



# The Arch

## Brand Guide

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# Gathering

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# About

The Arch Gathering, is a digital publication celebrating beautiful architecture. Architectural pieces, as well as architects' biographies, are posted as a reference for architects and an educational medium for architecture enthusiasts.

Arch is indicative of architecture, as well as an arch that serves as a foundation that holds a structure beautifully, which mirrors the publication's role to provide a base architectural reference, with an elegant aesthetic. The name Gathering represents the application's hub nature where architects gather to view inspiration.



# *Brand Characteristics*

## *Minimal*

Simple is sophisticated. The Arch Gathering branding is thus minimal and understated. White space, well-defined lines and painstaking subtle details are key elements to achieve this characteristic.

## *Contemporary*

The Arch Gathering is a forward-thinking brand that is communicated with its sleek design, mimicking the polished glimmer of buildings.

## *Elegant*

As an online editorial showcasing creative spaces, The Arch Gathering requires a thoughtful brand

# Color Palette

*sandy rose*  
#EEE5DC

*muted  
steel*  
#635E5E

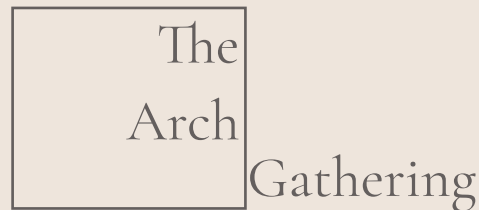
The Arch Gathering's color palette is a neutral one offering a blank canvas for the architectural work to shine. The palette adheres with the brand's minimal characteristic with its three hues; two primary ones, sandy rose and pure black, and a secondary one of muted steel.

The sandy rose brings forth the warmth of textured exterior paints of buildings that have aged with beauty, imparting a timeless feel and a parchment-like backdrop for the brand. The pure black offers a timeless elegance and communicates with sharp clarity. The muted steel provides a gentle secondary color that seamlessly blends in with the palette.

*pure  
black*  
#000000

# *Logo Design Process*

The Arch Gathering's logo has went through multiple iterations. Earlier designs, shown on the right, tried to capture the arch feel through the logo, as well as experiment with linear and rectangular shapes to craft a structured feel. However all such designs felt too loud, as opposed to the intended minimal and subtle branding and thus all flair was subtracted to offer the current design.



# Logo Design

The final logo is a classic text logo, establishing a timeless editorial feel, with a line reaching horizontally outwards, offering an inviting gesture of opening up space. The Cormorant Garamond font was chosen for the logo for its light weight and pronounced downward strokes, mimicking the asymmetry that is often a quintessential element in contemporary architecture. Additionally, the typeface hosts a ‘Th’ ligature, that mimics a bridge, serving another subtle nod to architectural feats.

The Arch Gathering

The Arch Gathering

# Logo Spacing

The Arch Gathering logo should be surrounded with a space of length  $x$ , where  $x$  represents the logo's x-height, in both vertical and horizontal directions, as illustrated in the image below. The spacing between the logo text and line is  $x/3$ .





# Logo Guidelines

## *Color*

The brand logo should not be recolored in arbitrary non-brand colors.



## *Transformation*

The brand logo should not be stretched or un-uniformly scaled, sheared or in any other way transformed.



## *Crop*

The brand logo should not be cropped.



## *Type*

The brand logo should not be presented in a different font, or with a different title underline (the loop of the letter g should remain blank).





abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 -+>&!()[],.  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
1234567890 -+>&!()[],.  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
1234567890 -+>&!()[],.

## *Cormorant Garamond*

The UI font chosen is the same as the logo font, namely Cormorant Garamond, in regular weight, as well as bold italic and italic for first and second level headings respectively. After experimenting with various fonts, Cormorant Garamond was selected for the UI for being a light and readable serif option. The serif font provides the UI with an elegant editorial aesthetic. The minimal mono-font choice emphasises discernment and hierarchy through other design devices, such as font size and weight, as well as layout options, inviting a more creative contemporary design.

