



Brand Guidelines



Contents

- 01 Introduction
- 02 Logo
- 03 Color
- 04 Typography
- 05 Inspiration

Introduction

Brand Guidelines

These brand guidelines are designed to provide relevant, practical insights into how the Arrow brand, purpose and strategy can be visually articulated.

This guide should provide the tools you need to communicate our visual brand to our team, our partners and our customers.



01

Introduction

Introduction

Introducing Arrow

Arrow is a community with the mission of building vertical-takeoff aircraft that are affordable and accessible to everyone through an air taxi network.

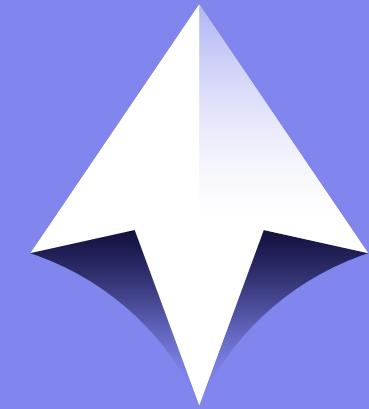
The vision of "private jets for everyone" will be achievable by using volume manufacturing, cheaper fuels, autonomy, and the rideshare network.



02
Logo

Logo

Arrow Logomark



Logo Composition



Solid Arrow

Trail Gradient

Tip Gradient

Final Mark

Logo

Logomark Usage

The Arrow Logomark comes in a variety of flavors derived from our core color palette. In most cases, use the **primary** versions.

The **alt** versions are available for certain use cases.

