



BRAND GUIDELINES



Two Bit Circus is a new breed of entertainment
daydreamed by scholars of engineering,
students of clowning, misfits of robotics,
and savant storytellers.



We weave a breathtaking fusion
of science, technology and creativity
into amazing experiences.



Two Bit Circus was engineered for those that are sturdy to the rigors of high-velocity fun. Seekers of once-in-a-lifetime experiences on an at least weekly basis. In a word - you.

WELCOME TO OUR BRAND GUIDELINES

WHAT IS A BRAND?

A brand is not a logo, color scheme or tagline. It's a perception, a feeling, a stake in the ground.

The Two Bit Circus brand is built on the experience we offer across our engagements, venues, websites, communications and events. How it is brought to life captures our vision, momentum and passion as a new kind of entertainment company.

Maintaining a consistent and powerful brand identity such as ours takes great attention to detail. These guidelines are here to ensure that you have everything you need to present Two Bit Circus in the best, most engaging and appropriate way possible at all times.

7. MEET OUR BRAND

- 8.** Our Mission
- 9.** Our Values
- 10.** Our Personality
- 11.** Our Essence

12. APPLYING OUR BRAND

- 13. Brand Experience**
- 14. Brand Storytelling**
How To Tell Our Story
- 15. Design & Visual Identity**
 - Our Logo
 - 17.** Logo Variations
 - 22.** Typography
 - 25.** Colors
 - 28.** Graphics
 - 35.** Photo & Video
- 40. Copywriting**
 - 41.** Writing Effective Copy
 - 42.** Taglines & Keywords
 - 44.** Editorial Styleguide

50. BEHOLD! OUR BRAND

- 51. Our Brand At Play**
Our Favorite Examples
- 55. Our Developing Look & Feel**
- 59. Contact**

Meet Our Brand

MEET OUR BRAND

OUR MISSION

We do many things at Two Bit Circus, but our mission statement boils it down to a simple mandate. It articulates what we do, who do we do it for, and how.

**We bring people together elbow-to-elbow to play.
We entertain with an unexpected mix of service,
technology and spectacle.**

MEET OUR BRAND

OUR MANIFESTO

Our brand beliefs are what we stand for as an organization. They shine through in everything we do: our choices and decisions, our thinking and actions.

We believe:

1. Fun increases exponentially when shared with others. So bring a friend, make a friend, or assemble a friend using spare parts from the bin in back.
2. Competition is healthy. But sharing a round of drinks with a crew of good people is even healthier. Science proves it. Probably.
3. Robots are friends, not foes. Even the big scary looking ones were programmed by someone just like you.
4. If you are about to undertake a fantastic journey across time and space, to the edges of the universe, past the limits of human imagination, then you shouldn't travel on an empty stomach.
5. You were born knowing how to have fun. You got busy and might have forgotten. We're here to help you remember.
6. It's hard to top the simple joy of throwing a dart at a balloon. But that won't stop us from equipping the dart with sensors, splashing the balloon with pixels, and adding pew-pew-pew sound effects.
7. Reality still has the best resolution, highest bandwidth, and most intuitive controls. Now go out and play!
8. The best adventures are hidden in plain sight. We know, because we hid them there.
9. When in doubt - step right up.

MEET OUR BRAND

OUR PERSONALITY

If our brand was a human, this is how someone might describe us. Remembering these personality traits is useful when we want to know how Two Bit Circus might behave in a given situation.

Playful

Magical, Imaginative, Experimental

Engaging

Friendly, Curious, Encouraging

Humble

Decent, High Integrity, Accepting

Hands-On

Hard Working, Results Oriented, Eager

Community Minded

Collaborative, Inclusive, Involved

MEET OUR BRAND

OUR ESSENCE

Our essence is how we describe what's at the core of our being. It is what defines all that we do and what makes us different from our competitors.

- * Unique
- Intangible
- Single-Minded
- Experiential
- Meaningful
- Consistently Delivered
- Authentic
- Sustainable
- Scalable

Social Play

*Everything we do, from the smallest games we make to the structure of the service we offer, is focused on **getting people to play with each other.***

Applying Our Brand

APPLYING OUR BRAND

A BRAND EXPERIENCE

**We have VR Cabanas, Story Rooms, and Club 01,
but that's not what we are. We're not a venue.
We're a beacon for new experiences.**

Our customers should feel this not only when they walk in the door, but when they see a Facebook post, follow us on Instagram, watch a video on YouTube.

We've created these Brand Guidelines to not only keep ourselves honest, but help our great partners talk, tweet, and tout Two Bit Circus.

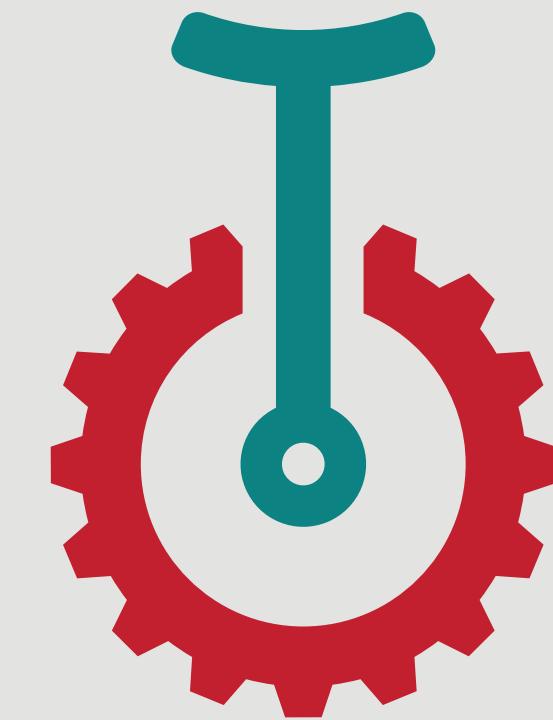
As an experiential brand, our primary means of communicating is through telling stories.

We use a variety of channels to speak to our guests and bet that you will too. Instagram to showcase vibrant visuals, Facebook to share our latest specials. A monthly newsletter for broader goings-on under the big top. And of course – the onsite experience of our customers.

But before people walk through our door, our words, wit, and visuals have to give them that first glimpse of the playful adventures ahead. Our words must express the Two Bit Circus promise, uniqueness, energy and wit. Our rigorous pursuit of fun must be applied to visuals appropriate for print, web, and social channels.

APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY OUR LOGO



TWO BIT CIRCUS

Our logo is the simplest expression of our brand and we rely on you to guard it with your life (or at least your flamethrower.)

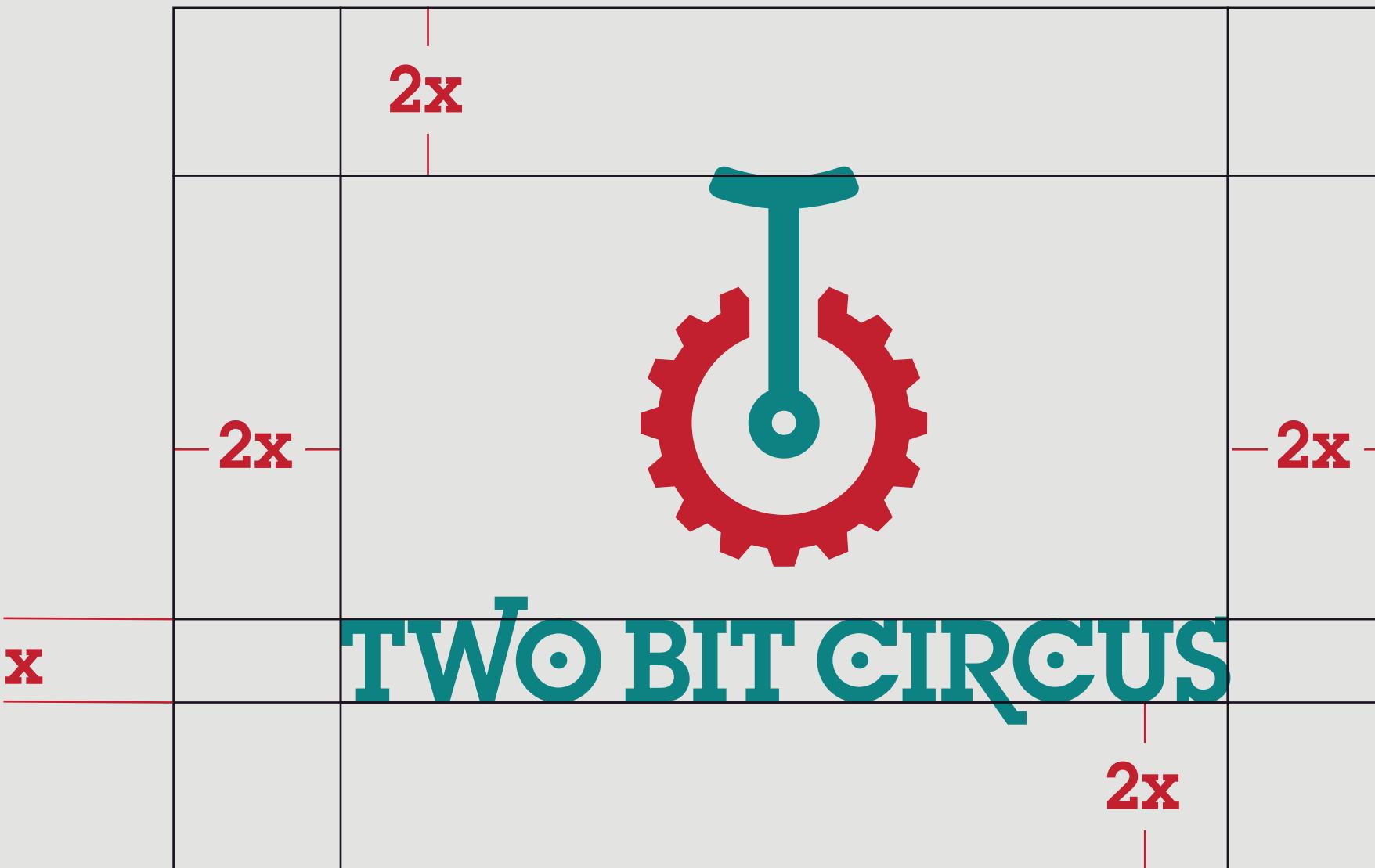
There are various ways to use it, yet some very specific rules for how to use it correctly, all of which you'll find on the following pages.

