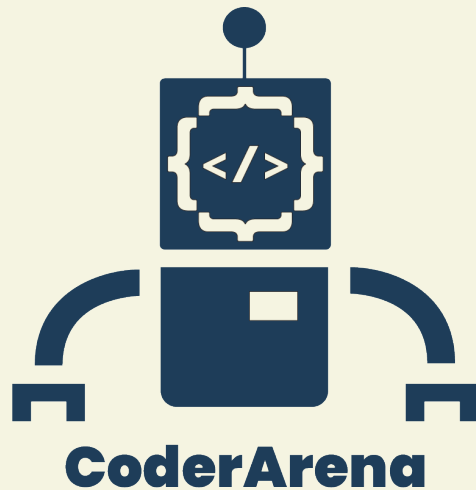


Your Arena for
Coding Excellence



THE ULTIMATE BRAND MANUAL.

Table of Content.

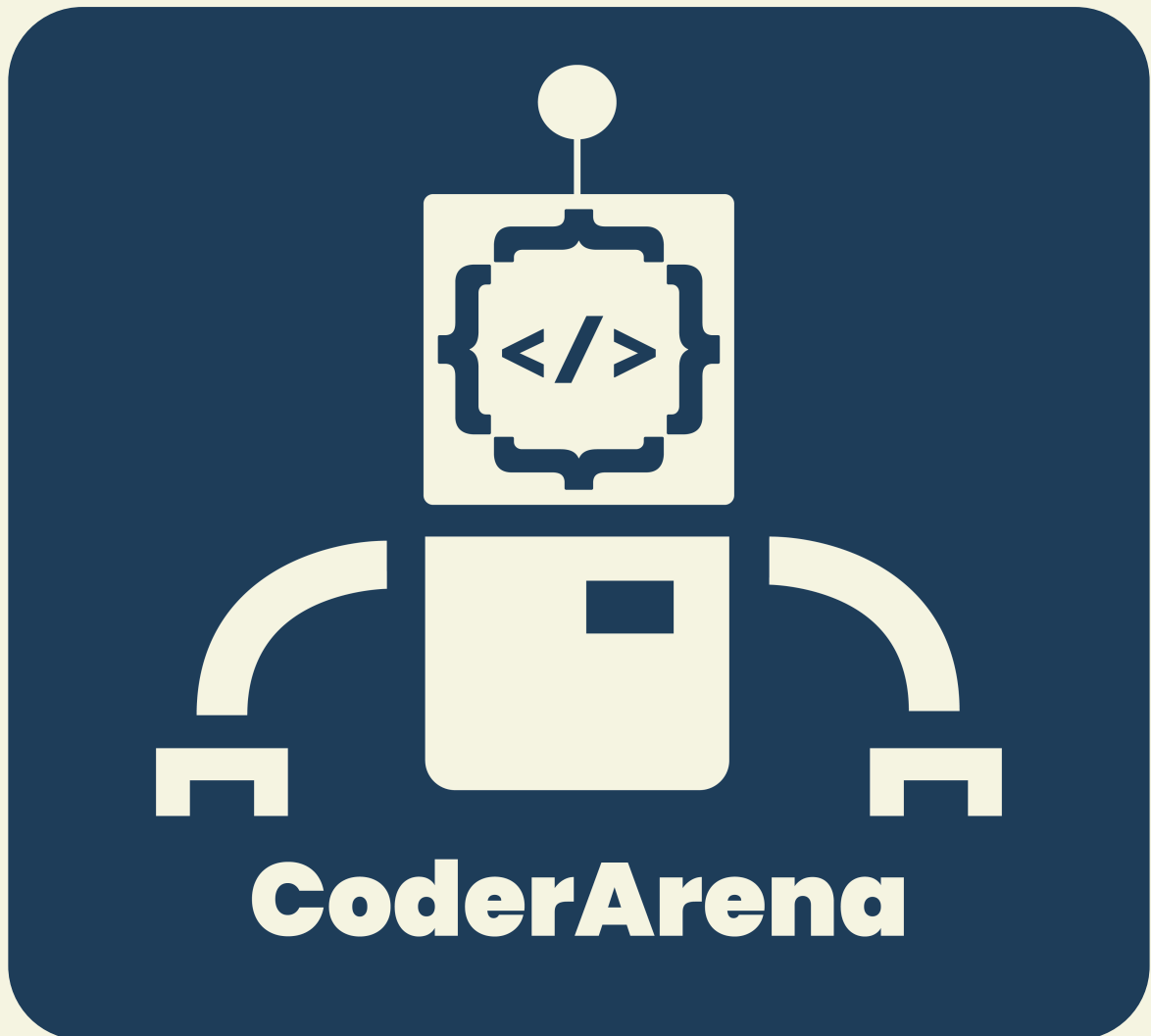
LOGO 2

COLOR PALETTE 3

TYPOGRAPH 4

What is a brand manual? Brand guideline manuals are documents that explain how a brand should be presented in public and how people should come into contact with it. They are used not only by those working within the company, but also, most importantly, by those using the brand externally.

Logo Application



APPLICATION ON BACKGROUND

A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values.

Tone And Manner

#1e3d59 - Deep Blue (RGB: 30, 61, 89) gives CoderArena a professional and trustworthy look, with strong contrast that ensures readability and a modern, focused feel.

#f5f4e1 - Light Cream (RGB: 245, 244, 225) softens the interface, making it welcoming and easy on the eyes, while balancing the deep blue for a clean, user-friendly experience.

Together, these colors provide a professional yet approachable design, enhancing both visual appeal and user engagement.

Deep Blue

#1e3d59

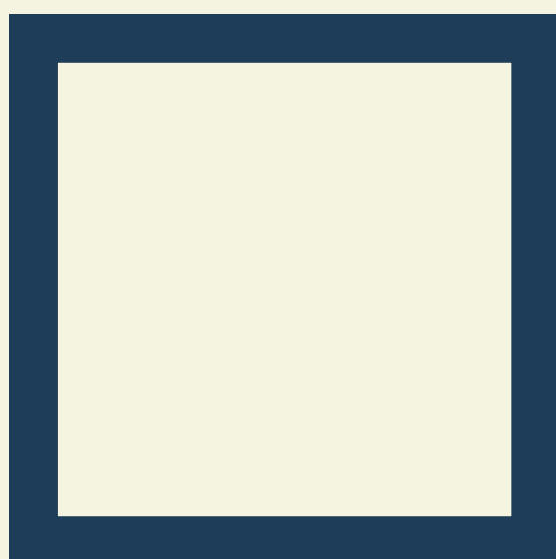
RGB: (30, 61, 89)

Light Cream

#f5f4e1

RGB: (245, 244, 225)

Primary Colors



Black

RGB: (0, 0, 0)

Hex: #000000

White

RGB: (255, 255, 255)

Hex: #FFFFFF

Combinations

Typography Style

Pairing

Playfair Display Extra Bold

Playfair Display Medium Italic

.....

Headline Font

Source Serif Variable Bold

.....

Sub Headline Font

Poppins Medium

.....

Paragraph Font

Times New Roman Regular

TYPOGRAPHY WEIGHT & STYLE

Introducing a harmonious fusion of timeless tradition and modern sophistication: Times New Roman, Source Serif Variable, and Poppins, paired with Playfair Display, collectively enhance readability, refine aesthetics, and reinforce credibility for our website.

Times New Roman brings classic readability, while Source Serif Variable adds unique refinement to subheadlines, and Poppins offers contemporary flair to headlines. Paired with Playfair Display, the fonts strike a balance between tradition and modernity, reinforcing the website's credibility and aesthetic appeal.

Adopt these brand guidelines as the foundation of our dedication to innovation and excellence in coding. Allow them to steer every interaction, design decision, and communication, ensuring that CoderArena's mission to advance coding skills and foster a vibrant community is communicated with clarity, consistency, and impact.

**THANK
YOU**