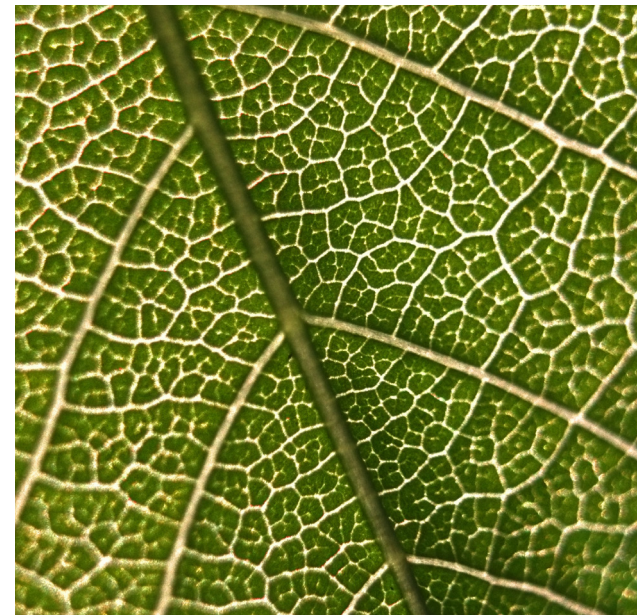
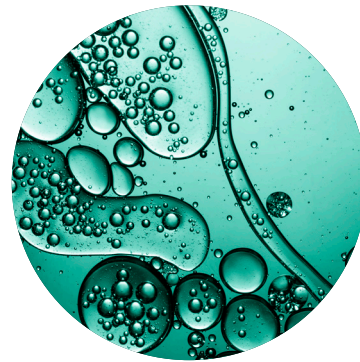
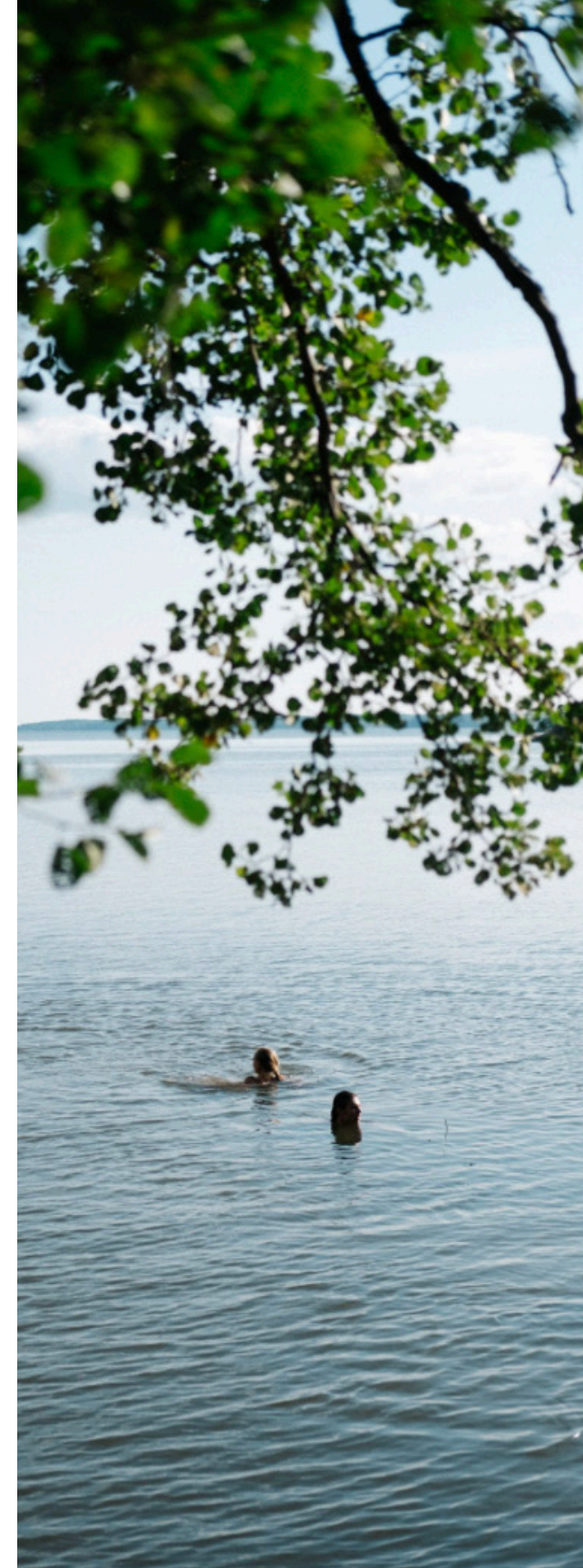


ARNÀSI™

SCIENCE IS NOT ONLY
A DISCIPLE OF REASON
BUT, ALSO, ONE OF
ROMANCE AND PASSION.