A lot of thought has gone into our logo, so please don't be tempted to reinvent the wheel (see what we *did there?*)

APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY MINIMUM CLEAR SPACE FOR LOGOS

Our logo needs to breathe, so there is a minimum area of space around it.



The minimum clear space has been defined by twice the height of 'T' (in Two Bit Circus), which is referred to as 2x.

A margin of clear space equivalent to 2x is drawn around the logo to create distance between the logo and any other nearby design elements.

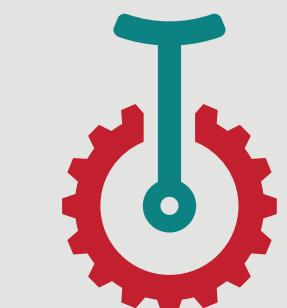
The 2x clearspace applies to all variations of our logo, no matter the usage.



APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY HERO LOGO

This is our default logo, featuring the unicycle icon and Two Bit Circus logotype. Should be used by default in most settings.

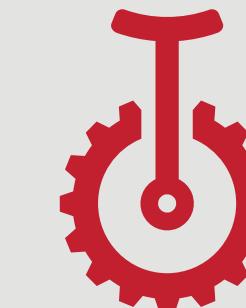


TWO BIT CIRCUS

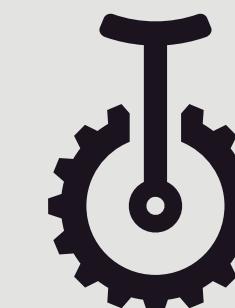
COLOR TEALIO IGLESIAS



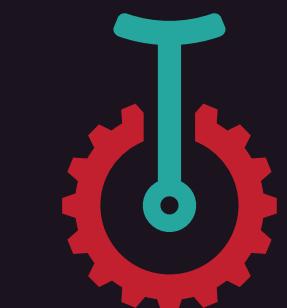
TWO BIT CIRCUS



TWO BIT CIRCUS



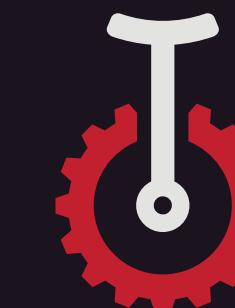
TWO BIT CIRCUS



TWO BIT CIRCUS

COLOR ALLY MCTEAL

Our logo has a subtle change in color when it is placed on a dark background. Please refer to our color palette to make sure you're using the correct value of Ally McTeal for these occasions.



TWO BIT CIRCUS



WARNING

Our logo should never be used in a red colorway on a dark background.

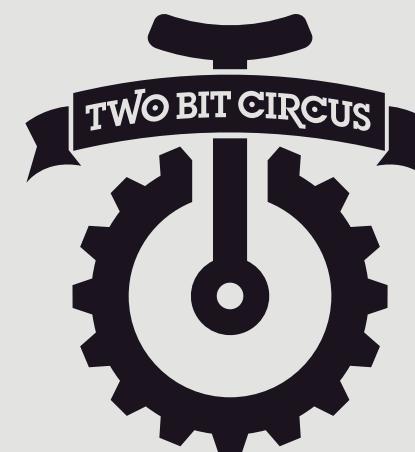
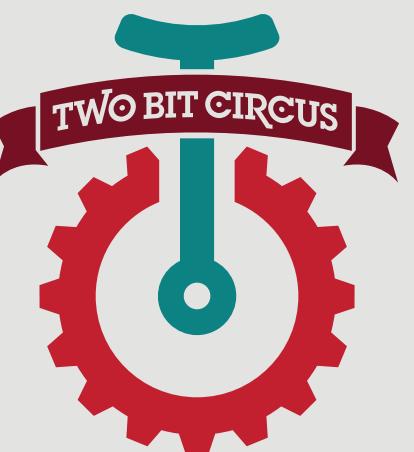


TWO BIT CIRCUS

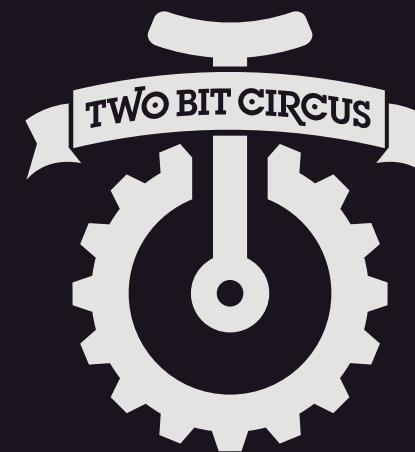
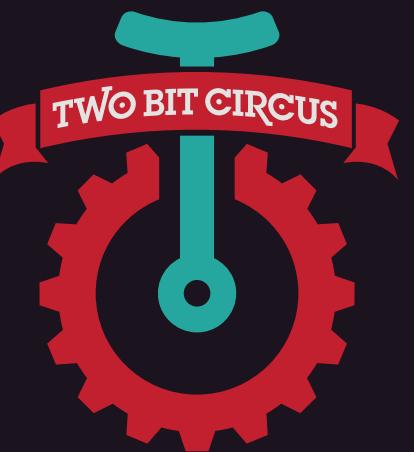
APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY RIBBON LOGO

This version is used in settings where the logo must fit into a narrow, square, or circular shape in which our hero logo wouldn't fit comfortably.



COLOR **TEALIO IGLESIAS**



COLOR **ALLY MCTEAL**

Our logo has a subtle change in color when it is placed on a dark background. Please refer to our color palette to make sure you're using the correct value of Ally McTeal for these occasions.

WARNING

Our logo should never be used in a red colorway on a dark background.

APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY HORIZONTAL LOGO

This version is used when the vertical space allotted isn't tall enough for the default logo to be used.

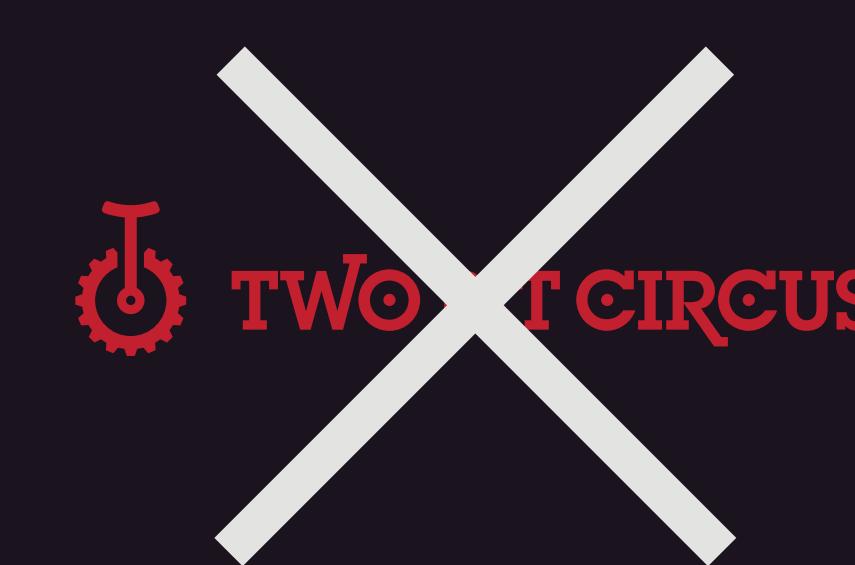


COLOR **TEALIO IGLESIAS**



COLOR **ALLY MCTEAL**

Our logo has a subtle change in color when it is placed on a dark background. Please refer to our color palette to make sure you're using the correct value of Ally McTeal for these occasions.



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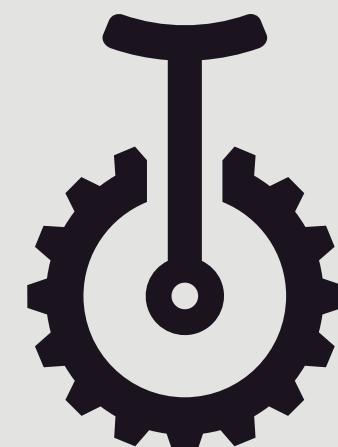
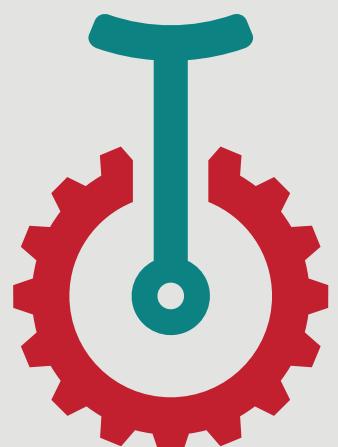


APPLYING OUR BRAND

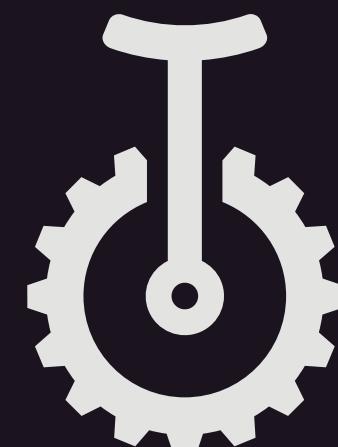
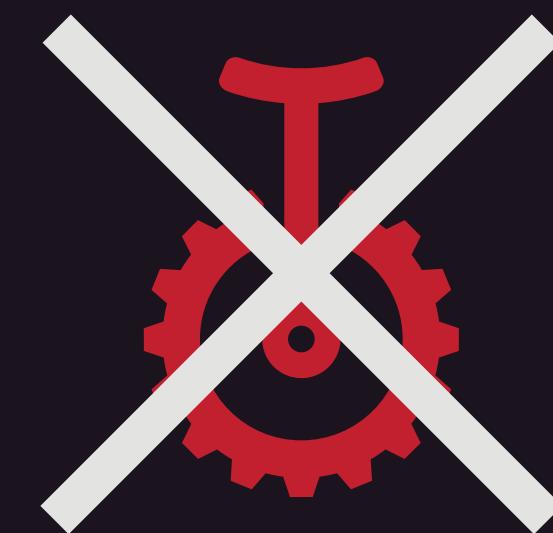
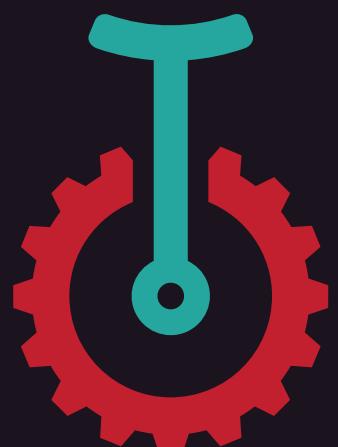
DESIGN & VISUAL IDENTITY ICON

Use this version when only the icon without logotype is needed.

