

Brand Guidelines



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This brand will be the cornerstone of the Arctic Arena and all of its products.

A company that hosts gaming events in Svalbard — a city with the fastest internet in the world. The event will be held in November, when the Arctic sky is pitch black, illuminated only by the polar lights. The audience is composed of gamers, aged 16 or above, game producers and e-sports coaches.

Arctic Arena is **modern, dynamic, young, tech, mystical** and **shiny**.







ARCTIC
ARENA







Arctic

+

Arena

+



Logo

The combination of five dotted waves makes the Arctic Arena a brand with movement, lightness, and dynamism, the same characteristics you can find in polar lights.



26X

26X



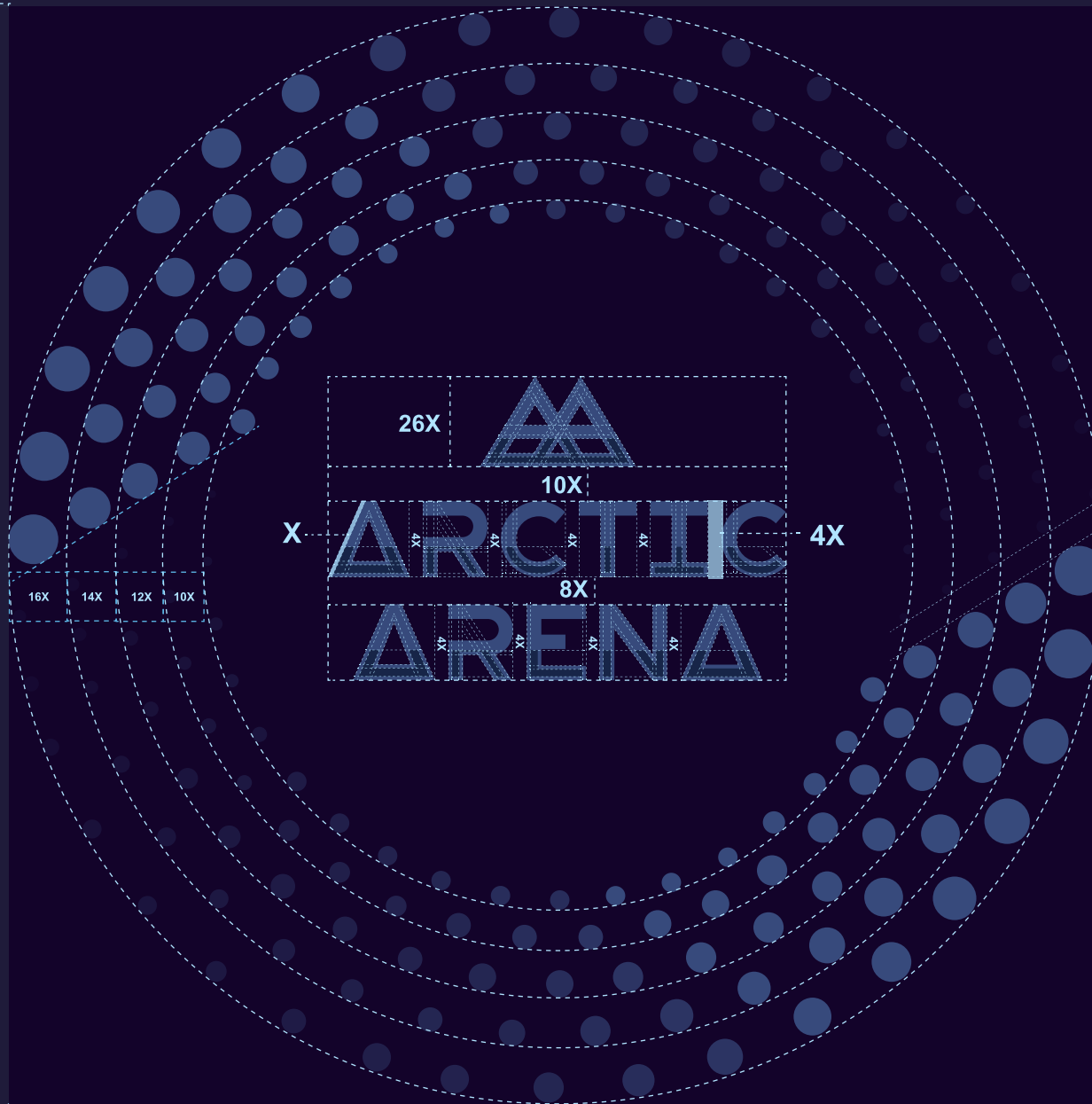
26X

26X

26X

26X

X = Atom,
smallest
possible
size



26X

26X




ARCTIC
ARENA




Colors


Primary




Main Yellow Font
#FFDD85
rgb 255 221 133
cmyk




Detail Yellow Font
#D2A530
rgb 210 165 48
cmyk




Dots 1 Yellow
#FFD260
rgb 255 210 96
cmyk




Dots 2 Orange
#FFAC60
rgb 255 172 96
cmyk



Dots 3 Light Pink
#F14B8F
rgb 241 75 143
cmyk




Dots 4 Mid Pink
#EE2C7B
rgb 238 44 123
cmyk




Dots 5 Dark Pink
#E01974
rgb 224 25 116
cmyk

Secondary



Main Background
#13032A
rgb 19 3 42
cmyk



Light Effect
#29064C
rgb 41 6 76
cmyk

Colors

Dots 1 Yellow



Dots 2 Orange



Dots 3 Light Pink



Dots 4 Mid Pink



Dots 5 Dark Pink



Colors



The image displays the Arctic Arena brand identity. At the center is the logo, which consists of a stylized yellow triangle icon above the text 'ARCTIC ARENA'. The word 'ARCTIC' is in a bold, yellow, sans-serif font, while 'ARENA' is in a grey, sans-serif font. The logo is surrounded by a circular pattern of dots in five colors: yellow, orange, light pink, mid pink, and dark pink. The dots are arranged in a way that they appear to be radiating from the center, creating a sense of depth and movement. The background is a dark blue gradient.

