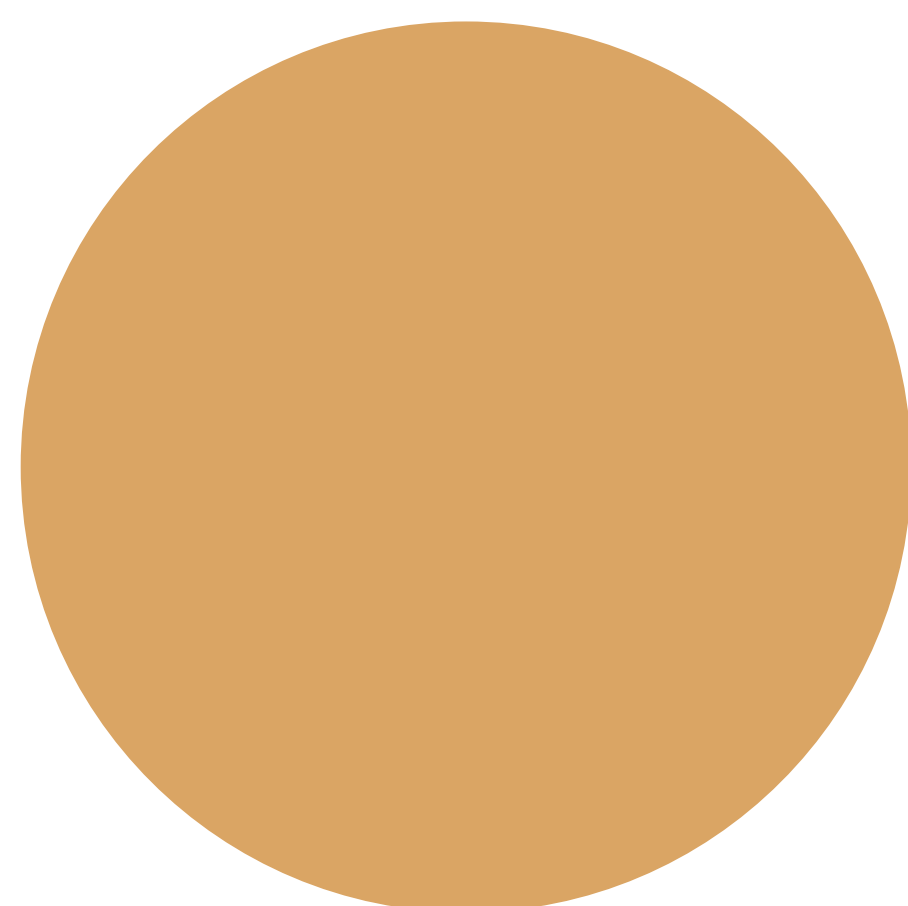
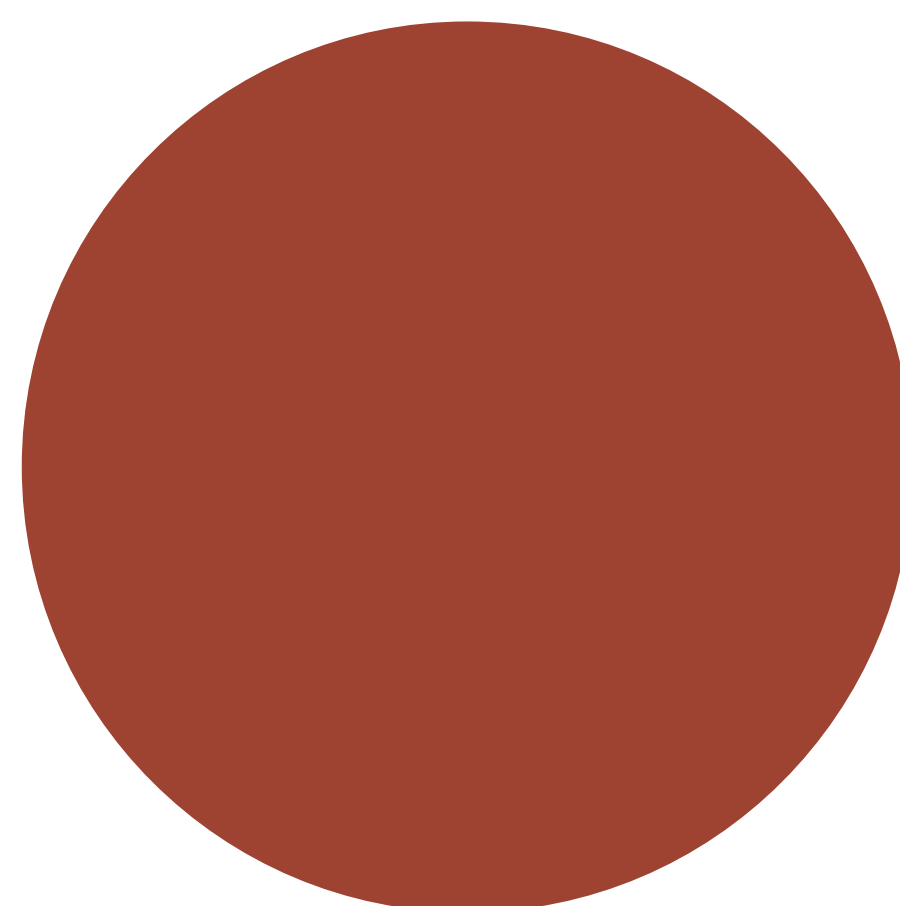


