

**G**O *play*

*// graphic identity deck*

# background.

The goal in creating the GOplay brand was to design something that serves the brand's call to fun while keeping a professional and modern appearance. With a population of 200,000, the city of Aurora is very diverse. Your customer base ranges from young children that will be playing arcade games to older couples that want to spend time playing putt-putt and enjoying a drink in the GOlounge. In order to captivate such a diverse audience, the GOplay identity focuses on a simple color palette and sans-serif typeface.

# inspiration.



**TOPGOLF**

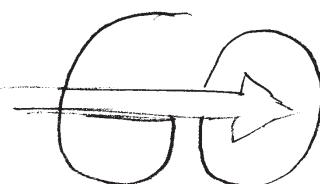
I examined the branding of Dave & Busters, Rigby's Entertainment Complex, and TopGolf when creating the GOplay brand. All three follow the rules I set forth when creating my design of a simple color scheme, sans-serif fonts, and motion in their design.

# drafting.

GO



GO play



GO play

GO  
PLAY

GO play

G ▶ play

GO PLAY

G ► play

go PLAY

\* GO play

>> GO  
PLAY

go PLAY

The heart of the identity is the logo. I wanted to represent **forward motion** and the **modern atmosphere** of GOplay in the design. This was accomplished through a forward facing arrow and areas of high contrast.

# the logo.



color (above)  
monochromatic (below)

# guidelines.

Only show the logo color, black, or white. Do not change the colors of the logo.

Don't alter, rotate, or modify the logo.

Don't animate the logo.

Don't overemphasize the logo.



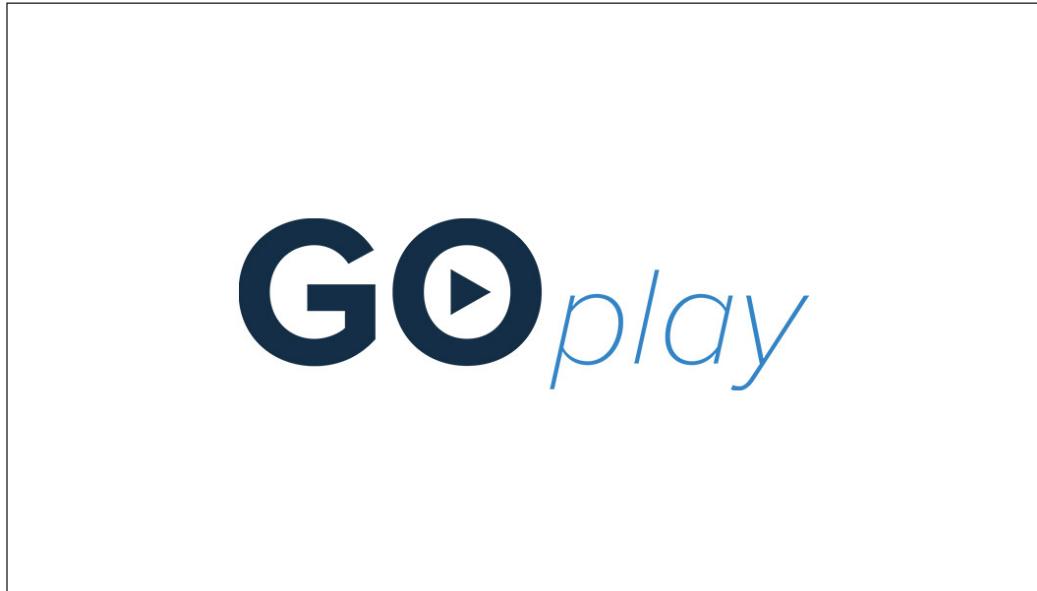
When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 125% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 16 pixels wide.

