

**Arré**

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1.1. Logotype

1.2. Typography

1.3. Color

1.4. Brand Applications

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# 1.1.

# Logotype

Logotypes are available as .eps and .png files in the Brand Library

**Arré**

Logotype construction



Logotype regular + reverse

**Arré**

**Arré**

Logotype black&white regular + reverse

**Arré**

**Arré**

# Logotype and symbol reduced versions

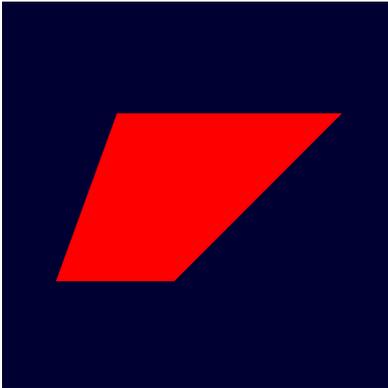
Logotype



Reverse logotype



Reverse symbol



For small sizes (30px x 30px or smaller), we recommend using the symbol.

## Logotype application (icon)

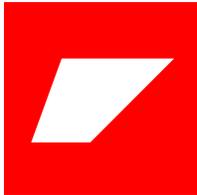
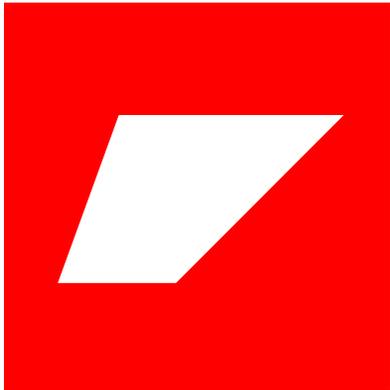
For the launch, as it is a new brand, we recommend going with the full logo (word mark).  
But in future we might go down to just the symbol as an icon.



# Alternative colors (symbol)

Reduced versions

Reverse symbol (Arré Red)



Reverse symbol (Arré Gradient)



## Logotype application (icon)

Alternative color versions of the symbol used as icons

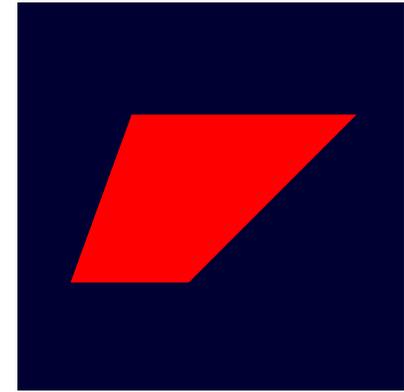


## Logotype Don'ts

Original logotype and symbol



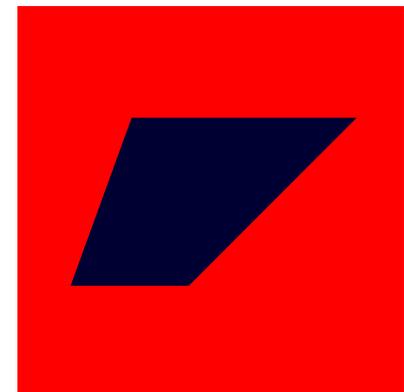
**Arré**



Don't invert original colors



**Arré**



## Logotype Don'ts

Don't invert or change the original colors:



## Logotype Don'ts

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Original logotype

**Arré**

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Don't change the original accent

× **Arré**

× **Arré**

× **Arré**

Don't change the original font

× **Arré**

× **Arré**

× **Arré**

Don't change the original logotype

× **Arré**

× **Arré**

× **ARRÉ**

## Logotype Don'ts

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Original logotype

**Arré**

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Don't use gradients or apply effects or distort to the original logo:

× **Arré**

× **Arré**

× **Arré**

× **Arré**

× **Arré**

× **Arré**

Don't change the original color:

× **Arré**

× **Arré**

× **Arré**

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# 1.2. Typography

Primary typography  
Akhand

Akhand is a family of eight fonts for display applications. Featuring condensed straightsided letterforms, Akhand is a virtually monolinear sans serif. The design of the face is based on a modular structure, but not every aspect looks constructed. Its forms look great in headlines and function well when different weights are combined together. The fonts are part of the larger Akhand super family, which covers a variety of Indian scripts.

Design by Satya Rajpurohit in 2015 (India Type Foundry).

Extralight  
Light  
Semilight  
Regular  
Semibold  
Bold  
Extrabold  
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

We want to consider having a custom Akhand typography for Arré.  
We would like to modify lowercase g, uppercase J and uppercase P.  
We would like to collaborate with India Type Foundry to make this possible.

**Extralight**

**A)AI CHACKO**

**P)RODUCT**

**Gay marriage is now legal in USA. But where does India stand on section 377?**

**PRODUCT DESIGN,  
ARCHITECTURE,  
AJAI CHACKO,  
CHRIS ROBERTS**

**Gay marriage is now legal in USA. But where does India stand on section 377?**

**P**RODUCT DESIGN,  
ARCHITECTURE,  
**A**AI CHACKO,  
CHRIS ROBERTS

Secondary typography  
Kohinoor

Kohinoor is an elegant low contrast humanist sans-serif typeface suitable especially for body text. Part of the super family Kohinoor Multiscript. Kohinoor Latin comes in 5 upright styles with their complementary italics. Kohinoor offers a similar colour to texts set in the Gumukhi, Latin, Tamil or Devanagari subfamilies from Kohinoor Multiscrip.

Design by Satya Rajpurohit in 2010 (India Type Foundry).

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Light  
Book  
Demi  
**Medium**  
**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

Supporting other alphabets

In the future we might need to use Hindi or other Indian languages. Akhand and Kohinoor are supporting all of the major Indian languages while harmoniously translating a single design aesthetic across each writing system.

