BRAND GUIDELINES

Launch Family Entertainment

2024

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ABOUT THESE GUIDELINES

Branding is more than just a logo. It's the perception people have about your business and the emotional attachment they form with your products and services. Launch Family Entertainment, also referred to as "LFE," has established guidelines for all of its units and affiliates related to the marketing of its products and how to properly use the Launch Family Entertainment logo in a variety of marketing communication applications. This manual is a comprehensive branding guide that explains our graphic design standards for all channels.

It is important that all marketing communications reflect Launch's commitment to our organizational values, beliefs and feelings. All communications must be honest, truthful and not misleading and be prepared with a sense of social responsibility. Advertising, communications and marketing activities should portray positive social behavior and social stereotyping must be avoided. All products and guests must be showcased in safe environments and in safe situations where rules are being adhered to. All partners, either businesses or charitable organizations, should be ones who encourage a healthy, active lifestyle and have similar values.

LAUNCH
FAMILY ENTERTAINMENT

ABOUT THE LAUNCH BRAND

Launch Family Entertainment is a dynamic and vibrant destination designed to provide a comprehensive and engaging experience for families of all ages. Originally known as Launch Trampoline Park, it has evolved into a full-service family entertainment center. This transformation includes a variety of activities and attractions that cater to both children and adults, making it a perfect venue for family outings, parties, and events.

LAUNCH CULTURE

WHO WE ARE & WHAT WE STAND FOR

Catch Phrase: **Have An Awesome Time**

Vision Statement: **To Create Awesome Memories**

Slogan: **Where Memories Are Created**

ORGANIZATIONAL FEELINGS

THE FEELINGS THE LAUNCH BRAND SHOULD INVOKE

1. We believe if you build great people, they will build a great company.
2. We believe you can learn great things from your mistakes when you aren't busy denying them.
3. We believe you should throw laughter, smiles and kindness around like confetti.
4. We believe success is the result of ambition, hard work and learning from failure.
5. We believe happiness is the key to success. If you love what you are doing, you will be successful.
6. We believe the world is changed by our example, not our opinion.
7. We believe when we focus on possibilities, we'll have more opportunities.
8. We believe you are always responsible for how you act, no matter how you feel.
9. We believe in treating our customers like long lost friends that we are excited to see.
10. We believe in being a great neighbor and giving back to our community.
11. We believe families deserve to have an amazing guest experience, while creating unique memories that they will cherish.
12. We believe in being kind and treating others like you want to be treated.
13. We believe in being enthusiastic and having a positive attitude.
14. We believe in ongoing recognition and personal growth of our team.
15. We believe in safety. Safety for our team and safety for our guests.
16. We believe in providing a clean, organized facility at all times.
17. We believe it takes a team to provide the best experiences; every position and every player is valued.
18. We believe even the smallest detail can have a big impact.

IMPORTANCE OF CONSISTENT BRAND IDENTITY

A brand is the perception people have when they hear or see our name. Consistency helps us manage these perceptions by communicating professionalism, purpose, and stability.

By maintaining consistent branding, we can create clear impressions: Are we serious? Do we follow through? Are we focused? Consistency eliminates brand confusion and instils confidence. It protects our investment by ensuring our logo and message are applied consistently. It builds on previous successes, much like how everyone knows what to expect from a Coca-Cola.

Our brand targets a specific market segment that values what we offer. These customers notice and care about consistency, which influences their buying decisions. For these reasons, brand consistency is essential.

All creatives must be submitted for approval through the marketing department. The Submission form is located on the Franchise Portal. Please see the last page of presentation for direct links.

PRIMARY LOGO

The primary logo is the main voice and signature of our brand. This should be used most frequently when space allows for it. Our logo consists of customised typography & an icon. This should be used on elements like websites, footers, stationery, signage etc.

Breakdown:

A sleek and contemporary logo that represents the evolution from a trampoline park to a full-service family entertainment center, appealing to a broad audience.

Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space the width of the L as shown to the right.

SECONDARY LOGO

The secondary logo or known as the ‘alternative logo’ uses components from our main logo but in a variation. This is to be used when the primary logo doesn’t fit in the required space. It can be used on websites, printed materials and larger elements.

Breakdown:

Maintinaing brand recognition by using the Launch only logo.

Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space the width of the L as shown to the right.