Dots 5 Dark Pink
#E01974

Dots 4 Mid Pink
#EE2C7B

Dots 3 Light Pink
#F14B8F

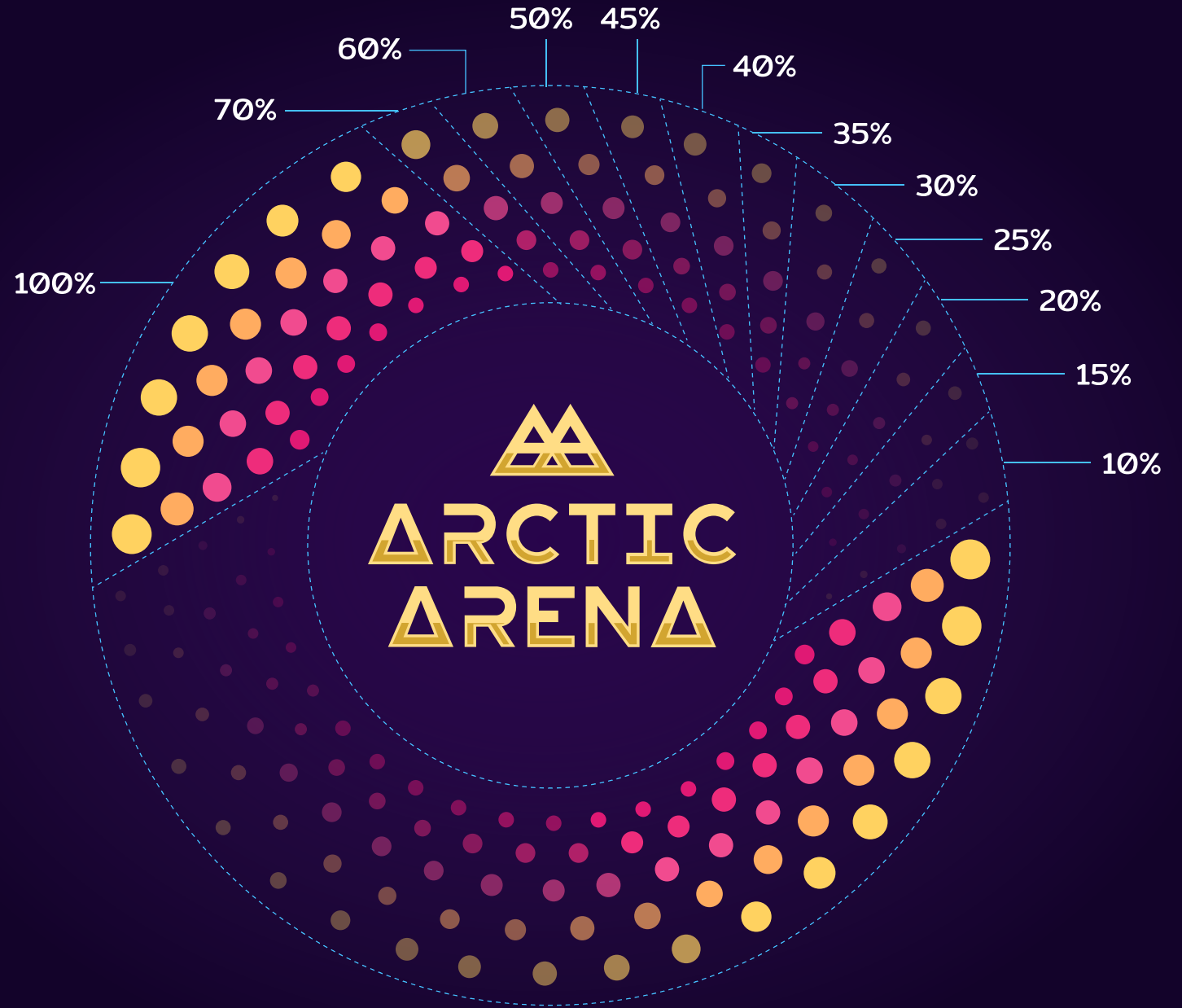
Dots 2 Orange
#FFAC60

Dots 1 Yellow
#FFD260

Main Yellow Font
#FFDD85

