

Play Bar

All About the Brand

CD Studio: System for Brands

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About Play Bar

Defination of Play Bar

WHY?

We all always needs to play, and gaming is the most accessible play.

WHO?

Seniors who need to find a new hobby that doesn't require as much of physical ability, and looking for social connection opportunities.

WHAT & HOW?

Make hardwares that are more accessible, even for shaking hands.

Help creating the gaming community for seniors.

VALUE

Everyone always needs to play, and everyone can be a gamer. No matter who you are, where you are from, and what is your age.

DIFFERENCE

Other brands are emphasizing on the connection through game with family, but seniors can be playing not only for spending time with their grandkids, but also as a hobby and be hardcore.

PERSONALITIES

Welcoming
Modern
Fun

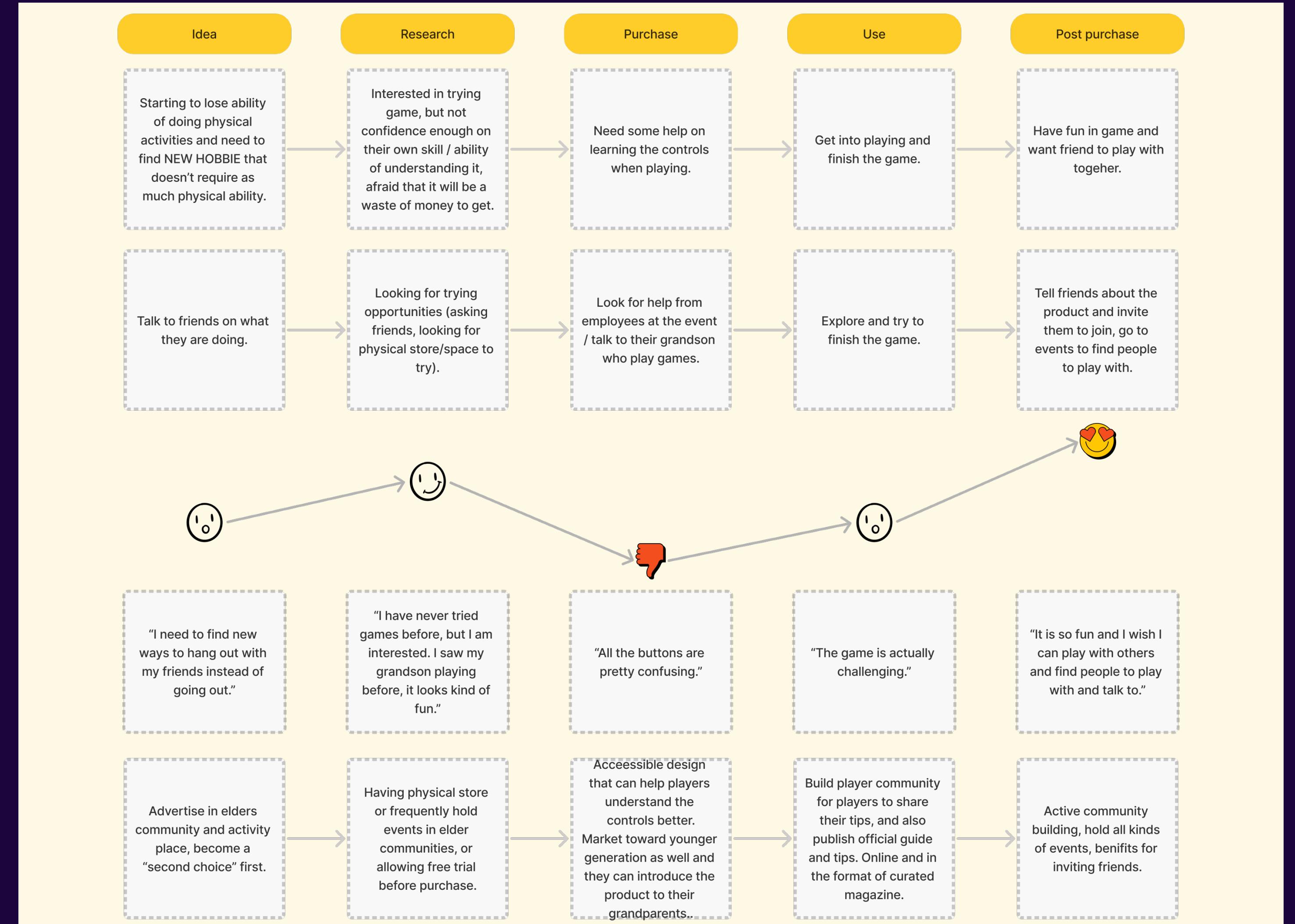
Brand Statement

We are here to take people back to their youth and reveal their memories of having fun and enjoying life with their friends, but in the modern way through playing games and gaming events. It is about the lively and playful lifestyle.

