



**ARKK COPENHAGEN  
BRAND BOOK 2025**

# I. BRAND IDENTITY

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## MISSION / VISION

At ARKK Copenhagen, our mission is to redefine consumer expectations by crafting innovative footwear that challenges the traditional perception of lifestyle sneakers. Rooted in Scandinavian design heritage and inspired by architecture, we create footwear that offers a distinct blend of style, comfort, and functionality.

As part of our ongoing rebranding, we are dedicated to developing bold, original campaigns that engage a wide audience. Our mission is to expand ARKK Copenhagen's presence, solidifying our place in the industry as a trusted and respected brand that excites and inspires people, all while staying true to our values of innovation, craftsmanship, and authenticity.





MISSION / VISION

INCLUSIVITY

We are committed to fostering inclusivity within footwear culture by challenging industry norms.

UNCOMPROMISING COMFORT

Our footwear is designed with an emphasis on exceptional comfort, utilizing advanced materials and innovative technology.

CRAFTSMANSHIP

We take pride in our meticulous craftsmanship. Our dedication to quality and detail reflects the complexity and artistry involved in creating footwear that stands the test of time.





## FOUNDER STORY

Kasper Rasmussen, CEO, and Thomas Refdahl, the founders of ARKK Copenhagen, started their journey with a simple vision: to create footwear that blends style, comfort, and innovation. Their passion for design and entrepreneurship motivated them to embark on the challenge of building a footwear brand from the ground up.



Kasper's approach combines creativity with a willingness to learn, allowing him to navigate the complexities of sneaker production. Each pair of ARKK sneakers is a product of careful planning and collaboration.



## PRODUCTION



At ARKK, we pride ourselves on creating footwear that reflects minimalist Scandinavian principles. Each sneaker passes through various stages of development, to ensure that our products not only look great but also perform exceptionally well.



