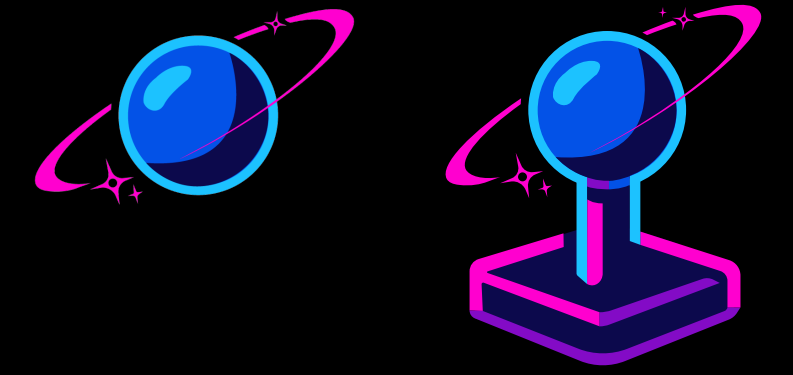
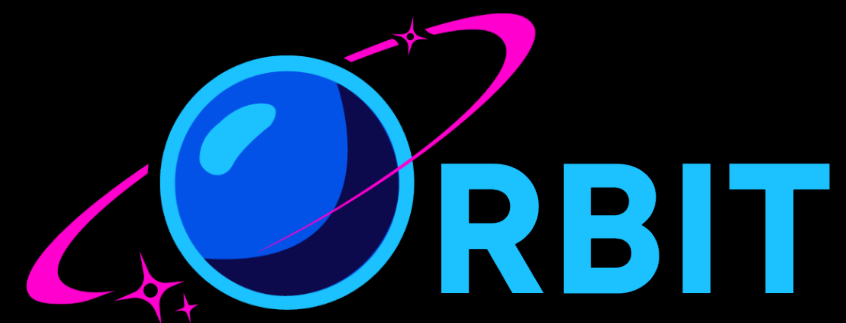




Brand Presentation

Initial Brand Identity

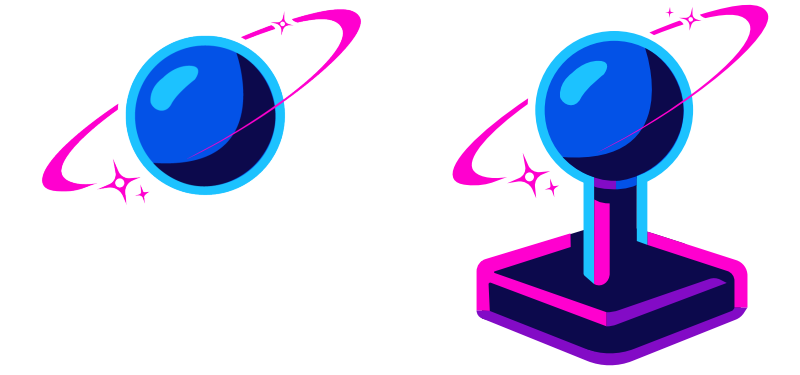


MAY
12



Welcome to the Orbit Arcade Lounge Brand Presentation.
This presentation is designed to help you get a better view
of what to expect when hiring HertaView Marketing
Management for your brand development.





