

# Branding Guidelines

FORMAT

LOGOTYPE FULL



ARROW MARKETS

FORMAT

LOGOTYPE SHORT



ARROW MARKETS

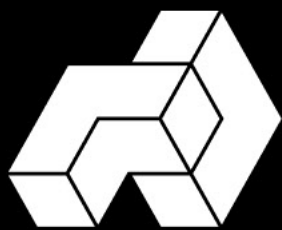
FORMAT

TYPE

# Arrow.Markets

FORMAT

LOGO



ARROW MARKETS

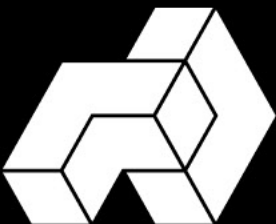
# Color use

LIGHTER BACKGROUND



USE DARK

DARKER BACKGROUND



USE LIGHT

OTHER EXAMPLE





# Recommendations

TYPE	EXAMPLE	WHEN TO USE
LOGOTYPE FULL	1.1	HORIZONTAL ROWS, HORIZONTAL SPACE IS ABUNDANT
LOGOTYPE SHORT	1.2	HORIZONTAL ROWS, HORIZONTAL SPACE IS LIMITED
TYPE	1.3	TEXT ONLY SECTIONS, VERTICAL SPACE IS LIMITED, HORIZONTAL ROWS, HORIZONTAL SPACE IS LIMITED
LOGO	1.4	VERY CROWDED BACKGROUNDS,INTERNAL USE, MERCH

1.1



1.2



1.3

Arrow.Markets

1.4



# To avoid



AVOID OVERLAPPING THE LOGO ON PHOTOGRAPHS





AVOID USING THE LOGO WITH TRANSPARENCY