This is NOT a full logo and should not be used when a full logo is required.



COLOR **TEALIO IGLESIAS**



COLOR **ALLY MCTEAL**

Our logo has a subtle change in color when it is placed on a dark background. Please refer to our color palette to make sure you're using the correct value of Ally McTeal for these occasions.

WARNING

Our logo should never be used in a red colorway on a dark background.

APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY **DOWNLOADING LOGOS**

Now that you know the rules, we're excited for you to start using our logos in a million amazing ways.

Logo Download Link
<http://twobitcircus.com/media-kit>

Our brand team is always excited to answer questions or help brainstorm a design that you're creating. Please say hello!

Brand Team Contact
brand@twobitcircus.com

Typography is a bridge between our visual and verbal storytelling.

Two Bit Circus has specific brand typefaces that help communicate the spirit of our brand, the message of our visuals, and the tone and meaning of our copy.

Our typefaces carry across the curiosity, imagination, humor and community of Two Bit Circus. (And even our affinity for robots - how we do love the Roboto font!).

APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY TYPOGRAPHY

PRIMARY FONTS

Our primary brand fonts should be used as often as possible.

USAGE

HEADLINE

Sub-headline

All body copy, captions and small text should be typeset in the Roboto font family.

FONT

FRANCHISE BOLD (ALL CAPS)

Lubalin Graph (Demi/Bold)

Roboto Thin
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black

Roboto Thin Italic
Roboto Light Italic
Roboto Regular Italic
Roboto Medium Italic
Roboto Bold Italic
Roboto Black Italic

FONT SUBSTITUTIONS

In situations where brand fonts are not available (Google Docs, web, etc.) the following substitutions are recommended.

USAGE

HEADLINE

Sub-headline

All body copy, captions and small text should be typeset in the Roboto font family.

FONT

OSWALD BOLD

Roboto Slab Bold

Roboto Family

APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY **DOWNLOADING FONTS**

Now that you know about our brand typography, we're excited for you to start creating things on your own.

Download Link

<http://twobitcircus.com/media-kit>

Our brand team is always excited to answer questions or help brainstorm a design that you're creating. Please say hello!

Brand Team Contact

brand@twobitcircus.com

Our color palette is vibrant, playful, and a little weird, just like us!

When people encounter our brand, we want it to make them feel a particular way and that has a lot to do with how we use color in our designs.

We've thought hard about a color palette that supports all of our ambitious needs and the following pages will help you make the most of it.

AN INTRODUCTION TO MODERN COLOR

The biggest challenge to a consistent look for our brand is the variety of ways that color can be experienced by our audience: from mobile phones to billboards, neon signs to glossy postcards. To help make sure that our favorite Mohawk Red looks the same on a website as it does on a printed piece of paper, we've included media appropriate color codes and guidance on when to use them.

RGB CODE

The RGB code for a color should be used when you're creating a design for any kind of screen or digital device. The red (R,) green (G,) and blue (B) values are used to make the pixels we see on our phones, laptops and any other screen.

HEX CODE

The HEX code for a color can be used when creating something for the web. It's a digital equivalent to the RGB code that we've provided as an alternative for your screen based designs.

CMYK CODE

The CMYK code for a color should be used when designing anything that will be printed. These colors might look washed-out on a screen, but using the CMYK code will ensure that your letterheads, postcards and banners will look great coming out of the printer.

PANTONE CODE

The Pantone code for a color should be used when designing specialty items that require specific spot colors in the Pantone Matching System, a proprietary color space used many industries, primarily printing, though sometimes in the manufacture of colored paint, fabric, and plastics.

APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY COLOR

Not Black

RGB: R30 G21 B32

HEX: 1E1520

CMYK: C74 M76 Y57 K75

PANTONE: 5255 C

Clown's Blood

RGB: R118 G21 B36

HEX: 761524

CMYK: C32 M98 Y80 K41

PANTONE: 188 C

Mohawk Red

RGB: R192 G10 B44

HEX: C00A2C

CMYK: C17 M100 Y90 K7

PANTONE: 200 C

Tealio Iglesias

RGB: R11 G130 B130

HEX: 0B8282

CMYK: C85 M30 Y49 K7

PANTONE: 322 C

Ally McTeal

RGB: R35 G167 B159

HEX: 23A79F

CMYK: C76 M12 Y43 K0

PANTONE: 3272 C

Cheese Product

RGB: R252 G169 B32

HEX: FBA920

CMYK: C0 M38 Y97 K0

PANTONE: 7409 C

Not White

RGB: R227 G226 B225

HEX: E3E2E1

CMYK: C10 M7 Y8 K0

PANTONE: Cool Gray 1

Our graphics suite provides an additional layer of visual flair to our brand.

We've developed a series of extra design elements that help shape the look and feel of our brand materials.

Some of these are simply designer flourishes, but some are also iconic elements we associate with Two Bit Circus.

Gears

Gears are used frequently in our brand materials, and have style cues that define them as uniquely ours.

The tooth profile, pitch, clearance, number, and overall wheel thickness are specific to our brand, and are based off the unicycle wheel in our logo.



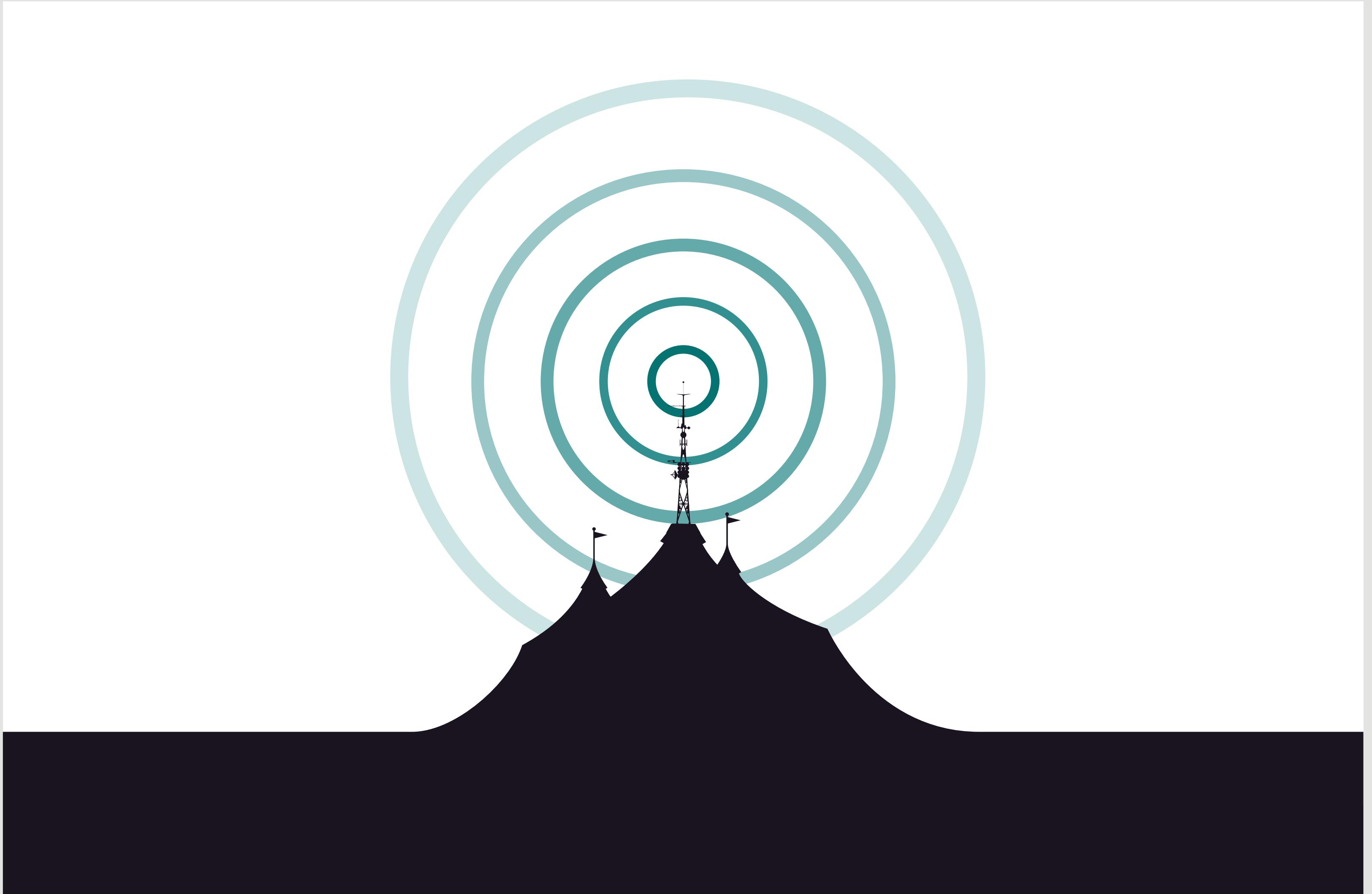
APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY GRAPHICS

Radio Tent

A circus tent with 3 spires, with a central spire featuring a radio tower instead of a flag. Signals emanate in ripples from the tip of the tower.

The Radio Tent represents our Micro Amusement Park as a graphic icon. While our physical facilities don't exactly look like this from the outside, the idea of a high-tech circus comes across clearly in this graphic.



APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY GRAPHICS

Dazzle Camo

Originally created to thwart identification of military and naval vehicles, Dazzle Camouflage is our version of “circus stripes”.