ICON

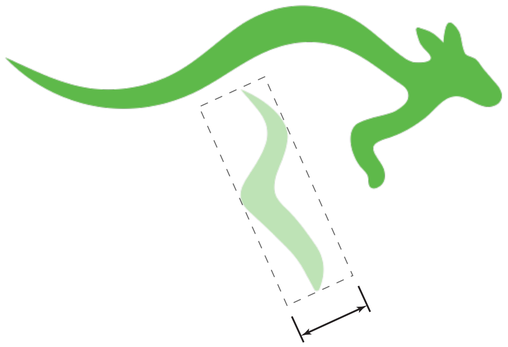
A brand icon is a symbol that embodies the identity and essence of a brand. The brand icon often complements the logo but can also stand alone in representing the brand. It is designed to be simple and easily recognizable at a glance, making it memorable for consumers. A good brand icon is versatile and can be used across various platforms and mediums, including digital and print. It's best to use this when other variations simply won't fit.

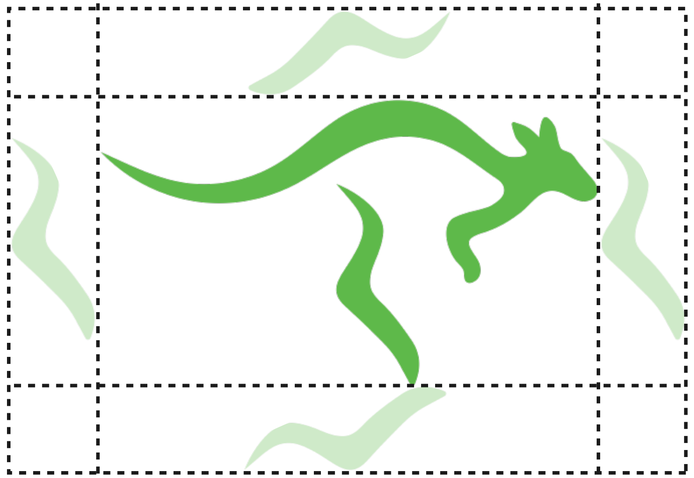
Breakdown:

Our icon is an updated more modern and clean version of Joey the Kangaroo. This new icon represents how the brand is not just for children but appeals to the whole family.

Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space the width of the kangaroo leg as shown to the right.





LOGO VARIATIONS

Making sure you use the logos correctly with the right brand colors is crucial.

Follow these next rules to ensure you're following the correct color combinations.

Any misuse may result in poor readability, too much contrast and inconsistency.

Example: In rare cases the icon will be shown behind the full logo. In these instances the icon will be shown a shade slightly darker than Launch Green.

ACCEPTED COLOR VARIATIONS

White Background:

When you use a white background use Black, Green, and Yellow.

Black Background:

When you use a black background use White, Green, and Launch Yellow.

Green Background:

When you use a green background use Black, White, and Launch Yellow.

Yellow Background:

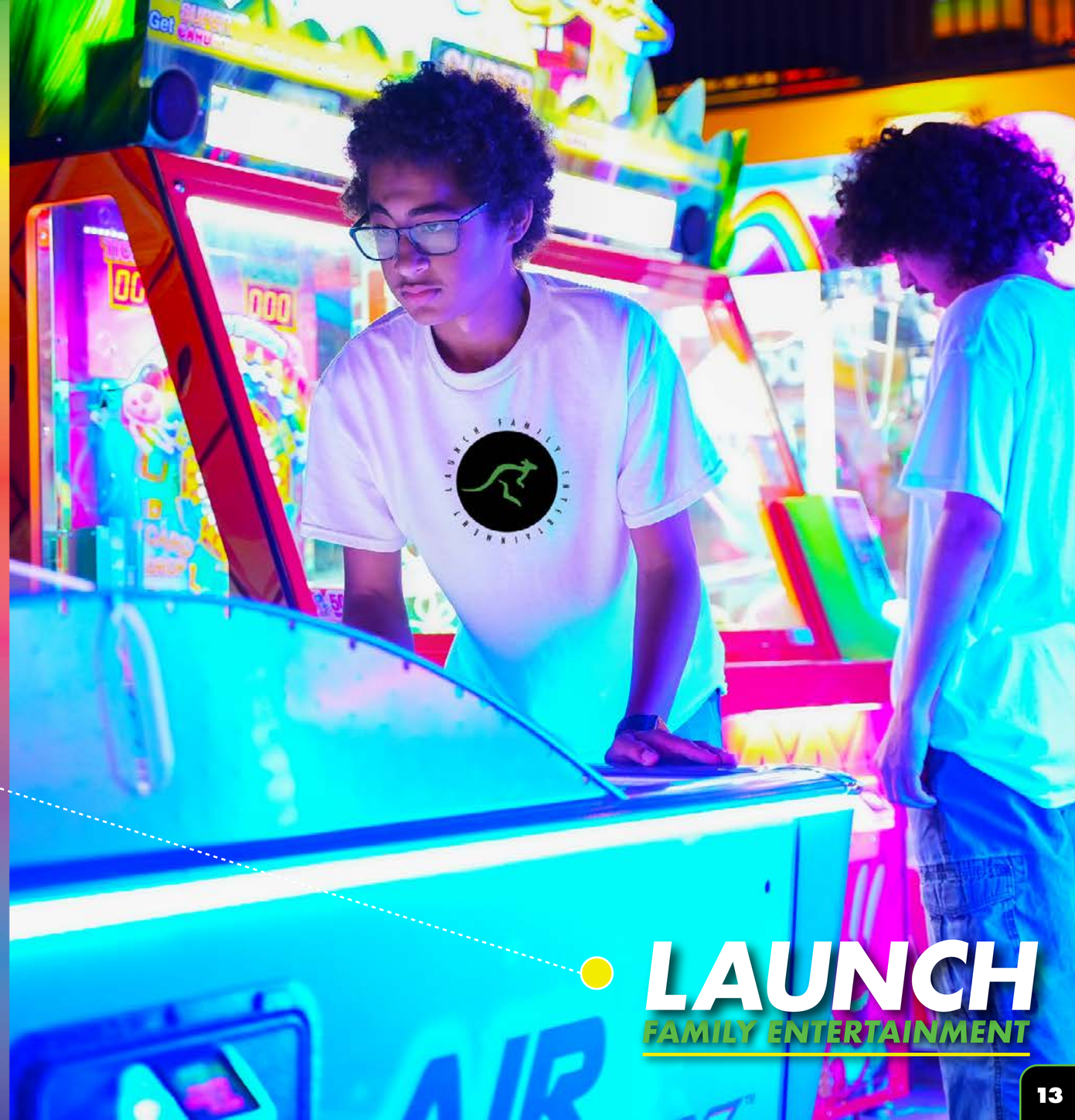
When you use a yellow background use Black, Launch Green and White.

Single Color

Depending on use, especially within merchandise, a single color logo works the best and is the most cost effective. Our Launch Logo and Icon are approved in 4 colors: White, Black, Launch Green and Launch Yellow. See incorrect usage for other use restrictions.

LOGO & ICON ALTERATIONS

There are some instances where a drop shadow can help the logo ‘pop’ off an image or design. Use these with your best judgement and always refer to the design guide for overall aaesthetics of the brand.



THE LOGO SHOULD NOT BE ALTERED IN ANY WAY THE EXAMPLES ON THIS PAGE PRESENT INCORRECT USAGE AND ALTERATIONS. DO NOT USE ANY VARIANCE OF THESE LOGOS.

Don’t skew and stretch the logo.

Don’t change the color to any of the seconday Launch colors or or gradients.

Don’t change the layout and arrangement of the logo.

Don’t add a stroke to the logo.

Don’t tweak individual letters.

Don’t add any graphic assets into or behind the logo.

Don’t add any seasonal themes to the logo.

Don’t use the old logo or Joey silhouette on print or social media going forward.

Don’t put the logo over photos that make it difficult to read.

FONTS

Using a set of consistent fonts for our business is going to be crucial because it sets the tone. Our fonts have been chosen to pair perfectly with each other as well as our brand identity. By using consistent typography across the brand will make us recognisable and memorable.

FUTURA FONT FAMILY

Futura's design is based on geometric shapes, especially circles, which gives it a clean, modern, and timeless look. The clear and straightforward design of Futura ensures high legibility, making it a great choice for both small and large text. The Futura family includes multiple weights and styles, from light to bold and from condensed to extended. This variety allows for flexibility in design and helps maintain visual interest.

