



## BRANDING DECK & STYLE GUIDE

# RAGING RACCOON

## WILD NIGHTS, LOUD LAUGHS, AND KARAOKE MEMORIES.

**Raging Raccoon is a karaoke bar and brewery offering house-brewed craft beers and seltzers, delectable bar food, and sharable meals.**

Located in the downtown Ann Arbor area, Raging Raccoon is an eight minute walk from the University of Michigan Main Campus and is one of the most popular breweries among the student body

# RAGING RACCOON

## HOME OF THE *RAGING STRIPES.*

**Raging Raccoon Brewing is renowned for  
the “Raging Stripes” line of High Alcohol  
Content beers.**

These beers have set us apart from other local breweries and are only available for purchase right here at our beautiful Ann Arbor location.

Our most popular “Raging Stripes” brews are The Night Watch, Frazzle Tail, and Trash Panda IPA.

# RAGING RACCOON

## WORK HARD, PLAY HARD.

**Raging Raccoon is dedicated to providing a joyous and exciting experience to the Ann Arbor student population.**

Raging Raccoon believes in the value of Higher Education and encouraging their target customer base to keep up the hard work. Raging Raccoon rewards the student body worth ethic with a wild place to “Work Hard, Play Hard.”

Customers are encouraged to bring in their student ID and receive 30% off of their order. We also partner with University of Michigan’s sports programs to provide libations to game-day events and activities.

# COMPETITIVE RESEARCH 01



## HOPCAT RESTAURANT AND CRAFT BEER BAR



**Tagline** Be the best damn craft beer bar on the planet.

**Uniqueness** Artistic interior and award-winning beers.

**Place** Sit down brewery with full kitchen, craft beer, and a bar. "In Ann Arbor, we've created a funky environment that pays homage to the city's more psychedelic side."

**Price** \$4-\$6 a pint. Meals \$11-\$15. Sides \$5-\$10



### Persona

Brand Archetypes: The Ruler, The Creator, The Hero

"To bring you great beer. That's just the start: Beer Advocate Magazine has ranked us as the #3 Beer Bar in the world, CraftBeer.com has rated us the #2 beer bar in the U.S., and in 2012 and 2013 RateBeer.com ranked HopCat - Grand Rapids as the #1 Brewpub in the United States." - hopcat.com

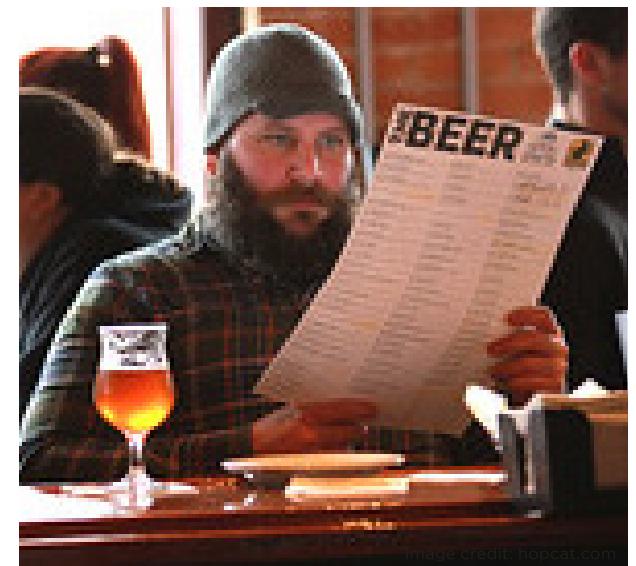


Image credit: hopcat.com

# COMPETITIVE RESEARCH 02



image credit: drinkblom.com

## BLØM MEADWORKS

**Tagline** Farm to Fourth Ave.

**Uniqueness** Mead Appeal.

**Place** Located in downtown Ann Arbor. Sample meads and ciders, ask questions, sit down with a glass, or watch the fermentation process in action. Has a projector for film screenings, lots of board games, and an area for events, performances, and community gatherings.

