

Brand Guidelines

How to apply the Arena brand

Version 3.0
October 25, 2016



Our name



Pegged Software is now Arena. When we started this journey several years ago we felt that that the name Pegged Software captured the idea behind what we were trying to do—to “peg” which job candidates would be the best fit for each role. As the company has grown and as we reach our next level of success, we felt it was an opportune time to take a closer look at the name and investigate other avenues. We explored mythological figures, literary characters, word combinations, and names more descriptive of the work we are doing. As we progressed it became clear to us that the name Pegged Software didn’t capture the power and scope of that work. More importantly, we found we were much more excited about our other ideas. When we think about Arena, we think of a place both timeless and modern; an expansive space associated with strength and the highest levels of individual and team performance. It is a place where people can be tested and proven to fulfill their potential. It is also a place where spectators can observe excellence from a myriad of viewpoints. For some that may have been previously overlooked, it can be an opportunity to shine they never had before. We like to imagine an Arena of data illuminating talent in a way never before possible.

Our symbol



The Arena symbol is composed of two quadratic functions expressed as parabolas—metaphors for the algorithms we produce. Each parabola’s orientation faces up or down and grows wider or narrower depending on its coefficient, similar to coefficients in our algorithms predicting an individual’s as very good for one role and not as good for another.

The two shapes combine to form the tools of divination used by the Oracle of Delphi—the base is an Omphalos stone or tripod, and upon it is a bowl of water from the holy spring of Kattosis, from which the ancient seers divined the unknown. The circular vessel—holding all memory and possibility—enables illuminating patterns to be seen from all sides in foretelling the future.

— Michael Rosenbaum, Founder and CEO, Arena (formerly Pegged Software)

The Arena logo

The Arena logo



The Arena logo is composed of the arena symbol and typography.

Logo art is available for print and screen use in both red and white versions.

Preferred logo:



Vertical logo:



Logo space



Please leave a clear space around the logo equal to the height of the typography when creating layouts with the logo.

Leave at least this margin between the logo and the edge of a page or slide.

Preferred logo:



Vertical logo:



Logo don'ts



Please use original logo art provided by Arena marketing.

Do not:

- recompose
 - recolor
 - distort
 - screen
 - stylize
 - reproduce below minimum size
- the logo. Use it as provided. When in doubt please check with Arena marketing before distributing the work in question.

Please don't:



Minimum size: 1 inch wide

Typography

Marketing Typography



For headlines and subheads, use Gotham Bold. For text, use Gotham Narrow Light. These fonts are available from typography.com for both desktop and online use.

Gotham Bold titles for web and print

Body text is set in Gotham Narrow Light. The condensed font is modern and clear, while the light weight ensures paragraphs do not become walls of ink. Generous leading helps keep paragraphs airy and legible.

Everyday Typography



For headlines and subheads, use Montserrat Bold. For text, use Hind Light. These fonts are available from Google Fonts for both desktop (Office suite) and internal online use such as in Google documents.

Montserrat Bold titles for desktop use

Hind Light is used for text. It looks similar to Gotham Narrow. Google fonts can be used in sheets, slides and docs **as well as be downloaded and used in desktop applications** and provide an alternative to licensing or font subscriptions.

Color

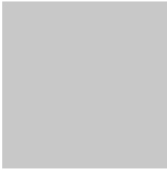



Color

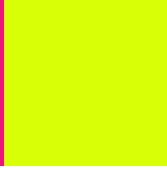









Arena's core colors are red and purple. Use these sparingly with generous white space to create a clean, friendly feel.

Arena's supporting colors are designed to work with the core colors. Limit use of these to 2 in combination with the core colors in a single layout.

Extended palette is provided for use in detailed infographics and charts to distinguish data points.