# Primary Color Palette



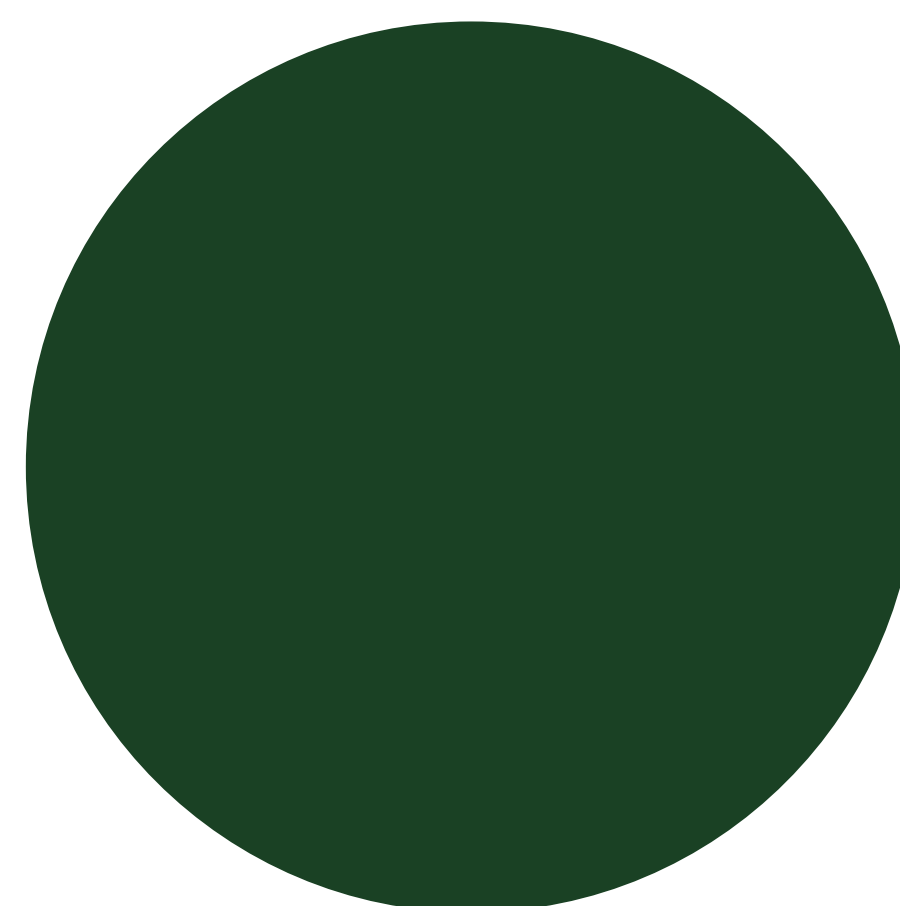
**Aztec Gold**

#CC9758



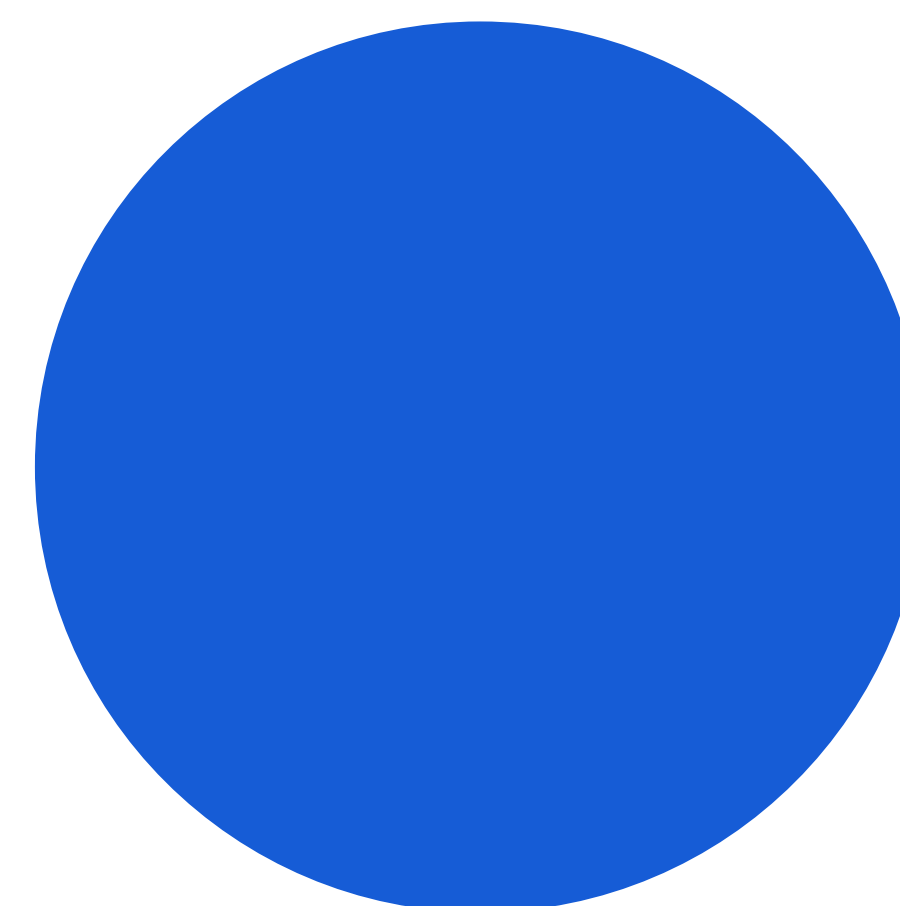
**Chestnut**

#9F4332



**Pomona Green**

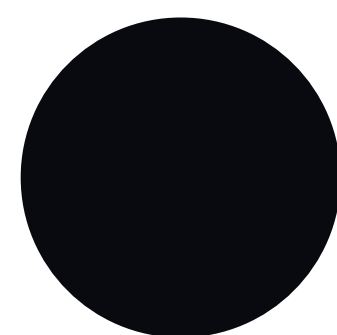
#1A4125



**Celtic Blue**

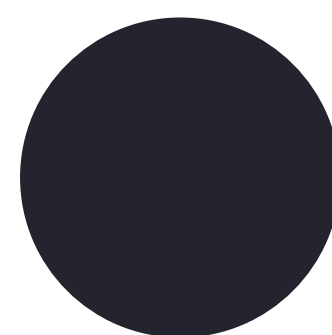
#175DD6

## Grey Levels



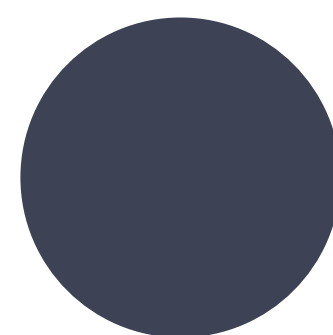
**Level 8**

#090A0F



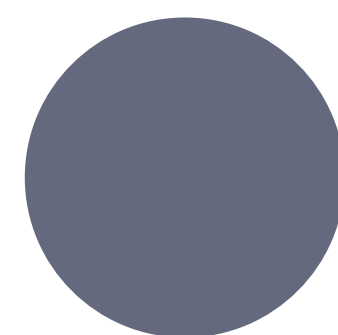
