

ACTIVATE

# INTRODUCTION



## OUR BRAND STANDARDS

The Activate brand should convey our desire to be an innovative, futuristic, and physically active entertainment choice for numerous demographics. The brand's identity is rooted in the idea that we are a passionate team using new technologies who want to bring entertainment to new levels.

Our employees will ensure that every visit to Activate is engaging by celebrating wins, offering tips, and providing excellent customer service to every person who walks through the door.

In order to maintain a strong brand we need to make Activate more than just a name and a logo. Our colors, aesthetics, media, and voice need to inspire curiosity and a desire to learn what it means to 'enter the game'. In years to come we cannot capitalize on being a 'new' form of entertainment. Therefore, it is our responsibility to communicate effectively that the Activate brand will always be synonymous with innovation.




# WHO WE ARE

## MISSION STATEMENT



To take entertainment into the future by fusing technology and physical activity together to create live action gaming experiences.



# BRAND PERSONALITY



## **INNOVATIVE**

Relentless focus. We strive to defy what our players think is possible.

## **PASSIONATE**


We are confident in what we do and the experience we create. Our competitive nature challenges teams to be the best.

## **ENGAGED**

We celebrate teamwork and encourage players to share their stories. We value engagement and feedback.

## **FUN**

We're a little cheeky and like to have fun. We want players to feel like we're here to have fun with them.



# VALUES

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## **COMMITMENT TO CUSTOMERS**

Activate is committed to ensuring our customers know their voices have been heard. Our staff are always ready to engage with customers and are receptive to all feedback. Our goal is to make every visit to Activate better by using new technologies and elevating experiences in new ways.

## **COMMITMENT TO EMPLOYEES**

Activate is committed to our employees' development within the company. Our goal is to foster continuous learning to make our employees feel like working at Activate is more than just a job. We aim to know every employee and will encourage them to be the best they can be at work and in their career goals.

## **INNOVATION & SELF IMPROVEMENT**

At Activate, we know how important it is to never be finished. We aspire to be first in the market by regularly looking at how to improve as employers, entertainers, and innovators. Consistent re-imagining and self-evaluation creates endless opportunities for us to develop and implement new technologies.

## **COMMUNITY ENGAGEMENT**

Activate started as a small local business with a focus on giving back to the community through sponsoring sports teams and hosting events for non-profit organizations. Doing so has established Activate as more than just an entertainment business, and we strive to take that community engagement to every city.

# CUSTOMER PROFILES



**THE FLYNNs**  
FAMILY OF FOUR

The Flynns are a family of four with two kids: Lucas (13) and Zach (16). They're visiting Activate early in the day on a weekend since both parents work 9-5 jobs. This visit is a treat for Lucas's birthday, and Zach didn't want to come, but now he's having a great time.



**RYAN**  
COMPETITIVE PLAYER

Ryan is a 27 year old who regularly comes to Activate with the same group of male friends on wing night. He's a recent college grad and just starting out his career. He's highly competitive, has a specific outfit he wears every visit, and always pays with a credit card.



**DEREK AND MELISSA**  
COUPLE ON A DOUBLE DATE

Melissa and Derek are a young couple in their 30's. Their visit to Activate is a rare opportunity to get out of the house and go on a double date with another couple. They've got a babysitter and went out for dinner beforehand. Don't worry, Melissa always has an extra hair tie!

# CORE MESSAGING

## QUICK ICEBREAKER

Activate is a multi-game adventure blending immersive color and technology to test your reflexes, wits, coordination and competitive spirit.

## ELEVATOR PITCH

Activate is a choose-your-own high-tech adventure through a world of colors, lights and games. Players work in small teams to evade lasers, duck obstacles, hit targets, and test their mental and physical agility. The more levels you play, the more stars you earn through your electronic bracelet. Mixing competition, collaboration, and a whole lot of fun, Activate is perfect for group outings of all kinds.

## EXAMPLE HEADLINES

**PUT YOURSELF IN THE GAME.**

**LIMBER UP, THEN PARTY DOWN.**

**READY, SET, GLOW.**

**GET READY TO COLOR OUTSIDE THE LINES.**

**SHOW YOUR TRUE COLORS.**

**SET PHASERS TO FUN.**

**FULL-SPECTRUM ADVENTURE.**

**A CHALLENGE OF A DIFFERENT COLOR.**

## TAGLINE

The tagline captures the spirit of our brand, distilled down to one concise statement. This statement relates the experience of interacting with the brand, and allows the audience to connect to us with immediacy and clarity. Everything we communicate to the world should carry the spirit of this statement.