Stephen Hawking



1.1 Brand Pillars

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application

We develop technologies and formulations for high-impact products, unlocking possibility today with tomorrow's ideas.



Science

1.1 Brand Pillars

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application



1.1 Brand Pillars

Our brand

Logo

Typography

Color palette

Graphics

Photography

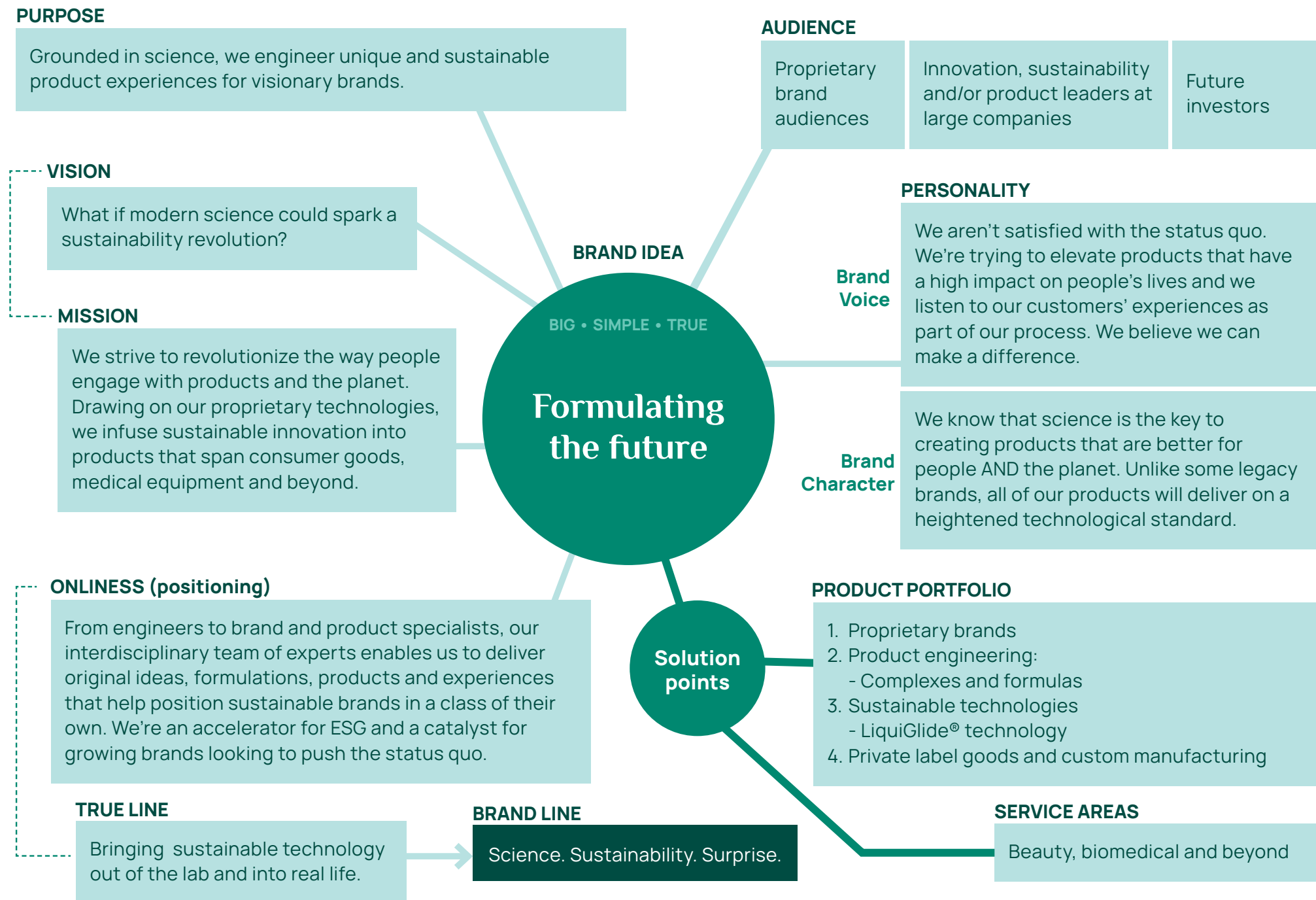
Application



We manifest innovative brands and extraordinary product experiences using smarter, more creative go-to-market solutions.

