



# ARKTK

BRAND  
GUIDELINES





Our mission is to empower individuals on their journey to peak performance and optimal recovery through the creation of high-quality products designed for training and cold water immersion.

**ARKTK performance shorts** are specifically designed to keep sensitive areas warm during cold plunging - enabling extended cold plunge sessions leading to enhanced health benefits: such as reducing inflammation, boosting circulation, and promoting recovery.

# THE BRAND

## TARGET AUDIENCE

**Age:** 18-70 **Gender:** Male

Individuals who actively engage in cold water immersion or cold water therapy.

**Cold Water Enthusiasts:** Individuals who actively seek out cold water activities as part of their fitness/wellness routine or as part of a plunging community.

**Athletes & Fitness Enthusiasts:** Athletes & fitness enthusiasts who use cold water immersion for post-workout recovery or to enhance performance (professional athletes, gym-goers, endurance sport participants).

**Wellness Seekers:** People who are interested in the physical and mental health benefits associated with cold water exposure. Individuals exploring alternative therapies, holistic health practices, natural ways to improve their well-being.

## BRAND VALUES

We value pushing people to their limits and beyond. We believe that people should always be improving. That means learning, exercising, becoming better people, and always being curious.

## BRAND PERSONALITY

Adventurous, able to laugh at itself, curious, lots of interests, good fashion sense, cool. Not afraid to speak up for what we think is right but also not afraid to laugh at ourselves and be vulnerable. We don't subscribe to conventional thinking and are comfortable questioning narratives. We ask questions and are truth seekers. We care about our community. We are practical.

## BRAND ATTRIBUTES

- Masculine
- Simple
- More subdued
- Conservative
- Authoritative
- Luxury meets ruggedness
- Serious when it has to be
- Casual
- Modern
- Sporty
- Extreme
- Color: Black

## MISSION STATEMENT

Our mission is to empower individuals on their journey to peak performance and optimal recovery through the creation of high-quality products designed for training and cold water immersion.

## BENEFIT

ARKTK performance shorts are specifically designed to keep sensitive areas warm during cold plunging - enabling extended cold plunge sessions leading to enhanced health benefits: such as reducing inflammation, boosting circulation, and promoting recovery.

## VALUE PROPOSITION

The cold plunge tub market is witnessing substantial growth, and there is a need for offerings and innovation in cold plunge swimwear for spas, wellness centers and fitness facilities. ARKTK performance shorts are the first of their kind, designed for cold plunge training and recovery.

## > LOGO OVERVIEW



**ARKTK**  
COLDWEAR

Our logo is the most immediately identifiable representation of the brand, and thus one of our most valuable visual assets. Since its consistent application will help build our visibility and brand equity, we must always use it correctly in the proper, approved forms.

The following pages show the ins and outs of our logo system and guidelines for its use and application.

## > LOGO ELEMENTS



ARKTK Symbol

**ARKTK**  
COLDWEAR

ARKTK Logotype

ARKTK Descriptor

The ARKTK logo comprises three elements: the symbol, logotype and descriptor. These three elements maintain a fixed position and size relationship that should not be altered unless otherwise stated in the following instructions.

**Note:** Only use electronic artwork provided. All logo artwork can be downloaded. If you have questions, please reference the contact information on page XX.



## > SNOWFLAKE



The ARKTK brand mark features 4 carrots/arrows made from the letter “A”. They come together to form an energetic snowflake symbolizing the additional insulation and added time plungers can stay in the water. The top symbol, a downward facing triangle, is reminiscent of the alchemy water symbol, further illustrating the concept of story of conquering cold water.

Use the snowflake mark alone only when the ARKTK brand is clearly visible or has been well established elsewhere on the page or in the design piece.

The snowflake can be used to highlight content and features.

**> CARROT/ARROW** The ARKTK brand mark is made up of carrots/arrows made from the letter “A”.



The carrot can be used alone to emphasize content and direct the eye of our shopper.

## > PRIMARY & ALTERNATE LOGOS

### Logo orientations

The ARKTK logo has three orientations, each with a specific purpose. The preferred logo is the primary orientation and should be used in all situations where possible. In tight spaces where the primary logo does not fit, as in a web banner, or where other technical constraints make it impractical to use the primary logo, opt for the alternate horizontal or vertical logo.