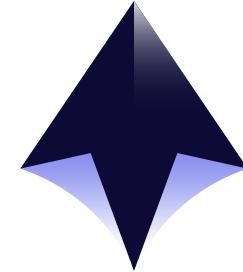
Primary



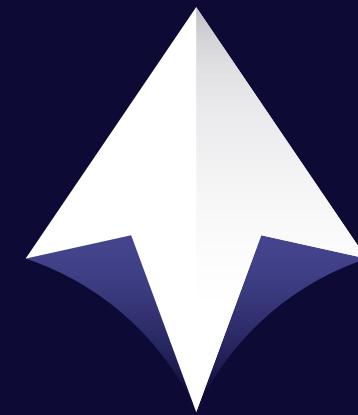
Alt



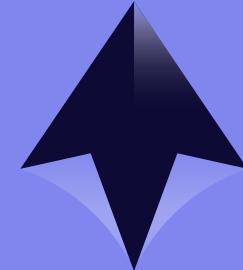
Alt



Primary

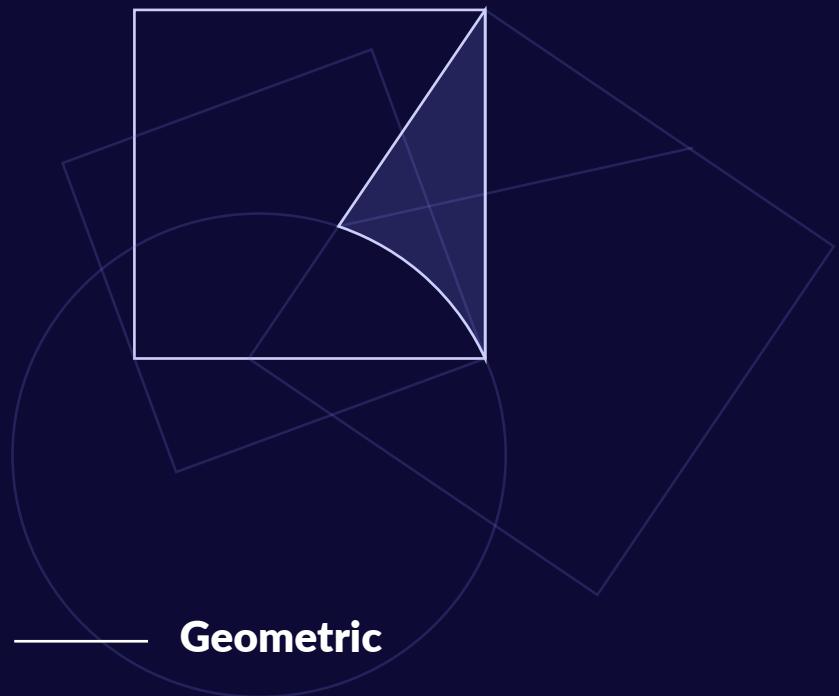


Alt

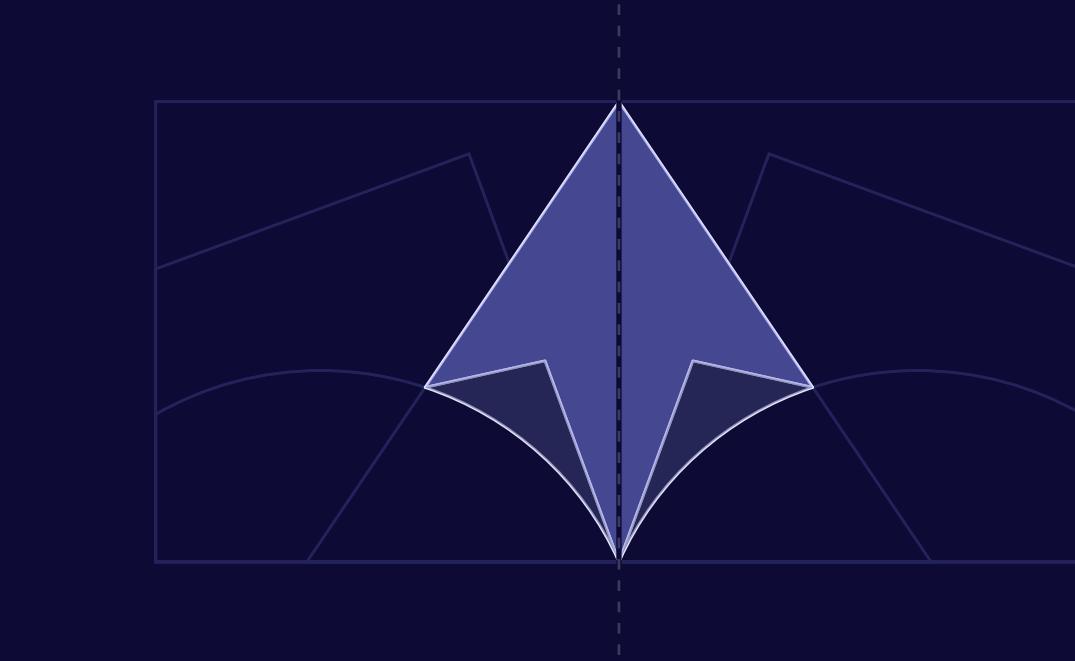


Logo Logomark Formation

The Arrow symbol is formed from simple, geometric shapes with a timeless visual balance formed during construction. The symmetry adds a sense of balance and control.



Geometric



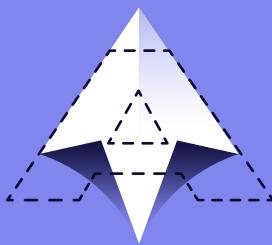
Symmetrical

Logo Symbolism

The Arrow wordmark is meticulously formed from primitive shapes with consideration given at every stage to the subtle symbolism of our values as demonstrated below.



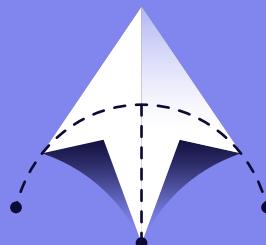
01. Upwards Arrow



02. Letter A



03. Ascend & Hover



04. Point-to-Point



05. Aerodynamism



06. Collaborative

Logo

Wordmark

Monochrome display of Wordmark.

