CASE STUDY · BRAND IDENTITY & WEBSITE

ARCO Communications

Logo, colour, typography, stationery and website

Client

ARCO Communications (Pvt) Ltd, Pakistan

Sector

Telecoms · Digital infrastructure



Designed by MRK Solutions · mrkwebsols.com · +92 300 475 5105

01 · LOGO

The logo

The “A” doubles as a signal mast broadcasting wireless waves, and the “O” becomes a globe — connectivity and reach expressed in a single wordmark.



PRIMARY LOGO · Full colour on white



REVERSED · White on Arco blue gradient

Logo elements

Signal “A”	Mast with wireless waves
Globe “O”	Nationwide and global reach
Wordmark	Rounded, friendly letterforms
Descriptor	“Communications” in light caps

02 · COLOUR & TYPOGRAPHY

Colour & typography

A spectrum of blues for trust and technology, with globe green as a fresh accent.

PRIMARY

Arco Blue
HEX #0C84C6

PRIMARY

Sky Blue
HEX #4EAEE4

SECONDARY

Deep Navy
HEX #244E84

ACCENT

Globe Green
HEX #55C28E

TEXT

Charcoal
HEX #121212

Typography

Samples taken from the supplied stationery and the live website

Myriad Pro

STATIONERY · CONTACT DETAILS

Zamindara Chambers
Par Hoti Mardan,
KPK Pakistan.
Tel: +92 311 1333212 / +92 937 844441
Email: info@arcogroup.co

Space Grotesk

WEBSITE · HEADINGS & BUTTONS

Built for Enterprise Reliability and Uncompromising Performance

Inter

WEBSITE · BODY TEXT

We engineer resilient digital backbones that empower enterprises, financial institutions, and public organizations to scale without infrastructure bottlenecks.

03 · BUSINESS CARD

Business card

90 × 50 mm double-sided card: clean white front with the angled blue band, full-bleed gradient back.



FRONT



BACK

04 · LETTERHEAD

Letterhead

A4 letterhead with a large signal-mast watermark and angled blue bands echoing the business card.



LETTERHEAD · A4

Stationery system

- Logo top left on a clean white field
- Watermark: the signal “A” in a soft tint
- Angled blue bands on the right edge
- Company details in Myriad Pro, bottom left
- Same band device used on the business card

05 · WEBSITE

Website

The identity carried online at arcogroup.io — designed and built by MRK Solutions.





- Headings: Space Grotesk
- Body: Inter
- Fully responsive: desktop & mobile

06 · BRAND APPLICATIONS

Brand applications

CONCEPT APPLICATION

Mockups showing how the identity carries across merchandise and signage.



MUG



POLO SHIRT



RECEPTION SIGN



SITE SIGNAGE