



ARIEVA



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BRAND SUMMARY

WELCOME TO **ARENA**, A RETRO
SOCIAL EXPERIENCE.

Arena is a new video game arcade and bar in downtown Atlanta, GA.

Our Objective:

To invite customers to play games, have a few drinks, and socialize with friends in a massive indoor and outdoor refurbished warehouse space reminiscent of the 80s.

While we're open to all gamers and drinkers (21+), our target audience is M/F/NB ages 25-45. We want to provide space for young folks looking for a wild night out of drinks and gaming and also middle-aged folks who want to experience some nostalgia for the old days.

Tone Words: **VIBRANT** **TECHNOLOGICAL** **SOCIAL**
COMPETITIVE **RETRO**

BRAND SUMMARY

> CONCEPTION

STYLESCAPE

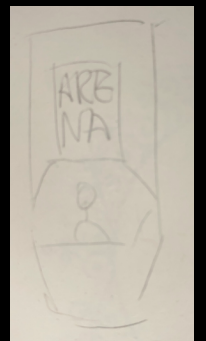
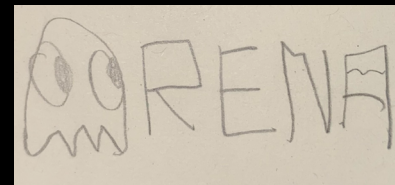
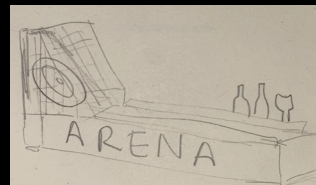
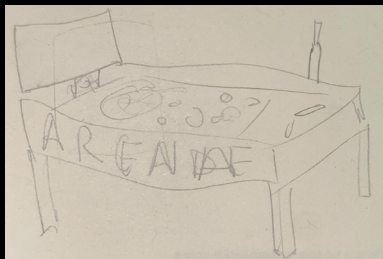
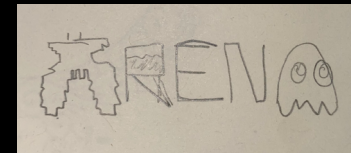
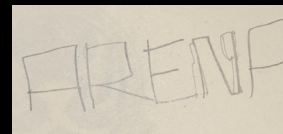
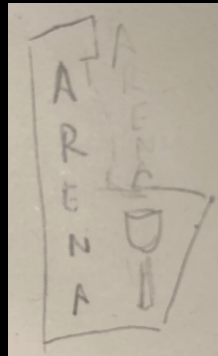
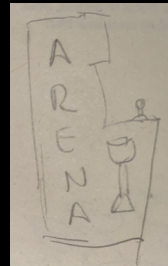
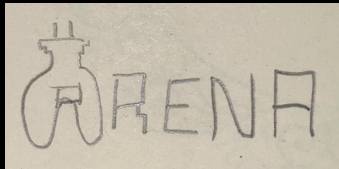
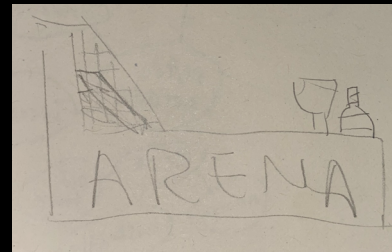
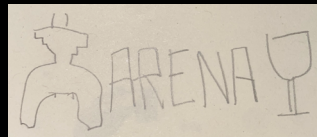
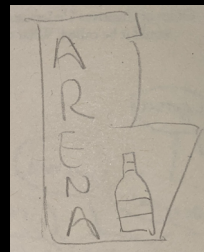
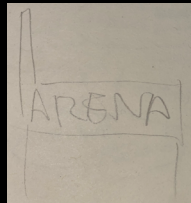
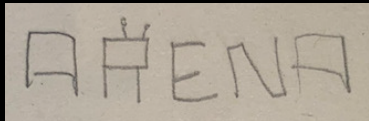
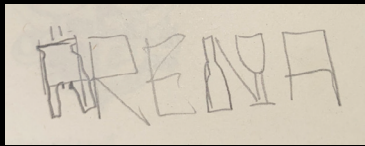
COLORS

TYPOGRAPHY

LOGO USAGE

REAL WORLD USE

CONCEPTION



BRAND SUMMARY

CONCEPTION

➤ **STYLESCAPE**

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STYLESCAPE

The stylescape includes images of old arcades, bars, and spaces that Arena draws inspiration from. There are also text samples, patterns, original color palettes, and other symbols that are integral to the creation of Arena. The target audience is pictured: younger people with geekier interests.



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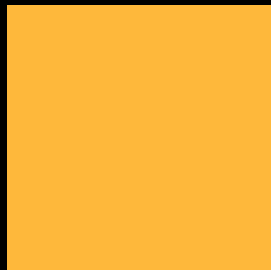
REAL WORLD USE

COLORS

These colors were chosen by sampling from iconic video game characters (such as the main boss from Galaga, Pac-Man, and Mario), then slightly adjusting them to fit the rest of the theme. These four “primary” colors are what most uses of the logo will be (red being the main color), but the white, off-white, and black can be used as well.



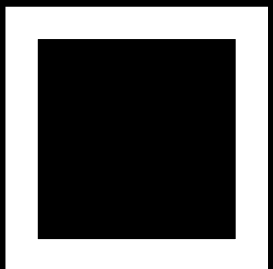
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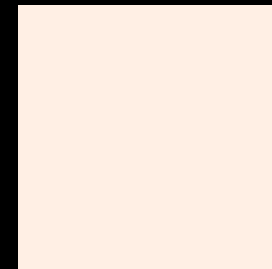
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#089595



#ffefe4

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Links to download both fonts can be found by clicking on the descriptor for each (“Logo and Headers” or “Body Copy”).

LOGO AND HEADERS

Retro Computer

Body copy

Agenda One Condensed, Regular.

Bold and italic can be used when necessary.

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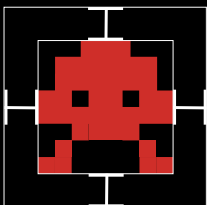
LOGO USAGE

While we want our logo to be brought to many different contexts, there is a right and wrong way to use it. These rules reference color, orientation, spacing, etc. The biggest concern is making sure readability is preserved in ANY usage. If there is any confusion, contact the Arena team or default to one of the “Dos” below.

DO



Any of these are acceptable color uses for the logo. If choosing another color (that isn't black or white, make sure it can work on both a black and white background.



When the icon is used alone, allow at least the height of its leg between the icon and anything else.

DON'T



No stroke of any color.



No color too dark or light.



No distortion from resizing.



Don't separate the word or change kerning.



Don't resize the icon.



No different colors within the word.

REAL WORLD USE

Having a brand means real-world use! Here are some mockups of some places you might see the brand (in day-to-day life).