**Prices** \$6-\$8 a pint. No food.

**Persona** Brand Archetypes:  
The Creator, The Explorer

"At Bløm Meadworks, we make what we like to call session meads and ciders - they're light, dry, carbonated, and remarkably sessionable. For our meads, we start with the same ingredients as a traditional mead - honey, water and yeast - which means we can source all of our ingredients from Michigan." - [drinkblom.com](http://drinkblom.com)



image credit: drinkblom.com



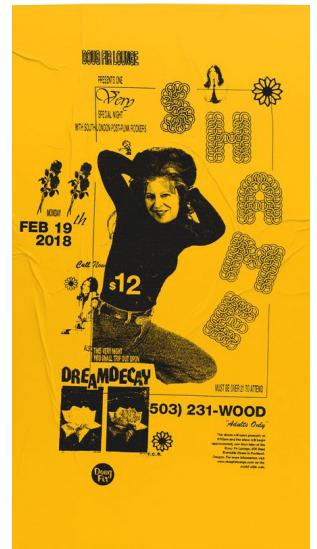
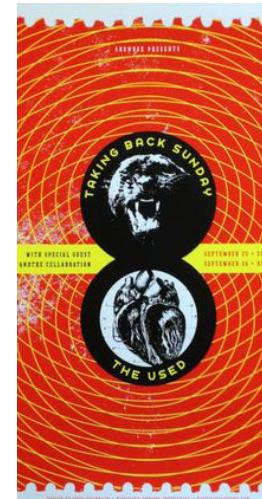
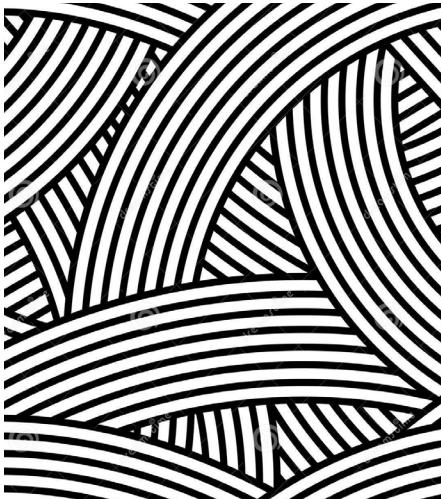
# RAGING RACCOON

The Raging Raccoon Karaoke bar and brewery is a place for you and your friends to take your fun to the next level. Working hard means playing hard, and you deserve the perfect space to let loose and get wild.

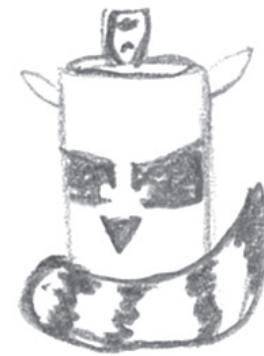
Primary: Fun  
Secondary: Rough

Additional  
Descriptors:

Natural , Bright,  
and Curvilinear



# LOGO EXPLORATIONS 01



# LOGO EXPLORATIONS 02



# LOGO EXPLORATIONS 03



# LOGO USAGE & FORMATS

# PRIMARY LOGO

**Primary logos** are the strongest visual representation of the brand. These logos are the first pick to be used on merchandise, packaging, and branding materials.

Full color should be always be considered as the first option when applying the primary logos.

The reversed out logos are used when applying the logos onto a dark background where color does not maintain clarity.



# HORIZONTAL LOGO USAGE

**Horizontal logos** are used in instances where the primary vertical logo's layout is not properly equipped for the space. Often times, mimicking the shape of the object you are placing the logo on is a good practice to keep in mind.

A horizontal business card's proper logo usage would be the horizontal logo where a vertical business card calls for the vertical format logo. Form follows function and using shape to choose the correct logo usage is good design practice.



**RAGING  
RACCOON**



# ICON LOGO USAGE

**Icon versions** of the Raging Raccoon logo should only be used when a primary or secondary logo's size becomes smaller than 1.5 inches OR the logo text becomes unreadable.

Examples for this usage include social media icons, web icons, supplemental icons, and patterning.



# MINIMUM CLEARANCE

**Minimum Clearance** ensures the Raging Raccoon logo is clearly visible by the customer and communicates the importance of the logo.

Do not ever place text, icons, photos, or any elements within the minimum clearance. Place objects within the defined space endangers the readability and visual language of the Raging Raccoon logo.



A square measuring from the end of the raccoon's cheek to the edge of its eye is the proper clearance for the Raging Raccoon Logo



# LOGO MISUSE

**Respect** for the Raging Raccoon logo will ensure the strength of the brand remains intact across all manners of usage.

Do not stretch or distort the logo. Do not attempt to recolor any elements on the logo. Do not separate the raccoon from their microphones. Do not attach any extra elements or type to the logo.



# COLOR

**Color** is a very important part of the Raging Raccoon's image. It's important to maintain color consistency in every application of our logo.

