



ARCS<sup>®</sup> Foundation

# VISUAL STYLE GUIDE

Revised: June 21, 2025

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# Logo Varitations

This is the only approved logo  
when referring to ARCS Foundation  
or one of its chapters.



ARCS Blue



White



Black



Without tagline

# Unacceptable Logo Use

To the right are treatments that should not be applied to our logo. These are guidelines that should be adhered to with no exceptions.

There are several color and structure versions of our logo to satisfy a wide range of placements and uses. Selecting the proper version will ensure the most cohesive version of the ARCS brand.



Do not apply special effects.



Do not rotate.



Do not stretch or condense.



Do not change the color.



Do not apply a stroke.



Do not use logo over color that results in illegibility.



Do not remove elements.



Do not remove elements.



Do not remove elements.

# Trademarks

ARCS Foundation, Inc. is our alternative corporate name as registered with the California Secretary of State. A corporate name (used as registered) is given higher protection than a trademark or service mark. Therefore, when using the full and proper corporate name, ARCS Foundation, Inc., the ® mark should not be used.

However, when referencing ARCS® Foundation, the first use of the name in the materials should have the ® mark inserted following the word “ARCS” to indicate that it is a name/word that has been registered as a service mark in the Patent & Trademark Office.

This standard is applicable to all graphic images created for national and chapter use and publication.

At the end of any printed piece, insert the phrase: “ARCS® and its logo are registered with the US Patent & Trademark Office.”





# Color System

ARCS Foundation’s Primary Colors should receive dominant design emphasis. The Complementary Colors should be balanced so as not to overemphasize any one Complementary color.

Tints in any desired percent transparency are allowed as shown.

## Primary Colors

ARCS Blue

**COLOR CODES**  
#003087  
R 0 G 48 B 135  
**PANTONE:** 287C 100%

ARCS Teal

**COLOR CODES**  
#009CA6  
R 191 G 203 B 225  
**PANTONE:** 320C 100%

## Complementary Colors

ARCS Green

**COLOR CODES**  
#285c4d  
R 40 G 92 B 77  
C 57 M 0 Y 16 K 64  
**PANTONE:** 626C 100%

ARCS Purple

**COLOR CODES**  
#686e9f  
R 104 G 110 B 159  
C 35 M 31 Y 0 K 38  
**PANTONE:** 7668 C 100%

ARCS Red

**COLOR CODES**  
#9D2235  
R 157 G 34 B 53  
**PANTONE:** 201C 100%

ARCS Gold

**COLOR CODES**  
#F1C400  
R 241 G 196 B 0  
**PANTONE:** 7406C 100%

ARCS Greige

**COLOR CODES**  
#696158  
R 105 G 97 B 88  
**PANTONE:** 405C 100%

# Primary Font

## Verdana

Verdana comes in a wide range of weights which makes it versatile for usage across all aspects of our brand— from internal collateral documents to consumer-facing marketing materials.

For ARCS brand recognition, we recommend that chapters use this font, along with the Secondary Font, whenever possible.

**VERDANA LIGHT**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

**VERDANA REGULAR**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

**VERDANA BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

**VERDANA REGULAR ITALIC**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz1234567890*

**VERDANA BOLD ITALIC**  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz1234567890***

### FONT USAGE

**Headline**  
Verdana Bold  
Size: 24 pt and above

**HEADLINE**

**Subhead**  
Verdana Regular  
Size: 14-24 pt

Lorem Ipsum Dolor Sit Amet

**Body Copy**  
Verdana Regular  
Size: 10-14 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

# Secondary Font

## Arial

In most instances, our primary typeface will be applied. There may be times where a fall-back font must be used. For these rare cases, the Arial font family may be used as a universal fallback to our primary typeface.

ARIAL REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL ITALIC  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890*

ARIAL BOLD  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890**

ARIAL BOLD ITALIC  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890***

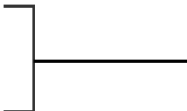
### FONT USAGE

**Headline**  
Arial Bold Size: 24 pt  
and above



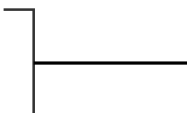
**HEADLINE**

**Subhead**  
Arial Regular  
Size: 14-24 pt



Lorem Ipsum Dolor Sit Amet

**Body Copy**  
Arial Regular  
Size: 10-14 pt



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam



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REWARDS FOR COLLEGE SCIENTISTS

[WWW.ARCSTFOUNDATION.ORG](http://WWW.ARCSTFOUNDATION.ORG)

QUESTIONS CAN BE ADDRESSED TO  
THE VP OF COMMUNICATIONS:  
[BRANDING@ARCSTFOUNDATION.ORG](mailto:BRANDING@ARCSTFOUNDATION.ORG)