Akhand Malayalam

മലയാളി

Akhand Bengali

ছাপাখানা

Akhand Tamil

தானமது விரும்பு

भारीया शारापोवानुं शअंर सोयी गो लोडोनुं  
पुराउन पंजाधी उिचारर अहुसार गुरमुधी लिं  
Kohinoor Gujarati is an all-around  
புல்மோட்டை முஸ்லிம் மீணவா  
भारतीय गेंदबाजों ने बनाया ऑकलैंड टेस्ट क

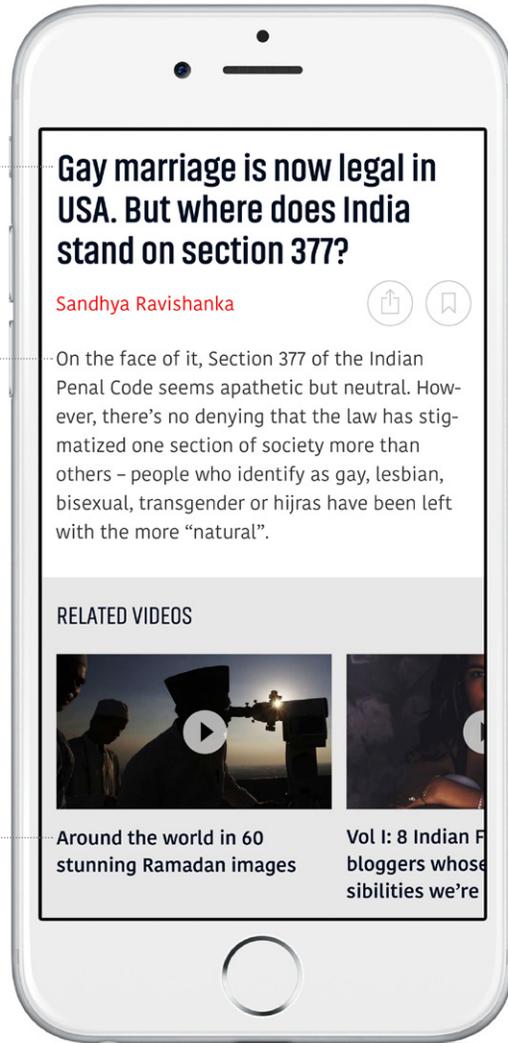
# Typography application



Akhand is suitable especially for titles.

Kohinoor is good for body text.

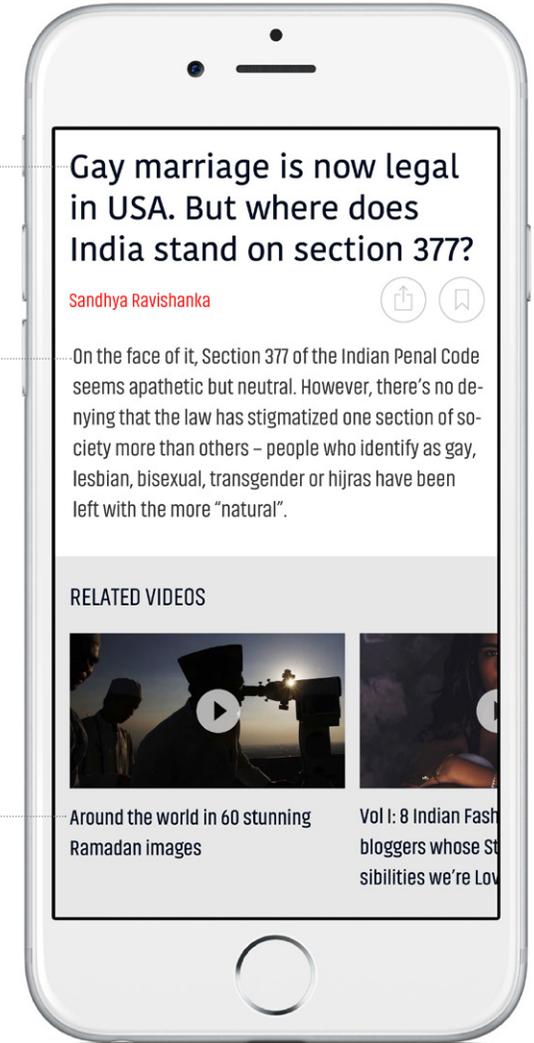
We recommend using Kohinoor for small text (20px or below).

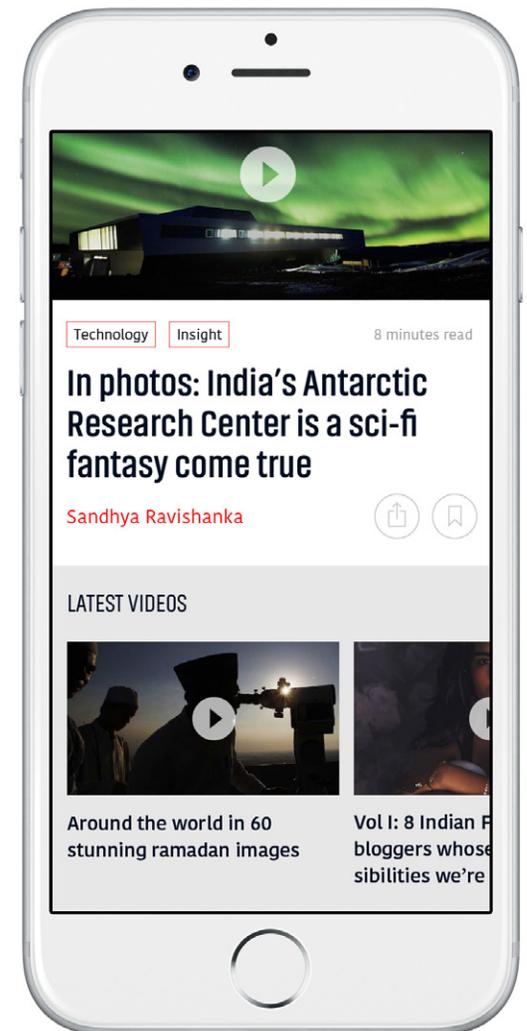
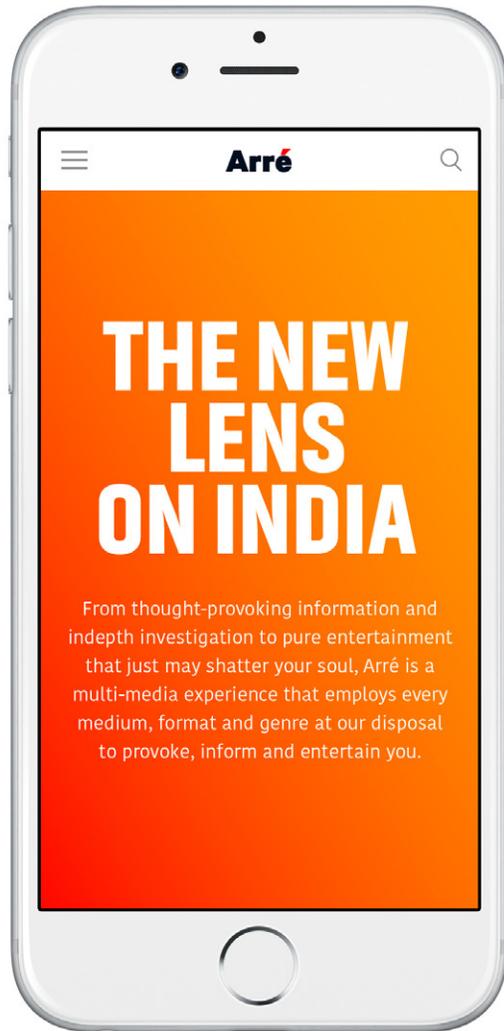