HEX #142f46  
CMYK 0.71 0.33 0.00 0.73  
PANTONE 533 C

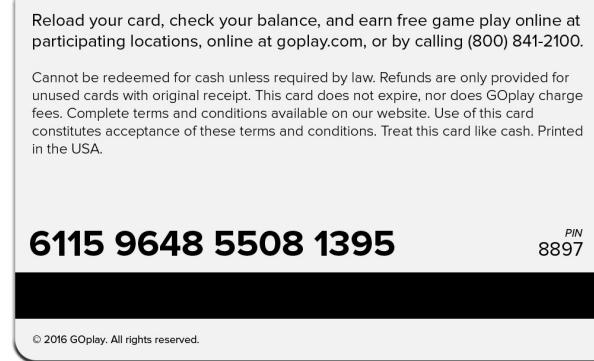
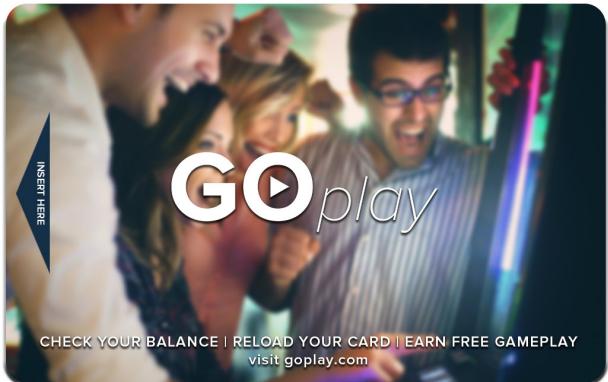
HEX # 3785c6  
CMYK 0.72 0.33 0.00 0.22  
PANTONE 660 C

The primary typefaces in the GOplay brand are Proxima Nova Light, **Semibold**, & **Bold**. This family pairs well with a serif font, like **Grad** or a slab-serif font like **Crete**.

# mockups.



business card



game cards



indoor directional signage



office namecard

# GOplay

all day skating, laser tag, and mini-golf

**ONLY \$25**

includes \$5 in arcade gameplay

## GOplay arcade

GOplay  
card \$1

reload at  
kiosks



## GOplay laser tag

\$8 per session per person

## GOplay bowling

\$20 per hour per lane  
*up to 8 people - \$2 shoe & ball rental per person*

## GOplay mini golf

\$8 per game per person

## GOplay go-karts

\$8 per race per kart

## GOplay rollerskate

\$10 unlimited skating with rental  
\$8 unlimited skating no rental

## GOplay with friends

ask about hosting  
your next party  
with us and save big!

GOlounge open to adults 21 and over  
billiards \$10 per hour

each board is 2 ft x 3 ft



parking lot signage

## pizza

6" personal	\$4
14" pizza	\$9

toppings \$1 each: pepperoni, mushrooms, onions, sausage, bacon, extra cheese, black olives, green peppers, pineapple

## chicken

6 chicken wings	\$8
12 chicken wings	\$12
sauces: BBQ, mild, medium, buffalo, sweet and spicy	
chicken tender basket with fries	\$10

## hot dogs

hot dog	\$3
hot dog and fries	\$5

## burgers

create your own hamburger \$12

create your own cheeseburger \$13

toppings: pickles, tomatos, ketchup, mustard, mayo, onions  
premium toppings (50 cents each): bacon, mushrooms, BBQ sauce

## salads

house salad \$6

mixed greens, tomatoes, and cucumbers  
topped with shredded cheese and croutons

caesar salad \$6

romaine lettuce, parmesan cheese, and  
croutons tossed with caesar dressing

chef salad \$8

mixed greens, tomatoes, eggs, ham, turkey,  
bacon and topped with cheese and croutons

## ice cream

served in a cone or a cup

1 scoop	\$3
2 scoops	\$5
3 scoops	\$7

flavors: vanilla, chocolate, butter pecan, strawberry,  
neapolitan, chocolate chip, french vanilla,  
cookies and cream, coffee

## drinks

Coca-Cola® products sm \$2  
lg \$3

bottled water \$2

each board is 2 ft x 3 ft



Nicholas Loudermilk  
President & CEO  
nicholas@goplay.com  
(630) 549-800



Nicholas Loudermilk  
President & CEO  
nicholas@goplay.com  
(630) 549-8000 x. 500

