Brand ~~Guidelines~~   **2021**

Ardrive

You have the power to **drive** change.

discover a new way of archiving your memories at **ardrive.io**

Brand Guidelines? Nope!

putting trust in the community

Welcome to The ArDrive Brand ~~Guidelines~~ Document. This document provides absolutely no guidelines. You are permited to experiment. There is plenty of room for creative expression. Just be responsible!

Because if it's wack, it just wont stack.

These none Guidelines provide a framework for creativity with ArDrive's brand elements.

There are no rules here! Be free! Be creative! Be bold. Embrace change. Just don't mess it up!

"keep it simple, stupid"

Change

It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.

Charles Darwin

Changing the status quo is difficult, and many people will have emotional reactions to anything that upsets their routine. This is a natural and inevitable response.

Change is interwoven in the fabric of our reality. It is inevitable in everything.
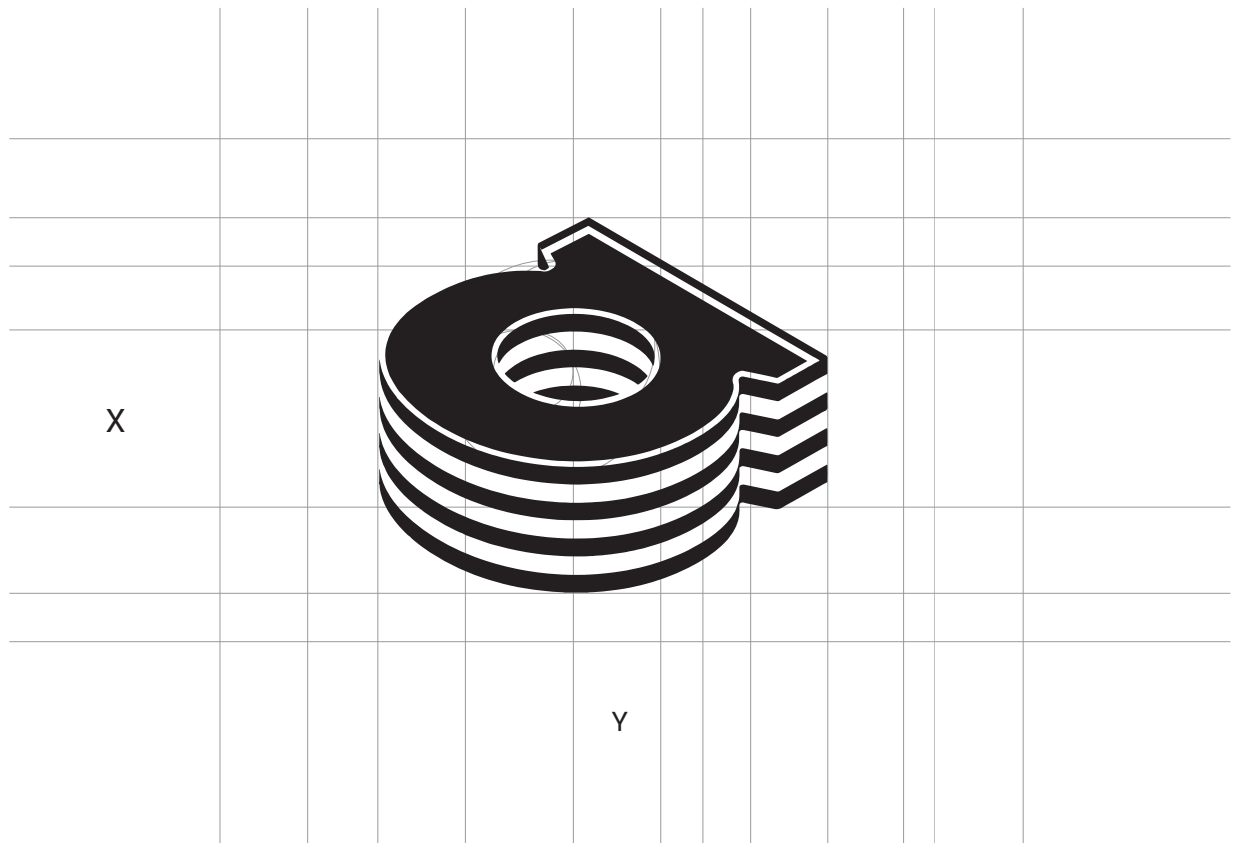
You cannot avoid it. You must accept it.