Kohinoor for titles does not have a lot of impact.

Akhand is too condensed for body text.

Akhand for small text (20 px or below) is not ideal.





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# 1.3. Color

## Primary colors

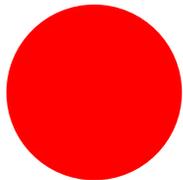
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Original logotype

**Arré**

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Arré Red

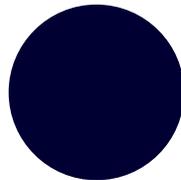


R=255  
G=0  
B=0

C=0  
M=100  
Y=100  
K=0

Pantone  
Warm Red C

Arré Dark Blue

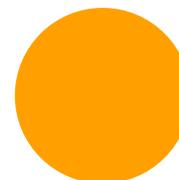


R=0  
G=0  
B=50

C=100  
M=86  
Y=0  
K=80

Pantone  
2758 C

Arré Yellow



R=255  
G=160  
B=0

C=0  
M=45  
Y=100  
K=0

Pantone  
1235 C

Arré Gradient



From Arré Red  
to Arré Yellow  
Angle=45°

## Secondary colors

Original logotype

The logo for 'Arré' is displayed in a bold, dark blue sans-serif font. A small red triangle is positioned above the 'é' character, pointing to the right.

Arré Light Blue



R=40  
G=190  
B=215

C=70  
M=0  
Y=15  
K=0

Pantone  
637 C

Arré Purple



R=100  
G=70  
B=100

C=60  
M=75  
Y=40  
K=20

Pantone  
5135 C

Arré Teal



R=30  
G=180  
B=150

C=75  
M=0  
Y=55  
K=0

Pantone  
326 C

Arré Grey 1



R=240  
G=240  
B=243

C=0  
M=0  
Y=2  
K=8

Pantone  
Cool Grey 1 C

Arré Grey 2



R=210  
G=210  
B=215

C=11  
M=7  
Y=8  
K=10

Pantone  
428 C

Arré Grey 3



R=164  
G=164  
B=170

C=20  
M=11  
Y=10  
K=21

Pantone  
429 C

Arré Grey 4



R=123  
G=123  
B=130

C=20  
M=9  
Y=10  
K=45

Pantone  
430 C

Arré Grey 5



R=73  
G=73  
B=80

C=21  
M=3  
Y=0  
K=87

Pantone  
432 C



Color treatment 2













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**1.4.**

# **Brand Applications**

Stationary



Tote bag



Facebook navigation bar: f, search, Guillermo, Home 1, notifications, messages, settings.

Cover Photo: Vibrant red and orange marbled pattern.

Profile Picture: Dark square with 'Arré' in white.

Page Name: Arré Media/Publishing

Actions: Contact Us, Like, Message, ...

Navigation: Timeline, About, Photos, Likes, More

Like Count: 19k people like this (Akshay Mehta)

Invite friends to like this Page

ABOUT

Arré is a new lens on contemporary Indian culture and its many stories. Our aim is to push the boundaries of creative and journalistic expression while inspiring Indian culture-seekers.

www.arre.co.in

PHOTOS

Grid of photos: food, a woman, solar panels, a person, a person in a hard hat, a person in a uniform, a person in a uniform, a person in a uniform.

Post: Arré 3 hrs ·

Introducing one of India's least talked about science ventures...the Bharathi Antarctic Research Station.

In Photos: India's Antarctic Research Center Is A Sci-Fi Fantasy Come True

Can the tropics-raised Indian survive in -40 degrees Celsius temperatures,... Read more >

Right Sidebar: Create Page, Recent (2015, 2014, 2013), Sponsored (AT&T, PayPal)

# Logo applied dont's (Facebook)

Don't invert original colors



**Arré**  
Media/Publishing

Contact Us Like Message

Timeline About Photos Likes More

19k people like this  
Aksshay Mehta

Invite friends to like this Page

**ABOUT**

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[www.arre.co.in](http://www.arre.co.in)

**PHOTOS**

**Arré**  
3 hrs ·

Introducing one of India's least talked about science ventures...the Bharathi Antarctic Research Station.

**In Photos: India's Antarctic Research Center Is A Sci-Fi Fantasy Come True**  
Can the tropics-raised Indian survive in -40 degrees Celsius temperatures,... Read more >