AURORA'S HOTTEST ENTERTAINMENT  
www.goplay.com 450 Bloomfield

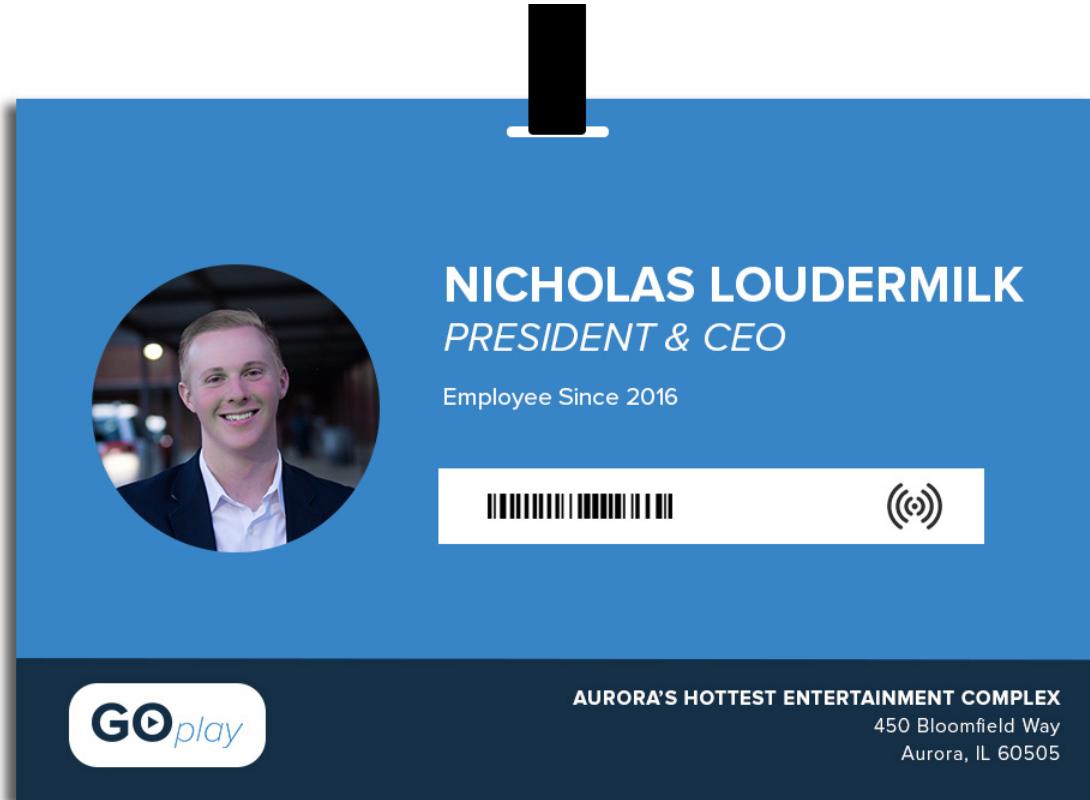
AURORA'S HOTTEST ENTERTAINMENT COMPLEX  
www.goplay.com 450 Bloomfield Way, Aurora, IL 60505

