

TWO BIT GAME ROOM BRAND GUIDE

Created by: Brian C Behrens



PRIMARY LOGO

The logo brings all the visual cues together. The circle reflects a coin or a token — “Two Bits” and the cabinet appears to tower out of the inner circle making it feel monolithic and iconic. Last, the font provides a feeling of being a cast and slightly vintage.

By maintaining a circle and maximizing elements a reflection of a coin or token results and reinforces the Two Bit Game Room story.



LOGO VARIATIONS



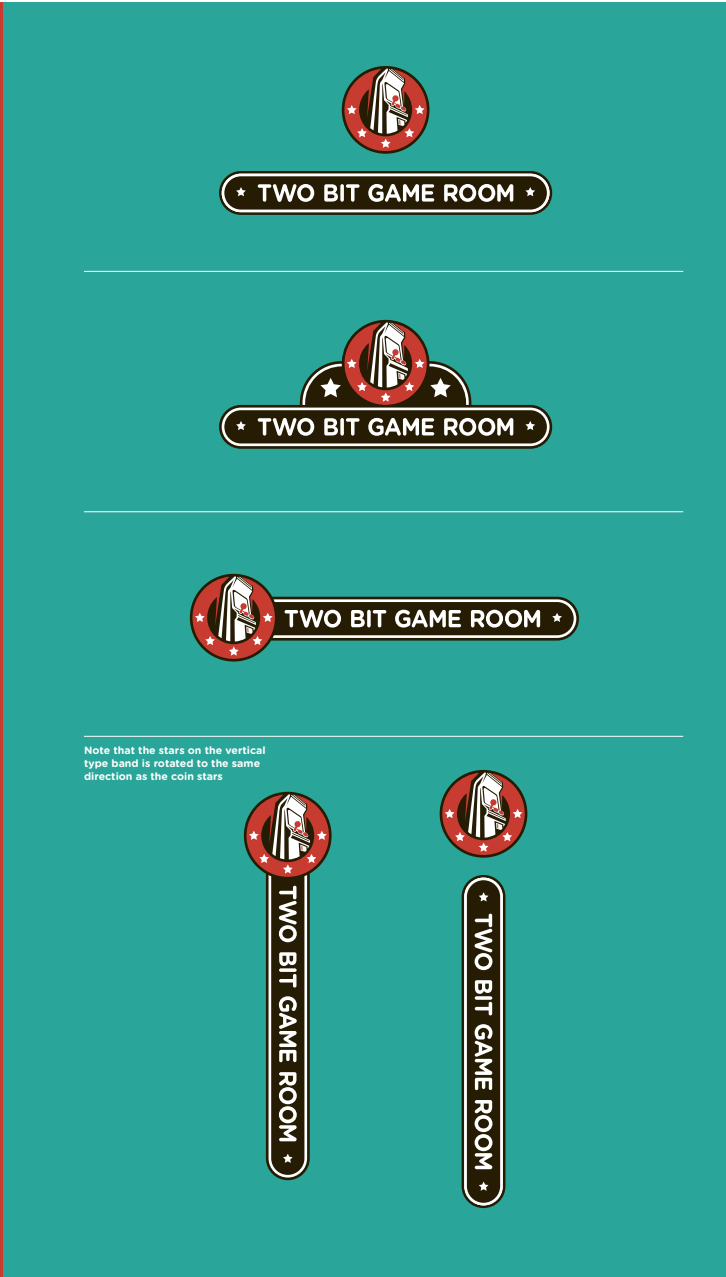
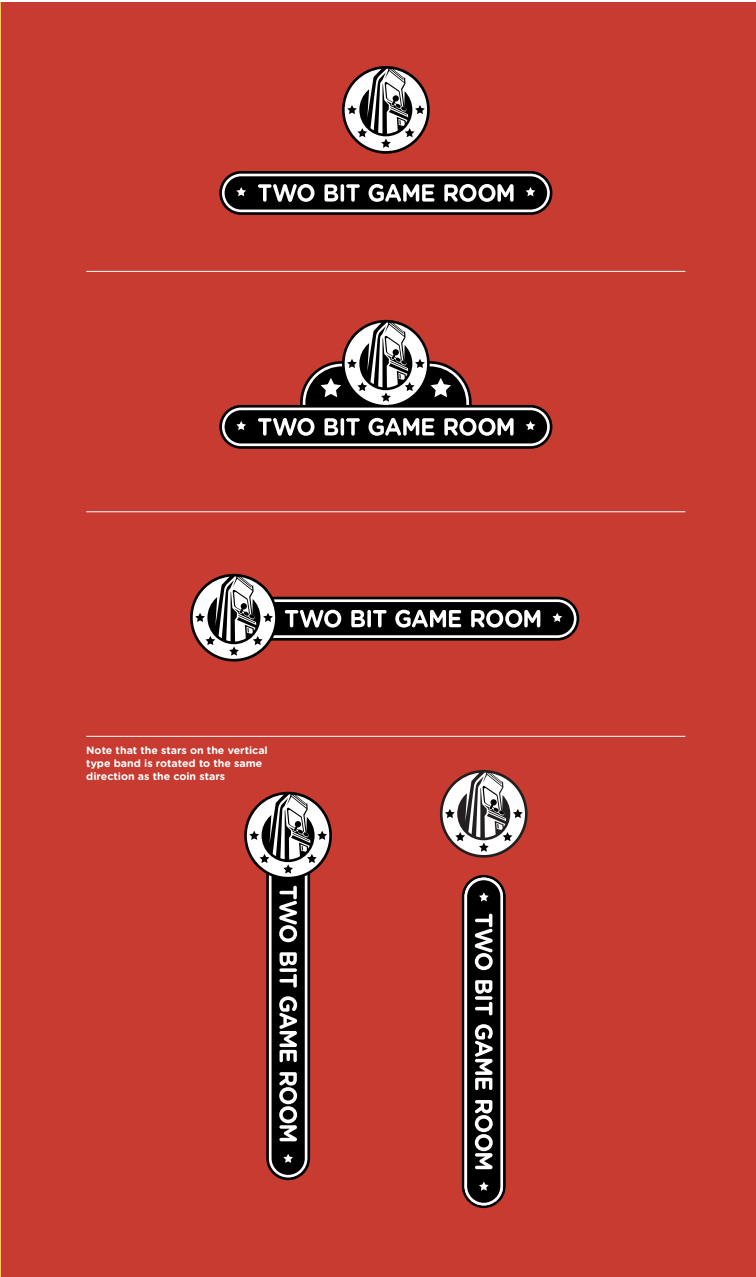
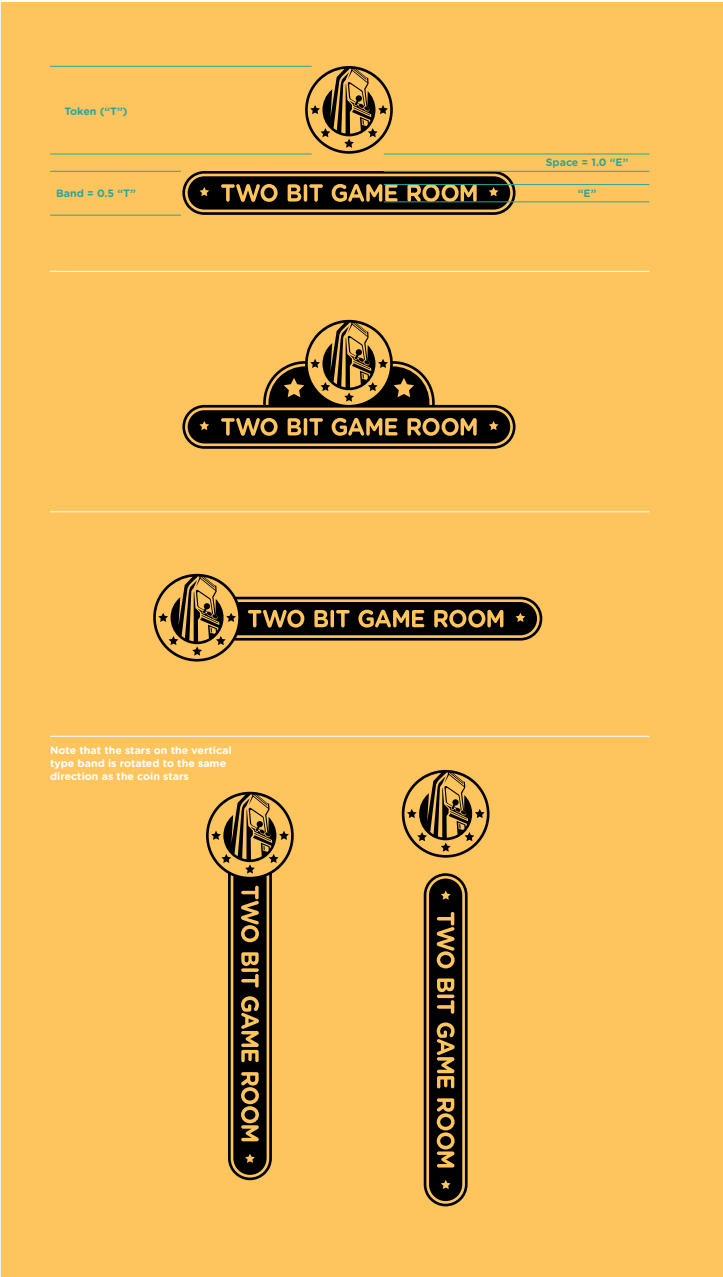
LOGO WITH GRAPHICS