Contents

01 The HertaView Brand

- Our Goal
- Strategy
- Visual Overview

04

05
06
07

03 Color

- Color Pairings
- Pantone
- Color Packaging

15

16
16
17

02 Wordmark & Icon

- Logo Introduction
- Visual Breakdown
- Logomark in Action

11

12
13
14

04 Typography

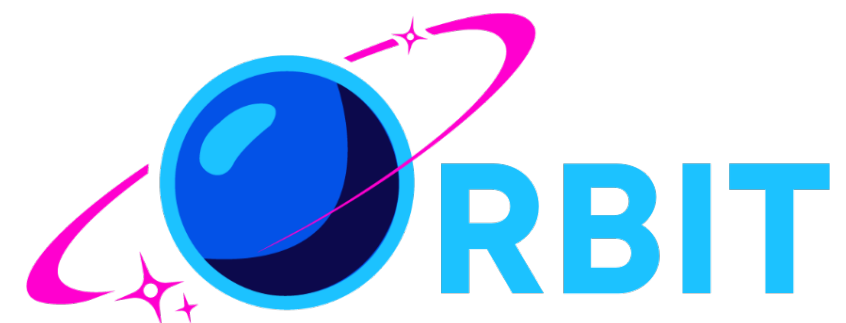
- Primary Type
- Secondary Type

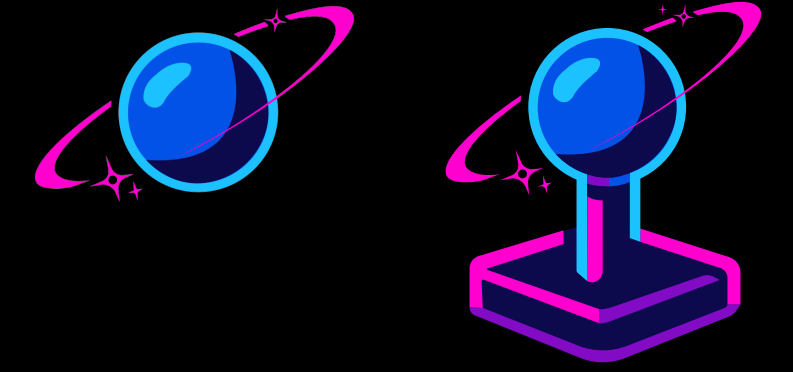
18

19
20

Let's Work Together

21

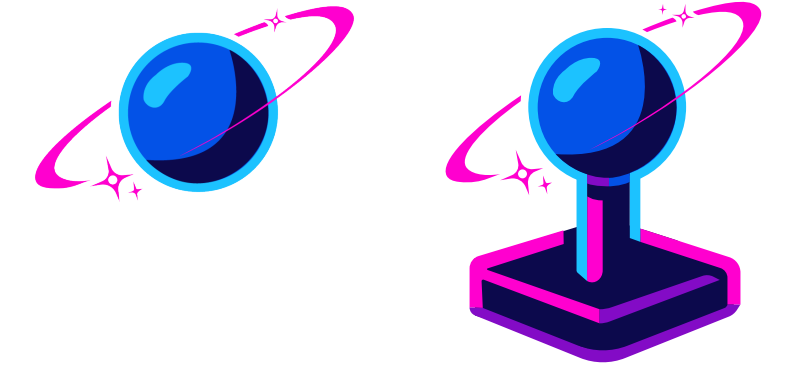




The Orbit Brand

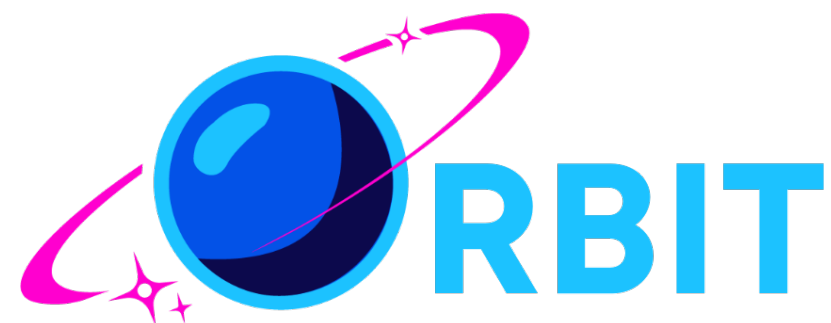
- Our Goal
- Strategy
- Visual Overview

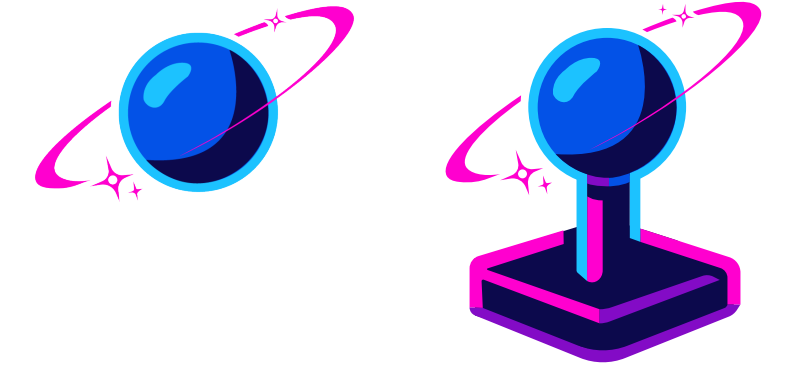




Our Goal

To create an immersive, retro-futuristic entertainment experience where nostalgia meets innovation—bringing people together through classic arcade games, modern tech, and a vibrant lounge atmosphere. Orbit aims to be the go-to destination for gamers, casual players, and nightlife seekers looking for high-energy fun, community, and unforgettable vibes.





