



ARDEN

ARDEN COLECTIVO A.C.

Brand manual

Arden, U-Echo Training Center, Logrus, Brandcade and Echo GameDev Club

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Everything in one document

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How to use this manual

Files live at brandkit.uetc.mx: logos in AI, EPS, PDF, SVG and PNG, palettes, templates and tokens. This PDF explains the rules. If something isn't covered, ask Arden before making it up.

One parent brand, four units

Arden endorses its units. Each unit speaks with its own name to its audience, and it always shows it belongs to Arden.



U-Echo Training Center

Training and certification

UETC logo up front and, in the footer, "An Arden initiative" or the horizontal Arden logo.



Logrus

Production and hands-on training studio

Logrus logo up front. The Arden endorsement goes in the footer. The Arden glyph is never attached to it.



Brandcade

Games as a service for brands on Roblox

Its own brand up front. Arden and Logrus in the background, in the footer.



Echo GameDev Club

Community

The Echo GameDev Club logotype, which already includes the Arden glyph.

PARENT BRAND

Arden

A non-profit based in Guadalajara, at Ciudad Creativa Digital, that develops talent for the video game industry and the creative sector in Mexico and Latin America. It endorses its three units: U-Echo Training Center, Logrus with Brandcade, and Echo GameDev Club.



Stacked on night Primary. Covers, closing slides, social.



Stacked, full color White or light backgrounds. Glyph 48 px tall or more.



Stacked, white Photos, violet or busy backgrounds.



Stacked, black One color, stamps, engraving.



Horizontal on night Headers, footers, strips.



Horizontal, full color Documents, email signatures.



Horizontal, white Photos and color backgrounds.



Green glyph Icon, avatar, seal, watermark.



How it signs. It is the endorsing brand. In a unit's pieces it appears in the footer, small and clean. • Logos in AI, EPS, PDF, SVG and PNG: brandkit.uetc.mx/logos/arden/

Colors

	Name	RGB	CMYK	Pantone	Use
	Night #120C33	18 12 51	65 76 0 80	276 C (ΔE 6.5) • set in CMYK with a proof	Brand background. 60% of every piece.
	Arden green #93C11F	147 193 31	24 0 84 24	376 C (ΔE 3.2)	The glyph and the main action. 10% of the piece.
	Charcoal #333333	51 51 51	0 0 0 80	426 C (ΔE 3.4)	Wordmark on light backgrounds.
	Violet #4A1675	74 22 117	37 81 0 54	268 C (ΔE 2.9)	Glow in gradients on night.
	Indigo #2E2278	46 34 120	62 72 0 53	No fixed Pantone	Second glow, gradients only.
	Night white #F3F1FB	243 241 251	3 4 0 2	No fixed Pantone	Text on night.

Do

- Use the official SVGs as is. Pick the version by background.
- Leave at least the height of the wordmark's A clear around the logo.
- Let night dominate: 60% night, 30% light or photo, 10% green.
- Glyph 24 px or larger on screen (8 mm in print). Stacked 64 px or larger.

No

- Stretch, squash or rotate the logo.
- Change the green or put the glyph in a color outside the table.
- Add outlines, shadows, glows or gradients.
- Retype ARDEN with a font or change its spacing.
- Move the glyph to the right in the horizontal version.
- Put the green glyph on busy photos or on green.
- Green text on a light background (2:1) or white on green.

TRAINING AND CERTIFICATION

U-Echo Training Center

Unreal Engine Authorized Training Center at Ciudad Creativa Digital. Trains and certifies in Unreal Engine, motion capture, and virtual and augmented reality.



Primary on night Primary. Social, decks, screens.



Primary on light Documents, certificates, light backgrounds.



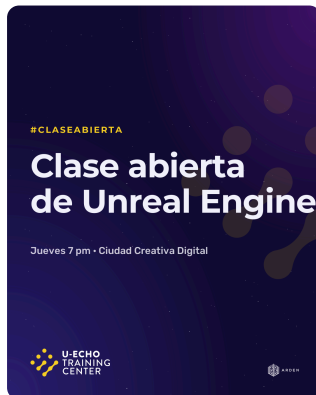
White Photos and color backgrounds.



Black One color, stamps, engraving.



Symbol Icon, avatar, sticker. When the name already appears nearby.



