Narrative

On the following pages, you will see Arqlite's strategic brand narrative. We have provided a "brand on a page" brand pyramid, with the following pages providing a more in-depth journey into your story.

You can use this brand story to guide both your internal and your external communications.



Brand Strategy

Foundational


## BRAND NARRATIVE

# The Explorer: Overview

Embodying the brand archetype of the Explorer, Arqlite is **fearless** about paving a **new path** for how we design and build our urban environments.

The world is facing **huge challenges** around plastic waste and unsustainable carbon footprints. It takes **bold innovators** to show some of our largest urban design and construction industries that there is **inspiration** ready to scale. Arqlite is designing solutions that are ready to meet the **rigorous standards** and **competitive landscape** of our rapidly expanding world.

As a **trustworthy, impact-driven** and **innovative** brand, Arqlite is poised to be an industry leader guiding us towards **uncharted territory** built on the foundation of **genuine sustainability**.





BRAND NARRATIVE

# The Explorer: Vision

## Vision

Clean, resilient urban landscapes that inspire communities and set new standards for large-scale sustainable design solutions.

## Theory of Change

Arqlite is reducing our plastic waste stream, instead of our planet's natural resources, to create the most sustainable urban design materials. We upcycle plastic while downsizing carbon footprints, innovating large-scale industry solutions to build a truly resilient future

## Aha

We are setting the new standard for sustainable materials in our built environment.




BRAND NARRATIVE

# The Explorer: Values

## Innovation:

## Trust:

## Impact:



By embracing the value of **Innovation**, we commit to discovering and developing new solutions that are capable of scaling to meet our most pressing design challenges.

By embracing the value of **Trust**, we commit to rigorously tested science, fail-proof engineering, and to setting the bar for the most ambitious sustainability standards.

By embracing the value of **Impact**, we commit to measurable change. It's not enough to be innovative and trustworthy — we need to prove that our solutions are expansive enough to meet our most pressing environmental challenges.



## KEY MESSAGES

# Sample brand messaging for your target audiences

The following phrases and copy can be used in social media, in business development materials and promotional collateral. It is meant to be a starting place from which the Arqlite team builds a range of communication content. Some are phrases are playful, some are serious — all live within the personality of The Explorer brand narrative.

### About Arqlite in around 50 words

Arqlite is setting the new standard for sustainable materials in the construction and urban design industries. We help you design for the smallest carbon footprint, while upcycling tons of plastic waste per month. Together, we build resilient communities from the ground up.

### About Arqlite in a little more than 50 words

The world is facing huge challenges around plastic waste and unsustainable carbon footprints. It takes bold product innovators to face these challenges, and set new standards for net zero impact that is ready to scale. Arqlite partners with our largest urban design and construction industries to design solutions that meet the needs of our rapidly expanding world. Trust, impact and innovation guide our work, positioning us as key collaborators on a mission to pave a new way for how we design and build planet-friendly urban environments.

- Reducing our plastic waste, instead of our natural resources
- Transforming last-life plastic into one of our biggest design solutions
- We help you design for the smallest carbon footprint, at a cost that makes it easy to scale
- Cut carbon, upcycle plastic
- Arqlite works with urban design industries to reach the UN Sustainability Goals
- Reducing our carbon footprint one ton of plastic at a time
- Arqlite: Upcycle our future
- Arqlite: Upcycle our cities
- Together, we build resilient communities from the ground up
- Arqlite is paving the way for sustainability

KEY MESSAGES

Words We Love





AUDIENCE PERSONAS

# 1. Landscape Architect / Urban Designer

## Claire

Claire is a landscape architect at a large urban design firm in the San Francisco Bay Area. She is a thought-leader in her field regarding sustainable urban design, and considers many factors when designing large scale projects. For her, sustainability means the intersection between materials use and disposal, carbon footprints, biodiversity, regenerative design, community engagement and social equity.