1.2 Brand Map

- Our brand
- Logo
- Typography
- Color palette
- Graphics
- Photography
- Application



1.3 Mission

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application

We strive to revolutionize the way people engage with products and the planet.

Drawing on our proprietary technologies, we infuse sustainable innovation into products that span consumer goods, medical equipment and beyond.

1.4 Tags

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application

True line -

Bringing sustainable
technology out of the
lab and into real life.

Brand line -

Science.
Sustainability.
Surprise.

1.5 Lines of business

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application



2.1 Our logo

The primary Arnasi logo features a leaf-shaped accent over the second A, to symbolize our commitment to sustainability over all other guiding brand principles.



The preferred coloring of the primary logo is Arnasi Green or white.

- Our brand
- Logo**
- Typography
- Color palette
- Graphics
- Photography
- Application

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2.2 Our logo in reverse



The preferred coloring of the primary logo is Arnasi Green or white.

- Our brand
- Logo
- Typography
- Color palette
- Graphics
- Photography
- Application

ARNÀSI™

2.3 Our logo in black/white



The preferred coloring of the primary logo is Arnasi Green or white. However, the logo may be printed in black or white if necessary.

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application

ARNÀSI™

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2.4 Logo over photo

The logo, in Arnasi Green or white, may be placed over an image as long as there is sufficient contrast.

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application



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Science. Sustainability. Surprise.

2.5 Clear space

When placed near other logos or on the edge of a page/graphic, the logo should have clear space equal to the height and width of the letter A in Arnasi.



Do not consider the leaf accent when calculating clear space. Space above logo is equal to height of letters, not letters + leaf.

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application



2.6 Don'ts

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application

ARNÀSI

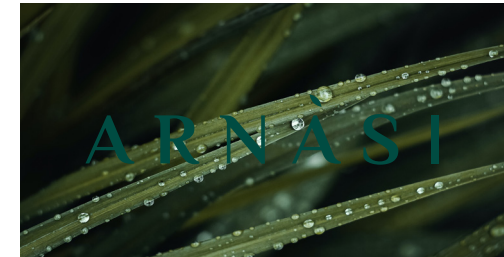


Don't use unapproved colors for the logo. Logo can be Arnasi Green, white or black only.

ARNÀSI



Don't change the aspect ratio of the logo or twist or distort in any way.



Don't place the logo on backgrounds with insufficient contrast.

ARNÀSI | OtherLogo



Don't place the logo less than an "A" width/height away from an edge or other graphic.

3.1 Fonts

Our primary font is **Manrope**, in extrabold and regular weights. It's a balanced Sans Serif typeface that combines roundness with mechanical lines.

Our Semi Serif, **Philosopher**, is a “humanist” font with a calligraphic axis, and is used for emphasis and to evoke our mission and values.



Both Arnasi fonts are web-safe and available free from Google.

- Our brand
- Logo
- Typography**
- Color palette
- Graphics
- Photography
- Application

Sans Serif – Manrope

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Semi Serif – Philosopher

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

3.2 Typographic hierarchy

Basic copy styles below. Please note that sentence case is preferred.

- Our brand
- Logo
- Typography**
- Color palette
- Graphics
- Photography
- Application

Bringing sustainable technology out of the lab and into real life.

Headline: Manrope Extra Bold

We strive to revolutionize the way people engage with products and the planet. Drawing on our proprietary technologies and the deep expertise of our engineers and dreamers, we infuse sustainable innovation into products that span consumer goods, medical equipment and beyond.

Body copy: Manrope Regular

Our commitment →

Call to action: Manrope Extra Bold

3.3 Headings

Philosopher Bold in sentence case, can be used for headings.



Be mindful when placing “Arnasi” in text near the Arnasi logo. When using Philosopher Bold, the text and the logo need sufficient white space between them. This is not a consideration when Arnasi is set in Manrope.

- Our brand
- Logo
- Typography**
- Color palette
- Graphics
- Photography
- Application

About Arnasi

Heading: Philosopher Bold

Bringing sustainable technology out of the lab and into real life.

From engineers to brand and product specialists, our interdisciplinary team of experts enables us to deliver original ideas, formulations, products and experiences that help position sustainable brands in a class of their own. We’re an accelerator for ESG and a catalyst for growing brands looking to push the status quo.

Note: Logo not too close to Arnasi in text

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3.4 Quotes

Quotes can be set in Philosopher Bold, with tracking loosened by 140 pixels.
Color may be used for emphasis.

