
Big Food
RH
Big Fun
ROLLHOUSE
ENTERTAINMENT

KEEP YOUR BRAND LOOKING ITS BEST

After all the hard work put into making your brand amazing, we want to make sure it stays that way! Following these guidelines will ensure all brand material will be used in a way that upholds the aesthetic standards and keeps your brand looking professional and consistent.

PRIMARY LOGO

The new Roll House Entertainment brand is a focused combination of old and new - retro and modern. Bowling is a classic game that conjures up images from the 20's, 30's, 40's and 50's. It is a game played by all age groups and all demographics from poor Applachians to Presidents of the United States. It's a game that is making a strong comeback with millenials who are looking to have a good time, but want to do more than just sit in a bar.

With the logo for Roll House Entertainment, our goal was to combine old and new elements to create something beautiful, interesting and timeless. We wanted something that would have been cool a hundred years ago and a hundred years from now. Creating something unique and impactful was paramount, so by combining numerous design techniques we were able to create a logo that truly has the "wow" factor.

If you look closely at the logo you will discover that it contains 5 different colors (not including the background color, which could be considered a part of the logo), 4 different fonts and 5 bowling specific elements (3 that are obvious - two bowling balls and a set of bowling pins, and 2 that aren't quite as obvious - lines behind Roll House and lines around Entertainment are supposed to represent lanes). Each color, font choice and design element were chosen to work together to create a logo that was 100% one-of-a-kind and 100% Roll House.

This will be the main logo used on buildings, signage, walls, floors and any other large scale mediums.





A



MINIMUM SIZE

The smallest the main logo should be shown is 200px wide.

B



MINIMUM SIZE

The smallest the main logo should be shown is 200px wide.

C



D



E



F



G



H



LOGO VARIATIONS

A. Primary over black - We originally designed the logo to utilize black as the primary background. Black brings out the colors in the logo better than white and showcases the centers as being modern, hip and cool.

B. Primary over white - This combination will be used only when white is the only background option.

C. Secondary 1a (on black) - This is a simpler form of the logo using a slightly different frame style - swapping the circle for an old west style frame. This logo mark should be utilized on smaller scale print jobs. *Must be on black background.

D. Secondary 1b (on white) - *See above - must be used on white background

E. Secondary 2a (on black) - This is simply another logo option that can be substituted for smaller scale print jobs. *Must be used on black background.

F. Secondary 2b (on white) - *See above - must be used on white background

G. Secondary 3a (on black) - This is the most simple logo mark that has all the framing removed. This is should be used on letterhead and as an alternative to the other options, as needed. *Must be used on black background.

H. Secondary 3b (on white) - *See above - must be used on white background

I



MINIMUM SIZE

The smallest the main logo should be shown is 200px wide.

J



MINIMUM SIZE

The smallest the main logo should be shown is 200px wide.

K



L



M



N



O



P



LOGO VARIATIONS - Black & White

I. Primary over black - This logo should only be used in large scale printing and specialty printing. *Please do not use unless you receive special permission.

J. Primary over white - *See above

K. Secondary 4a (on black) - This logo mark should be utilized on smaller scale print jobs. *Must be on black or dark background.

L. Secondary 4b (on white) - *See above - must be used on white or light background.

M. Secondary 5a (on black) - This is simply another logo option that can be substituted for smaller scale print jobs. *Must be used on black or dark background.

N. Secondary 5b (on white) - *See above - must be used on white or light background.

O. Secondary 6a (on black) - This is the most simple logo mark that has all the framing removed. This is should be used on letterhead and as an alternative to the other options, as needed. *Must be used on black or dark background.

P. Secondary 6b (on white) - *See above - must be used on white or light background.

A



B



C



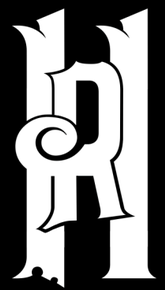
ENTERTAINMENT

D



ENTERTAINMENT

E



F



G



ENTERTAINMENT

H



ENTERTAINMENT

ICONS / SYMBOLS / BADGES

The Icons / Symbols / Badges should not be used above or directly next to any of the logos, but can be used on their own when the full name is not necessary. For example, the profile picture on Facebook, Twitter or Instagram.

A. RH Initials (black on white) - *This should be used only on white or light backgrounds

B. RH Initials Alternate (black on white) - *See above

C. RH Initials with Entertainment (black on white) - *This should be used only on white or light backgrounds

D. RH Initials with Entertainment Alternate (black on white) - *This should be used only on white or light backgrounds

E. RH Initials (white on black) - *This should be used only on black or dark backgrounds

F. RH Initials Alternate (white on black) - *This should be used only on black or dark backgrounds

G. RH Initials with Entertainment (white on black) - *This should be used only on black or dark backgrounds

H. RH Initials with Entertainment Alternate (white on black) - *This should be used only on black or dark backgrounds





PHOTO BACKGROUNDS

There are numerous ways the logos can be used with imagery, but it must be executed with care - making sure the logo and type aren't obstructed by the image.