She is at the height of her career, with packed days, a robust project pipeline and the need to be efficient and effective in her

decision-making. To do her most effective and creative work she needs access to the most credible and succinct information. Her clients are demanding, and are constantly asking her for the highest quality design at the most competitive budgets.

Because of her role as a thought-leader, and the caliber of her design, her clients tend to also be marquis clients who are willing to take a chance on building legacy projects that are emblematic of the most forward thinking sustainable design solutions.

## Key Opportunities for Arqlite

Maximize ease of engagement for this audience persona by showcasing high-profile case studies that are on par with scale and scope of the most forward thinking design firms' marquis projects. Demonstrate alliances and partnerships with other key industry leaders. Make the science fast and easy to

peruse in a way that demonstrates credibility, committed to carbon neutral and even carbon negative design and needs to know this will help her get there. Make the financial costs savings and business case fast and easy to digest. Feature industry certifications and standards met.

## Goals & Motivations

Highly focused on reducing our carbon footprint and designing low-impact, high-quality, sustainability-focused urban design. Constantly seeking out ways to be ahead of the curve on reducing (and even reversing) carbon impacts. Integrity and quality of design are paramount. Being part of a well-respected network of industry experts and sustainable design leaders, and the ability to leverage that network for paradigm-shifting work in the urban design field, is also a big driver.

## Challenges & Obstacles

Busy schedules and time constraints as a result of juggling multiple large-scale projects. Constant need to advocate for the most sustainable and innovative solutions, while also meeting client budget constraints. In the face of rigorous environmental and legal standards, staying motivated to move projects through a lot of bureaucratic red tape.

AUDIENCE PERSONAS

# 2. Construction Industry Professional

## Sean

Sean is a Senior Construction Manager for Webcor, one of the largest construction companies on the west coast. He's been working in his field for over 20 years, and has seen it all. He is practiced and adept at juggling the needs of property developers, while also understanding and appreciating the creative vision of architects, landscape architects and urban designers.

A pragmatist at heart, he takes pride in seeing some of the largest municipal projects he's managed get built and function elegantly in the community. He has to juggle lots of different

personalities, from the high demands of his clients, to the particular creative constraints of designers, to the heavy workloads of his own team.

With the world changing as quickly as it is, including the rapidly rising costs of living, and the pressures of developing in the context of our urban landscapes, he needs to be able to make efficient, effective decisions that meet the needs of multiple competing entities. He appreciates anything that helps him in this regard.

Showcase safety features and rigorous testing results right up front. Create and showcase alliances with trusted industry organizations like the American Concrete Institute and the U.S. Green Building Council (USGBC).

## Key Opportunities for Arqlite

Demonstrate reliability, safety and cost-saving opportunities right up front. Illustrate the closed loop cycle of upcycled materials going into product development and then waste being removed and processed from construction and building sites.

## Goals & Motivations

Main concerns and motivations are safety and ensuring that there is no room for liability in projects. Values experience and expertise, while motivated to create highly functional and reliable urban building projects, both on time and on budget. Wants to meet the rapidly growing demands and pressures of a changing climate and evolving sustainability standards, but still sees that as secondary to more immediate safety standards, budget and time constraints.

## Challenges & Obstacles

Busy schedules and time constraints as a result of juggling multiple large-scale projects. Occasionally challenged by being asked to innovate without having the groundwork and proof to ensure rigorous safety standards. Less likely to experiment and try new things because of the pressures of safety standards, liability protection, timeline and budget constraints.

# 3. Waste Management Professional

## Mark

Mark has seen the United States’ interest in recycling and waste management grow from the niche roots of the early environmental movement, expanding to broader consumer behavior change, to fully embracing the need for larger systems-level changes to reduce plastic waste.

He’s frustrated by the fact that cities and counties across the country have such disparate approaches to recycling, and has become ever more passionate about the unsustainable growth of plastic waste that is moving in a straight line from production to consump-

tion to disposal. He’s well-aware of the financial and ecological challenges posed by virgin plastic often being cheaper to manufacture than recycled plastic, and that this is both a business and policy opportunity.

