



Connected work. Clear direction.

A geometric identity for a fictional platform that connects tools, teams and everyday workflows.



LOGO / COLOR / TYPE / ICONS / APPLICATIONS

One system. Many connections.

An open arc suggests continuity. A distinct node makes the point of connection visible. Together, they give a technical product a clear, recognizable signature.

01 **Connected**

02 **Precise**

03 **Dependable**

A compact system that can move from an app icon to a product launch.



DESIGN INTENT

One identity. A useful set of assets.

Use the full lockup for introductions. Use the mark when space is limited and the brand is already clear.



PRIMARY LOCKUP / LIGHT



REVERSED LOCKUP / DARK



Standalone mark



Standalone wordmark / fixed artwork



App tile / same mark

A palette with a clear job.

Use the core neutrals for most surfaces. Reserve accent color for emphasis and a small number of actions.

Midnight

#182D46

RGB 24 / 45 / 70

Cloud

#F4F8FA

RGB 244 / 248 / 250

Cobalt

#3268DC

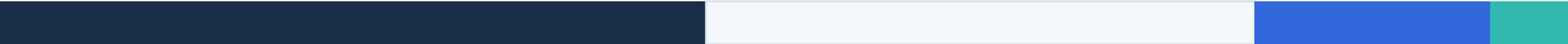
RGB 50 / 104 / 220

Teal

#32B9AE

RGB 50 / 185 / 174

TYPICAL BRAND COMPOSITION



Navy on cloud for body copy. Use white on cobalt for primary buttons; teal is a supporting accent.

A voice you can read.

Supporting typography for websites, product screens and communications. The logo remains supplied artwork.

Manrope

Circular forms and an open rhythm echo the geometry of the mark. A restrained weight range keeps technical content easy to scan.

Aa Bb Cc Dd Ee Ff Gg
0123456789 / & + ?

REGULAR 400 / BOLD 700

A SIMPLE DIGITAL SCALE

Connected work.

Display / 48 px / Bold

Your next step, clearly.

Heading / 28 px / Bold

A short sentence that explains what happens next. Keep the language useful and direct.

Body / 16 px / Regular / 24 px line height

Continue

Label / 14 px / Bold

Small details. One family.

Six original interface icons share the same grid, optical weight and corner treatment.