This wordmark should be rarely used
separate from our logomark.

Arrow

Arrow

Logo

Wordmark Formation

The Arrow wordmark has been constructed from primative letterforms to incorporate a motif of elevation, most clearly seen in the terminals and crossbar.

An **8 degree angle** has been utilized throughout for consistency.

Our wordmark is **clean, bold, impactful** and inherits key characteristics of our mission.



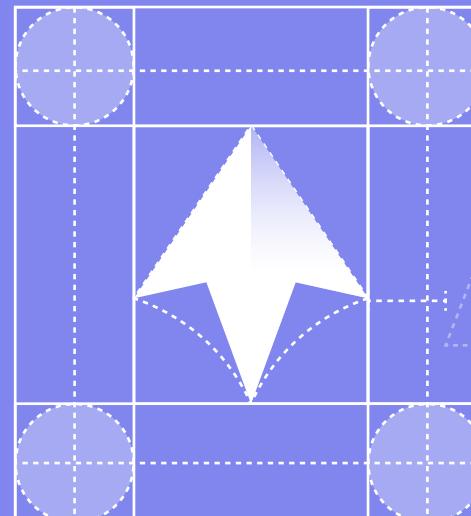
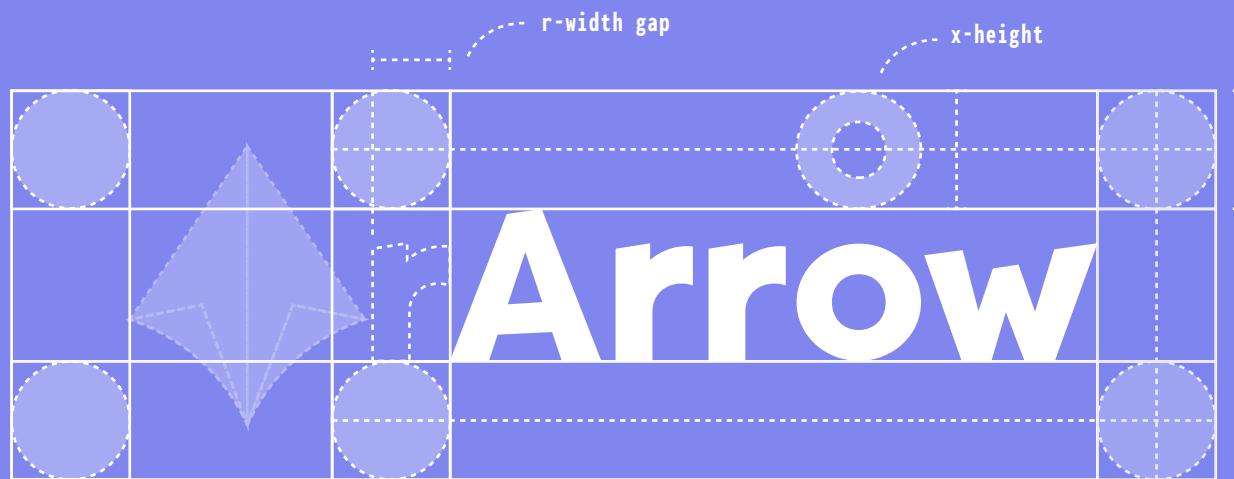
Logo

Logo Clearspace

The **Arrow logo** is composed of the **Arrow symbol** and our custom **Arrow wordmark**.

The construction of an appropriate amount of breathing room is described opposite. The reason for clear space is to ensure that a logo maximizes **visibility and impact**.

Please use assets provided which have this clearspace built in.



Arrow

Logo

Final Wordmarks

Display of **Primary** Arrow Wordmarks



Display of **Alternative** Arrow Wordmarks





03

Color

Color

Core Colors

Use these colors in the majority of instances for layout or collateral design.