We use this type of pattern often as background plates and surface treatments at the park. Coloration may vary.



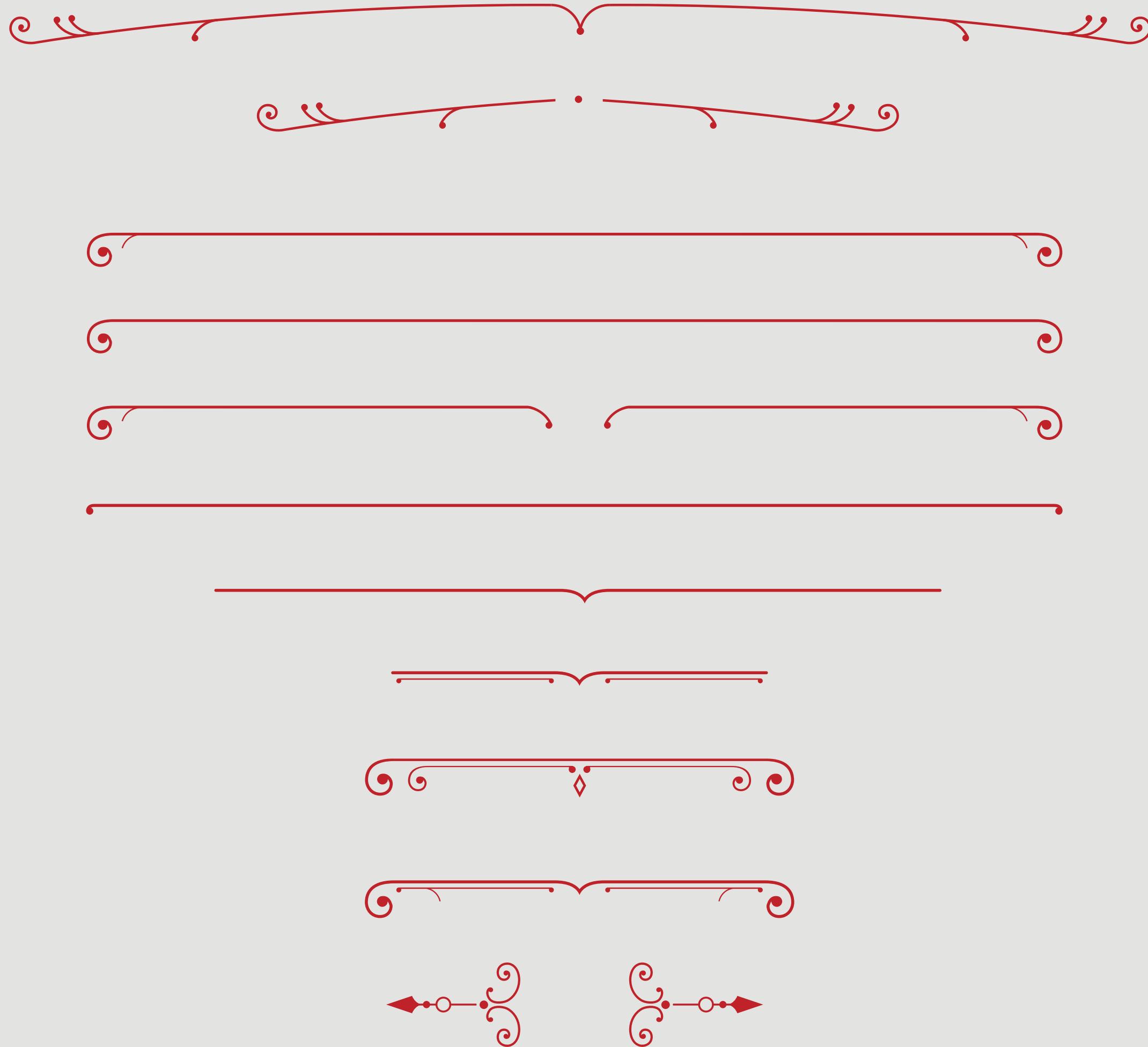
APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY GRAPHICS

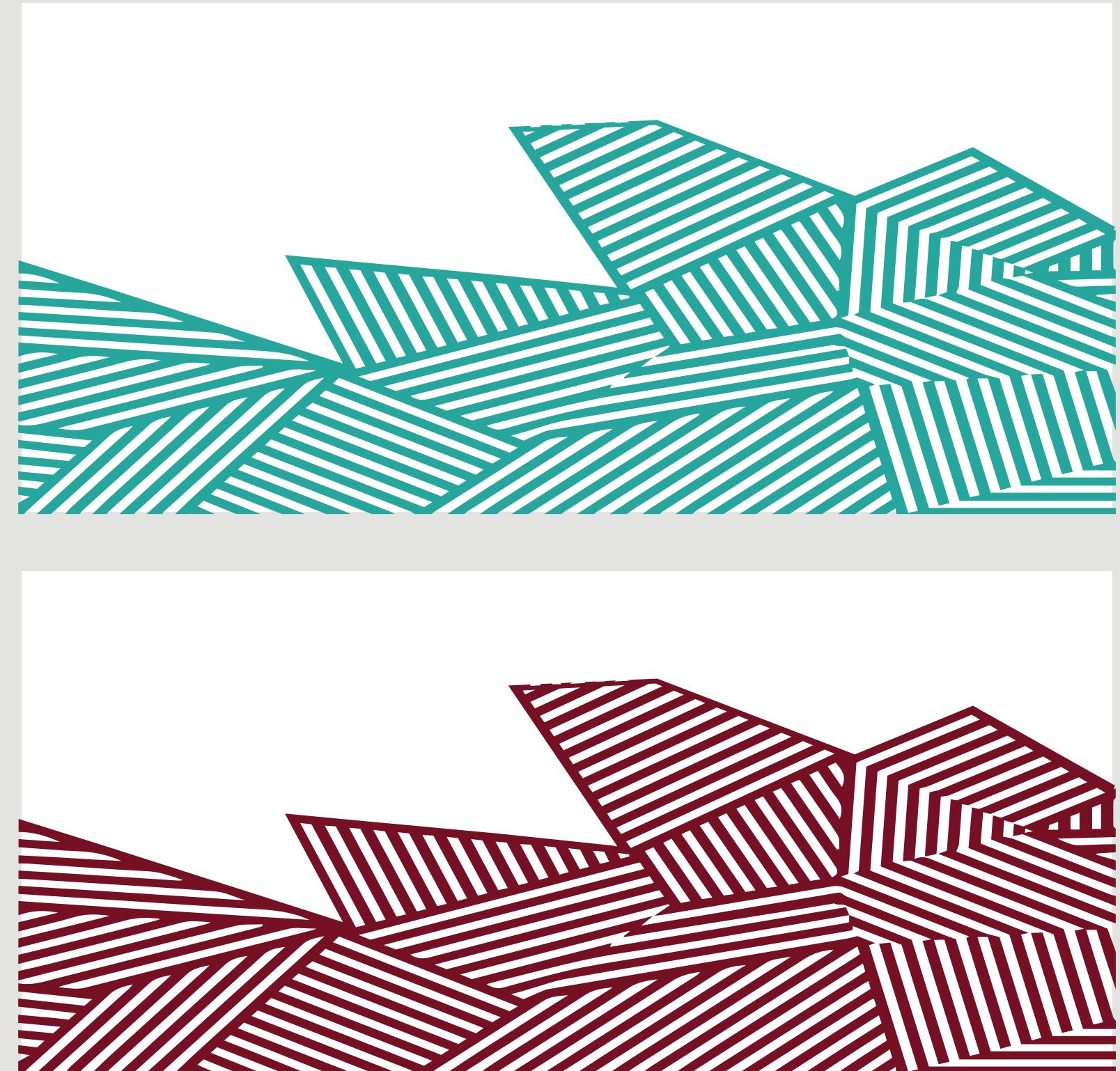
Filligrees

These custom-designed ornaments are used as dividers and decoration around text.

They are specifically tuned to look clean and modern, but with a hint of classic ornamental work associated with vintage designs.



APPLYING OUR BRAND



Striped Footer

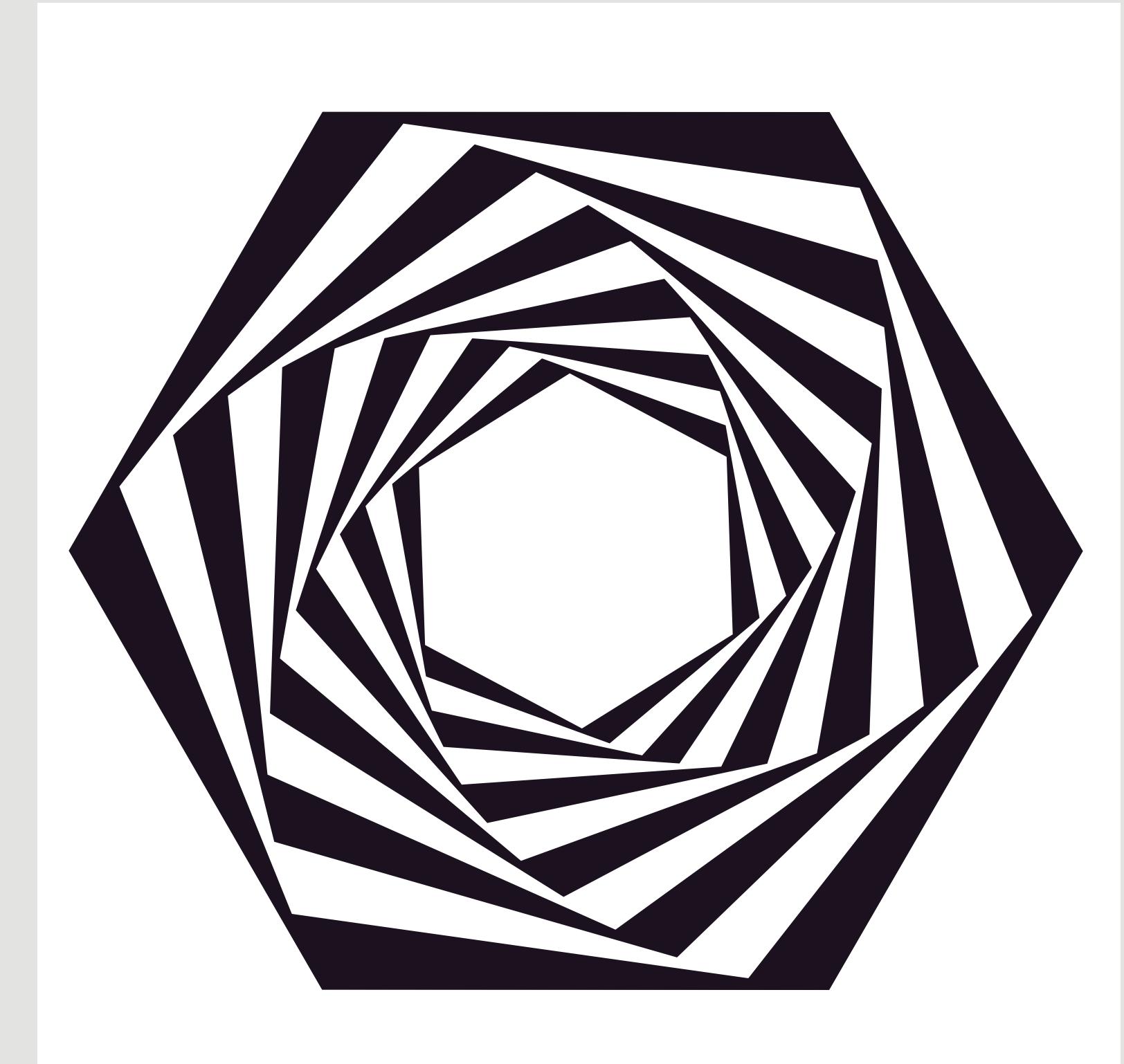
These are used often at the bottom of layouts to close out a design. They're an iteration of our Dazzle Camo motif.