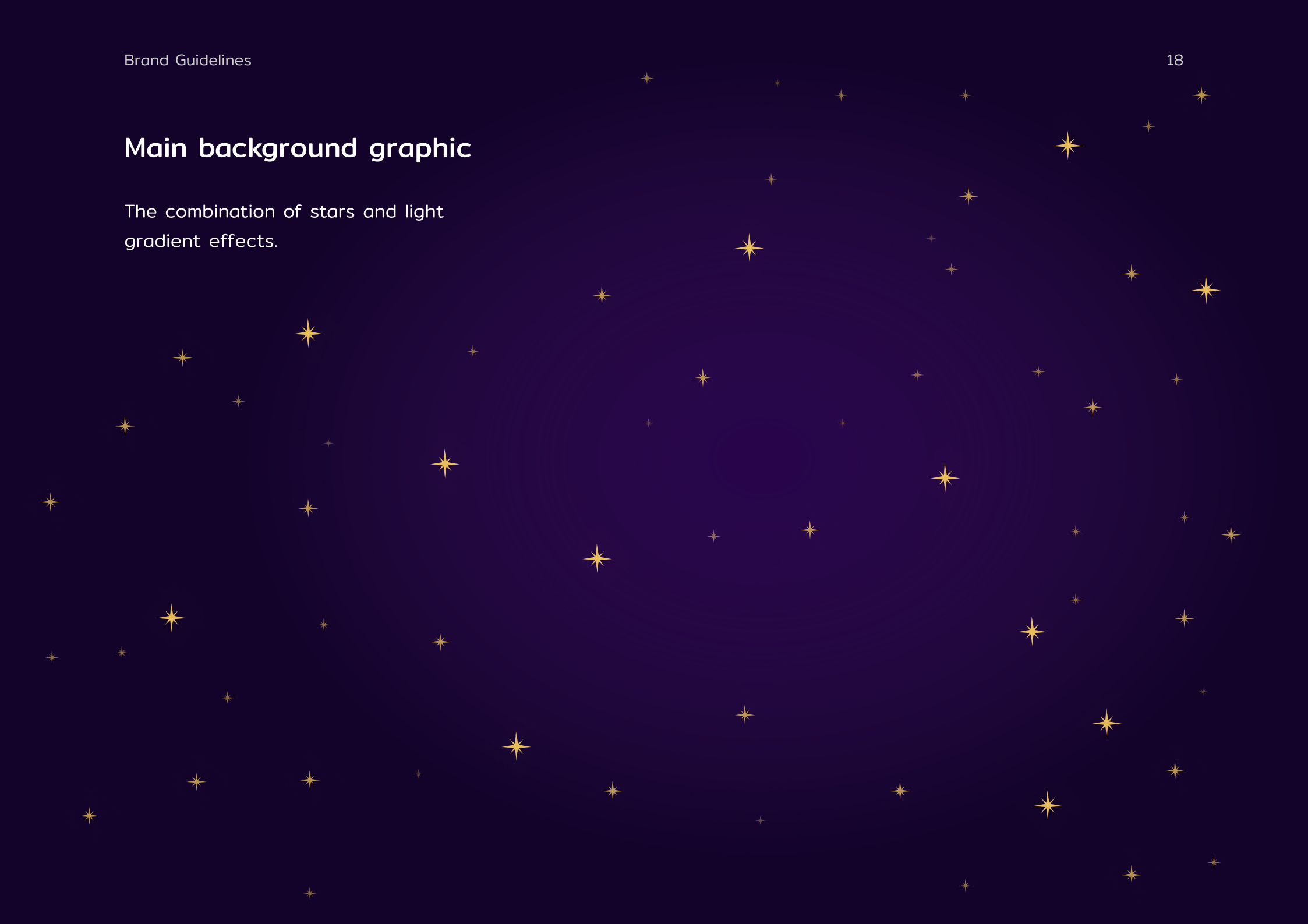
Detail Yellow Font
#D2A530

Opacity



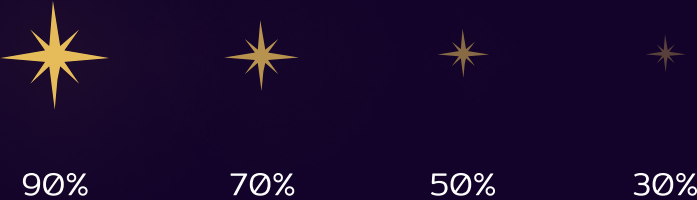
Main background graphic

The combination of stars and light gradient effects.