How it signs. UETC logo up front and, in the footer, "An Arden initiative" or the horizontal Arden logo. • Logos in AI, EPS, PDF, SVG and PNG: brandkit.uetc.mx/logos/uetc/

Colors

	Name	RGB	CMYK	Pantone	Use
	UETC yellow #F6D023	246 208 35	0 15 86 4	116 C (ΔE 1.4)	UETC accent. Replaces green inside UETC pieces.
	Night #120C33	18 12 51	65 76 0 80	276 C • set in CMYK	Background, same as Arden.
	Night white #F3F1FB	243 241 251	3 4 0 2	No fixed Pantone	Text on night.

Do

- The dot logo is the only current UETC logo.
- In UETC pieces, yellow replaces green as the accent.
- If the Arden glyph appears, it keeps its green.
- Write "U-Echo Training Center" in full the first time; then UETC.

No

- Use the classic logo with the box behind the text (lime or black): it was discontinued in October 2026.
- Recolor the dots in anything other than yellow, white or black.
- Use the Epic badge without the official file and its rules. Request it from Arden; it goes next to the UETC logo, never above Arden's.
- Say "UE5" in copy for a general audience: it is "Unreal Engine".

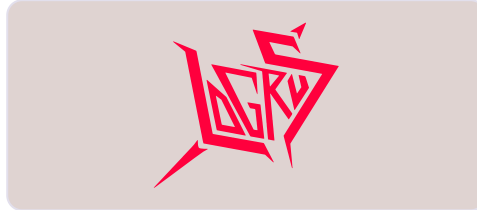
PRODUCTION AND HANDS-ON TRAINING STUDIO

Logrus

Arden's AI-first, project-based studio. Here talent works on real projects: games for clients, original games (Echo Originals) and Brandcade, its games-as-a-service product for brands.



Red on black Primary.



Red on bone Light backgrounds.



White on wine Photos or color backgrounds.



White on red Logrus red backgrounds.



How it signs. Logrus logo up front. The Arden endorsement goes in the footer. The Arden glyph is never attached to it. • Logos in AI, EPS, PDF, SVG and PNG: brandkit.uetc.mx/logos/logrus/

Colors

	Name	RGB	CMYK	Pantone	Use
	Logrus red #FF003D	255 0 61	0 100 76 0	To be set with the printer	The logo red. Logrus accent.
	Logrus black #141213	20 18 19	0 10 5 92	To be set with the printer	Main background.
	Wine #661424	102 20 36	0 80 65 60	To be set with the printer	Secondary background, color shadows.
	Bone #DFD3D1	223 211 209	0 5 6 13	To be set with the printer	Light background and text on black.

Do

- Use the logo in red #FF003D or white. Nothing else.
- In Logrus pieces, red replaces green as the accent.
- In Spanish, write Logrus without an article: "trabajamos en Logrus".
- Say "Training Studio", "program" or "studio".

No

- Recolor the logo in anything other than red and white.
- Attach the Arden glyph to the Logrus logo.
- Use the October type proposal: it was withdrawn.
- Call the studio's work "maquila" (outsourcing mill).

Brandcade

A Logrus product: games as a service for brands on Roblox. Its buyer is a brand, not a student: the project and the result come first, the institution second.



Gradient Primary. Light backgrounds or light photos.



White on night Dark backgrounds.



White on gradient Campaign pieces.



Black One color.



How it signs. Its own brand up front. Arden and Logrus in the background, in the footer. • Logos in AI, EPS, PDF, SVG and PNG: brandkit.uetc.mx/logos/brandcade/

Colors

	Name	RGB	CMYK	Pantone	Use
	Brandcade purple #641974	100 25 116	14 78 0 55	526 C (ΔE 1.7)	Gradient start.
	Brandcade blue #0361AF	3 97 175	98 45 0 31	301 C (ΔE 3.3)	Gradient middle. Interface accent.
	Brandcade cyan #6FC5EB	111 197 235	53 16 0 8	297 C (ΔE 2.9)	Gradient end.
	Night #120C33	18 12 51	65 76 0 80	276 C • set in CMYK	Dark background.

Do

- Purple → blue → cyan gradient, always in that order and only in the logo and Brandcade pieces.
- Talk about the project and the result for the brand.
- Show worlds, characters or game assets; if it is concept art, say so.

No

- Lead with "non-profit" when talking to brands.
- Present fan replicas as clients.
- Use Roblox figures by country (Roblox does not publish them).
- Categories banned by Roblox, such as alcohol.

COMMUNITY

Echo GameDev Club

Arden's community: the free front door for anyone who wants to make video games. From here people move on to train at UETC and produce at Logrus.



