

Brand Guidelines

LOGOTYPE

Logo Pack Archeon / EOlife / EOlife X

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The official Archeon logo consists of a red emblem surrounded by white text, set against a dark background. This configuration is the official logo, across all applications. Other variations may exist, depending on usage constraints; please refer to the order of usage preference.

In terms of design, various factors can influence the use of a different configuration or the use of the emblem alone: available space, background, overall impact of the document. The logo must be clearly visible and must not be overshadowed by another elements.

Official logo



Other variations listed by order of usage preference



The EOlife logo can be used in white or black version according to the configuration.

The EOlife X logo consists of the word EOlife with a blue X. It can be used in color or monochrome version according to the configuration.

The logo must be clearly visible and must not be overshadowed by another elements.

EOlife®

EOlifeX

EOlife®

EOlifeX®

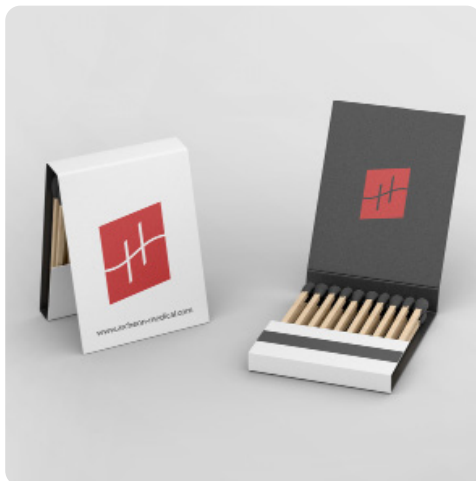
Variants

The simplified version of the logo is permitted for constrained spaces. The use of this variant requires adherence to spacing guidelines (See page 5). The logo must be clearly visible and must not be overshadowed by another element.

Official simplified logo



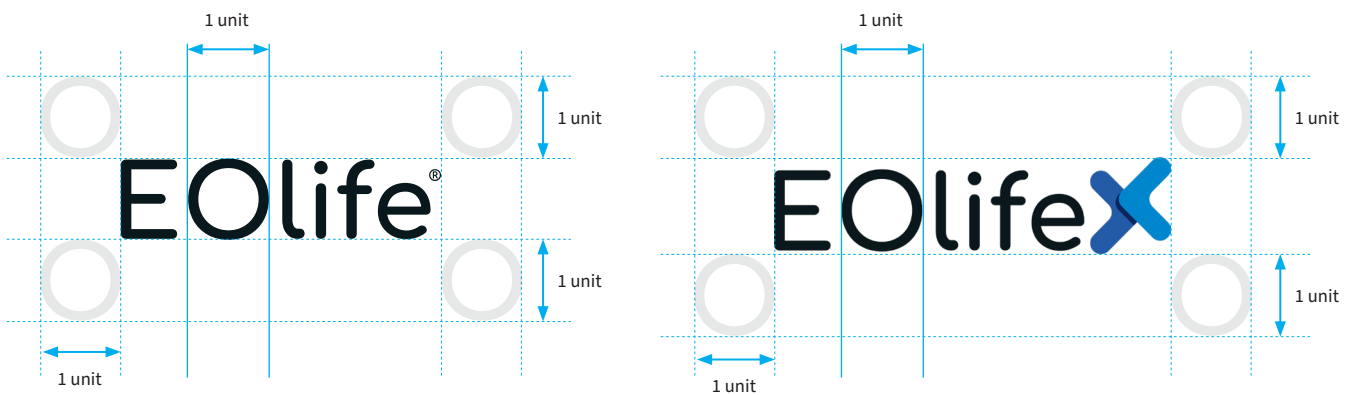
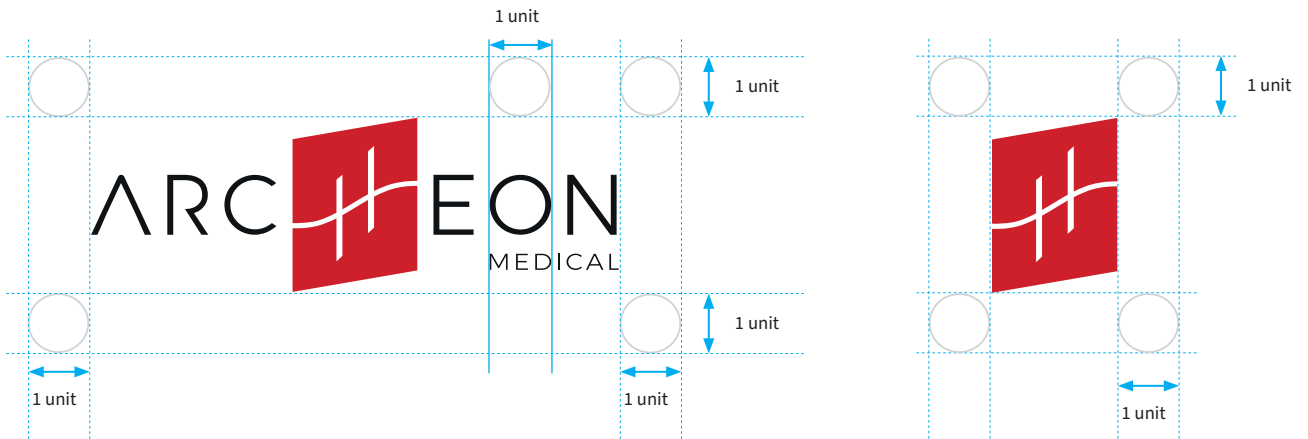
Other variations



The simplified version should not be used in large spaces.

