InThe Game

2020 Brand Guide

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About
In The Game

The In The Game brand is designed to cater to families and adults. These locations feature state-of-the-art arcades with all the latest games and high-tech VR, along with time-tested classics. Each location features its own unique set of attractions from laser tag and mini bowling to go karts and mini golf, all with the concept of interaction and socialization in mind. Offering chef-crafted food menus, along with drink menus featuring cocktails and craft beers, In The Game restaurants offer a high level of quality and sophistication to appeal to its adult audience.

www.inthegame.net

Primary Logo

Logo Variations

Solid Halo

Color / Reversed

White / Reversed

Wordmark Only – For Horizontal
Applications

Wordmark Only Reversed

Location Specifications

Location Name in Light Blue ALL CAPS centered under main In The Game logo with location name sized at 38% of the In The Game wordmark.

Location Samples

InTheGame
FREEDOM STATION

InTheGame
PEABODY

InTheGame
SAWGRASS MILLS

InTheGame
HOLLYWOOD PARK

InTheGame
FUNTRACKERS

Location Variations

White / Reversed / 1–Color

Logo Usage – Dos & Don'ts

Don't warp or stretch the logo.

Don't change the logo's orientation.

Don't crop the logo in any way.

Don't recreate any elements of the logo or replace them with something else.

Don't use scanned or photographed copies of the logo. Use the original files.

Don't remove or alter the text of the logo.

Don't apply shadows, glow effects, or outlines to the logo.

Don't apply any filters or textures to the logo.

Don't change the logo's colors.

Don't use the logo on busy photographs or patterns.

Don't use the logo on colors with poor contrast or similar colors.

Don't replace or re-create any part of the logo.

Don't create your own variation on the logo or modify the existing versions.

In The Game is always 3 words with the first letter of each word capitalized.

Logo Usage – Dos & Don'ts

Logo Usage

Exclusion zones

Always allow a minimum space around the logo.

Minimum width

The logo minimum width is 100px.

Maximum width

There is no maximum size defined for this logo.

Brand Extras

Logomark

Can be used as a design element.

Brand Extras - Tagline

EAT WELL PLAY BIG!

Eat Well Play Big!

Colors can be modified with approved brand colors, and Marketing Department.

EAT WELL PLAY BIG!

Horizontal Variation / Alternate Color Palette

Brand Extras - Collateral

Stationery

Letterhead, business cards, #10 Envelopes, A2
Envelopes, and Thank You Cards have been developed
for all locations.

Typography

Hanzel

Print / Embedded Headline Font

ABCDEFGHIJKLMNOPQRSTUV

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&*()+=?<>

Typography

Barlow Semi Condensed Extra Bold

Headline Print & Web Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&*()

Headline 1 – 35 / 55

Headline 2 – 28 / 45

Headline 3 – 22 / 36

Headline 4 – 17 / 29

Typography

Barlow

Paragraph Print & Web Font – 17 / 29

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Italic

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Color Palette

Primary

HEX 2AAB4A
R42 G171 B74
C79 M5 Y100 K0
802C

HEX 3EB549
R62 G181 B73
C74 M0 Y100 K0
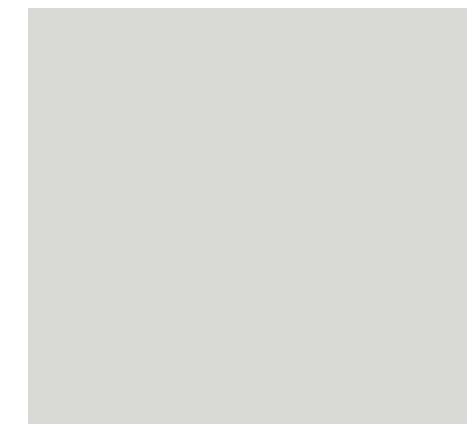354C