Text should always be set in **Arrow Navy** (on Blue, Grey, White) or **Arrow White** (on Navy) for appropriate

Arrow Blue

CMYK

54 - 48 - 0 - 0

RGB

128 - 134 - 237

HEX

#8086AD

Arrow Navy

CMYK

96 - 93 - 44 - 59

RGB

13 - 10 - 54

HEX

#0D0A36

Arrow Grey

CMYK

13 - 10 - 8 - 0

RGB

218 - 218 - 222

HEX

#DADADE

Arrow White

CMYK

0 - 0 - 0 - 0

RGB

255 - 255 - 255

HEX

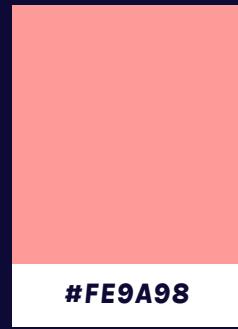
#FFFFFF

Color

Core Colors



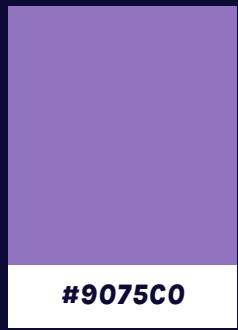
#FFB2A2



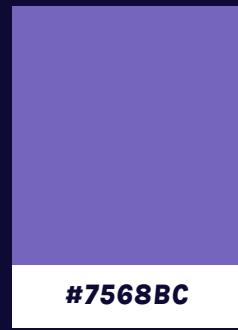
#FE9A98



#DC7B9B



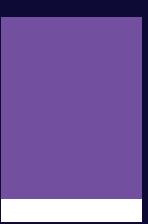
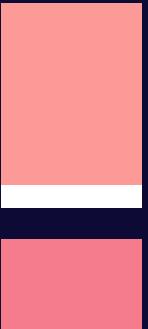
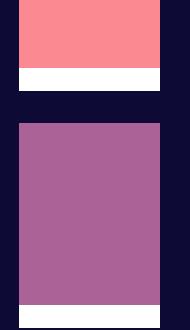
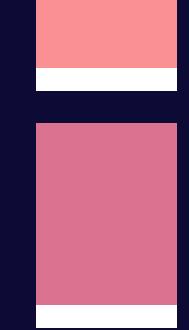
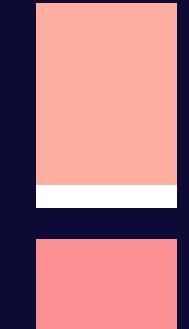
#9075C0



#7568BC



#634CA1



Color Gradient Usage

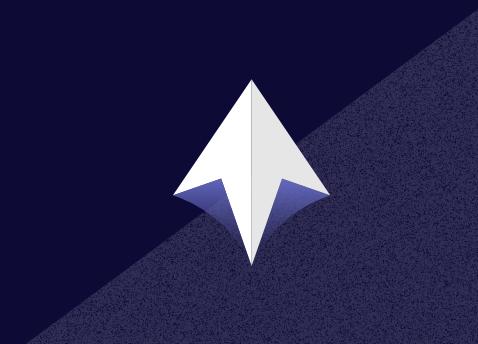
Arrow makes use of subtle gradients to create interest and variation in our branding materials. Subtle color zones making use of our core colors and secondary 'dawn' colors are acceptable.