DESIGN & VISUAL IDENTITY GRAPHICS



Hedge Divider

This triangular pattern is used to divide color fields and layout sections in various compositions.



Spiral Motif

A vortex of Dazzle Camo that can be used as a framing element.

APPLYING OUR BRAND

DESIGN & VISUAL IDENTITY **DOWNLOADING GRAPHICS**

Now that you know about our brand graphics, we're excited for you to start creating things on your own.

Download Link

<http://twobitcircus.com/media-kit>

Our brand team is always excited to answer questions or help brainstorm a design that you're creating. Please say hello!

Brand Team Contact

brand@twobitcircus.com

Yes, yes, we all know: a picture is worth a thousand words – but it's worth much more than that.

Energy. Emotion. Excitement. Unabashed, uninhibited, silly, social joy.

Our photography and video shouldn't be about a venue, though our parks are very eye-catching. It should capture the experience our guests are having under the big top.

Graphics, photography, video – visuals are excellent storytellers to convey the spirit of Two Bit Circus.

APPLYING OUR BRAND

PHOTOGRAPHY & VIDEO

We don't like to use your everyday photos and footage.

We may have 'circus' in our name, but we're committed to polish. Composition. Great lighting. Photos and videos should have a bold mix of energy, emotion and magic, and we've provided some tips to guide you.

APPLYING OUR BRAND

PHOTOGRAPHY & VIDEO

A photograph of a man and a woman laughing together at night. They are illuminated by colorful lights, creating a vibrant and joyful atmosphere. The man has a tattooed arm. The background is blurred with more lights.

When we use images to tell our story there are three things to consider:

Colorful & Rich

Not muted or desaturated.

Faces & Expressions

Show our audience, not their backs.

Illuminated & Vibrant

We prefer nighttime over daytime.

APPLYING OUR BRAND

PHOTOGRAPHY & VIDEO DO'S AND DON'TS



Great!



Great!



Ok. Good action, could use more face.



Ok. Good experience, could use more faces.



Bad. Hard to understand and on back of guest.



Bad. Good energy but colors too muted.

APPLYING OUR BRAND

PHOTOGRAPHY & VIDEO DOWNLOADING ASSETS

Now that you know about what makes for a great Two Bit Circus photo, we're excited for you to start creating things on your own.

Online Photo Archive coming soon!

Our brand team is always excited to answer questions or help brainstorm a design that you're creating. Please say hello!

Brand Team Contact
brand@twobitcircus.com

We like to bring our special kind of ‘surprise and delight’ to our words as well as our wonders.

We love a good twist of phrase that makes you see things differently, and gives a taste of the fun to be had at Two Bit Circus. We’re all about play — and that applies to our words as well.

But we’re also about getting to the point.

APPLYING OUR BRAND

COPYWRITING WRITING EFFECTIVE COPY

Two Bit Circus communications – from in-the-park signage, to social posts, to marketing collateral and everything in between – should convey the curiosity, excitement, humor and fun of our brand.

Here are a few guidelines to nailing our unique personality:

- **Be concise.** Long blocks of text are difficult to read online and can convey pretension.
- **Be conversational.** Write like you're talking to a friend.
- **Use an active,** rather than the passive, voice to keep copy lively.
- **Think like the audience you're speaking to.** Sometimes we're speaking to college students, other times families. Zero in on the aspects of Two Bit Circus that would most resonant to them.
- **Don't let pride come across as arrogance.** We're humble folk.
- **Don't let word play cloud your message.** We love word play, but not at the expense of clarity.

COPYWRITING WRITING EFFECTIVE COPY FOR SOCIAL MEDIA

We use social media to build relationships, and to share and tease the cool experiences to be had at the park. On the flip side, social also creates opportunities to say the wrong thing, put off customers, and damage our brand. So we want to be careful and deliberate with social media, just as we're fun and informative. A few guidelines:

- Write short, but smart
- To write short, tighten the ideas or amount of information you're sharing – but don't get too cute with spelling or punctuation. It's A-OK to use shortened versions of words, like 'info' instead of 'information; but do not use numbers and letters in place of words, like '4' instead of 'for' or 'u' instead of 'you'.
- Use hashtags very sparingly; seek approval from Two Bit Circus before use
- Use correct grammar and punctuation
- Tag the subject of your post on Twitter or Facebook but avoid directly tweeting at or publicly tagging a post subject with messages like "Hey, we wrote about you!" [Never ask for retweets, likes, or favorites.]
- Be aware of what's going on in the world; during major breaking news events, scrutinize if your social posts are appropriate, or should wait until the news cycle is over.

APPLYING OUR BRAND

COPYWRITING TAGLINES & HASHTAGS

Here's some phrasing we've been using during the launch of our Park.

Hero Tagline

Now Playing

Taglines

Find Your Fun

The Circus is Dead. Long Live the Circus.

The Future of Fun

The Circus Re-Imagined

The Circus Re-Invented

Carny For Life

Hashtags

#TwoBitCircus

#FindYourFun

#DTLA

#DTLNightlife

#OnlyinLA

#EscapeRoom

#ImmersiveTheater

#InteractiveTheater

#VR

#VRGaming

#Multiplayer

#WKNDWednesdays

APPLYING OUR BRAND

COPYWRITING EDITORIAL STYLE GUIDE

We love breaking the rules at Two Bit Circus - but not when it comes to grammar.

Adhering to certain rules of grammar helps us keep our writing clear and consistent. This section lays out our house style, which applies to all of our content unless otherwise noted in this guide.

APPLYING OUR BRAND

COPYWRITING EDITORIAL STYLEGUIDE

The Basics:

Be concise. Use short words and sentences.

Be specific. Have a clear central message or call to action.

Be consistent. Stick to the copy patterns and style points outlined in this guide.

Abbreviations and acronyms

If there's a chance your reader won't recognize an abbreviation or acronym, spell it out the first time you mention it. Then use the short version for all other references. If the abbreviation isn't clearly related to the full version, specify in parentheses.

- First use: *Pacific Daylight Time (PDT)*
- Second use: *PDT*

If the abbreviation or acronym is well known, like GIF or HTML, use it instead (don't worry about spelling it out).

One phrase we prefer NOT to abbreviate, ever: Two Bit Circus.

Capitalization

We use a few different forms of capitalization. Title case capitalizes the first letter of every word except articles, prepositions, and conjunctions. Sentence case capitalizes the first letter of the first word.

Don't capitalize random words in the middle of sentences, even if you're going for emphasis.

Contractions

They're great! They give your writing an informal, friendly tone. In most cases, use them as you see fit.

Emoji

Emoji are a fun way to add humor and visual interest to your writing, but use them infrequently, and only in social media posts.

Numbers

Spell out a number when it begins a sentence. Otherwise, use the number.

- *Ten new clowns started on Monday, and 12 start next week.*

- *I ate 3 apple cider donut bites.*
- *Gearmo Del Pouro won 1st place in the trivia contest.*
- *We hosted a group of 8th graders who are learning to code.*

(Sometimes it feels weird to use "1" instead of "one." Just go with your gut.)

Numbers over 3 digits get commas:

- 999
- 1,000
- 150,000

Write out big numbers in full. Abbreviate them if there are space restraints, as in a tweet or a chart: 1k, 150k.

APPLYING OUR BRAND

COPYWRITING EDITORIAL STYLEGUIDE

Dates

Generally, spell out the day of the week and the month. Abbreviate only if space is an issue in the app.

- *Saturday, January 1*
- *Sat., Jan. 1*

Decimals and fractions

Spell out fractions.

- Yes: *two-thirds*
- No: *2/3*

Use decimal points when a number can't be easily written out as a fraction, like 1.234 or 56.7.

Percentages

Use the % symbol instead of spelling out "percent."

Ranges and spans

Use a hyphen (-) to indicate a range or span of numbers.

- *It takes 10-15 days.*

Money

When writing about US currency, use the dollar sign before the amount. Include a decimal and number of cents if more than 0.

- \$20
- \$19.99

When writing about other currencies, follow the same symbol-amount format:

- ¥1
- €1

Telephone numbers

Use dashes without spaces between numbers. Use a country code if your reader is in another country.

- 555-867-5309
- +1-404-123-4567

Time

Use numerals and am or pm, with a space in between. Don't use minutes for on-the-hour time.

- *7 am*
- *7:30 pm*

Use a hyphen between times to indicate a time period.