Why do we exist?

To create an immersive, Retro-futuristic entertainment experience

Who do we serve?

The gamers, casual players and nightlife seekers of the greater Cleveland area

What do we stand for?

Inclusivity and community in the nightlife and gamer industries

How do we lead?

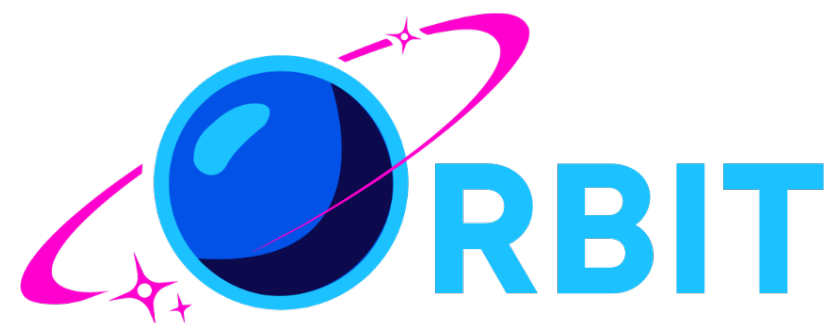
We provide access to the newest tech in the gaming sector, finding a meeting place between innovation and nostalgia

What sets us apart?

We pride ourselves on our sense of community and unforgettable experiences

Where are we headed?

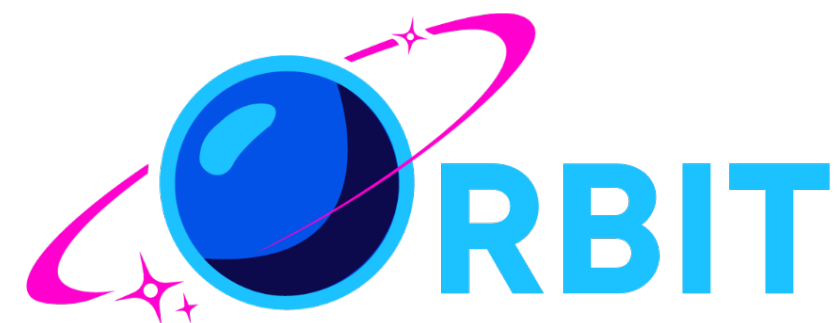
We plan on having locations throughout the state of Ohio by the year 2030

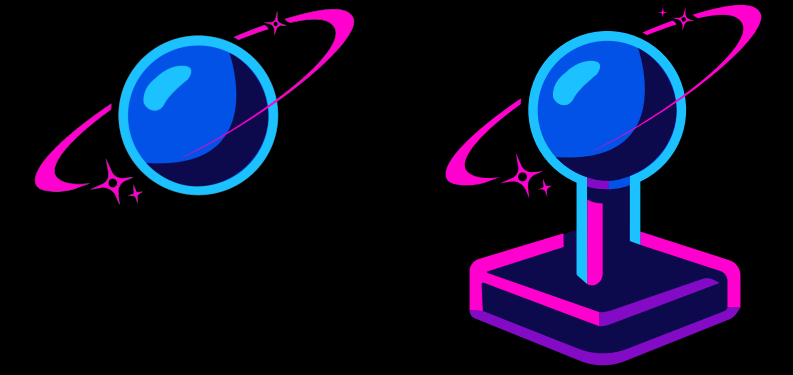


Visual Overview

The “Visual Overview” section serves as a comprehensive guide, consolidating all of the key graphic elements that comprise the distinct visual identity of the Orbit Arcade Lounge brand.