letterhead

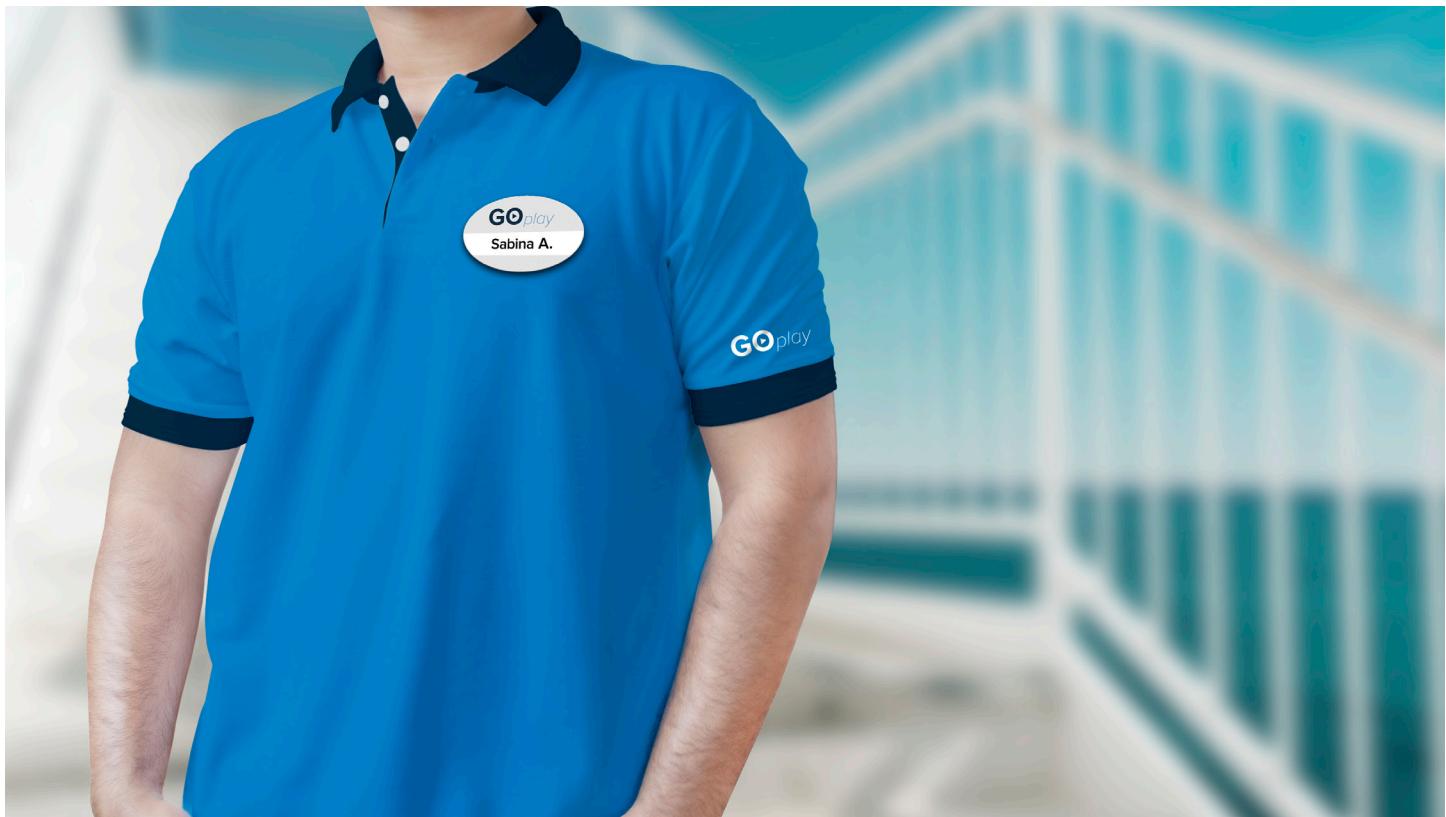
