[ARKIV]

Branding Guidelines

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[01]

Brand Introduction

Considered
Conceptual
Functional

The brand has strong links to the product. Creating a visual language that can easily convey what Arkiv is, how it works and the benefits to potential and current users. A strong focus on blocks and layers allows us to convey the core elements of the product in a captivating way.

[02]

Logo

Main Logo

THIS IS THE PRIMARY LOGO AND WILL BE USED ON EVERY MATERIAL ASSOCIATED WITH ARKIV.

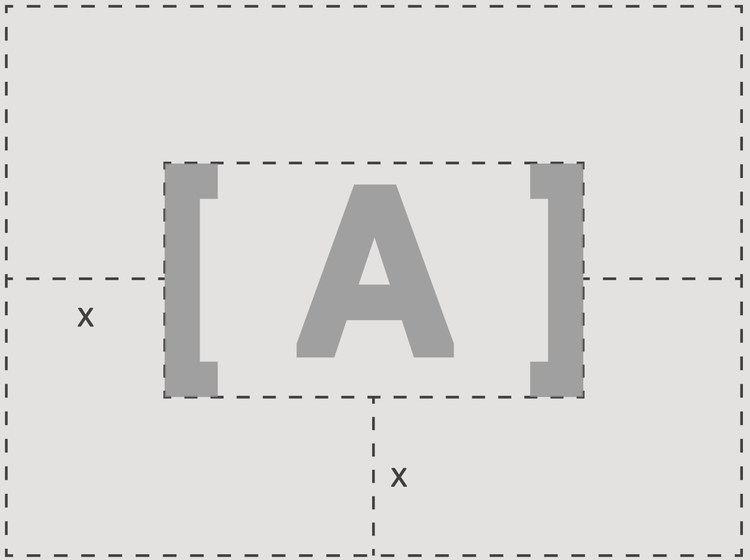
[ARKIV]

Variations

THE LOGO IS MADE UP OF TWO PARTS: THE BRACKETS AND THE WORDMARK. THE BRACKETS AND THE LETTER “A” CAN BE USED INDIVIDUALLY FOR ICONS AND SMALLER VISUALS.

Clearspace

A MINIMUM AREA OF CLEAR SPACE, EQUAL TO THE WIDTH OF LETTER “A” SHOULD SURROUND THE LOGO. THIS AREA OF ISOLATION ALLOWS THE LOGO TO STAND OUT, BY ENSURING THAT ANY COPY, GRAPHICS, OR OTHER VISUAL ELEMENTS ARE KEPT CLEAR.



Logo Pairing

[ARKIV] x Partner

[03]

Colours

Colours

Primary colours

#FE7446

#181EA9

#000000

#E4E2E1

Accent colour

#14A6EF

Colours

Primary

#FE7446

#181EA9

#000000

#E4E2E1

Accent

#14A6EF

[04]

