



Logo, Identity & Style Guide
December, 2025

LOGO

Primary Logo:

This is the primary logo when 4-color process (or screen RGB) can be used to reproduce the gradient colors in the shield.

CMYK: C 100, M 86, Y 3
RGB: R 28, G 69, B 153
Web: #1c4599



CMYK: C 73, M 63
RGB: R 89, G 104, B 176
Web: #5968b0



CMYK: C 88, M74
RGB: R 55, G 87, B 167
Web: #3757a7



Primary Logo:

4-color process or RGB



Secondary 2-Color Logo:

Secondary Logo:

When full color options are not available, this is the 2 color version. Color breakdowns for print are noted below:

Armis Solid Blue:
Pantone: DS 228-2 Coated
CMYK: C 100, M 15, K 35
RGB: R 0, G 111, B 161
Web: #006fa1



STACKED LOGO

Stacked 4-color logo:

Some uses will require more of an equal size logo (not as horizontal). This logo can be used for those instances.

CMYK: C 100, M 86, Y 3
RGB: R 28, G 69, B 153
Web: #1c4599



CMYK: C 73, M 63
RGB: R 89, G 104, B 176
Web: #5968b0



CMYK: C 88, M74
RGB: R 55, G 87, B 167
Web: #3757a7



Primary Logo:

4-color process or RGB



Secondary 2-Color Logo:

Secondary Logo:

Same colors, with logo stacked.

Armis Solid Blue:
Pantone: DS 228-2 Coated
CMYK: C 100, M 15, K 35
RGB: R 0, G 111, B 161
Web: #006fa1



BLACK & WHITE, REVERSED OUT

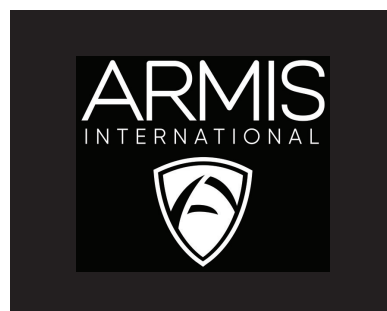
Black & White, Greyscale Logos:
Some uses will require one color logos, these will perform fine under most of those conditions.

Primary Logo & Stacked Logo: Greyscale & Black & White



Reversed Out Logo:
When the logo use requires a black or dark background.

Reversed Out Logo for Dark Backgrounds:



TYPE FONTS

ARMIS type:

Font: Giorgio, all uppercase letters.

INTERNATIONAL type:

Gilroy, all uppercase letters.

Gilroy is the preferred type font used for all marketing materials; Consistent typeface use is one of the easiest ways to create a clear and concise brand image.

ARMIS
INTERNATIONAL

GILROY

Gilroy Light

Gilroy Light Italic

Gilroy Regular

Gilroy Regular Italic

Gilroy Medium

Gilroy Medium Italic

Gilroy Bold

Gilroy Bold Italic

Gilroy Black

Gilroy Black Italic