LOGO ALTERNATIVES

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FONTS AND COLORS



FONTS

The logo fonts are used only within the logo itself and should not be used on any headline or body text to avoid taking attention away from the logo.

Citizen Slab provides a hint of retro styling that supports the modern typeface chosen for text, Gotham. Mixing a more classic font with a more modern one visually opens up the brand to a wider audience.

Trattatello
Logo Font

TWO BIT GAME ROOM

Gotham Rounded Bold
Alternate Logo Font

TWO BIT GAME ROOM

Citizen Slab
Headline Typeface

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

Gotham Book
Sub-Headline

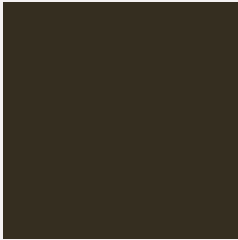
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Gotham Book
Body Text

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
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

COLORS

The colors continue to evoke a retro feel adn by increasing the deeper saturation of traditionally retro color schemes a more “retro-modern” look evolves.



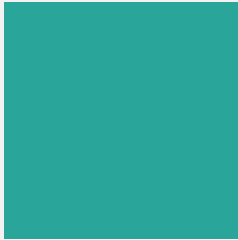
Pantone® Black 2
CMYK 48 53 84 84
HEX 332F21



Pantone® 180C
CMYK 1 87 77 13
HEX BE3A34



Pantone® 141C
CMYK 0 16 68 0
HEX F2C75C



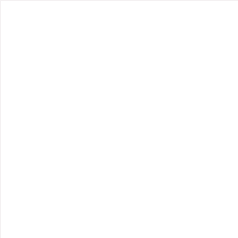
Pantone® 2401C
CMYK 72 3 41 3
HEX 34A798



