

About Arbor

Press & Media

- General
- You can view all of our mentions in the news on our [press page](#)
 - Please link to [www.arbor.eco](#) in all news or media coverage
 - We're happy to provide expert opinions & data to reporters, email contact michael@arbor.eco for related inquiries

Leadership Team



Alex Todorovic
CEO & Co-founder

✉ alex@arbor.eco

🌐 alex-todorovic

📄 Square PNG

📄 Rounded PNG



Abdullah Choudhry
Chief Impact Officer & Co-founder

✉ abdullah@arbor.eco

🌐 abdullah-choudhry

📄 Square PNG

📄 Rounded PNG



Ben Grande
CTO & Co-founder

✉ ben@arbor.eco

🌐 ben-grande

📄 Square PNG

📄 Rounded PNG



Danny Grande
Chief Product Officer & Co-founder

✉ danny@arbor.eco

🌐 danny-grande

📄 Square PNG

📄 Rounded PNG

Design & Identity

Typography

Manrope is a commercially-free font available from [Google Fonts](#). Manrope is a light, modern font designed by Mikhail Sharanda suited for Arbor’s branding.

Display XL	Manrope Medium 60px 500 weight
Display Large	Manrope Medium 48px 500 weight
Display Medium	Manrope Medium 36px 500 weight
Display Small	Manrope Medium 30px 500 weight
Body Large	Manrope Variable 20px 450 weight
Body Small	Manrope Variable 16px 450 weight

Logo

📄 All Logos (ZIP)

Primary Logo

Castleton Green



📄 SVG 📄 PNG

Off White



📄 SVG 📄 PNG

Secondary Logo

Castleton Green



📄 SVG 📄 PNG

Off White



📄 SVG 📄 PNG

Colour

Palette



Castleton Green (Primary)

HEX
#0E6655

RGB
14, 102, 85

HSL
168, 76, 23

CMYK
86%, 0%, 17%, 60%



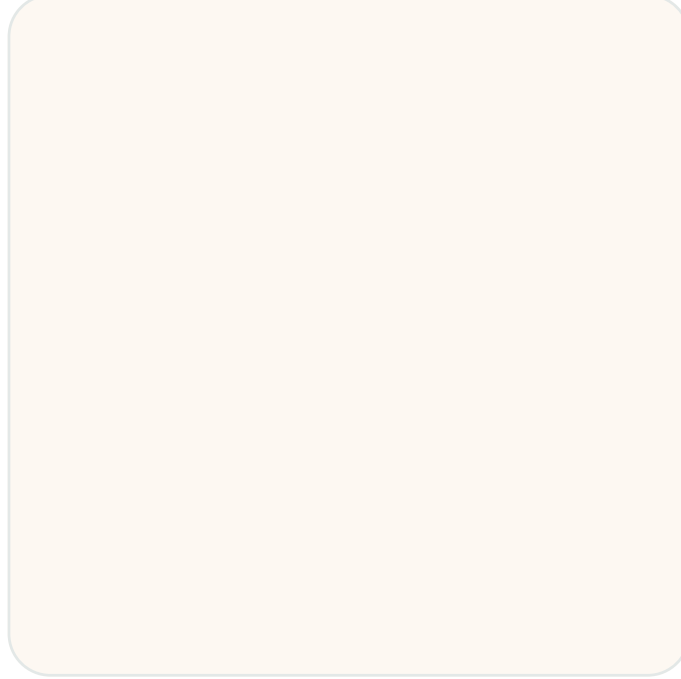
Champagne (Secondary)

HEX
#F6DDC1

RGB
246, 221, 193

HSL
32, 75, 86

CMYK
0%, 10%, 22%, 4%



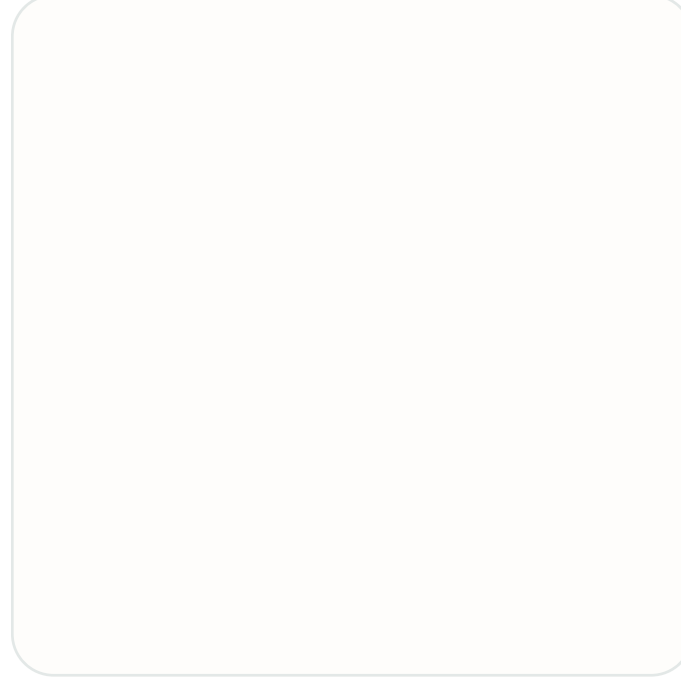
Floral White

HEX
#FDF8F2

RGB
253, 248, 242

HSL
33, 73, 97

CMYK
0%, 2%, 4%, 1%



Off White

HEX
#FEFDFB

RGB
254, 253, 251

HSL
40, 60, 99

CMYK
0%, 0%, 1%, 0%



Brunswick Green

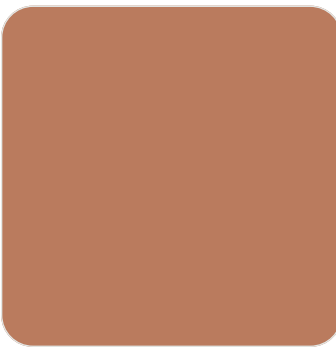
HEX
#094338

RGB
27, 77, 62

HSL
169, 76, 15

CMYK
87%, 0%, 16%, 74%

Auxiliary Palette



Brown Sugar

HEX
#BA7B5E

RGB
186, 123, 94

HSL
19, 40, 55

CMYK
0%, 34%, 49%, 27%



Dark Green

HEX
#062D25

RGB
6, 45, 37

HSL
168, 76, 10

CMYK
87%, 0%, 18%, 82%



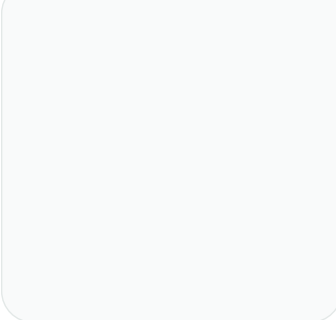
Platinum

HEX
#C7D1CF

RGB
199, 209, 207

HSL
168, 10, 80

CMYK
5%, 0%, 1%, 18%



Seasalt

HEX
#F9FAFA

RGB
249, 250, 250

HSL
180, 9, 98

CMYK
0%, 0%, 0%, 2%