Color Texture

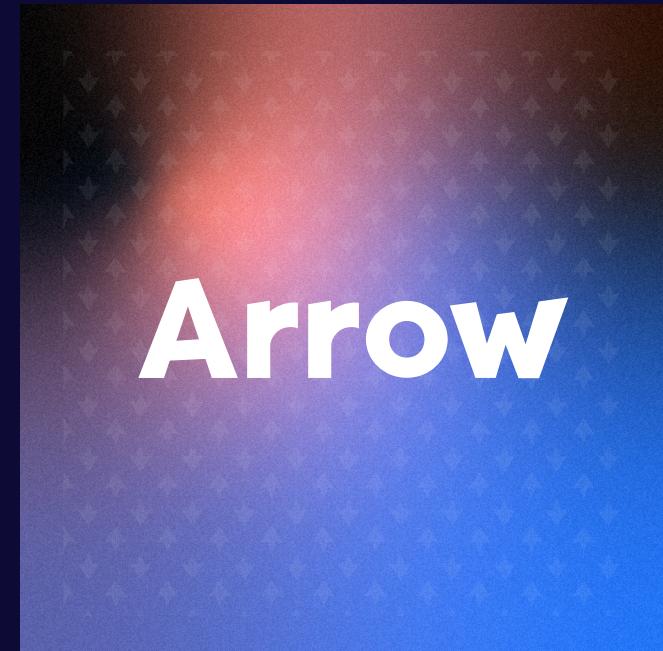
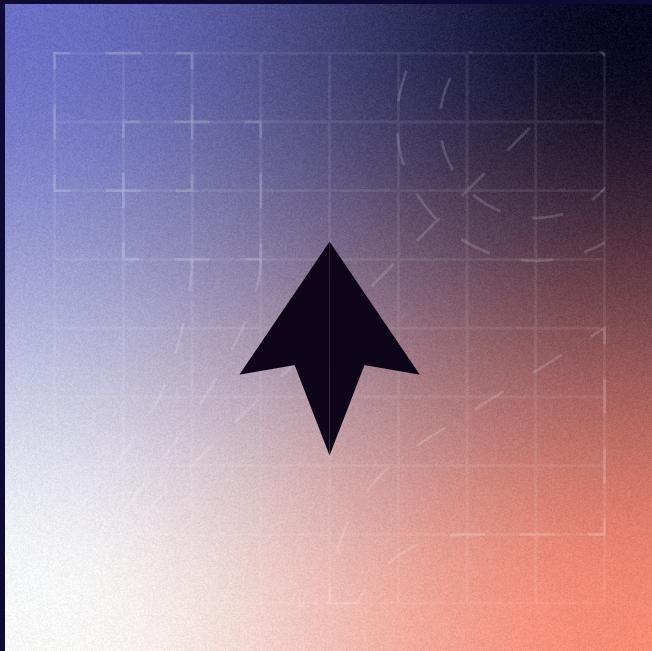
Our texture is a subtle grain.

Arrow Grey Overlay + 30% Multiply (15% Screen on Navy) + 50% Opacity + Fine Dot Mezzotint @ 300ppi



Color Pattern

Patterns are a repetition of more than one design element working in concert with each other. These patterns are derived from **blueprints** and represent our **builder community**.





04

Typography

Fonts

Core Fonts

Aa

Aa

Core Fonts

Rubik is a versatile, slightly rounded sans-serif font designed for a Rubik's Cube Exhibition Main Body font is **Karla**, a grotesque sans-serif font that pairs well with Rubik.

1. **Rubik** | Open-Source | Hubert & Fischer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

2. **Karla** | Open-Source | Jonny Pinhorn

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fonts

Font Hierarchy

Example **Heading** and **Body**

Hierarchy to inform choices regarding visual typographical flow.

To be used as a mood guide only as each medium will have its own specifications to be taken into account.

Rubik Bold 54pt

Heading 1

Rubik Bold 32pt

Heading 2

Rubik SemiBold 24pt

Heading 3

Rubik Bold 14pt

HEADING 4

Karla Regular 12pt

Body

Facilisis volutpat elit eiusmod vulputate do sodales eleifend venenatis duis proin lacinia non. Odio mollis etiam tempor ultricies etiam auctor fringilla velit suspendisse lectus quam molestie magna.



05

Inspiration

Inspiration Brand Collateral

The Arrow Wordmark is **sleek, elegant and distinctive**. It is versatile and iconic enough to work across a range of media and brand collateral.

