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Mickey's Cues & Brews Corporate Style Guide

Dimitre Bakalov
University of Nevada, Las Vegas, dimitre@bakalovdesign.com

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Introduction

Mickey’s Cues and Brews was established in 1991 by owner Michael Gresser. As a family owned and run business, Mickey’s aims to be one of the nicest and cleanest billiard rooms in Las Vegas with the best equipment in town.

Mickey’s opened in 1991 as a 4,000 sq. foot pool room with sixteen pool tables. Over the past years, Mickey’s has grown to an 8,000 sq. foot billiard room with twenty four tables. The reason for the success of the room is that Mickey’s has a great staff who cares about their customers, not to mention all the hard work behind the scenes.

Our staff takes pride in their billiard room and their equipment, by keeping the tables and balls clean along with the pool room itself. So if you are looking for an upscale billiard room, and not your typical run down billiard room with poor clientele, Mickey’s is the only place to play.

Two to One

In all of Mickey’s merchandising, the ratio of 2:1 will be maintained. Whether it is vertical or horizontal, the proportion is an important factor in selling the aesthetic of the billiard table. Since all tables are two to one in length of the sides, Mickey’s branding will pay homage to the sizing.
Application

Mickey’s staff will be provided with polo shirts, with the logo on the back, and the lettering on the front in the chest area.

In other cases, the logo will be placed in one of the corners of the merchandise, in order to simulate the placement of the pocket of a pool table – as shown in this napkin.
Mickey’s logo redesign offers a fresh take on the visualization of a cue sport. This modernization of the logo will give a new foundation for the brand.

Specialty Logos

Some instances of the application of the logo require special coloring treatment. Here are the options for such requirements.

Dark
For cases when color printing is unavailable or impractical, the logo will be made unitone in the onyx color from the palette.

On Black
If the logo needs to be applied to a dark background, the main text in the logo will be changed to white. The Pantone will remain the same in this case.

Pantone®

P 2-14 C

RGB
202 189 82

HEX/HTML
CABD52

CMYK
0 0 72 27
Usage

The usage of the main logo and type is specific in its intent. The following are examples of correct and incorrect combinations and scaling of the logo.

Header 1
FatCow

Header 2
DIN Condensed

Sub Header
Acumin Variable

Typography

Mickey’s will utilize a tripartite font choice. The intent for the typography is to keep it clean with modern typefaces. They will also be primarily sans serif, unless there is a specific instance that require otherwise.

In any variation, the Mickey’s title should not be separated from the Cues & Brews subtext. One commonly used difference is the overhead table lamps, or the “M” is omitted in certain instances. It should not, however, be placed adjacent or underneat the title and subtext.
Color

Main Logo

RGB 202 189 82
HEX/HTML CABD52
CMYK 0 0.72 27

Secondary Colors

Gold

RGB 237 233 57
HEX/HTML EDE939
CMYK 6 0.72 0

Sapphire

RGB 81 82 156
HEX/HTML 51529C
CMYK 76 71 0 0

Crimson

RGB 175 39 47
HEX/HTML AF272F
CMYK 5.96 80 22

Onyx

RGB 45 41 38
HEX/HTML 2D2926
CMYK 63 62 59 94

Tiers

Gold
The first level, classic gold, will be used to represent the top tier. This will be the color award given to first place winners.

Sapphire
Coming after gold, the second place awards and mid level club members will wear Mickey’s sapphire color.

Crimson
Third tier, and entry level subscription club members will be colored with Mickey’s crimson red.

Onyx
Mickey’s onyx will be used in only the most exclusive and high level memberships and tournament series titles.