Workspace



Connections



Tasks



Team



Insights



Security

24

px base grid

Consistent outline

Rounded line ends

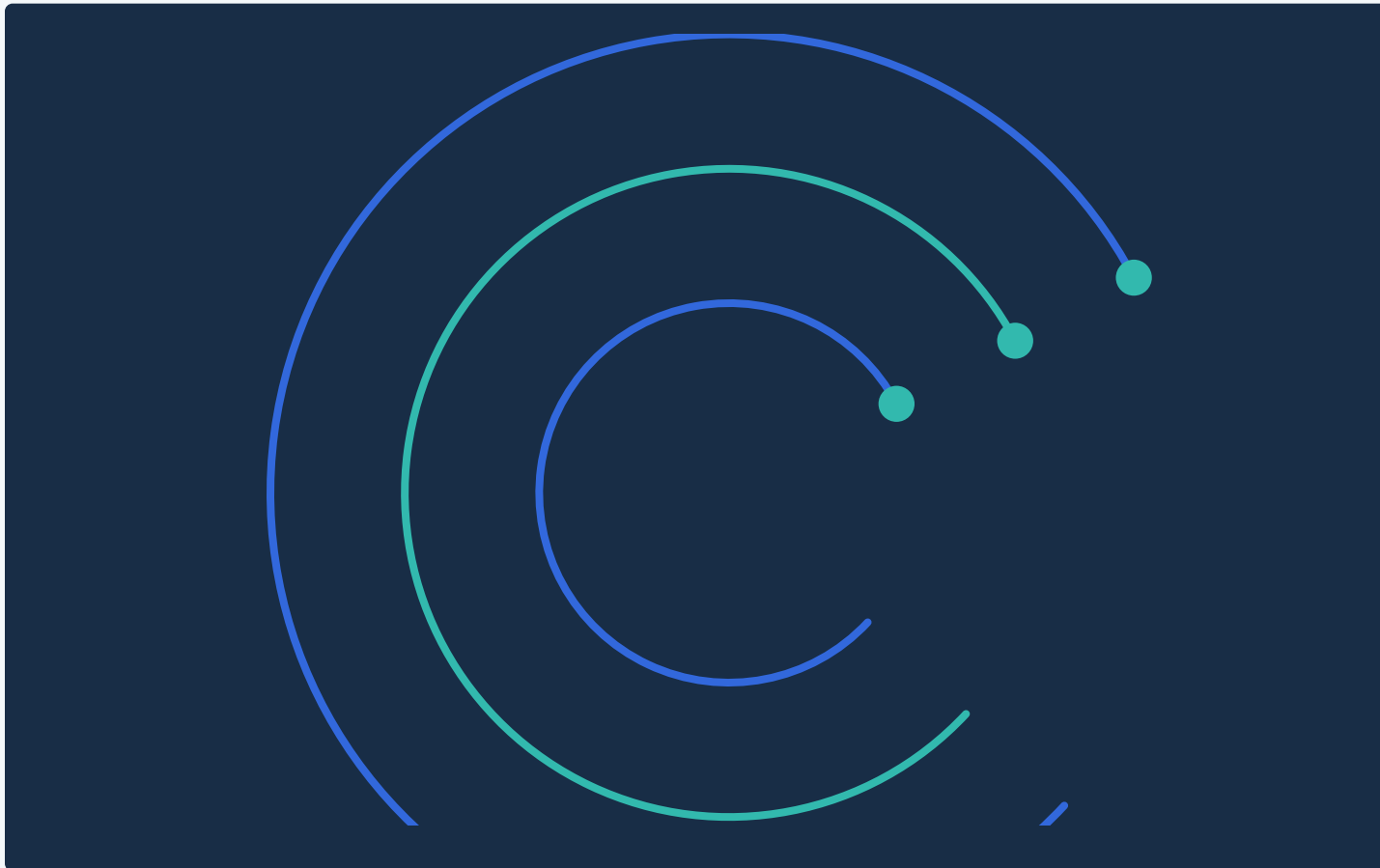
Optical centering

One color per icon

Keep the brand mark separate from navigation icons. Add a text label when the action may be unfamiliar.

Arcs + nodes

Use open circles to frame content and a single node to mark the point of focus. Keep the centre quiet and let connections remain easy to follow.



01 / REPEAT WITH INTENT

Choose one visual motif per composition. Let repetition create recognition.

02 / GIVE CONTENT ROOM

Use generous outer margins and a consistent spacing rhythm. Keep decoration away from body copy.

03 / KEEP THE LOGO INTACT

Supporting shapes can scale and crop. The logo keeps its original proportions.

A system that works on screen.

Concept interface. Sample content demonstrates the identity; it does not represent a live product.

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Overview

Connections

Tasks

Insights

Connections

Everything your team needs, in one place.

3

Active spaces

12

Shared tasks

4

Next steps

YOUR WORK

●

Project workspace

Connected

●

Shared documents

Connected

●

Team calendar

Ready to connect

FIRST-RUN EXPERIENCE

Connect a workspace

Choose the tools your team uses.

Connect tools

INDEPENDENT SAMPLE / FICTIONAL B2B SAAS BRAND

08 / 10

Recognizable beyond the product.

A launch card, header and product message carry the same palette, type, icons and visual language.

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Bring your tools
into the loop.

A clearer way to work.

Explore the platform



SOCIAL / LAUNCH CARD

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A little less admin.
A lot more momentum.



 Your next step is ready.

Open your workspace, find the priority and bring your team along.

Open workspace

HEADER + PRODUCT MESSAGE

Keep the system consistent.

Practical rules for using the concept assets together.



USE THE SUPPLIED ARTWORK

- Keep the logo proportions and spacing intact.
- Choose the supplied light or dark version.
- Keep the wordmark lowercase.
- Avoid stretching, glow, shadows and busy backgrounds.

ABOUT THIS SAMPLE

Independent fictional brand concept. Existing generated logo artwork is preserved in this presentation. Supporting typography, icons and layouts demonstrate the proposed identity system.

Production handoff: vector logo masters, final color calibration and small-size checks before release.

Typeface: Manrope / Google Fonts