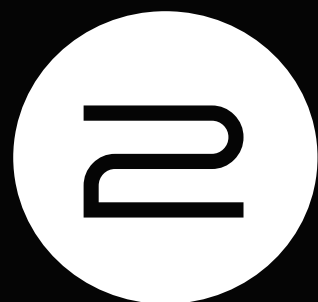
## A NEW WAY TO PLAY

**SOMETIMES, IT REALLY IS ALL  
FUN AND GAMES.**

**LASER FOCUSED ON FUN.**

**ENTER THE GAME**





LOGO USE

# ACTIVATE LOGO GUIDELINES

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## LOGO DESCRIPTION

The Activate logo is meant to be an expression of confidence and sleekness. The absence of the bar in the 'A' and use of the Centauri font gives the logo a space-like, sci-fi feel. The font and colors are reminiscent of 80's arcades and vintage video games, suggesting to customers that our business offers something futuristic, fun, and unique.

The logo should be used consistently to enforce brand awareness. The following guidelines will instruct when to use each available iteration of the Activate logo.

# WORDMARK

## PRIMARY WORDMARK

This is the main logo that will be used across primary brand applications.

ACTIVATE

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ACTIVATE

ACTIVATE

# WORDMARK

## SINGLE COLORWAY

Use the single colorway on any application where only single color options are available.

ACTIVATE

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ACTIVATE

# BEST PRACTICES



## ACTIVATE 'A' ICON

Use these for social media avatars, nametags and anywhere where the wordmark won't fit.

## DON'T GO TOO SMALL

The minimum size for the wordmark is 1.5".



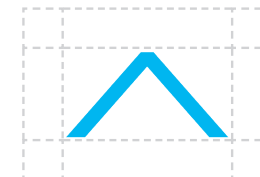
## TAGLINE

Provide ample space between the wordmark and sub-headline text. **Keep this spacing consistent and do not change the tagline text.**

ACTIVATE  
AN ACTIVE GAMING EXPERIENCE

## CLEAR SPACE

Keep a healthy margin around the wordmark and icon.



# LOGO MISUSE

Follow the aforementioned best practices, and avoid these misuses of the logo to create a consistent and instantly recognizable landmark.



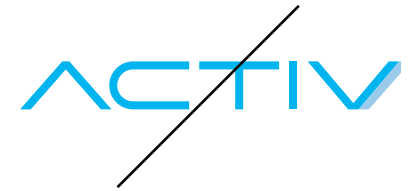
Don't angle the logo



Don't squish the logo



Use the proper single colorway lockup



Don't clip the logo



Don't separate the V and A



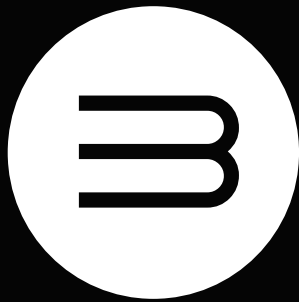
Don't add strokes or outlines



Don't switch the light and main blue on the logo



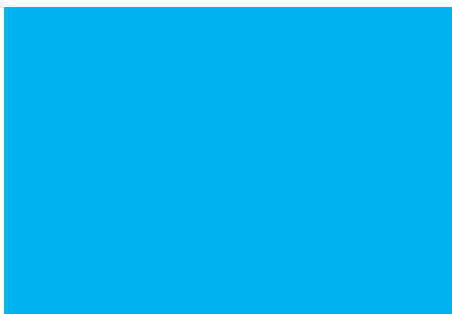
Don't cover up the logo in any way



# COLORS AND DEFINITIONS

# PRIMARY COLORS

Consider the primary colors as the first choice when designing materials for Activate. Use these colors consistently to create an ownable and recognizable brand palette.