Primary Logo Lockup



Alternate Logo Horizontal Lockup



Alternate Logo Vertical Lockup



**> NO DESCRIPTOR**



Simplified version of the logo can be used  
on certain applications such as apparel

**ARKTK**

## > LOGO CLEAR SPACE



To ensure legibility and impact, always keep a minimum clear space around the logo. No graphic elements or text should invade this zone. The minimum clear space is defined as the height of the A.

## > LOGO SIZING



MINIMUM WIDTH  
IN PRINT: .75"  
IN DIGITAL: 54 px



MINIMUM WIDTH  
IN PRINT: 1.35"  
IN DIGITAL: 405 px



MINIMUM HEIGHT  
IN PRINT: 1.32"  
IN DIGITAL: 396 px

When increasing and decreasing the logo size always keep it in proportion. Always ensure that "ARKTK" is legible. Remove "COLD WEAR" in small applications

## > LOGO ON COLOR & IMAGERY



**Primary Logo**

On white and light backgrounds the logo should be blue.



**Secondary Logo**



**Primary Logo**

On medium backgrounds the logo can be white or blue depending on legibility. It can also be a mix of blue and white.



**Secondary Logo**



**Primary Logo**

On dark backgrounds the logo should be white.



**Secondary Logo**



**Examples of logo featured on photography:**

When featuring the logo on photography make sure to choose art that has a clean area so it remains legible. Transparency can be utilized as long as it remains legible.

# > TYPOGRAPHY

RADIKAL

**For athletes  
and adventurers  
looking to  
maximize  
performance**

The first shorts designed for  
both training and recovery

COLD WEAR

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Headlines  
Radikal Medium  
Sentence case

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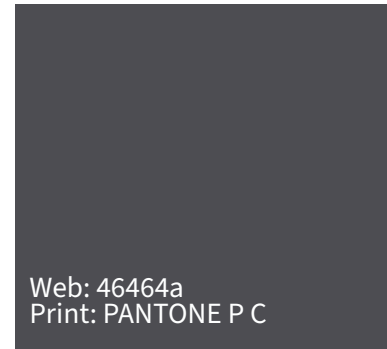
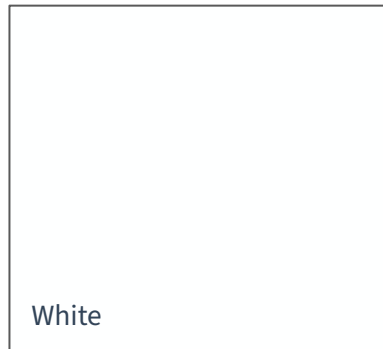
Body Copy  
Radikal Light  
Sentence case

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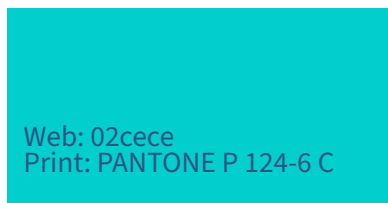
Descriptors/ Subheads  
Radikal Light  
ALL CAPS  
kern 200 pt

## > COLOR PALETTE

### Primary Color Palette



### Secondary Accent Color Palette



Use appropriately when speaking to cold and warm technology



## > PHOTOGRAPHY

Photography is moody with a cool color palette. Warm color emanates from the shorts filling the person to illustrate ARKTK performance short's brand benefits.



## > STYLE IN CONTEXT

# Got the balls to cold plunge?

WE'VE GOT THE GEAR TO PROTECT THEM.

New **ARKTK performance shorts** are specifically designed to keep sensitive areas warm during cold plunging - enabling extended cold plunge sessions for enhanced health benefits.

ARKTKCOLDWEAR.COM

**ARKTK**  
COLD WEAR

The ARKTK brand is bold and clean.

The snowflake and carrots can be used to highlight content and features. When utilizing the snowflake alone make sure the ARKTK brand is clearly visible or has been well established elsewhere on the page or in the design piece.

# It takes balls to cold plunge.

WE PROTECT THEM.



**ARKTK**  
COLD WEAR

New **ARKTK performance shorts** are specifically designed to keep sensitive areas warm during cold plunging - enabling extended cold plunge sessions for enhanced health benefits.