CORE COLORS			
			
OBJECTIVE	BRILLIANT	ACTION	WISDOM
HEX #C8C8C8	HEX #FFFFFF	HEX #FF0000	HEX #3A0096
RGB 200/200/200	RGB 255/255/255	RGB 255/0/0	RGB 58/0/150
CMYK 21/17/17/0	CMYK 0/0/0/0	CMYK 0/100/100/0	CMYK 92/100/2/3

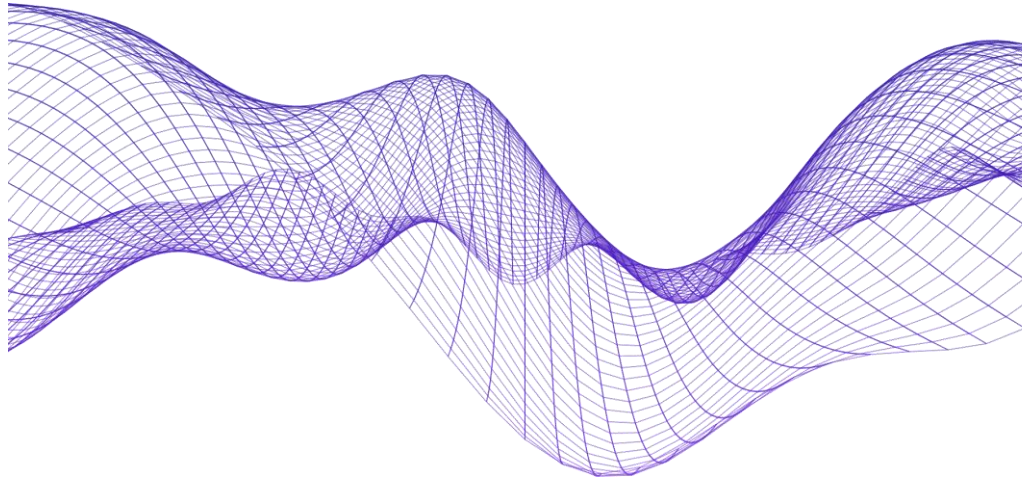
SUPPORTING COLORS					
					
ILLUMINATE	LIVELY	POTENTIAL	CREATIVITY	INSIGHT	TRUST
HEX #FFDA00	HEX #CB1478	HEX #D9FF06	HEX #6C22E0	HEX #39D2FF	HEX #001177
RGB 255/218/0	RGB 235/20/120	RGB 217/255/216	RGB 108/34/224	RGB 57/210/255	RGB 0/17/119
CMYK 2/11/100/0	CMYK 1/99/20/0	CMYK 20/0/100/0	CMYK 72/81/0/0	CMYK 58/0/0/0	CMYK 100/97/19/19

EXTENDED COLORS FOR DATA VISUALIZATION AND POTENTIAL VERTICAL IDENTIFICATION				
				
HORIZON	HARMONY	CALM	GRAVITY	OPTIMISM
HEX #007BD6	HEX #47BC00	HEX #00D0A1	HEX #636363	HEX #FF4E00
RGB 0/123/214	RGB 71/188/0	RGB 0/208/161	RGB 99/99/99	RGB 255/78/0
CMYK 81/48/0/0	CMYK 71/0/100/0	CMYK 68/0/52/0	CMYK 61/52/52/22	CMYK 0/84/100/0

Imagery

Wave Graphic

The Arena 'wave' motif is a visual metaphor for the predictive analytics and advanced algorithms that distinguish our product. This element is available for use in print, screen and video, in light and dark versions.

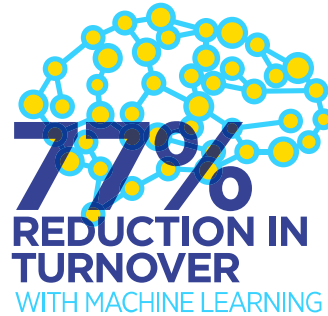


Symbols



An important aspect of Arena's visual language are its symbols. These are specific to Arena and help us differentiate our technology, our results and our value to customers in an expeditious manner.

Use these custom symbols rather than generic iconography in client-facing communications.



Photography

Select photography with relevant action, focus and activity reflective of a diverse workforce and clientele.

Experiment with red or gradients over greyscale images.

