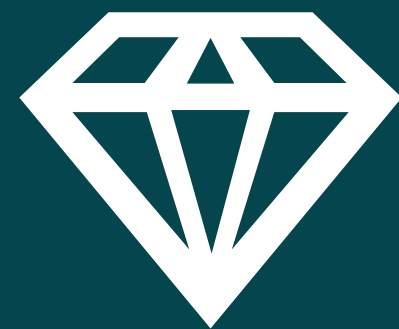




BRAND STRATEGY



BRAND COMPONENTS



VALUES

Believes that people can achieve more and enjoy life more when they work together

Offers a unique experience to build teamwork skills



PROMISE

Unique experience & night to remember

Customers will leave with smiles and pounding hearts

Intoxicating thrills that foster teamwork



TARGET MARKET

Work teams for team building

Friends for late night activity

Date night, guys or girls night



ATTRACTING NEW CUSTOMERS



SPECIALS + DISCOUNTS

Offer corporate discounts
for companies & teams

Offer date night and
girls/guys night specials

Offer special occasion
discounts (birthday,
bachelor party)

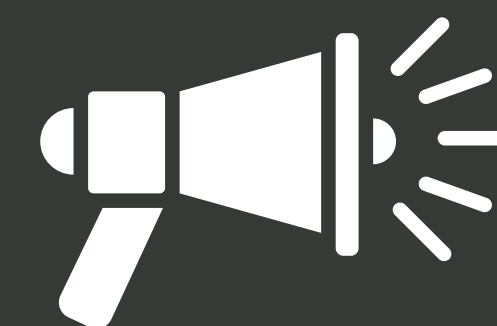


LOYALTY PROGRAMS

Reward customers for
2nd visit with free merch
or discounted tickets

Loyalty punch card
4 visits = 2 free tickets

Refer 3 friends & receive
a free ticket

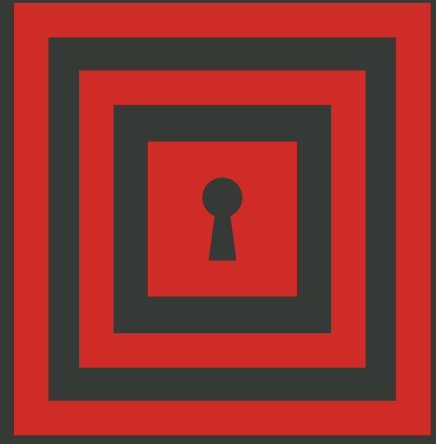


#CUSTOMER PROMOTION

Customers take photos
with Hot Box selfie frame
& photo props

Aesthetic selfie wall for
group photos (Hot Box
logo on wall)

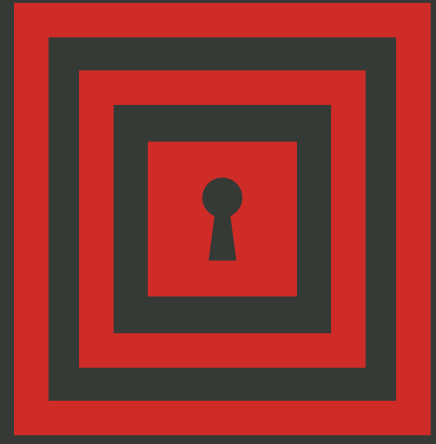
Encourage customers to
use Hot Box hashtags on
social media