Play for Life.

Play Bar

Customer Journey



Brand Guidelines

Play Bar

Logo

Logo Type

Peace and Love Font

Peace and Love Font - Outline

- Hippies belief: Peace and Love

Usage Direction

1. Use the primary color combination on dark background as first choice.
2. Use the secondary color combination if have to use light color for background.
3. No additional design other than the type.
4. Dynamic on shape and usage of the outline font.

Primary Logo

Play Bar

Play Play
Bar Bar

Play Bar

Secondary Logo

Play Bar

Play Bar

Play Bar

Logo Misuse

The Play Bar logo is pretty dynamic on usage, but there are still few things that shouldn't be done to it.



No overlapping.



No gradient.



No different colors at once.



No outline only.



No outline on top.



No photos or patterns on logo.

Typography

Headers Type

Poppins Bold

Body Type

Poppins Regular

Pull Out Text

Poppins Black

Header Type: Poppins Bold

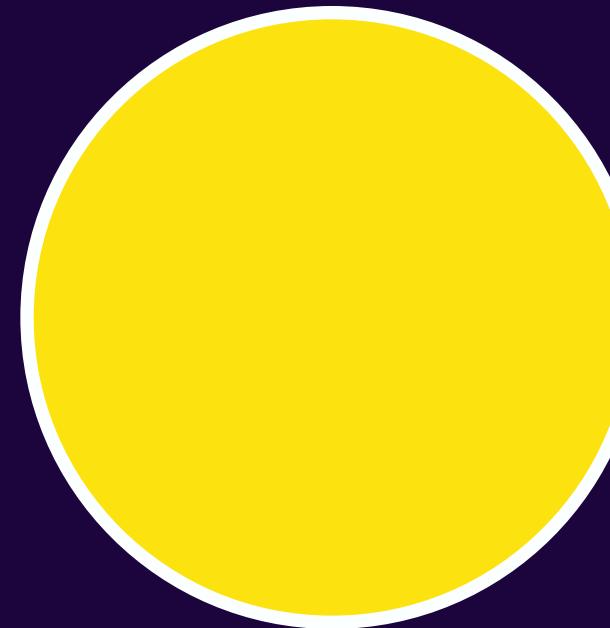
Body Type: Poppins Regular

Pull Out Text: Poppins Black

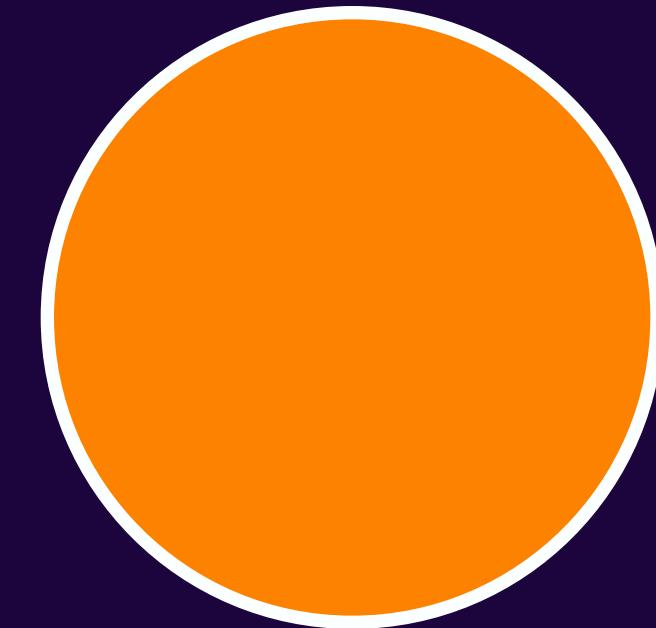
Color Palette

Primary Colors

Logos and Headlines



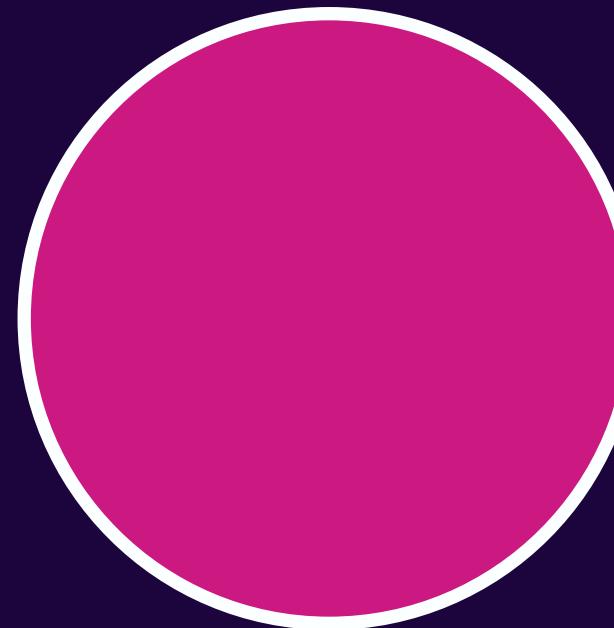
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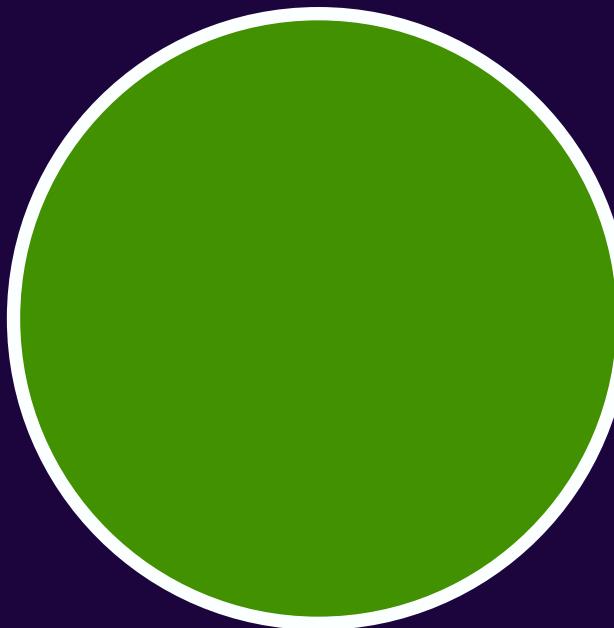
#FD8300

Secondary Colors

Decorations and Design Elements



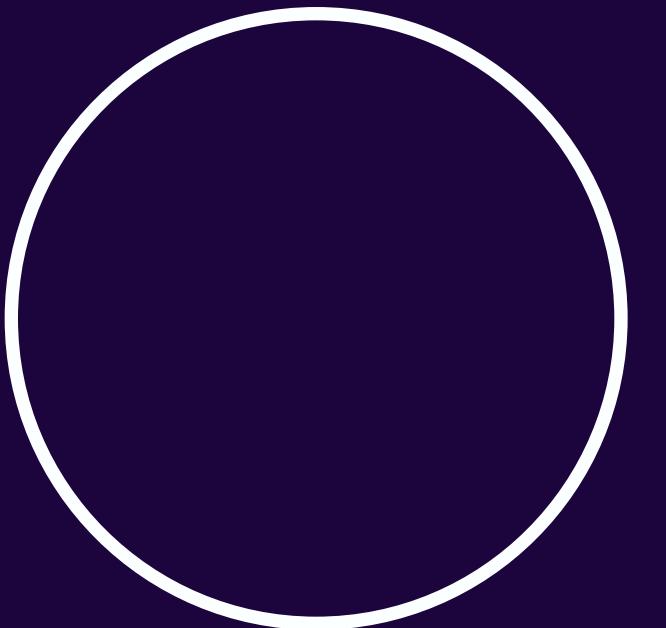
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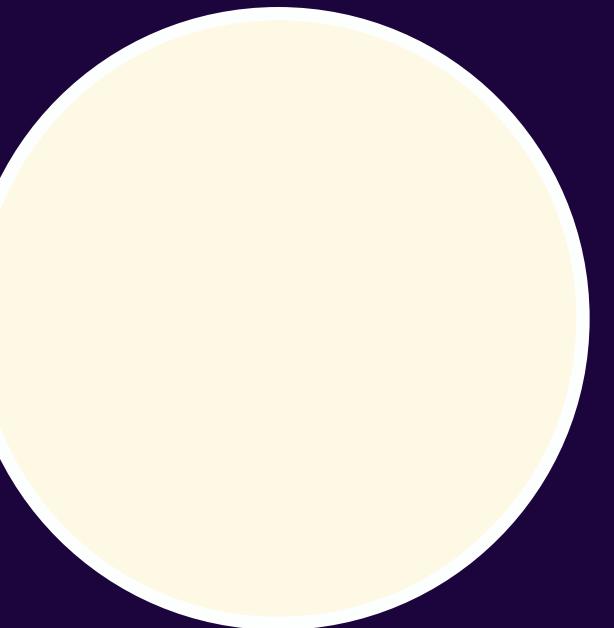
#419101

