



DE ARK

EVENT CENTER · EXCLUSIVE LOUNGE

Brand Guidelines — Version 1.0 — 2026



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Brand 01 Overview

Purpose

DE ARK is where community, culture, and competition converge. We create exceptional live experiences—from championship events to exclusive private gatherings.

Vision

To be the region's most iconic multi-purpose destination, setting the standard for world-class events, hospitality, and entertainment.

Mission

Deliver unforgettable moments through state-of-the-art facilities, curated service, and a brand identity that commands respect and loyalty.

PRESTIGE

COMMUNITY

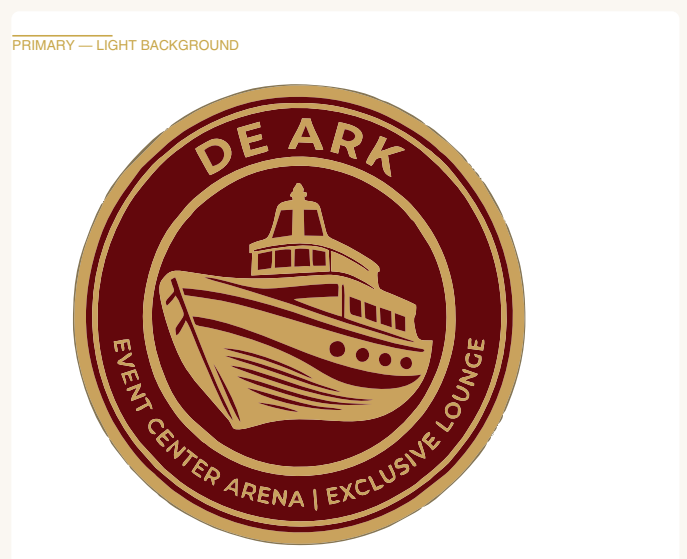
EXCELLENCE

INTEGRITY

INNOVATION



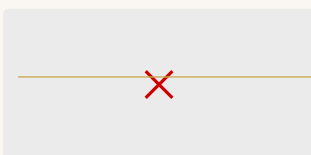
Logo Usage



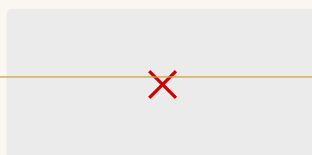
CLEAR SPACE & MINIMUM SIZE

Always maintain a clear space equal to the height of the 'D' letterform on all sides of the logo. Minimum digital size: 32px. Minimum print size: 12mm.

DO NOT



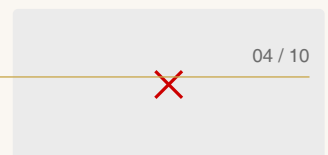
Do not stretch



Do not recolor



Do not add effects

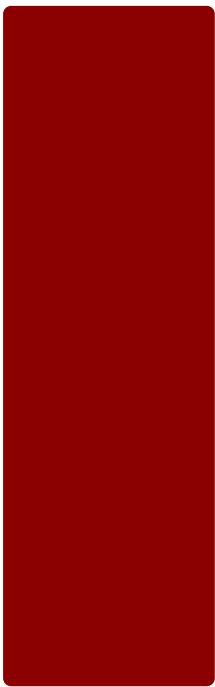


Do not rotate



Colour 03 Palette

PRIMARY & SECONDARY COLOURS



Ark Crimson

HEX #8B0000

CMYK C0 M100 Y100 K40

Pantone 188 C

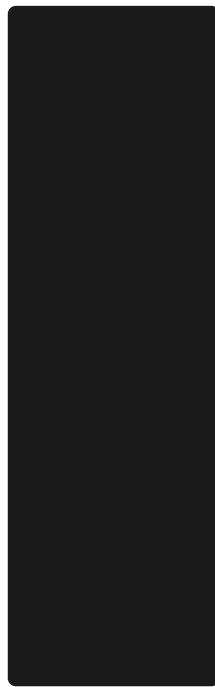


Ark Gold

HEX #C9A84C

CMYK C0 M17 Y62 K21

Pantone 7562 C

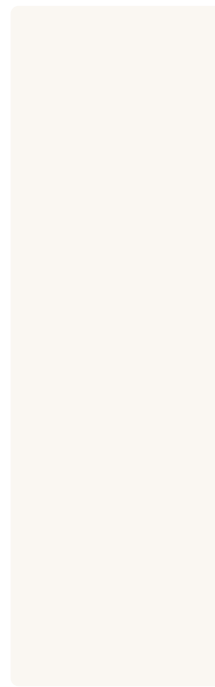


Deep Charcoal

HEX #1A1A1A

CMYK C0 M0 Y0 K90

Pantone Black 6 C



Warm Cream

HEX #FAF7F2

CMYK C1 M2 Y4 K0

Pantone 9183 C



Pale Gold

HEX #E8D5A3

CMYK C0 M8 Y34 K9

Pantone 7501 C

COLOUR USAGE RATIO



Crimson 35%

Gold 25%

Charcoal 25%

Cream 15%



Typog- raphy

PRIMARY TYPEFACE — HELVETICA NEUE

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

WEIGHTS

Light — aa Titles, Taglines
Regular — aa Body Copy, Captions
Bold — aa **Headlines, CTAs**