Typography

Typography

Headings

Brutal

Black

a b c d e f g h i j k l m n o p q
r s t u v w x y z

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 0

Text

IBM Plex Mono

Regular

a b c d e f g h i j k l m n o p
q r s t u v w x y z

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 0

Typography

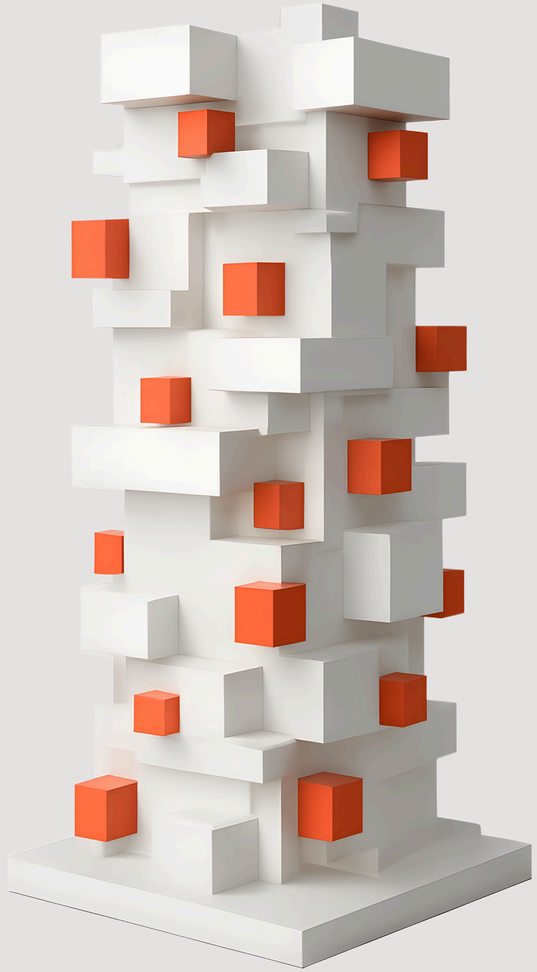
The Data Gateway

We’re reintroducing data as first citizen on blockchain

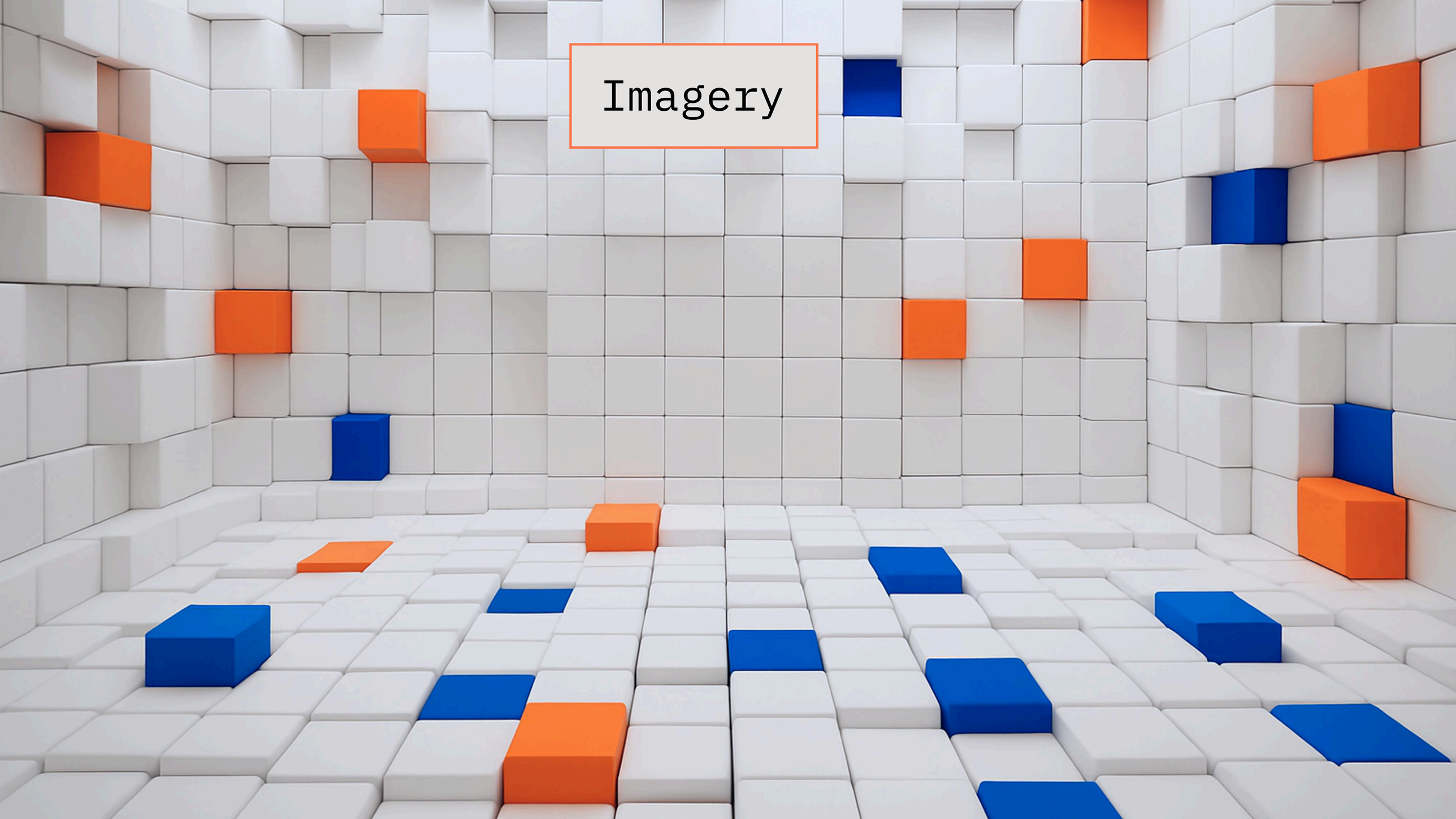
[05]

