

arboretum  
by Garrett Cooper

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# Brand Overview

## About

Arboretum is the next generation of note taking, productivity, and information management software.

We provide a platform for representing and reasoning about the richly interconnected pieces of information that shape the world. By building complex webs of knowledge from unstructured text, Arboretum gives users the tools they need to separate the signal from the noise and discover real insights within vast bodies of content.

## Mission

To empower our users to create, not by thinking for them, but by providing them with the means to think only about what matters.

## Values

**Innovation:** There's no point doing something that has already been done before. Arboretum is always pushing the envelope, searching for new ways to enhance our users' own knowledge and creativity.

**Flexibility:** No two businesses, authors, or governments are the same. Instead of providing a one-size fits all solution, Arboretum empowers users to build upon its foundation to meet their unique needs.

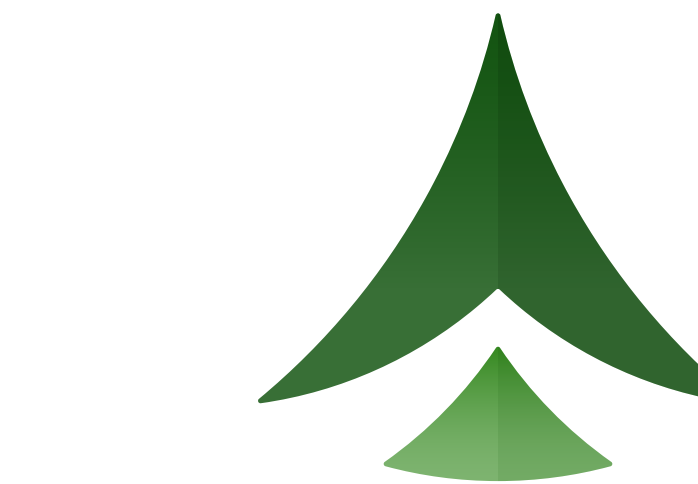
**Creativity:** Without it, what's the point? Above all else, Arboretum is for ideas, always striving to provide users with a space where they can cultivate their own unique vision and develop it into a reality.

Give your ideas space to **grow.**

# Logo Usages

Arboretum's logo may depict a simplified tree, yet it's anything but simple. Look beyond the shapes, and you'll see within it countless ideas linked together in a web of branches. And just like the branches of the tallest trees, this network is driven by order and streamlined into an organized system optimized for growth.

This logo is the very core of Arboretum's brand identity and must be used with respect and consideration. Follow usage guidelines every time the logo appears on branded materials, both print and web, to ensure proper and consistent representation of the brand.



## Full Colour - Light

The full colour logo should always be considered as the first design option



## Black

For use on light backgrounds where the full colour version is not possible



## White

For use on dark backgrounds where the full colour version is not possible



## Full Colour - Dark

The full colour logo should always be considered as the first design option



# Integrity of the Mark

The logo should always be sufficiently isolated from all graphic elements that might detract from it: it must be at least the full height of the Arboretum "T" away from page edges, text, illustrations, photographs, and any other graphic element.

In order ensure legibility, use of the logo on printed materials must comply with the provided minimum dimensions. There are no minimum dimensions for web.

Alterations to any variation of the logo are strictly prohibited, including (but not limited to) the examples on the following page.