**Create Page**

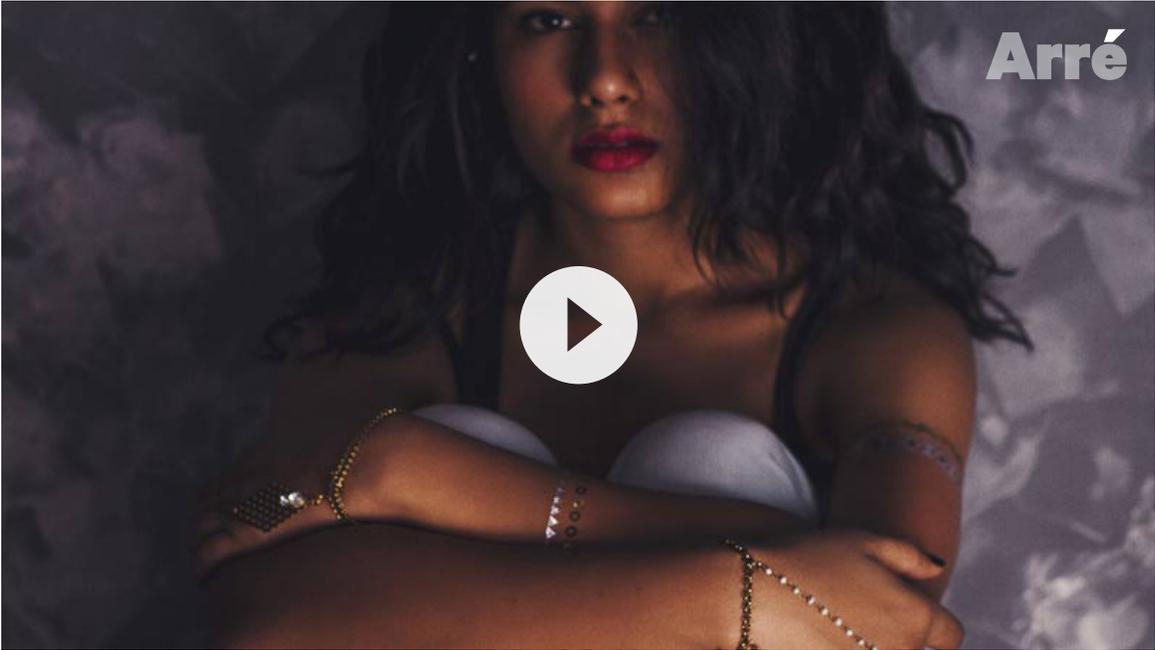
**Recent**  
2015  
2014  
2013

**Sponsored**

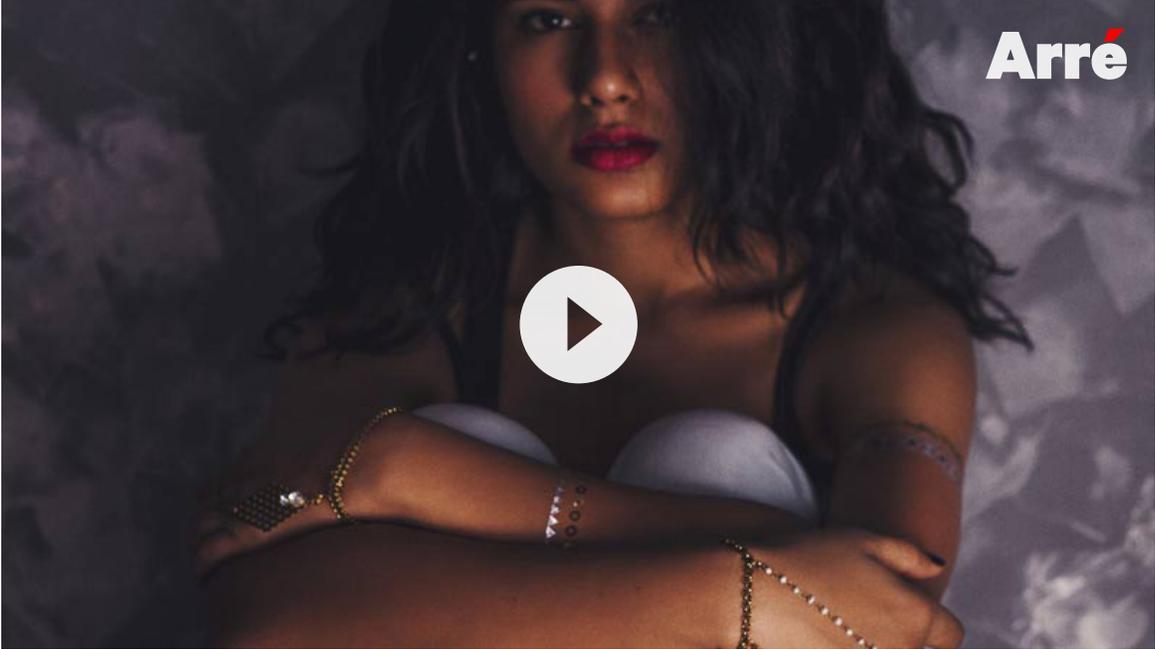
Post photos from 200 feet  
wireless.att.com  
See if you can get an AT&T wireless discount through your employer. Check eligibility.

**Quicker pay, more play.**  
paypal.com  
Score games and downloadable content with just a username & password when you use PayPal.

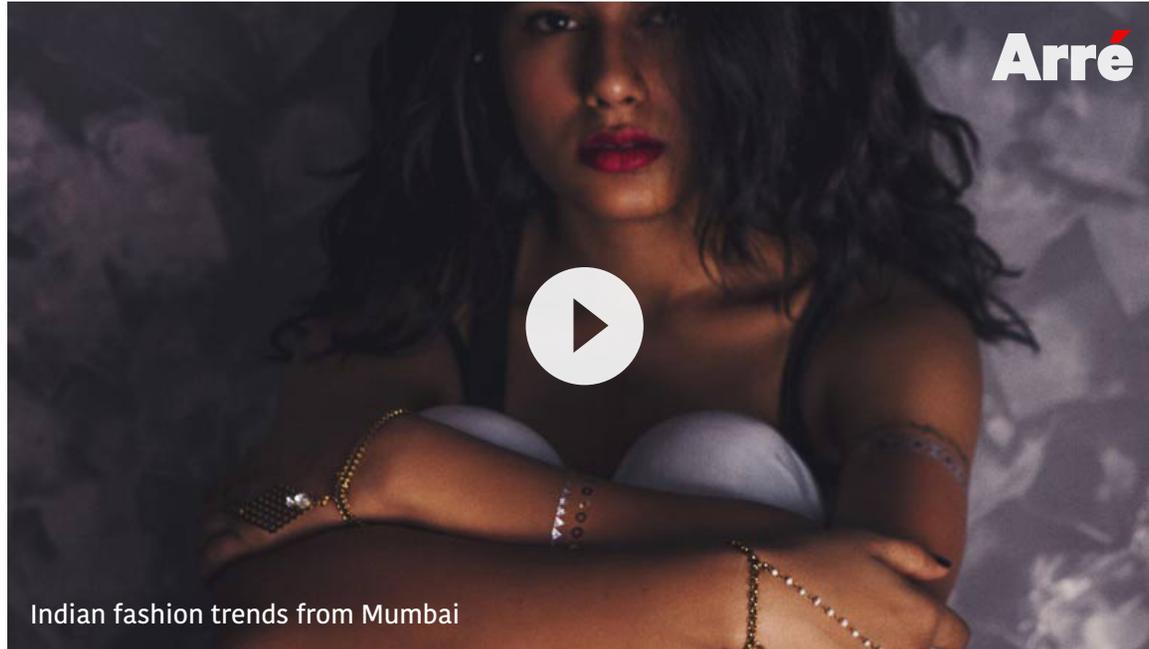
Watermark  
(white)



