

2026 · IDENTITY SYSTEM

Arqen  
*Brand  
Guide*

*Markets, in motion.*



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*guide*

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# Using the Arqen brand

## A NOTE FROM THE STUDIO

Arqen is a market in pulse — disciplined, precise, and quietly alive. Our identity moves the way a price moves: small, repeating signals that, at scale, draw a line.

*Use this guide to keep that signal clean across every surface.*

## OUR LOGO

A waveform paired with  
the Arqen wordmark.



The mark and wordmark always  
travel together in the primary  
lockup. Use the mark on its own  
only when the wordmark is  
established nearby.

## LOGO CONSTRUCTION

# Built on a unit of $x$ .



↔ 14X BASELINE GRID

 $x = 1/7 \text{ CAP HEIGHT}$ 

The cap height of the wordmark equals seven units (7x). The waveform mark sits on the same baseline and never exceeds the cap height.

# The story of the mark



## SYMBOLISM

Seven shards rise from a single baseline — a waveform of activity radiating from the centre.

*Like a market: many small motions, one clear signal.*

SPACING

Give the mark  
room to *breathe*.



MINIMUM SIZES

Don't go below 24 px  
digital, 18 mm in print.

Maintain clear space equal to **x** on  
every side. **x** equals the height of the  
smallest waveform shard.

MISUSE

# Things to *never* do.

Six common ways the mark gets bent out of shape – please don't.



DON'T RECOLOR



DON'T STRETCH



DON'T ROTATE



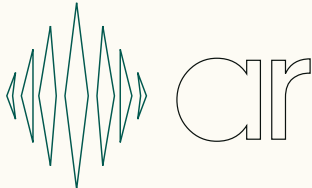
NO CLASHING BACKGROUNDS



DON'T ADD EFFECTS



DON'T CROWD IT



DON'T OUTLINE

PRIMARY PALETTE

Four colors,  
one disposition.

Arqen Teal carries the brand.  
Cream is the resting surface.  
Deep and Verdant deepen and  
lift, respectively.

|                                                                                                                                                                                                      |                                                                                                                                                                                                         |                                                                                                                                                                                                     |                                                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>HEX</div><div>#FDFBF4</div><div>RGB</div><div>253 251 244</div><div>CMYK</div><div>1 1 4 0</div><div>PMS</div><div>11-0602</div></div> <div><div>Cream</div><div>SURFACE • 60%</div></div> | <div><div>HEX</div><div>#01584E</div><div>RGB</div><div>1 88 78</div><div>CMYK</div><div>99 0 11 65</div><div>PMS</div><div>3298 C</div></div> <div><div>Arqen Teal</div><div>PRIMARY • 30%</div></div> | <div><div>HEX</div><div>#013D36</div><div>RGB</div><div>1 61 54</div><div>CMYK</div><div>98 0 11 76</div><div>PMS</div><div>3308 C</div></div> <div><div>Deep Teal</div><div>DEPTH • 7%</div></div> | <div><div>HEX</div><div>#138577</div><div>RGB</div><div>19 133 119</div><div>CMYK</div><div>86 0 11 48</div><div>PMS</div><div>3295 C</div></div> <div><div>Verdant</div><div>ACCENT • 3%</div></div> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

SECONDARY TINTS

For depth & data.

A 5-step ramp of Argen Teal for charts, hover states and surface layers. Use sparingly – the brand stays in primary.



TYPOGRAPHY

A serif & a monospace.

AaBB

LIBRE BASKERVILLE • SERIF • EDITORIAL  
WEIGHTS: REGULAR, ITALIC, BOLD  
USE FOR: HEADLINES • BODY • LONG-FORM

Aa  
01

DEPARTURE MONO • MONOSPACE • TECHNICAL  
WEIGHTS: REGULAR  
USE FOR: LABELS • TICKERS • CAPTIONS • CODE

FONT SIZE SCALE

A measured hierarchy.

DISPLAY

Heading 1

124 / 0.95

TITLE

Heading 2

80 / 1.05

SUBHEADING

Subheading

48 / 1.2

BODY

Body — for paragraphs

30 / 1.4

CAPTION • MONO

caption • MONO • 22 px

22 / 1.55

LOGO ON BACKGROUNDS

# Four approved surfaces.

Always preserve sufficient contrast. Cream and Ink offer the strongest reads.



ON CREAM — PRIMARY



ON ARQEN TEAL



ON DEEP TEAL



ON INK — HIGH CONTRAST

APPLICATION

# The system, in use.

A few examples of the brand applied across surfaces – print, digital, and the trading product itself.

01 • BUSINESS CARD



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02 • POSTER



Markets,  
*in motion.*

Thank  
*you.*



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