

Brand guidelines

Main logo with default background



Brand guidelines

Main logo with example background



Brand guidelines

Logo variations



App Icon

ARCADE CITY

Text only

ARCADE CITY

ARCADE CITY



Gotham

Paragraph font

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

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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
R25 G5 B41
C84 M87 Y50
K69



HEX 5B20F2
R91 G32 B242
C77 M78 Y0 KO



HEX 3C2ADD
R60 G42 B221
C84 M80 Y0
KO



HEX F459F4
R244 G89 B244
C23 M69 Y0
KO



HEX AE30FF
R174 G48 B255
C55 M78 Y0 KO

Secondary



HEX CCCBCB
R204 G203
B203
C19 M16 Y16 K1



HEX FFFFFFFF
R255 G255
B255
CO MO YO KO



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