- *7am-10:30pm*

Specify time zones when writing about an event or something else people would need to schedule. Since Two Bit Circus is (currently!) in Los Angeles, we default to PT.

Abbreviate time zones within the continental United States as follows:

- *Eastern time: ET*
- *Central time: CT*
- *Mountain time: MT*
- *Pacific time: PT*

APPLYING OUR BRAND

COPYWRITING EDITORIAL STYLEGUIDE

Punctuation

Apostrophes

The apostrophe's most common use is making a word possessive. If the word already ends in an s and it's singular, you also add an 's. If the word ends in an s and is plural, just add an apostrophe.

- *The clown ate Sam's donut.*
- *The clown ate Chris's donut.*
- *The clown ate the managers' donuts.*

Apostrophes can also be used to denote that you've dropped some letters from a word, usually for humor or emphasis. This is fine, but do it sparingly.

Colons

Use a colon (rather than an ellipsis, em dash, or comma) to offset a list.

- *The clown ordered 3 kinds of sno-cones: grape, tropical, and root beer.*

You can also use a colon to join 2 related phrases. If a complete sentence follows the colon, capitalize the 1st word.

- *I was faced with a dilemma: I wanted a donut, but I'd just eaten a bagel.*

Commas

When writing a list, use the serial comma (also known as the Oxford comma). We're sticklers on this one.

- **YES:** *The robot enjoys cocktails, trivia shows, and sliders.*
- **NO:** *The robot enjoys cocktails, trivia shows and sliders.*

Dashes and hyphens

Use a hyphen (-) without spaces on either side to link words into single phrase, or to indicate a span or range.

- *first-time user*
- *Monday-Friday*

Use an em dash (—) without spaces on either side to offset an aside.

Use a true em dash, not hyphens (- or --).

- *The Raft — just one of our VR experiences — will knock your socks off.*
- *Tim thought Jeff was the donut thief, but he was wrong — it was Shane.*

Ellipses

Ellipses (...) can be used to indicate that you're trailing off before the end of a thought. Use them sparingly. Don't use them for emphasis or drama, and don't use them in titles or headers.

- *"Where did all those slider go?" Tim asked. Lain said, "I don't know..."*

Ellipses, in brackets, can also be used to show that you're omitting words in a quote.

- *"Send in the clowns, [...] maybe next year."*

Periods

Periods go inside quotation marks. They go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

- *Tim said, "I ate a slider."*
- *I ate a slider (and I ate a taco, too).*
- *I ate a slider and a taco. (The taco was Bill's.)*

Leave a single space between sentences.

APPLYING OUR BRAND

COPYWRITING EDITORIAL STYLEGUIDE

Punctuation (cont.)

Question marks

Question marks go inside quotation marks if they're part of the quote. Like periods, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Exclamation points

Use exclamation points sparingly, and never more than one at a time. They're like high-fives: A too many can be annoying and inauthentic.

Exclamation points go inside quotation marks. Like periods and question marks, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Quotation marks

Use quotes to refer to words and letters, titles of short works (like articles and poems), and direct quotations.

Periods and commas go within quotation marks. Question marks within quotes follow logic—if the question mark is part of the quotation, it goes within. If you're asking a

question that ends with a quote, it goes outside the quote.

Use single quotation marks for quotes within quotes.

- *Who was it that said, "A fool and his donut are easily parted"?*
- *Brad said, "A wise man once told me, 'A fool and his donut are easily parted.'*

Semicolons

Go easy on semicolons. They usually support long, complicated sentences that could easily be simplified. Try an em dash (—) instead, or simply start a new sentence.

Ampersands

Don't use ampersands unless one is part of a company or brand name.

- Ben and Dan
- Ben & Jerry's

People, Places, and Things

File extensions

When referring generally to a file extension type, use all uppercase without a period. Add a lowercase s to make plural.

- *GIF*
- *PDF*
- *HTML*
- *JPGs*

When referring to a specific file, the filename should be lowercase:

- *clown.gif*
- *clown.pdf*
- *eric-clown.jpg*
- *alltheclowns.html*

Pronouns

If your subject's gender is unknown or irrelevant, use "they," "them," and "their" as a singular pronoun.

APPLYING OUR BRAND

Use “he/him/his” and “she/her/her” pronouns as appropriate. Don’t use “one” as a pronoun.

URLs and websites

Capitalize the names of websites and web publications. Don’t italicize.

Avoid spelling out URLs, but when you need to, leave off the http://www.

Writing about Two Bit Circus

We are Two Bit Circus. Each word is capitalized. Please do not shorten to ‘2BC’ or other acronyms in external communications,

Always capitalize the first “M” and lowercase the “c” in Mailchimp.

Refer to Two Bit Circus as “we,” not “it.”

Writing about other companies

We work with many partners, to introduce their experiences and games in our parks. Please research the correct capitalization of our partner products on our website or contact Two Bit Circus for guidance.

COPYWRITING EDITORIAL STYLEGUIDE

Slang and jargon

We don’t mind a dash of slang when it adds personality and flavor to copy – just make sure it doesn’t cloud your meaning.

Write positively

Use positive language rather than negative language. One way to detect negative language is to look for words like “can’t,” “don’t,” etc.

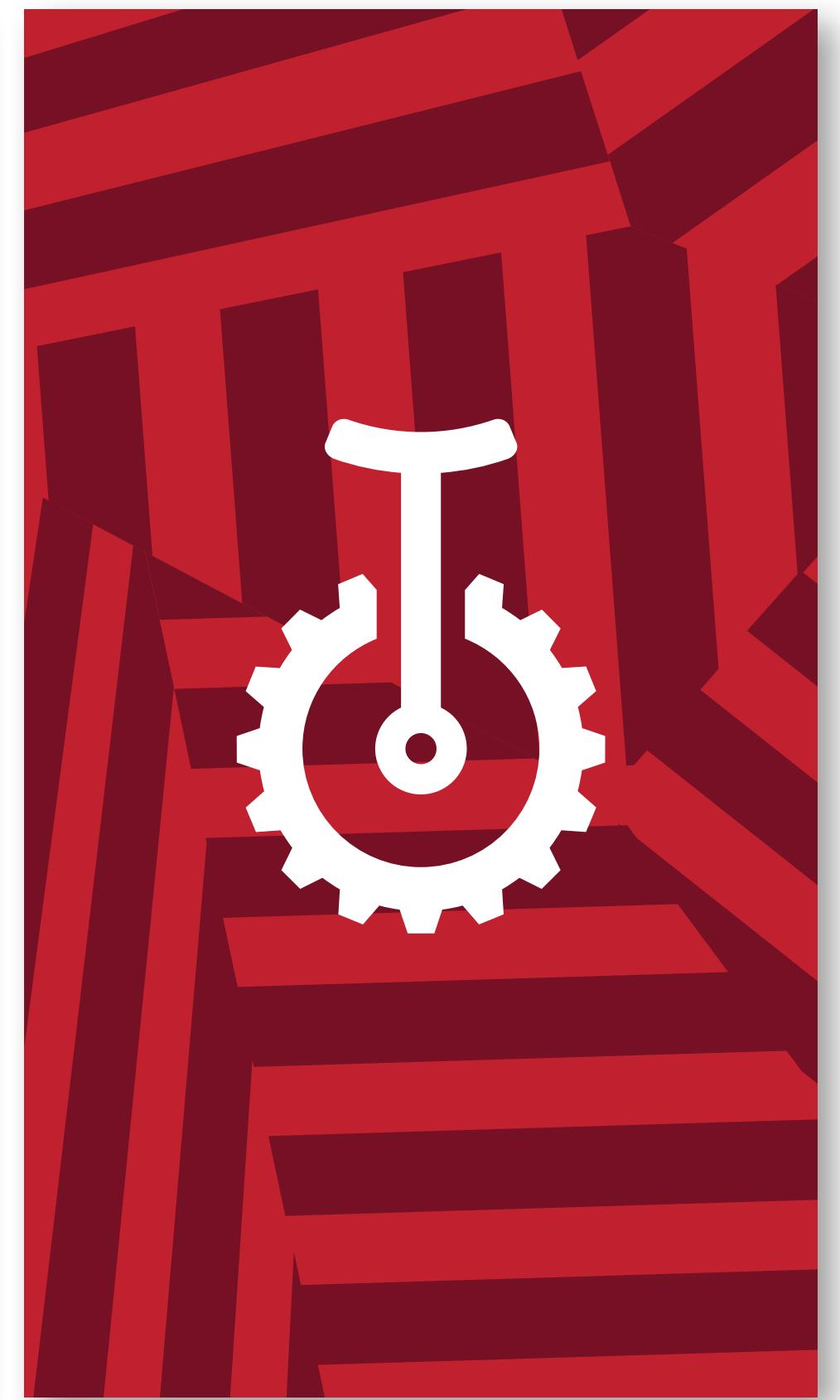
- **YES:** *To get a donut, stand in line.*
- **NO:** *You can’t get a donut if you don’t stand in line.*