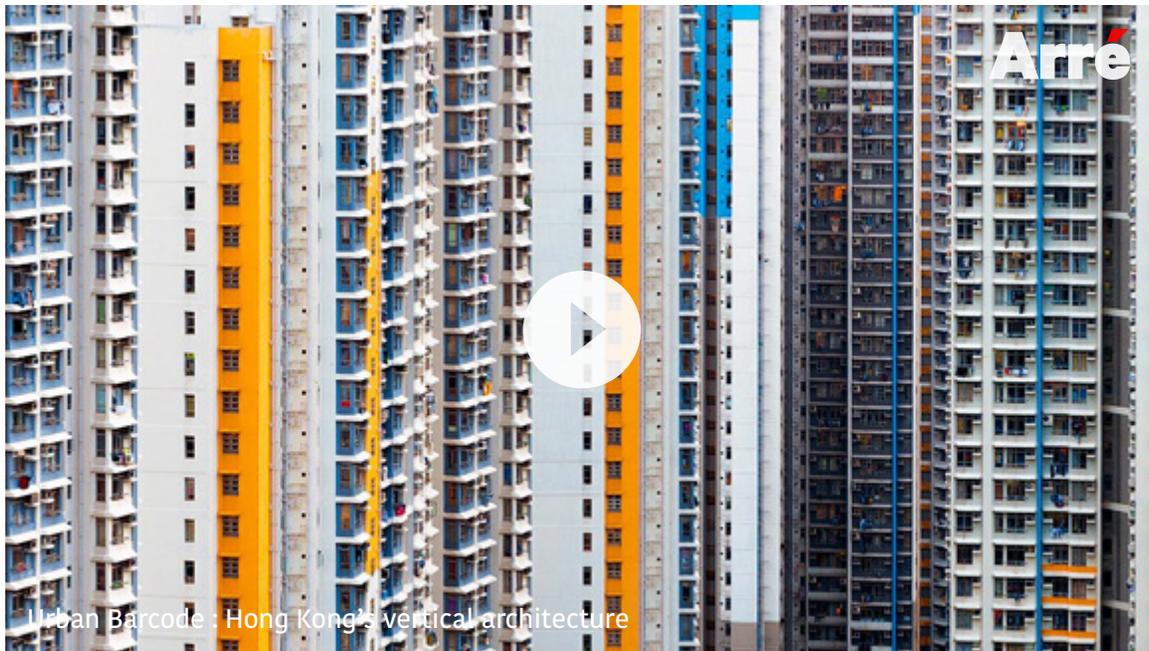
Watermark  
(color)



## Watermark + Subtitles

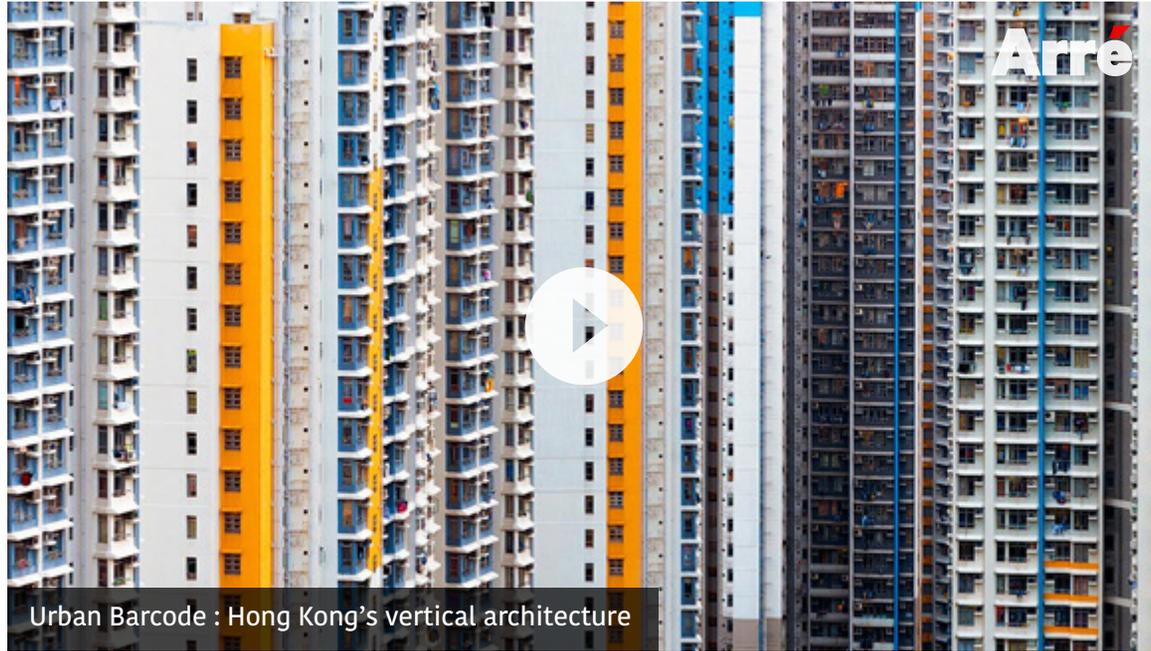


We recommend keeping subtitles as simple as possible.



However, depending on the background image, we will need some graphic treatment in order to make them readable.

