



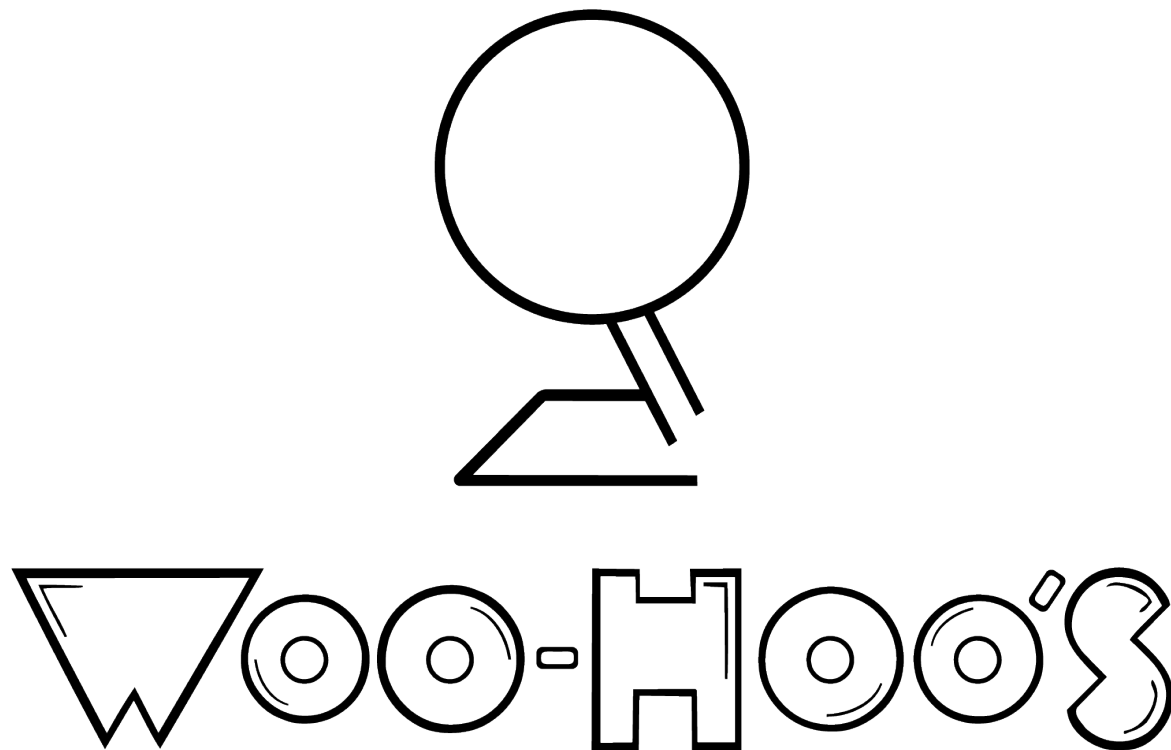
Branding Guidelines

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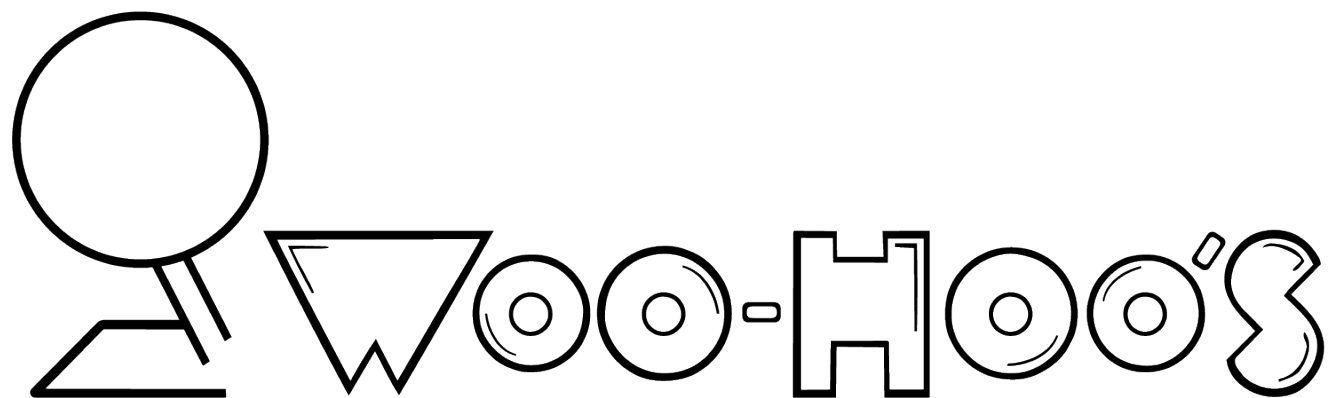
Visual Identity

These brand guidelines express the identity of Woo-Hoo's Arcade Bar and Grill. With growth and direction, our brands needs to be efficient, consistent and flexible across all applications. These guidelines cover the key elements of Woo-Hoo's including: logo, color, typography and other design elements. Please thoroughly read through before using the logo or any of its elements in a design.



