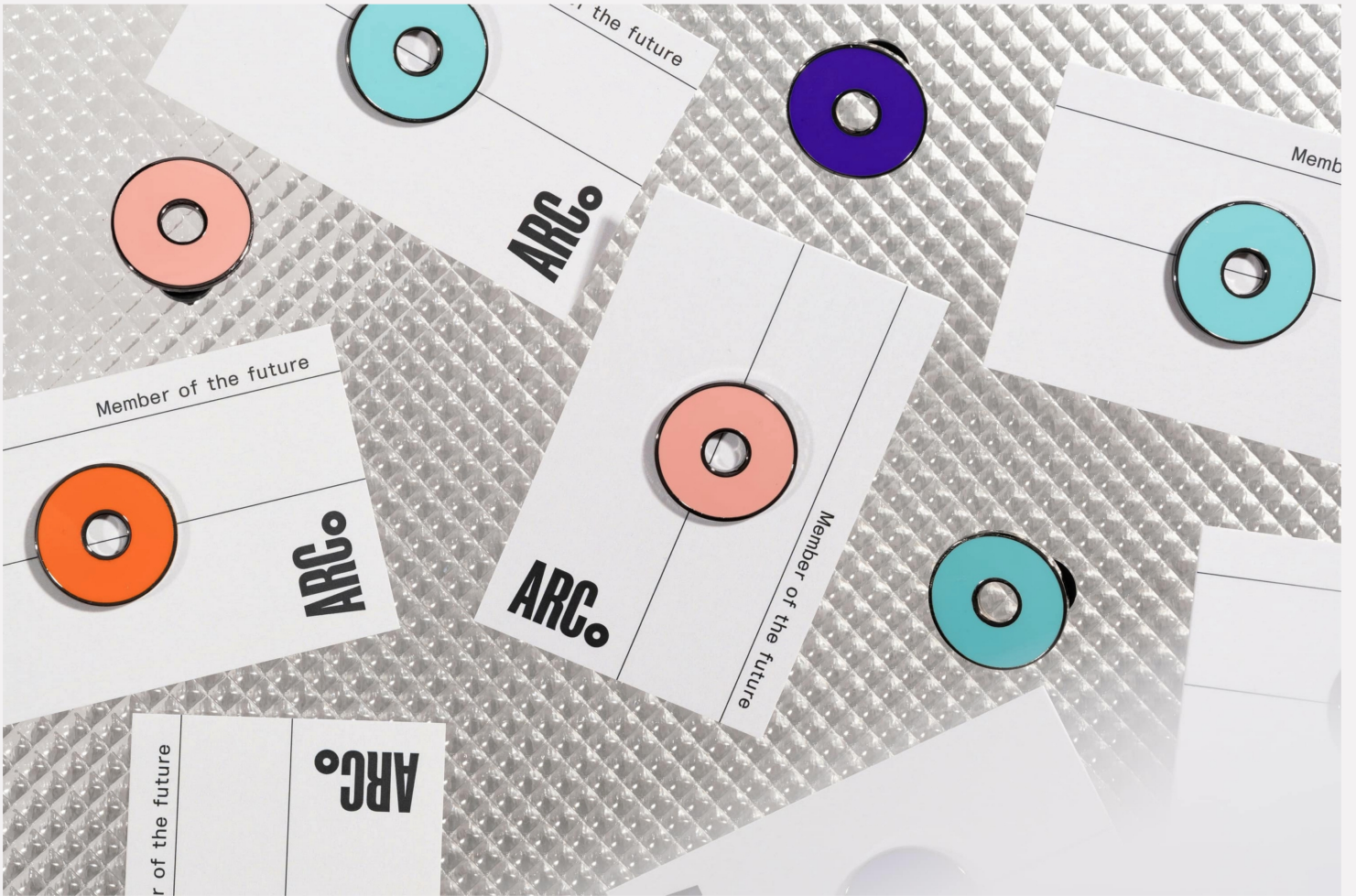
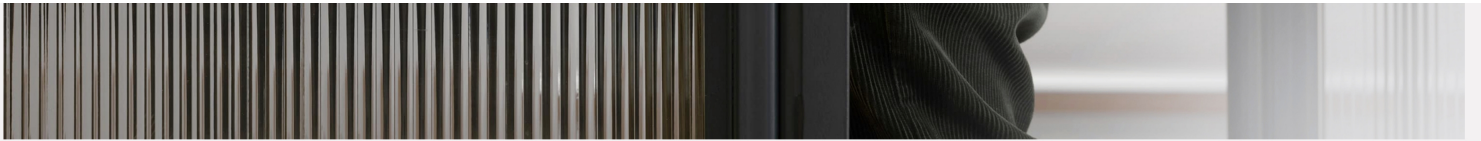


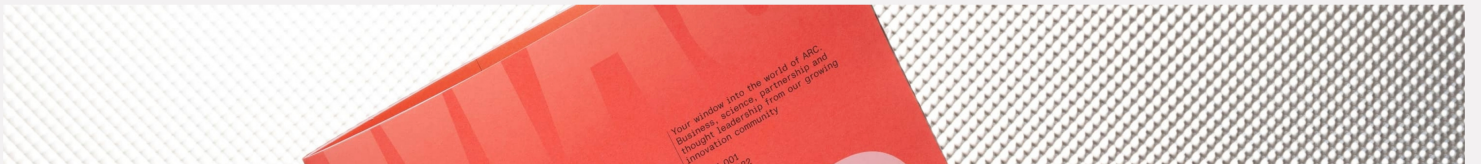
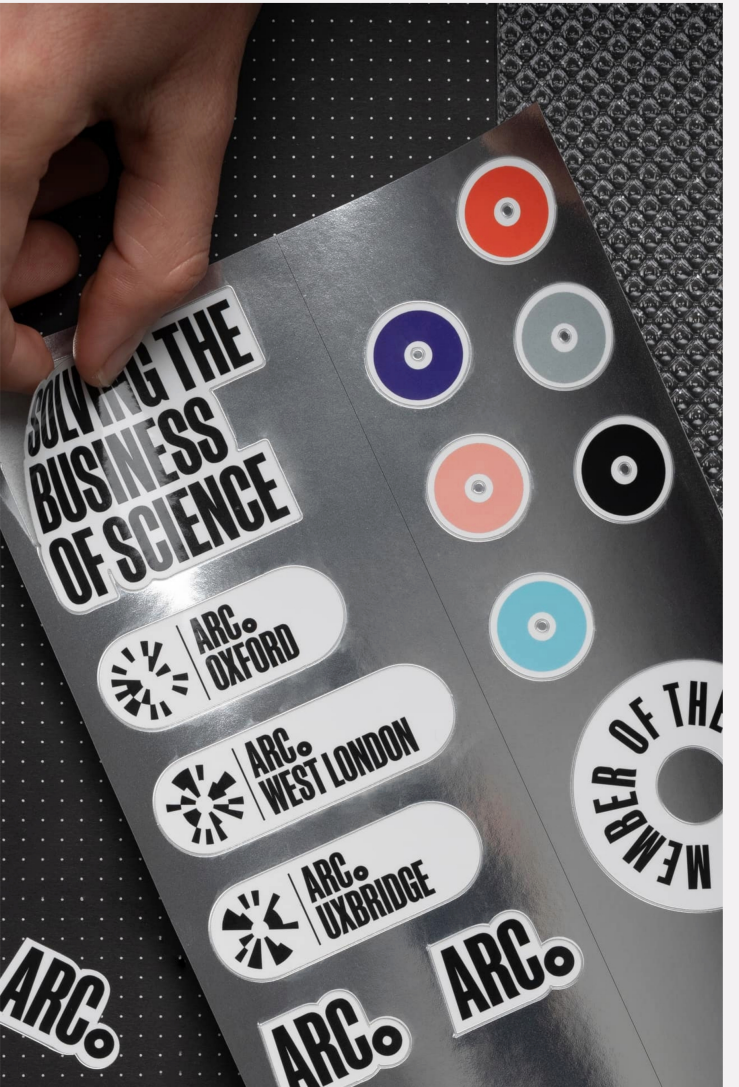
ARC.