From the iconic wordmark to the font treatment, the recognizable graphic, and the versatile shapes, this section provides a holistic understanding of the visual elements that bring the Orbit brand to life.





The Wordmark & Icon

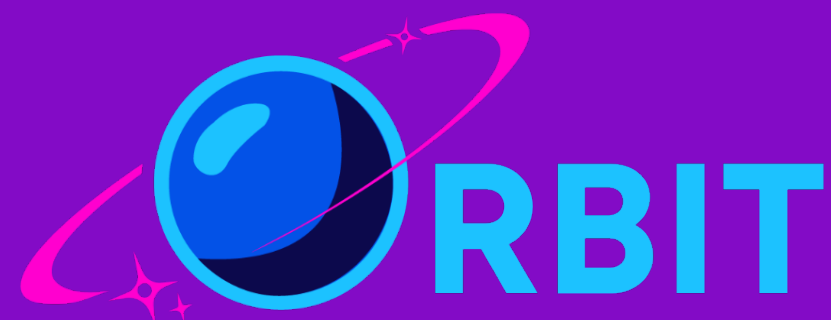
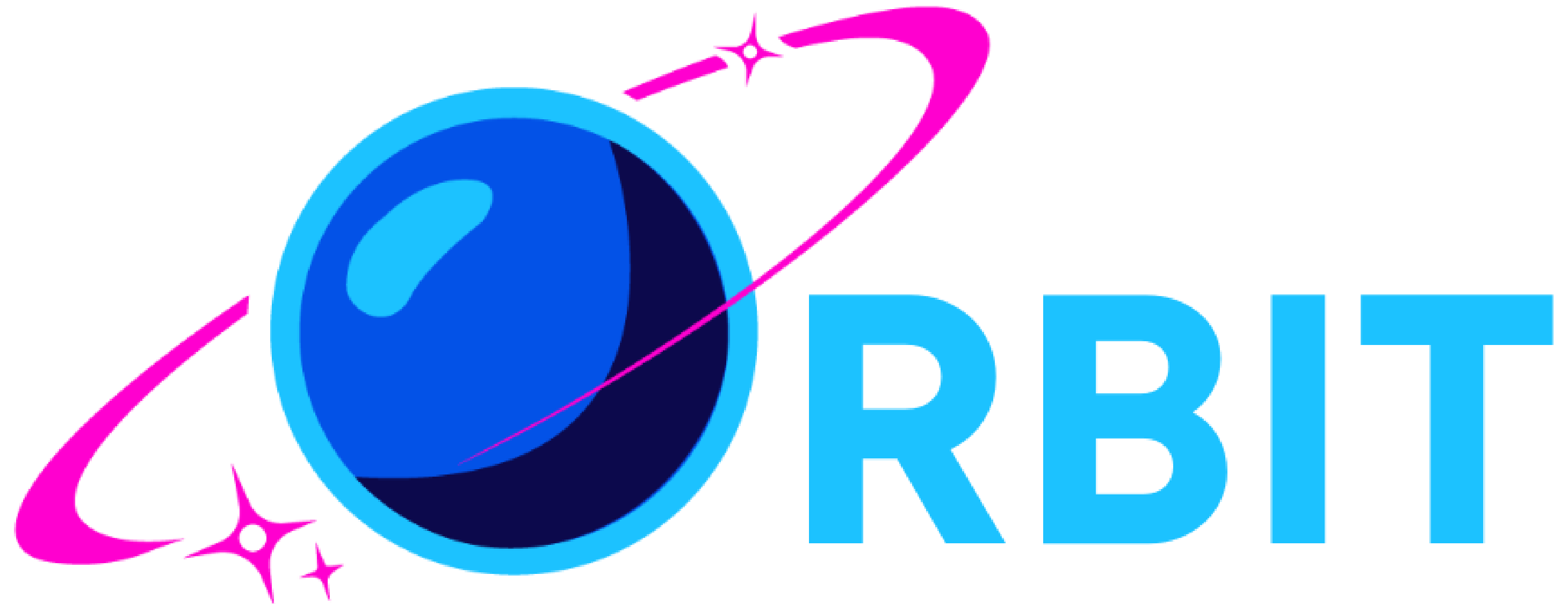
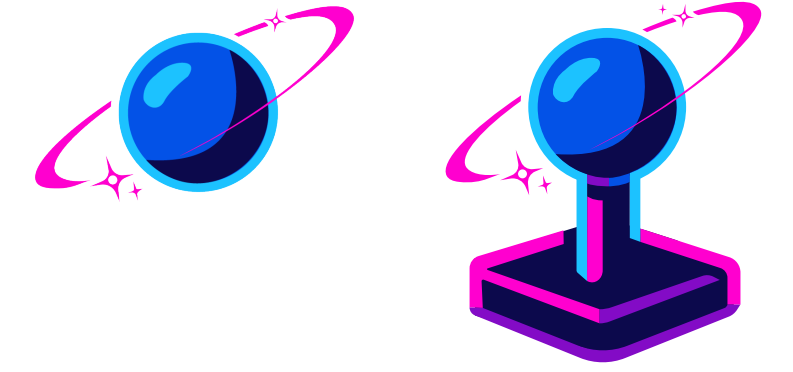
- Wordmark Breakdown
- Visual Breakdown
- Wordmark Variations
- Logo Breakdown
- Visual Breakdown
- Logomark in Action