Our brand
Logo
Typography
Color palette
Graphics
Photography
Application

SCIENCE IS NOT ONLY
A DISCIPLE OF REASON
BUT, ALSO, ONE OF
ROMANCE AND PASSION.

Quote: Philosopher Bold, tracking 140 pixels

Stephen Hawking

Author: Manrope Extra Bold

3.5 Manifesto

Mission-based messages can be set in Philosopher Bold with no extra tracking. Color may be used for emphasis.

Our brand
Logo
Typography
Color palette
Graphics
Photography
Application

**We manifest innovative brands
and extraordinary product
experiences using smarter, more
creative go-to-market solutions.**

Manifesto: Philosopher Bold

3.6 Emphasis

Manrope Extra Bold in large sizes may be used for emphasis like pull quotes.

- Our brand
- Logo
- Typography**
- Color palette
- Graphics
- Photography
- Application

Bringing sustainable
technology out of the lab
and into real life.

Emphasis: Manrope Extra Bold

4.1 Primary colors

- Our brand
- Logo
- Typography
- Color palette**
- Graphics
- Photography
- Application



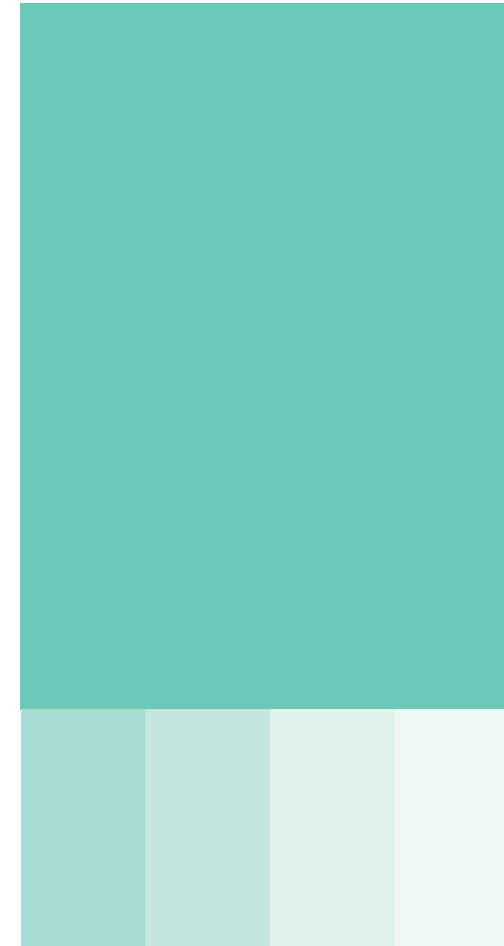
Arnasi Green and Bamboo should never be diluted or “screened”. Aqua and Mint can be used at lighter percentages in backgrounds.



Arnasi Green
PANTONE 3302-C
C95 M12 Y56 K64
HEX 00564C



Bamboo
PANTONE 2244-C
C81 M28 Y65 K10
HEX 008172



Aqua
PANTONE 338-C
C55 M0 Y34 K0
HEX 6DC7B9



Mint
PANTONE 628-C
C27 M0 Y12 K0
HEX B7E1E1

4.2 Accent colors



The dark accent colors should never be diluted or “screened”. Lavender, Peach, Sky and Oat can be used at lighter percentages in backgrounds.

- Our brand
- Logo
- Typography
- Color palette**
- Graphics
- Photography
- Application