BRAND APPLICATION

Below are a few examples to inspire and show the potential for how the brand can look and feel.











ARC.

ARC.

LOGOTYPE LOCKUP

Download all

ARC.

| Advanced

ARC.

| Advanced

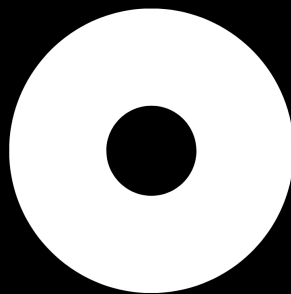
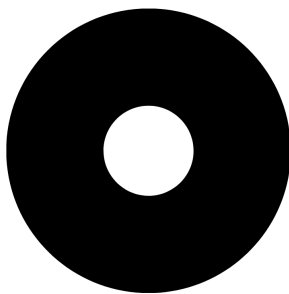
ARC.

Advanced
Research
Clusters

ARC.

Advanced
Research
Clusters

ARC NODE

[Download all](#)

TYPOGRAPHY

[Download all](#)

MANUKA BOLD

Monument Grotesk Regular

MANUKA MEDIUM

Monument Grotesk Semi-Mono

COLOUR

[Download all](#)

Name: ARC Purple
CMYK: 98/95/0/0
RGB: 100/73/255
HEX: #6640FF
PMS: Violet C

Name: ARC Pink
CMYK: 0/37/30/0
RGB: 234/184/160
HEX: #EAB880
PMS: 488 C

Name: ARC Blue
CMYK: 50/0/10/0
RGB: 120/213/225
HEX: #76D5E1
PMS: 631 C

Name: ARC Orange
CMYK: 0/75/80/0
RGB: 247/50/13
HEX: #F73200
PMS: 171 C

Name: ARC Gray
CMYK: 7/0/2/30
RGB: 215/215/212
HEX: #D7D7D4
PMS: 427 C

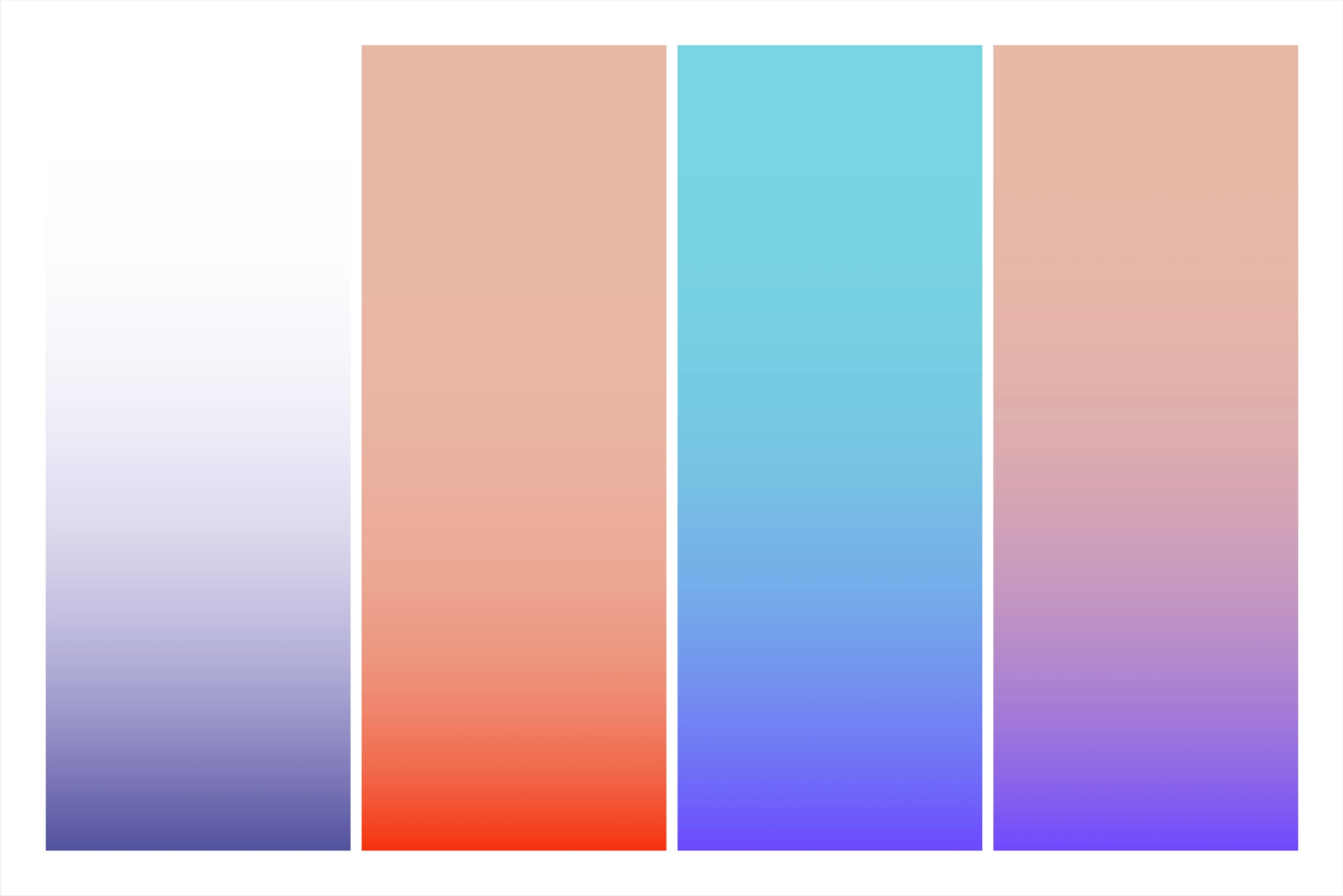
Name: ARC Earth
CMYK: 35/50/50/50
RGB: 120/90/73
HEX: #766249
PMS: 176 C

