

# ARIZE TRAINING CLUB

## TYPOGRAPHY

### HEAVY DISPLAY. QUIET BODY.

Archivo Black does the shouting. Inter does the talking. Two families, one type scale.

ARCHIVO BLACK · DISPLAY

WEIGHT 900 · -0.03EM · LH 0.95

**RIZE DAILY.**

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

INTER · BODY

WEIGHT 300-400 · LH 1.7

ATC isn't the kind of gym where you stare at a screen and disappear. Two coaches know your name. Members cheer for each other. And on the hard days, someone's going to notice — and check on you.

## TYPE SCALE

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--h-xl

# HERO TITLE

48 → 128

--h-lg

## SECTION TITLE

28 → 56

--h-md

### SUB-SECTION

24 → 40

--h-sm

#### CARD TITLE

18 → 26

--body-lg

Lead paragraph for opening sections.

16 → 19

--body

Default body copy. Inter Regular.

15

--label

EYEBROW LABEL

11

#### HEADLINE RULE

Always weight 900, ALL CAPS, -0.03em letter-spacing. Heavy + tight is the brand signature — sentence-case headlines kill it.

#### LABEL RULE

11pt Inter or Archivo, weight 600, UPPERCASE, 0.25em letter-spacing, --red-accessible color. Wide tracking is the contrast move.

#### LOGO USAGE

## PROTECTING THE MARK.

Four logo marks, eight total variants.

### 01 · THE FOUR MARKS

All logos have a dark surface and a light surface.

**MARK****USE FOR****PREVIEW****ATC MARK**

Website · Member Portal · Digital Media · Embroidery  
· Single-Color Print

**PRIMARY MARK**

Avatars · Favicons · App Icons · Watermarks ·  
Embroidery · Single-Color Print

**WORDMARK · RED**

Red Z-Fade Wordmark

**WORDMARK · GOLD**

Gold Z-Fade Wordmark



**Default behavior.** Use the wordmark ZRWT unless there's a reason not to — Z-fade red on dark, the everyday surface. The other five exist for specific surfaces.

## 02 - CLEAR SPACE

**PRINT · CLEAR SPACE = X**

Where X equals the cap-height of the "A" in the mark. Measure it — don't eyeball it. Nothing crosses that line: no text, no photo, no edge, no other logo.

**DIGITAL · 24PX FLOOR**

At small screen sizes the math gets thin. Hold a 24px floor of clear space regardless of mark size.

## 03 - MINIMUM SIZE

**Wordmark**

Default minimum — stays legible, the Z-fade still reads.

**120px / 1.0in**

**Wordmark · floor**

Absolute minimum. Below this, switch to the A-sigil.

**80px / 0.66in**

A-sigil

Minimum size for the primary mark in standard use.

**32px / 0.27in**

A-sigil · favicon

Heavier favicon variant for the smallest tab + app icon use.

**16px**

**The Z-fade test.** If the Z doesn't read at the size you're using, go bigger or drop to the A-sigil. The Z is the brand — if it muddles into the surrounding letters, the wordmark isn't doing its job.

## 04 - DON'T

Six ways to break the mark. Every brand drift starts with one of these. None of them are approved.

### × DON'T STRETCH

Never alter horizontal or vertical proportions. Hold  $\backslash$ /Shift on drag, or import the SVG.

### × DON'T RECOLOR

The Z is Arize Red. Not navy, not black-on-black, not your school colors, not "team blue."

### × DON'T ROTATE

The mark is horizontal. Don't tilt it, vertical-stack it, or wrap it around a circle.

### × DON'T MIX KITS

Red and Gold each carry their own surface, type, and tone. Don't combine them in one composition.

### × DON'T REBUILD IT

Don't re-typeset, re-kern, or "improve" the wordmark. Always pull the artwork from the brand-package.

### × DON'T CROWD IT

Hold the clear-space rule. The mark needs breathing room — that's the difference between premium and amateur.

## 05 - FILES

### **.SVG · WEB**

Vector, retina, default first choice for any digital surface.

### **.PNG · DECKS & SOCIAL**

Word, Keynote, Slides, social, email signatures. Transparent. @1x and @2x shipped.

### **.EPS / .AI · PRINT**

Cards, signage, t-shirts, embroidery. Hand to printers — never PNG.

### **.ICO / .ICNS · FAVICONS**

Multi-resolution containers for favicons and app icons.

Source of truth. `/brand-package/assets/logos/` — if it isn't there, it doesn't exist. Request, don't build.

## 06 - APPROVAL

### **INTERNAL · NO APPROVAL**

Members, coaches, ops. Just follow the kit — that's what it's for.

### **EXTERNAL · OWNERSHIP SIGNS OFF**

Sponsor decks, press, vendor merch, partner pitches. Brittany or Devin · 24–48 hrs.

### **CO-BRANDED LOCKUPS · 3–5 DAYS**

Don't ship a custom lockup without ownership sign-off. Lead time required.

## **TAKE THIS WITH YOU**

Download the printable PDF or head back to the portal to browse the full brand system.

 **DOWNLOAD TYPE & LOGO PDF**

 **BACK TO PORTAL**