ARKTKCOLDWEAR.COM

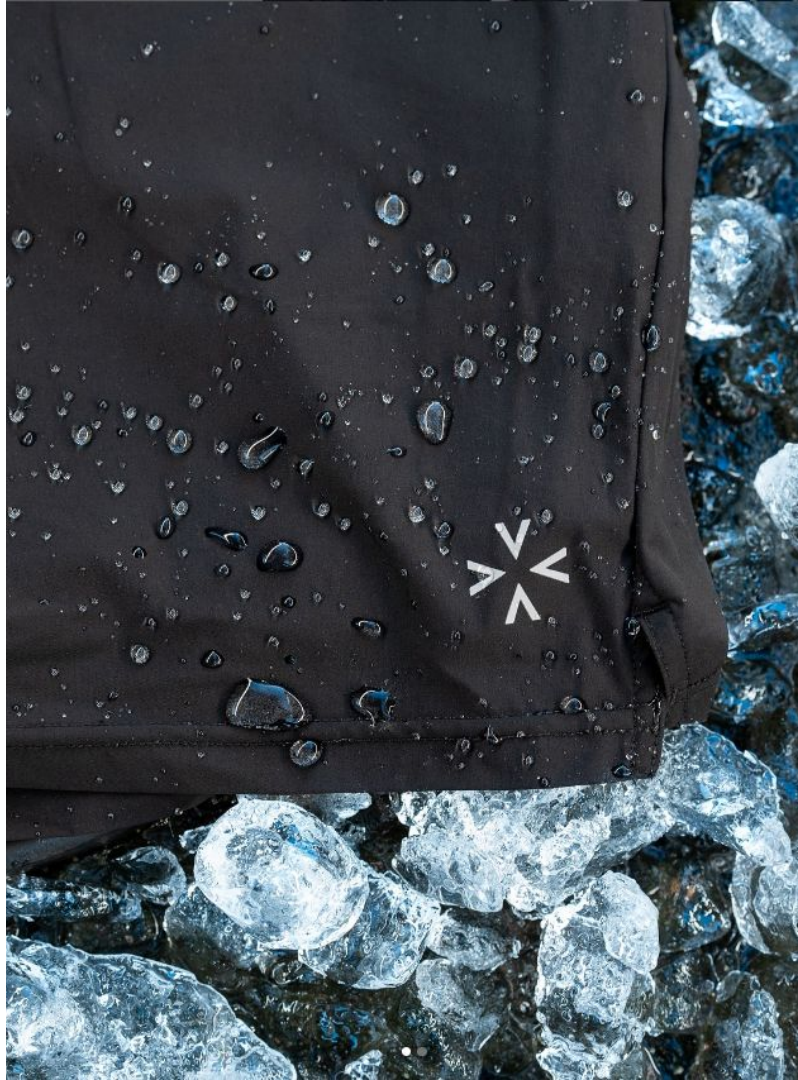
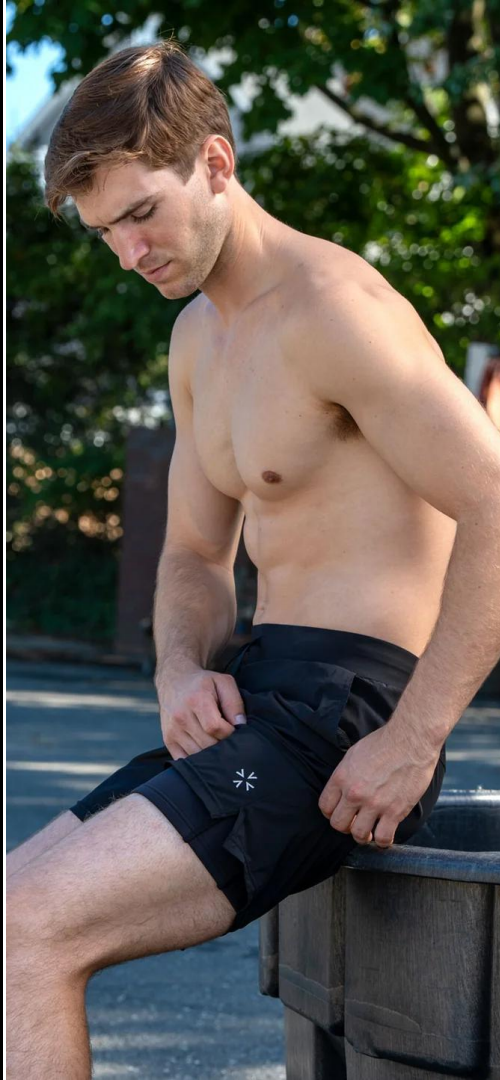


A man with a beard is relaxing in a hot spring, with his arms outstretched. In the background, there are snow-capped mountains and a small white cabin. The scene is set in a cold, mountainous region. A large, stylized 'X' graphic is overlaid on the image.

