



Brand Guidelines

How to use the ArchworX Labs identity — logo, color, type, and voice — so the brand looks as engineered as the systems we build.

BRAND ESSENCE

Revenue infrastructure, architected.

ArchworX Labs is a revenue infrastructure consultancy. We don't just implement CRM or automation tools — we architect **Revenue Operating Systems** that capture, engage, convert, and optimize revenue, so growth becomes predictable and scalable. We partner with clinics and real-estate businesses across Dubai and Pune.

VISION

Help businesses achieve predictable growth by building intelligent revenue systems — powered by CRM, AI, automation, and data-driven insight.

TAGLINE

**Designing Systems.
Driving Revenue.**

PERSONALITY

Systematic

Precise

Confident

Premium

Outcome-driven

Engineered

We sound like a senior systems architect, not a growth-hacker. Calm, exact, and certain — the authority of someone who has fixed this before and can prove the numbers.

THE LOGO

The ArchworX “X”.



ArchworX
LABS

Primary lockup — the default. Use this wherever space allows.

The mark is the “**X**” in **ArchworX** — a structural cross where pipelines and systems intersect, rendered in **oxblood** with a beveled, machined depth. It reads as serious, premium, and engineered. The full lockup pairs the X with the **ArchworX Labs** wordmark over a fine rule — confident, architectural, and built to anchor proposals, decks, dashboards, and signage alike.

LOGO VARIATIONS

One identity, three forms.



Primary — on light



Reversed — on oxblood / dark



Monogram — favicon, app, avatar

BACKGROUNDS



On white ✓



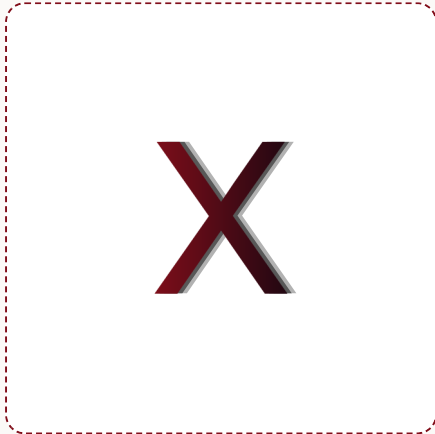
On stone ✓



On dark — reverse to white ✓

CLEAR SPACE & MINIMUM SIZE**Give the mark room to breathe.**

Keep clear space around the logo equal to the height of the X (we call it **X**). Nothing — text, edges, other logos — should enter this zone.



Minimum padding on all sides
= the height of the X mark.

MINIMUM SIZE

Lockup — never below 150px wide / 40px print

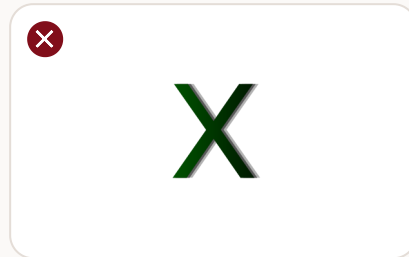


Monogram — never below 24px

LOGO MISUSE

Please don't.

Don't stretch or distort.



Don't recolor the mark.



Don't rotate or tilt.



Don't add shadows or effects.



Don't place on low contrast.



Don't screen back or fade.

COLOR PALETTE

Oxblood leads. Ink & stone ground it.

**Oxblood**

Primary

HEX #810E1A · RGB 129 14 26

**Wine**

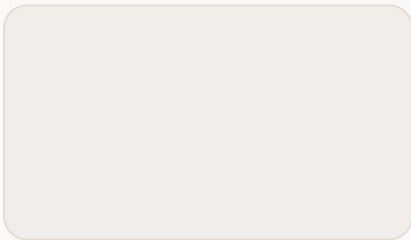
Deep accent

HEX #1B0711 · RGB 27 7 17

**Ink**

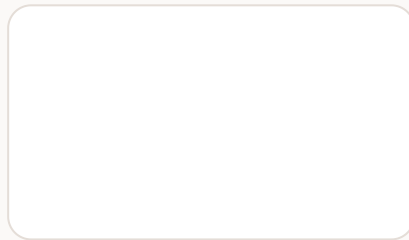
Text / dark base

HEX #0E0608 · RGB 14 6 8

**Stone**

Light base

HEX #F1EDEA · RGB 241 237 234

**White**

Surface

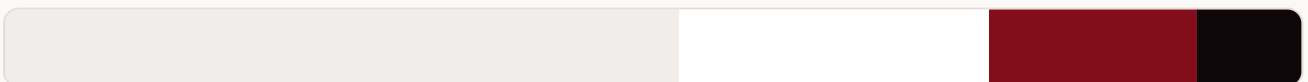
HEX #FFFFFF · RGB 255 255 255

**Oxblood Bright**

Highlight / hover

HEX #A8202E · RGB 168 32 46

USAGE BALANCE



Lead with stone & white surfaces and ink text; oxblood for the mark, key actions, and emphasis; wine & ink for dark moments. Oxblood is a punctuation color — never a wash.

TYPOGRAPHY

Archivo — engineered, precise, modern.

A single geometric grotesque across the brand keeps everything cohesive and exact.

Use weight and size for hierarchy — not extra fonts.

Display

Archivo Extrabold · 800 · headlines

Heading

Archivo Semibold · 600

Subheading

Archivo Medium · 500

Body — the quick brown fox jumps over the lazy dog.

Archivo Regular · 400 · 1.75 line-height

AA BB CC DD EE

ArchworX 0123456789

VOICE & TONE**Clear, certain, evidence-led.**

We talk about revenue the way an engineer talks about a system — plainly, specifically, and in terms of outcomes. We promise systems, not silver bullets.

We say

“Build a predictable revenue engine.”
“Better systems, not just more leads.”
“Find the leaks. Close the gaps. Scale the system.”

We avoid

“Explosive 10× growth hacks.”
“Revolutionary, game-changing synergy.”
Hype and vague promises without numbers.

**ArchworX Labs — Designing Systems. Driving Revenue.**Brand usage questions? contact@archworx.com · archworxlabs.com · Dubai | Pune