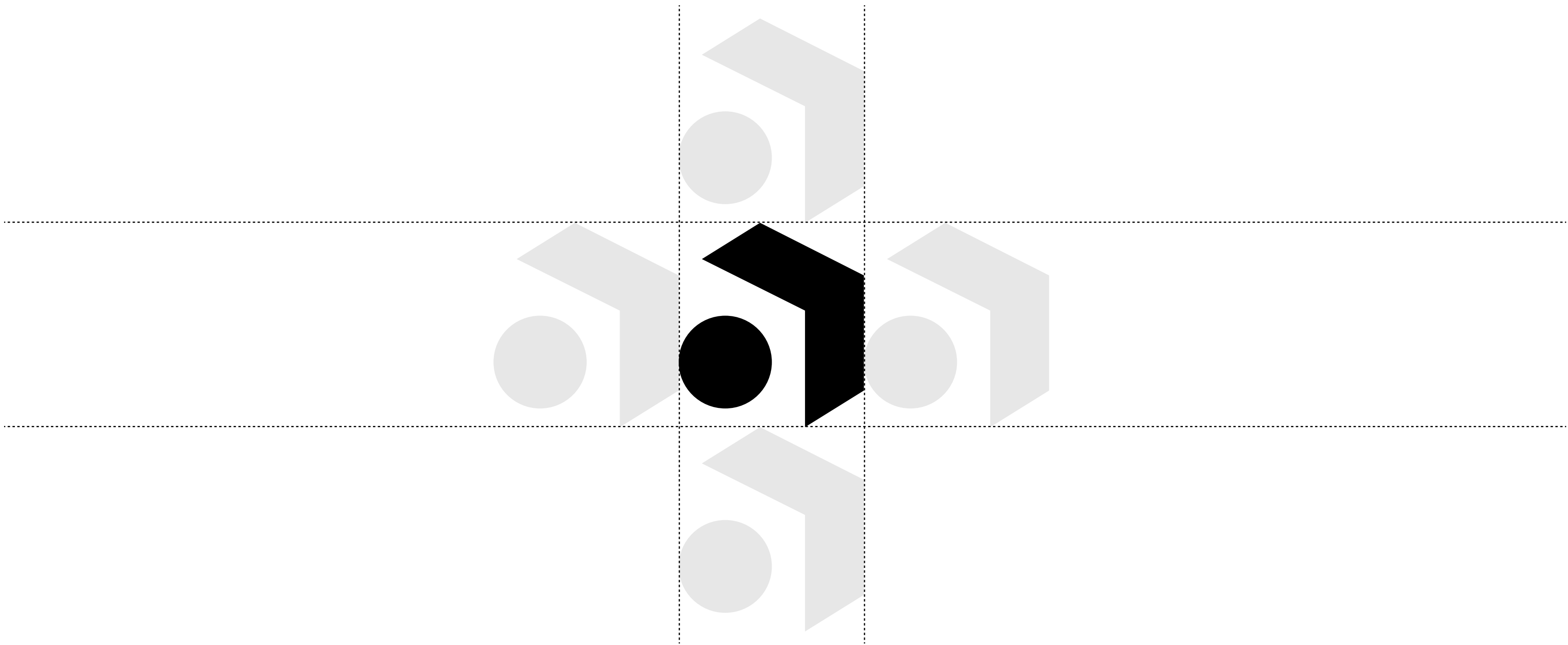


Brand Guidelines



Single-line Lockup

- Simplicity rules
- Consistent experience
- Embrace the power of B/W
- White space as the continent



Giza Lockup Clearspace

- Simplicity rules
- Consistent experience
- Embrace the power of B/W
- White space as the continent

Brand	✓ 	
White	✓ 	2025
Logo Colour	The logo should be white on darker backgrounds and black on lighter backgrounds	
ARMA Brand Guidelines	Logo	004

Do not stretch or manipulate logo Do not use colours outside of colour pallete		2025
Logo Usage	Images for guidance	
ARMA Brand Guidelines	Logo	005

Dark Gray			HEX 1A191B	RGB 26, 25, 27
Dusty Blue			HEX 91A2BF	RGB 145, 162, 190
Neon Green			HEX BDEE63	RGB 189, 238, 99
Light Gray			HEX EDEDED	RGB 237, 237, 237
Colors		The brand palette is important because these colors are unique to ARMA and should be synonymous with the brand. Used sparingly for important moments of support, assurance, delight, calls to action and especially moments of interaction between a user and the brand.		
ARMA Brand Guidelines		Colors		

