



# LOGO GUIDELINES

The Arc logo is a symbol of structure, trust, and flow—capturing the essence of a blockchain platform built for stablecoin finance. At its core is a clean, sweeping form that feels architectural yet agile—reminiscent of a bridge, a signal path, or an encrypted ledger in motion.

The mark communicates connectivity through its continuous curve—unbroken, forward-moving, and universally accessible. Its weight and balance evoke stability and scalability, core promises of Arc’s infrastructure. The subtle bend at the base introduces a sense of momentum and direction, hinting at transformation and network evolution.

More than a letterform, the Arc mark is a distilled visual expression of the protocol itself: precise, inclusive, and designed to move value seamlessly across systems.



# 1.1

## LOGO Variations

The Arc logo is designed for flexibility across a wide range of environments—digital, physical, light, and dark. Gradient-filled versions bring warmth and dimensionality, while flat and monochrome treatments offer clarity and contrast where simplicity is key. Each variation maintains the integrity of the mark while adapting to its context, ensuring Arc remains recognizable and consistent across all touchpoints—from protocol documentation to high-impact marketing.

A large, stylized 'A' followed by the word 'Arc' in a sans-serif font. The 'A' is filled with a vertical gradient from dark blue at the top to dark purple at the bottom. The background is a solid warm orange.A large, stylized 'A' followed by the word 'Arc' in a sans-serif font. The 'A' is filled with a vertical gradient from light blue at the top to light purple at the bottom. The background is a solid dark blue.A flat black 'A' followed by the word 'Arc' in a black sans-serif font. The background is a solid light orange.A flat white 'A' followed by the word 'Arc' in a white sans-serif font. The background is a solid dark purple.A flat black 'A' on a solid light blue background.A flat white 'A' on a solid dark red background.

# 1.2

## LOGO Clear space

To preserve the integrity and impact of the Arc logo, a consistent clear space must surround it in all applications. This space ensures the mark remains legible, focused, and unobstructed—free from visual noise or competing elements. The minimum clear space is defined by the height of the inner arch (denoted as 1x) and should be maintained on all sides.



MINIMUM SIZE



# 1.3

## LOGO Usage

To maintain brand integrity, the Arc logo should never be altered or distorted. Avoid rotating, stretching, recoloring, adding effects, or placing it on low-contrast or disruptive backgrounds. These examples illustrate what not to do—ensuring the logo always appears consistent, legible, and professional across all applications.