Name: White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF
PMS: Bright White

Name: Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000
PMS: Black

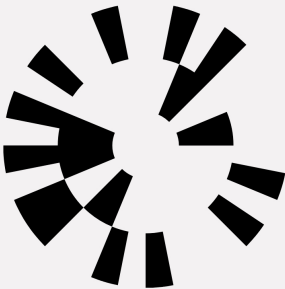
GRADIENTS

Download all

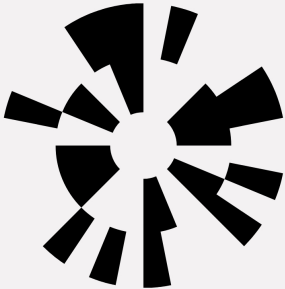


SUB BRAND LOGOS

Download all



ARC Oxford



ARC West London

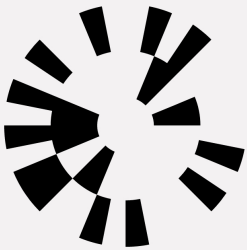


ARC Uxbridge

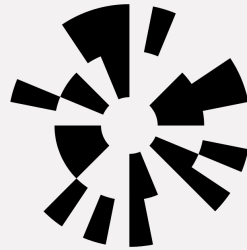
ARC Harwell

SUB BRAND LOCKUPS

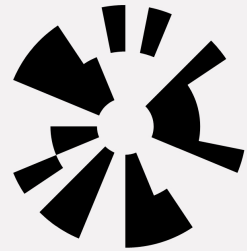
[Download all](#)



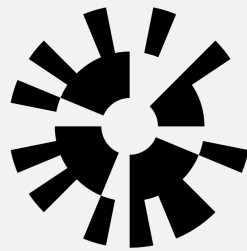
ARC
Oxford



ARC
West London



ARC
Uxbridge



ARC
Harwell

ARC.

INTRODUCTION

ARC's visual identity is a representation of our belief in the power of clustering. It is rooted in mathematical graph theory, a visual representation of reactions to relationships.

LOGOTYPE

It is the primary expression of the ARC brand. It is used at every scale from super-graphics to business cards. It has been carefully refined; it should never be manipulated, embellished, or reproduced in colours other than those specified within these guidelines.



LOGOTYPE LOCKUP

ARC stands for Advanced Research Clusters. We show our full name when partnering with business and when we introduce ourselves.



ARC.

Advanced
Research
Clusters

1

2

1 Our logotype.

2 Our name set in our secondary font.

IN APPLICATION

Our logo can be used across a range of applications, from digital to print at any size.

1



1 Paired with our key messaging on posters.

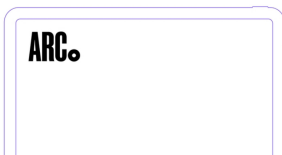
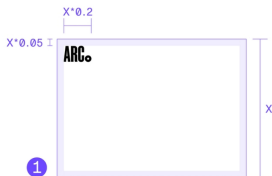
2 Large scale vehicle graphics.

2



LOGOTYPE PLACEMENT

To establish consistency with the placement for our logo, its location has been rationalised. In normal circumstances, it should appear on either the top or bottom left of the page.



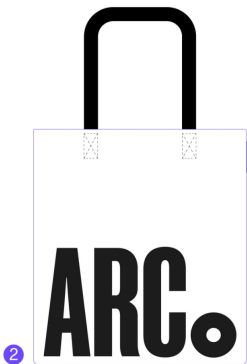
1 As a guide, the size of our logo is dictated by the application it will be placed onto. Its width should be equal to 28% of the length of the shortest side. The margins should be 5%.

2 Our logo should be positioned so that it is ranged left in either the bottom or top corner of the page. This rule applies to both portrait (vertical) and landscape (horizontal) formats.



LOGOTYPE PLACEMENT SECONDARY

Heroic use of the logo, we have 2 sizes.



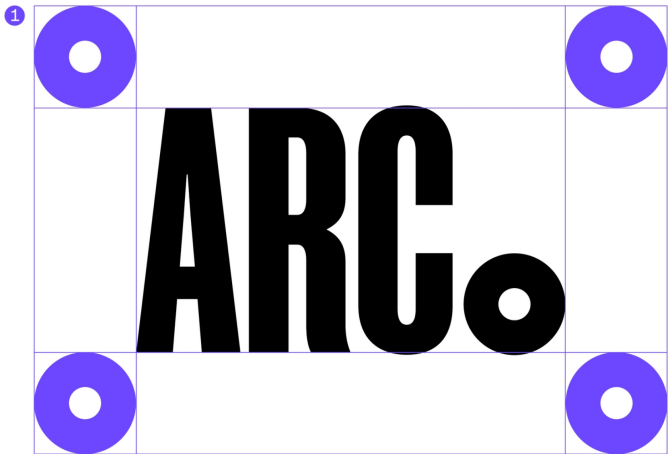
1 The logo can be 50% width of the shortest side for end of presentation slides.

2 The logo can fill the width of a canvas.

3 The logo can also fill the height of a canvas to increase impact.

LOGOTYPE EXCLUSION ZONE

To ensure the integrity and legibility of our logo, an area of protection (or exclusion zone) directly surrounding the logotype has been defined. This will ensure that our logo always appears on a neutral, uncluttered background area.



ENDORSEMENT

When locking up the ARC logo with brand partners, use two measures of the ARC node as spacing. This should be paired with a simple line to distinguish a difference between the two logos.

ARC.



Science and
Technology
Facilities Council



LOGO DONT'S

Do not alter the logo. Avoid the following treatments.