Main background graphic

Four different star sizes and five different star opacities.



Light Effect
#29064C

Dots 1 Yellow
#FFD260C

Variations



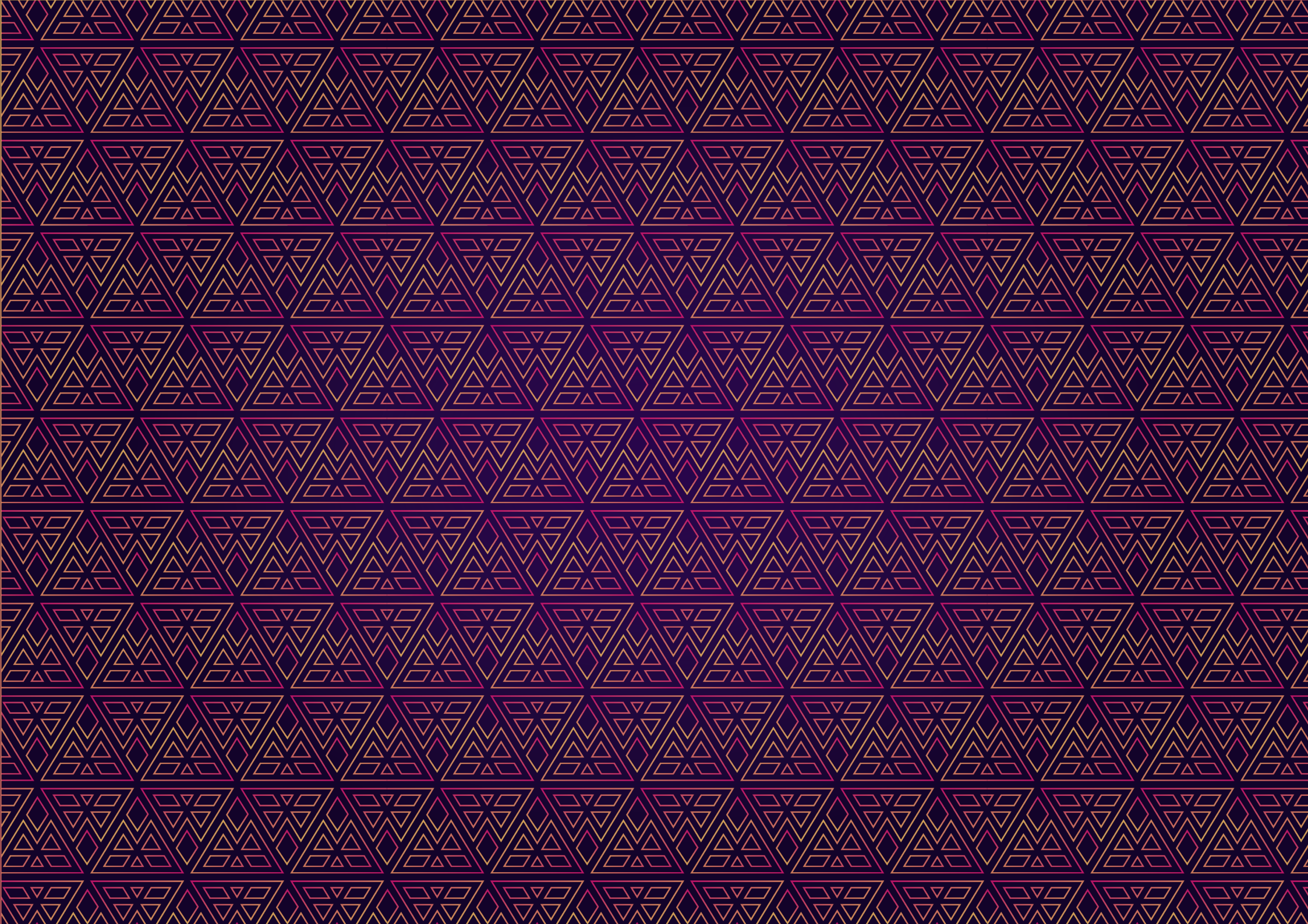
No graphic



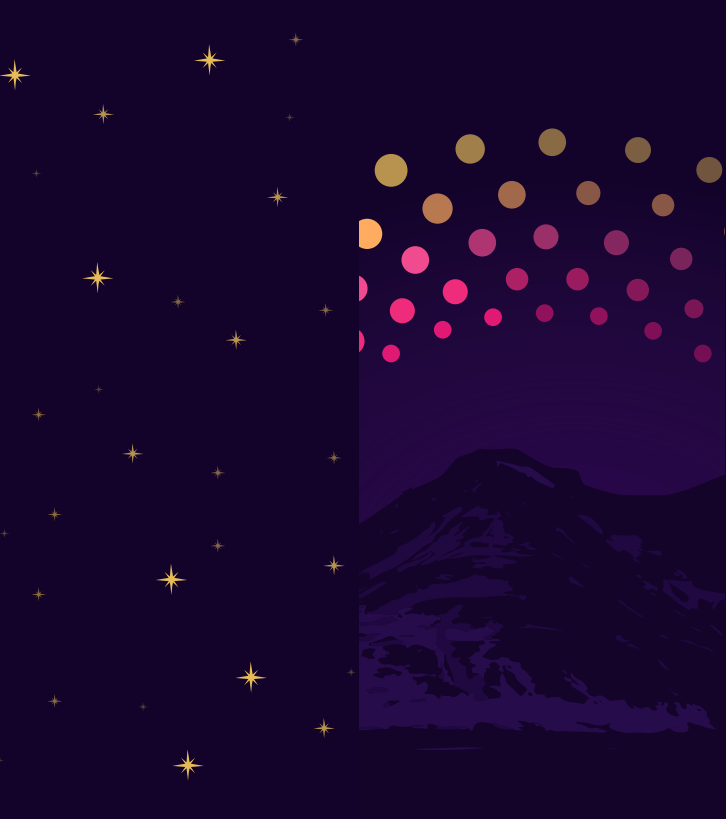
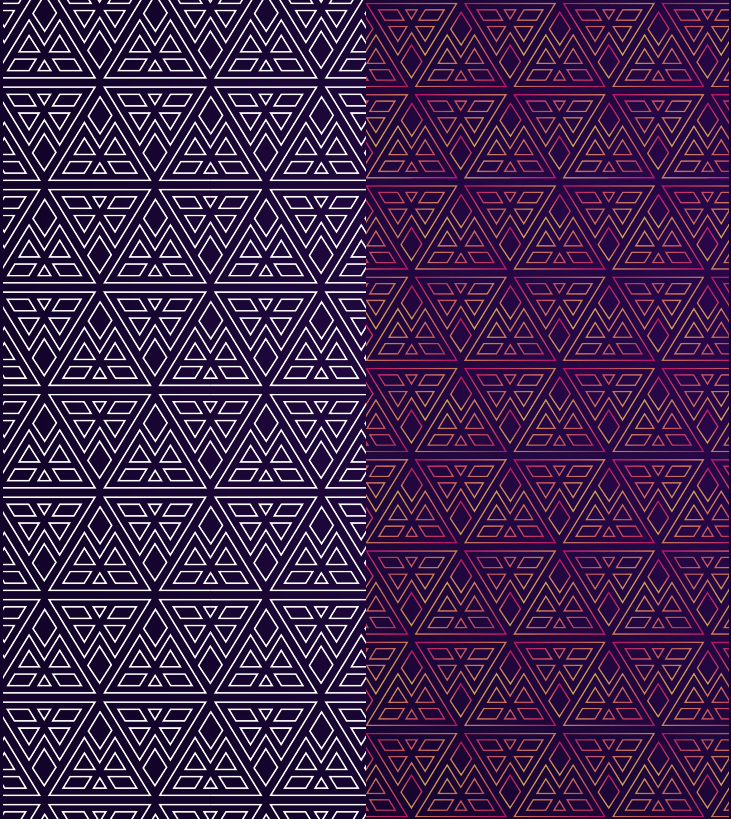
Horizontal