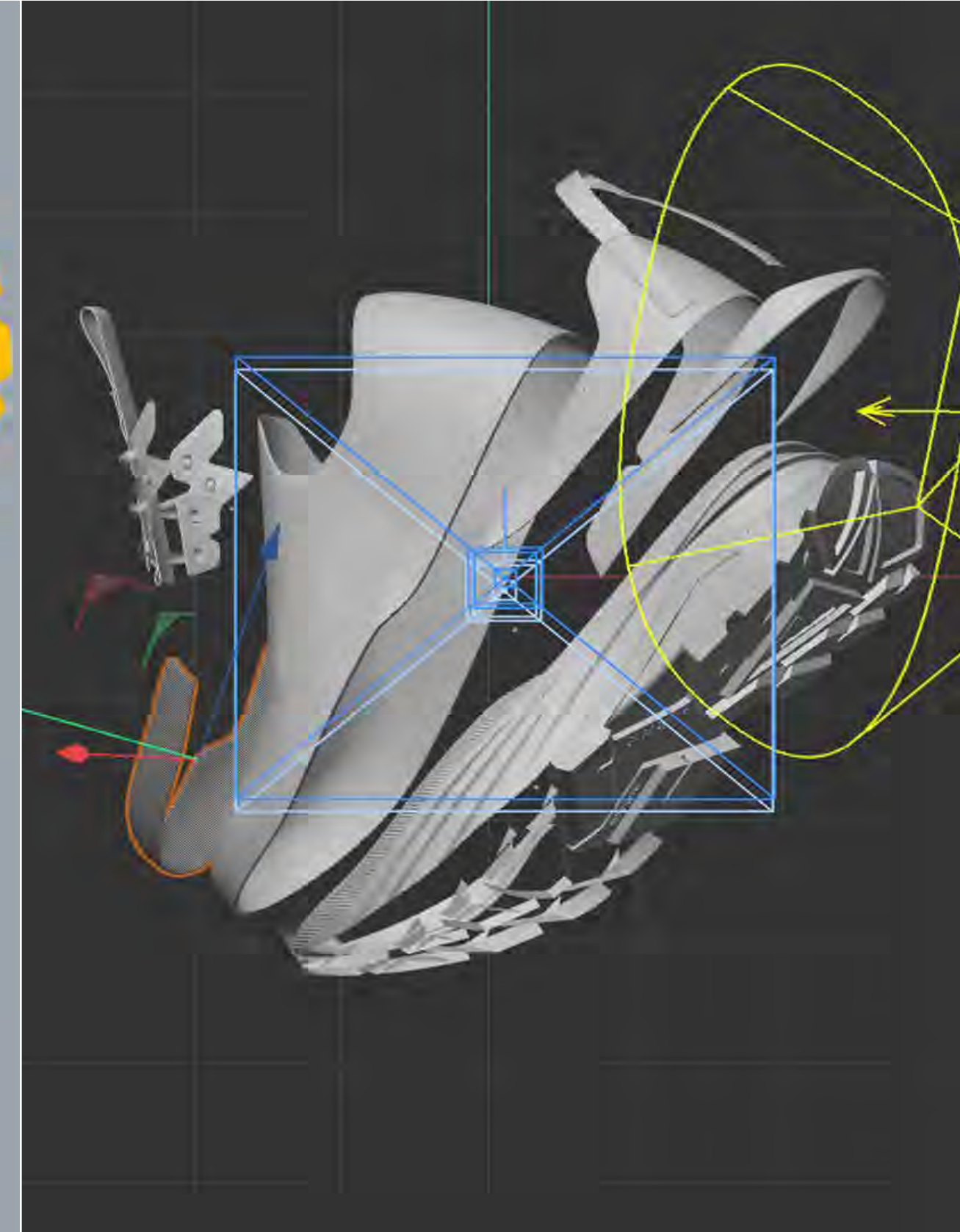


## PRODUCTION

From a rough sketch to a final sneaker, each sample passes through approximately 150 sets of hands and experts. At Arkk, we develop everything 100% from scratch in the East, where our dedicated team transforms raw ideas into tangible products.







The development process involves advanced techniques and cutting-edge technology. Our team of designers and engineers meticulously selects materials and utilizes state-of-the-art manufacturing methods to create sneakers that are both stylish and functional.



# II. GUIDELINES



TONE OF VOICE



We communicate directly and professionally, getting straight to the point while remaining approachable. Our language reflects the quality of our products, speaking with quiet confidence without ever being boastful. We are inclusive and ensure that everyone feels valued and represented.





BRAND LOGO

PRIMARY LOGOS



1.1 LOGO MARK

**ARKK**

2.1 LOGO TYPE SHORT

**ARKK COPENHAGEN**

2.2 LOGO TYPE LONG



3.1 COMBINATION MARK SHORT



3.2 COMBINATION MARK LONG

SPECIAL LOGOS



4.1 FORMA RUNNER LOGO MARK

**ARKK**

4.2 WASTE ZERO LOGO TYPE

IMPROPER USAGE



STRETCHING



SKEWING



WARPING



ROTATING



DROP SHADOW



COLORS



REPLACING FONT



CHANGING ORDER



## BRAND TYPEFACES

## PRIMARY TYPEFACE

**HELVETICA NEUE BOLD**

ALL CAPS  
TRACKING -50

INNOVATION INCLUDED. ARKK COPENHAGEN CRAFTS INNOVATIVE FOOTWEAR THAT CHALLENGE THE PERCEPTION OF LIFESTYLE SNEAKERS. ROOTED IN THE SCANDINAVIAN DESIGN HERITAGE, INSPIRED BY ARCHITECTURE, AND ATTENTIVE TO DETAILS, ARKK SEEKS TO CHANGE THE INCLUSIVITY OF THE FOOTWEAR CULTURE. WITH A FOCUS ON SIMPLICITY, PRECISION DETAILING, AND UNIQUE MATERIALITY, ARKK SNEAKERS ARE DESIGNED TO BE THE FUNCTIONAL FOUNDATION FOR TODAY'S MODERN STREETWEAR STYLE.