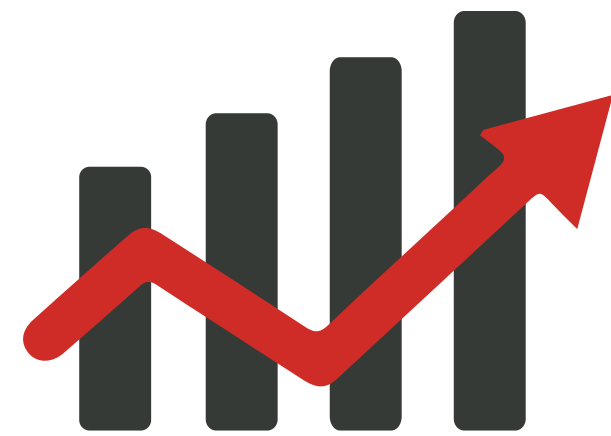
BRAND MISSION



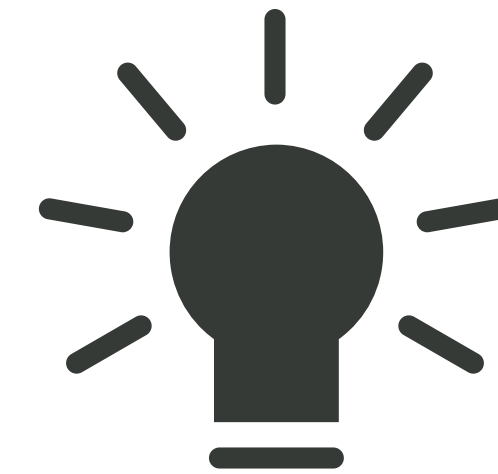
**To offer a unique experience
with intoxicating thrills and
team-building opportunities.**



BRAND OBJECTIVES



Increase number of
new customers



Develop a loyalty program
to reward customers for
visiting multiple times a year



TARGET MARKET

Persona Profile

REBECCA CAMPBELL



Female, 28



Social, creative,
multi-tasker, leader



\$70–80k



Wants: New, exciting options
for date night & ladies night



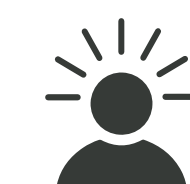
Senior art director



Needs: Great, memorable
customer experience



Urban



Challenges: Must be enticed
to come back again



INTOXICATING

THRILLING

TEAMWORK

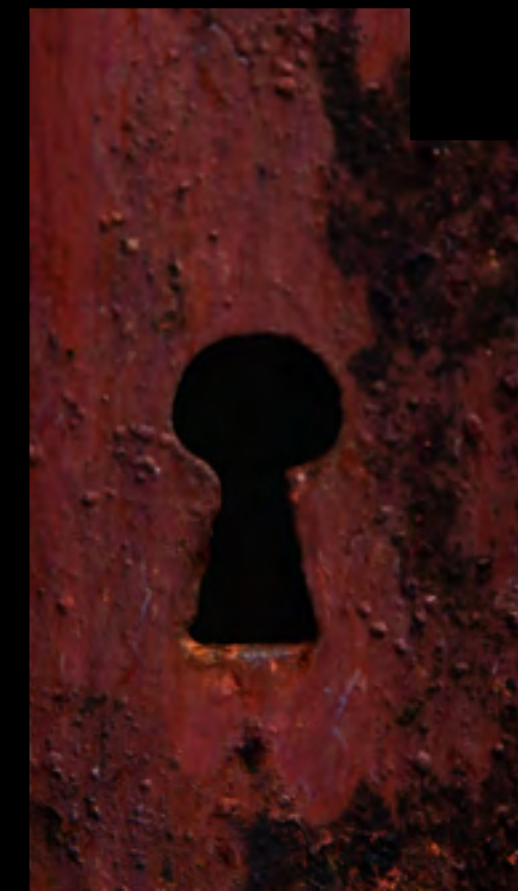


HOT BOX

ESCAPE ROOMS



Cairo Grotesque
Montserrat





LOGO DESIGN





COLOR SCHEME

BLACK

PANTONE BLACK 6 C
RGB 0 0 0
CMYK 0 0 0 100
HEX 000000

DARK TEAL

PANTONE 316 C
RGB 5 69 77
CMYK 93 57 56 41
HEX 05454D

DARK GREY

PANTONE 447 C
RGB 54 58 55
CMYK 70 60 63 54
HEX 363A37

HOT RED

PANTONE 711 C
RGB 207 44 39
CMYK 16 95 96 6
HEX CF2C27

DEEP RED

PANTONE 187 C
RGB 166 18 34
CMYK 24 100 95 21
HEX A61222



TYPE STYLE

HEADERS

Cairo Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



IMAGERY STYLE



Dark, eerie, gritty images with low-lighting
Images that are full-color and match the color scheme
Clues, mystery, true-crime theme