Eggplant
C63 M74 Y0 K49
HEX 453165



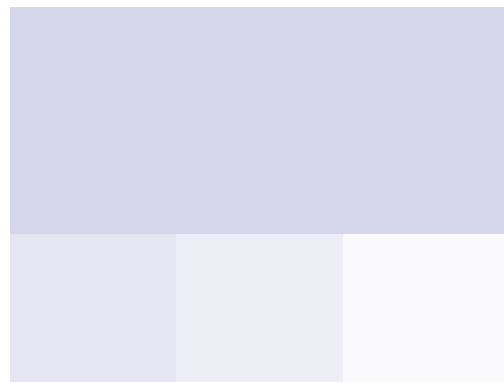
Elderberry
C29 M77 Y42 K18
HEX 9C4D62



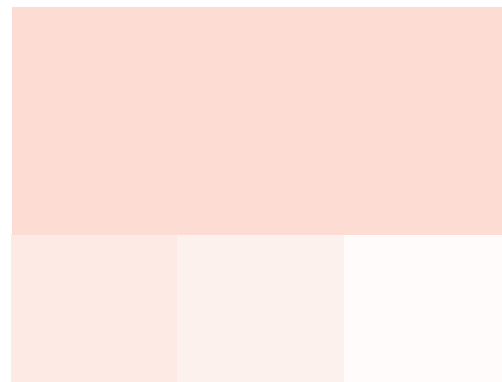
Lapis
C87 M46 Y0 K22
HEX 00649E



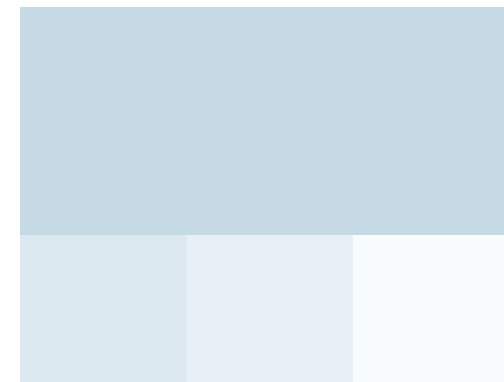
Carob
C58 M56 Y60 K30
HEX 59514C



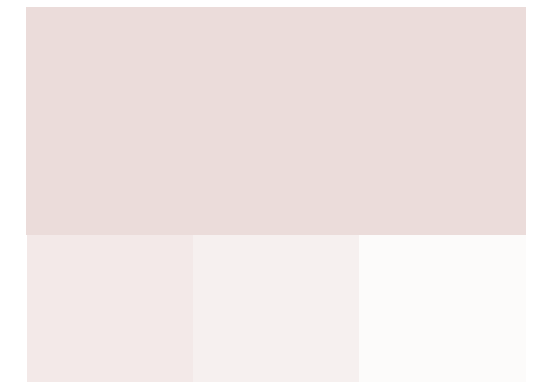
Lavender
C14 M13 Y0 K0
HEX D5D5EB



Peach
C0 M15 Y12 K0
HEX FCDDD3



Sky
C13 M0 Y0 K10
HEX C5DAE6



Oat
C4 M11 Y8 K3
HEX E8D9D7

4.3 Web accessibility

Our primary font is highly legible. However, to meet the highest web accessibility standards, text color must be taken into consideration. Arnasi Green and Bamboo-colored text may be used online on a white or light background, whereas Aqua and Mint can only be used on a darker background.



Text contrast can be checked for AA WCAG accessibility at: <https://webaim.org/resources/contrastchecker/>

- Our brand
- Logo
- Typography
- Color palette**
- Graphics
- Photography
- Application

Arnasi Green

Arnasi Green

Bamboo

Bamboo

Online, Arnasi Green and Bamboo text can be placed on white, Mint, Lavender, Peach, Sky or Oat.

Aqua

Aqua

Mint

Mint

Online, Aqua and Mint text can be placed on Arnasi Green, Eggplant, Elderberry, Lapis or Carob.

5.1 Brand badge

- Our brand
- Logo
- Typography
- Color palette
- Graphics**
- Photography
- Application



5.1 Geometric pattern

Our geometric pattern is formed by four leaf shapes in a circle. The pattern can be used with any of the brand colors. This pattern is best suited to corporate and technological applications.

- Our brand
- Logo
- Typography
- Color palette
- Graphics**
- Photography
- Application



5.2 Organic pattern

An organic pattern can be formed by varying sized leaves in the form of a flower. The pattern can be used with any of the brand colors. This pattern is best suited to consumer applications.