LINE HEIGHT = FONT SIZE

HELVETICA NEUE LIGHT  
HELVETICA NEUE REGULAR  
HELVETICA NEUE MEDIUM  
**HELVETICA NEUE BOLD**

WEIGHT VARIANTS

**HELVETICA NEUE BOLD**

WIDTH 75%

**HELVETICA NEUE BOLD**

STROKE 2PX

## SECONDARY TYPEFACE

**Adobe Garamond Pro Semibold**

TRACKING -50

Innovation included. ARKK Copenhagen crafts innovative footwear that challenge the perception of lifestyle sneakers. Rooted in the Scandinavian design heritage, inspired by architecture, and attentive to details, ARKK seeks to change the inclusivity of the footwear culture. With a focus on simplicity, precision detailing, and unique materiality, ARKK sneakers are designed to be the functional foundation for today's modern streetwear style.

LINE HEIGHT = FONT SIZE

Adobe Garamond Pro Regular  
Adobe Garamond Pro Semibold  
**Adobe Garamond Pro Bold**

WEIGHT VARIANTS

Adobe Garamond Pro Semibold

WIDTH 75%

**Adobe Garamond Pro Semibold**

STROKE 1PX



# BRAND COLORS

#EFEFEF

#606060

#848484

#262626

#3D3D3D

#C1C1C1

#CECECE



# ICONS AND GRAPHIC STYLE

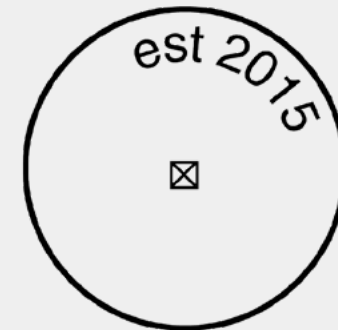
## GRAPHICS

Simple, clean, crisp, raw  
 Inspired by practical and technical iconography  
 Text and other elements are kept small and compact  
 Minimal textures and patterns

**©2024 ARKKCOPENHAGEN**

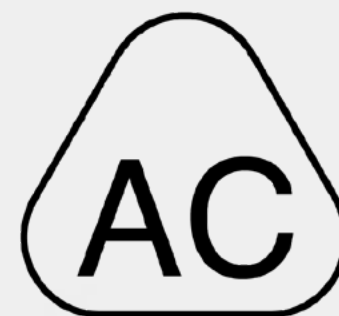
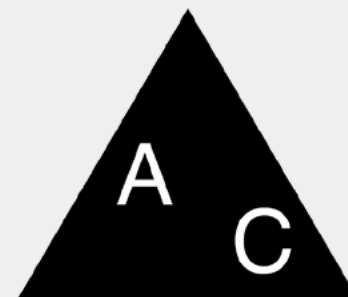
**WWW.ARKKCOPENHAGEN.COM**

