Branding Guidelines

1. General Information

Our brand—**Araiguma: Advanced Battle Center**—is more than just a name and graphics; it's the essence of who we are. We take pride in our identity and the trust we've built around it.

To protect our brand identity, we have established a few simple guidelines. These ensure that sponsors, donors, volunteers, and fans can easily distinguish between official Araiguma materials and fan-created works.

While we appreciate and encourage community support, we kindly ask that you follow these guidelines when representing Araiguma. If you're ever unsure, don't hesitate to reach out—we're happy to assist!

2. Use of Name

The name **Araiguma: Advanced Battle Center**, or any of its variations (**Araiguma Battle**, **AraigumaBattle**, or **A-Battle**), **may not be used** to create online or offline accounts under any circumstances.

To verify whether an account using the Araiguma name is official, please refer to our Officially Managed Accounts Page.

However, we encourage you to proudly represent your home arcade in tournaments. When using our name as a prefix for team or player representation, here are some approved formats:

- **AABC | Your Name**

- **ARAIGUMA | Your Name**

- **ARAIGUMA BATTLE | Your Name**

3. Creation of Fan Art

We love and welcome fan art! You're free to use our name and core brand assets in your personal creations and commissions. Feel free to add your own creative twists and personal variations.

However, we ask that you **do not create and sell merchandise** bearing our name or logos. Selling unauthorized merchandise can hurt our ability to keep the doors open and maintain the quality of official products. When you purchase something with our name, we want it to be something that will last for years.

4. Use of Assets

Our core assets (logos, mascots, and more) are available for fans who wish to create personal commissions.

Please do not alter the colors of our logos or mascots. We are continually expanding our brand color palette, and we'll keep you updated as new colors are added. We ask that you work your designs around the approved color schemes to ensure consistency.

If you need to use a color not currently in our palette, feel free to Contact Us for guidance!