Our Wordmark

The Wordmark is a version of the logo that can be used in situations that require a horizontal image. This includes letterhead, email signatures, horizontal posts, etc.

The Wordmark should be recognizable to the brand, sharing the same elements while still maintaining a longer shape.



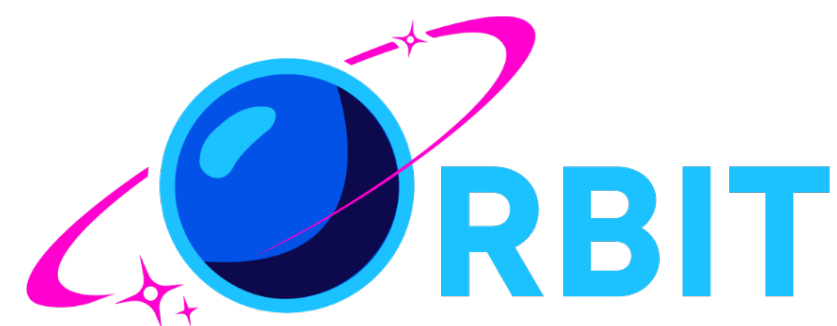
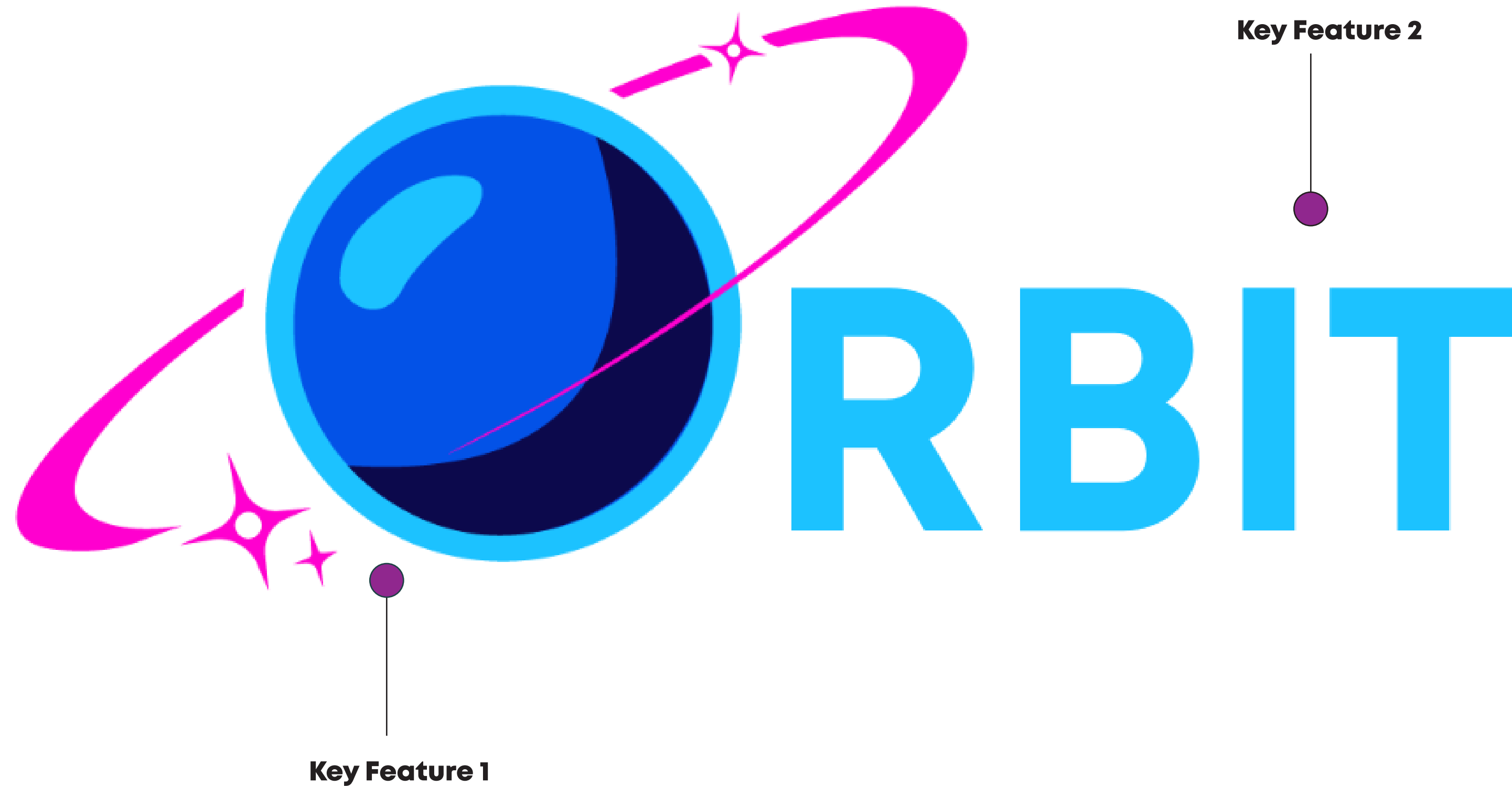
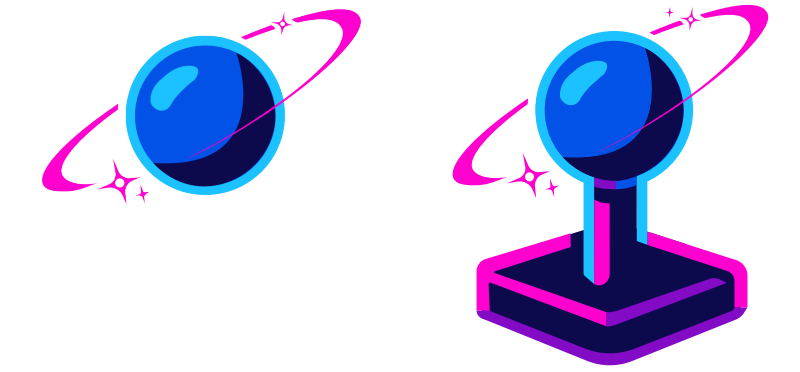
Visual Breakdown

