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Mickey's Cues & Brews Corporate Style Guide

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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.
Logo
Mickey’s logo redesign offers a fresh take on the visualisation 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
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.

Header 1
FatCow

Header 2
DIN Condensed

Sub Header
Acumin Variable

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.

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**

| Color | RGB     | 237 233 57 RGB | EDE939 HEX/HTML | 6.0 72 0 CMYK |
|       |.Hex     | 81.82 156 Hex | 51529C HEX/HTML | 76.71 0 0 CMYK |
| 10242 C |         |               |                 |

| Color | RGB     | 175 39 47 RGB | AE272F HEX/HTML | 5.96 80 22 CMYK |
|       | .Hex    | 45.41 38 Hex | 2D2926 HEX/HTML | 63.62 59 94 CMYK |

**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.