Visual Elements

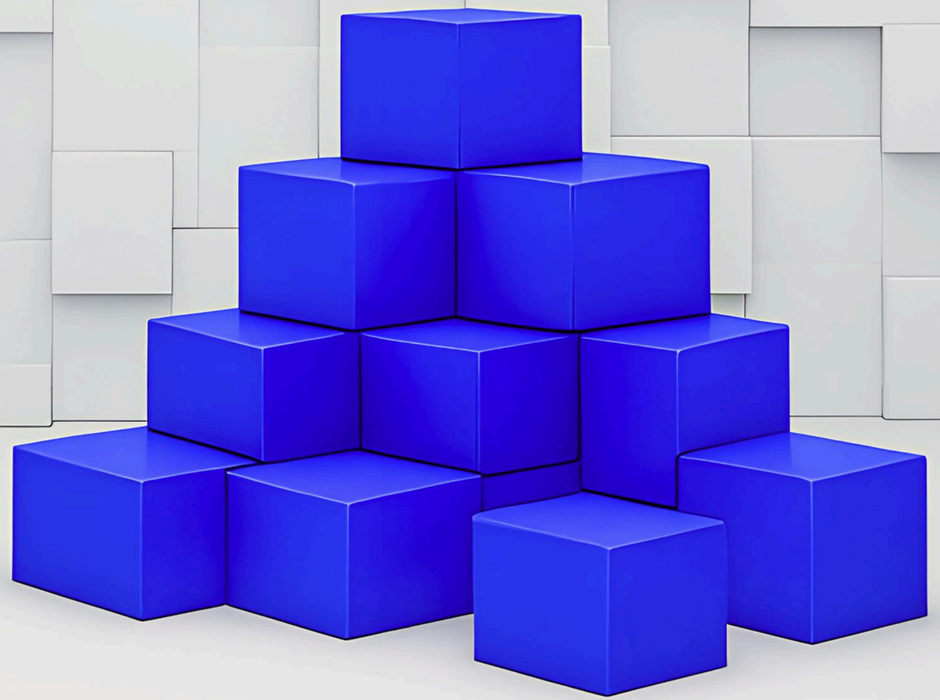
Visual Elements



Visual Elements


Imagery

Imagery



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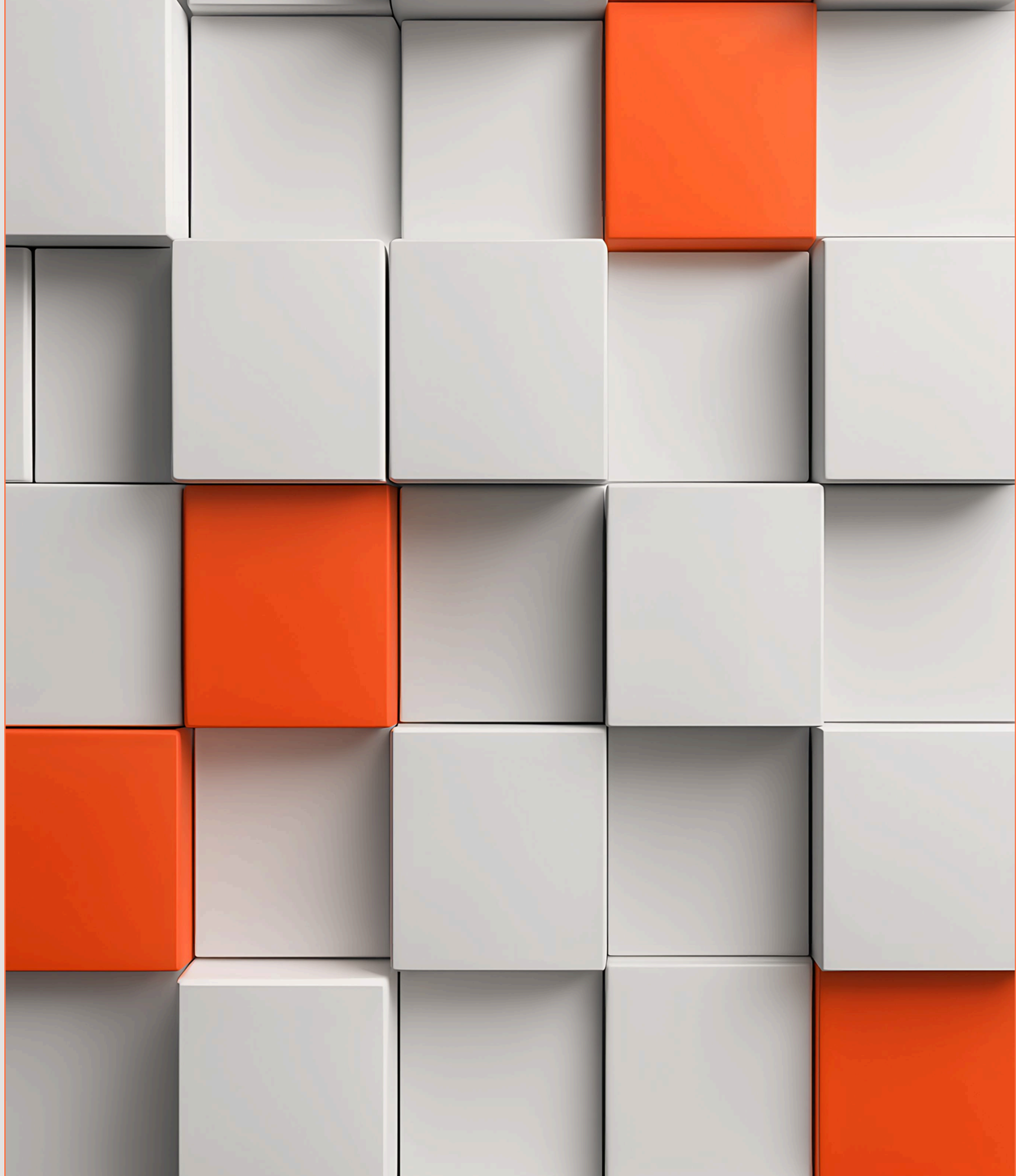