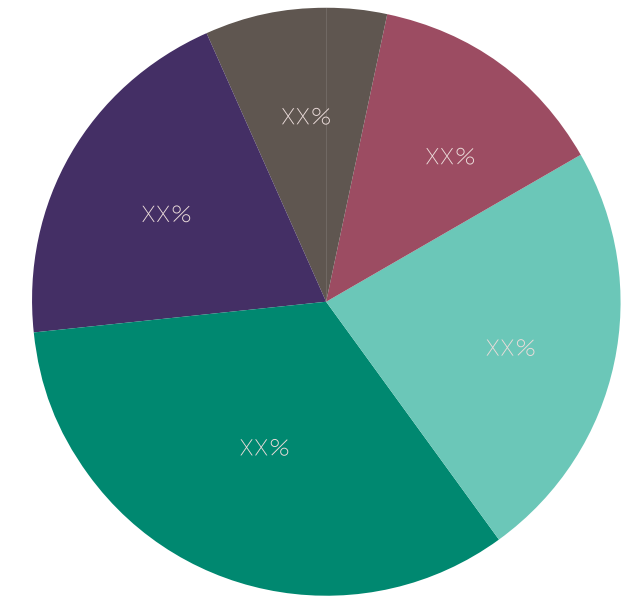
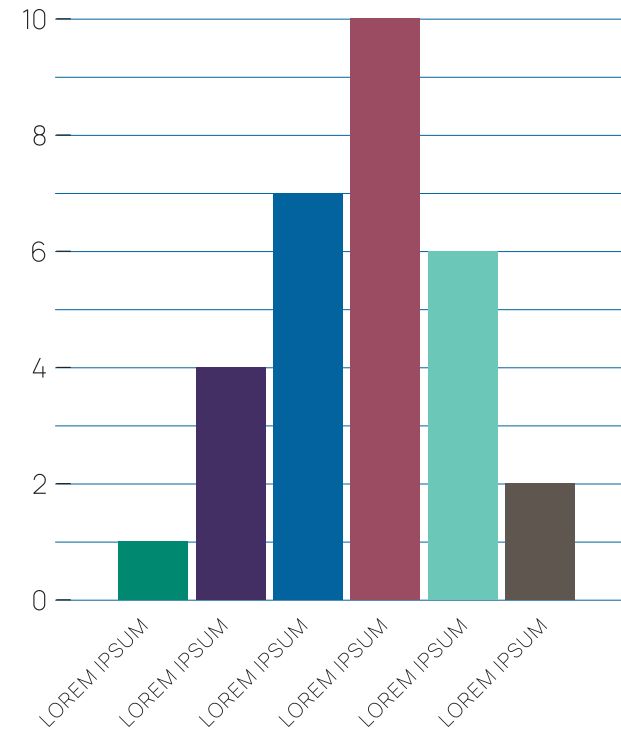
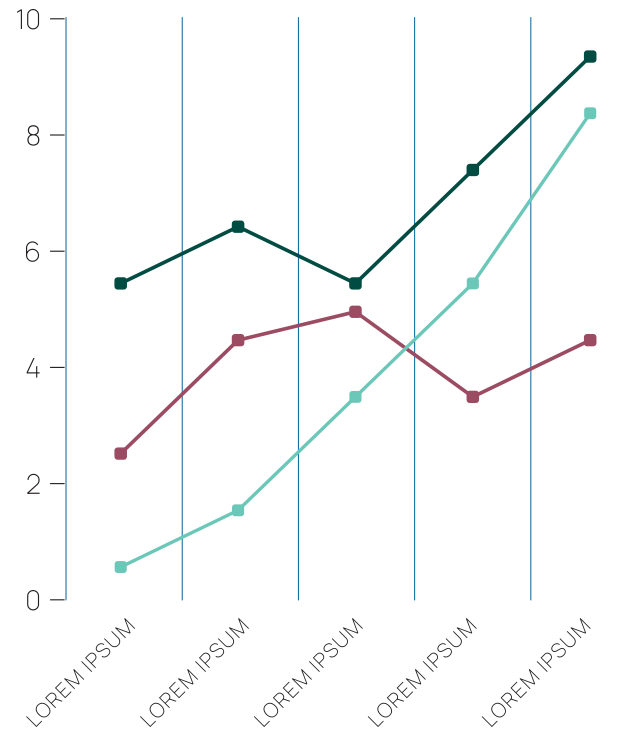
Our brand
Logo
Typography
Color palette
Graphics
Photography
Application



5.3 Data

Charts and graphs will be minimally-styled to match our brand aesthetic.
Accent colors can be used to help distinguish data points.

- Our brand
- Logo
- Typography
- Color palette
- Graphics**
- Photography
- Application

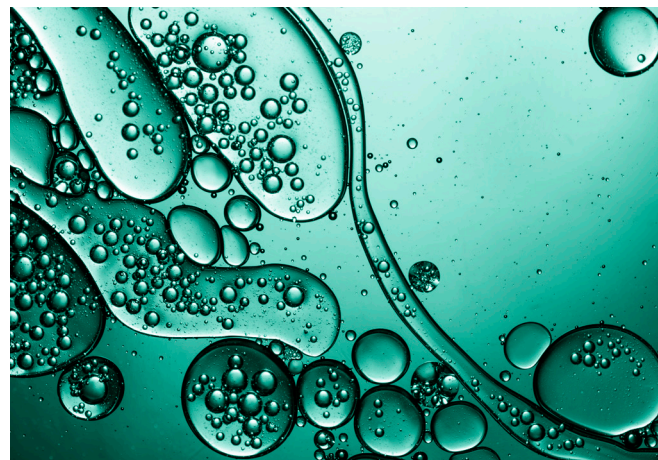


6.1 Photography

- Our brand
- Logo
- Typography
- Color palette
- Graphics
- Photography**
- Application



When selecting stock photography, images with a green hue or nature images with natural light are preferred.