## ACTIVATE BLUE

**PANTONE:** 2995 C

**CMYK:** 83/1/0/0

**RGB:** 0/181/239

**HEX** #00B5EF



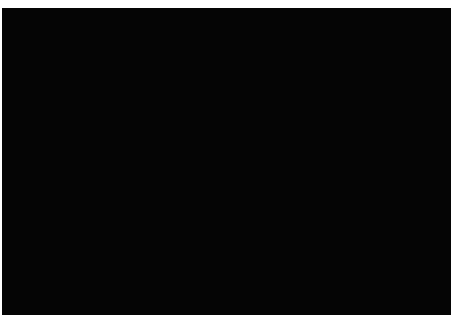
## NEON CERULEAN

**PANTONE:** 291 C

**CMYK:** 38/4/0/0

**RGB:** 155/203/235

**HEX** #9BCBEB



## GRAPHITE

**PANTONE:** 419 C

**CMYK:**

86/70/69/95

**RGB:** 5/5/5

**HEX** #050505



## SLATE

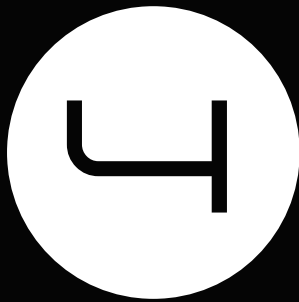
**PANTONE:** 423 C

**CMYK:** 45/34/34/0

**RGB:** 138/141/143

**HEX** #8A8D8F





TYPOGRAPHY

# TYPOGRAPHY

## PRIMARY

### HEADLINES

**TITILLIUM WEB BOLD** AND REGULAR (all caps)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**1234567890 ?!@#\$\$%& 1234567890 ?!@#\$\$%&**

### BODY

Titillium Web (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ?!@#\$\$%&

## SYSTEM FONTS

**TAHOMA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890 ?!@#\$\$%&**

## SECONDARY

### SPECIAL USE

Tachyon is used for headings, user interfaces, and decals. Avoid using it in sentences or paragraphs in social media or print.

**TACHYON REGULAR** (all caps)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890 ?!@#\$\$%&**

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ?!@#\$\$%&

ONLY USE SYSTEM FONTS AS A  
SUBSTITUTE WHEN PREFERRED  
FONTS ARE UNAVAILABLE  
(E.G. AN INTERNAL POWERPOINT  
PRESENTATION OR MEMO.)



# SAMPLE APPLICATIONS

# SAMPLE APPLICATIONS



## WHAT IS ACTIVATE?

Activate offers high-tech games that test your team's physical and mental agility across a wide variety of real-life challenges. Once inside, you and your team choose from hundreds of combinations of games and difficulty levels, each lasting one to three minutes. Your electronic wristband tracks your score and progress throughout your experience making Activate perfect for a casual night out or intense competition.

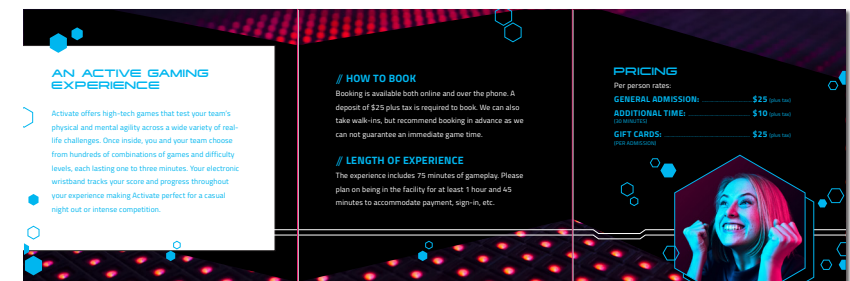
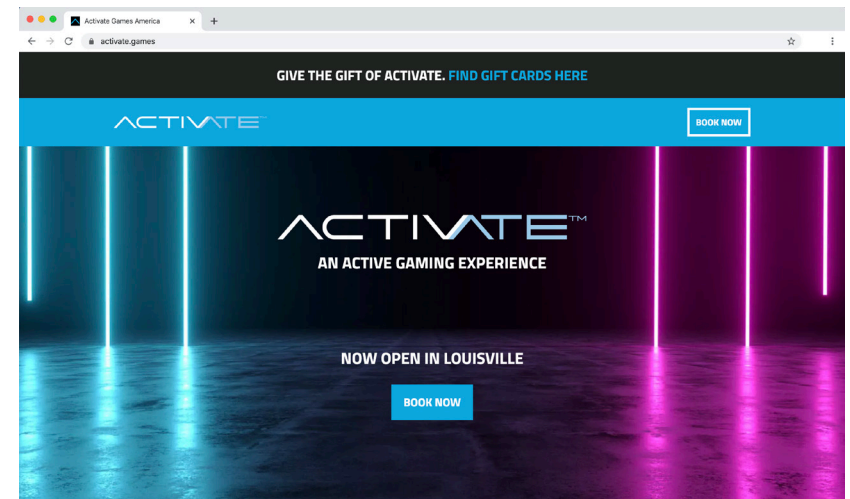
## VISIT US:

2510 Hurstbourne Gem Ln  
Louisville, KY 40220  
502-829-7002  
www.activate.games  
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ICONOGRAPHY

# GAME ROOM ICONS



ARENA



CLIMB



GRID



HOOPS



LASER



PIPES



PUSH



SUPER  
GRID



TRENCH



WORDS

# CONTACT



**WILL GRAY - MARKETING DIRECTOR**

wgray@breakoutgames.com