Do not stretch



Do not outline



Do not use unapproved colors



Do not apply effects



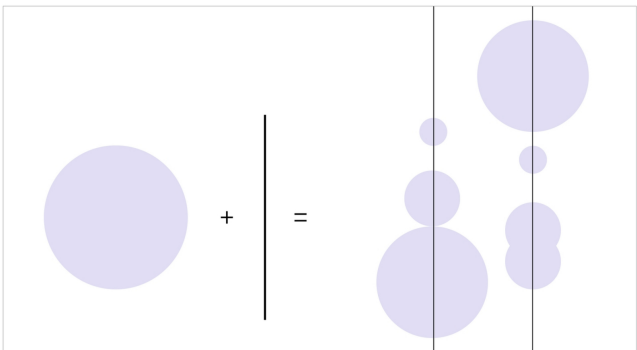
Do not position on an angle



Do not apply patterns

GRAPH THEORY AND ITS CONNECTION TO OUR LOGO

Built on the principles of mathematical graph theory, its nodes and edges represent people, places, and the relationships and connections between them. It's a vibrant, kinetic identity embodying the power of clustering. At its core, The Node and the ARC wordmarque represent Advanced Research Clusters as a unified whole.



2

1



1 Our logo includes a node to show where the network begins.

2 Nodes represent people, places, organisations and Edges represent relationships, shared knowledge and connections.

THE NODE INTRODUCTION

It is important to use the node and the ARC logotype in conjunction with one another, and to get the balance right when doing so. Shown here are the recommended sizes and relationships.

However, it is important to maintain consistency across and between different applications. Assess opportunities to create variation with care.

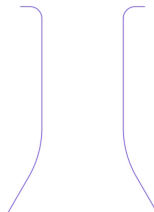
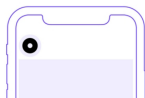
THE CLUSTER NODE

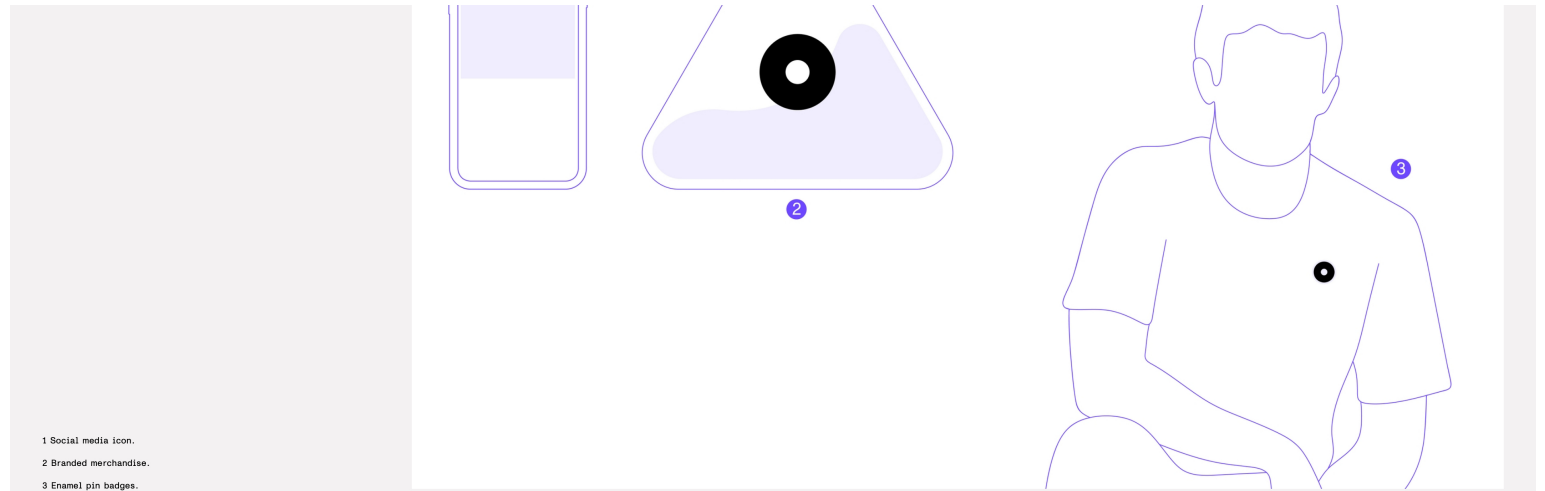
The cluster node is a marque that represents Advanced Research Clusters — text that describes ARC. The cluster node has been carefully refined and should never be typed out. Always use the supplied artwork.



The Node can be used as a short hand of the brand for instances like social media, enamel badges and merchandise.