Pantone® 3553
CMYK 100 28 0 16
HEX 006EB3



Pantone® Black 6
CMYK 60 40 40 100
HEX 000000

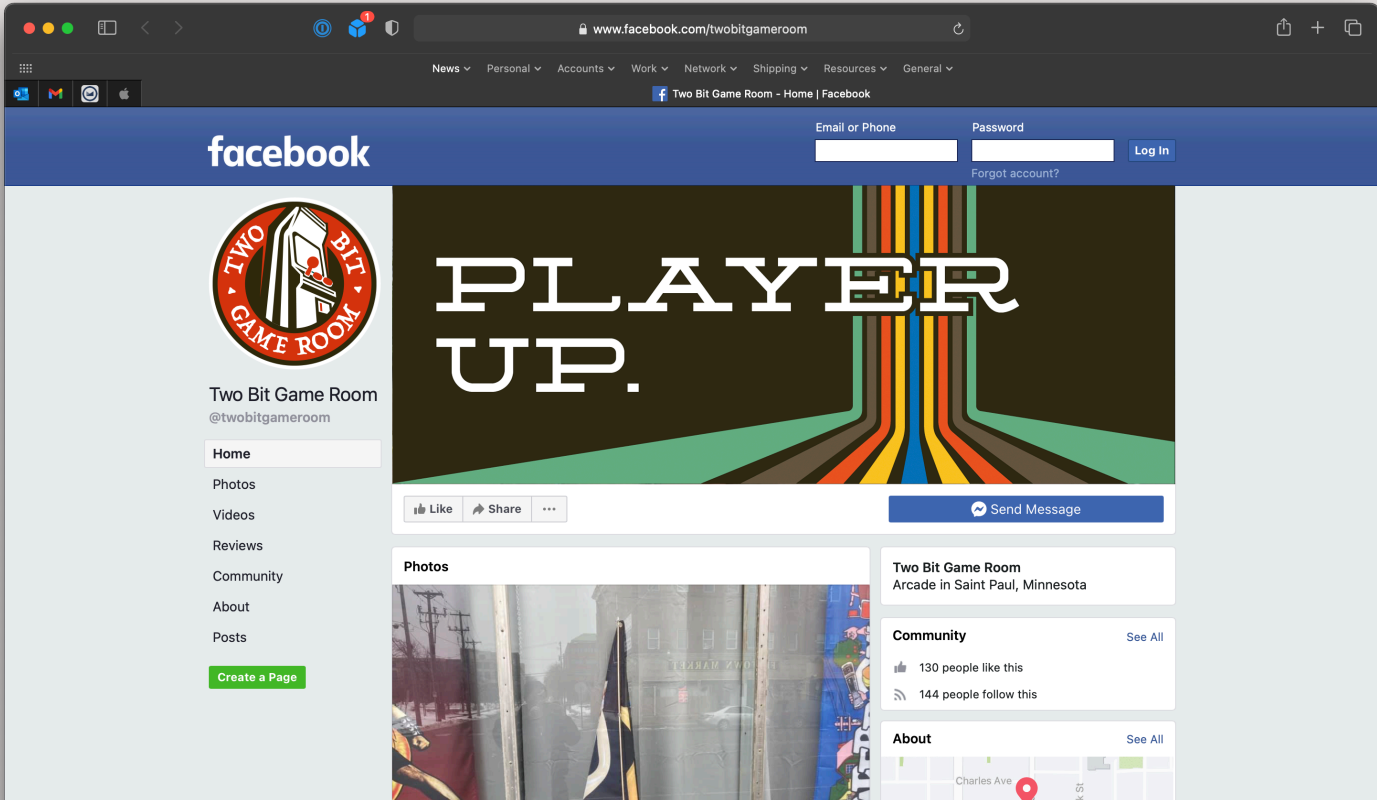


White
CMYK 0 0 0 0
HEX FFFFFFFF

