

ARIZE

ARIZE GOLD.
THE PREMIUM KIT.

Polished bronze on black. Arize Gold leads — headers, CTAs, the wordmark Z-fade, all rendered with a brushed-metal gradient. Arize Red as highlight only. Reserved for premium, ceremonial, and sponsor moments — anniversaries, championship kickoffs, sponsor decks, anointed announcements.

01 · COLOR PALETTE THE COLORS

SURFACE

BRAND BLACK

#0A0A0A

Page background

SURF - 2

CHARCOAL

#141414

Card surface

PRIMARY

ARIZE GOLD

#B8893A

Metallic bronze · headers · CTAs

HIGHLIGHT

ARIZE RED

#C8102E

Highlights · sigil · accent

LIGHT

OFF-WHITE

#F0F0F0

Body text · light surfaces

Black surface, bronze metal, red highlight. The gold reads as *antique brass / polished bronze*, not Saturday-morning-cartoon gold. Brand Black #0A0A0A is the page. Charcoal #141414 is the card surface. The dominant brand color is Arize Gold base #B8893A, rendered with a **brushed-metal gradient** — #6E4F1B shadow → #D9B154 highlight → #B8893A mid — on headers, CTAs, and the wordmark, so the metal catches light. Arize Red #C8102E is highlight only — never dominant. Off-White #F0F0F0 for body text.

ARIZE

WORDMARK · ZGWT

on dark · default

ATC

ARIZE+ATC · WT

on dark · lockup

A

PRIMARY MARK · WT

on dark · avatars

ARIZE

WORDMARK · ZGBT

on light · print

ATC

ARIZE+ATC · BT

on light · lockup

A

PRIMARY MARK · BT

on light · print

IDENTITY RULE

Polished bronze on black, not yellow gold. Brand Black (#0A0A0A) page, Charcoal (#141414) cards. Arize Gold base (#B8893A), rendered with a **brushed-metal gradient** on headers, CTAs, and the wordmark Z-fade so the metal reads. Arize Red (#C8102E) only as a highlight, never as a primary surface or button.

RESERVE POWER

This is the premium tier — save it for moments that earn it: anniversaries, championship kickoffs, sponsor decks, anointed announcements. Don't dilute it on everyday work; that's **Arize Red**'s job.

RIGHT CONTEXTS (PREMIUM · CEREMONIAL · SPONSOR)

- Sponsor decks
- Championship moments
- Anniversary milestones
- Summer Shred kickoff
- Premium announcements
- Awards · medals

For everyday brand surfaces — website, workout cards, member portal, day-to-day social — use **Arize Red**. Arize Gold is the premium reserve, not the everyday default.

DISPLAY · ARCHIVO BLACK 900 · -0.03EM · LH 0.95

BODY · INTER 300 · LH 1.7

RISE **TOGETHER.**

Headers and CTAs in **Arize Gold** (brushed metal). Highlight words and the wordmark sigil in **Arize Red**. Body text in **Off-White**. Brand Black behind everything. The system is the whole identity.