

# Arm logo suite overview

## Arm Blue



Arm\_logo\_blue\_RGB.ai  
Arm\_logo\_blue\_CMYK.ai  
Arm\_logo\_blue\_PMS.ai  
Arm\_logo\_blue\_RGB\_72LG.png  
Arm\_logo\_blue\_RGB\_72MD.png  
Arm\_logo\_blue\_RGB\_72MN.png  
Arm\_logo\_blue\_RGB\_150LG.png  
Arm\_logo\_blue\_RGB\_150MD.png  
Arm\_logo\_blue\_RGB\_150MN.png



**PMS 313**  
**R 0 G 145 B 189**  
**C 100 M 0 Y 7 K 20**

### Vector file nomenclature

Arm\_logo\_blue\_PMS.ai

Color	Color space
Blue	RGB
Black	CMYK
White	PMS
	RGB for digital display and web
	Four-color process for print
	Pantone spot color for print

## Arm Black



Arm\_logo\_black\_RGB.ai  
Arm\_logo\_black\_CMYK.ai  
Arm\_logo\_black\_PMS.ai  
Arm\_logo\_black\_RGB\_72LG.png  
Arm\_logo\_black\_RGB\_72MD.png  
Arm\_logo\_black\_RGB\_72MN.png  
Arm\_logo\_black\_RGB\_150LG.png  
Arm\_logo\_black\_RGB\_150MD.png  
Arm\_logo\_black\_RGB\_150MN.png



**PMS 432**  
**R 51 G 62 B 72**  
**C 78 M 64 Y 53 K 44**

### Additional bitmap file nomenclature

...\_150LG.png

Base file name	Resolution	Relative master size
First part of name	150 150 ppi 72 72 ppi	LG Large MD Medium MN Minimum

## White



Arm\_logo\_white\_RGB.ai  
Arm\_logo\_white\_CMYK.ai  
Arm\_logo\_white\_RGB\_72LG.png  
Arm\_logo\_white\_RGB\_72MD.png  
Arm\_logo\_white\_RGB\_72MN.png  
Arm\_logo\_white\_RGB\_150LG.png  
Arm\_logo\_white\_RGB\_150MD.png  
Arm\_logo\_white\_RGB\_150MN.png



**R 255 G 255 B 255**  
**C 0 M 0 Y 0 K 0**

For minimum size usage, and minimum recommended clear space, please see page 2.

# Arm logo sizing and clear space guidelines

The word 'arm' in a bold, blue, lowercase sans-serif font.

Minimum width: 0.625"/60 pixels

## Minimum size

Arm logos can be used down to a minimum width of 0.625" in print, and 60 pixels in digital.



## Clear space

Clear space protects our logo by giving it a minimum amount of breathing room. Be sure that the clear space around the logo is equal to at least half the height of "arm". Keep clear space free of any text, graphic elements or visual marks.

Clear space may be adjusted for select online and exterior signage applications where space is limited.