With a background as an entrepreneur, he understands the fundamentals of good business and opportunities to scale; he sees that this crisis is a chance to tackle both environmental and economic challenges simultaneously. For Mark, demonstrating a way to do both is an example of world-changing innovation and business impact.

county level to offer partnership in finding systemic solutions. Be sure to frame both the cost and impact benefits simultaneously, since that is a serious win-win value proposition.

## Key Opportunities for Arqlite

Collaborate with state-level initiatives and leaders working in state government to offer solutions to help meet waste reduction goals. Support any policy work to help tackle those infrastructure challenges. Work closely with local municipal leaders on a city and

## Goals & Motivations

Wants to see large-scale, systemic solutions to waste problems. Has seen behind the curtain of this huge challenge, and knows that there are entrepreneurial opportunities. Motivated to create smart and purpose-driven businesses that help address the challenge. Knows that helping companies and facilities hit, and improve, their target waste diversion rate is a really valuable offering. Interested to see how businesses can collaborate with state-level government to generate robust strategies and solutions to waste reduction.

## Challenges & Obstacles

The cost of recycling is higher than using oil to make virgin plastic, so no one is incentivized to recycle. An organization has to spend a lot of money to create a huge facility to sort, grind, wash, decontaminate the plastic and make it into something highly usable, as a vertically integrated system. To get from trash to food grade, you need at least 50 of these vertically integrated facilities across the United States, and another 50 factories for the different types of plastics, to scale any kind of solution. Sees policy work as a main way of tackling this challenge, since corporate responsibility is only going to get us so far. This is a systemic problem that cannot be solved through changes in consumer behavior.



## KEY MESSAGES

# Insights & Opportunities

## Partnerships & Affiliations

Key recommendations from industry interviews centered on the theme of building credibility by establishing partnerships and affiliations (as well as certifications) with industry groups, such as:

- U.S. Green Building Council
- American Society of Landscape Architects (ASLA)
- American Institute of Architects (AIA)
- American Concrete Institute
- Carbon Leadership Forum (i.e. the EC3 tool)
- World Council for Sustainable Development
- The Sustainable SITES Initiative
- International Green Construction Code
- Environmental Product Declaration
- BCorp Certification

## Potential Markets & Products

Key recommendations from industry interviews touched on market opportunities and potential new products, such as:

- Large-scale infrastructure (i.e. sound abatement walls on highways, K-Rail barriers, urban sidewalks and paving, etc.)
- Building improvements (i.e. replacement for vinyl siding, structural lightweight foam, PVC pipes, etc.)

## Vendor Partnerships

Key recommendations from industry interviews touched on potential vendor partnerships with companies such as:

- Lyngso
- Presto Geosystems (i.e. Geoblock)
- Cellular Concrete
- QCP Concrete Solutions





## VISUAL GUIDELINES

# The Arqlite Visual Guidelines

### Why?

Your brand is expressed visually through your logo, color palette, typography, and any visual element that your audience sees. It's important to maintain consistency and quality in every instance your brand is expressed, because that's how your audience sees you and recognizes who you are, just like recognizing a person's face.

### Using the guide

The following pages contain rules for using your logo, color palette, and typography. They're written so that anyone can follow them, not just designers. For assets or situations not covered by this guide, use your best judgment to extend the visual brand in consideration of the existing guidelines.

### Less is more

When in doubt, err on the side of **less is more**. Keep it simple, clean, and unadorned. Resist the urge to “decorate” with extraneous elements, and don't be afraid of negative space. Most of the design work has already been done for you in this guide—just follow the rules.



VISUAL GUIDELINES

Logo

The Arqlite logo has been carefully designed to express the innovation, transformation, vision, and growth of the company. In nearly all cases, the standard color logo will be appropriate to use. In a few rare cases, you may need either the black or white logos as shown below.

A note on file usage & exporting

When using the logo on a website, always use the SVG (vector) format if possible.

When using the logo in print, always use the EPS (vector) format if possible.