On night Primary.



On light Light backgrounds.



White Photos and color backgrounds.



Black One color.



How it signs. The Echo GameDev Club logotype, which already includes the Arden glyph. • Logos in AI, EPS, PDF, SVG and PNG: brandkit.uetc.mx/logos/egdc/

Colors

	Name	RGB	CMYK	Pantone	Use
	Arden green #93C11F	147 193 31	24 0 84 24	376 C (ΔE 3.2)	The glyph and the accents.
	Night #120C33	18 12 51	65 76 0 80	276 C • set in CMYK	Background.
	Night white #F3F1FB	243 241 251	3 4 0 2	No fixed Pantone	Text on night.

Do

- Same rhythm as the UETC logo: ECHO in ExtraBold and GAMEDEV CLUB in spaced Medium.
- Warm and motivating tone, without overselling.

No

- Make up other temporary logos.
- Separate the glyph from the text or change its green.
- Use the community as a showcase or cheap labor.

Clear space, size and misuse

Clear space

Around the logo, at least the height of the wordmark's A. For the glyph alone, 25% of its width. Nothing goes there.

Minimum size

- Glyph: 24 px on screen or 8 mm printed.
- Stacked: 64 px or 20 mm wide.
- Horizontal: 120 px or 35 mm wide.

Color proportion



Never

- Stretch, squash or rotate the logo.
- Change the green or put the glyph in another color.
- Add outlines, shadows, glows or gradients.
- Retype ARDEN with a font.
- Move the glyph to the right.
- Green text on light backgrounds or white on green (2:1).
- Use the UETC logo with a box behind the text: it is discontinued.

Montserrat for headings, Rubik for text

Aa Montserrat

600 • 700 • 800

Aa Rubik

400 • 500 • 600

Free on Google Fonts (OFL). Two families per piece, never three. Fallback: Arial Black and Arial.

Style	Family	Size	Weight	Use
hero	Montserrat	64 px (38 on mobile)	800	Cover or page title
gate-title	Montserrat	42 px	800	Section covers
section	Montserrat	28 px	700	Section titles
kpi-value	Montserrat	38 px	700	Large figures, tabular numbers
eyebrow	Montserrat	12 px • 0.14em	700	EYEBROW IN CAPS
body	Rubik	15 px • 1.55 line height	400	Body text
card-title	Rubik	15 px	600	Panel titles
small	Rubik	13 px	400	Notes, labels, sources

Concrete before inspiring

- **Concrete.** Open Unreal class, Thursday 7 pm at CCD.
- **With proof.** Every figure with its source and date.
- **Friendly.** Warm Mexican Spanish (informal "tú"), short sentences, active verbs.
- **Studio.** "Training Studio", "program", "studio".

Never say

maquila (outsourcing mill) • visionary • revolutionary • synergy • empower • we transform the future of the industry • Mexico top 5 on Roblox • market figures that measure consumption, not development

Audience	Cares about	Tone	Proof
Companies	Finding people who know Unreal	Practical, results-driven	Epic authorization, mocap lab, Logrus
Government and institutions	Measurable impact	Formal and evidence-based	Non-profit status, sourced metrics, partners under agreement
Brands (Brandcade)	Reaching a young audience	Fast, visual, project-based	Real cases, verified audience
Students and community	A first opportunity	Warm and motivating without overselling	Open classes, graduates at work, the club
Sponsors	That the money goes far	Direct, in English, Spanish and Romanian	Numbers with source and date

Boilerplate

Arden Colectivo A.C. is a non-profit based in Guadalajara that develops talent for the video game industry and the creative sector in Mexico and Latin America. From Ciudad Creativa Digital it runs U-Echo Training Center, an Unreal Engine Authorized Training Center; Logrus, its hands-on training and production studio and the home of Brandcade; and Echo GameDev Club, its community.