VERTICAL LOGO

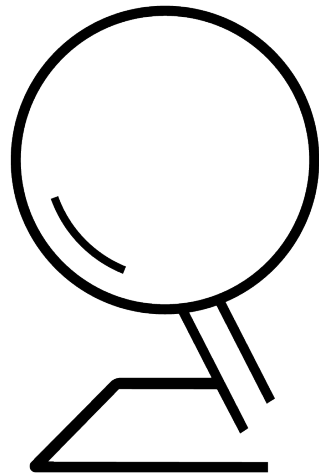
Inspired by the playful arcade environment, Woo-Hoo's logo was created with the geometric shapes found in 1990's gaming. Together the icon and word-mark create an eye-catching logo. The vertical logo is used for square or vertical layout formats.



HORIZONTAL LOGO

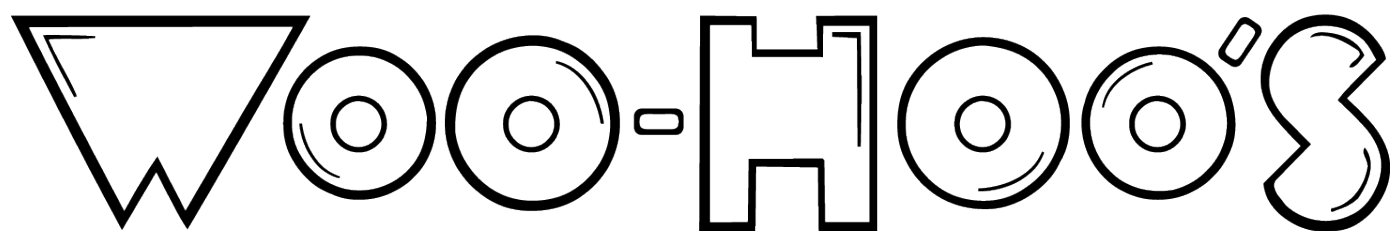
The horizontal logo lives in the space of a wide rectangle. Regardless of which one gets used more often, you will need both variations. Color will be introduced further into the guidelines.

WOO-HOO'S



ICON

The icon is a direct reference to a joystick on an arcade game cabinet. The motion that is created by the tilt allows for an easier and quicker read. The tilt leads the eyes to the word mark where the rest of the brand identity can be identified.



WORD MARK

The type was inspired by Pac-Man, a classic and popular character.

A proportional shift modulates the comparative size of each letterform. The playful sizes create an organic feel that emphasizes the tone of the brand.

Typography

The typography used helps to convey the personality of our brand. Consistent use of typography will help build an immediately recognizable identity.

Woo-Hoo's

Woo-Hoo's

Woo-Hoo's

Futura (medium - 16)

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o

p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! ? @ # \$ % ; / > "

PRIMARY

The primary typeface used is Futura. It resembles and works well with the word mark alone. The heavy weight of the characters brings boldness to the logo. This typeface will be used for important information and all titling, working together to create a cohesive brand identity that represents the business.

Arcade Bar & Grill

Arcade Bar & Grill

Arcade Bar & Grill

Nimbus Roman (regular - 16)

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o

p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

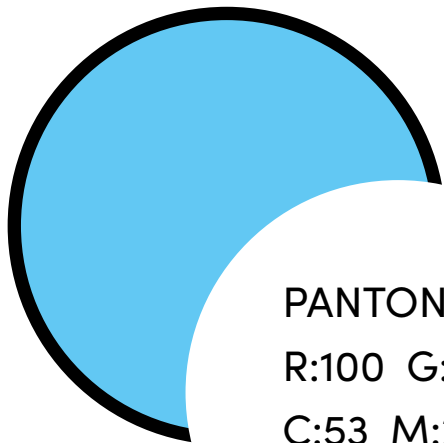
! ? @ # \$ % ; / > “

SECONDARY

The secondary typeface is Nimbus Roman. It should only be used within documents such as letters, business cards, informational letters, etc. This typeface is not meant to be used within the logo design itself but as informational text. This text should only appear within business stationary.