Science

Choose abstract science images vs typical stock imagery of labs and test tubes



Sustainability

Choose images showing nature, with a focus on renewable resources such as water, air/sky and plants.



Surprise

Choose images that show humans interacting with products to illustrate the heightened product experience.

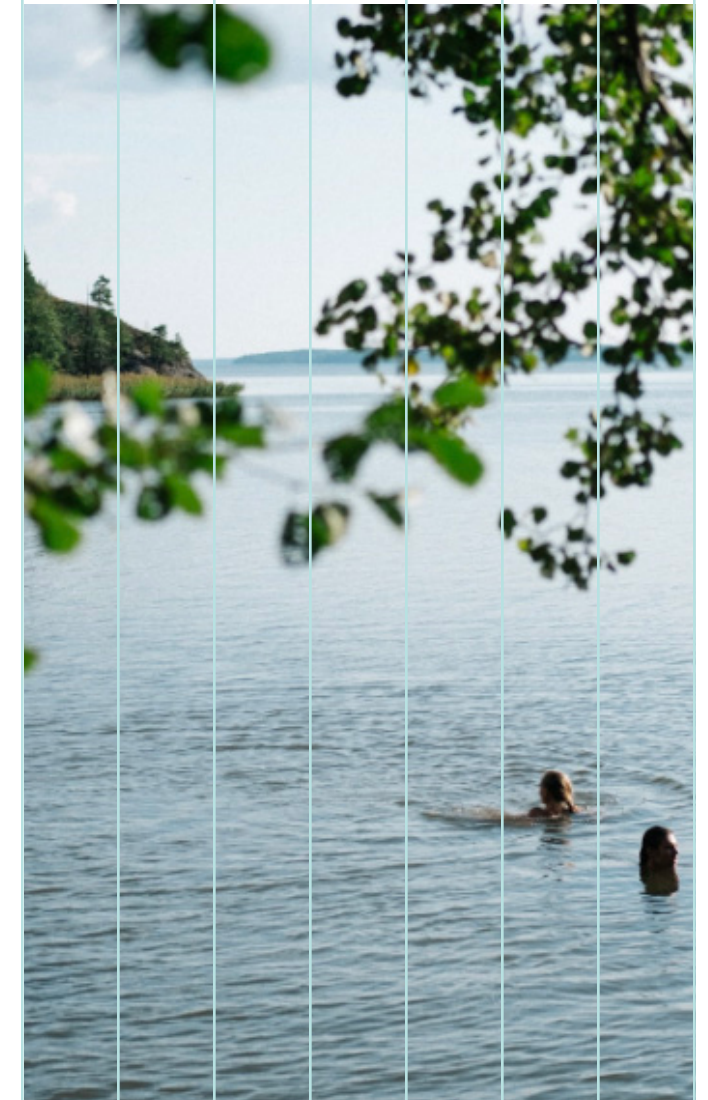
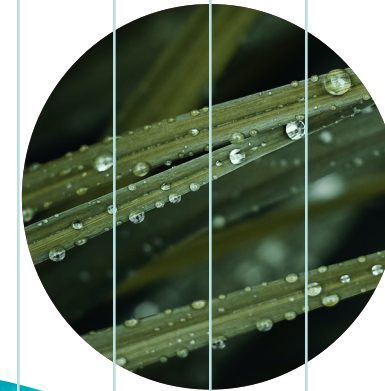
6.2 Image shapes

Images may be placed in rectangles, circles or leaf shapes. These floating shapes can be combined with full bleed images. The floating images should adhere to an equally spaced grid (see below), with only leaf shaped images breaking out of the margins.



Take care in selecting images that will be visible when contained in the leaf shape.

- Our brand
- Logo
- Typography
- Color palette
- Graphics
- Photography**
- Application

