



BRAND GUIDELINES

2021

POWERED BY
arc

THE BRAND BOOK

This document contains the guidelines for a visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, Colours, and more—to create a consistent tone, look, and feel for Powered by ARC. We invite you to absorb this information and reference it often to become an informed keeper of the brand.



BRAND GUIDELINES

SECTION 01

BRAND INTRODUCTION

SECTION 02

BRAND LOGO DESIGN

SECTION 03

BRAND TYPOGRAPHY

SECTION 04

BRAND COLOUR SYSTEM

SECTION 05

BRAND GRID SYSTEM

SECTION 06

BRAND IMAGERY

Section 01

BRAND INTRODUCTION



ABOUT US

We build tools for conveners to run leagues, coaches to manage teams, and players to manage their career while reducing the workload and offering more information to all stakeholders.

MISSION

Inspire greatness by fueling competition in sports and e-sports

CONSUMER TRUTH

Everyone loves to win and be recognized for it.

VISION

To be the global leader in competition, motivation, and sports/e-sports management.

Section 02

BRAND LOGO DESIGN

POWERED BY
arc



LOGO DESIGN

The company logo is an important graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

THE FULL LOGO

The Powered by ARC logo is a combination of logo symbol and logotype. It comes in the combination of Colour which make this logo look playfull, enjoy and tech it created full attraction towards the logo.

There are many variations of the logo but in this section, we are discussing the primary one which is going to be used in all branding you can see on the right-hand side. We also discuss what is the actual size of all the logo.





CLEARSPACE

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

LOGO



LOGO SYMBOL / ICON





BRAND LOGO MISUSE



X

Do not apply effect on the logo



X

Do not change Colour of logo



X

Do not use same background



X

Do not change any aspect of logo



X

Do not rotate the logo design



X

Do not distort or skew logo



COLOUR VARIATIONS

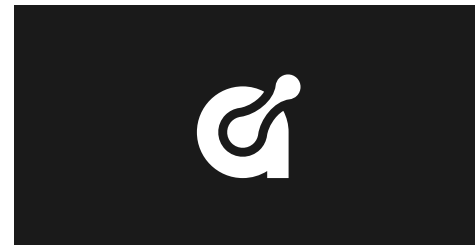
PRIMARY LOGO LIGHT BACKGROUND



PRIMARY LOGO DARK BACKGROUND



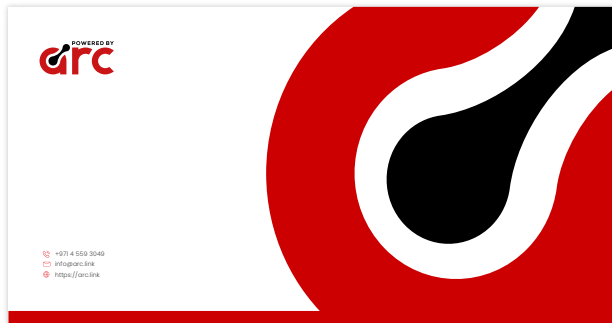
PRIMARY WHITE VERSION





LOGO USAGE

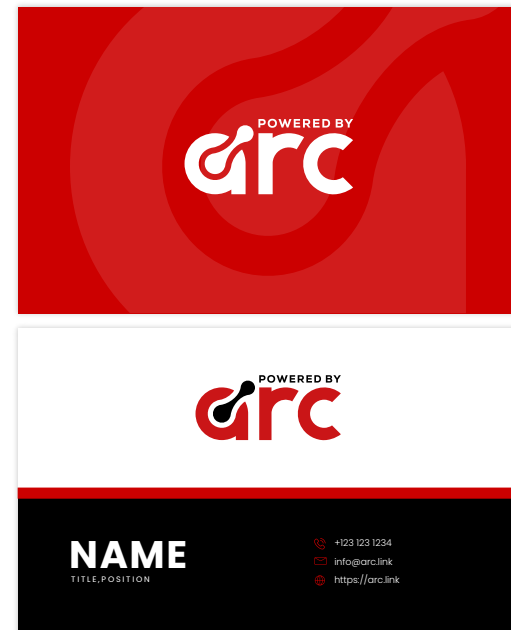
The logo must be used in its approved form. It should never be modified. Altering the logo weakens the integrity and consistency of the brand. Here are some examples what to do with the logo.



