



# Arctic Reflections Brand Guidelines

<https://arcticreflections.earth/>

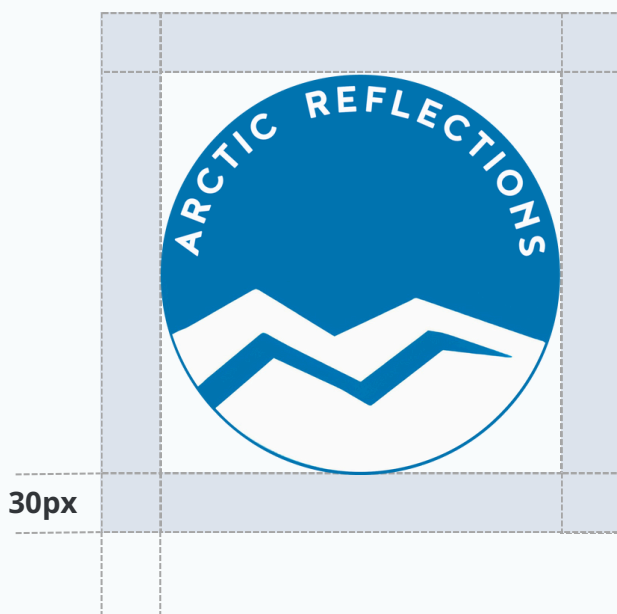
# Brand Logo

The Arctic Reflections logo provides an instantly recognisable visual representation of the company, which investors, customers, scientists and the public can identify with. The logo should appear consistently on all published material and in line with the following guidelines.

## Exclusion Zone

The logo requires a boarder of that free of imagery and text. The exclusion zone should be one quarter of the logo's height, with a minimum of 30 pixels.

The logo must always be in the middle at the bottom of the page or middle top of the page.



# Minimum Size

To enhance and support the integrity and consistency of the identity, the Arctic Reflections logo should never be reproduced smaller than 90px. The Arctic Reflections logo should be no smaller in terms of height than any other logo on a document.



## What Not To Do

The basic elements should never be tampered with. Changing fonts, colours, and proportions, or adding unnecessary elements dilutes the brand image.

You may not adjust the colours of the logo. Only official versions of the logo should be used, never try to recreate your own or use a poor quality reproduction. These are available from the Arctic Reflections Marketing Manager.

The logo must always be used in approved colours and scaled proportionally. No modification can be made to the logotype, as any deviation will undermine the status of the brand.

**a) Stretching** Never stretch the logo

**b) Skewing** Never skew the logo

**c) Changing colours** Never change the logo colours

**d) Rotating** Never rotate the logo



a)



b)



c)



d)

# Horizontal Logo

The horizontal logo can be used in place of the circle logo, in line with the following guidelines.

## Exclusion Zone

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The logo must always be in the middle at the bottom of the page or middle top of the page.



# Minimum Size

To enhance and support the integrity and consistency of the identity, the horizontal logo should never be reproduced smaller than H 50px x W 278px. The Arctic Reflections logo should be no smaller in terms of height than any other logo on a document.



# What Not To Do

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**ARCTIC REFLECTIONS**

a)



**ARCTIC REFLECTIONS**

b)



**ARCTIC REFLECTIONS**

d)



**ARCTIC REFLECTIONS**

c)

# Logo Use On Backgrounds

## Solid Backgrounds

The horizontal logo with black text should be used on a background lighter than 40% grey.



## Multicolored Backgrounds

The logo with black (#000000) text should be used on light multi-colored images.

The logo with white (#ffffff) text should be used on light multi-colored images.



# Restoring Arctic sea ice to counter global warming



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