Behold! Our Brand

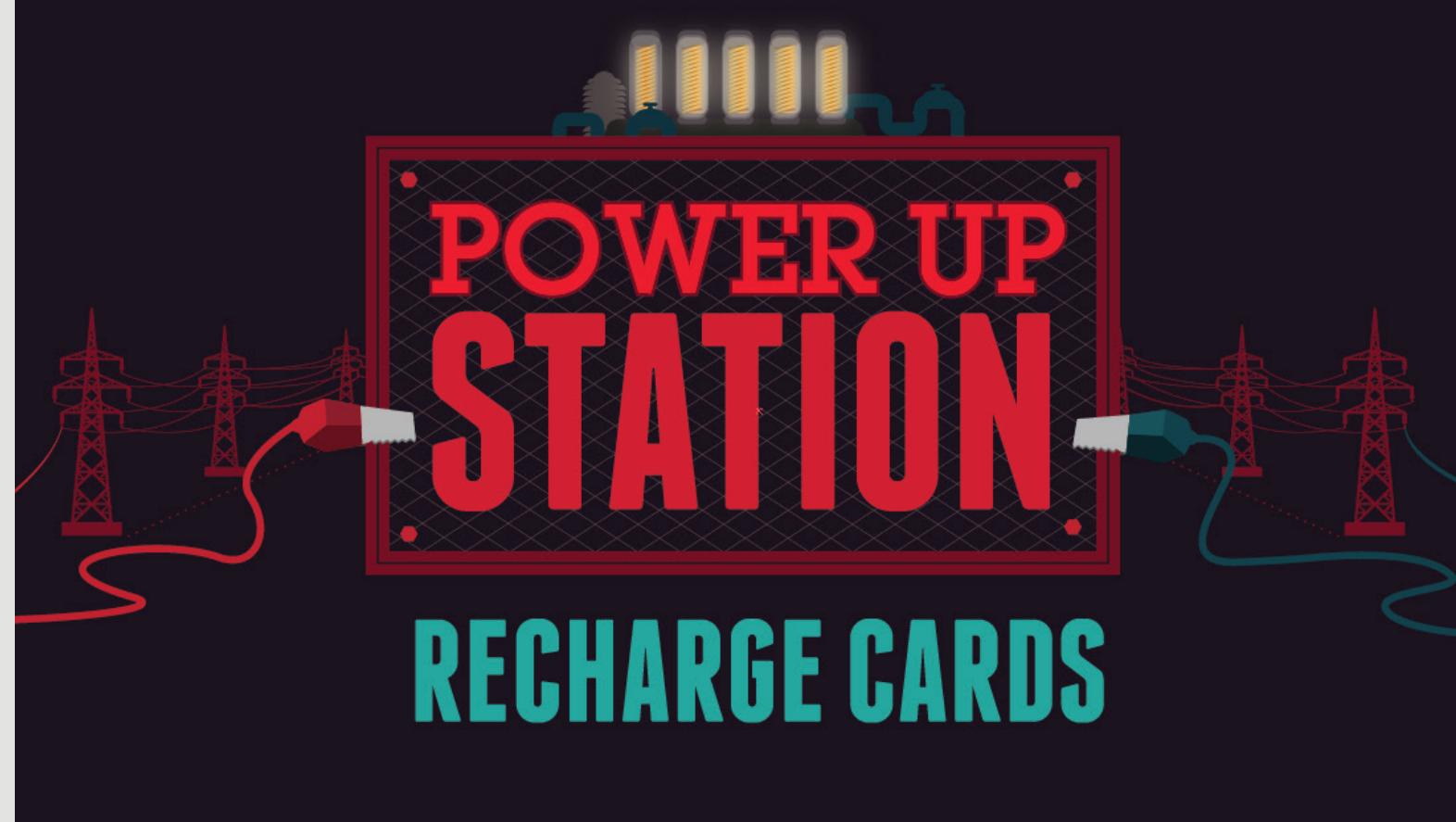
Here are some of our favorite examples of the Two Bit Circus brand coming to life.



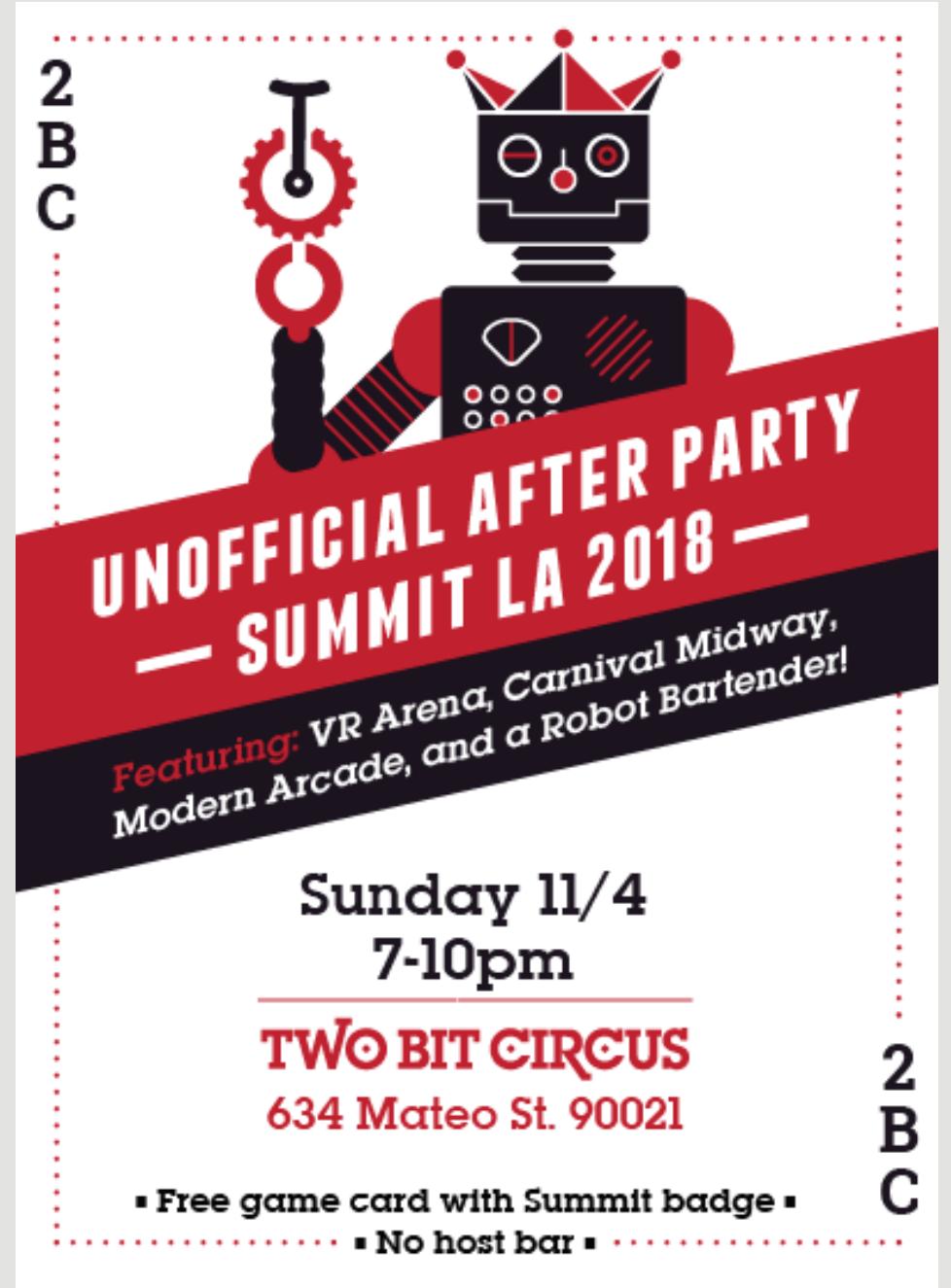
Business cards



Bar Cups



Card Recharge Station topper



“Joker Robot” Flyer template

WELCOME TO TWO BIT CIRCUS!

REGULAR HOURS

Mondays: Closed For Reboot
 Tuesday – Thursday: 5pm – 11pm
 Friday: 5pm – 1am
 Saturday: 1pm – 1am
 Sunday: 1pm – 11pm

UPCOMING BLOCK-OUTS

The Park Is Occasionally Closed For Special Events. Here Are The Upcoming Special Hours:

- Friday 12/7: Closed All Day
- Saturday 12/8: Opening Late At 10pm
- Monday 12/10: Closed All Day
- Wednesday 12/12: Closed All Day
- Saturday 12/15: Opening Late At 7pm
- Sunday 12/16: Opening Late At 7pm

Website Panels (featuring use of brand Filligrees)



EATS

HAND PIES

Tired of carrying delicious hot food cupped in your hands? This one-of-a-kind invention (®, Patent Pending) is a vessel of house-made organic dough, baked to a golden brown (hex #996515) which carries a variety of fresh ingredients automatically! A true breakthrough in culinering! (Void where prohibited, supplies limited, ask your doctor if this pie is right for you.)

PROSCIUTTO & LOCATELLI	\$14
California Prosciutto Cotto, imported Italian Locatelli cheese, served with our house-made melon/habanero sauce	
VEGAN ♦	\$13
Real Organic broccoli, local (Follow your Heart) vegan cheddar, served with light vegan house-made gravy	
PASTA ARRABBIATA	\$13
Abruzzi pasta, Nonna's spicy arrabbiata, and pecorino romano	

SLIDERS

THREE PER ORDER

Our sliders are crafted using an intricate three-stage scientific process: Gather great foods. Stack great foods. Consume stack. Works great! And despite what the name implies this invention does not demonstrate lower than average static friction* as compared to other sandwiches.

$F_{max} = \mu_s mg \cdot \cos(\theta)$ where F is the static force, μ_s is the coefficient of static friction, m is the mass of the slider, g is the acceleration due to gravity, and θ is the angle of the plate.

BOURBON CHICKEN	\$15
Southern battered free range organic chicken on a Sadie Rose bakery pretzel bun with a bourbon cabbage slaw	
CAJUN BEEF	\$15
N'awlins-style dry aged grass fed beef, Laura Chenel Chevre, roasted red peppers, on a Sadie Rose bakery pretzel bun	
SLIDER SAMPLER	\$19
Your choice of 3 sliders. Comes with tots and fries!	

FLAT BREAD

Our vegan house-made dough blanketed in delicious toppings and made entirely flat to reduce drag at high speeds. Fueling up should not slow you down.

HAM & CHIMICHURRI	\$15
Chimichurri sauce, Zoe's smoked ham, caramelized onions, roasted leeks	
ADOBRO CHICKEN	\$15
Adobo sauce, Zoe's marinated/roasted chicken breast, red onion, fresh basil	
CHORIZO	\$15
House-made spiced black bean puree, imported Pamplona Chorizo, Laura Chenel goat chevre, cilantro	
VEGAN ♦	\$13
Chimichurri sauce, sliced roma tomatoes, roasted zucchini ribbons, caramelized onions, roasted leek and finished with smoked sea salt	

♦ = VEGAN ♦ = GLUTEN FREE RECIPE (PREPARED IN A KITCHEN WHERE GLUTEN IS USED)

SKEWERS

A skewer is a tactically superior food format by every imaginable metric. When hunger strikes, defend yourself.