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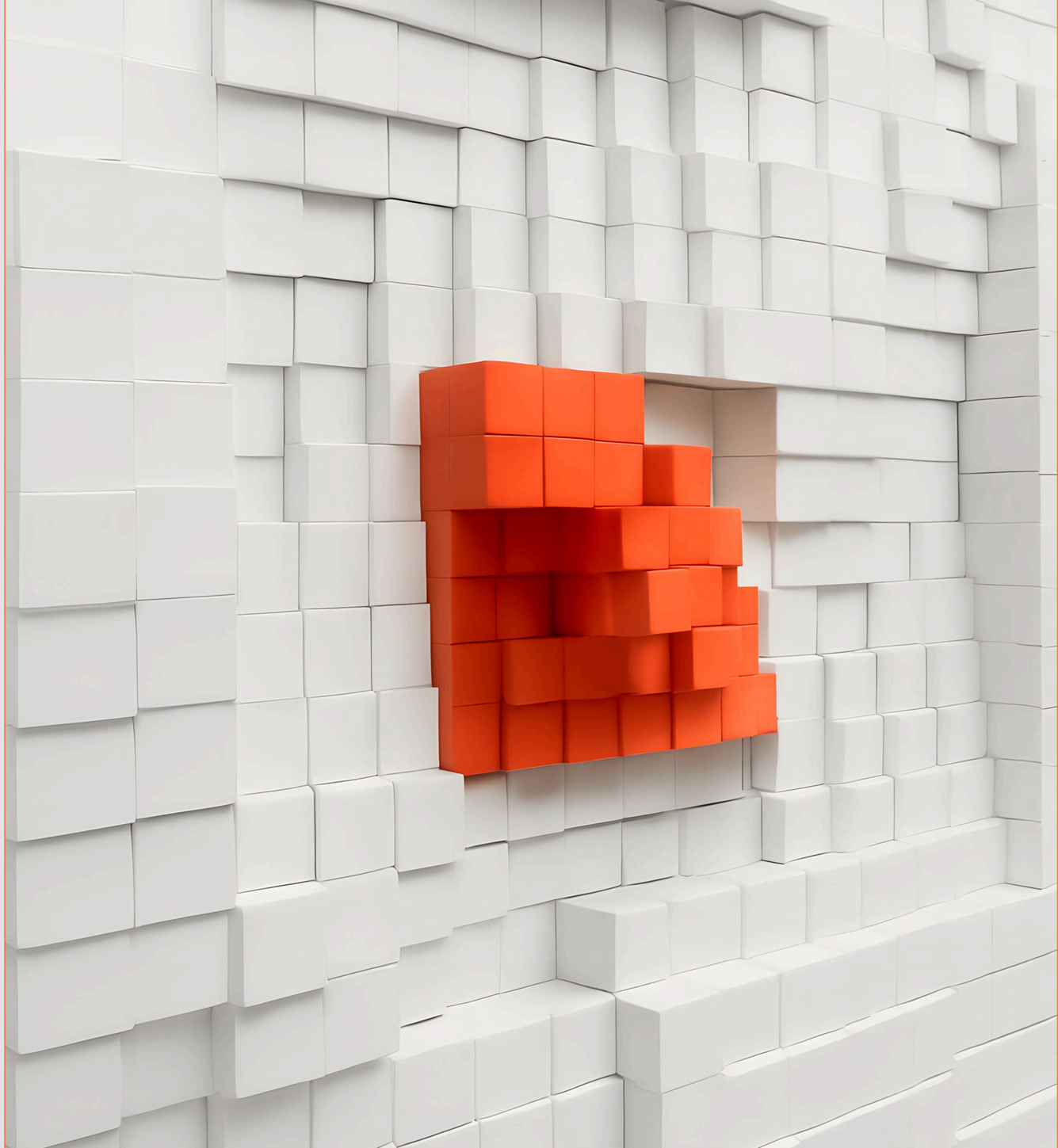
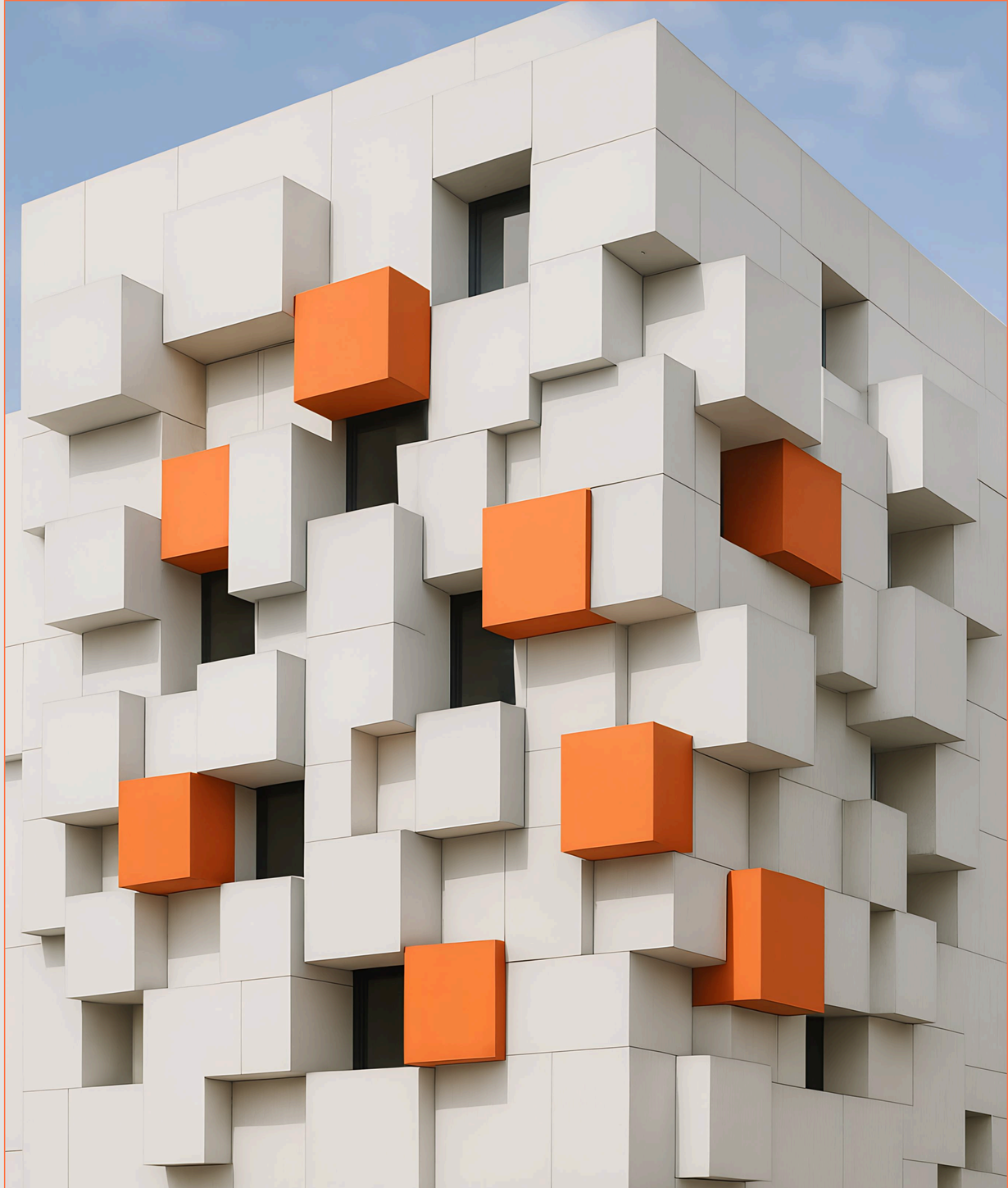


