

BRAND

LOGO

COLOR

TYPOGRAPHY

PATTERN

PHOTOGRAPHY

## OUR LOGO

Our logo is the most important representation of the Arbor brand and may be used in two formats.

### A. PRIMARY LOGO

As often as possible, our logo should be used in our primary terracotta brand color over our yellow background color.

### B. LOGO MARK

There are instances where the “A” logo emblem may be used on its own. Careful consideration should be taken when using the mark instead of the full logo (see pg 5).

ARBOR

A



B

## BRAND

## LOGO

## COLOR

## TYPOGRAPHY

## PATTERN

## PHOTOGRAPHY

### PRIMARY LOGO

Our primary logo must only be used in these formats:

#### A. PRIMARY

The terracotta logo (and yellow background when applicable) should be used as often as possible in all communications.

#### B. YELLOW

The yellow logo is only to be used with our terracotta background color.

#### C. WHITE

The white (or “knocked-out”) version may be used over black backgrounds when color is not permitted.

#### D. BLACK

The black logo may be used for b/w applications where contrast is important and color cannot be used, such as invoices, faxes, sponsorships, news print, etc.

The word "ARBOR" in a bold, sans-serif font, colored in a terracotta shade, centered on a solid yellow background.

A

The word "ARBOR" in a bold, sans-serif font, colored in a bright yellow, centered on a solid terracotta background.

B

The word "ARBOR" in a bold, sans-serif font, colored in white, centered on a solid black background.

C

The word "ARBOR" in a bold, sans-serif font, colored in black, centered on a solid white background.

D

BRAND

LOGO

COLOR

TYPOGRAPHY

PATTERN

PHOTOGRAPHY

## LOGO MARK

Careful consideration is required when deciding to use the mark rather than the primary logo. To help decide, ask yourself:

Will my audience know the “A” stands for Arbor?

Is the written name “Arbor” in close enough proximity for reference?

The mark may be used for social media profile avatars, internal branded schwag, and on-location branded collateral.

Please follow the same logo guidelines on the previous page.

A. PRIMARY

B. YELLOW

C. WHITE

D. BLACK



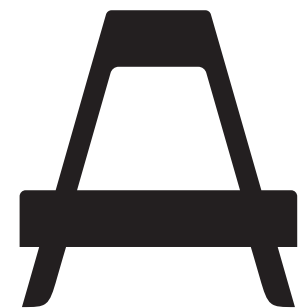
A



B



C



D

## BRAND

## LOGO

## COLOR

## TYPOGRAPHY

## PATTERN

## PHOTOGRAPHY

## CORRECT LOGO USAGE

A. Our logo should be used as often as possible with our primary terracotta and yellow brand colors.

B. The yellow logo is used on the terracotta background color only.

C. The white or black logo may be used when color is not permitted.

D. The terracotta logo may be used on white backgrounds.

E. The terracotta logo should be used on natural paper stock, whether uncoated or recycled.

F. The logo may be used over the screened back brand pattern for a subtle textural feel in select applications.

ARBOR

A

ARBOR

B

ARBOR

C

ARBOR

D

ARBOR

E

ARBOR

F

BRAND

LOGO

COLOR

TYPOGRAPHY

PATTERN

PHOTOGRAPHY

## INCORRECT LOGO USAGE

A. Do not use our logo over any color other than our primary yellow and terracotta brand colors.

B. Do not use our logo over a secondary brand color.

C. Do not use our color logo over a black background.

D. Do not use the yellow logo over a white background.

E. To avoid repetition, do not use our logo and logo mark in close proximity to one another.

F. Though permitted for occasional digital applications, try not to use our logo often over photography.

ARBOR

A

ARBOR

B

ARBOR

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ARBOR

D

A  
ARBOR

E

ARBOR

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