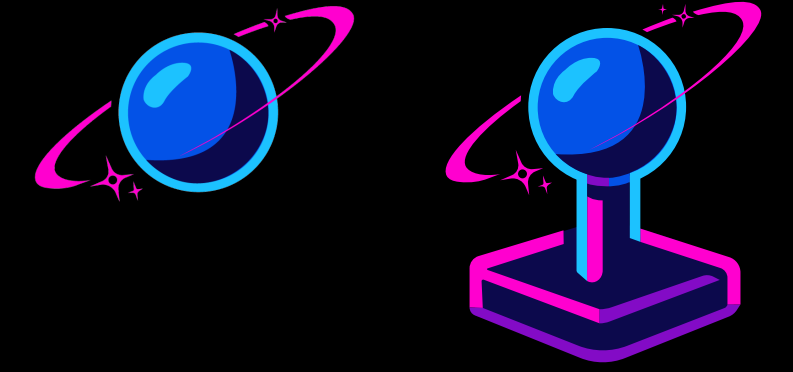
Key Feature 1

The "O" in orbit is comprised of the main image of the wordmark, which is a planet being orbited. This will also be used as the top of the joystick in the logo.

Key Feature 2

The sans serif font creates a bold look that is sleek and futuristic, hinting to both the nostalgic and ethereal look of the overall brand.





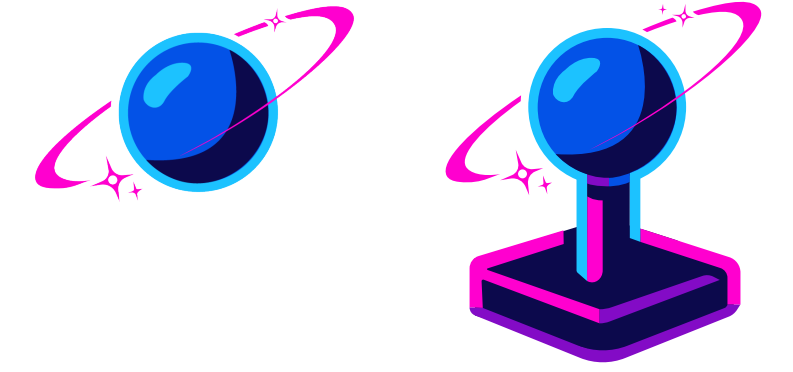
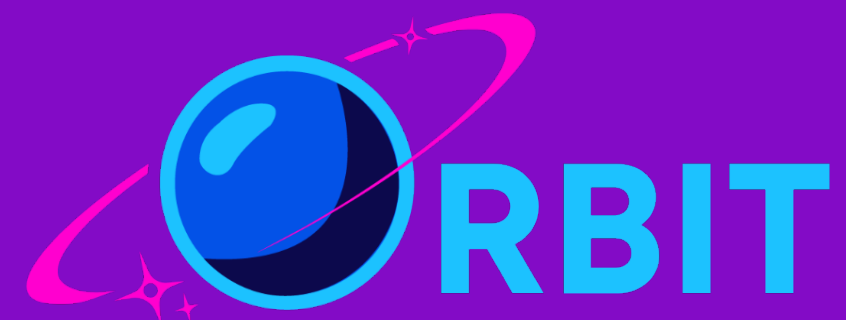
Wordmark Variations

- Logo Introduction
- Visual Breakdown
- Logo in Action



Logo Introduction

The logo is the main image that will be used to represent your brand. It contains the same elements with no words, making your brand recognizable based off of image alone.