Watermark +  
Subtitles



Dark background treatment

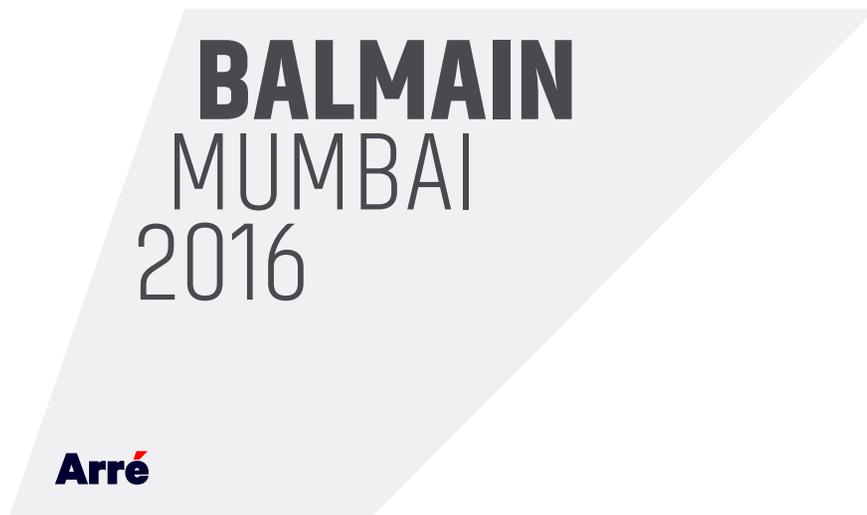
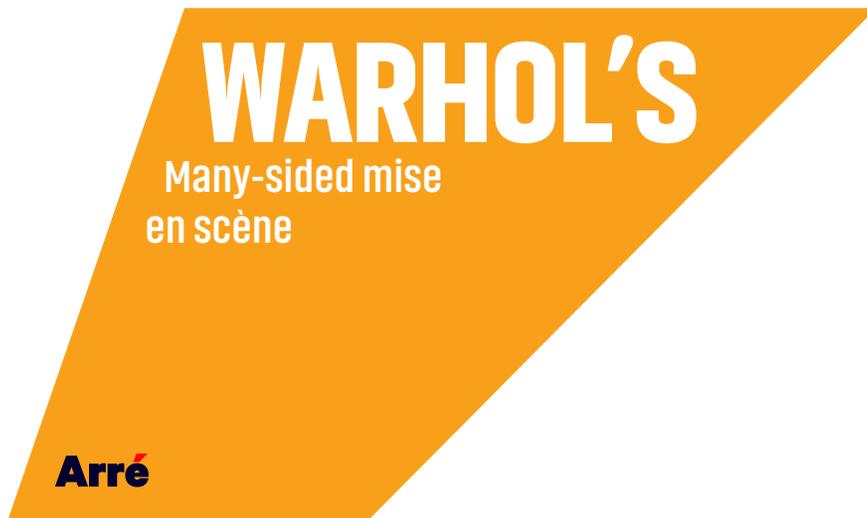


Light background treatment

Symbol used as a photographic mask

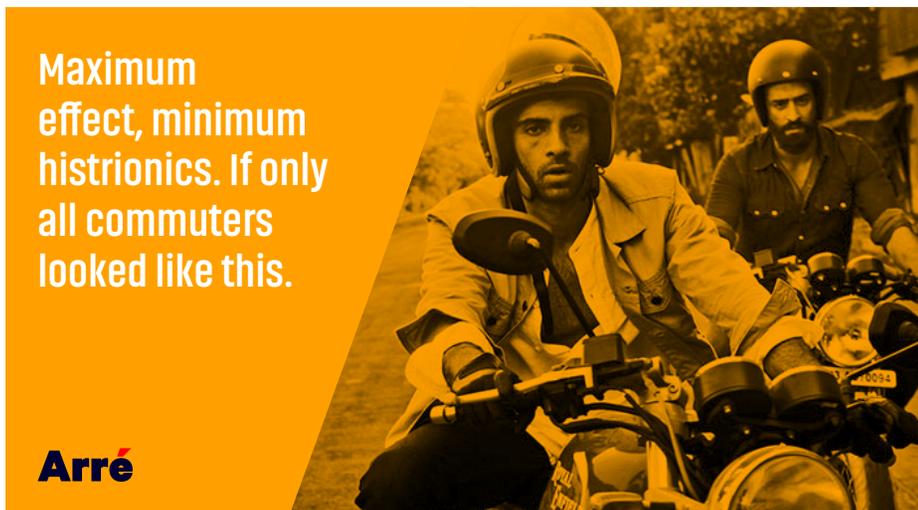
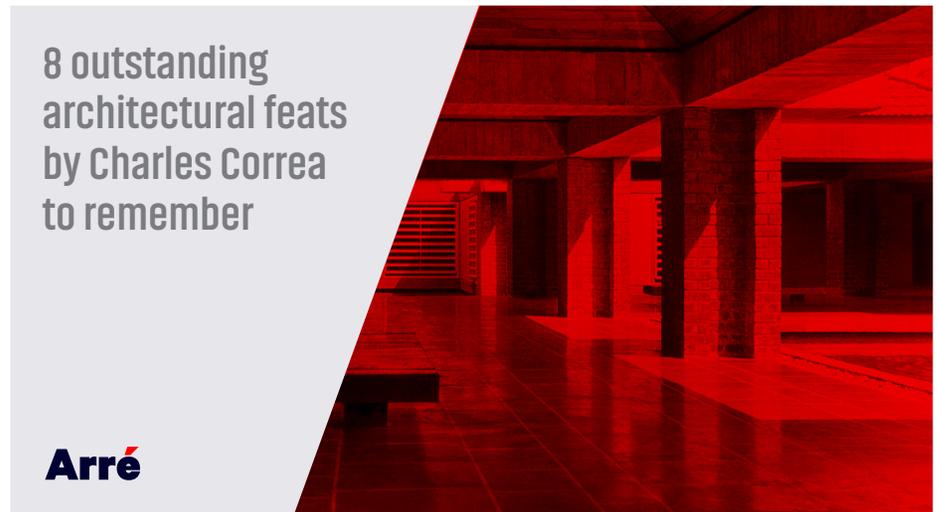


