Using the Archway Brand

Updated April 2023

Please follow these guidelines when using them to create community assets.

The usage of the Archway brand and logo is only allowed for non commercial or educational purposes.

Archway

Principles

Simplicity

Archway siplifies the development process, and it's communication should reflect that same philosophy. This means that the usage of elements should be limited, purposeful, and white space should be plentyful.

The Archway logo should always keep it's proportions, and can be colored white, black, or shades of these colors. Never orange.

Use **Archway.io** ↗ and the **Lightpaper** ↗ as a reference.

Serious Playfulness

Elements can be combined to illustrate specific points, but simplicity should be preserved.

Elements should always be used over warm grey or white backgrounds.

Color

Primary Orange
#FF4D00

Warm Grey
#F2EFED

White
#FFFFFF

Black
#000000

Text

Font Family

The font family in use for Archway is **TWK Everett** ↗, although the common Inter or Helvetica may be used in it's place.

Text Guidelines

- Don't be afraid to use large text
- Text should be black, white or orange
- Make sure you have enough contrast for text to be visible
- All caps can be used in titles and subtitles, but not in body copy content

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Logo

The Archway Logo is composed of a Logomark and a Wordmark, the token logo represents the arch.
The overall branding is based on a simple insight, crypto is complex enough already. Archway is meant to be assertively bold and simple. This is reflected in the branding and UX throughout the network.

Below you'll find examples of how you should not use the logo.

ⓧ Don't change the logo colors

ⓧ Don't apply gradients to the logo

ⓧ Don't change the logo proportions

ⓧ Don't apply blur or use in low resolution

ⓧ Don't use the logo to mask images