



## Colors

Building on the foundation of Archatrak's current brand colors our proposal includes small refreshes to the shades for both primary colors.

The updated teal color, called Metallic Seaweed, feels fresh and modern without straying far from the current brand. The second primary color has been made deeper and more neutral with a shade of black called Night. This is a combination of colors will translate well any media used be it digital or print.

Our secondary colors are meant be used sparingly. They complement the primary colors and add a sense of lightness to the overall brand.

### Metallic Seaweed

PRIMARY

CMYK  
(94%, 10%, 0%, 47%)

HEX  
#087A87

RGB  
8, 122, 135

### Night

PRIMARY

CMYK  
(34%, 6%, 1%, 93%)

HEX  
#0C1112

RGB  
30, 30, 30

### Maximum Blue

SECONDARY

CMYK  
(67%, 13%, 0%, 22%)

HEX  
#42FC8

RGB  
66, 175, 200

### Jonquil

SECONDARY

CMYK  
(0%, 17%, 93%, 3%)

HEX  
#F8CD12

RGB  
248, 205, 18

### Bright Gray

SUPPORT

CMYK  
(0%, 0%, 0%, 6%)

HEX  
#EFEFEF

RGB  
239, 239, 239

### White

SUPPORT

CMYK  
(0%, 0%, 0%, 0%)

HEX  
#FFFFFF

RGB  
255, 255, 255

## Typography

As with the color palette we also based our typography on Archatrak's existing logo. This selection of fonts feels at home beside the logo but can be presented independently while still maintaining the brand's look and feel.

The heading font, Outfit, mimics the logo type with very similar typography. This is especially noticeable with the lowercase "a" and "r" characters. This is a font family that translates exceptionally well to different sizes without losing legibility.

For body copy and content we have paired it with Helvetica Neue, a modern version of the tried-and-true Helvetica font family. With similar lines and build as our heading font, Helvetica Neue is a strong complement that is very versatile and also translates well to digital or print.



### Bring **Amenity & Style** To Outdoor Environments

Results are what differentiates us from other building materials recruiters and why we have grown to become the top producing recruiting firm in the building materials industry.

## Outfit

Outfit Thin

Outfit Regular

**Outfit Semibold**

## Helvetica Neue

Helvetica Neue Light

Helvetica Neue Regular

**Helvetica Neue Bold**