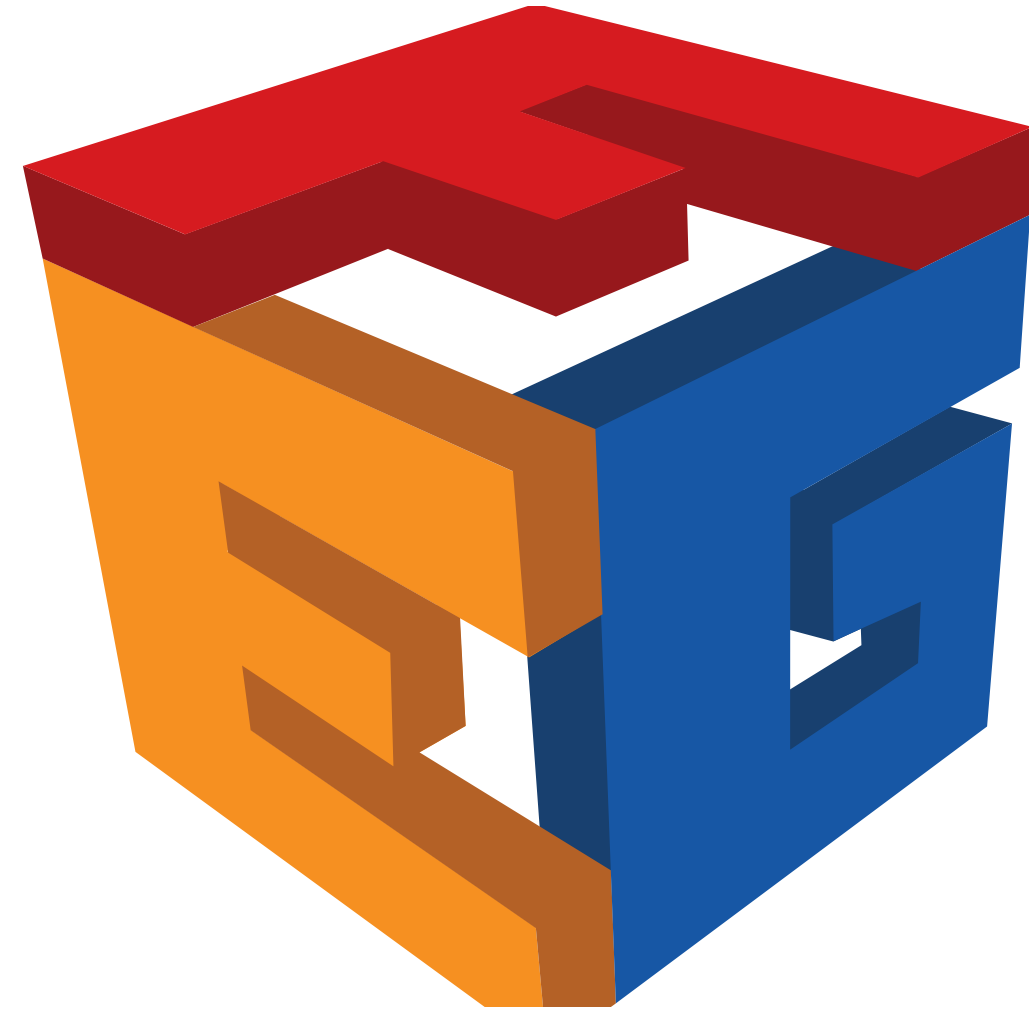HEX BAD532
R186 G213 B50
C32 M0 Y100 K0
389C

Secondary

HEX 2D2926
R45 G41 B38
C63 M62 Y59 K94
BLACK C

HEX 63666A
R99 G102 B106
C40 M30 Y20 K66
COOL GREY 10C

HEX 003DA5
R0 G61 B165
C98 M91 Y0 K0
293C

HEX 00A0DF
R0 G160 B223
C68 M14 Y0 K0
299C

HEX D9D9D6
R217 G217 B214
C4 M2 Y4 K8
COOL GREY 1C

Family
Entertainment
Group LLC

IN THE GAME IS A FAMILY ENTERTAINMENT GROUP LLC COMPANY