ARENA Brand Logo Identity Guide
February 2023

ARENA

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What is ARENA?

ARENA is a vibrant and inclusive retro arcade and bar located in downtown Atlanta, Georgia.
ARENA is designed to be a safe space for people to relax with friends and enjoy a fun night of drinking and entertaining games.
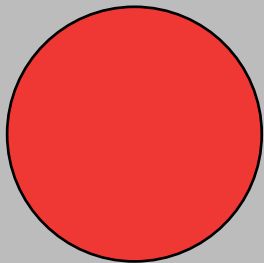
ENERGETIC|INCLUSIVE|LIVELY

RETRO|VIBRANT|ENTERTAINING

Colors of ARENA

The core colors of ARENA are bright red, ocean blue and pastel green. First, red was chosen as it brings excitement and energy to the brand. Blue was chosen as it represents calmness and tranquility, finally pastel green brings the two stronger colors together and adds a retro aura to the brand. Black and white can also be used in a monochromatic style on either logo.

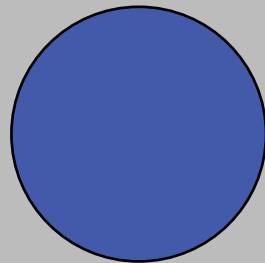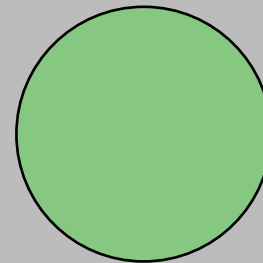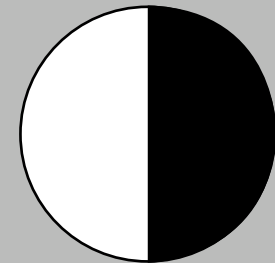| Bright Red	Ocean Blue	Pastel Green	White	Black
-#ED3934	-#405BA9	-# 87C881	#FFFFFF	#000000
- R -	- R -	- R -	- R -	- R -
237	64	135	255	0
- G -	- G -	- G -	- G -	- G -
57	91	200	255	0
- B -	- B -	- B -	- B -	- B -
52	169	129	255	0

Typography of ARENA

ARENA TYPOGRAPHIC LOGO – CUBANO
ALWAYS UPPERCASE
FONT SIZE CHANGES AS NECESSARY
FONT COLOR MAY BE ANY OF ARENA'S BRAND COLORS OR
BLACK/WHITE

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z

Heading - American Typewriter
Font-size: 26 pt
Font-weight: Bold

A B C D E F G
H I J K L M
N O P Q R S T
U V W X Y Z

Body - Lao MN
Font size: 16-22 pt
Font-weight: Regular

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

Logos of ARENA

The main **ARENA** typographic logo holds a retro-arcade style that embodies the energy of the **ARENA** brand. The color of the logo can be changed to any of the three core colors of **ARENA** , a rainbow style using the three core colors and finally B/W.

The secondary **ARENA** logo is used for merchandising and large promotional materials. The goal with the secondary logo is to give a more descriptive look at the **ARENA** brand and tells customers exactly what to expect before they visit the arcade.

The secondary logo can be used in the full, colorful style as displayed on the far left, or a monocromatic style using any of the three core colors or B/W.

Logos of ARENA continued

Unacceptable uses of the primary ARENA logo:

Unacceptable uses of the secondary ARENA logo:
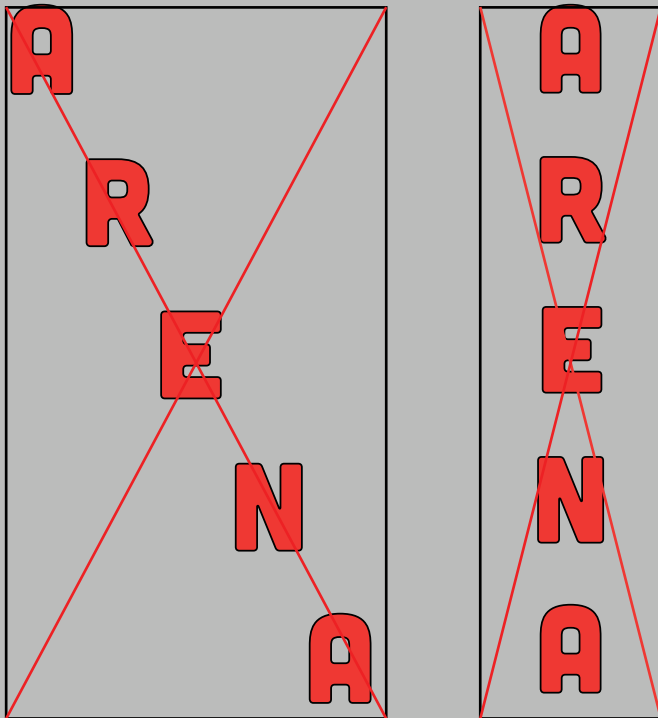
Do not change the orientation of the logo in any direction.

Do not move the typography.

Do not remove the exterior illustration.

Real Life Application