APPLICATION EXAMPLES



PROMOTIONAL



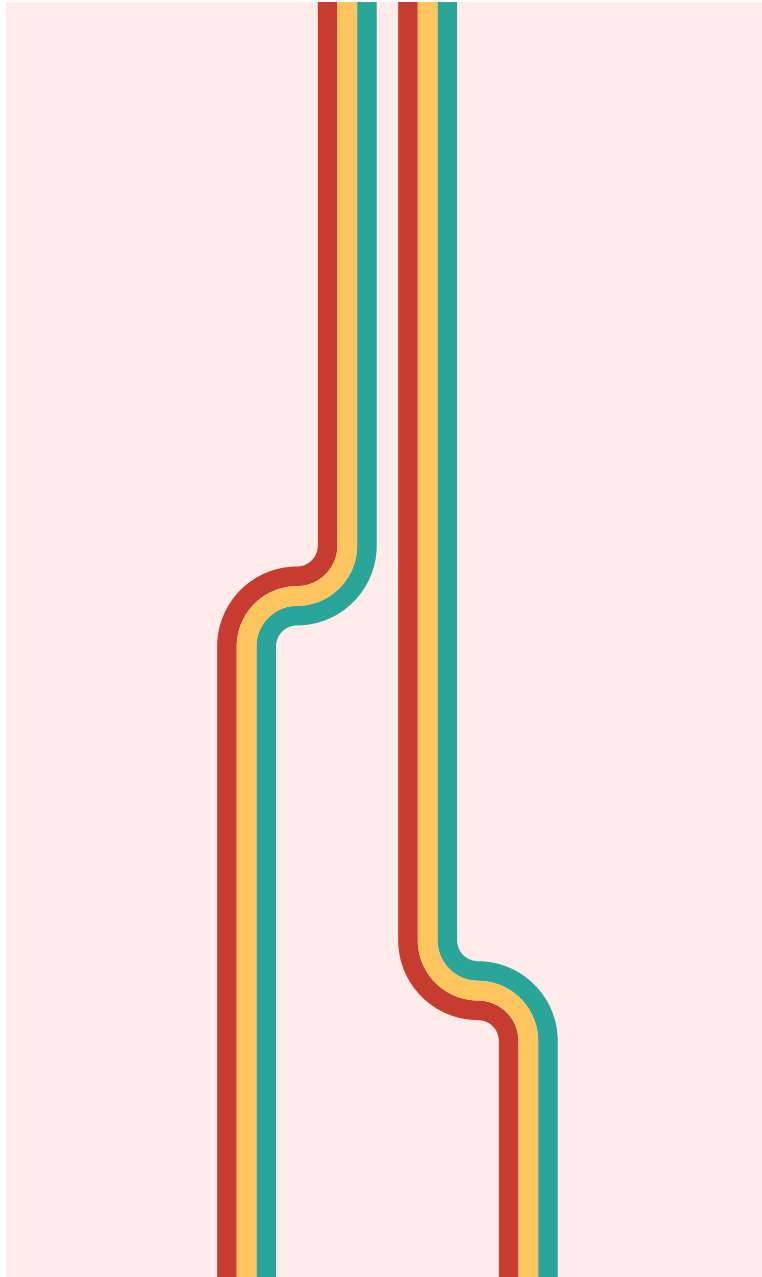
PROMOTIONAL



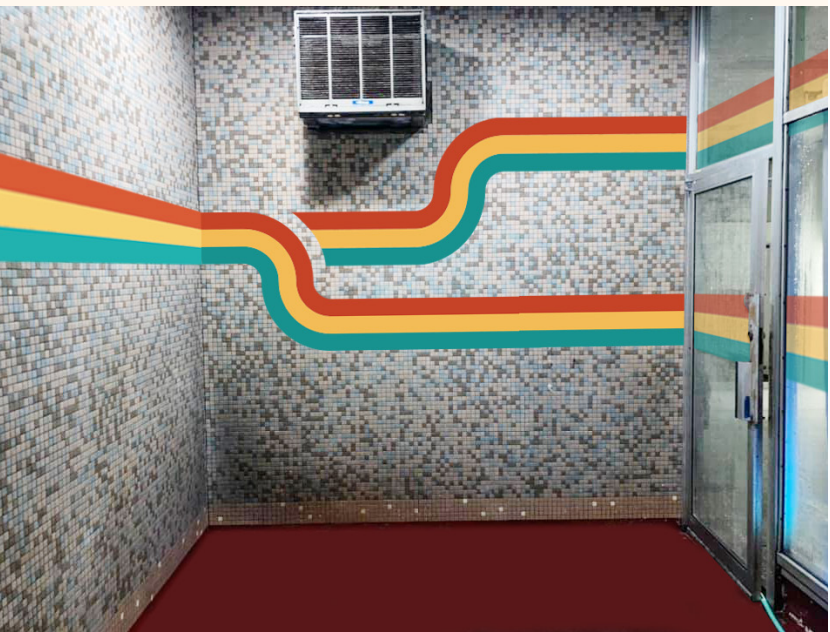
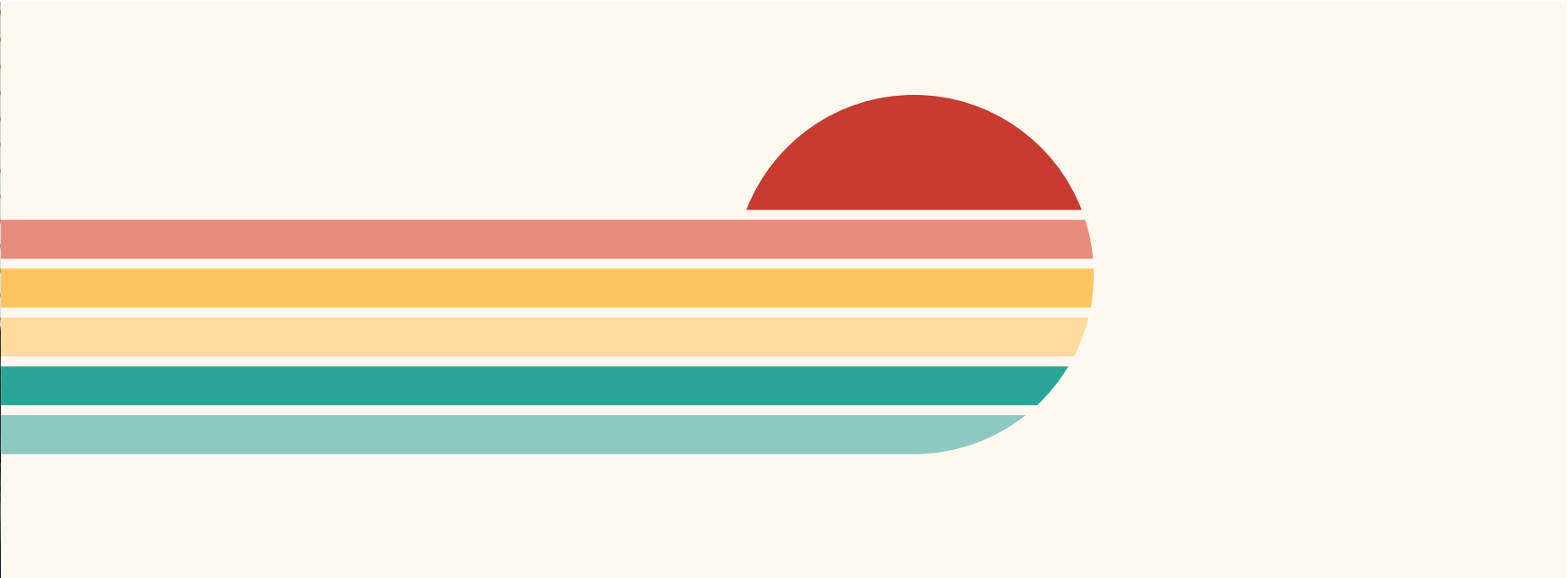
PROMOTIONAL