Envelope



Letterhead



Business card

Section 03

BRAND TYPOGRAPHY

POWERED BY
arc



BRAND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications.

PRIMARY TYPEFACE

POPPINS

A B C D

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
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
0 1 2 3 4 5 6 7 8 9

Semibold 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
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
0 1 2 3 4 5 6 7 8 9

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
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
0 1 2 3 4 5 6 7 8 9

Light 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
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
0 1 2 3 4 5 6 7 8 9

Italic 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
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
0 1 2 3 4 5 6 7 8 9



BRAND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications.

SECONDARY TYPEFACE

ROBOTO

A B C D

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
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
0 1 2 3 4 5 6 7 8 9

Medium

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
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
0 1 2 3 4 5 6 7 8 9

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
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
0 1 2 3 4 5 6 7 8 9

Light

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
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
0 1 2 3 4 5 6 7 8 9

Italic

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
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
0 1 2 3 4 5 6 7 8 9



BRAND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications.

ACCENT TYPEFACE

ROBOTO CONDENSED

A B C D

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
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
0 1 2 3 4 5 6 7 8 9

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
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
0 1 2 3 4 5 6 7 8 9

Light

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
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
0 1 2 3 4 5 6 7 8 9

Italic

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
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
0 1 2 3 4 5 6 7 8 9



BRAND TYPOGRAPHY

FONT LEADING SET

To achieve proper readability and appropriate spacing. Line heights have been determined based on each style's individual size and weight. Line wrapping only applies to Body, Subheading, Headline and the smaller display styles. All other styles should exist as single lines.

SIZE 45 LEADING 30

ARC

Typography plays an important role

30 pt Leading

SIZE 34 LEADING 26

ARC

Typography plays an important role

26 pt Leading

SIZE 22 LEADING 22

ARC

Typography plays an important role

22 pt Leading

SIZE 16 LEADING 20

ARC

Typography plays an important role

20 pt Leading

SIZE 10 LEADING 16

ARC

Typography plays an important role

16 pt Leading



Section 04

BRAND COLOUR SYSTEM

POWERED BY
arc



COLOUR SYSTEM

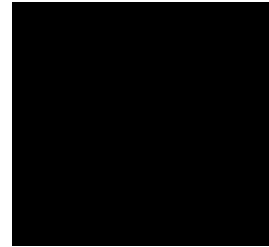
Colour plays an important role in the Powered by ARC brand identity. The Colours below are recommendations for various media. A palette of primary Colours has been developed, which comprise the Colour scheme.

PRIMARY COLOUR



COLOUR CODE

Hex : #CC0000
Rgb : 204, 0, 0



COLOUR CODE

Hex : #000000
Rgb : 0, 0, 0

SECONDARY COLOUR



COLOUR CODE

Hex : #565656
Rgb : 86, 86, 86



COLOUR CODE

Hex : #CCCCCC
Rgb : 204, 204, 204



COLOUR CODE

Hex : #FFFFFF
Rgb : 255, 255, 255

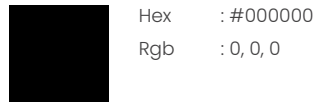


COLOUR SYSTEM

Colour plays an important role in the Powered by ARC brand identity. The Colours below are recommendations for various media. A palette of primary Colours has been developed, which comprise the Colour scheme.

DARK MODE COLOURS GUIDELINES

BACKGROUND COLOURS



Hex : #000000
Rgb : 0, 0, 0



Hex : #15161c
Rgb : 21, 22, 28

FONT COLOURS



Hex : #565656
Rgb : 86, 86, 86



Hex : #CCCCCC
Rgb : 204, 204, 204



Hex : #FFFFFF
Rgb : 255, 255, 255

TITLE OF THE SECTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi quis lectus dictum, venenatis dolor a, ultrices magna. In hac habitasse platea dictumst.