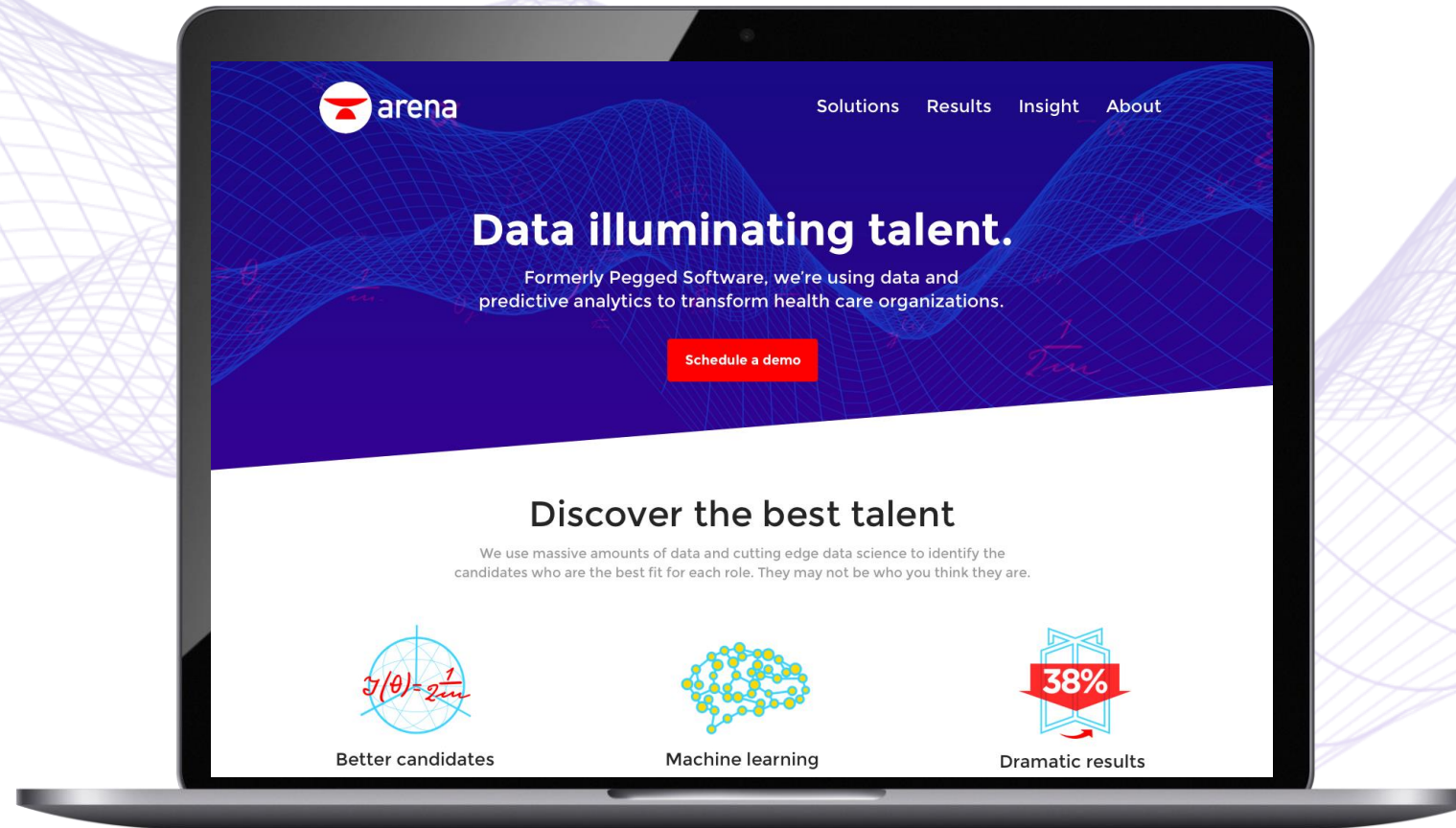
Statistics over imagery help to highlight pressure points and benefits.

Choose spontaneous, believable scenes and subjects.



Applications

Arena.io website



Solutions Results Insight About

Data illuminating talent.

Formerly Pegged Software, we're using data and predictive analytics to transform health care organizations.

Schedule a demo

Discover the best talent

We use massive amounts of data and cutting edge data science to identify the candidates who are the best fit for each role. They may not be who you think they are.



