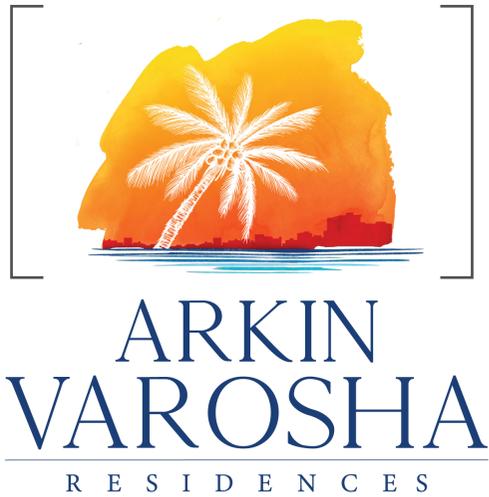




ARKIN
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Brand Guidelines
2024



Brandmark

The base logomark can not be used independently of the wordmark.

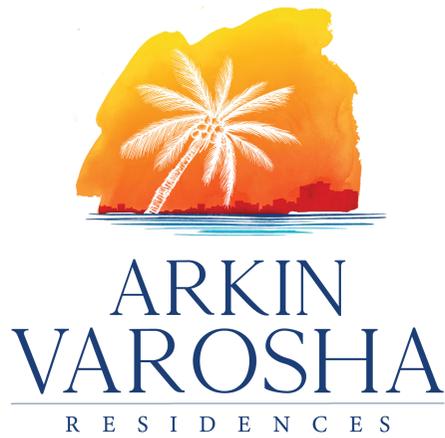
The brandmark should not be altered in any way. The logo must not be rotated and the proportions should not be altered.



Lockup

The wordmark is Storma Ligjt, in title-case, across two lines.

The logo mark sits to the bottom of the wordmark.



Brandmark

The brandmark must always be displayed in full color. The colours, opacity or tones should not be altered in anyway. See page 5 for full colour codes.



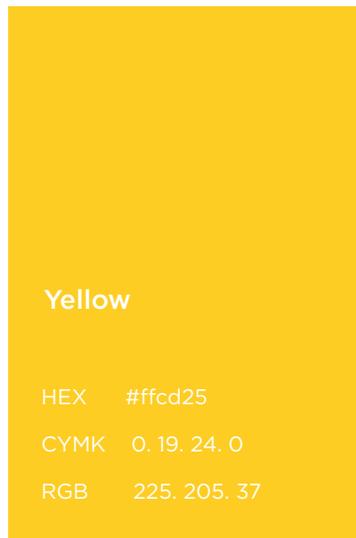
Lockups

The brandmark should only ever be displayed in full colour when in the lock ups. The wordmark can be displayed in either blue, black or white, depending on the lightness of the background the logo is overlaid on, judgement should be made to ensure the logo is as legible as possible.

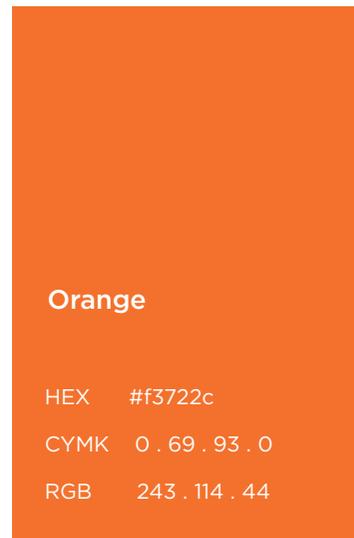
See pages 7 onwards for further usage examples.

Brand Guidelines Colours

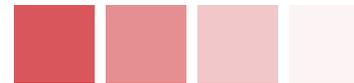
Main Palette



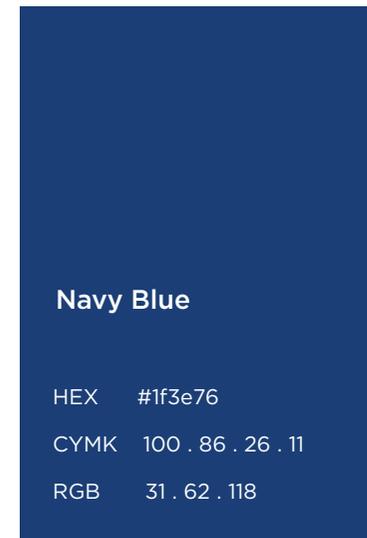
75% 50% 25% 5%



75% 50% 25% 5%



75% 50% 25% 5%



75% 50% 25% 5%

Color Usage

Use white canvases with splashes of the two main accent colours evenly to reinforce brand consistency. The 5% tints are alternative, subtle backgrounds. Black should be used as the main body text.

Brand Guidelines Typography

Arkin Varosha uses a complimentary pairing of type faces: Storma Light and Shapirit Regular is a study in contrast and control and should be used for headlines.

Acceptable font sizes:

112 56 45 34 24 20 16 14 12

Licenses available from Google Fonts and Typekit.

Aa

Storma Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Ad

Shapirit Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()



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02.02.2024,
Kyrenia

Introduction

Arkin Varosha Residences is a thoughtfully planned residential development that reflects a commitment to quality, functionality and contemporary design. The project is shaped by a careful approach to architecture, where clean lines, balanced layouts, and durable materials come together to create living spaces that are both elegant and practical.

Each residence is designed with attention to detail, prioritizing comfort, privacy, and efficient use of space while maintaining a timeless aesthetic. The development is guided by an understanding of modern lifestyles, offering environments that support everyday living while maintaining a strong sense of place.

Through a focus on craftsmanship, planning, and long-term value, Arkin Varosha Residences aims to provide a living experience that is refined, dependable, and aligned with the expectations of today's residents. The project reflects a considered vision of residential living, where design quality and functionality work seamlessly together.

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Yeni yaşamınıza
Hoşgeldiniz



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