Brand New

Brand Overview

ArDrive is a premium data
storage service provider.

New Logo ⎯⎯

What makes a great logo?

A good logo must be distinctive, appropriate, practical, graphic and simple in form. It must "drive" the intended message with minimal effort.   A great logo essentially boils down to two things: great concept and great execution..

X

Y

ardrive

X
X
Y
Y

The ArDrive Logo

Meaningful, Modern, Minimal

MACHINE

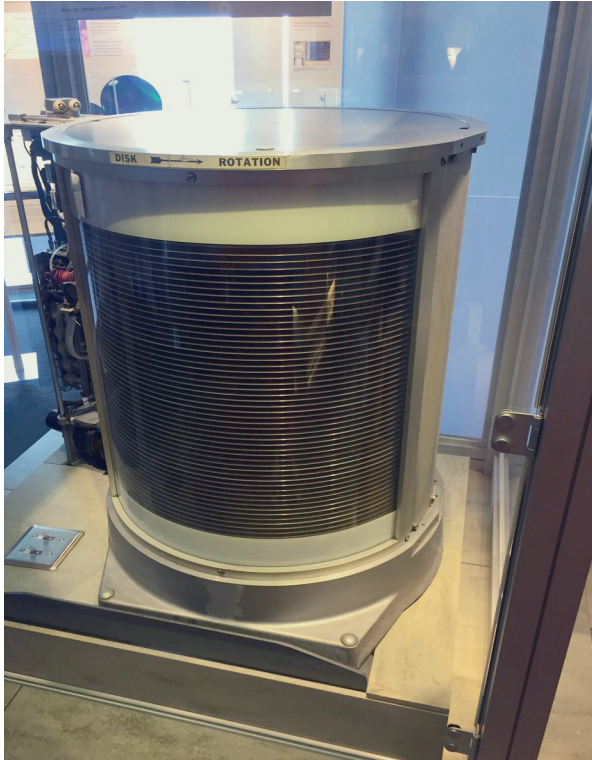To ArDrive means to Archive your data on the most Advanced Storage Drive. The Arweave's Blockweave.

The ArDrive logo is modeled after the IBM 350 (RAMAC) Disk Storage Unit.

Will ArDrive's paying homage to IBM with new branding lead to a partneship?

September 4, 1956: First Commercial Hard Drive

The IBM 350 Disk Storage Unit Model 1 was announced, which was the first commercial storage unit to use magnetic disk storage, the technology behind hard disk drives.

About the size of two refrigerators and weighing in at one ton, the 350 could store about 4 – 5 megabytes, depending on how it was calculated

RAMAC actuator and disk stack

This is the heart of the world's first disk drive. It has 50 24" disks spinning at 1,200 RPM holding 5 million characters (about 3.75 MB) of information.

The First Disk Drive: RAMAC 350

Computers hold thousands of data records. Imagine if finding the one you wanted required starting with the first, then going through them in order.

High speed, random access memory—plucking information from storage without plodding through sequentially—is essential to the way we use computers today. IBM's RAMAC (Random Access Method of Accounting and Control) magnetic disk drive pioneered this ability.

The RAMAC 350 storage unit could hold the equivalent of 62,500 punched cards: 5 million characters (about 3.75 MB).

Signature

Logo Flex

I'ts ok to show off from time to time

Colour Ways

Black

272727

Red

ea2b45

White

ffffff

Typography

IBM Plex Sans

Big Caslon

JetBrains Mono

Wavehause

Open Sans

conrad@ardrive.io

Drive Change.

Do not be afraid!