2.50 x 0.68 in



2.50 x 0.69 in



0.75 x 0.73 in



**Do not** deviate colour from accepted standards



**Do not** print the logo on complex photographs



**Do not** rotate the logo to any degree



**Do not** screen the logo



**Do not** fill shapes with patterns or effects



**Do not** skew or scale the width or height

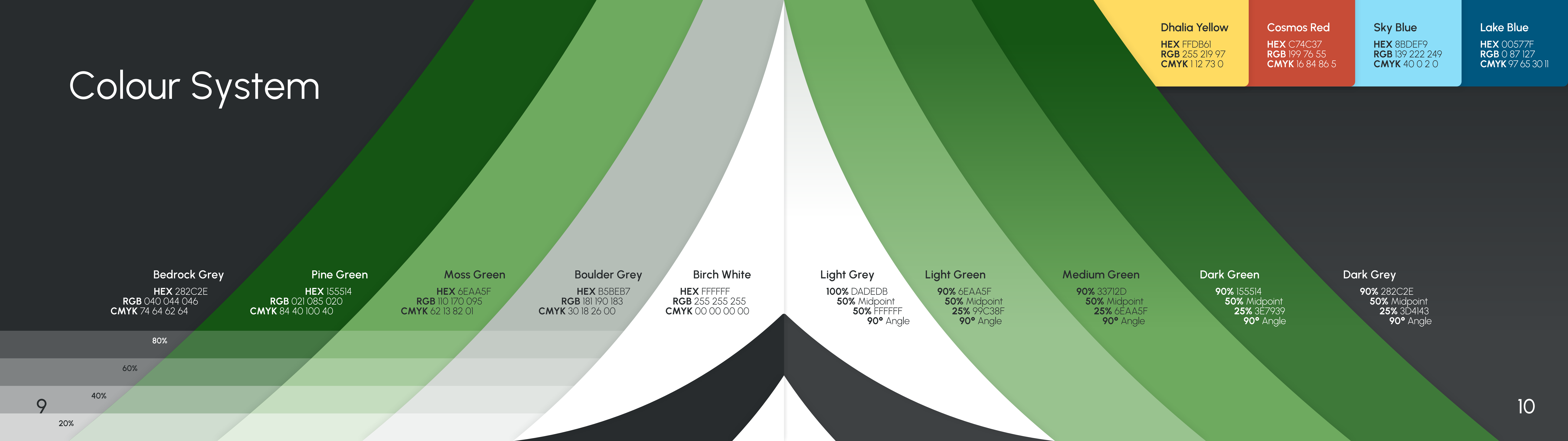


**Do not** violate the signature clear zone



**Do not** modify any internal element of the logo

# Colour System



# Typography

Aa

Main Headings

Urbanist Regular

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa

Subheadings

Urbanist Semi-Bold

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa

Body Copy

Urbanist Light

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Light mode text should be Bedrock Grey. In addition to being used on white backgrounds, Bedrock Grey text may be used on the following:

Aa

Main Headings

Urbanist Regular

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa

Subheadings

Urbanist Semi-Bold

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa

Body Copy

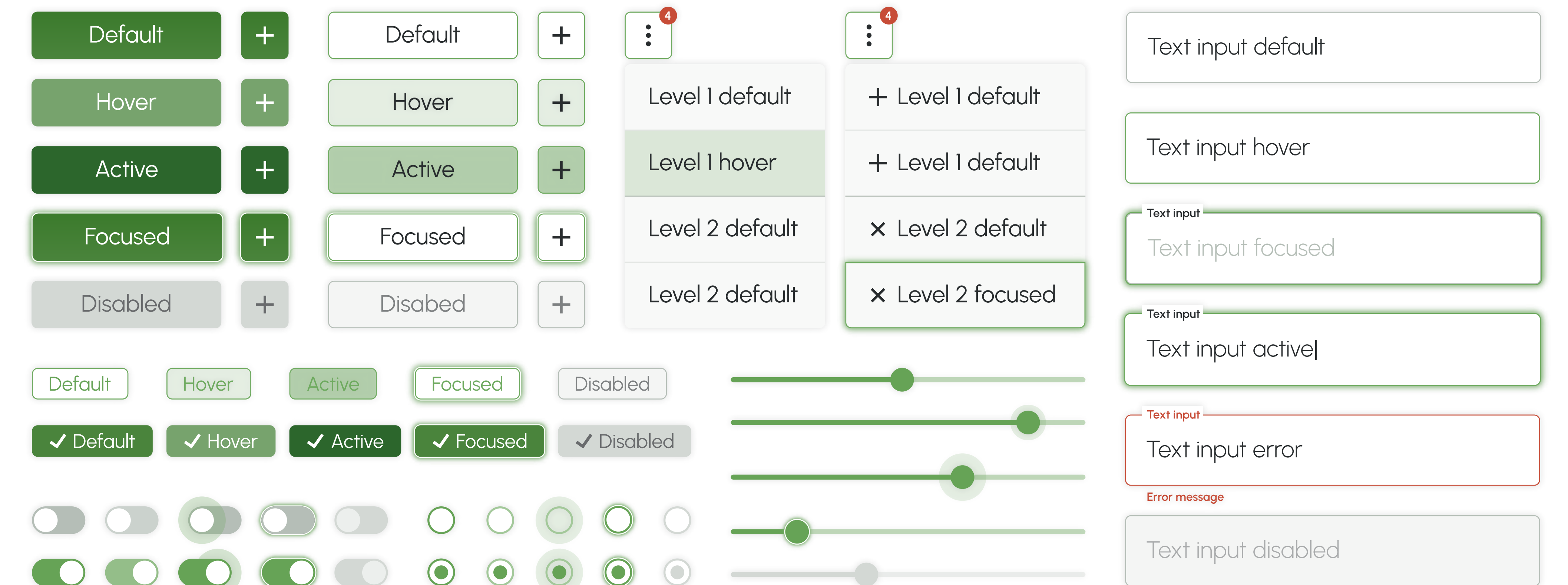
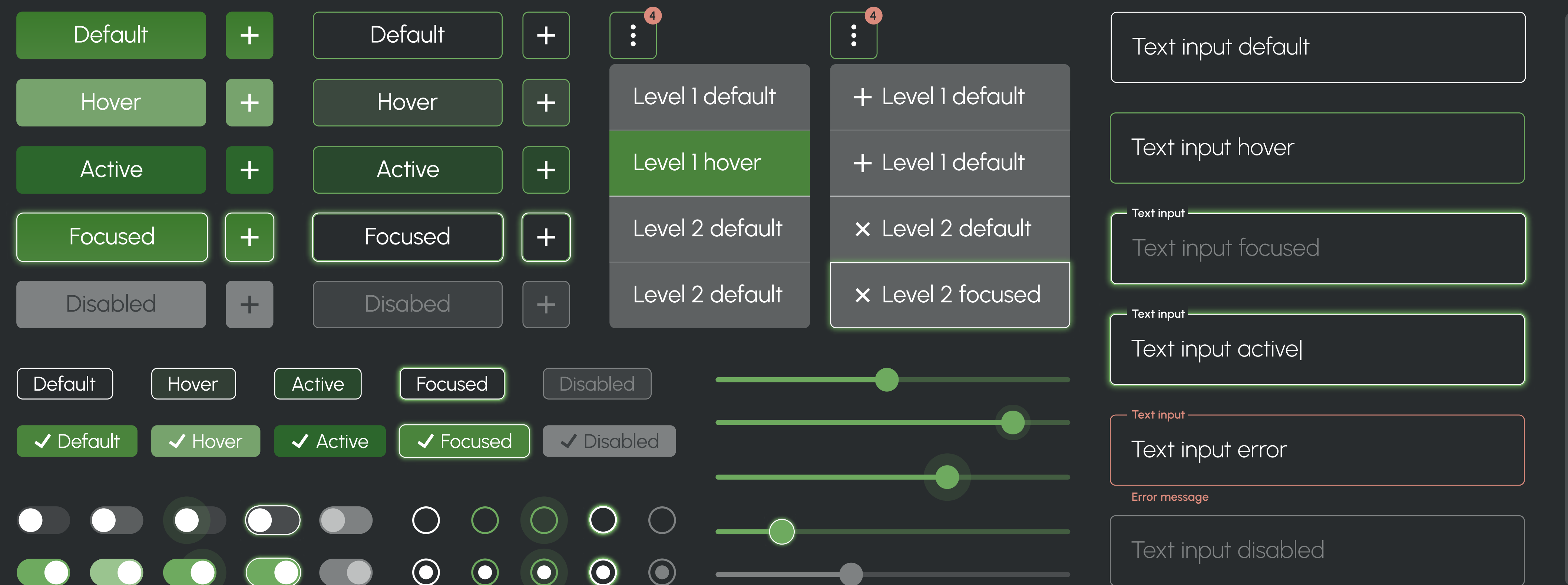
Urbanist Light

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Dark mode text should be white. In addition to being used on Bedrock Grey backgrounds, white text may be used on the following:



# Graphic Elements





# Brand Applications