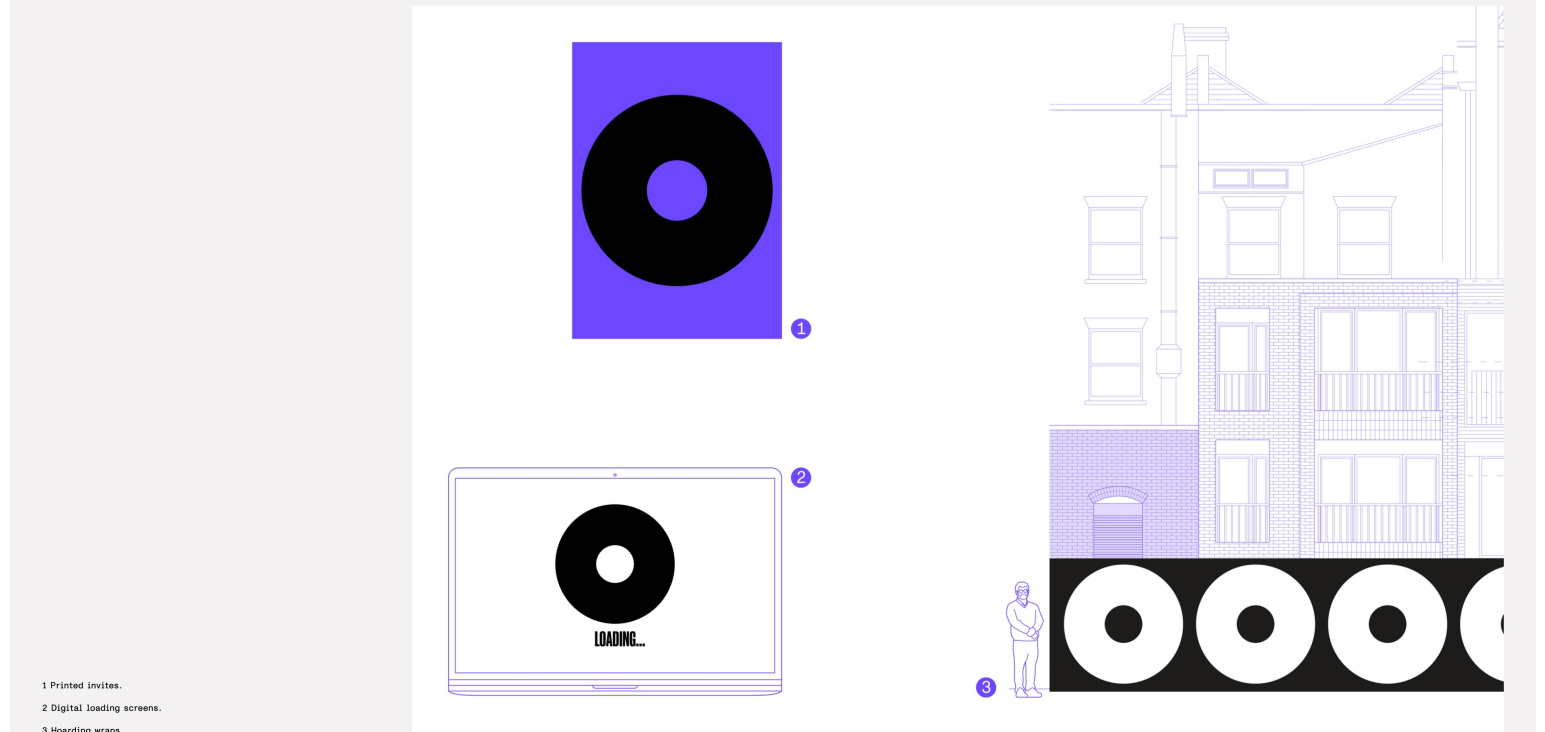
1





1 Social media icon.
2 Branded merchandise.
3 Enamel pin badges.

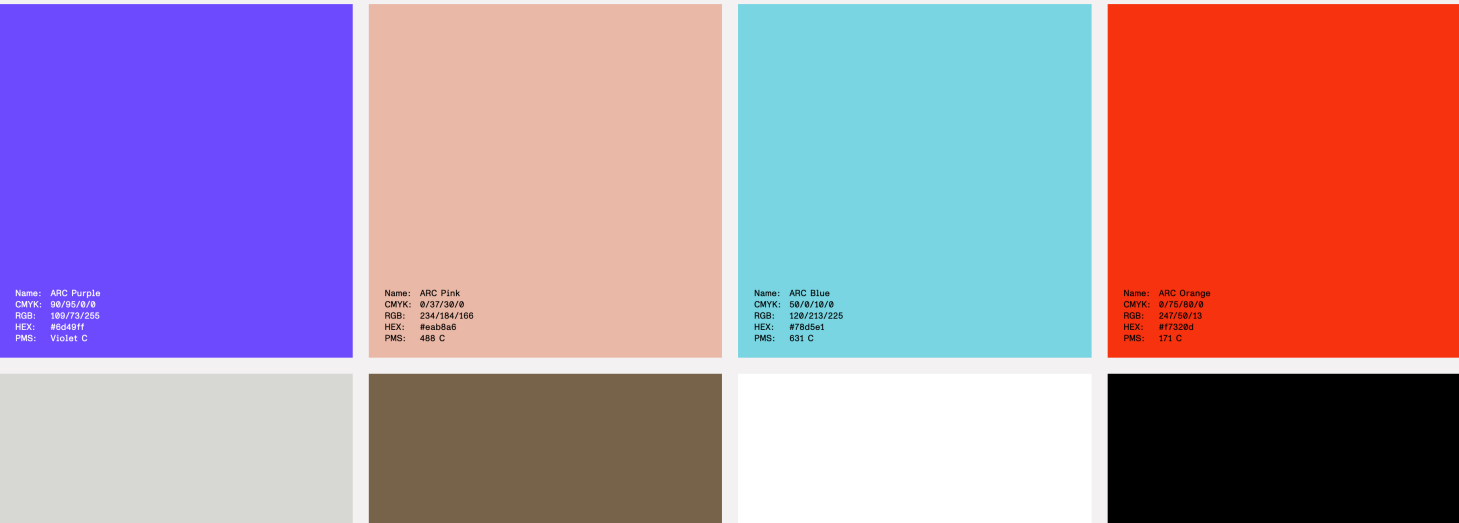
The Node can also be used to announce the brand, wrapping around new buildings, as a hoarding, on an invite and digitally on loading screens.



1 Printed invites.
2 Digital loading screens.
3 Hoarding wraps.

COLOUR

Color plays a crucial role in our identity. With it, we establish our brands expression and personality.



Name: ARC Grey
CMYK: 7/0/2/30
RGB: 215/215/212
HEX: #d7d7d4
PMS: 427 C

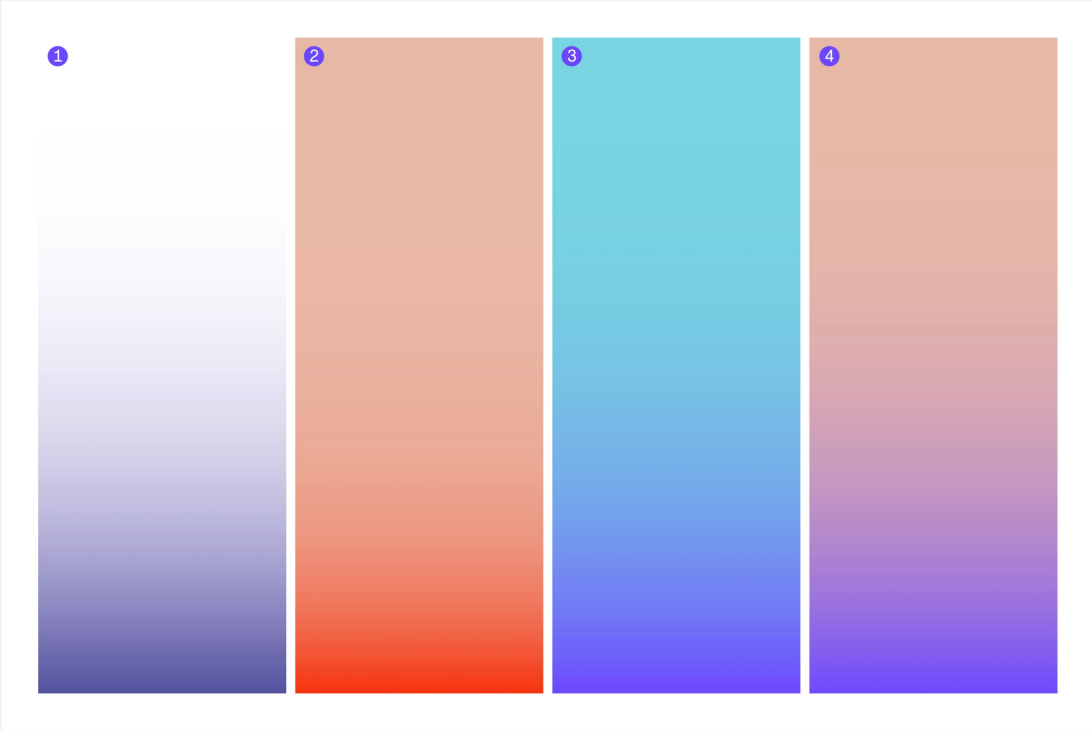
Name: ARC Earth
CMYK: 35/60/60/60
RGB: 120/90/73
HEX: #786249
PMS: 175 C

Name: White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF
PMS: Bright White

Name: Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000
PMS: Black

GRADIENTS

Inspired by the sunrise, gradients create soft horizons always looking to tomorrow and its bright future for science and innovation.