Color

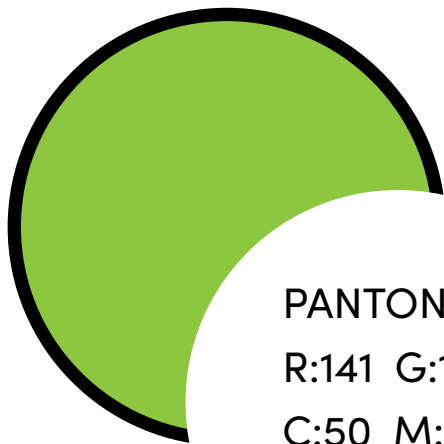
A consistent use of our brand colors increases our brand recognition. When communicating through any medium—physical or digital—use only the approved colors as shown.



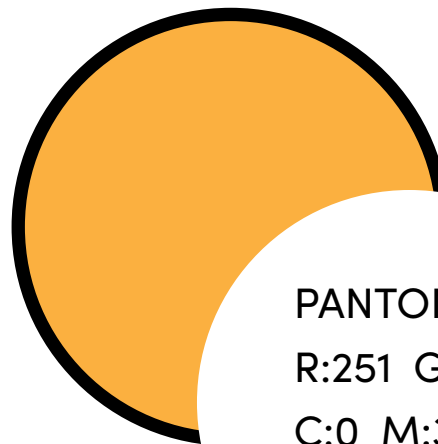
PANTONE #62C8F3
R:100 G:199 B:242
C:53 M:2 Y:0 K:0



PANTONE #FFF456
R:255 G:244 B:84
C:0 M:0 Y:78 K:0



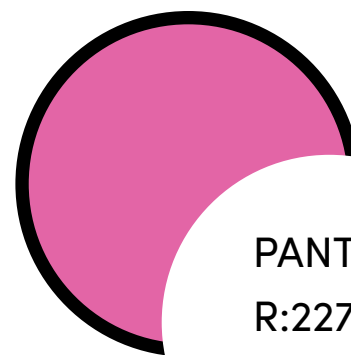
PANTONE #8DC63F
R:141 G:198 B:63
C:50 M:0 Y:100 K:0



PANTONE #FBB040
R:251 G:176 B:64
C:0 M:35 Y:85 K:0

PALETTE

The colors are inspired by the arcade environment. The bright lights that appear behind the gaming screen transfer into the letterform of Woo-Hoo's. Bright colors that open opportunities of excitement and fun.