**Level 7**

#23252E



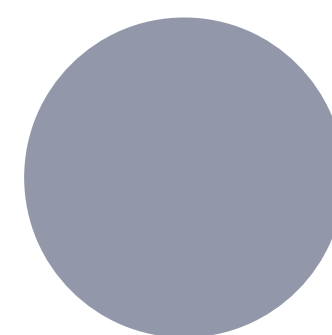
**Level 6**

#3D4254



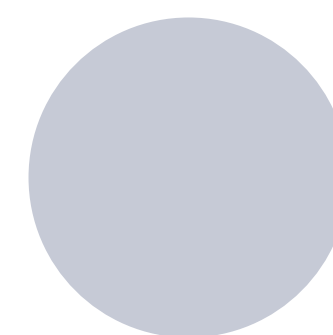
**Level 5**

#656A7F



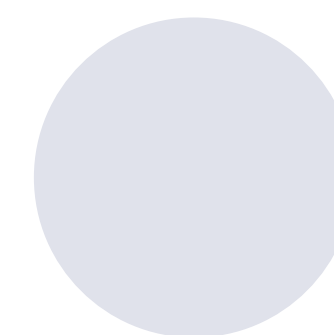
**Level 4**

#9498AA



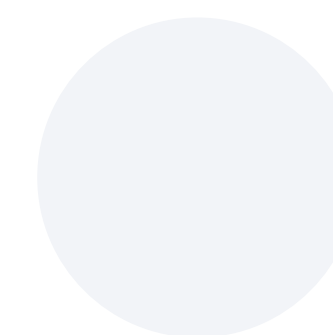
**Level 3**

#C7CAD7



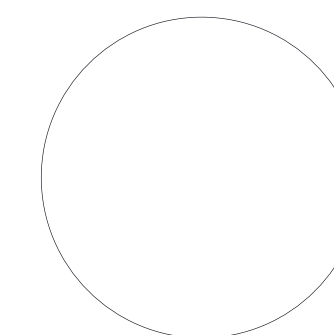
**Level 2**

#E0E2EB



**Level 1**

#F3F4F8



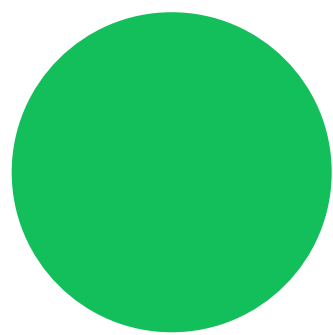
**Level 0**

#FFFFFF