Better candidates

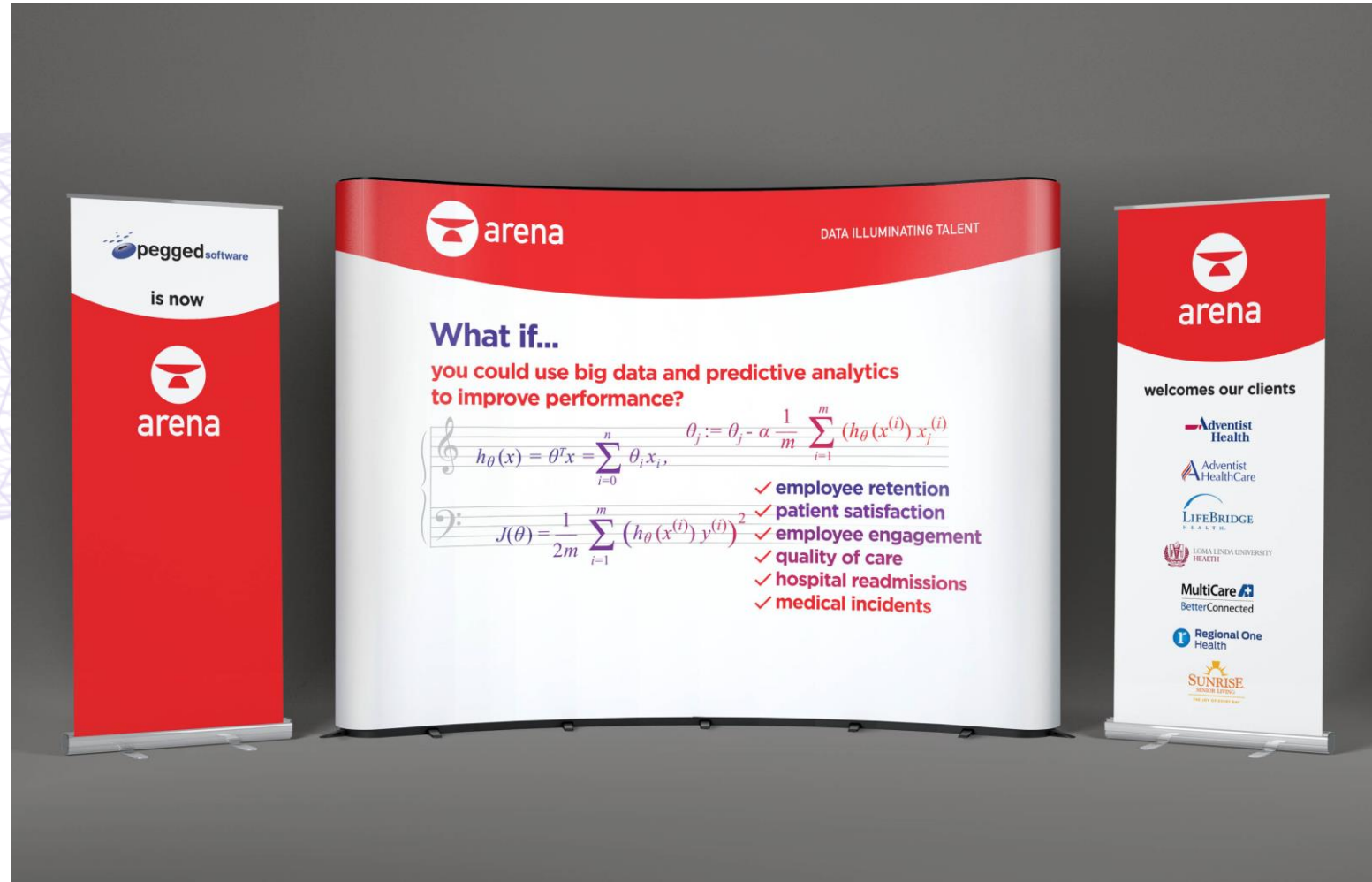


Machine learning

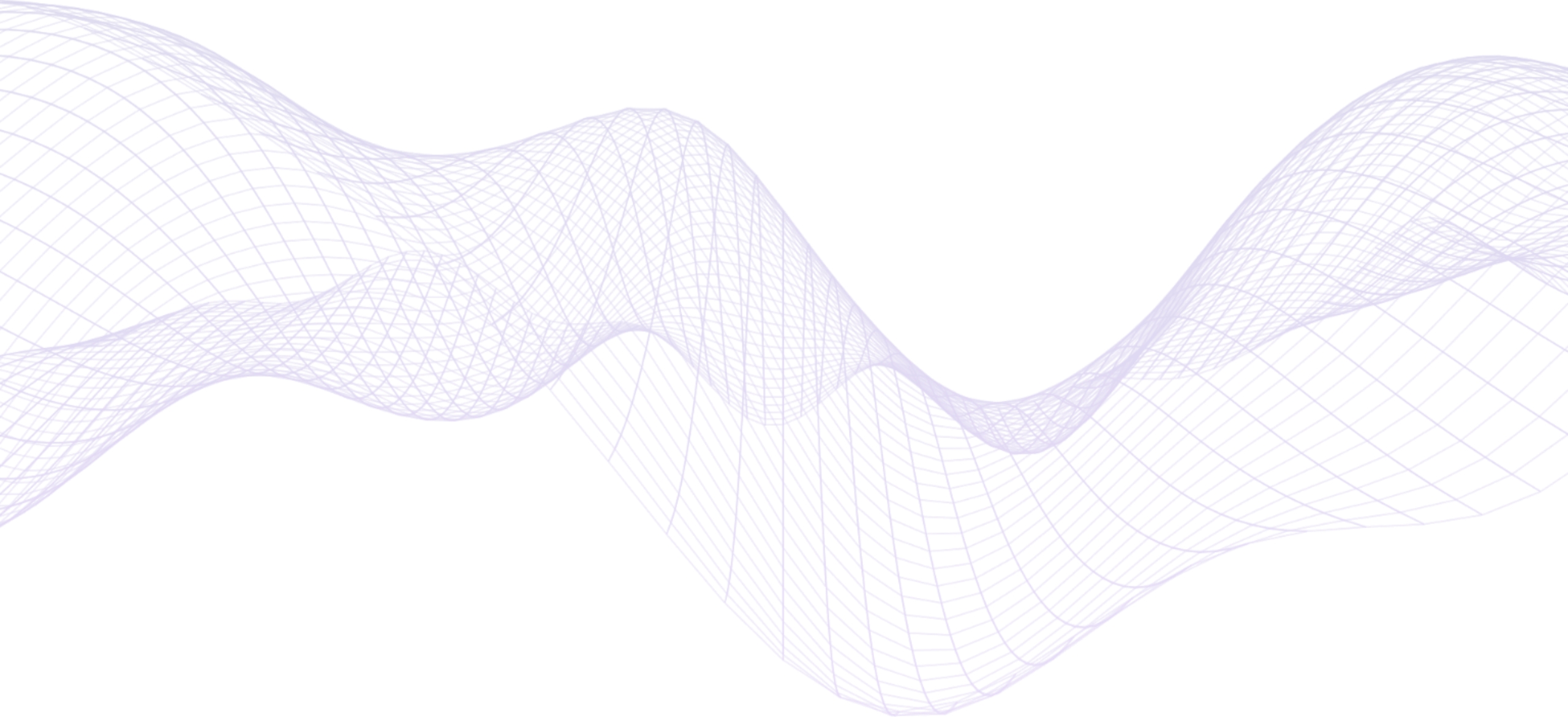


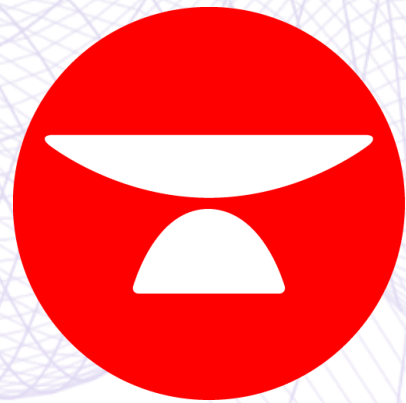
Dramatic results

Displays



Promotional items





arena

Mike Finn

Vice President of Marketing

mfinn@arena.io