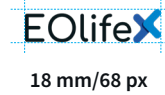
Clear space

A clear space is required around the logo in all your visual communications. The clear space is proportional to the size of the logo. The size reference is the «O» in the words «Archeon» and «EOLife».



Minimum size

Logos must be used in reasonable proportions to ensure its legibility. Below its minimum size, it is mandatory to use the simplified version (the emblem) for Archeon.



Logo Placements

The logo is most of the time anchored on the left or right corner, while ensuring a sufficient clear space (see page 5).



Partnerships

When Archeon Medical partners with an event or institution, the logos are placed side by side, with an equidistant separation line between each one. Logos should be optically similar in height.



Things you mustn't do



✗ The logo should not be colorized.



✗ The emblem should not be altered within the logo.



✗ The logo should not be written in an incorrect typography.



✗ No effects should be added to the logo.



✗ No elements should be placed within the clear space.



✗ The logo must always remain visible.

COLORS

Archeon / EOlife / EOlife X Color Palette

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The color palette is divided into primary colors, neutral tones, and accent colors.

Primary Colors

The dominant color used must be «Archeon Dark,» highlighted by Archeon Red when referring to EOlife or Archeon Blue X when discussing EOlife X. The red and blue can appear in solid tones but can also be used as light shades.



Archeon Dark

RGB: 28/29/29
HEX: #1C1D1D
CMYK: 76/65/60/81

-
RAL: 9011
Pantone® Neutral Black C



Archeon Red

RGB: 202/21/26
HEX: #CA151A
CMYK: 0/90/87/21

-
RAL: 3028
Pantone® 485 C



Archeon Blue X

RGB: 38/48/130
HEX: #253081
CMYK: 100/90/0/10

-
RAL: 5002
Pantone® 662 U

Neutral Tones

Neutral tones are used solely for functional purposes. The palette can be extended to include tones ranging from black or white.



Archeon Cool Grey

RGB: 168/168/168

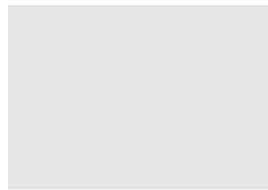
HEX: #A8A8A7

CMYK: 36/28/29/7

-

RAL: 9006

Pantone® Cool Grey 6C



Archeon Light Grey

RGB: 208/208/208

HEX: #EAEAEA

CMYK: 5/3/5/11

-

RAL: 9003

Pantone® Cool Grey 2C

Accent Color

Archeon Yellow can be used as an accent color in limited cases to highlight a title with a background highlight or to emphasize a button.



Archeon Yellow

RGB: 248/171/22

HEX: #F8AB16

CMYK: 0/31/91/3

-

RAL: 1003

Pantone® 130 C

TYPOGRAPHY

Archeon / EOlife Fonts

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Source Sans Pro

Source Sans Pro is a variable typography font with a significant 'x-height' that ensures maximum readability across all mediums. It works in commonly used applications such as Adobe Cloud, Sketch, Final Cut, etc.

It is usable in all primary and accent colors, but its readability is reduced with neutral tones.

Colors



Variants

Extra light
Light
Regular
Semibold
Bold
Black

Variants used for text

Variants used for titles and sub-titles.

Applications

• **Titles**

- Sub-titles
- paragraph
- BUTTONS
- credits

Source sans Pro, Bold, Approach of -10

Source sans Pro, Regular, Approach of -5

Source sans Pro, light, Approach of 0

Source sans Pro, CAPITALES regular , Approach of 10

Source sans Pro, regular, Approach of 25

OSWALD

Oswald is a variable typography font. Its tall letters allow for strong headlines to be maintained within a reasonable space across all formats. It is compatible with commonly used applications such as Adobe Cloud, Sketch, Final Cut, and others. Its pairing with Source Sans Pro is ideal due to their identical x-height.

Only the SEMIBOLD and BOLD variations in uppercase letters are used in Archeon Medical's communication.

Colors



Variants

EXTRA LIGHT
LIGHT
REGULAR
SEMIBOLD
BOLD

Allowed variants

Things you mustn't do



✗ The OSWALD font must always appear in uppercase letters.



✗ Typography must not be applied vertically.



✗ The OSWALD font is not allowed for writing paragraphs.