PRIMARY FONT

FUTURA BOLD

USAGE:

The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONTS

Secondary Headers

FUTURA PT BOLD
FUTURA MEDIUM

Copy/Paragraph Text

Futura PT Book

Important text within Copy Text

Futura PT Bold

COMPLEMENTARY FONTS

Headers

Roboto Bold
Hind Bold

Copy Text

Roboto Normal
Hind Normal

USAGE:

Google Drive and Canva do not support Futura as a default. Use these in it's place.

EXAMPLE OF FONT USAGE

Futura Bold is used because bold fonts increase the visual weight of the text, making it easier to read. Headlines are meant to be quickly and easily understood.

Futura PT Bold is great for sub-header information. Things you want the reader to see directly after the headline.

Futura Bold is great for a button because it is very easy to read, bold, and shows up well on an assorment of color choices.

Futura medium is perfect for paragraph text or for “fine print”.

COLOR PALETTE

We have created a distinct and complimentary color palette as an important part of building brand recognition. Our color palette will be used across your socials, stationery, website and so much more.

PRIMARY COLORS

LAUNCH GREEN

Primary Color

CMYK	C: 67 M: 0 Y: 100 K: 0
RGB	R: 92 G: 186 B: 71
HEX	#5CBA47

LAUNCH YELLOW

Primary Color

CMYK	C: 7 M: 2 Y: 100 K: 0
RGB	R: 244 G: 186 B: 71
HEX	#F4E501

WHITE

Primary Color

CMYK	C: 0 M: 0 Y: 0 K: 0
RGB	R: 255 G: 255 B: 255
HEX	#FFFFFF

BLACK

Primary Color

CMYK	C: 75 M: 68 Y: 67 K: 90
RGB	R: 0 G: 0 B: 00
HEX	#000000

Paint Colors:

Benjamin Moore:

Green - Lucky Charm 2030-30

Yellow - Baby Chick 2023-20

CMYK:
They are the colours used in printed materials.

RGB:
This is used on-screen and for web design.

HEX Code:
This Color code is used on-screen and for web design.

SECONDARY COLORS

ORANGE
Secondary Color
HEX: FF9307

RED
Secondary Color
HEX: EF4036

PINK
Secondary Color
HEX: EA3D6F

PURPLE
Secondary Color
HEX: B035C8

BLUE
Secondary Color
HEX: 1E8FD7

DARK BLUE
Secondary Color
HEX: 493594

DUAL GRADIENTS

GREEN
YELLOW

PURPLE
PINK

YELLOW
ORANGE

GREEN
BLUE

ORANGE
RED

PURPLE
BLUE

Secondary Colors and Dual Gradients can be used as accents for boxes. shadow elements, etc...

FULL GRADIENT

Full gradient can only be used in this color order and used sparingly only as page accents.

BACKGROUND TEXTURE

Using a background texture in a design can enhance its visual appeal and effectiveness.