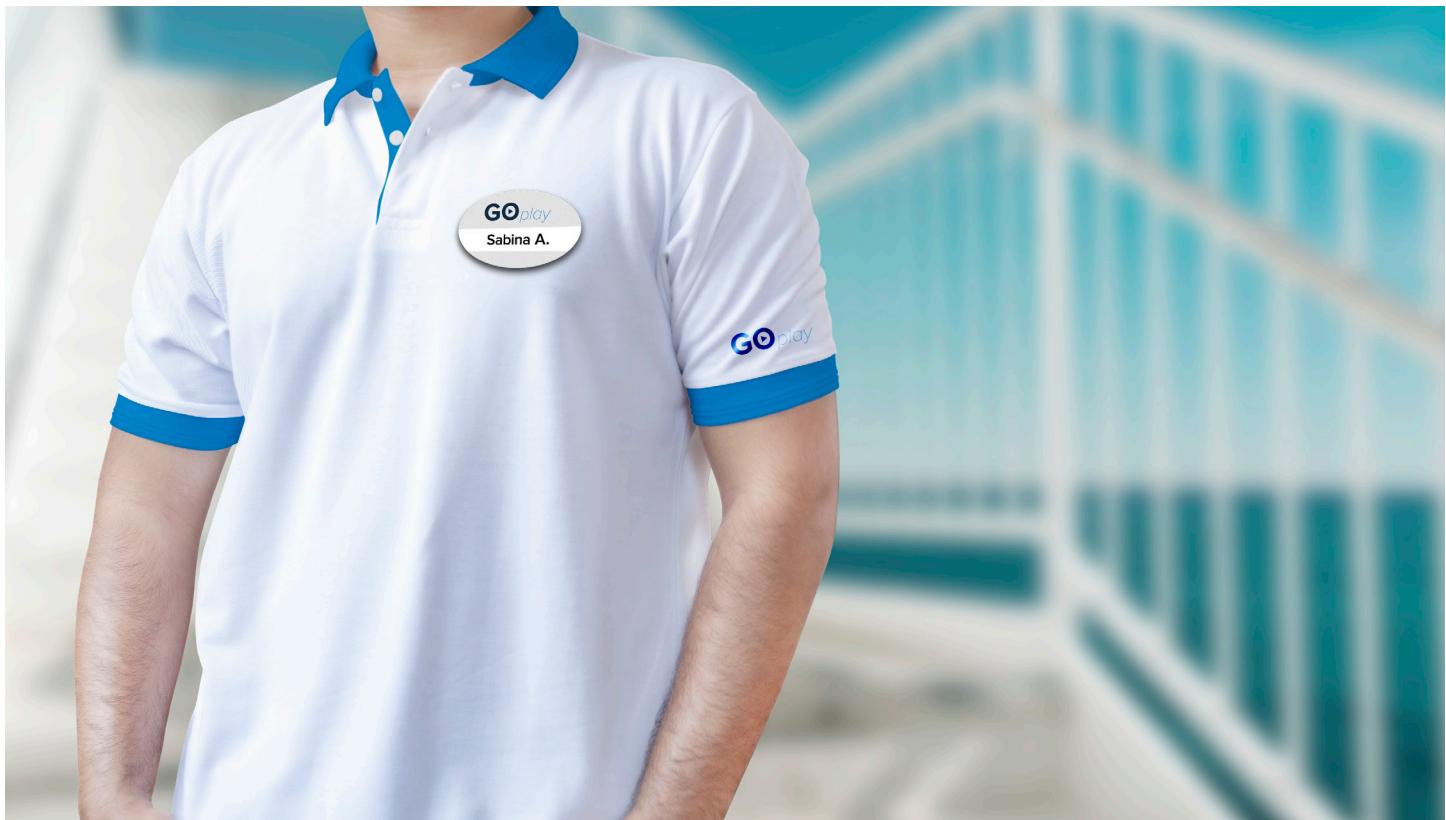