Neutral Colors

Background and Body Text



#1C053D



#FDF9E5

Play Bar

Graphic Elements



Neon

Neon Types:

Retro Signature

Rubik Light



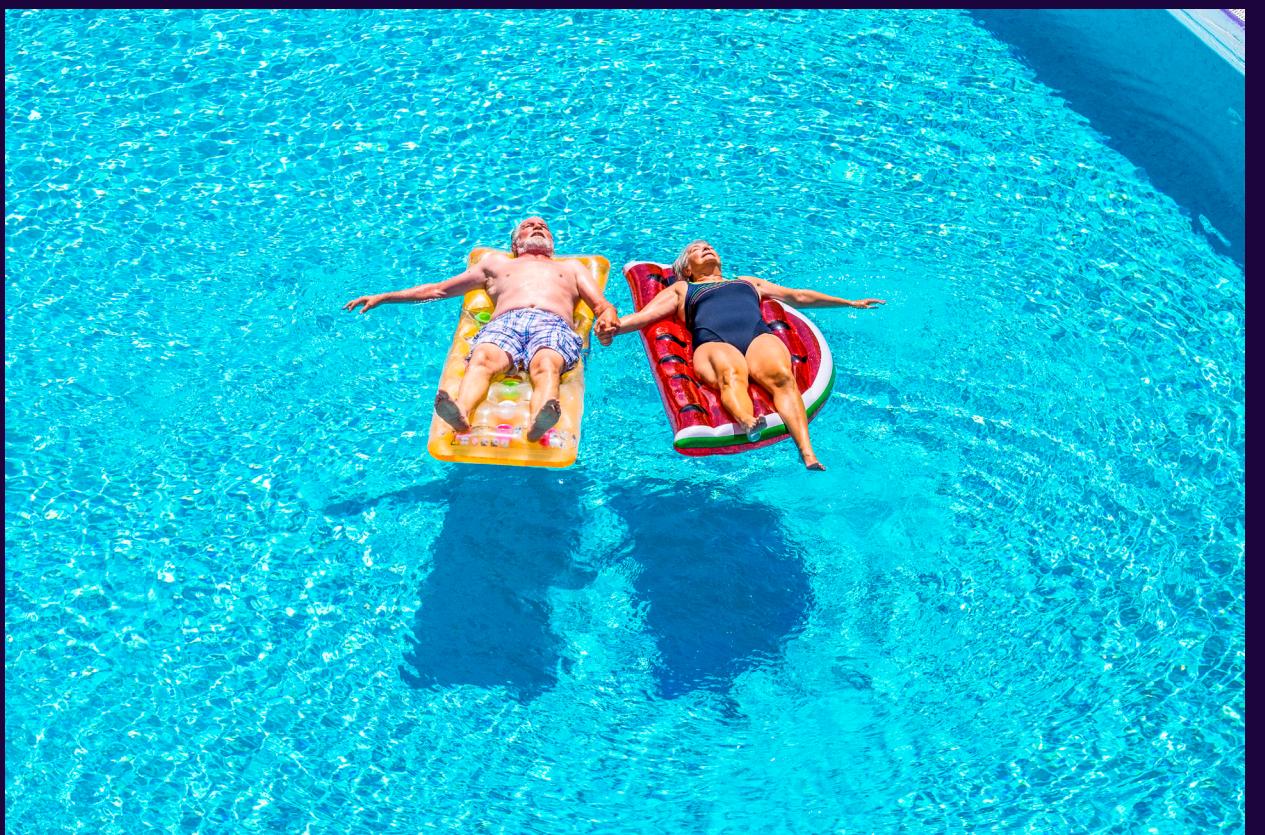
Psychedelic Wavy Lines



Decorative Lines

Play Bar

Photo Style

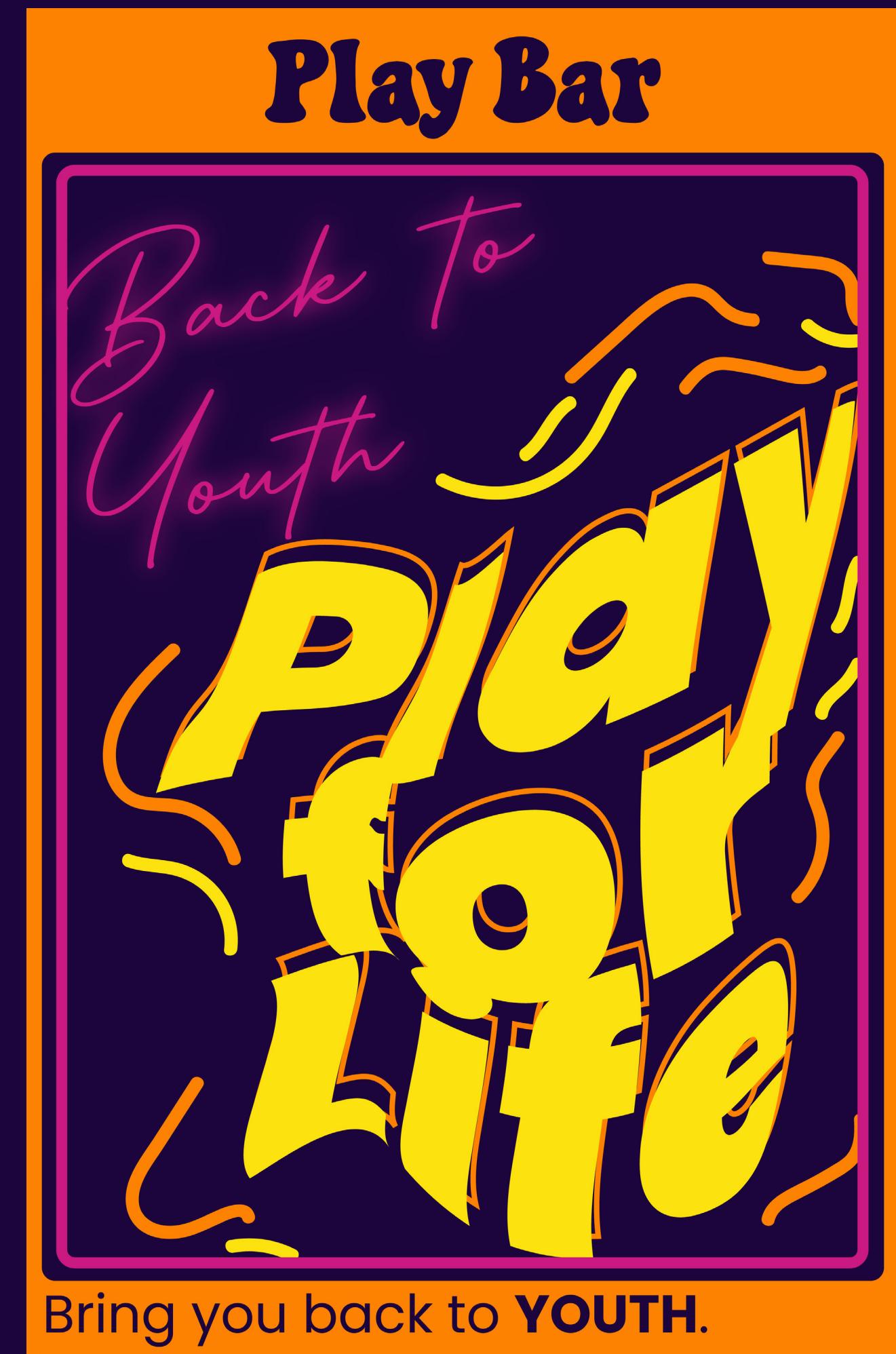


**Bright Tone
Happy Mood
Funny Scenes**

