

ARIZE

ARIZE RED.
THE DEFAULT BRAND.

The default brand expression — the **website**, plus workout cards, member portal, and day-to-day product/internal surfaces. Disciplined. The brand at work. Pair with the **Arize Z-fade wordmark, red variant**.

SURFACE

BRAND BLACK

#0A0A0A

Page background

SURF - 2

CHARCOAL

#141414

Card surface

FG

WHITE

#FFFFFF

Primary text

ACTION

ARIZE RED

#C8102E

Every CTA · Pantone 186 C

A11Y

RED ACCESSIBLE

#EF4444

Small text on dark · WCAG AA

The word "ARIZE" in a bold, sans-serif font. The letter "I" is highlighted in red, while the other letters are white.

WORDMARK · ZRWT

on dark · default

The letters "ATC" in a stylized, serif font. The "A" is white, and the "T" and "C" are black.

ARIZE+ATC · WT

on dark · lockup

A stylized, white letter "A" with a diagonal slash through it, set against a dark background.

PRIMARY MARK · WT

on dark · avatars

The word "ARIZE" in a bold, sans-serif font. The letter "I" is highlighted in red, while the other letters are black.

WORDMARK · ZRBT

on light · print

The letters "ATC" in a stylized, serif font. The "A" is black, and the "T" and "C" are white.

ARIZE+ATC · BT

on light · lockup

A stylized, black letter "A" with a diagonal slash through it, set against a white background.

PRIMARY MARK · BT

on light · print

SURFACE RULE

Charcoal cards on Brand Black backgrounds. White text. Red used only for CTAs, accent words, and emphasis.

TYPE RULE

Archivo Black headlines, weight 900, ALL CAPS, -0.03em tracking. Inter body, weight 300, line-height 1.7.

RIGHT CONTEXTS (DEFAULT · WEBSITE + PRODUCT/INTERNAL)

- Website
- Workout cards
- Member portal
- Internal docs
- Print signage
- Day-to-day ops

Arize Red is the everyday brand — disciplined and quiet enough to live behind real work without competing with it. For premium / ceremonial / sponsor moments where you want gold to lead, reach for **Arize Gold**.

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

BODY · INTER 300 · LH 1.7

RIZE DAILY.

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.