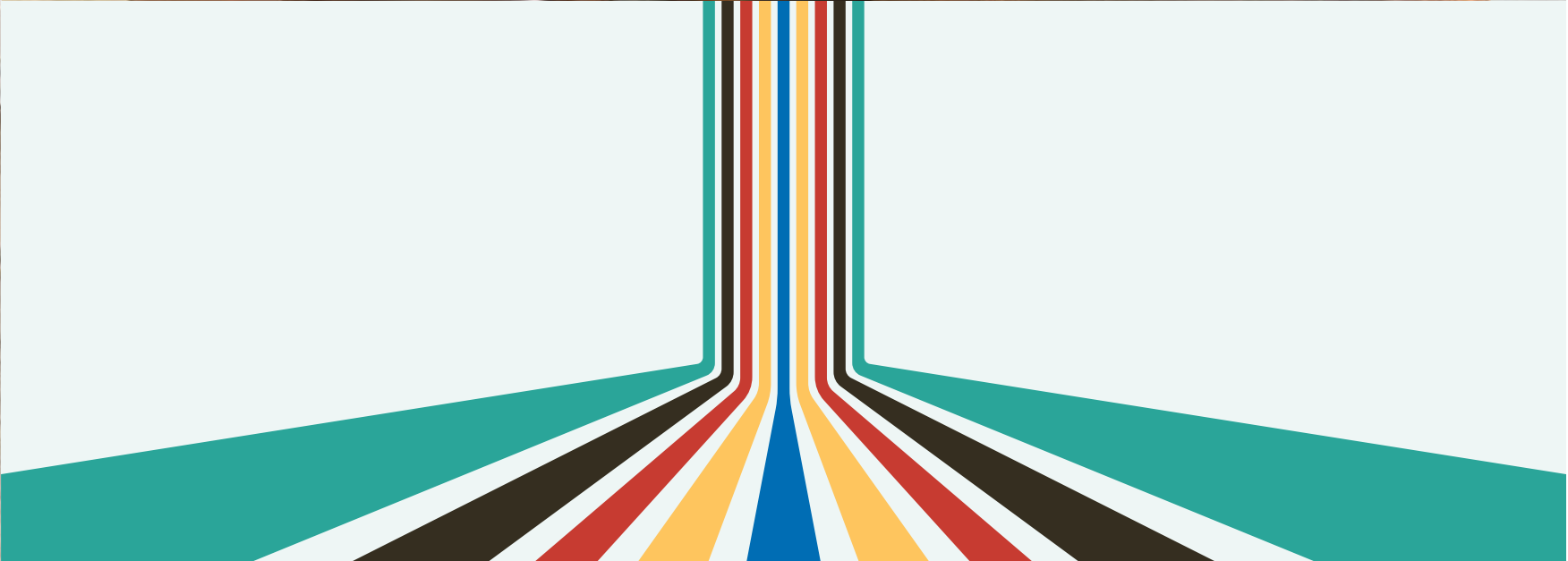
CURB APPEAL



ENVIRONMENTAL



ENVIRONMENTAL



PLAYER READY?

