

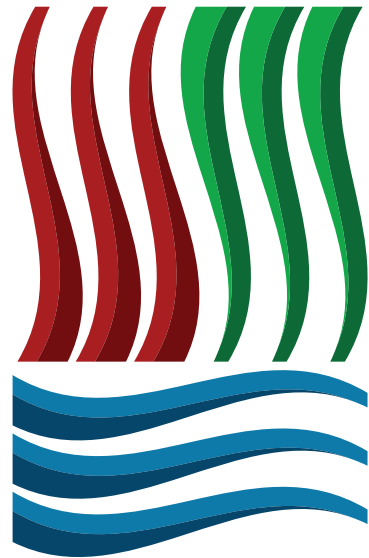
Brand & Web Guide



Client --- ARKTIK
Location --- BC, Canada
Project --- Website + Brand Refresh
Designer --- Jason Hilton

Draft 1

ARKTIK 
Plumbing Heating Gas



BD Branding
Department

1

--- Goal is to create a fresh and vibrant brand.

--- Bold, Utility and clean.



--- Element Waves
Heat / Gas / Water
Red / Green / Blue
When used at non-small sizes, the waves will use darker tones to add weight and depth for visual clarity and strength.



2

--- The logo will have three main variations:

1. Full + 2. Icon + 3. Word-mark

Variations

- Full - This logo is the main official logo includes all elements.
- Icon - 3 'elements' as wavy lines: Heat, Gas, Water (red/green/blue)
- Word-mark - all non-word elements removed (Maple leaf remains)

Main



--- Red #aa1e23
--- Blue #007baa
--- Green #00a64b

Dark Tones



--- D Red #731012
--- D Blue #00476b
--- D Green #0a6b37

Button (CTAs)



--- Orange #f79120

Core Display



--- Black - #000000
+ White - hex #ffffff



3

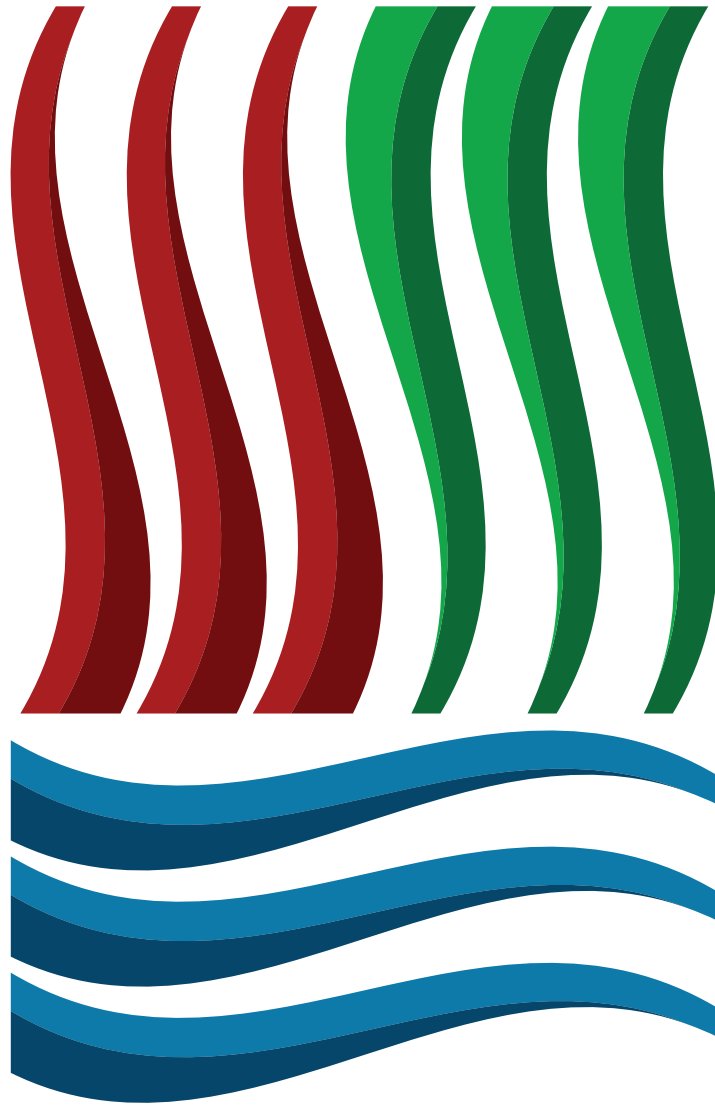
--- Brand will feature earth-tone colours.
--- Primary colour dominant.
--- Secondary colour used for background and contrasting highlights.
--- Tertiary colours as buttons (CTAs), minimal sections and background use.
--- Squared Buttons / CTAs in brand tertiary colours.

Main State #f79120

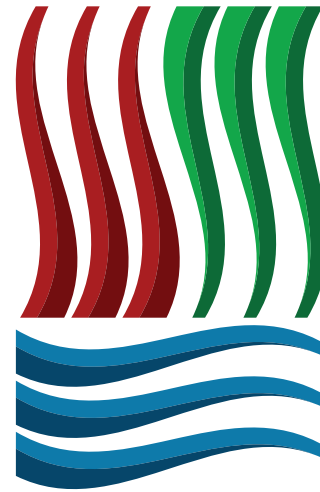
Roll/Press State #b16811



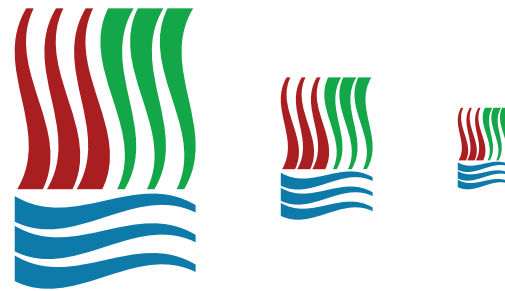
Large



Medium



Small



--- When 'elements' logo is used at medium+ sizes and alone, the darker tone highlights version is preferred. This adds depth and weight to the logo.
--- Smaller usage uses the 'flat' logo using the main colours.



Quoralis ventrum arcadine, velistrae dignora flux in aethernus. Stravium portare nunc, vitae fracterra lumen, sed orraquintis magna. Drelithos inceptum movare, cantaris vitae humbris, et



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5

- Logo placement should compliment the background with darker tone usage.
- Text over coloured backgrounds should be white.
- **White backgrounds will dominate the website main background for a clean-utility feel.**

ARKTIK

Josefin Sans Bold

Josefin Sans Regular

Lato Regular body text. Velisquor dravintis portum, humbrix fractae vitae, marentor exulviae praestum. Noctilux curantis incepta, varraqwor tempus fluxae, lumen in eternum ferox. Arcendis semper aurora, phasmora ventris clarum, fractrum in canticae viva.



--- Typography
--- Company name is always displayed as all-caps

Button

Josefin SemiBold

Heating



Title

Title



Dark Tone



Button



7

--- Service pages will be dominated by the element icon and colours associated with them.

Plumbing



Title

Title



Dark Tone



BD Branding Department

8

--- Service pages will be dominated by the element icon and colours associated with them.



Dark Tone



--- Service pages will be dominated by the element icon and colours associated with them.