ARKKCOPENHAGEN  
 DK/COM  
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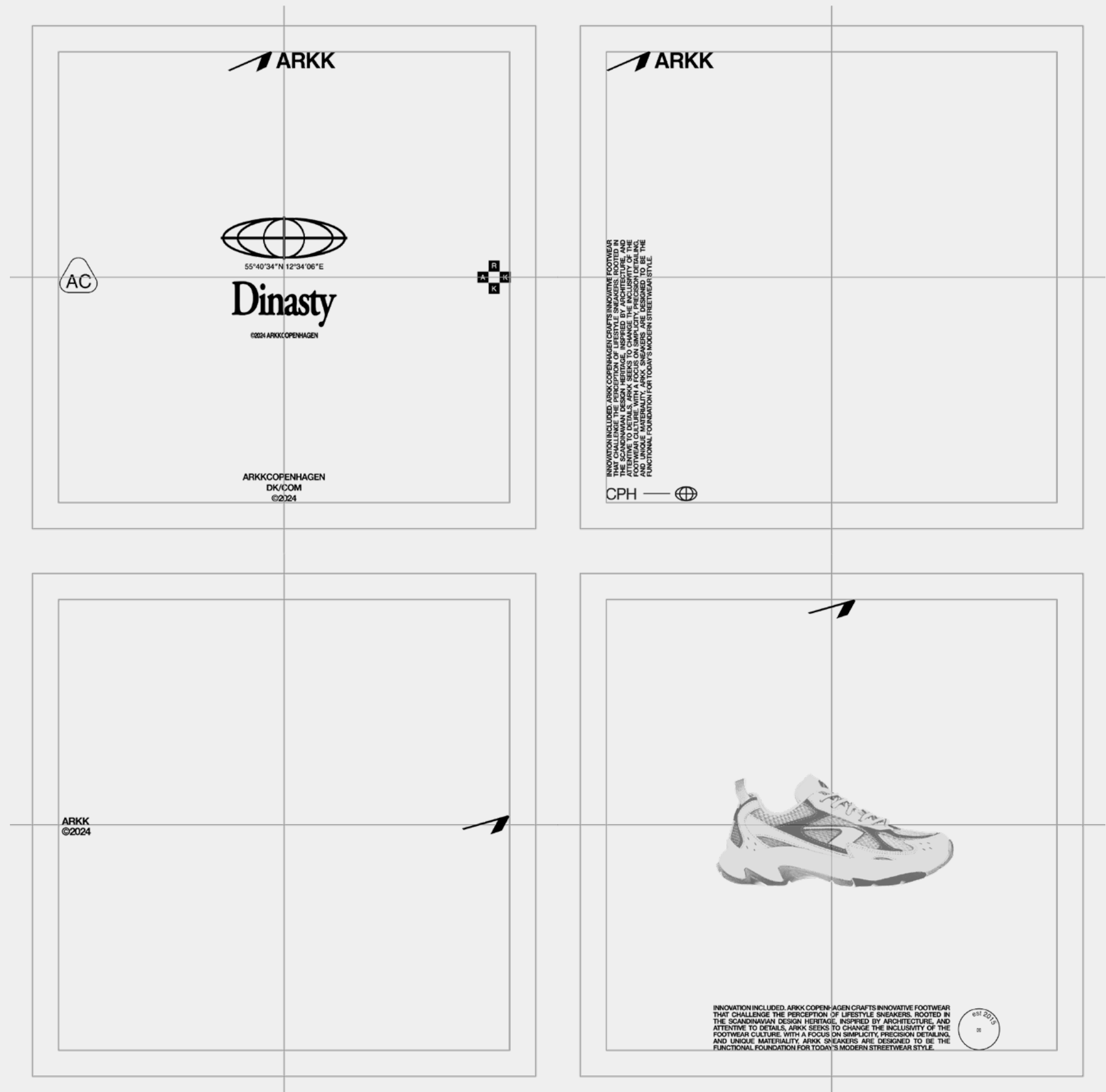
55°40'34"N 12°34'06"E

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## LAYOUT

Symmetry  
 Logo kept small, approximately same height as margin width  
 Equal spacing  
 Aligned elements  
 Wide paddings, margins, and white space