Symbol used as a typographic mask



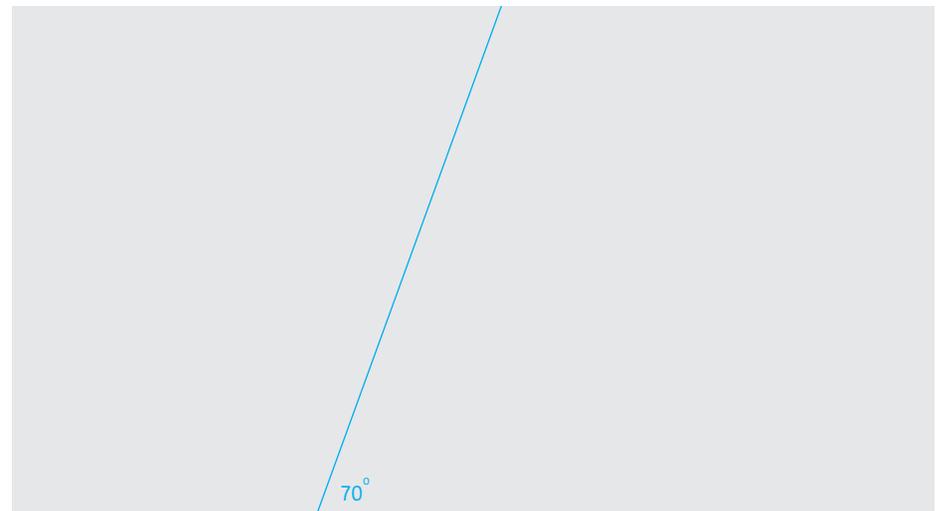
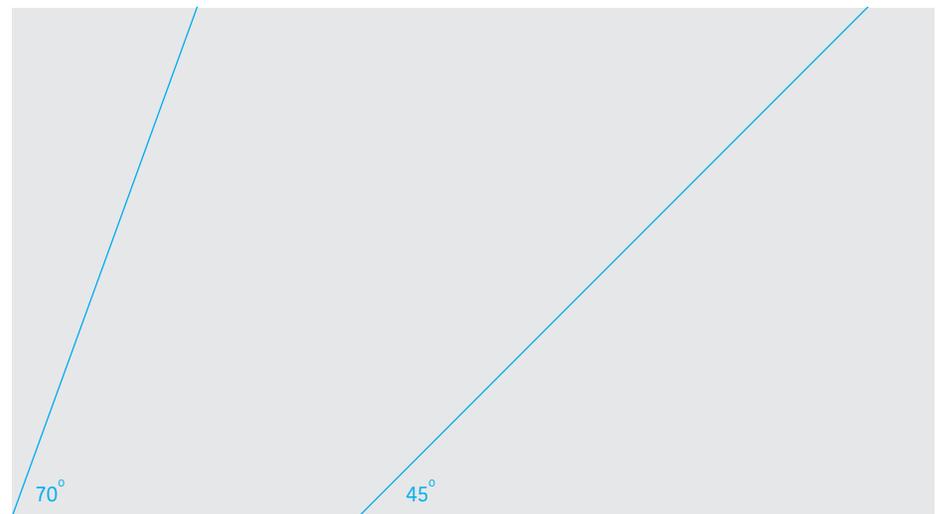






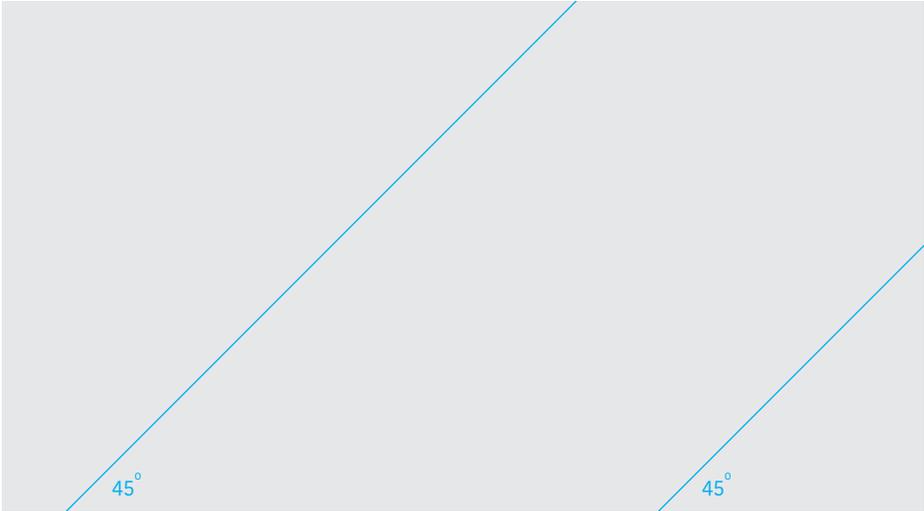
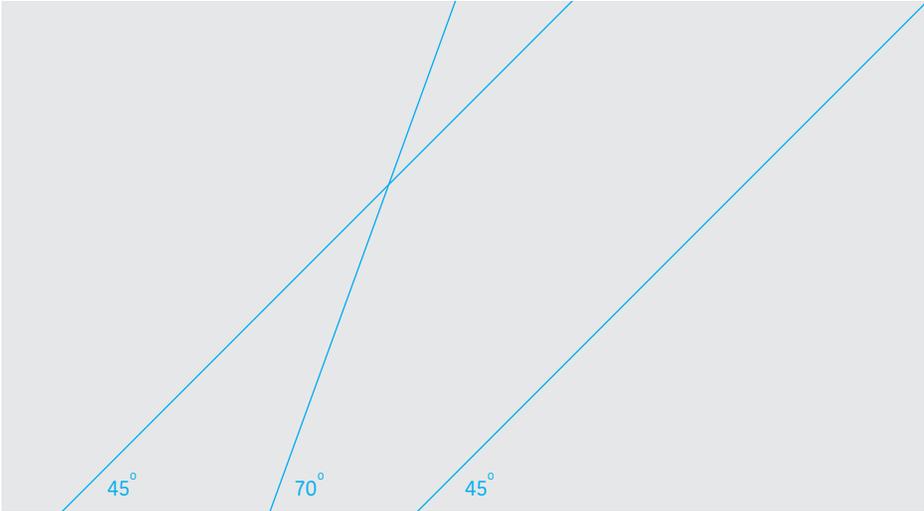
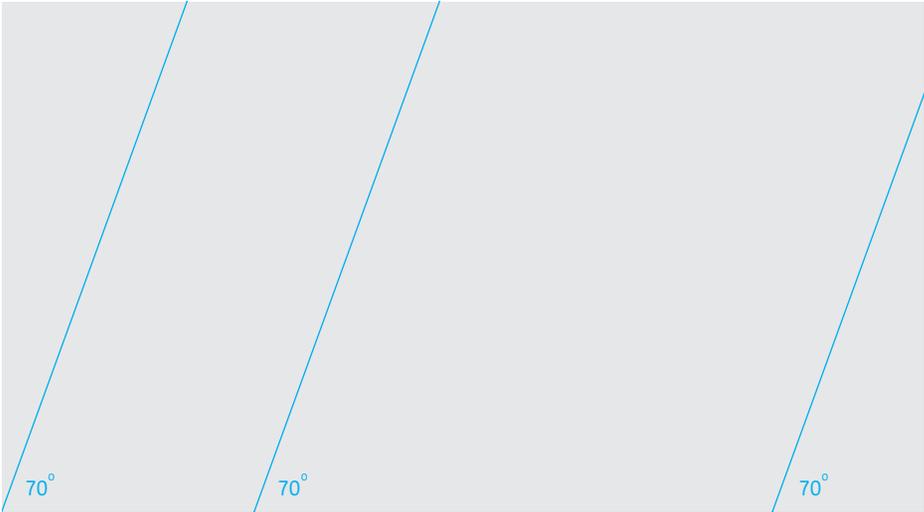
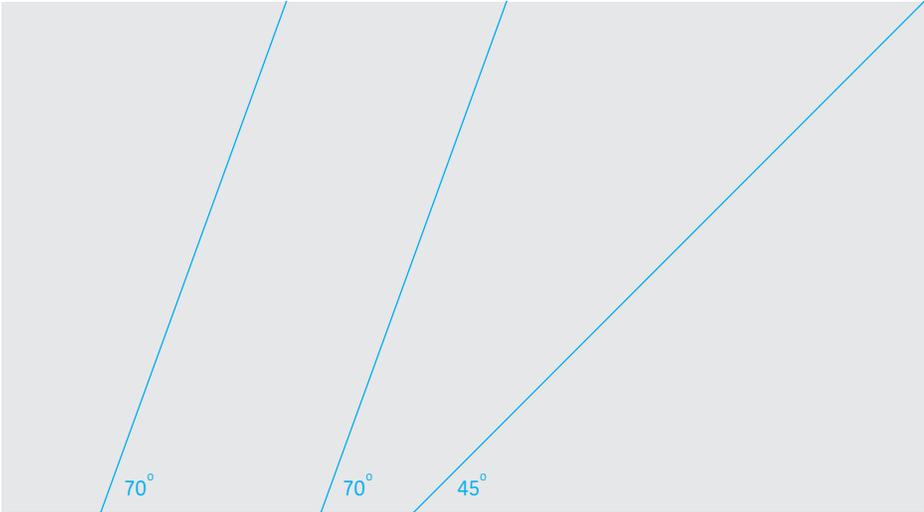