The gradients should always be used in a 'linear' format, rather than a 'radial' gradient.

- 1 20% ARC Purple / 80% White
- 2 20% ARC Orange / 80% ARC Pink
- 3 20% ARC Purple / 80% ARC Blue
- 4 20% ARC Purple / 80% ARC Pink

GRADIENTS IN USE

Our ARC gradients are best used in bold expressions of the brand, such as billboards, or print spreads. They can be used in conjunction with other elements of the brand, and are particularly successful paired with large type and our graph theory nodes.



1 An ARC billboard making use of considered photography and large hero messaging

2 A spread from the ARC Mag, highlighting the use of two angles of gradient

TYPOGRAPHY

ARC utilises two contrasting typefaces; Manuka and Monument Grotesk, to create a punchy and considered brand identity.

DISPLAY TYPE

Manuka Bold is our predominant typeface and can be used for most display applications.

Licenses for this font can be purchased from [Klim type foundry](#).

Hierarchy can be achieved through weight and size changes and should predominantly be set in uppercase to achieve the best results.

Left aligned or centred
98% leading
Minimum size: 24pt/22px
Avoid hyphenation
Only used as headline copy

MANUKA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Manuka Medium can be used in conjunction with Manuka Bold for less prominent statements within editorial or presentation scenarios.

Left aligned or centred
98% leading
Minimum size: 24pt/22px
Avoid hyphenation
Only used as headline copy

MANUKA MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY TYPE

Monument Grotesk Regular is our supporting typeface, ideal for all text where Manuka is not used.

Licenses can be purchased from [Dinamo type foundry](#).

Monument is a Swiss, clean sans serif typeface which is perfect for body copy and standfirst/pull quotes.

Ranged left aligned
118% leading body copy
-18 tracking
Minimum size: 7pt / 12px

Monument Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Monument Grotesk Semi-Mono is to be used sparingly. It's ideal usage would be image captions, page numbers or small sections of body copy.

Ranged left aligned
118% leading body copy
-18 tracking
Minimum size: 7pt / 12px

Monument Grotesk Semi-Mono
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY HIERARCHY

When arranging typographic elements, hierarchy should be carefully considered to ensure a successful communication of our brand. The text alignment, line spacing, and tracking should all be considered. All of these depend on how the text is to be used, whether body or display.

1

CREATING A WORLD
NETWORK OF SCIENCE
AND INNOVATION
CLUSTERS

2

Advanced Research Clusters bring scientists and innovators together in concentrations of organisations crossing traditional boundaries to meet global challenges.

Our members enjoy access to a network of world-leading facilities and science-ready spaces, as well as amenities such as flexible coworking, accelerator labs and community events, all in green and energising environments designed to motivate and inspire.

We're solving the business of science so science can change the world. Welcome to ARC.

1 Display text is classified as headlines, titles, and text from the main body of text that sits independently. It should be ranged left and where possible never set over more than four lines.

2 Body text usage refers to large chunks or paragraphs of text, and this can be ranged left.

3 Captions are used to describe an image. It should be ranged left.

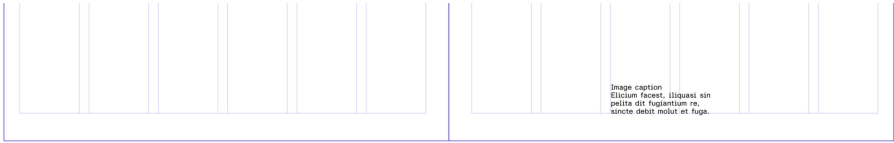


Image caption
Eligium facit. Aliquet sin
peltis diti fugiantum re,
sinec debet molui et fuga.

3

TYPOGRAPHIC ATTITUDE

Across all mediums of the brand, the typography can speak at different volumes to deliver messaging in whichever way is most suitable.

1 Display text can sit large on it's own, or within our graph theory visual language to signify an announcement.

2 Repetition of type can be introduced as another stylistic option. This creates a notion that ARC is an ever-progressing company.

