

The Brand Book

Branding Guidelines and Standards for Arrow Uniform



The
Arrow Uniform
Logo

The Arrow Uniform Logo

Core Elements

The Arrow Uniform corporate logo is the most immediate symbol of our company, our people and our brand to the country. It is a valuable corporate distinction that must be used consistently and with a purpose, following the approved guidelines.

There is only one primary version of the logo: a light blue arrow with text superimposed atop the arrow as well as a tag line underneath.

The Arrow Uniform arrow is inspired by a brushstroke design and has been refined for both digital and printed applications as well as to establish a corporate image of professionalism. The logo should not be redrawn, digitally manipulated or altered.

The Arrow Uniform logo must always be reproduced from a digital master reference. The logo is available in various digital file formats on the J Drive at: **Marketing Tools > Approved Artwork > Logos**. Please ensure the appropriate artwork format is used.

File Formats & their Uses

EPS: Professional usage, can be scaled either larger or smaller

JPG/JPEG: Desktop publishing, can be scaled smaller only, white background

GIF/PNG: Digital use when background needs to be transparent

PDF/TIFF: Specific for print related purposes

Color

The logo is only acceptable in the four color variants shown on this page. As shown, the logo is available with the tagline in both white and blue, for use on lighter and darker backgrounds. The Arrow Uniform logo colors are as follows:



PANTONE® 298 C

CMYK: 76, 8.5, 0, 0

RGB: 0, 175, 232

HEX #: 41B6E6



PANTONE® 287 CVU

CMYK: 100, 69, 0, 12

RGB: 0, 82, 155

HEX #: 00529B



The Arrow Uniform Logo

Recommended Sizing and Clear Space

Logo size is important when producing a wide range of communications, to ensure consistency and legibility.

Minimum Print Size

Our logo must be clearly visible and reproduced consistently. For this reason, a minimum size for the logo, for print-specific purposes including the tagline is 50mm. For representation smaller than 50mm, the logo may be used without the tagline, with a minimum width of 30mm. Do not remove the tagline if the logo is 50mm or larger.



Minimum Digital Size

Just like in the print category, it is of the utmost importance that the logo must be clearly visible and reproduced consistently. Because of this, the minimum size of the logo for on-screen purposes including the tagline is 185px x 60px. When removing the tagline, the minimum size of the logo is 80px x 24px.



Alternative Sizes

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion. Below are some examples of unacceptable logo resizing:



Clear Space

To standardize the use of the logo, there is a specified area surrounding the logo that is required to be blank. The minimum clear space is a quarter of the height of the logo. Refer to the diagram below for clarification on the specifications.

The white spacing between the "Arrow Uniform" text and the arrow must always be white, never allowing the background color to show through.

The logo can appear on color, illustration, or photographic backgrounds, as long as legibility and the integrity of the logo are not diminished.



Effects & Incorrect Use

Do not alter the Arrow Uniform logo in any way. Any, and all effect treatments to the Arrow Uniform logo are strictly prohibited. Do not animate, color, rotate, skew, or apply effects on to the logo. This includes but is not limited to drop shadows, inner/outer glows, beveling and embossing. Do not separate any of the elements within the logo. Do not attempt to stage the logo yourself or alter the space between the logo and the tagline. Any variations that contradict what has been presented in this book is against company policy.



The Arrow Uniform Logo

Various Logos Used for Specified Purposes

Logo size is important when producing a wide range of communications, to ensure consistency and legibility.

Arrow Uniform's eLogo Series

Our eLogo series of are focused around programs/features that are centered around using the internet for various purposes. The eStore logo is representative of our customizable online stores. Each store is designed specifically around the customer, created to fit their needs. The eBundle logo is related to our online order bundling system, making the uniform ordering process much more efficient for both Arrow Uniform and our customers. The ePrint logo is relating to our new DTG (Direct-to-Garment) printer.

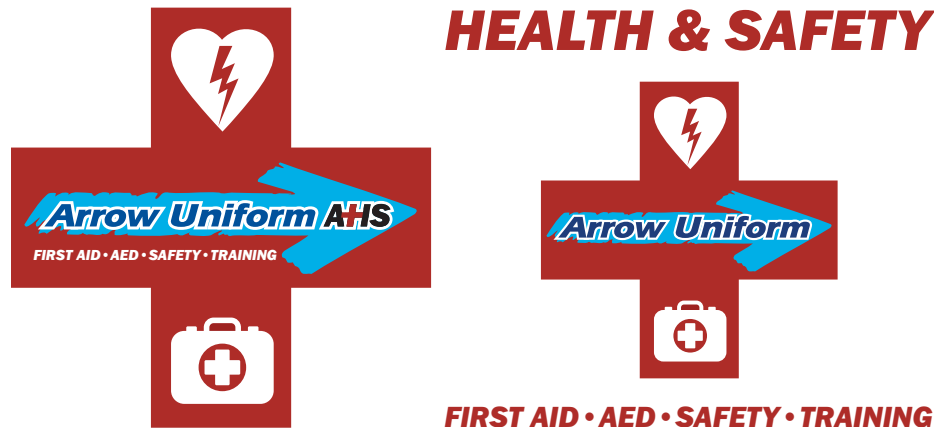


The Arrow Uniform Logo

Various Logos Used for Specified Purposes

Arrow Uniform's Health & Safety Logos

Arrow Uniform's health and safety division is quickly expanding to become a real force within the industry. With that, the Arrow Uniform logo had to adapt to the industry and become more recognizable, without losing the recognition of the light blue arrow. Blending both the iconic red cross and the blue arrow into one has helped with standing out from the crowd. One of the key features is the AED Defibrillators that we carry and using the corresponding icon at the top of the logo helps identify a segment of the department. The first aid kit at the bottom also reinforces what is encompassed. The tagline has also been modified to fit the industry.



Arrow Uniform's Health & Safety Old Logo

Because the logo to the left is still new, there is still a good amount of items out there that have the old logo on it. This logo is below and although it is not current, you should at least be aware of it so that you still are aware that the product is an Arrow Uniform brand. The red line is to indicate that it is no longer valid. If you come across an item with this logo, please alert literaturerequests@arrowuniform.com and they will work to update.



PANTONE® 298 C
 CMYK: 76, 8.5, 0, 0
 RGB: 0, 175, 232
 HEX #: 41B6E6



PANTONE® 287 CVU
 CMYK: 100, 69, 0, 12
 RGB: 0, 82, 155
 HEX #: 00529B



PANTONE® 7627 C
 CMYK: 22, 96, 94, 15
 RGB: 171, 44, 41
 HEX #: AB2C29



CMYK BLACK
 CMYK: 100, 100, 100, 100
 RGB: 0, 0, 0
 HEX #: 000000

Arrow Uniform Typography

Arrow Uniform Typography

Corporate Typefaces

As with our logo, consistent use of our corporate typefaces—Franklin Gothic and Myriad Pro—reinforces Arrow Uniform’s brand identity. All marketing materials must be designed by the marketing department at Arrow Uniform in order to adhere to the brand standards.

Myriad Pro Light

Body of text in all paperwork

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Black SemiCondensed

Main title of text in all paperwork

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Semibold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



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Brand Guidelines and Standards for Arrow Uniform, its' partners, customers, prospects, and associates.