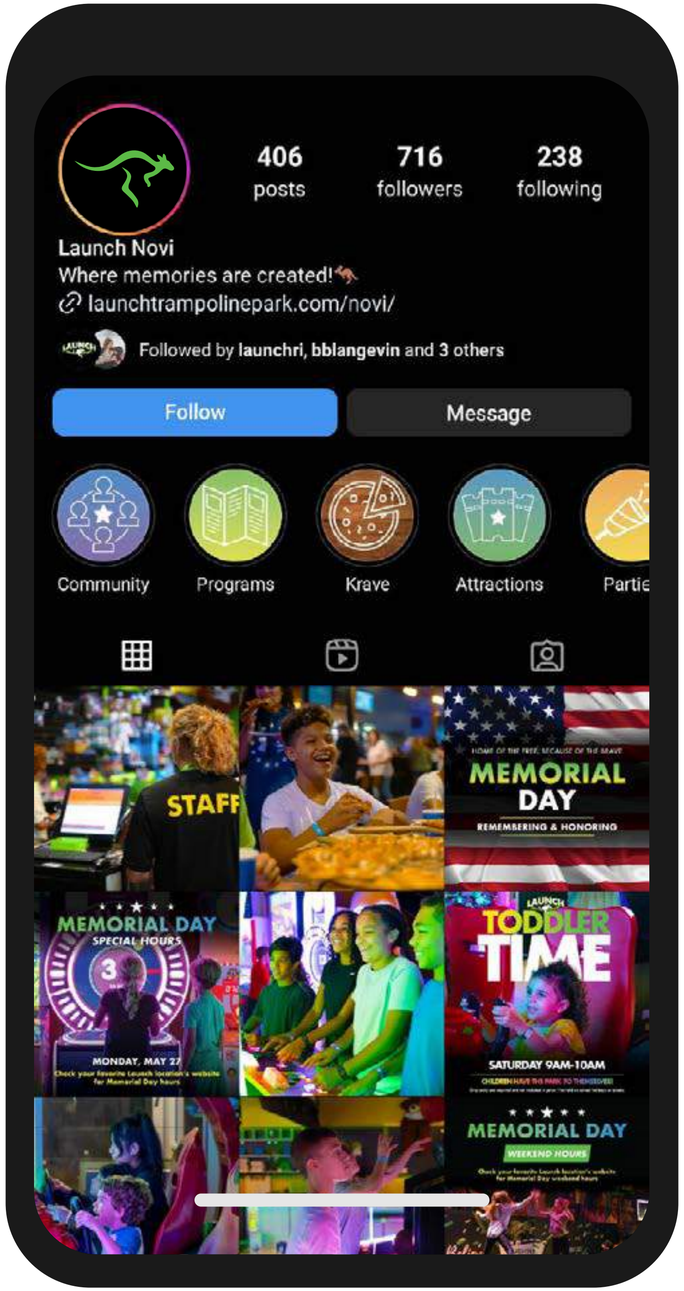
Textures can create a sense of depth, making the design look more three-dimensional and engaging.

These images are to be used as a background texture with black on top. Black Opacity - Multiply between 80-93%

Primary

Secondary

Example



SOCIAL MEDIA

Seeing your Instagram feed with the proposed branding can really help visualise the possibilities of what you can do with your brand. This also allows you to visually see how the branding elements like color palettes, fonts, photography etc. should be used alongside one another.

RULES

- Use your font pairings within your posts. Do not use random fonts as this will create an inconsistency.
- Do not use random colors. Stick to your brand colors.
- Keeping things visually consistent is important, make sure your Instagram highlights, stories & posts use your branding (colors & fonts).

OUR BRAND IN ACTION

Here are some examples of how our branding should be used in the future. Seeing our brand in action allows you to see how the fonts, logo, placement & color palette are used and the rules they follow.

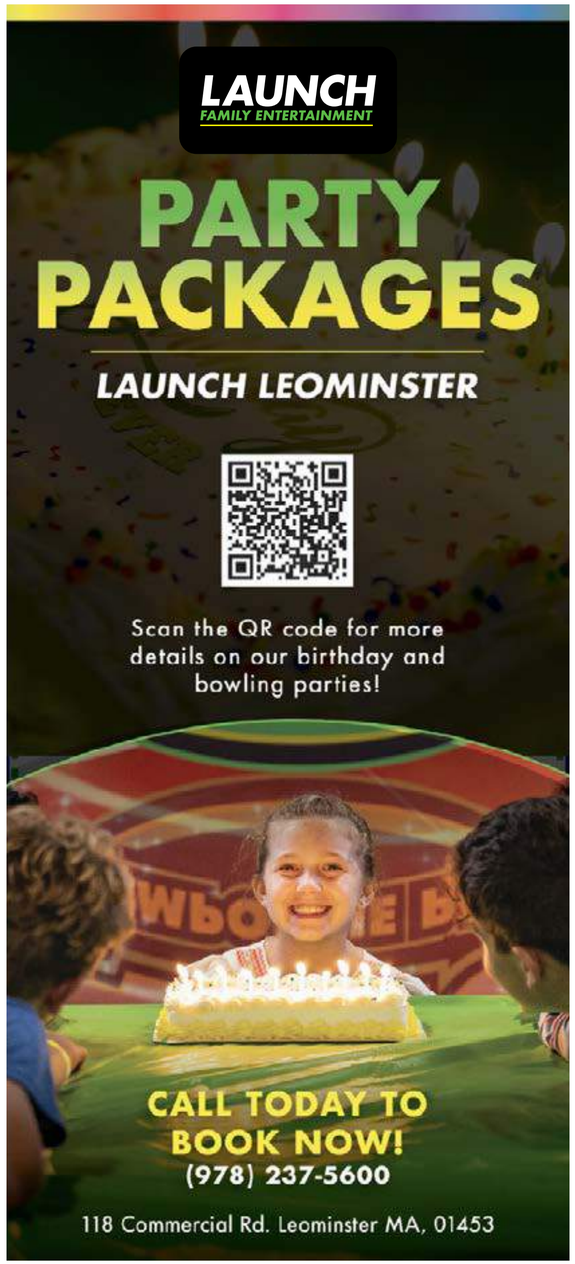
The overall feeling we want to portray at Launch is to have images and marketing showcase a dynamic and vibrant destination with an engaging experience for families of all ages.

