

Arrowhead Plastic Engineering – Identity Style Guide

Standard Identity Mark

The standard identity mark should be used for most applications, reserving alternative representations for special circumstances.



Alternative Layouts



HORIZONTAL



SYMBOL



SOLID COLORS

Color

Always reproduce the identity mark only in the colors illustrated and specified here. Use the Pantone colors indicated for accurate colour matching.

Peacock Blue	Dark Teal	Pewter	Slate
PANTONE® 311 C / U	PANTONE® 5473 C / U	PANTONE® Cool Gray 10 C / U	PANTONE® 421 C / U
C 60 R 81 M 0 G 198 Y 15 B 216 K 0	C 60 R 31 M 0 G 103 Y 15 B 115 K 60	C 0 R 109 M 0 G 110 Y 0 B 114 K 70	C 0 R 158 M 0 G 159 Y 0 B 163 K 45
Web #51c6d8 Embroidery #1094	Web #1f6773 Embroidery #1290	Web #6d6e72 Embroidery #1041	Web #9e9fa3 Embroidery #1085



Additional Standards of Reproduction:

Compliance with the following standards will ensure quality reproduction and maximum visual impact.

The logo files must be used as supplied and should not be manipulated or altered.

The logo should not be scanned into a computer from a hard copy.

Printers should only be supplied with the logo in the form of a high-resolution master electronic file.