Imagery

Imagery



[06]

Brand Application

[ARKIV]
We’re reintroducing
data as fi citizen
on blockch

[A]
[A]
[ARKIV]

[A]

True censorship resistance for all data
[A]

[ARKIV]
We're reintroducing data as first citizen on blockchain

[ARKIV]

The vision behind Codex is built on the idea that data autonomy should be the norm, not the exception.

Its goal is to empower users with greater control over their data, without adding unnecessary complexity.

In an age where decentralization ethos becomes increasingly important.

Your Source Of Truth

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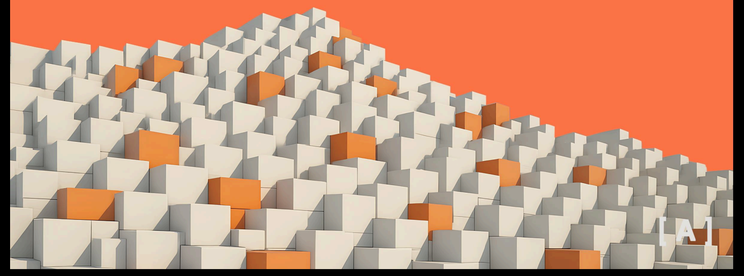
Its goal is to empower users with greater control over their data, without adding unnecessary complexity.

