



Policy & Governance

Arcscribe Public Brand Kit

Last Reviewed
15/11/2025

Document Code
ARC-PBK

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Arcscribe Policy Mark	
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Description	This document serves as the official guide for all Arcscribe team members, partners, and external vendors when communicating our brand identity and visual style. Consistency reinforces our commitment to bespoke quality.

1 - Brand Mission and Voice

1.1 - Our Core Identity

Arcscribe is a specialist firm providing **bespoke web solutions** designed for exceptional performance, security, and long-term scalability.

- **Core Value Proposition:** We deliver measurable results through custom, scalable architecture.
- **Target Audience Tone:** Expert, Consultative, and Forward-Thinking.

1.2 - Voice Guidelines

Guideline	DO	DO NOT
Tone	Be confident, collaborative, and professional. Focus on client needs and ROI.	Use excessive technical jargon unnecessarily, or overly aggressive sales language.
Terminology	Use Bespoke Web Solutions, Custom Development, Long-Term Scalability.	Use generic terms like "web design" or "build a site."

2 - Visual Identity Standards

2.1 - Colour Palette

Our brand relies on two shades of Azure, representing trust, technology and clarity.

Element	HEX Code	Name	Usage
Primary Accent	#0093CA	Vivid Azure	Headings, Links, Primary Call-to-Actions, and Branding.
Secondary Accent	#006083	Dark Azure	Text dividers, strong backgrounds, secondary highlights.
Body Text	#333333	Dark Grey	Standard body text for optimal readability.
Neutral Border	#CCCCCC	Light Grey	Separators and table borders.

2.2 - Typography Standards

The official corporate font is **Avenir**, and all materials must use Avenir whenever it is available. For compatibility across platforms, designated fallback fonts must be used in both Microsoft Office applications and web environments to ensure consistent brand presentation.

Avenir is readily available in many creative and professional environments; however, in Microsoft Office the most suitable replacement is **Avenir Next LT Pro**, which closely matches the visual style and proportions of the primary typeface. This ensures that

documents created or edited in Office maintain the intended look and feel, even when the original Avenir files are not installed.

The official font files for Avenir are stored on **SharePoint**, where team members can download the complete family for use in approved design applications. All users are encouraged to install the typeface to reduce inconsistencies and avoid unintended font substitutions. Proper use of the corporate font strengthens brand recognition and contributes to a cohesive visual identity across all communications.

As a general guideline, teams should regularly confirm that they are using the latest approved font files and check that documents render correctly across devices. Maintaining alignment with these standards helps ensure clarity, professionalism, and a unified brand presence in all internal and external materials.

Usage	Primary (Official)	Office/PC Fallback (Branded)	Universal Fallback (Safe)	Style & Size (Document)
Headings (H1/H2)	Avenir (B)	Avenir Next LT Pro (B)	Arial / Helvetica (B)	H1: 18pt, H2: 14pt.
Body Text	Avenir	Avenir Next LT Pro	Arial / Helvetica	11pt, Regular.
Code/Data	Courier New	Courier New	Courier New	10pt, Monospaced.

2.3 - Logo Usage

Logo	Minimum Size (W)	Usage	Restrictions
Primary Logo (Horizontal Wordmark) 	150px	Website header, Proposals, Email Signatures.	Must adhere to Clear Space Rule. Never stretch, distort, or rasterize.
Square Icon (Favicon/Social Avatar) 	32px	Browser tabs, Social Media Profiles, Mobile App Icons.	Used for non-primary branding only.
Secondary/Seasonal	150px	Holiday promotions, temporary site accents.	Must maintain the Primary Colour Palette (#0093CA, #006083) unless specifically approved by Management.
Monotone Version (White or Black)	100px	Dark backgrounds, Watermarks, Fax covers.	Only used when colour cannot be accurately reproduced. Use White for Dark Azure backgrounds.

2.4 - Logo Restrictions

- **Colour:** Seasonal logos must use the approved colour palette unless explicit, written approval is given for a change.
- **Distortion:** Never stretch, compress, rotate, or alter the aspect ratio.
- **Proximity:** Do not place text or graphics within the specified clear space.

3 - Implementation & Contact

3.1 - Document Layout (A4 Templates)

- **Page Size:** A4
- **Margins:** 25mm Top/Bottom, 20mm Left/Right
- **Cover Page:** Must use the unique Vivid Azure background or image fill.

3.2 - Digital Accents

All digital accents (links, highlights, buttons) must use the **Primary Brand Accent** (#0093CA) to override default platform colours (e.g., Microsoft blue) where possible.

3.3 - Contact Information

Company Name: Arcscribe (Web Solutions)

Website: <https://arcscribe.co.uk>

VAT Registration No.: GB 502121953

General Enquiries Contact: contact@arcscribe.co.uk

Data Protection Contact: data@arcscribe.co.uk

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