1

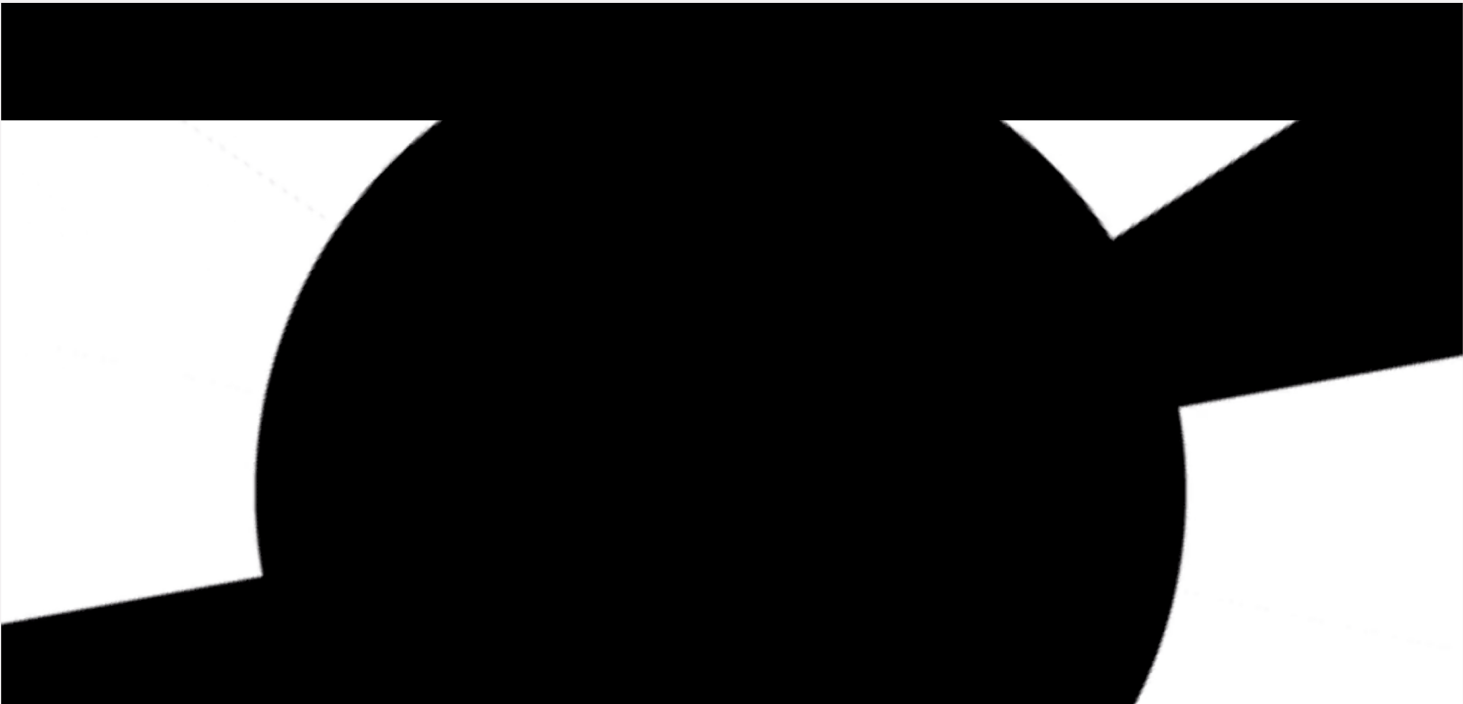


2



SUB BRANDS

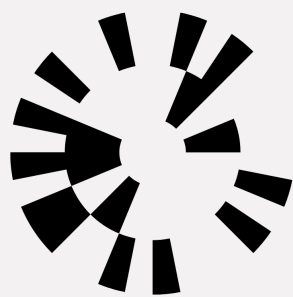
ARC's sub brands sit within a 'branded house' structure model, meaning all are marketed and operated under the umbrella of our parent ARC brand.



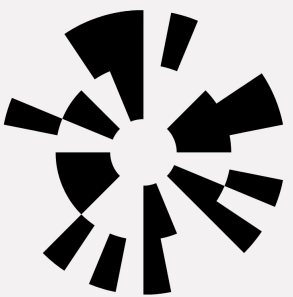


SUB BRAND LOGOS

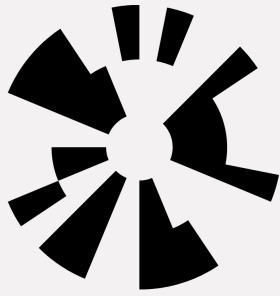
To represent networks through our ARC sub brands, we created an intuitive generative tool that converts place-specific signatures called 'plus codes' into binary code. This creates unique patterns that sit within the node framework to build recognisable marques for each campus within the ARC network.



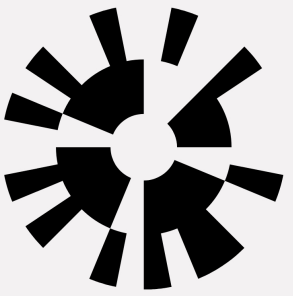
ARC Oxford



ARC West London

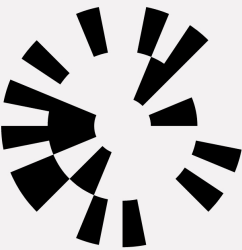


ARC Uxbridge

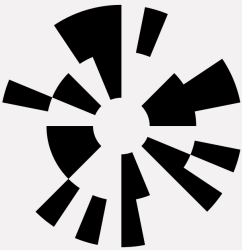


ARC Harwell

SUB BRAND LOCKUPS



ARC
Oxford



ARC
West London



ARC
Uxbridge



ARC
Harwell



Motherlabs

Introduction

Motherlabs is the science accelerator — incubator and accelerator labs from ARC. Motherlabs must reflect the dynamism of the younger businesses it will appeal to, and express the rapid growth potential that comes from clustering together.

We've echoed ARC's cluster confidence and bold articulation, while evoking a sense of accelerated growth through a more youthful take on innovation to capture the energetic start-up spirit.

Logo

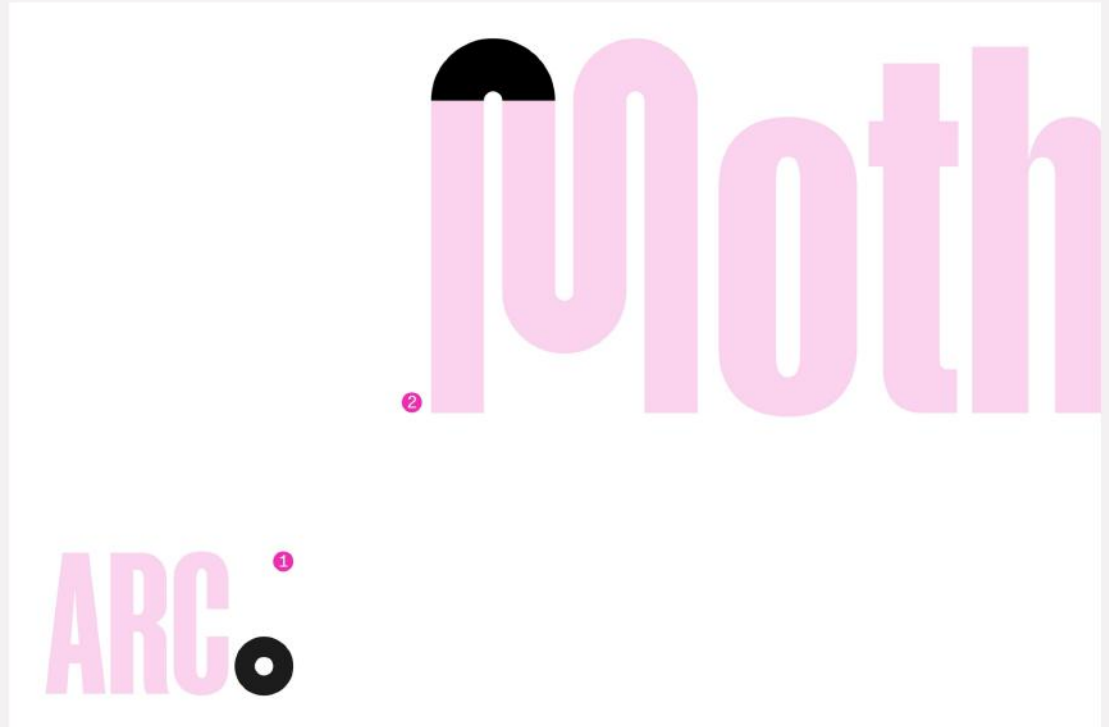
Our logo is how customers associate with our brand.

Motherlabs
Motherlabs
Motherlabs

Motherlabs

Logo introduction

The Motherlabs logo is derived from the core ARC masterbrand. Our customised logotype is inspired by the circular forms found in the ARC node.



Logotype

On lighter colors, our logo should be used in dark colors. When on darker colors, our logo should be used in lighter colors.