When bitmap files are required (JPG, PNG, GIF), open the corresponding vector file (EPS) and export the logo at the required size. Do not scale an existing bitmap file.



**Standard color logo**  
Use this in all applications against a white or black background. The standard color logo can be shown on either white or black with no changes to the logo file or colors.



**Black logo**  
Use this only when a solid black logo is needed. The black logo may be tinted to a specific shade of gray (i.e., percentage of black) if needed.



**White logo**  
Use this only when a solid white logo is needed, such as against black, or solid brand color. The white logo should not be used directly against photos (instead, created a white background area over the photo and then place the standard color logo in the white area).



VISUAL GUIDELINES

# Logo Rules

Don't make these common mistakes when working with the logo. The integrity of your brand relies on consistent, correct logo usage across platforms.

**A note on sizing**

The absolute minimum size for the logo in print is a width of exactly one inch.

The absolute minimum size for the logo digitally is a width of 125 pixels at conventional 1x pixel density, or 250 pixels at “retina” 2x pixel density (such as on an iPhone or modern MacBook Pro display).

Always check to make sure the intricate lines of the mark are visible when displaying or printing the logo at small sizes. Enlarge the logo if possible for greater clarity.



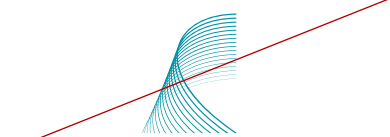
Do not change colors, even if you use other approved brand colors.



Do not add drop shadows or outlines.



Do not stretch disproportionately.



Do not extract the lines from the logo and use them as a separate element.



Do not place other text or objects too close to the logo. Err on the side of more clear space rather than less.



Do not change the typeface.



Do not create a grayscale version of the logo. Instead, use the black logo and scale it to the desired percentage of black. The mark and type will therefore be the same color value.



Do not show the logotype without the mark.



Do not rotate for any reason.



Do not adjust the size relationships or placement of the mark and logotype.



Do not adjust the opacity or transparency of the logo standard color logo, and do not place the logo directly against a photo.



Do not place the standard color logo against a colored background, even if you use other approved brand colors.

VISUAL GUIDELINES

Typography

Selected for its legibility at large and small sizes, simple elegance, unique character, and ease of use across media, the Arqlite typographic family consists of one typeface called **Archivo**. It is available free of charge for all commercial usage from Google Fonts.

Archivo can be deployed as a web font on a website, as well as [downloaded for desktop use](#) with no licensing restrictions. Because Archivo is free and available for all platforms, it is not acceptable to use any other substitute typefaces.

In all cases, use Archivo for all headlines, subheads, pullquotes, captions, body copy, web copy, advertising, packaging, marketing materials, and anywhere else you use the written word.

Be sure to adjust tracking (space between letters) and leading (space between lines) for legibility depending on usage.

Please note that the typeface used in the Arqlite logo is *not* Archivo.

Archivo

Archivo Regular  
*Archivo Italic*

Archivo Medium  
*Archivo Medium Italic*

Archivo SemiBold  
*Archivo SemiBold Italic*

Archivo Bold  
*Archivo Bold Italic*

Archivo Bold Headline

Archivo Regular body text. Lorem ipsum dolor sit amet et aspersient lam, apella sequiducil int, conet lab inus.

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VISUAL GUIDELINES

# Color

Use the brand palette for all type, objects, and any other assets created for the brand.

The palette is intentionally restrained to two main colors and two grays. This reinforces the brand by limiting the variations of color that can appear across different applications. Consider, for example, that many of the world’s most recognizable brands feature only one or two colors: Target uses only red, Chase Bank uses blue and black, IKEA uses yellow and blue, and Subway uses green and yellow.

Limiting the use of color is a keystone of the brand, because doing so maintains consistent visual tone and allows proper focus on messaging, product, and product photography without distracting color.

