



Enter “Ascend”, the Arkon Technologies corporate symbol. Ascend embodies Arkon’s corporate spirit of dynamic innovation & technology development. The letter “A” derived bi-layer arrow design symbolizes an inner core of resilient engineering, encapsulated by an aggressive business development that stands the wave of competition. The colors of Ascend, dark and light blue, represent the solid foundation and the zeal where Arkon’s approach to business is built upon.

**Ascend Higher. Reach Further.**



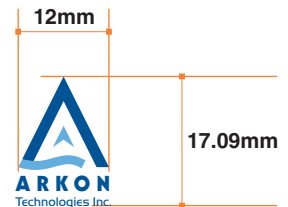
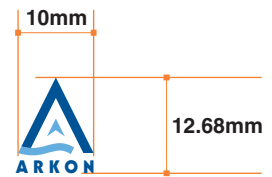
## Corporate Identity Guidelines

### CORPORATE SIGNATURE

Three acceptable appearance of corporate signature:



#### Minimum Size





CORPORATE COLOR & LOGOTYPE



Corporate Color



Pantone 301



Pantone 284

**ARKON**  
Technologies Inc.

Corporate Logotype

Geometric 231 Heavy

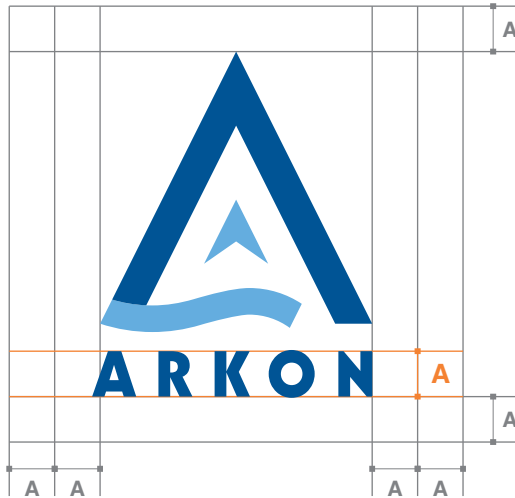
Handel Gothic Light



## Corporate Identity Guidelines

### CORPORATE SIGNATURE CLEAR SPACE

- Minimum spacing parameters is required to prevent copy or patterns from encroaching on this clear space.
- In **A** and **B**, the clear space for top and bottom is equal to the height of the **ARKON** logotype. The clear space for left and right is equal to double the height of the **ARKON** logotype.
- In **C**, the clear space for top, left and right is equal to the height of the **ARKON** logotype. The clear space for bottom is equal to half the height of the **ARKON** logotype.



### Example



Clear space is maintained between the logo and the pattern



## Corporate Identity Guidelines

### COLOR LOGO



### REVERSED COLOR LOGO



### BLACK & WHITE LOGO



### REVERSED BLACK & WHITE LOGO





## Corporate Identity Guidelines

### BACKGROUND COLORS

There should be adequate contrast between the corporate logo and the background.

#### Examples



Color logo  
on light color background



Black & white logo  
on light color background



Black & white logo  
on white background



Color logo  
on medium color background



Black & white logo  
on medium color background



Black & white logo  
on light gray background



Reversed color logo  
on medium color background



Reversed black & white logo  
on medium color background



Reversed black & white logo  
on medium gray background



Reversed color logo  
on dark color background



Reversed black & white logo  
on dark color background



Reversed black & white logo  
on dark gray background



## Corporate Identity Guidelines

### UNACCEPTABLE USAGE

The logo should never be altered or repropotioned in any way or printed in other colors other than the official corporate colors.

#### Examples



FONT SUBSTITUTION



CHANGING LOGO COLORS



DISTORTED SIGNATURE



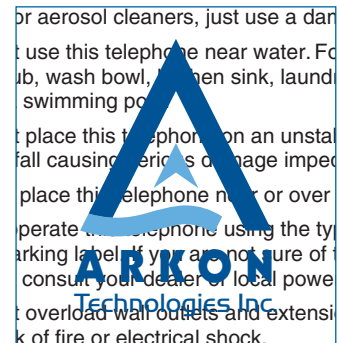
REPOSITIONED LOGO ELEMENTS



ON SIMILAR COLOR BACKGROUND



TEXTURES OVER LOGO



PLACING ON BODY TEXT