INDEX

MISSION

To democratize access to high-quality, engaging, and effective learning experiences for corporations and individual learners.

VISION

To become the leading provider of technology-enabled instructional solutions in Asia by 2030.

Open Book

The foundation of knowledge, representing the core of the company.

The Mountain (Alps)

The alps represent our strategic goal to become the leading provider of tech-enabled instructional solutions in Asia by 2030.

The Arcana (The Secrets)

Suggests the democratization of access to high-quality learning, aligning with our mission to unlock secrets or specialized knowledge for the learners.

Authority

Conveys stability and strength, which is essential for our business models where we sell high-value contracts.

The Launchpad

Pages are visually curved upward, acting as a springboard or a bridge between the classroom and the professional world.

Symbol of the Summit

It tells our clients that we aren't just providing content, we are helping them reach the peak of their organizational potential.

ALPS

Anchored by a **clean**, **modern sans-serif** typeface that reflects our status as a **tech-enabled** learning and development agency, utilizing **bold** weights to communicate **strength** and **authority**. The geometric structure provides **stability**, signaling that we are a **reliable**, **professional** entity. Above all, we prioritize **clarity** to ensure our content remains highly legible for both ESL students and corporate learners.
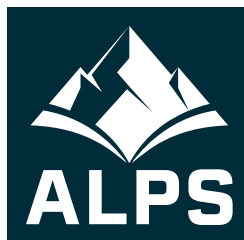
LOGO

PRIMARY

white space

negative space

SECONDARY

white space

negative space

COLORS
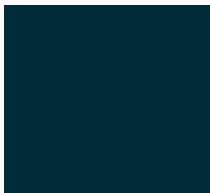
MIDNIGHT SUMMIT
#002C39
RGB (0. 44. 57)
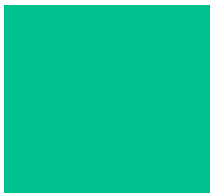CYMK (96. 69. 54. 57)

ARCANA DEEP
#015061
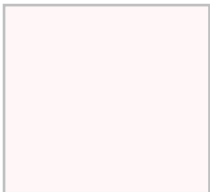RGB (1. 80. 97)
CYMK (94. 58. 46. 28)

AURORA GREEN
#00C18E
RGB (0. 193. 142)
CYMK (73. 0. 61. 0)

FROSTED MIST
#FFF7F7
RGB (255. 247. 247)
CYMK (0. 3. 1. 0)

60% Frosted Mist
Backgrounds and whitespace.

30% Midnight Summit / Arcana Deep
Text, icons, and structural elements.

10% Aurora Green
Buttons and critical highlights.

TYPOGRAPHY

EBRAUM MEDIUM
Header (All Cap)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?:;@#%&*[]/?

EBRAUM REGULAR
Sub Header (All Cap)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?:;@#%&*[]/?

AFACAD BOLD
Title
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?:;@#%&*()/?

AFACAD MEDIUM
Sub Title
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?:;@#%&*()/?

AFACAD REGULAR
Body 1
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?:;@#%&*()/?

AFACAD ITALIC
Body 2
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?:;@#%&()/?*

HEADER
SUBHEADER

MODULE 1: THE PEAK OF LEARNING
SCALING ORGANIZATIONAL POTENTIAL THROUGHT TECH-ENABLED

TITLE
SUBTITLE

The Arcana Agile Methodology
Redefining the Standard for Digital Course Production

Body 1 & 2

Arcana Learning and Process Solutions functions as a *fully-fledged L&D agency* dedicated to democratizing access to *high-quality, effective learning experiences.* By transitioning from a *project-based* team to a strategic partner, we ensure that every solution is *pedagogically sound* and *commercially competitive* for our *B2B* and *government* clients.