LIVE COLD

**ARKTK**  
COLDWEAR

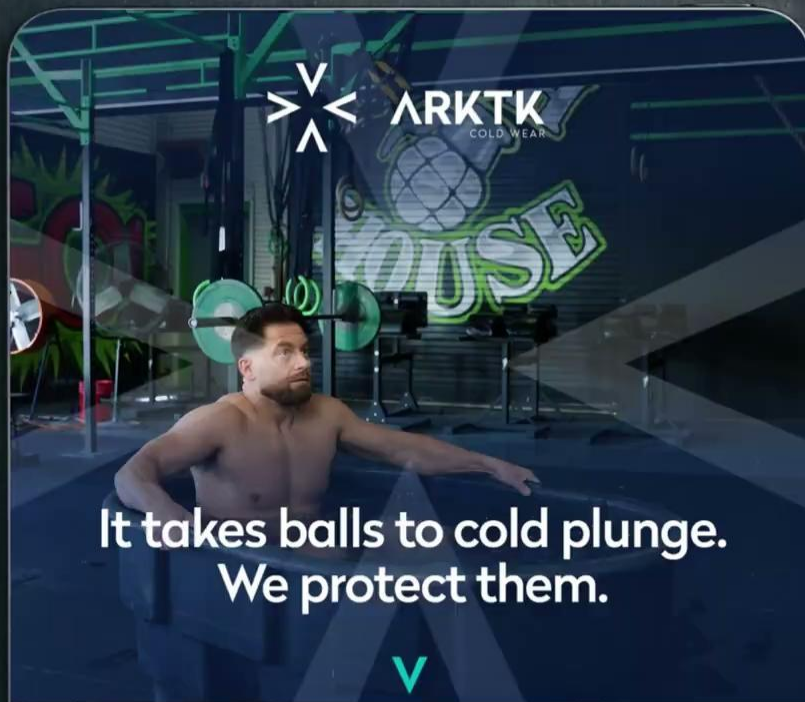
> APPAREL





> APPAREL





It takes balls to cold plunge.  
We protect them.

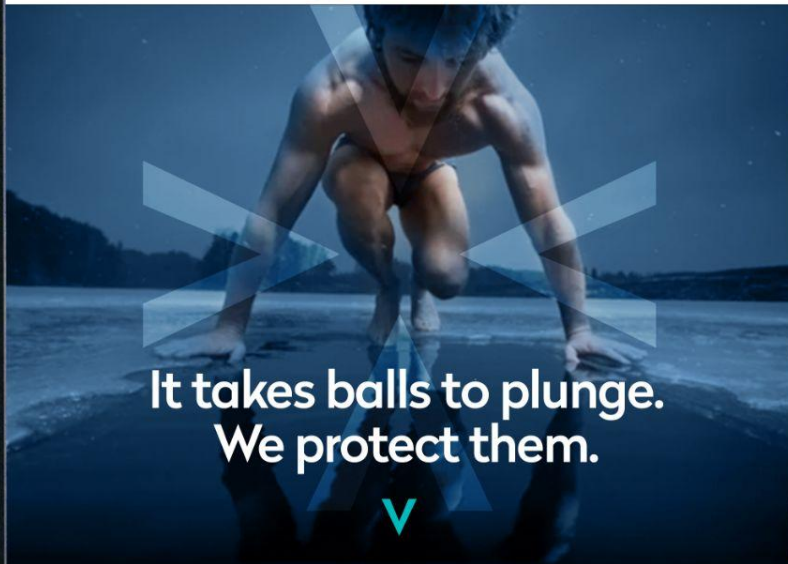


### Plunge More. Suffer Less.

Premium shorts made with an inner wetsuit liner. 95% of users say their first plunge felt better.

SHOP NOW>





**Plunge More.  
Suffer Less.**

Premium shorts made with an inner wetsuit liner. 95% of users say their first plunge felt better.

[SHOP NOW >](#)

## > WEB STYLE: BUTTONS

SHOP NOW >	SHOP >
SHOP NOW >	SHOP >
SHOP NOW >	
Email >	



SHOP NOW >	
SHOP NOW >	SHOP >
SHOP NOW >	SHOP >
SHOP NOW >	
Email >	

