Brand guidelines

Main logo with default background





Brand guidelines

Main logo with example background





Brand guidelines

Logo variations



App Icon



Text only

ARCADE CITY

ARCADE CITY



Brand guidelines Typography

Gotham

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVW abcdefghijklmnopqrstuvw 1234567890!@#\$%^&*()_+=":?><

Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Regular/Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Bold

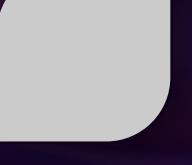
Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Brand guidelines Color

Primary HEX 190529 HEX 3C2ADD HEX AE30FF R25 G5 B41 R60 G42 B221 R174 G48 B255 C84 M87 Y50 C84 M80 Y0 C55 M78 Y0 K0 KO K69 HEX 5B20F2 HEX F459F4 R91 G32 B242 R244 G89 B244 C77 M78 Y0 K0 C23 M69 Y0 KO

Secondary



HEX CCCBCB R204 G203 B203 C19 M16 Y16 K1



R255 G255 B255 CO MO YO KO