Special Variation





Textures





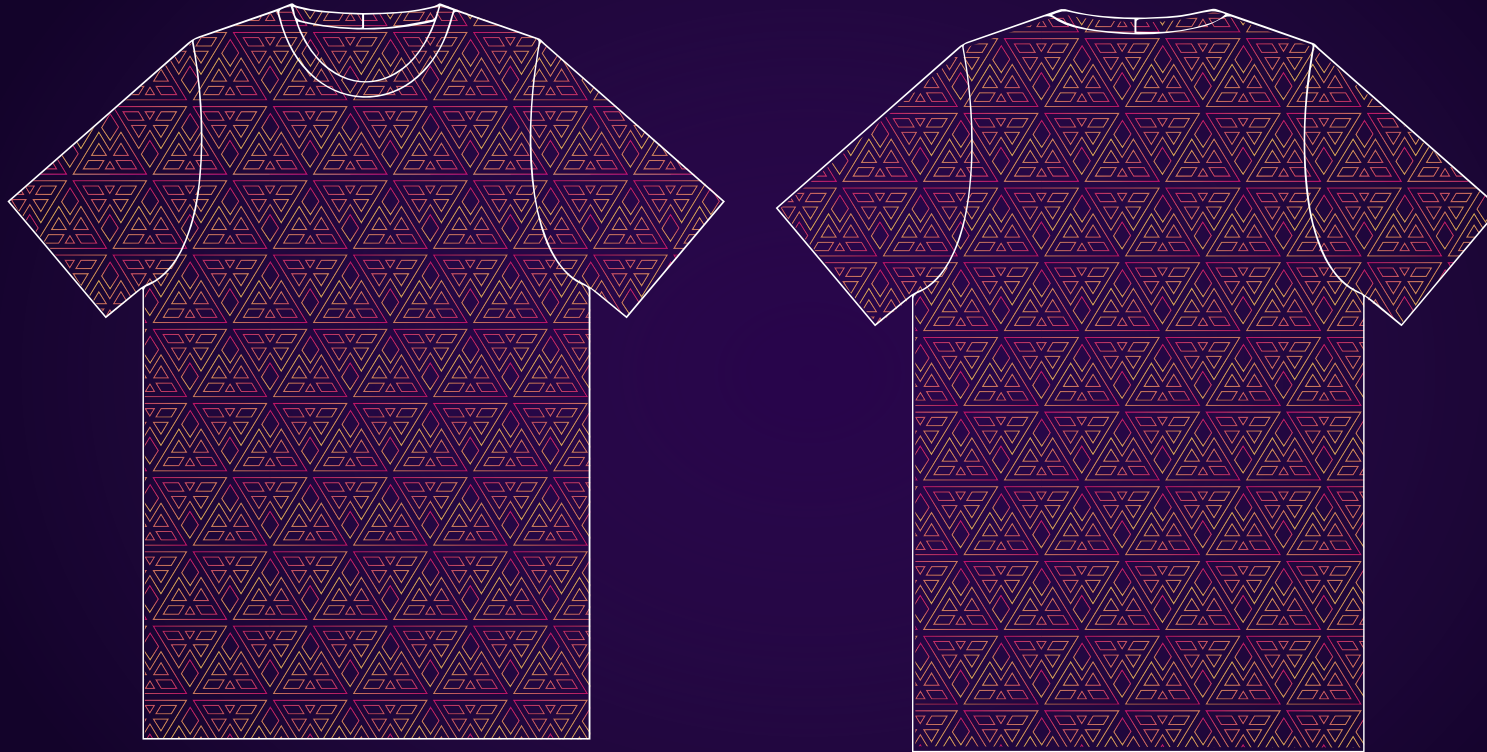
Emblem Set



T-shirts



T-shirts





ARCTIC
ARENA

T-shirts



Others



Icons Set



Black & White version



Gray scale version



Logo specifications

To preserve legibility, the logotype never appears smaller than the following sizes:

Digital 55px width

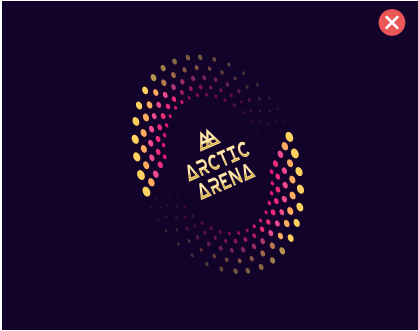
Print 3cm width



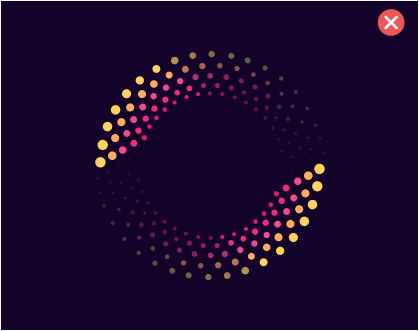
Inappropriate usages



The amount of space between the characters or elements is never altered.



The logo is always vertical. It's never rotated in any direction.



Do not use just the graphic.



Avoid using fonts without the metallic effect.

Improper logo usage

When creating anything that includes the Arctic Arena logo, consider the connotations of where you are placing it.

Do not harm the logo

The logo should not be placed anywhere that could degrade, like on a dartboard.

Do not violate the logo

Do not place the logo on underwear, condoms, or anything else that would link Arctic Arena and sexual situations.

Logo usage

The logo requires a level of contrast with the background.