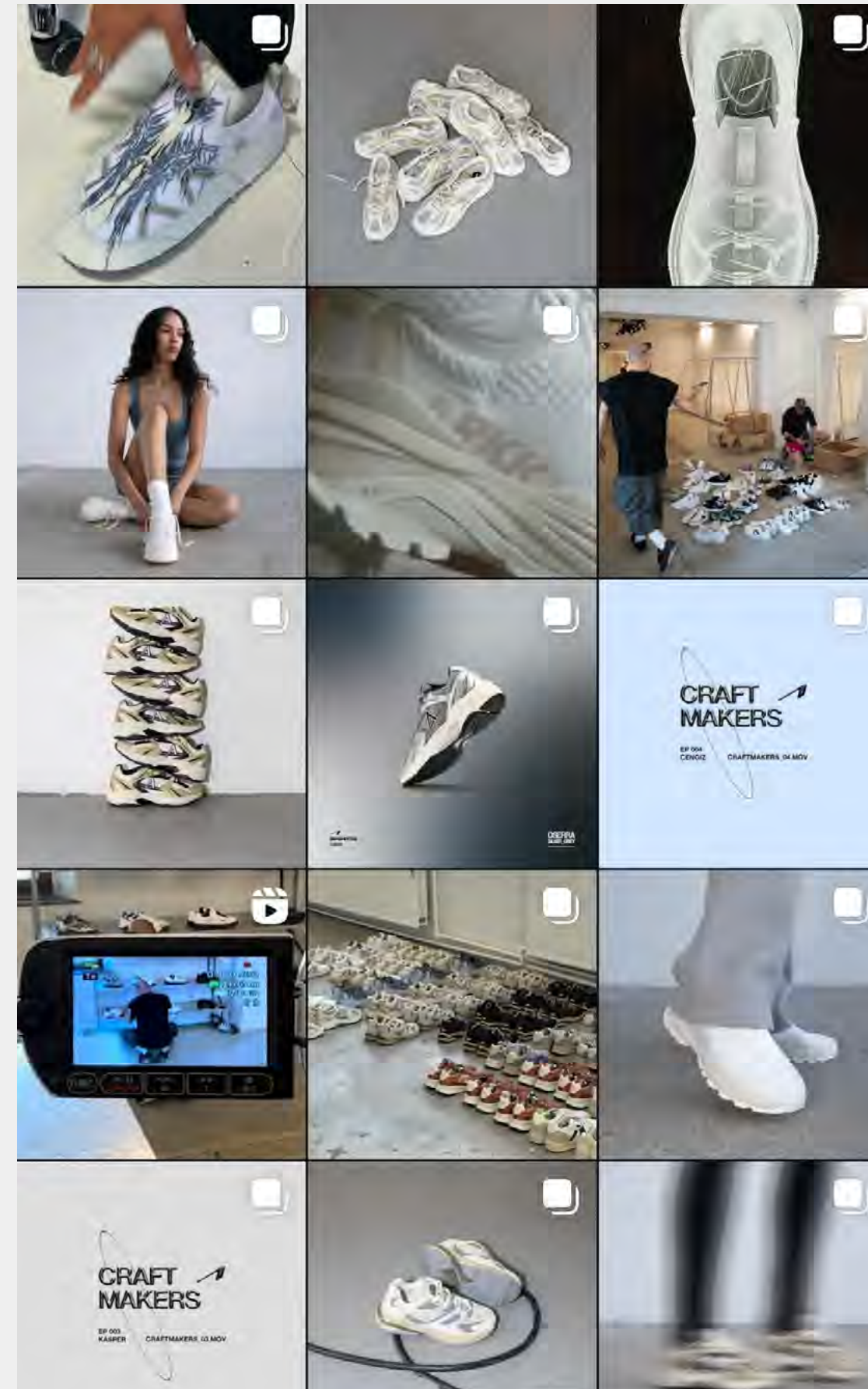




## SOCIAL MEDIA APPROACH

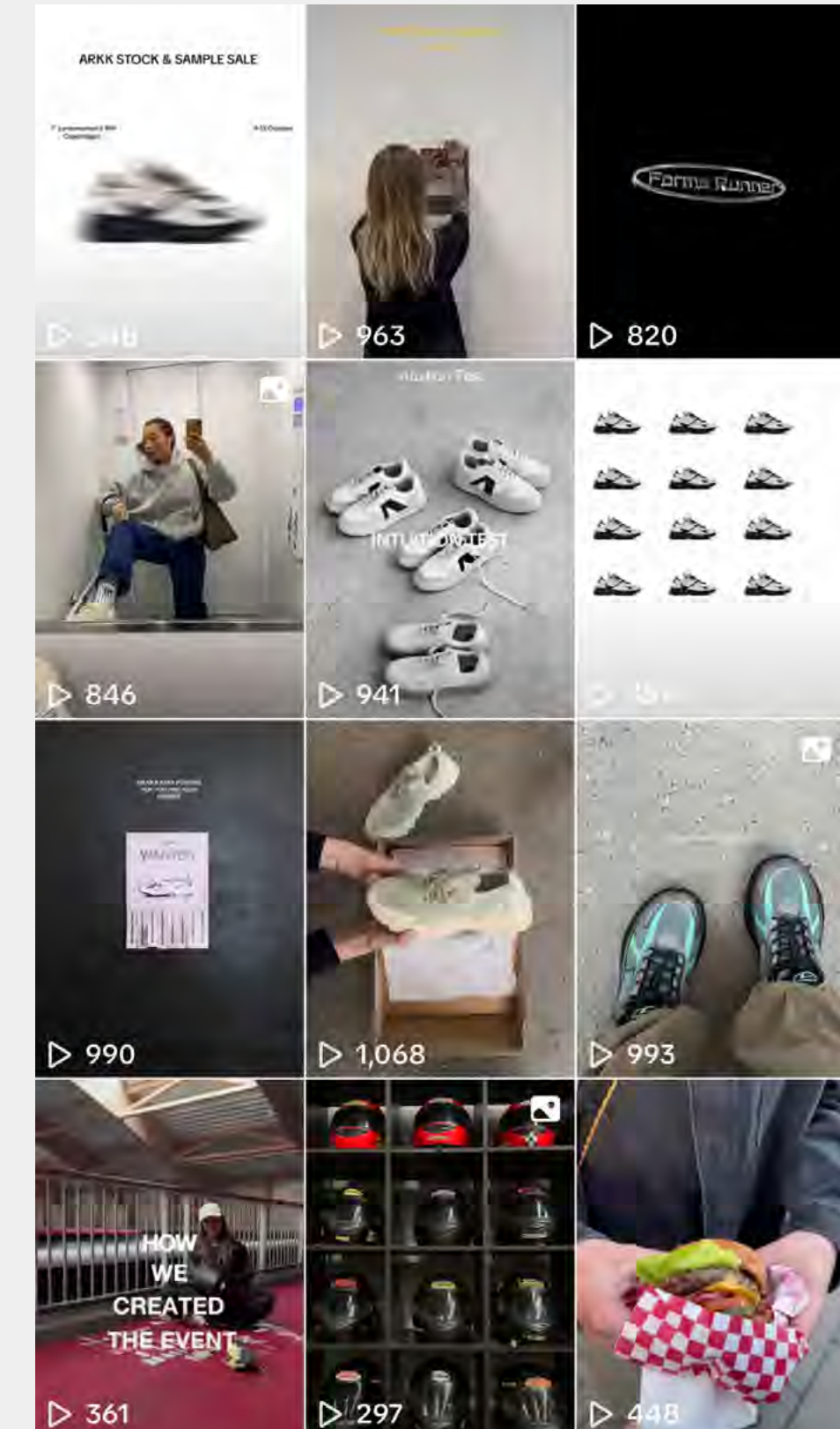
Our primary focus is to grow our engagement and audience across all platforms, with particular emphasis on TikTok and Instagram.

On Instagram, we strive to maintain a polished aesthetic while delivering compelling content that resonates with our followers. We believe in the power of community, fostering connections to create authentic content.



Instagram feed @arkkcopenhagen

On TikTok, we embrace a fun and informal approach, sharing material that showcases our brand's personality and culture. This platform allows us to connect with our audience in a more dynamic way.



TikTok feed @arkkcopenhagen

On LinkedIn, we focus on consistency and professionalism, presenting our projects and engaging with our audience as we share our journey.

Together, these platforms form a cohesive social media strategy that enhances our brand presence, fosters community, and drives engagement across the board.



# III. CAMPAIGNS 2024



# CAMPAIGN APPROACH

We aim to create engaging, thumb-stopping content that resonates with our audience and reflects our brand values. Our campaigns focus on storytelling, showcasing our sneakers in creative ways that invite consumers to form a connection and remember our brand.