PANTONE # E365A6
R:227 G:101 B:166
C:5 M:75 Y:0 K:0

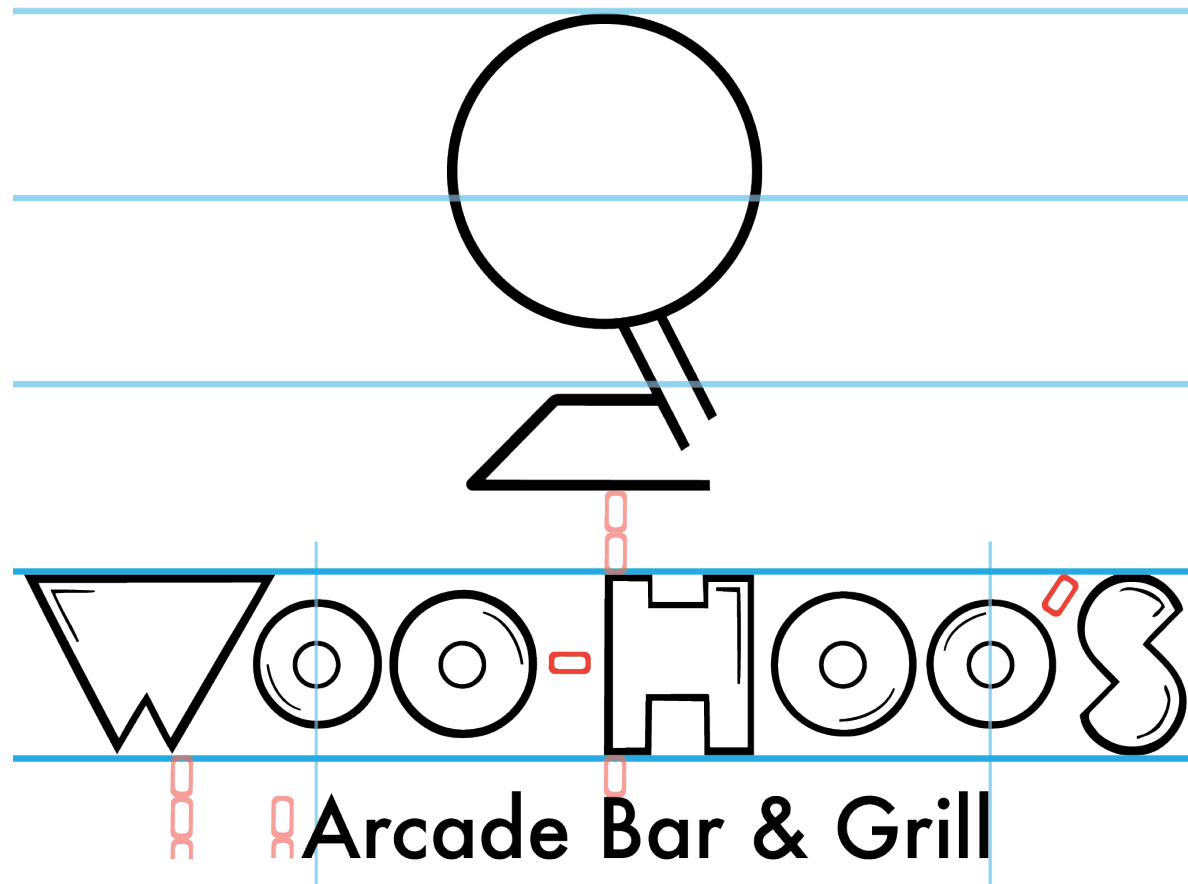


VARIANTS

The logo color options listed to the left are in the following order from top to bottom: Black & White, Grayscale, and Color. These are the three variants for the logo and its selected colors.

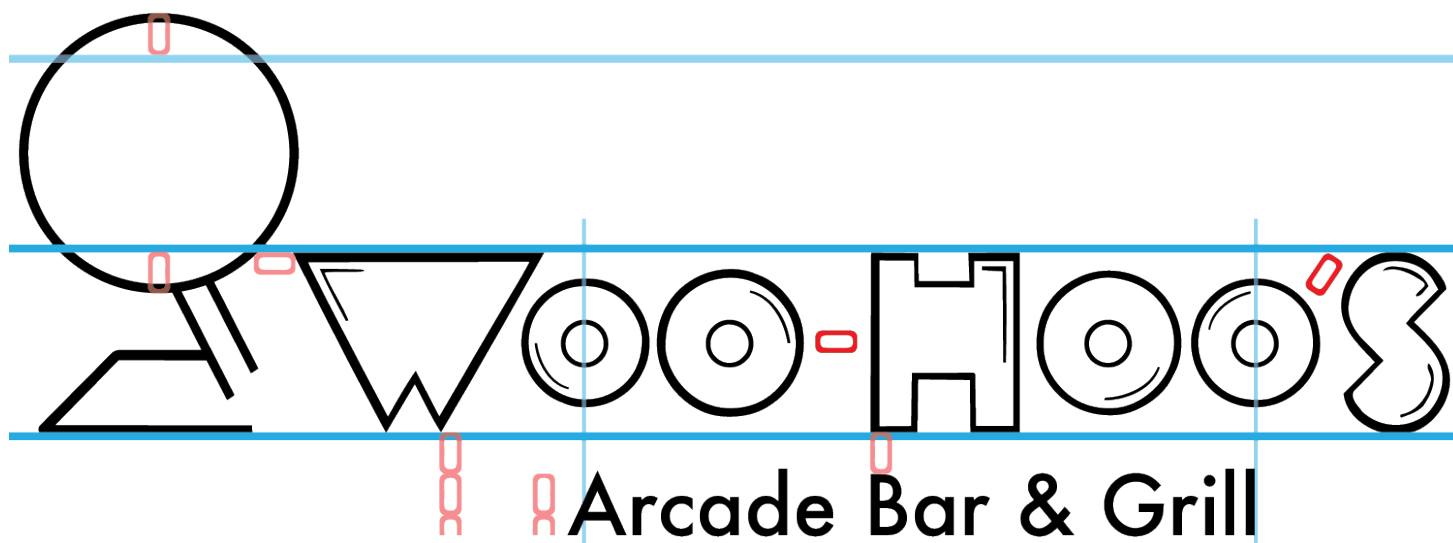
Logo Usage

A breakdown of the logo and specific rules that must be followed when using the logo. These rules ensure that there is a seamless brand identity that is cohesive on all materials.