IN STORE SIGNAGE & COLLATERAL

Digital Signage is more than just a display item at Launch Locations; it serves as our purchasing guide. Imagine ordering a salad from a menu that doesn't list it! Similarly, when we promote great deals to our social media followers, we must ensure that our message reaches them accurately. A dedicated screen showcasing this month's promotions not only guides guests to the best deals but also boosts our per capita spend by encouraging them to opt for higher-value items.

All parks must use the approved menu graphics only. All digital signage, including Krave and Bar Hops, is produced through corporate. No other digital signage may be on the televisions unless approved through corporate.

COLLATERAL
(CONTINUED)

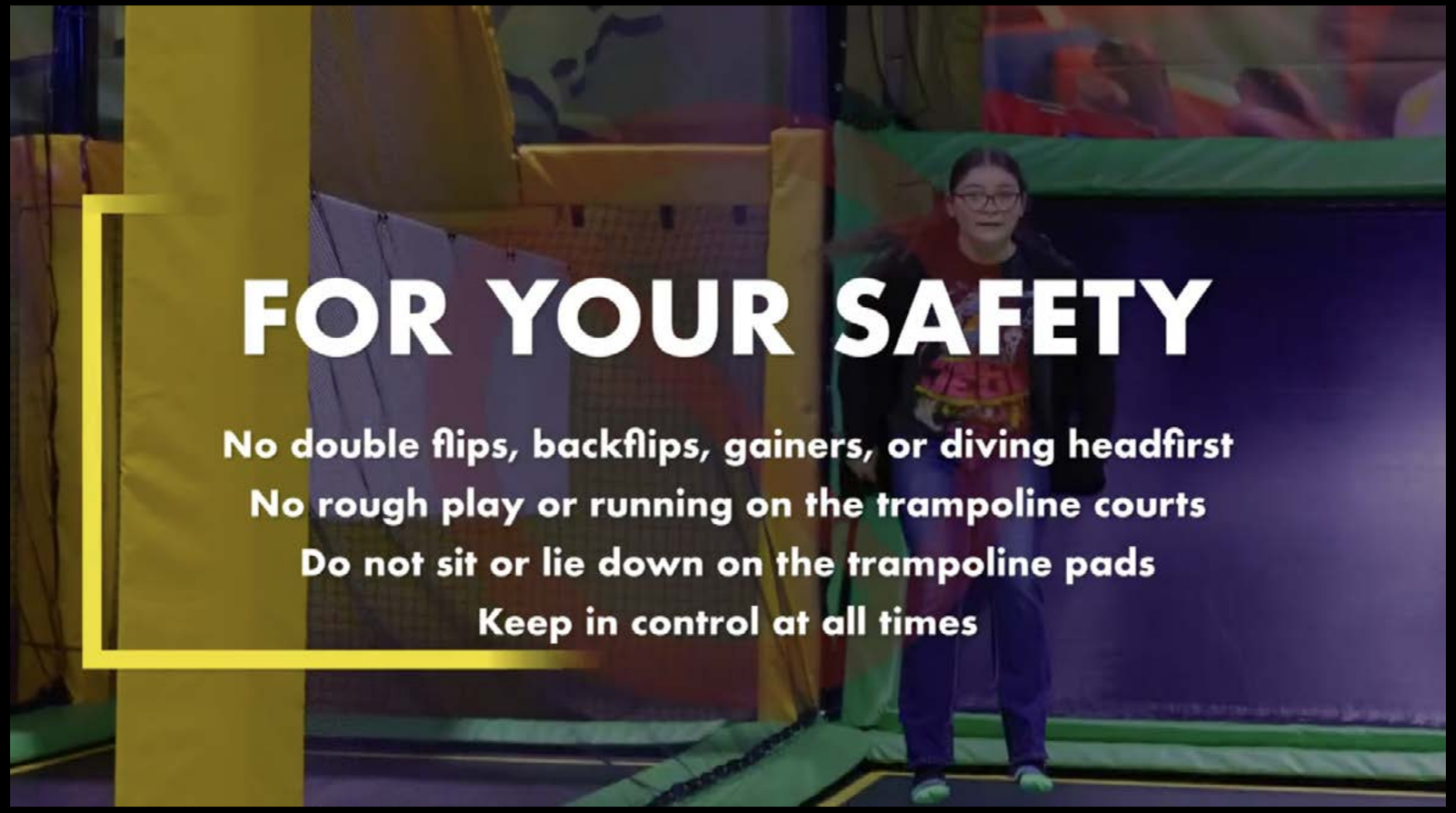


SAFETY VIDEO

The Safety Video is to be played at all locations with no exceptions. All guests must watch this video prior to participating in any activities.

It can be played on loop at waiver station, Wall of Fame TVs and at front counter, as well as occasionally over the Jump-O-Tron.

The link to download the video can be found on the last page of this presentation.



BRAND PHOTOGRAPHY

We highly encourage you to utilize social media for photos/video on posts, stories, and reels. By leveraging photography/video on social media, you can effectively communicate our brand message, connect with our audience, and achieve our marketing goals. Incorporating photography/video with bold, vibrant colors and special effects lighting can transform images of families and children having fun into captivating visual stories. The use of strong photography/video can increase the following:

Audience Engagement: High-quality, visually appealing photos/video grab the attention of social media users, increasing engagement through likes, comments, and shares.

Reach and Visibility: Social media algorithms often favor visual content, meaning well-executed photos/video are more likely to be seen by a wider audience, increasing the business's reach.

Conversion Rates: Compelling photos/video can drive higher conversion rates by visually persuading potential customers to take action, whether it's making a purchase, visiting a website, or attending an event.

Provides Shareable Content: Eye-catching photos/video are more likely to be shared by users, extending the business's reach organically and potentially attracting new customers.