# NOT YOUR AVERAGE RUNNER

Arkk Copenhagen presents the 'Forma Runner'. Inspired by the sleek designs of vintage runners, the Forma Runner is a fusion of form and function that transcends the conventional. Not bound by the expectations of traditional running shoes, the Forma Runner blurs the line between athleticism and street style, offering performance-ready comfort without sacrificing everyday versatility.

Fly. Jump. Move. But don't run with it.

Arkk Copenhagen © 2024

ARKK COPENHAGEN PRESENTS  
**FORMA RUNNER**



FORMA RUNNER IS A CAREFULLY CRAFTED RUNNER THAT BLENDS THE TIMELESS APPEAL OF VINTAGE, WITH MODERN TECH WITH DURABLE DESIGN. COMFORT, VERSATILITY AND STYLE. THE PERFECT CHOICE FOR LONG-DURATION COMFORT AND STYLE. PROVIDING EXCELLENT SUPPORT AND COMFORT.



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# DRIVE IS EVERYTHING

Drive is everything as they say at the racing community, which is in perfect alignment with the values of Arkk, where drive constantly keeps increasing our product innovation, campaign executions and partnership collaborations.

Together with @mathias.ong, Arkk and @zalando hosted a race day to experience the speed, drive and effortlessness of the Arkk silhouette Waste Zero. Experience the innovation, speed and effortlessness with Arkk Waste Zero.

Arkk Copenhagen © 2024

**ARKK** COPENHAGEN

zalando

CPH

ARKK

**Drive Is Everything**

©2024 ARKKCOPENHAGEN

ARKK x zalando

**Drive Is Everything**

WASTE ZERO® ZALANDO EXCLUSIVE

© ARKK 2024

WASTE ZERO® ZALANDO EXCLUSIVE

© ARKK 2024





# MIGHT BE SKATE SHOES. MIGHT NOT BE.

The Dinasty "Might be skate shoes, might not be".

Yes, we understand it might be confusing. Our classic silhouette 'The Dinasty' is inspired by the aesthetics of skateboarding but in reality is too bouncy and comfortable to be able to skate in. Created with a RA-01 soleunit, which compound consists of EVA and rubber, makes it light and comfortable. Perfect for everyday wear.

Arkk Copenhagen © 2024







## BIG DREAMS, BIG SHOES

We believe that style knows no age limit. We recently had the pleasure of teaming up with the trendsetters of the future for a day filled with fun. And who knows - perhaps an ARKK kids' line is on the horizon?

Arkk Copenhagen © 2024

KIDS FOR ARKK



KIDS FOR ARKK



KIDS FOR ARKK







## YOUR DOG'S FAVOURITE TREAT

We teamed up with a group of furry friends and gave them permission to do exactly what they wanted. To chew, play and rate a wide range of our products. The results came in, the tails wagged and Arkk products are officially dog-approved.

Arkk Copenhagen © 2024

ARKK  
YOUR DOG'S  
FAVOURITE TREAT



ARKK  
YOUR DOG'S  
FAVOURITE TREAT



ARKK  
YOUR DOG'S  
FAVOURITE TREAT





# IV. THE FUTURE



## GOALS

Our goals are focused on solidifying our presence in the footwear industry, enhancing our product offerings, and elevating our brand identity. We aim to achieve the following:



### Cultivate Timeless Classics

Our commitment to exceptional craftsmanship and uncompromising comfort drives us to focus on refining our designs, consistently delivering high-quality products that resonate with our audience, fostering loyalty and recognition.

### Enhance Brand Visibility and Engagement

Our goal is to generate more publicity through bold campaigns, engaging content, and strategic marketing initiatives.

### Elevate Brand Partnerships

We are dedicated to collaborating with partners that align with our brand ethos. By being selective with smaller suppliers, we are prioritizing select retailers, such as our successful partnership with Zalando, to enhance our visibility and credibility in the market.

### Solidify Our Industry Position

We aim to be recognized as a trusted and respected brand within the footwear industry, known for our innovative designs and commitment to quality.



## GOALS

Through these goals, we are committed to not only elevating the ARKK Copenhagen brand but also making a meaningful impact within the footwear industry.