# Secondary Color Palette

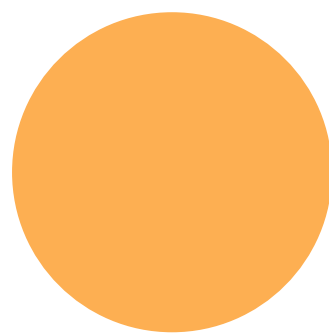
## Feedback Colors

Used to present success, warning or error states.



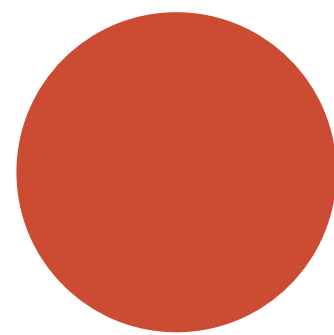
**Green**

#13BF5B



**Amber**

#FDB052

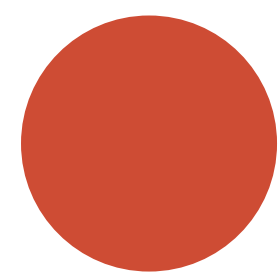


**Red**

#CC4B33

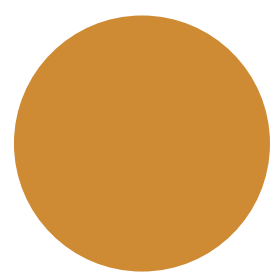
## Extended Palette

Used sparingly mostly for UI elements like charts, profiles, or icon backgrounds.