Aenean sed vehicula ante, ac posuere diam. Maecenas eu blandit risus, non tincidunt mauris. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Lorem ipsum dolor
Lorem ipsum dolor



Section 05

BRAND
GRID SYSTEM


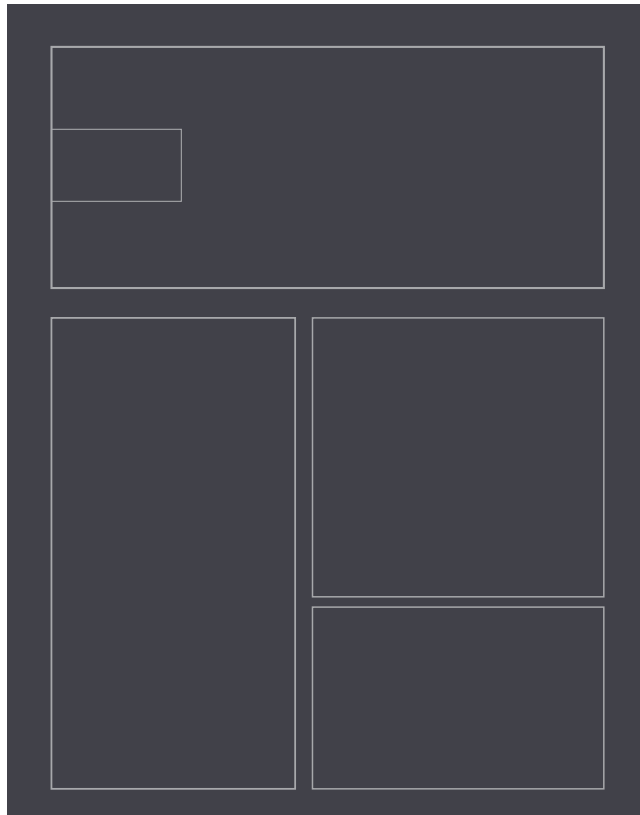
POWERED BY
arc



GRID SYSTEM

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guidelines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphics elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphics element or shape.

A4 VERTICAL GRID SYSTEM EXAMPLE




CHANGE THE GAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

WELCOME TO POWERED BY ARC

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet,

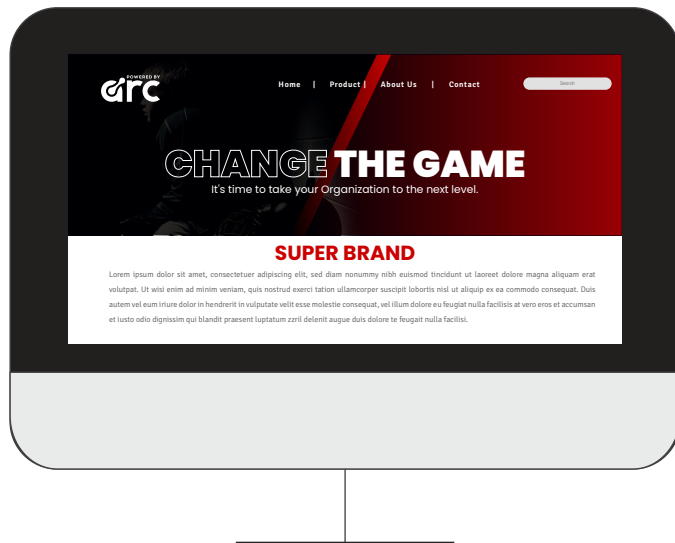




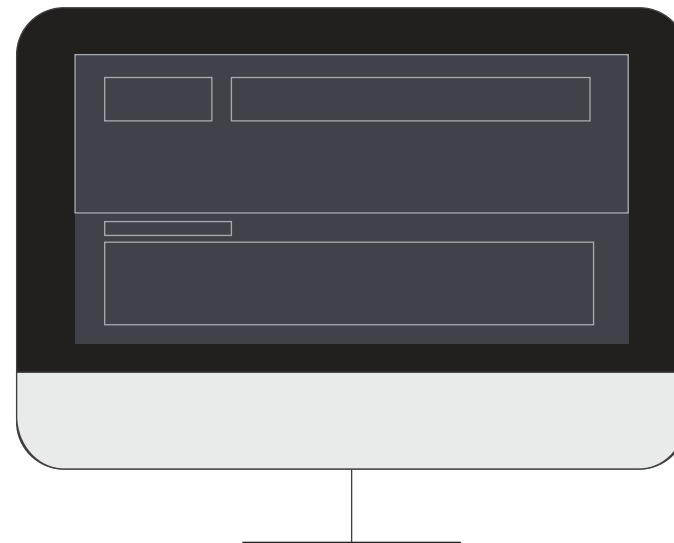
GRID SYSTEM

This shows an approved layout with a typography grid for a 16:9 Screen of Powered by ARC. This is the approved layout of the website.