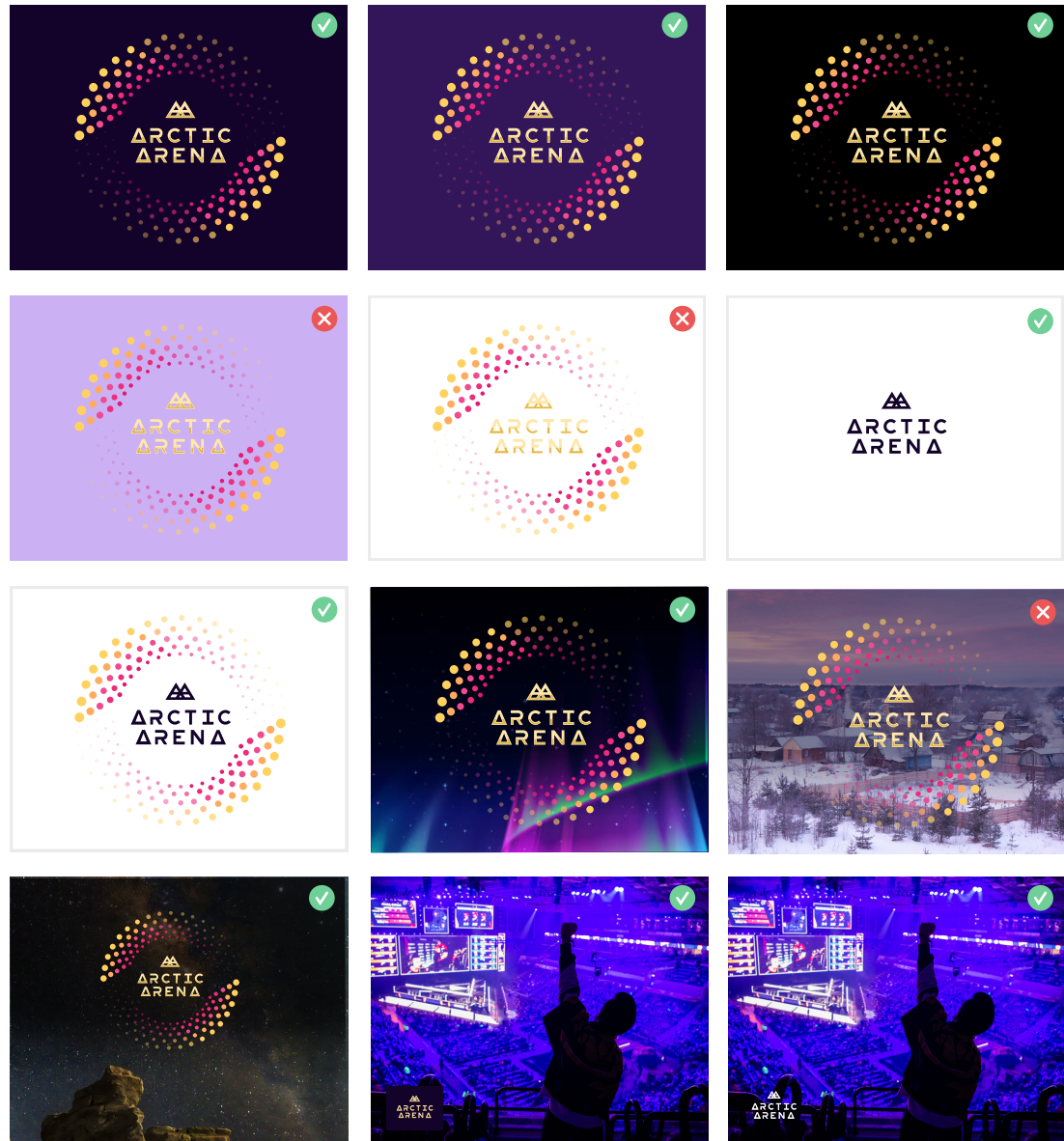


Logo usage

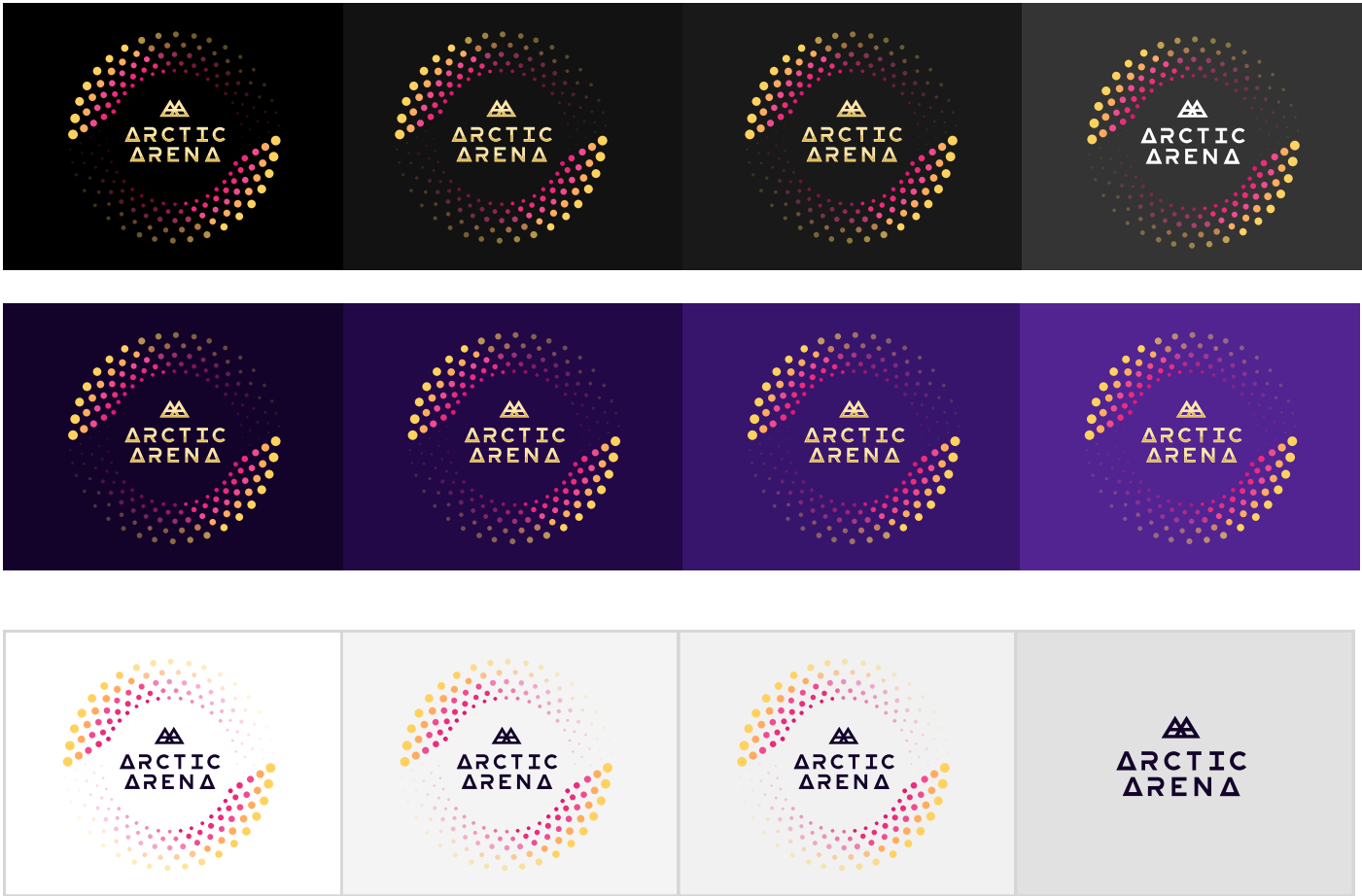
The Arctic Arena events are going to be held in November, when the Arctic sky is pitch black, illuminated only by the polar lights. Thinking about this, the dark background is part of the brand, so avoid light backgrounds, preferring dark, black, or purple colors.

✓ Valid

✗ Not valid



Logo usage



Arctic Arena Voice

The Arctic Arena voice exists in everything it does, even when words aren't involved. It defines who we are and how we present ourselves to the audience. Our voice is vast, passionate, young, shiny and was born fluent in the language of esports. Our voice seeks to match that energy, an incredible esports competition in an incredible place.

Arctic Arena Voice

Functional

Casual

How we'd talk to sports community. Go ahead and use slang that would be understood by most internet users.

Ex. social media posts, sports community, Reddit, Twitch TV.

Neutral

When we're neutral, we're communicating something by way of the shortest route possible.

Firm, brave, grandiose.

Ex. The Game Awards.

Emotional

Celebratory

Arctic Arena is an esports event brand, the communication is always commemorative.

Ex. GG!

Organizational

The voice is organized, inclusive, and conveys the confidence of trust and belonging.

Ex. Join us!

Inclusive

Everyone is invited and included in the events, the voice is neutral but at the same time makes all participants comfortable.

Arctic Arena Voice

Use the same slang and languages used in communities and by gamers in competitions.

gg	Good game
ez	Easy game
wp	Well play
gl	Good luck
hf	Have fun
thx/ths	Thank you
nvm	Nevermind
tyvm	Thank you very much
brb	Be right back
irl	In real life
lol	Laughing out loud
jk	Just kidding
gj	Good Job

For any brand inquiries contact
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