**Do not use black for any reason whatsoever, including type or backgrounds. Black is never necessary.**

Atlantis

MARK COLOR

RGB

0 145 166

CMYK

87 26 32 0

HEX

#0091A6

Light Gray

LOGOTYPE COLOR

RGB

143 153 154

CMYK

4 0 0 40

HEX

#8F999A

Blood Orange

ADDITIONAL COLOR

RGB

240 81 37

CMYK

0 84 97 0

HEX

#F05125

Dark Gray

TYPE COLOR

RGB

84 88 91

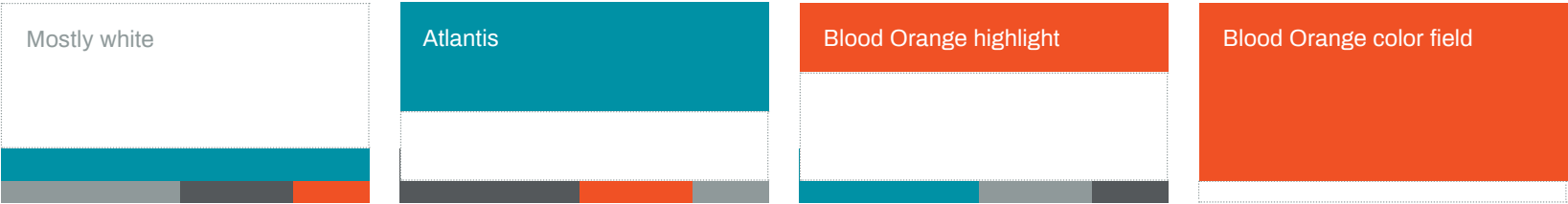
CMYK

3 1 0 64

HEX

#54585B

Color proportion examples



These three examples of color proportion demonstrate how to use various amounts of color when designing packaging, advertising, web pages, and other materials. These are suggestions, and not hard rules.



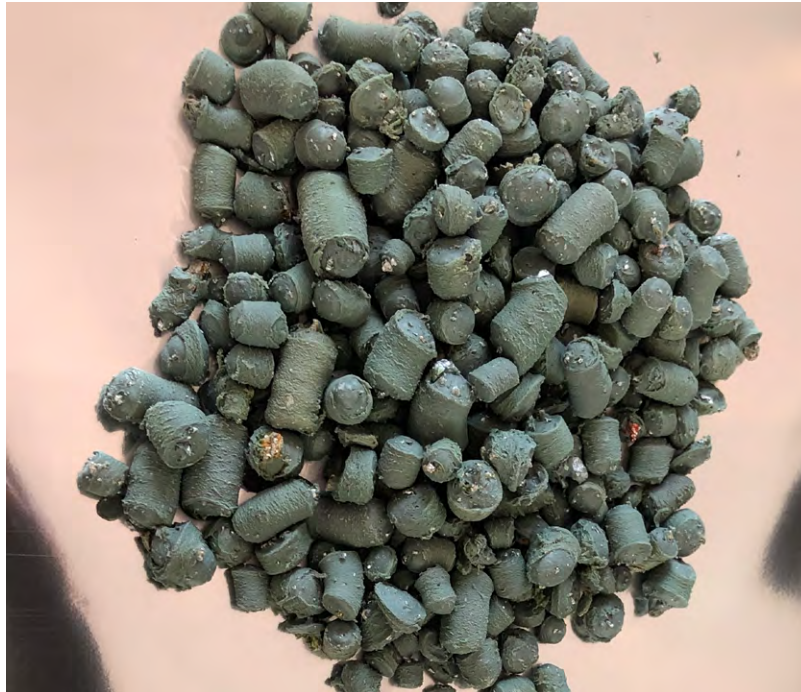
## VISUAL GUIDELINES

# Photography

Only use photography that expresses our core values with high-resolution, professional imagery. Photographs of insufficient professional quality degrade the perception of the brand.











# The end which is just the beginning

Arqlite is setting the new standard for sustainable materials in the construction and urban design industries. We help you design for the smallest carbon footprint, while upcycling tons of plastic waste per month. Together, we build resilient communities from the ground up.