VERTICAL LOCKUP

The vertical lockup grid is based on the cap height of the word mark. The dash and apostrophe marks in red act as the reference sizes for the spaces. The tagline is centered between the out most 'O's.

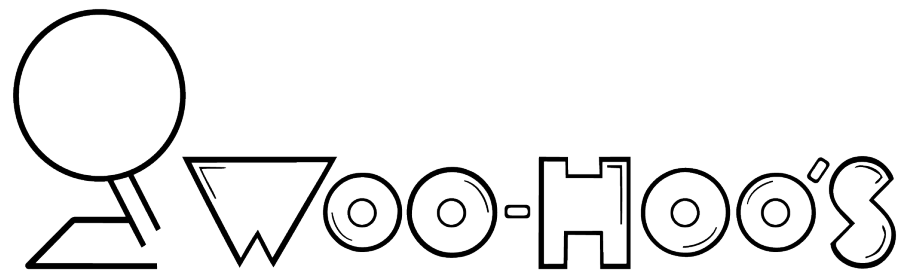


HORIZONTAL LOCKUP

The horizontal lockup grid is based on the cap height of the word mark. The dash and apostrophe marks in red act as the reference sizes for the spaces. The tagline is centered between the out most 'O's.

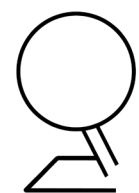
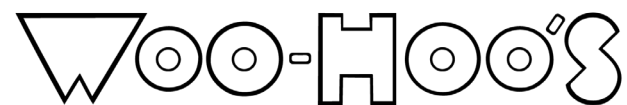
Flexible Identity

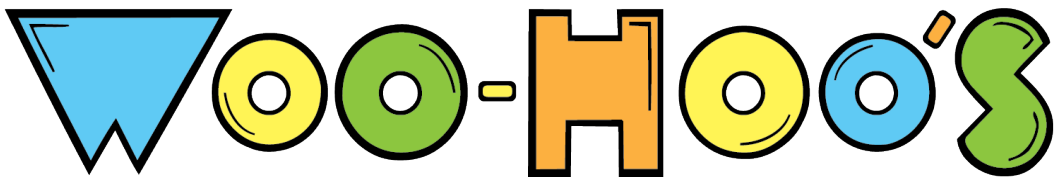
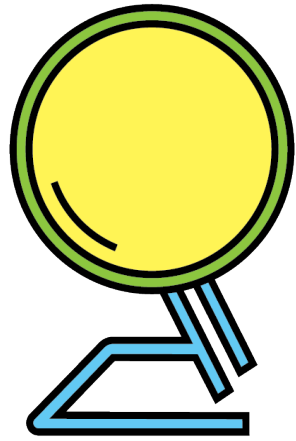
The variations of the logo keep the identity of the brand by altering sizes.



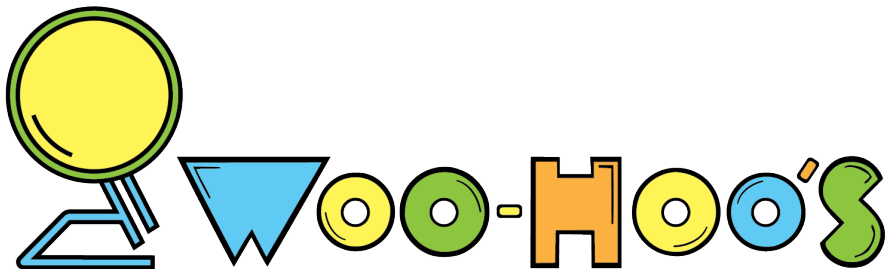
RESPONSIVE LOGO

The responsive logo allows for flexibility across all applications. The options listed to the right are in the following order from top to bottom: Primary vertical logo, horizontal logo, simplified word mark and simplified icon. The icon will be used when the smallest size of the logo is needed.





Arcade Bar & Grill



COLOR

The color variations within the responsive logo are consistent and gives Woo-Hoo's a visual connection to the the brand's values and personality. The options listed to the left are in the following order from top to bottom: Primary vertical logo, horizontal logo, simplified word mark and simplified icon. The icon will be used when the smallest size of the logo is needed.