In an age where decentralization ethos becomes increasingly important.

Your Source Of Truth

We just his 1M transactions on Arkiv!



[A]

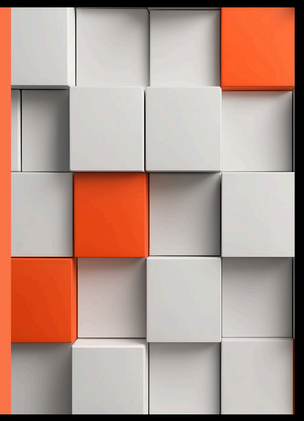
We’re reintroducing data as first citizen on blockchain

[A]

True censorship resistance for all data

[A]

Arkiv will partner with Metamask



[A]

Your source of truth

[A]

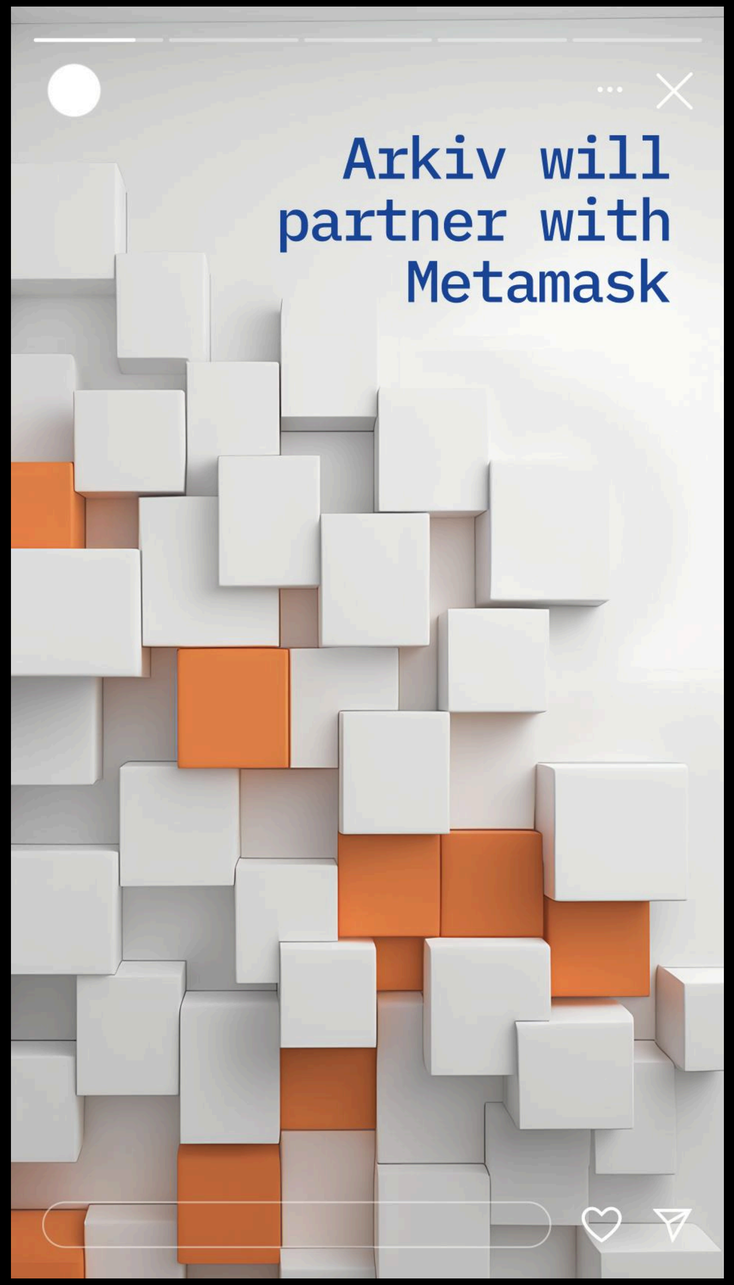
We just hit

1M

transactions on

[ARKIV]

Social Media



The Data Gateway

[ARKIV]