name tag



employee ID badge



employee uniforms



merchandise



GO play

cafe napkins

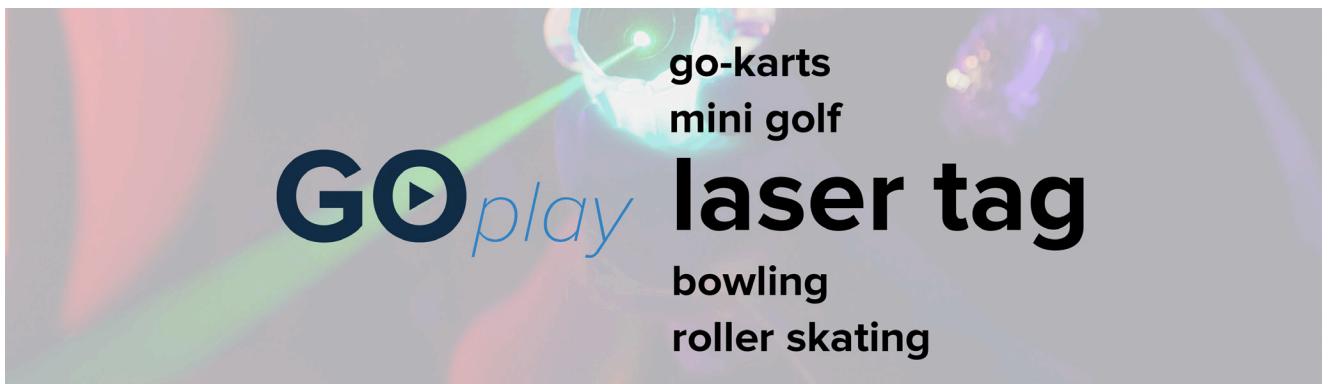


GO play

cafe cups



step and repeat banner



interstate billboards



# GO play

HAVE SOME FUN THIS WEEKEND

it's on us!

Use your pass for  
UNLIMITED  
bowling, laser tag,  
and mini golf!



Visit our website at  
[goplay.com](http://goplay.com) for  
more on GOplay.

GO play

450 Bloomfield Way  
Aurora, IL 60505

POSTAGE  
PAID  
1234XZY



Just east of I-92, exit 340

direct mail advertisement



**GOplay**   
@goplaycomplex

Get 2 FREE game plays with a \$10 game card purchase! #EpicFun #2FreeTuesday

RETWEETS   LIKES  
**6**      **5**



9:42 AM - 31 May 2017



1



6



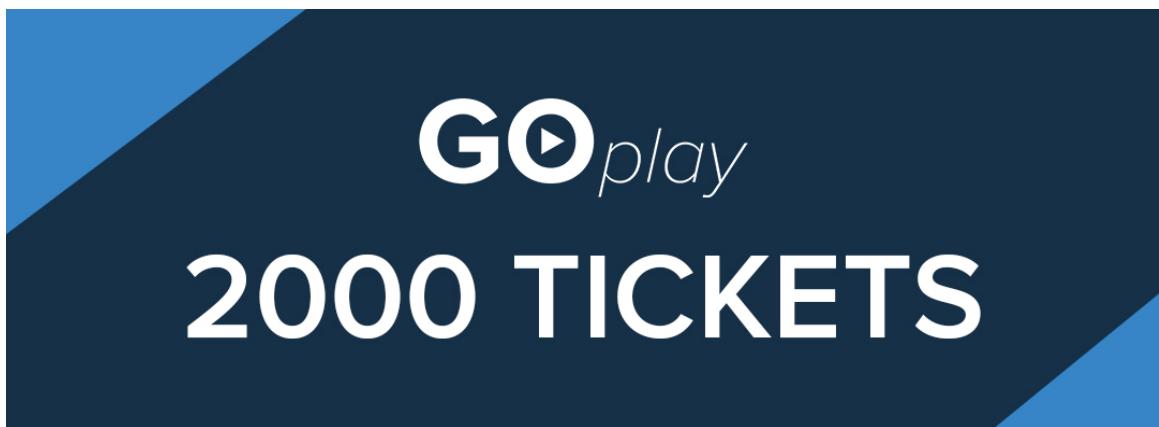
5



social media post



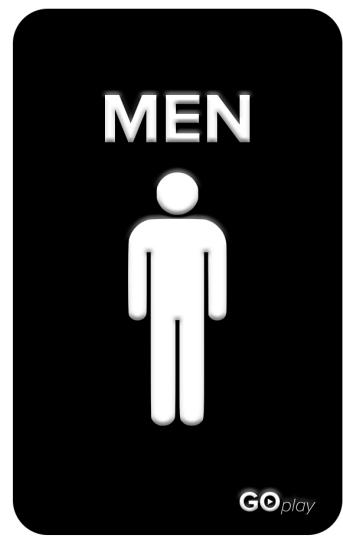
website advertisement banner



prize identifier



entry mat



restroom signs