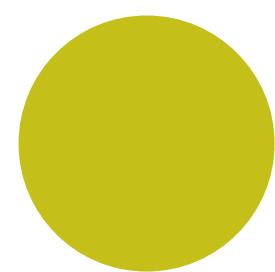
**Valencia**

#CF4C34



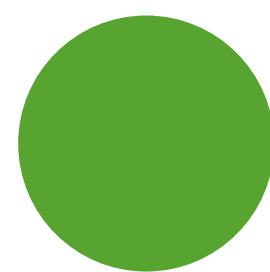
**Sienna**

#CF8C34



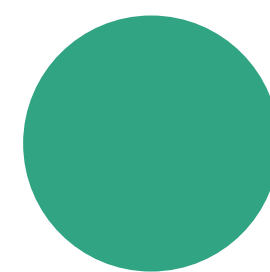
**Key Lime**

#C5C019



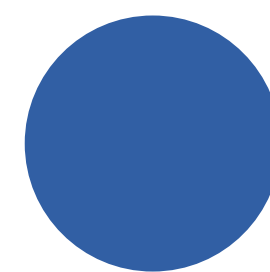
**Apple**

#58A431



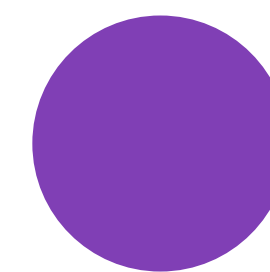
**Jungle**

#31A484



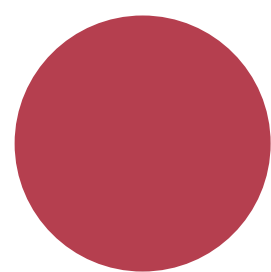
**Azure**

#315FA4



**Studio**

#8040B5



**Watermelon**

#B54050

# Isidora Sans

Isidora Sans is used for headings. Secondary uses could be pullout quotes, advertisement headings or anywhere large sized, short sentences are needed to create impact.

Don't use Isidora Sans for larger bodies of text.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

**abcdefghijklmnopqrstuvwxyz**

## Properties

- Weight: **Bold**
- Line height: **90%**
- Letter Spacing: **-6%**

## Sizing

We maintain a rhythm in layouts and typography by using powers of 2 and multiples of 8 where appropriate for sizing.

### Heading 1

48 px

### Heading 2

40 px

### Heading 3

32 px

### Heading 4

24 px

# Inter

Inter is used for body text or any non-heading text. Inter is very easy to read in larger bodies of text and should be used whenever it is available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**  
**abcdefghijklmnopqrstuvwxyz**

## Properties

- Weight: **Regular**, **Semibold**, **Bold**
- Line height: **160%**
- Letter Spacing: **-1%**

## Sizing

Paragraph L

32 px

Paragraph M

24 px

Paragraph S

16 px



# Fallback Fonts

When Isidora Sans and Inter are not available, for example in smartphone apps or shared materials where font embedding is not possible, then the following fonts should be used.

## iOS Apps

### SF Pro Display

Use SF Pro Display to replace Isidora Sans.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

### SF Pro Text

Use SF Pro Text to replace Inter.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

## Android Apps

### Roboto

Use Roboto to replace Isidora Sans and Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz  
  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

## Shared Content

### Helvetica

Use Helvetica in shared content where font embedding is not possible.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz  
  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

# Our Logo

Our Archie logo should be used whenever a graphical representation of our brand is needed. It should not be altered in any way. The Archie Design System is the source of truth for the most up to date versions of the logo.





# Logo Usage

The combination of the Archie Home Glyph and word mark create the Archie Logo Lockup.

**Never use the word mark alone**, it should always be accompanied by the Archie Home Glyph.

**Never use the logo inline with text**, it should always be by itself, with space to breathe.

## Space to breathe



Always allow space around the logo. As a guide, use the letter “e” from “Archie” to calculate breathing space.

Exceptions may be made when used in software in constricted spaces such as header bars in software applications, but in general the above guide should stand.

# The Archie Home Glyph

The Archie Home Glyph may be used separately as an icon.

It should only be used in places where Archie needs to be represented without the word mark. For example as an app icon or as a favicon that appears in the URL bar in a web browser.

## Space to breathe



Always allow space around the glyph. As a guide, use the horizontal space from the letter “r” from “Archie” to calculate breathing space.

Exceptions may be made when used in software in constricted spaces such as favicons in browsers, but in general the above guide should stand.

# Light and Dark Backgrounds

Light and dark versions of the logo have been specially designed to work well on their respective backgrounds. Never apply color to the logo itself. Instead use the light and dark versions as provided.



## Light Background

Use the dark version of the logo.



## Dark Background

Use the light version of the logo.



## Coloured Background

Use the light version of the logo.



## Image Background

Use the light version of the logo.  
Images must be darkened.