CHIANG MAI PORK ♦	\$12
Pork, fish sauce, ginger, scallions, chili flakes with sweet chili sauce	
EL JEFE'S MEATBALL ♦	\$12
Ground beef, onion, garlic, egg, smoked sea salt, old bay seasoning (choice of sauce)	
HOLA VEGAN ♦	\$12
Beyond Meat, salt, pepper, olive oil, cajun seasoning, smoked paprika (choice of sauce)	

BISTRO FRIES

Our rectangular prism cut french fries start with actual whole Russet potatoes (crazy, right?), sliced with nanometer precision, and fried at 449 Kelvin in canola oil.

SEA SALT & PINK PEPPERCORN ♦	\$6
PERIGORD TRUFFLE ♦	\$9
GILROY GARLIC ♦	\$8

HOT POTATO TOTS

Baked; not fried. Because you're a #@& grown up. And you can absolutely have fancy tater tots for dinner if you want to.

EVERYTHING ♦	\$7
(like the bagel: toasted sesame, poppy seeds, dried garlic, dried onion, sea salt)	
SEA SALT & PINK PEPPERCORN ♦	\$7
FIRE ROASTED CHIPOTLE ♦	\$7

CORN DOGS

ONE SAUCE INCLUDED

The corn dog is the beating heart of our American story. It is the flaming electric guitar solo that keeps the bald eagle in flight. Our take on this classic is baked, not fried. Our house-made gluten-free batter uses Bob's Gluten-Free Flour, Cornmeal and almond milk. Let Freedom Ring.

NEVER RANCH BEEF	\$5
THAI SHRIMP WITH SWEET CHILI SAUCE	\$5
FIELD ROAST FRANKFUTER	\$6

SNACKS

MOLE SNACK MIX ♦	\$7
Roasted peanuts, pumpkin seeds, plantains, cocoa nibs, dark chocolate chunks, chipotle seasoning	
EVERYTHING SNACK MIX ♦	\$5
Roasted almonds, peanuts, pumpkin seeds, crispy rice bits, everything seasoning (like a bagel: toasted sesame, poppy seeds, dried garlic, dried onion, sea salt)	
KIMCHI KALE SLAW ♦	\$5

SAUCES

EACH \$1

Sweet Chili Sauce	
Honey Kimchi sauce	
Honey Sriracha sauce	
BBQ Sauce	
Beer Cheese Sauce (optional jalapeno kick)	
Vegan Beer Cheese Sauce	
Spiced Mustard	
Ketchup	

LIL CARNY MEAL

CHOICE OF ENTREE, 2 SIDES, AND DRINK

MAIN	+	SIDE	+	PLANT	+	COOKIE	+	DRINK	= \$8
Hand Pie		Fries		Fruit (Apple/Orange)		Fountain drink		Milk	
Sliders		Tots		Vegetable (Broccoli/Celery/Carrots)		Chocolate milk			
Flat Bread									
Hot Dog									

♦ = VEGAN ♦ = GLUTEN FREE RECIPE (PREPARED IN A KITCHEN WHERE GLUTEN IS USED)

SWEETS

I SCREAM SANDWICHES

APPLE CIDER DONUT BITES	\$8
Artfully distressed with cinnamon sugar	
FUNNEL BYTES	\$7
Beignet style mini donuts blasted in powdered sugar	

SCOPS

★ ASK AT COUNTER ★
For our current flavors! (featuring flavors by Gelateria UI)

MAPLE BACON COOKIES + SEA SALT CARAMEL GELATO	\$5
Rice Krispy, freeze dried Strawberry Split (ice cream, strawberry, & blueberry)	
PEANUT BUTTER + COCOA NIBS COOKIES + BANANA WHITE CHOCOLATE GELATO	\$5

BEVERAGES

SODA

Coke	Evan
Diet Coke	Smart Water
Bleu Sky Root Beer	Badoit Sparkling
Mr Piso	Illy Cold Brew
Sprite	Golden Peak Dark
Pink Lemonade	Golden Peak Light
Odwalla lemonade	Vitamin Water

COFFEE/TEA

Honest JUST Iced Tea - Brewed	
Odwalla Citrus Monster	
Odwalla Original Superfood	
Odwalla Mango Tango	
Odwalla Orange	
Odwalla Berries GO Mega	
Odwalla Chocolate Protein Monster	
Badoit Sparkling Water	
Red Bull	
Desani	

BOTTLES

Odwalla Citrus Monster	
Odwalla Original Superfood	
Odwalla Mango Tango	
Odwalla Orange	
Odwalla Berries GO Mega	
Odwalla Chocolate Protein Monster	
Badoit Sparkling Water	
Red Bull	
Desani	

JUICE

Orange	
Cranberry	
Apple	
Grapefruit	
Pineapple	

Print Menu

FARM TO CIRCUS EATS

SHAREABLES

Bite-size shareable snacks to carry around the park and share with friends - or to keep all for yourself!

CHIANG MAI PORK SKEWERS	\$12
EL HEFE'S BEEF MEATBALL	\$12
NOLA VEGAN SKEWERS	\$12
RED PEPPER HUMMUS WITH CRUDITE	\$7
BISTRO FRIES	\$7
*With your choice of seasoning.	
TATER TOTS	\$7
*With your choice of seasoning.	
ONION RINGS	\$7
APPETIZER SAMPLER	\$19
Choice of three different sliders, tots, fries.	
*Fries Seasoning Salt & Pepper, Truffle, Garlic.	
*Tots Seasoning Chipotle, Pink Peppercon, Everything.	

FLATBREAD PIZZA

The Earth isn't flat, but our pizza selection is!

PEPPERONI	\$13
HAM & CHIMICHURRI	\$15
BQ CHICKEN	\$13
VEGAN CHIMICHURRI	\$13

3 SLIDERS

What's a Micro-Amusement Park without Micro Burgers?!

With your choice of tots or fries.

HONEY SRIRACHA CHICKEN	\$15
CAJUN BEEF	\$15
CHEESEBURGER	\$15
BEYOND MEAT	\$18
PULLED PORK SLIDERS	\$15

Carny Kids Menu \$5

Carefully crafted combos for even the most discerning carny palate.
(includes fries or tots and choice of fountain drink)

GRILLED CHEESE	CHEESE QUESADILLA	HOT DOG	CORN DOG
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SYMBOLS

● = VEGAN ★ = CIRCUS FAVORITE GF = GLUTEN FREE RECIPE (PREPARED IN A KITCHEN WHERE GLUTEN IS USED)

BAR BYTES

EACH
\$5

CORN DOGS

Your favorite old-school carnival snack, but healthier! (Baked, not fried)
With your choice of tots or fries.

CHICKEN 'N WAFFLE CONE

CAULIFLOWER 'N WAFFLE CONE

STROMBOLI BITES

PIGS 'N BLANKETS

MINI CORN DOG BITES

HUMMUS PLATE

Level up your holiday cheer with a Two Bit Circus

GIFT CARD

BUY A \$100 GIFT CARD AND GET A \$25 BONUS PLAYING CARD
BUY A \$50 GIFT CARD AND GET A \$10 BONUS PLAYING CARD
BUY A \$25 GIFT CARD AND GET A \$5 BONUS PLAYING CARD

*Tis the season for good times with good people. You bring the people, we got the fun (And games. And food. And drink).
For more information: www.twobitcircus.com. Purchase of offer valid through 12/27/2019. All offers are limited to supplies on hand and may be changed at any time without prior notice. Gift Card and Playing Card cannot be redeemed for cash.
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SWEETS

BYTES

No need to skip dessert with these bite size shareables!

APPLE CIDER DONUT BYTES	\$8
FUNNEL BYTES	\$7

I SCREAM SANDWICHES

I scream, you scream, everyone screams for our Ice Cream Sandwiches!
You'll love these delicious Sammys crafted from fresh homemade cookies
and Gelateria Uli Gelato! Get them while they last!

Limited supply each day!

THE BIG TOP	\$7
MAPLE BACON COOKIES + SEA SALT GELATO	\$5
PEANUT BUTTER & COCOA NIBS COOKIES + BANANA WHITE CHOCOLATE GELATO	\$5
CHOCOLATE CHIP COOKIE + MINT STRACCIALELLA	\$5

Ask about our seasonal ice cream sandwich!

SCOOPS

Featuring flavors by Gelateria Uli

2 SCOOPS FOR \$5

Ask at counter for our current flavors!

TWO BIT CIRCUS

Treat yourself to a gift of
FUN
this holiday season.

TWO BIT CIRCUS IS A BRAND NEW MICRO-AMUSEMENT PARK IN DOWNTOWN L.A.

SAVE 30%
ON A \$30 PLAYING CARD FOR \$20

LEVEL UP YOUR HOLIDAY CHEER WITH A TWO BIT CIRCUS

GIFT CARD

BUY A \$100 GIFT CARD AND GET A \$25 BONUS PLAYING CARD
BUY A \$50 GIFT CARD AND GET A \$10 BONUS PLAYING CARD
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TWO BIT CIRCUS

Level up your holiday cheer with a Two Bit Circus

GIFT CARD

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OUR BRAND AT PLAY

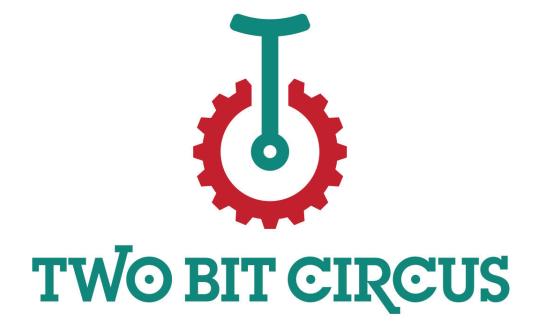
OUR DEVELOPING LOOK & FEEL

As the brand evolves, new ideas and styles come into play.

The following images show ongoing work in the creation of key art that combines our graphic brand assets with photo elements taken at the Park.

They represent a successful mix of all our visual elements and are a first example of a new design system in development.

Stay tuned for more!



NOW PLAYING



NOW PLAYING



TWO BIT CIRCUS

P L A Y I N G

N O W

CONTACT

Before you call or email us, be sure to check out our online resource to see if it gives you the answers your need.

Online Brand Guidelines

<http://twobitcircus.com/media-kit>

Any further questions? Please don't hesitate to contact us.

Brand Team Contact

brand@twobitcircus.com

The end.