ICONS

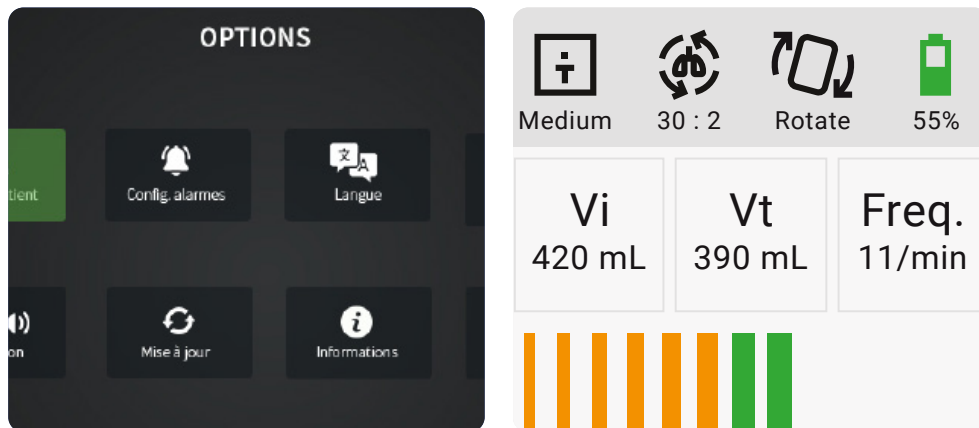
Archeon/EOLife/EOLife X icon's pack

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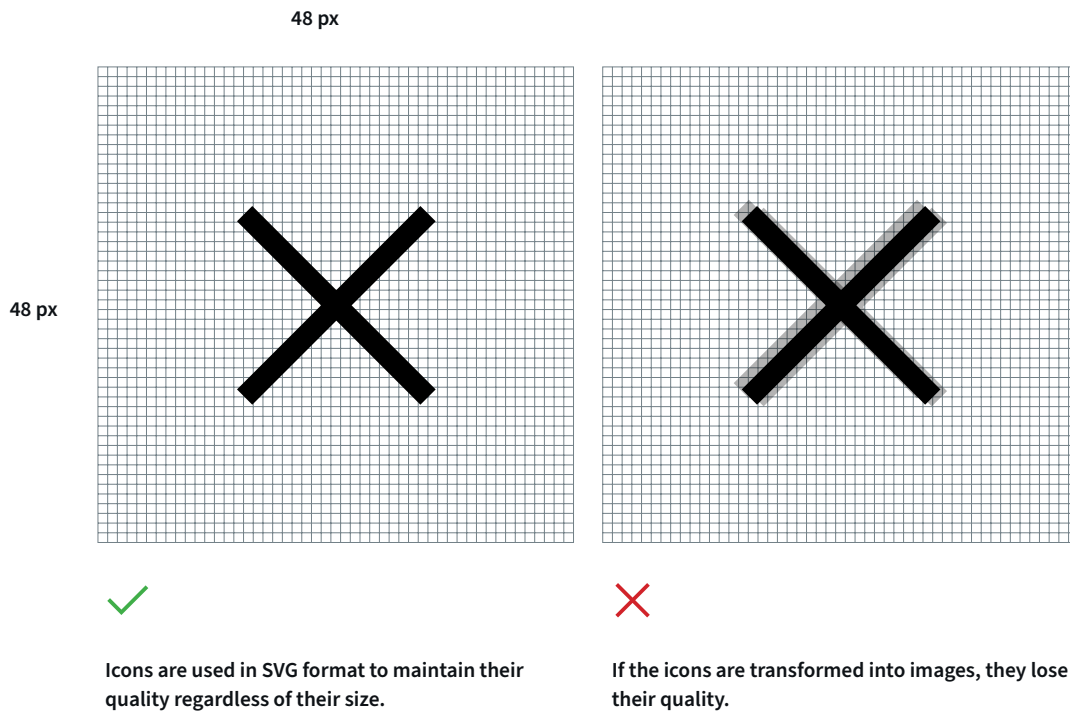
Icons always illustrate information in a simple and direct manner. Our icons are derived from official UI/UX templates.

Examples



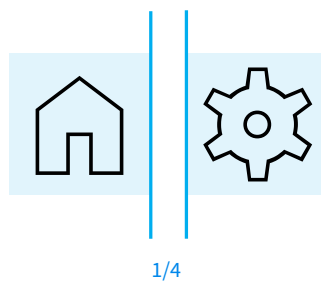
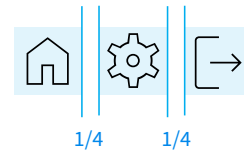
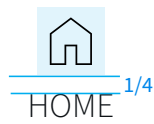
Style & structure

All our icons are kept as simple as possible, with minimal elements to enhance understanding. Their hollow structure is delicate, alternating between sharp angles and curves. They are mostly in black and white, except for alert icons.



Spacing

Icons should preferably be positioned to the left of the text, but they can be centered in certain advertising materials. The minimum space around icons is a quarter of their size.



If you have any question about our brand guidelines
[contact us](#)



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