#BE1E2D



**CMYK** 0.84.76.25

**RGB** 190.30.45

**HSB** 354.84.75

#A7A9AC

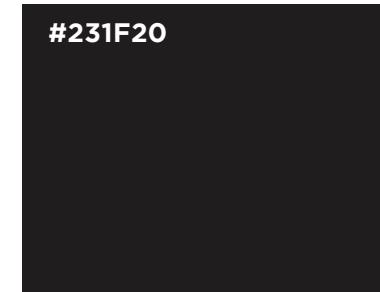


**CMYK** 3.2.0.33

**RGB** 167.169.172

**HSB** 216.3.67

#231F20



#FFFFFF



**CMYK** 0.11.9.86

**RGB** 35.31.32

**HSB** 345.11.14

# TYPOGRAPHY

**Typography** for the Raging Raccoon communicated the bold and open-minded atmosphere of the brand. Using only the approved typefaces and usages will ensure straightforward communication of Raging Raccoon's identity.

Revolution Gothic Extra Bold should only be applied as a primary headline style.

Gotham Bold should be applied as a secondary headline style.

Gotham Book should be used for body copy.

## REVOLUTION GOTHIC EXTRABOLD (Caps ONLY)

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  
0 1 2 3 4 5 6 7 8 9

## GOTHAM

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  
0 1 2 3 4 5 6 7 8 9

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  
0 1 2 3 4 5 6 7 8 9

# AUDIENCE PROFILES

# AUDIENCE PROFILE 01

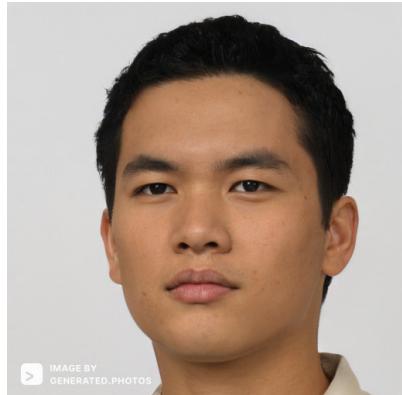


IMAGE BY  
GENERATED.PHOTOS

## Jeff Fong

**College Student | Jester**

Jeff is an easy-going college student at University of Michigan pursuing BA in Sports Medicine/Orthopedic Surgery. A close friend in high school tore their ACL and inspired Jeff to become a sports doctor. Jeff looks up to his Dad and Dr. Luke Oh, the current Team Doctor of New England Revolution—where Jeff dreams to work one day. Jeff is caring, wild, easily excitable, open-minded, and strong-willed.

**Age:** 22

**Gender:** Male

**Job:** Student

**MBTI Type:** ENFP

### Personality

In his free time, Jeff spends his time with his friends and his teammates and loves to party. His favorite musical artists are Rage Against the Machine and Against Me! and his favorite TV show is Sportscenter. Jeff's favorite brands are Nike, 47brand, and Adidas. Jeff's guilty pleasure is Karaoke and Disney movies. He doesn't own a car and works on campus at the Rec Center as a Service Assistant making \$4,100/yr.

### Needs & Desires

Jeff currently plays JV Goalkeeper on University of Michigan's soccer team and is looking for a budget-friendly place close to campus to get together with his teammates in a high-energy and social setting.

# AUDIENCE PROFILE 02



IMAGE BY  
GENERATED PHOTOS

## Paige Diaz

**Graduate Student | Every Person**

Paige is currently a grad student at University of Michigan pursuing her masters in Urban and Regional Planning. Paige is witty, blunt, inquisitive, curious, and stubborn. She lives and breathes environmental science and looks up to her academic advisor, Dr. Francis Smithers, whom she studied under during her senior thesis.

**Age:** 26

**Gender:** Female

**Job:** Grad Student

**MBTI Type:** ENFJ

### Personality

Paige likes to go out with her friends in her free time. She also enjoys baking breads and cakes. Paige's guilty pleasure is playing trivia. Paige adores Grey's Anatomy and Dexter. Her favorite book is In Bed with A Highlander. They listen to Evanescence, Beartooth, and Taking Back Sunday. Her favorite brands are Patagonia, Osprey, and Keen. Paige works as Sustainability Intern at Ann Arbor Gov and makes \$10,000/yr.

### Needs & Desires

Paige dreams of graduating with honors and wants to pursue community work in Detroit to transform the city into an environmentally positive hub.

Paige loves to spend time with her friends after working long hours at the science lab and hopes for a middle-ground closer to campus to gather and have a good time.

# THANK YOU



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