JOEY

Joey the Mascot is one of the greatest promotional tools that we can utilize as a Launch. Kids and parents alike are drawn to Joey with his lovable character and connection to Launch. As a result, you should be constantly seeking out opportunities to get Joey in the community.

A mascot serves to provide our business with a distinct and easily recognizable personality, boosting visibility, memorability, and customer loyalty. Should they win over the public's affection, mascots can become iconic elements of our company's legacy. A beloved mascot has the power to cultivate brand loyalty among customers, as positive associations with the mascot often translate into continued patronage and word-of-mouth recommendations.

STREET TEAM EVENTS

Joey should be seen around the community at least once per week. Sales ambassadors should seek out free events or barter/trade for a spot at the event. Events include 5 k's, county fairs, school events, zoo's, and exciting events around the community where families gather. Joey should be handing out passes while at these events to help with acquisition marketing!

Joey Launch

HELPFUL LINKS

Branding Resources (Logos, Icon, Fonts, 1 Page Style Guide)
https://launchtrampolinepark.canto.com/b/JELNH

Franchise Portal
https://sites.google.com/launchtrampolinepark.com/portal/home

Location Resources
https://sites.google.com/launchtrampolinepark.com/portal/marketing/location-resources

Marketing Submission Form
All Marketing Creatives are submitted through this form. As a friendly reminder, please create any new designs while using our Brand Style Guide. It is important to note that many submissions will be able to be addressed quickly. However, we request at least 14 business days. Larger projects may take up to 4 weeks.

https://forms.monday.com/forms/7f957d0873068d80a947db4db9b7bade?r=use1

Photography Resources
https://launchtrampolinepark.canto.com/folder/P6Q9J?display=thumbnail&viewIndex=0&gSortingForward=false&gOrderProp=uploadDate&referenceTo=&from=thumbnail

DAM Resources
https://launchtrampolinepark.canto.com/album/NC0Q1?display=thumbnail&viewIndex=0&gSortingForward=false&gOrderProp=uploadDate&referenceTo=&from=thumbnail

Safety Video
https://launchtrampolinepark.canto.com/b/SM8L0