How a post is written

1. **Hook.** The first line. Ten words max. What the reader gets, sees or learns.
Your first Unreal scene, in one afternoon.
2. **Context.** One or two sentences: what, when, where and who it is for.
Open class on Thursday [date], 7 pm, at Ciudad Creativa Digital. No experience needed.
3. **Proof.** A figure with source and date, a real photo or a result. If there is no proof, don't make one up.
U-Echo Training Center is an Unreal Engine Authorized Training Center.
4. **Call to action.** One verb and one link.
Save your spot at [uetc.mx](#)
5. **Hashtags.** At the end, 3 to 5. Series tag first, then the unit tag.
#ClaseAbierta #UnrealEngine #UETC #GameDevMX

Network	Length	#
Instagram • feed	125 to 300 characters. The first line shows before «more»: the hook goes there.	3 a 5
Instagram • reels / TikTok	On-screen text of 6 to 10 words in the first 2 seconds. One or two sentence caption.	3 a 5
LinkedIn	600 to 1,300 characters. One or two line paragraphs. Talk about results and what was learned.	1 a 3
Facebook	80 to 250 characters and the direct link.	1 a 3
X	Up to 280 characters. One idea.	1 a 2
YouTube	Title of 40 to 60 characters with the keyword first. Thumbnail with 3 to 5 words.	3
Skool / WhatsApp	2 to 4 lines, club tone, one link.	0

Hashtags, calls to action and examples

Unit	Hashtags	Calls to action
Arden	#Arden #GameDevMX #CiudadCreativaDigital #Guadalajara	Meet Arden at brandkit.uetc.mx • Write to us to collaborate
U-Echo Training Center	#ClaseAbierta #UnrealEngine #UETC #GameDevMX	Save your spot at uetc.mx • See the syllabus at uetc.mx • Sign up
Logrus	#EnProducción #Logrus #GameDev #Roblox	See the studio at logrus.brandcade.com • Tell us about your project
Brandcade	#Brandcade #Roblox #MarketingDeJuegos	Book a call • See the full case
Echo GameDev Club	#EchoGameDevClub #GameJam #GameDevMX	Join free at comunidad.uetc.mx • See you at the jam

✗ We revolutionize the future of the industry with visionary talent! 🚀



✓ Open Unreal class, Thursday 7 pm at Ciudad Creativa Digital. Bring your laptop. uetc.mx

Empty promise and three emojis. No what, when or where.

✗ Mexico is top 5 on Roblox, don't miss out!

✓ We built a Roblox experience for [brand]. Here is how it worked and what we learned.

Roblox doesn't publish country data. A figure without a source costs us credibility.

✗ We offer high quality game outsourcing services.

✓ At Logrus we produce games for brands and our own titles, with talent trained on real projects.

Never «maquila». We are a studio.

Example • U-Echo Training Center • Instagram

Your first Unreal scene, in one afternoon.

Open class on Thursday [date], 7 pm, at Ciudad Creativa Digital. Bring your laptop; no experience needed.

[number] seats. Save yours at uetc.mx

#ClaseAbierta #UnrealEngine #UETC #GameDevMX

Social, YouTube and reels



Arden



U-Echo Training Center



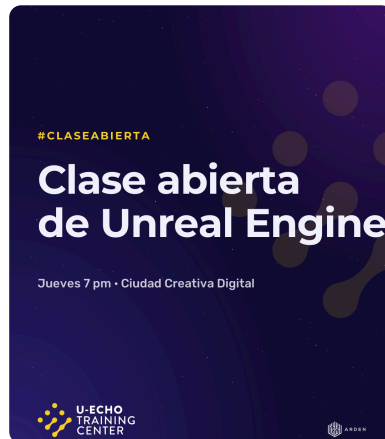
Logrus



Brandcade



Echo GameDev Club



Safe area: 80 px per side on posts; 250 px top and bottom on stories. One message per piece in Montserrat 800. Editable in PowerPoint for Canva and Google Slides.

PRODUCTION AND PRINT

For print, apparel and signage

Logo files	AI, EPS or vector PDF from brandkit.uetc.mx. Never redraw, trace a PNG or retype with a font.
Print color	CMYK with a color proof. Suggested Pantone: Arden green 376 C, charcoal 426 C, violet 268 C, UETC yellow 116 C, Brandcade 526 C / 301 C / 297 C. Night and Logrus colors are set with a proof.
Final file	PDF/X-1a or PDF/X-4, 3 mm bleed, crop marks, fonts outlined, images at 300 dpi.
Screen printing	Pantone inks. Two inks max per logo.
Embroidery	Glyph 5 cm or larger. Wordmark only from 8 cm wide.
Brandcade gradient	DTF, sublimation or digital print. Never faked with flat inks.
Signage and banners	Matte vinyl. Key info 80 cm or more above the floor. Text readable at 3 m: 4 cm tall.
Approval	Digital and physical proof to Arden before volume production.



ARDEN

Approval and contact

Jorge Suárez, General Manager of Arden, approves brand direction changes and any external piece naming partners, impact figures or people. Request files, cleared photos and partner logos directly from Arden.

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