



## LOGOS & MARKS

### INTRODUCTION

The identity of the Tilted Kilt brand is communicated to the public by use of specific words, phrases, marks and logos. In order for the communication to be clear rules and guidelines are set in place to ensure protection of the brand through consistent use of our logos and marks.

As with any brand and its identifiers there will certainly be evolution and changes. These updates will be made by the Franchisor and Franchisor **ONLY**.

The correct display of Tilted Kilt logos and other trademarks is very important to the integrity of the brand and identity. Brand consistency in all usage is a **MUST** and the management of TKFO, LLC management shall have the final say on any alternative displays, uses and occurrences.

Any and all trademarked assets discussed are provided to parties that have successfully completed TKFO corporate Brand Training. Vendors requesting said assets will get appropriate files from individuals who have completed TKFO corporate Brand Training. You are responsible for protecting the Tilted Kilt trademarks. TKFO must approve all marketing, advertising and signage prior to production.

### THE NAME

Tilted Kilt and Tilted Kilt Pub & Eatery are registered trademarks. Either may appear with the word "The" or without. When writing the name each first letter is capitalized and an ampersand (&) is used as "and" between the words "Pub" & "Eatery". The phrase should be designated with a registered "®" mark.

### LOGOS

#### STACKED LOGO

The version of the Tilted Kilt logo referred to hereafter as 'Stacked Logo' is the primary logo. The words "Tilted Kilt" **MUST** appear with the words "pub & eatery" as shown below. When the logo appears in color, it must be per the following color specifications:



**PMS - 1807**  
**CMYK - 0/100/96/28**



**BLACK**  
**CMYK - 0/0/0/100**



**WHITE**



## TILTED KILT MARKETING MANUAL

### SHIELD LOGO

The version of the Tilted Kilt logo referred to hereafter as “Shield Logo” is the secondary trademarked logo configuration. The graphic arrangement and colors are to remain **EXACTLY** as shown to the right:



**CMYK GREEN - 100/0/91/42**  
**CMYK YELLOW - 0/0/100/0**  
**CMYK BLACK - 0/0/0/100**

**USE OF SHIELD IN ONE COLOR BLACK  
REQUIRES CORPORATE APPROVAL  
BEFORE ANY USE.**

### CASSIE LOGO

The version of the Tilted Kilt logo referred to hereafter as “Oval Logo” is another secondary use of the trademarked logo configuration. This logo is used primarily on the front entrance door to each Pub. Aside from the Pub door this logo is not to be used without the written consent of a TKFO corporate employee. The graphic arrangement and colors are to remain **EXACTLY** as shown:



### **OTHER SYMBOLS**

The following graphic symbols are NOT TILTED KILT LOGOS. These are graphic elements that assist the brand visually within various marketing efforts. **They are NOT to be used in place of the Stacked Logo, Shield Logo, or Oval Logo.**



Internal “TK”  
Corporate Seal of  
Approval.



Unregistered graphic  
treatment of “Best  
Looking...” phrase.

**“A COLD BEER  
NEVER LOOKED  
SO GOOD”®**

Registered graphic  
treatment of “A Cold  
Beer...” phrase.



Unregistered social  
media graphic.

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### PHRASES - SLOGANS

"A COLD BEER NEVER LOOKED SO GOOD."®

The phrase "A Cold Beer Never Looked So Good."® is a registered trademark of the Tilted Kilt. It is registered as a graphic symbol (see image on right) and as a phrase. The "cold beer..." phrase can be stylized in many different ways (examples shown below), but must ALWAYS HAVE A REGISTERED ®.

**"A COLD BEER  
NEVER LOOKED  
SO GOOD"®**



"THE BEST LOOKING SPORTS PUB YOU'VE EVER SEEN."®

The phrase "The Best Looking Sports Pub You've Ever Seen."® is also a registered trademark of the Tilted Kilt. The phrase itself is a unique identifier to the Tilted Kilt brand. The "best looking..." phrase can be stylized in many different ways (examples shown below), but must ALWAYS HAVE A REGISTERED ®.







## TILETED KILT MARKETING MANUAL

### “GET INTO THE ‘KILT.®”

The phrase “Get into the ‘Kilt®” is a great call to action used as a headline for various marketing efforts. Use includes the apostrophe before ‘Kilt to denote the slang abbreviation of “The Tilted Kilt Pub & Eatery”.

Please note that the word “ ‘Kilt ” in context referring to the Tilted Kilt with an apostrophe requires a registered ®. Examples include: “Get into the ‘Kilt.®” or “The ‘Kilt® is your Playoff Headquarters.”



### INCORRECT LOGO USAGE

**DO NOT STRETCH OR SKEW TRADEMARKED LOGOS.**



**DO NOT ALTER COLOR, OUTLINE COMPOSITION OF TRADEMARKED LOGOS. THESE ARE JUST 4 EXAMPLES OF THE MANY INCORRECT ALTERATIONS TO THE TILTED KILT TRADEMARKS.**



**NONE OF THE TILTED KILT SYMBOLS SHOULD EVER REPLACE THE STACKED OR SHIELD LOGO.**



### CUSTOM CREATIVE REQUESTS

In the event that the DokShop Print Portal does not have the marketing materials you need, there is an online custom creative request form available at <http://www.tiltedkilt.com/creative>.

Fill the form out **COMPLETELY**. Note the dimensions of your request: "Poster" size and "standard flyer" size are not acceptable dimensions. Actual numerical values **ARE REQUIRED** or your request will be denied. Once the form is completely and correctly filled out, an email will be generated with your request. The marketing team receives a copy, and a copy is sent to the email address provided for your records.

### PLAN YOUR REQUESTS IN

**ADVANCE.** Ideal turn-around on a creative request is **3-4 BUSINESS DAYS** for email proof of artwork. You must **"APPROVE"** artwork to receive production files.

*\*We do not guarantee rush deadline requests. Do not expect to submit and have art completed in the same business day.*



### TORSO GIRL HAS BEEN RETIRED.

THIS IMAGE IS NOT COMPLIANT WITH THE TILTED KILT COSTUME GUIDELINES AND IS NO LONGER USED IN MARKETING MATERIALS.



**THERE IS CURRENTLY A GENEROUS PORTFOLIO OF PROFESIONALLY PHOTOGRAPHED AND RETOUCHEED TILTED KILT GIRLS.**

**ALL CREATIVE REQUESTS WILL USE THESE IMAGES.**