TYPE SCALE

Display — 28pt — Event Headlines

Heading 1 — 20pt — Section Titles

Heading 2 — 14pt — Subsection

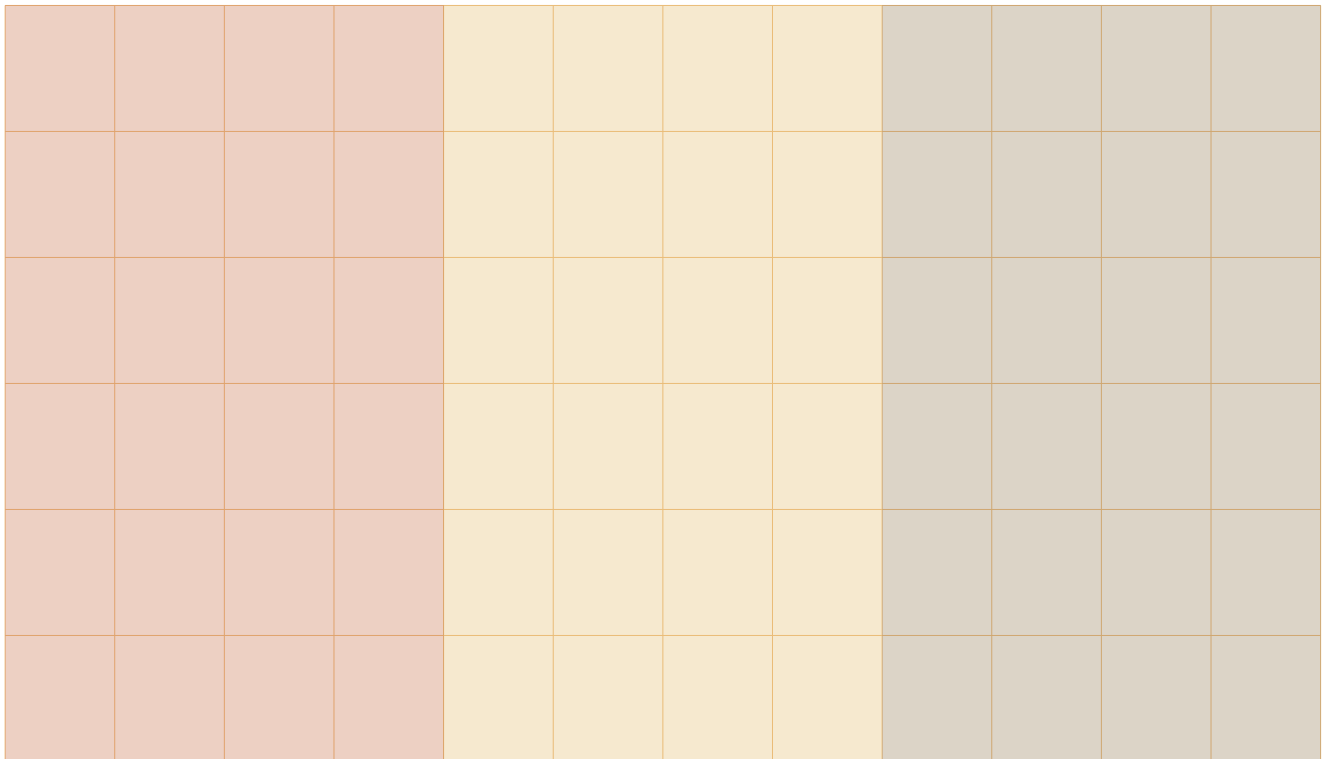
Body — 10pt — Paragraph Text

Caption — 7pt — Labels, Notes



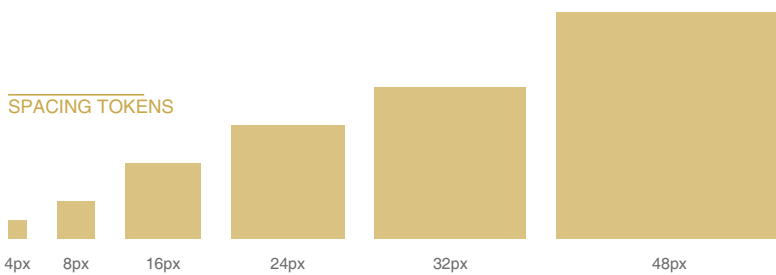
Spacing & Grid

BASE GRID — 8PX UNIT SYSTEM



12-column grid · Margin: 18mm · Gutter: 4mm

SPACING TOKENS





Brand Voice & Tone

Authoritative

We lead. Our tone commands confidence without arrogance. We speak with the weight of experience and the clarity of purpose.

Welcoming

Every guest matters. Our language is warm, inclusive, and attentive—whether addressing VIP clients or general admission visitors.

Energetic

We match the electricity of live events. Our copy is crisp, punchy, and drives action. Short sentences. Big impact.

Sophisticated

For the Exclusive Lounge and premium tiers, we elevate. Refined vocabulary, understated luxury—never flashy, always tasteful.



Imagery & Applications

PHOTOGRAPHY STYLE

Bold, dramatic, high-contrast imagery. Prioritise moments of genuine emotion — crowd energy, athletes in motion, elegance in the lounge. Avoid stock-photo aesthetics.



BRAND APPLICATIONS

Digital	Website, social media, email newsletters, digital signage, mobile app UI
Print	Event programmes, tickets, banners, posters, letterheads, business cards
Environment	Wayfinding, stage backdrops, lounge branding, courtside boards, uniforms
Merchandise	Caps, polos, bags, premium gifts — Exclusive Lounge tier only



Do's, Don'ts & Contact

3 DO

- Use approved logo files only
- Maintain clear space around the logo
- Use brand colours as specified
- Apply Helvetica Neue for all communications
- Ensure high contrast for accessibility
- Use full brand name on first reference

5 DON'T

- Stretch or distort the logo
- Use unapproved colour combinations
- Place the logo on busy backgrounds
- Use decorative or unauthorised fonts
- Apply drop shadows or gradients to logo
- Abbreviate 'DE ARK' informally



DE ARK

Event Center · Sports Arena · Exclusive Lounge

For brand usage enquiries contact: brand@deark.com

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