Applications

Play Bar

Poster Design 1



Play Bar

Poster Design 2



Play Bar

Poster Design 3



Play Bar

Poster Design 4



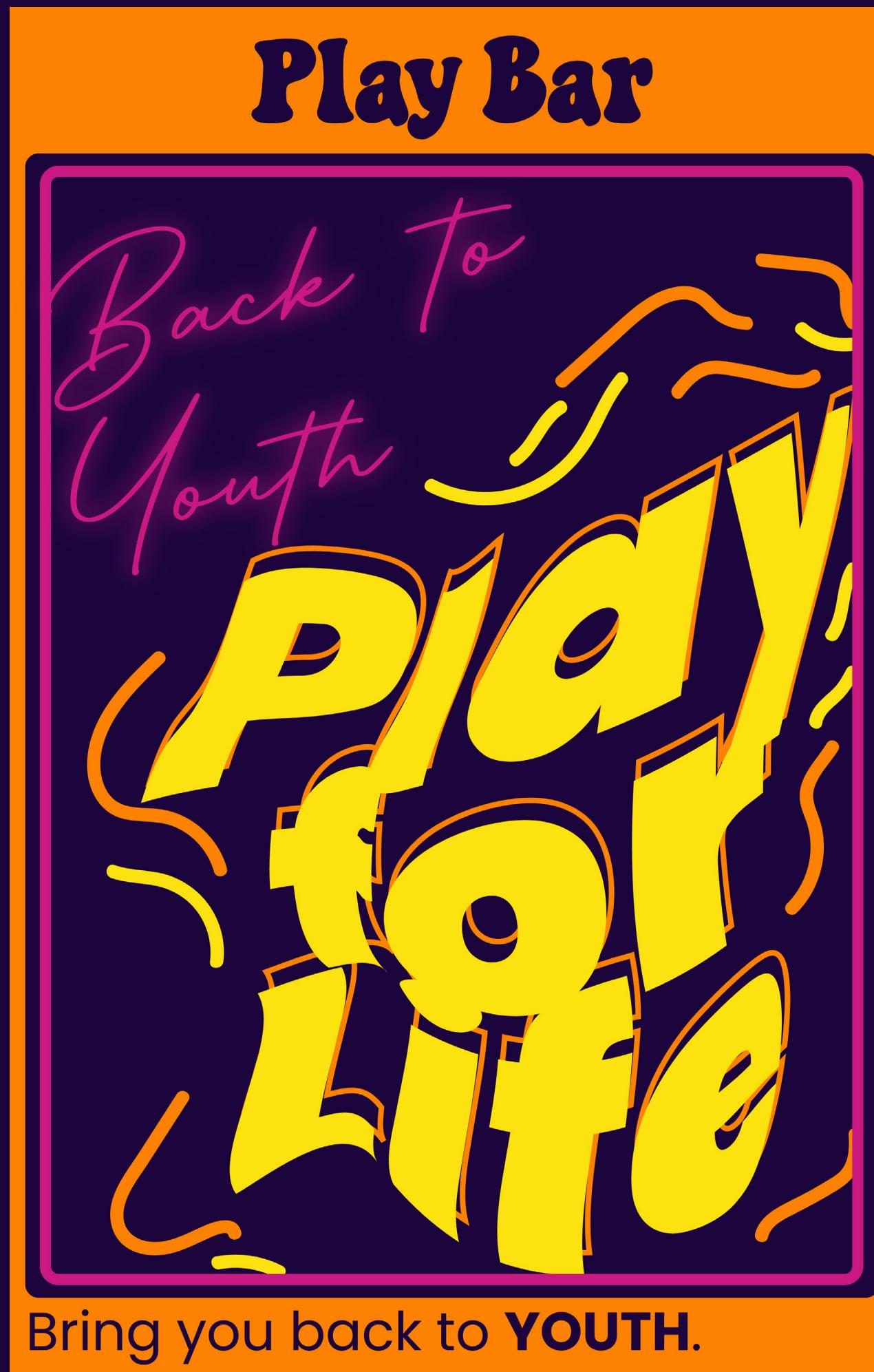
Play Bar

Poster Design 5



Play Bar

Posters



Play Bar Poster



Play Bar Posters



Play Bar

Billboard



Play Bar

Event Sign



Play Bar

Packaging



Play Bar

Magazine



Play Bar makes gaming more **accessible**.  **Play Bar** is here to help **everyone** understand and enjoy gaming.

Play Bar wants to reveal the memories of **youth** and time spent with friends.  **Play Bar** is about the **lively** and **playful** lifestyle.

Play for Life. 

Play Bar

Applications