Motherlabs

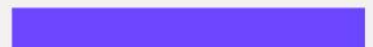
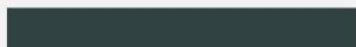
Motherlabs

Motherlabs

Motherlabs

Icon

The 'M' icon can be used as a short hand of the brand.





Logotype lockup

ARC stands for Advanced Research Clusters. We show our full name when partnering with business and when we introduce ourselves.



1 Our logotype.
2 ARC lockup set in our secondary font.

Logotype placement

To establish consistency with the placement for our logo, its location has been rationalised. In normal circumstances, it should appear on either the top or bottom left of the page.



1 The Motherlabs logo width should be sized at 20% of the document height.
2 Our logo should be positioned so that it is ranged left in either the bottom or top corner of the page. This rule applies to both portrait

Logotype exclusion zone

To ensure the integrity and legibility of our logo, an area of protection (or exclusion zone) directly surrounding the logotype has been defined. This will ensure that our logo always appears on a neutral, uncluttered background area.



1 To distinguish the exclusion zone around our logo, use the Motherlabs 'M' icon as a space guide.

Endorsement

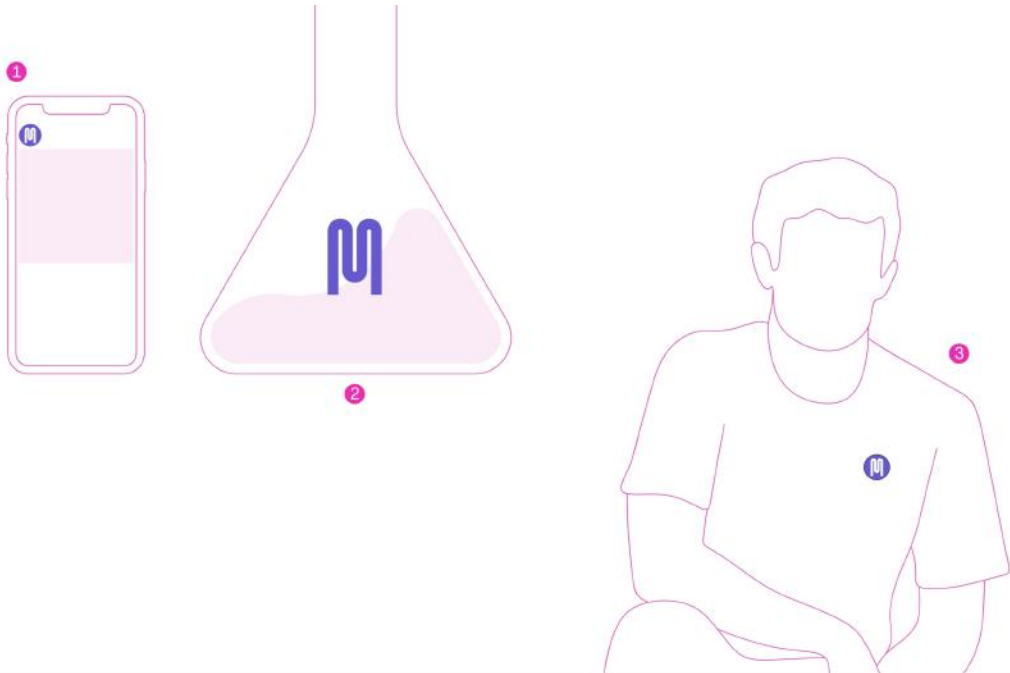
When locking up the Motherlabs logo with brand partners, leave appropriate spacing to distinguish between logos.



1 The Motherlabs logo should use two 'M' icons as spacing with a line to split them.

Short hand icon

The 'M' icon can be used as a short hand of the brand for instances like social media, enamel badges and merchandise.



- 1 Social media icon.
- 2 Branded merchandise.
- 3 Enamel pin badges.

Logo don't's

Do not alter the logo. Avoid the following treatments.



Do not stretch



Do not outline



Do not use unapproved colors



Do not apply effects



Do not position on an angle



Do not apply patterns

Colour

Color plays a crucial role in our identity. With it, we establish our brands expression and personality.



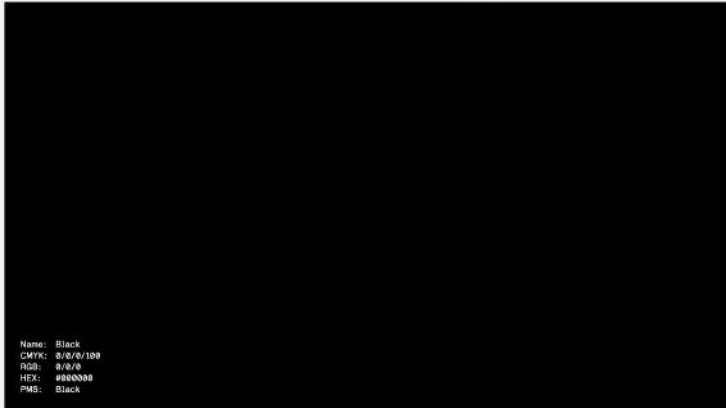
Name: Motherlabs Pink
CMYK: 0/80/24/0
HEX: #E91E63



Name: Motherlabs Green
CMYK: 86/49/26
HEX: #2E8B57



Name: Motherlabs Purple
CMYK: 58/72/16
HEX: #9C27B0



Typography

As a sister-brand to ARC, Motherlabs uses the same two typefaces; Manuka and Monument Grotesk, to keep a consistent and refined graphic approach.

Display type

Manuka Bold is our predominant typeface and can be used for most display applications.
Licenses for this font can be purchased from [Klim type foundry](#).

Hierarchy can be achieved through weight and size changes and should predominantly be set in uppercase to achieve the best results.
Left aligned or centred
110% leading
Minimum size: 24pt/36px
Avoid hyphenation
Only used as headline copy

MANUKA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manuka Medium can be used in conjunction with Manuka Bold for less prominent statements within editorial or presentation scenarios.
Left aligned or centred
110% leading
Minimum size: 24pt/36px
Avoid hyphenation
Only used as headline copy

MANUKA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary type

Monument Grotesk Regular is our supporting typeface, ideal for all text where Manuka is not used.
Licenses can be purchased from [Dinamo type foundry](#).

Monument is a Swiss, clean sans serif typeface which is perfect for body copy and standfirst/pull quotes.
Ranged left aligned
110% leading body copy
-10 tracking
Minimum size: 7pt / 12px

Monument Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Monument Grotesk Semi-Mono is to be used sparingly. It's ideal usage would be image captions, page numbers or small sections of body copy.
Ranged left aligned
110% leading body copy
-10 tracking
Minimum size: 7pt / 12px

Monument Grotesk Semi-Mono
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

In application

Below are a few examples to inspire and show the potential for how the brand can look and feel.