If using imagery, please only use the black or white versions of the logo's and make sure to abide by the following rules:

1 - Avoid busy images with a lot of detail
2 - Avoid images with too much color
3 - Images with a shallow depths of field work best

*Never use the multi-colored logos on top of photos - those are to only be used on solid whites or blacks.



UNACCEPTABLE USAGE

PLEASE DO NOT DO ANY OF THE FOLLOWING:

1 - Don't Rotate the Logo
2 - Don't stretch or shrink
3 - Don't add any shading or shadows
4 - Do not outline
5 - Don't remove any aspects of the logo
6 - Do not change or alter the coloring
7 - Do not add any elements to the logo
8 - Do not place the colored logo's on top of white or black boxes when placing on images

X



X



X



X



Luxe Brown
Hex: #a57347
CMYK: 30, 54, 79, 12
RGB: 165, 115, 71

Great Gatsby
Hex: #d6ae7a
CMYK: 16, 31, 58, 0
RGB: 214, 174, 122

Aged Pearl
Hex: #d2c7ae
CMYK: 18, 18, 32, 0
RGB: 210, 199, 174

Cityscape
Hex: #6d675e
CMYK: 55, 50, 58, 22
RGB: 109, 103, 94

Vintage Steel
Hex: #4f4f4f
CMYK: 65, 57, 57, 35
RGB: 79, 79, 79

Midnight
Hex: #262626
CMYK: 71, 65, 64, 69
RGB: 38, 38, 38

LOGO COLOR PALETTE

The Luxe Brown, Great Gatsby & Aged Pearl all harken back to a classic art deco style, while the Cityscape, Vintage Steel and Midnight bring in intrigue and a bit of sex appeal.

The colors were inspired by the image of a modern day Great Gatsby and what those parties would look like today - luxury, flair, cocktails, laughter, excitement, glances, cheers and lasting memories.

What we are saying with the logo and the colors is that you can expect to have a classy, memorable time that will leave you wanting more - to those just passing by, the elegance and design quality of the logo will make them want to discover what is inside.

OTHER COLOR PALETTE

In addition to the Logo Color Palette we have created a more vibrant mix of colors that can be utilized on print and web collateral. These colors still speak to the vibe we are trying to create with the new Roll House Entertainment. Each color was selected to work in conjunction with the logos to create a fun, vintage modern, upscale look.

These colors were inspired by the timeless designs and decor of the Art Deco and Mid Century periods. By using them in conjunction with great imagery and well designed marketing materials, the new Roll House will capture the imaginations of all ages, creating a new breed of loyal patrons.

Colors say more than you think, so use them, but please do so thoughtfully.

Bright Lights
Hex: #ccab2d
CMYK: 22, 29, 100, 0
RGB: 204, 171, 45

Clover
Hex: #009180
CMYK: 85, 21, 58, 4
RGB: 0, 145, 128

Hot Hot Heat
Hex: #ab4a3b
CMYK: 24, 81, 80, 15
RGB: 171, 74, 59

Happy Hour
Hex: #c66b29
CMYK: 18, 67, 100, 5
RGB: 198, 107, 41

Lounge
Hex: #464a57
CMYK: 73, 64, 48, 33
RGB: 70, 74, 87

Dusk
Hex: #142830
CMYK: 86, 67, 58, 64
RGB: 120, 40, 48



TYPOGRAPHY

Typography can be a powerful brand tool when used consistently. This set of typefaces best represent the classy, high-end feel of the brand and should be used across all print & web applications.

ALLEMA
Use mainly for headlines

Sentence case

Allema

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

BUTLER
Use mainly for headlines

UPPERCASE/Sentence case

Butler

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

BEBAS NEUE
Use mainly for headlines

UPPERCASE

BEBAS NEUE

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

ANTONIO
Use mainly for headlines & subheads

UPPERCASE/Sentence case

Antonio

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

GRAVITY
Use mainly for body copy

UPPERSCASE/Sentence case

Gravity

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

FINAL COMMENTS

If you are ever in doubt, simply refer back to the brand guide or shoot me an email (jeremy@hillandjane.com). These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks it's best across all platforms.

For all the usable logos and other brand materials, please CLICK HERE to be directed to the Google Drive folder or HERE to be directed to Basecamp.