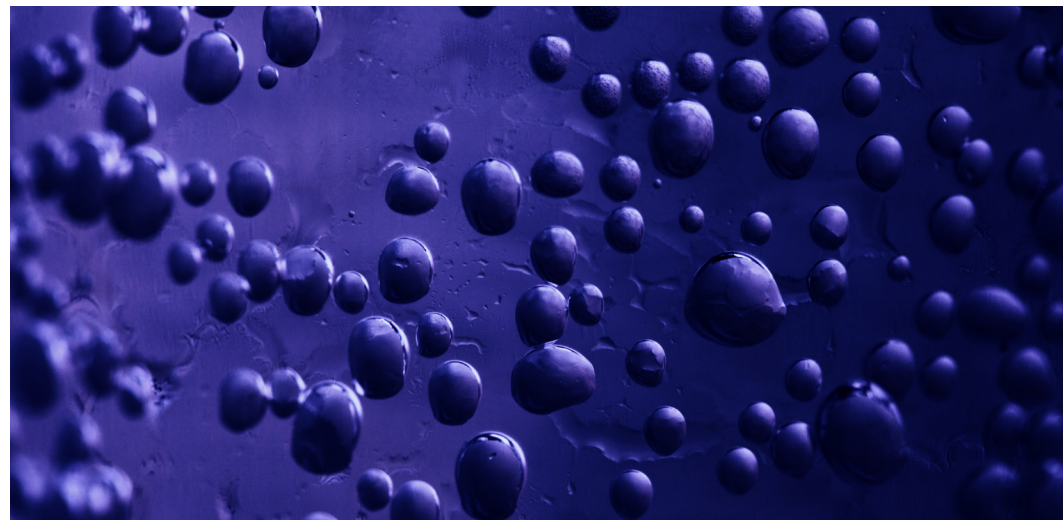


6.2 Image hue

Hue of photos may be adjusted to better match brand colors. When using abstract images, extreme hue shifts are acceptable. In images of nature or humans, take care to make subtle adjustments that don't create unnatural coloring.

Our brand
Logo
Typography
Color palette
Graphics
Photography
Application

Before hue adjustment



After hue adjustment



7.1 Signage

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application

ARNÀSI

7.2 Collateral

Our brand

Logo

Typography

Color palette

Graphics

Photography

Application



ARNÀSI

Dear First Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut eros leo. Sed tincidunt egestas lectus ut consectetur. Donec rutrum tortor et purus luctus volutpat. Aliquam vitae mi ac libero eleifend sollicitudin id ut nibh. Sed laoreet justo vel luctus mollis. Mauris et libero et nulla tincidunt convallis. Etiam iaculis mauris ante, ut porttitor sapien fermentum ac. Aenean risus quam, pellentesque at tortor vitae, pellentesque lacinia quam. Mauris suscipit sem eget dolor laoreet condimentum. Sed scelerisque sit amet ex eu consectetur. Nunc malesuada quis enim ac faucibus. Phasellus ac urna rutrum, vulputate velit a, eleifend turpis. Duis at dui blandit, tempus augue in, vestibulum metus.

Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas in porta justo. Sed sed magna nisi. Cras consequat metus urna. Phasellus eget posuere felis. Aliquam fermentum lacus vitae lectus euismod ornare. Sed tempus in ante sit amet pulvinar. Nam condimentum est id mi rhoncus elementum. Fusce at vehicula mauris. Quisque elementum eu erat eu euismod. Proin ligula ligula, pharetra a metus nec, placerat dapibus eros. Sed magna diam, viverra a neque elementum, venenatis pellentesque diam. Pellentesque volutpat, libero eu porttitor pharetra, metus nibh dictum nisi, eu molestie eros nibh in nulla.

Fusce congue eros in cursus cursus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nulla facilisi. Duis leo mi, porta ac ullamcorper sit amet, pretium a quam. Quisque erat justo, congue id auctor vel, placerat vel augue. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; In hac habitasse platea dictumst. Duis massa neque, varius eget elementum a, iaculis non risus. Suspendisse commodo, odio faucibus porta lobortis, dui ante ultricies metus, in facilisis eros orci ac magna. Nulla non ullamcorper neque. Quisque eu varius sapien. In quis suscipit tortor. Integer et magna ipsum.

Curabitur viverra ante eget nulla rutrum, sodales hendrerit purus aliquet. Aenean vitae blandit mauris. Nulla lacinia mollis euismod. Aenean et libero venenatis, porttitor justo sed, auctor mauris. Integer eget tortor vehicula, cursus neque sed, accumsan quam. Aenean imperdiet aliquam tempus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Proin vestibulum quis neque at congue. Duis at lacus et massa

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7.3 Swag

Our brand
Logo
Typography
Color palette
Graphics
Photography
Application



6.4 Social

- Our brand
- Logo
- Typography
- Color palette
- Graphics
- Photography
- Application**

5%
of plastic placed in recycling bins actually gets recycled.

What if modern science could spark a sustainability revolution?

ARNÀSI

We are hiring.

We strive to revolutionize the way people engage with products and the planet. Join us.

ARNÀSI

Toothpaste Toothpaste with LiquiGlide®

3x Speed Toothpaste LiquiGlide®

IN THE NEWS -
The inside of these bottles is so slippery, you can get all the lotion out.

FASTCOMPANY