Banner's construction

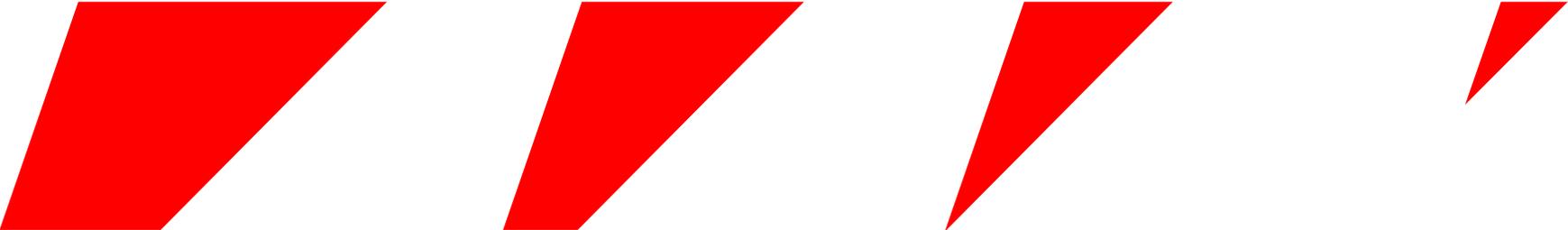


# Banner's construction

With these 2 angles (45° and 70°) we have multiple options for brand applications and animations.



Brand animation (Symbol)



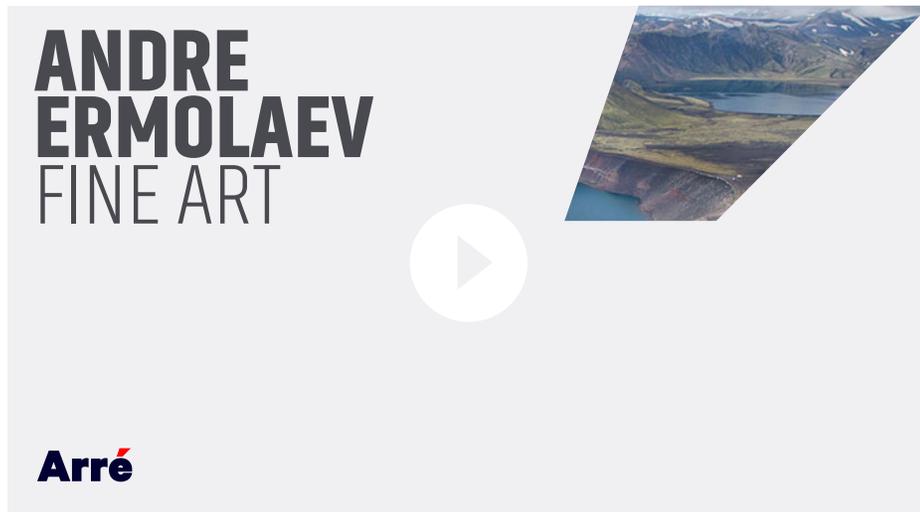
Brand animation 1 (Titles)



Brand animation 2 (Titles)



Brand animation 3 (Titles)



Brand animation 4 (Titles)