# UI Assets

Buttons align with the brand's minimal aesthetic where they are essentially in raw text form, with representative characters (such as + and >) serving the purpose of icons. The buttons are unassuming and blend in with the page, and reveal contrasting colors on hover, for an interactive design. The simple text-only format offers an industrial look that blends with the brand's minimal and contemporary design. Furthermore they are contextually designed, where text is stacked vertically, or spread horizontally, depending on layout context.

For social media logos, font awesome icons were used for their border-less minimal formats.



+ add comment

+ add comment

-

remove from  
favorites

+

add to  
favorites

# UI Assets Summary

## Menu

architecture architects about

architecture architects about

## Forms & buttons

email

first name

last name

password

repeat password

register >

register >

## Forms & buttons contd.

type your comment here...

+ add comment

+ add comment

-  
remove from  
favorites

+  
add to  
favorites

## Social media link icons



# Layout Design

The Arch Gathering is a responsive web app, having a design that flows elegantly in both mobile and desktop environments. Its layouts are designed to mimic a paper editorial, as accentuated by the lines and serif typography chosen. Additionally, to ensure a contemporary design, the UI is graphically-driven and has an asymmetrical design throughout that is balanced with contrasting asymmetries, as per context.



# Layout Design - Registration

Desktop version  
showcases  
on-hover  
interactivity

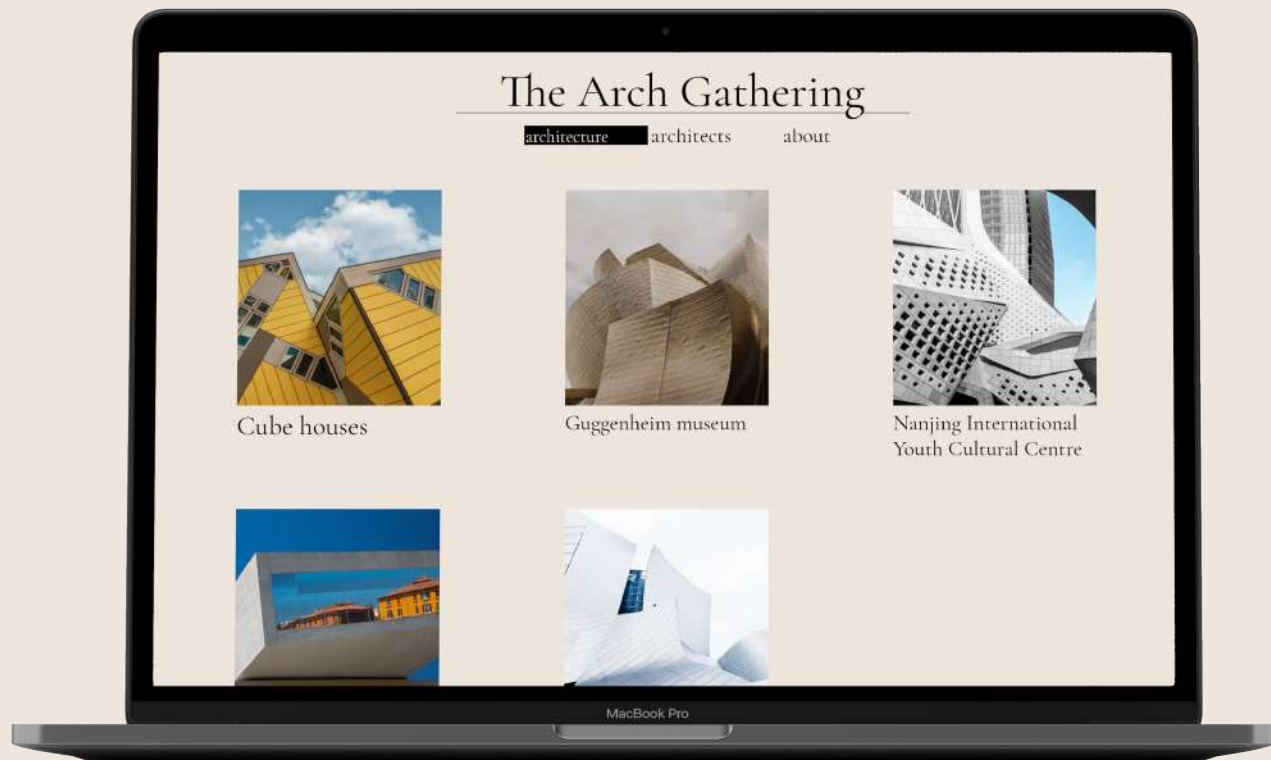


# Layout Design - Login

Desktop version  
showcases  
on-hover  
interactivity



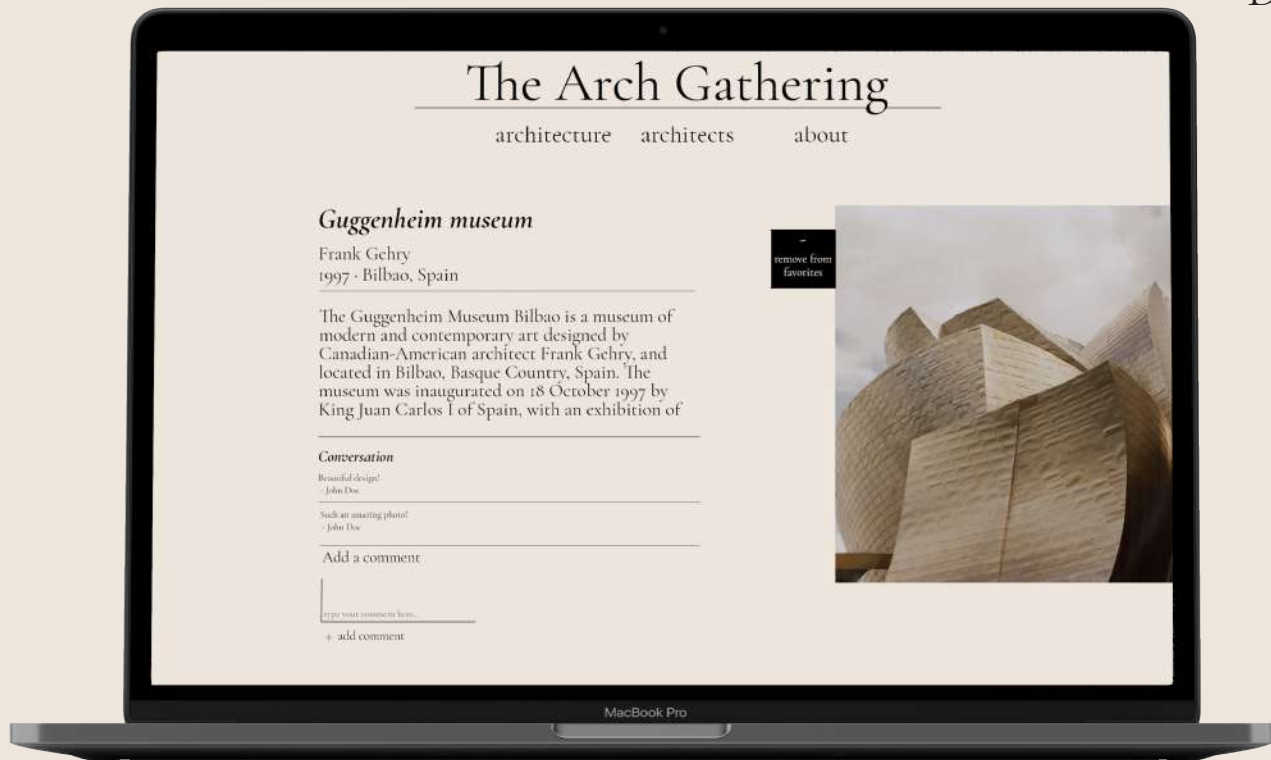
# Layout Design - List View





# Layout Design - Detail View

Desktop version  
showcases  
on-hover  
interactivity



# Layout Design - About

