

Identity built for the mission.



ARSENAL LABS

01 / LOGO SYSTEM

Primary: amber mark + Mission Ink wordmark on light backgrounds.

Reversed: amber mark + Signal White wordmark on dark backgrounds.

Stacked: portrait formats. Wordmark: text-first placements.

Monochrome: one-color dark or light reproduction.

Keep clear space equal to one quarter of the mark height on all sides.

02 / USAGE

Keep the supplied proportions, orientation, and colors unchanged.

Do not stretch, rotate, add effects, or place on low-contrast imagery.

Suggested minimum horizontal width: 180 px digital / 45 mm print.

Use dedicated favicon assets at 16-64 px rather than the full lockup.

SVG lettering is outlined; the helmet is embedded raster artwork.

For large-format print, commission a true vector redraw of the mark.

Color & typography



Arsenal Amber

#F69810 | RGB 246, 152, 16

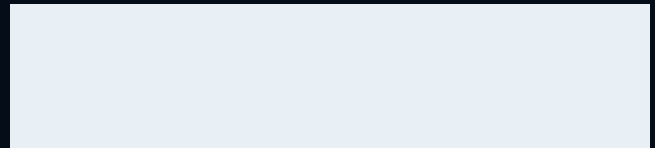
Mission Ink

#050E18 | RGB 5, 14, 24



Operations Steel

#0B1723 | RGB 11, 23, 35



Signal White

#E9F0F5 | RGB 233, 240, 245



Field Gray

#92A0AD | RGB 146, 160, 173



Telemetry Cyan

#4FABCD | RGB 79, 171, 205

TYPOGRAPHY

Archivo 700-800: headlines and wordmark.

IBM Plex Sans 400-600: body copy and interface.

IBM Plex Mono 400-500: labels and technical data.

Fonts are available through Google Fonts under open-source licenses.

Included exports need no font installation. Archivo license is included.

HEX/RGB values are the source of truth for digital work.

CMYK in the JSON is approximate: proof with your printer before production.