SCREEN HORIZONTAL



LAYOUT WITH TYPOGRAPHY 16:9 SCREEN



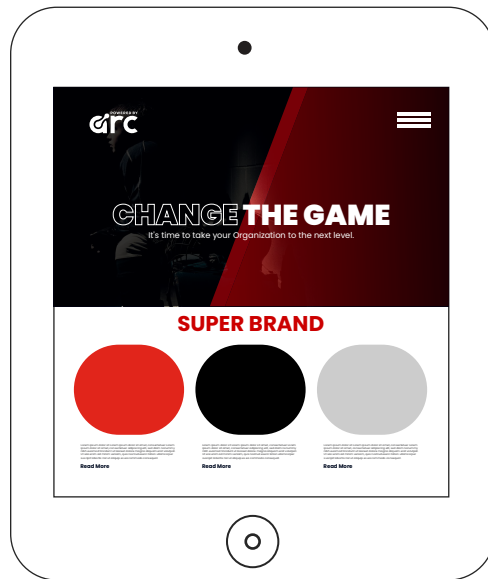
GRID EXAMPLE 16:9 AT MONITOR



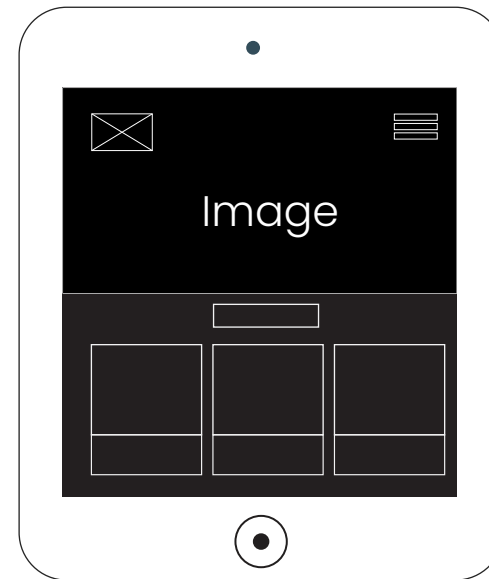
GRID SYSTEM

This shows an approved layout with a typography grid for a 4:3 Screen of Powered by ARC. This will be used for small devices like a tablet or mobile. this is the responsive version of website layout.

TABLET LAYOUT



LAYOUT WITH TYPOGRAPHY 4:3 TABLET



GRID EXAMPLE WIREFRAME FOR TABLET

Section 06

BRAND IMAGERY

POWERED BY
arc



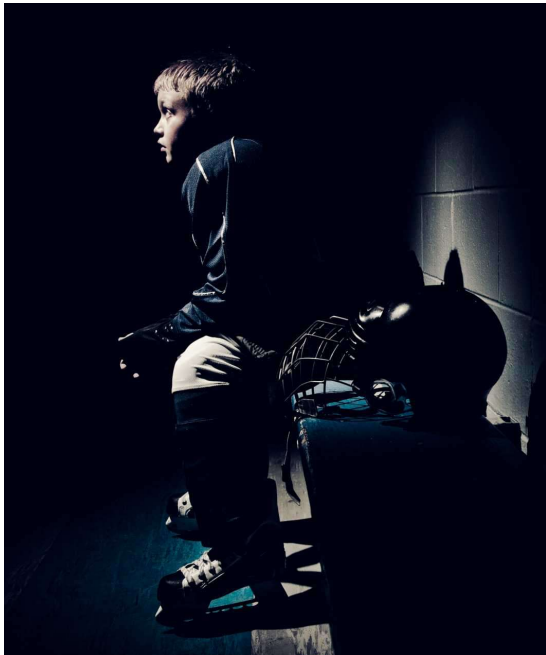
BRAND IMAGERY

The imagery we use is just as powerful as the stories we tell. We choose our photos carefully, thoughtfully, and compassionately.

TIPS.

- Sharp Image
- Rule of third
- High resolution
- Proper Perspective
- Colour Contrast
- Centered Align

SPORTS AND E-SPORTS IMAGERY





PHOTOGRAPHY INFRACTIONS

Some incorrect ways of showing our photography below:

X



Don't use animal images

X



Don't use overlay-blue Coloured images

X



Don't use overindulgence images such as laziness.

POWERED BY
arc