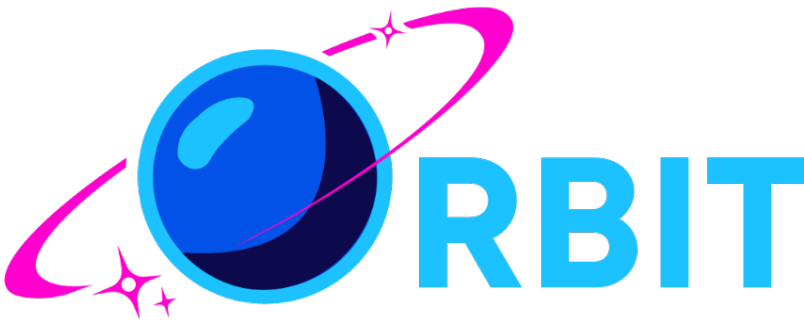
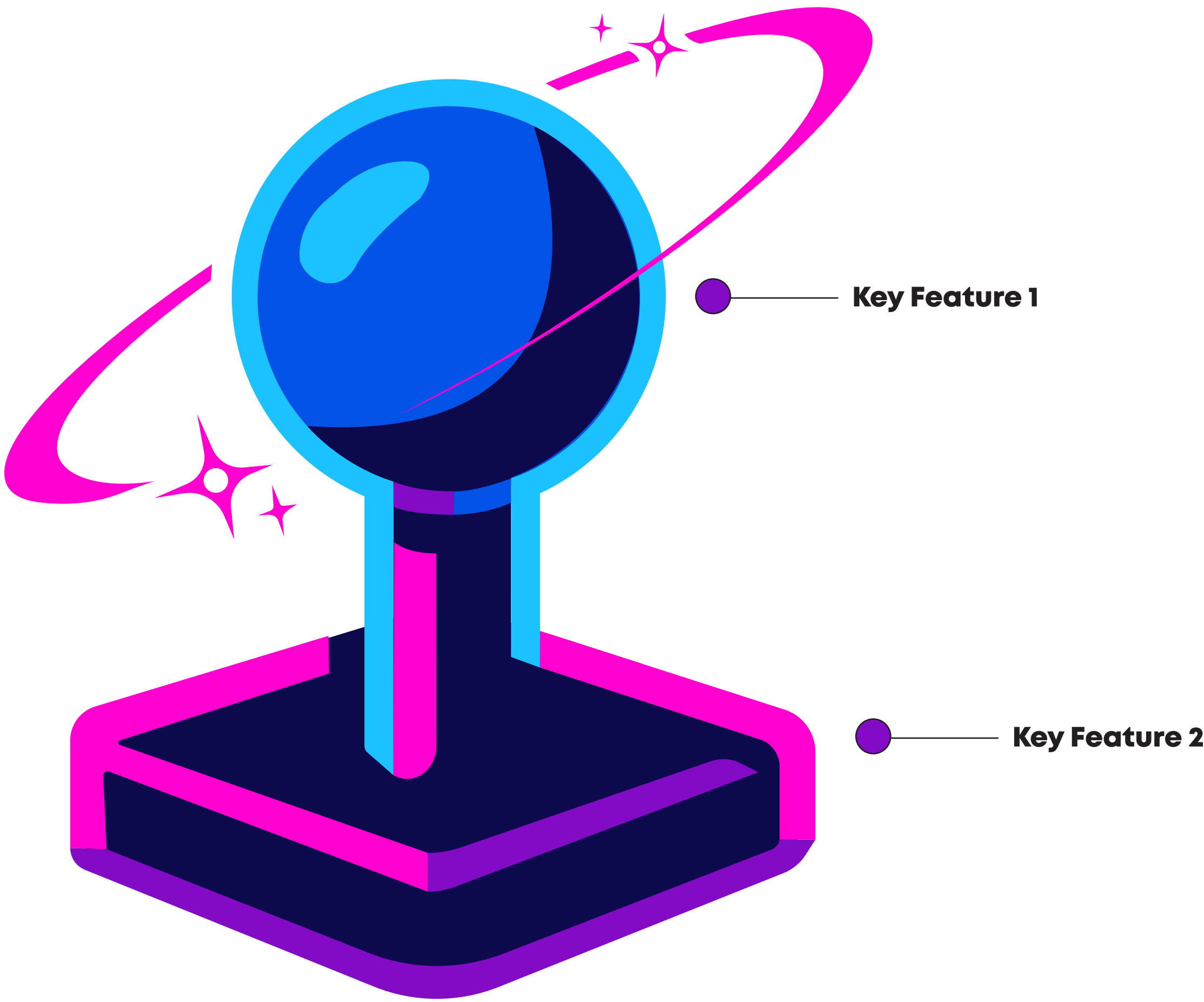
Visual Breakdown

Key Feature 1

The ball at the top of the joystick can also be interpreted as a planet, which is often thought of as something that is being orbited. As mentioned in the visual breakdown of the wordmark, this can also be used as a substitute for the "O" in "Orbit."

Key Feature 2

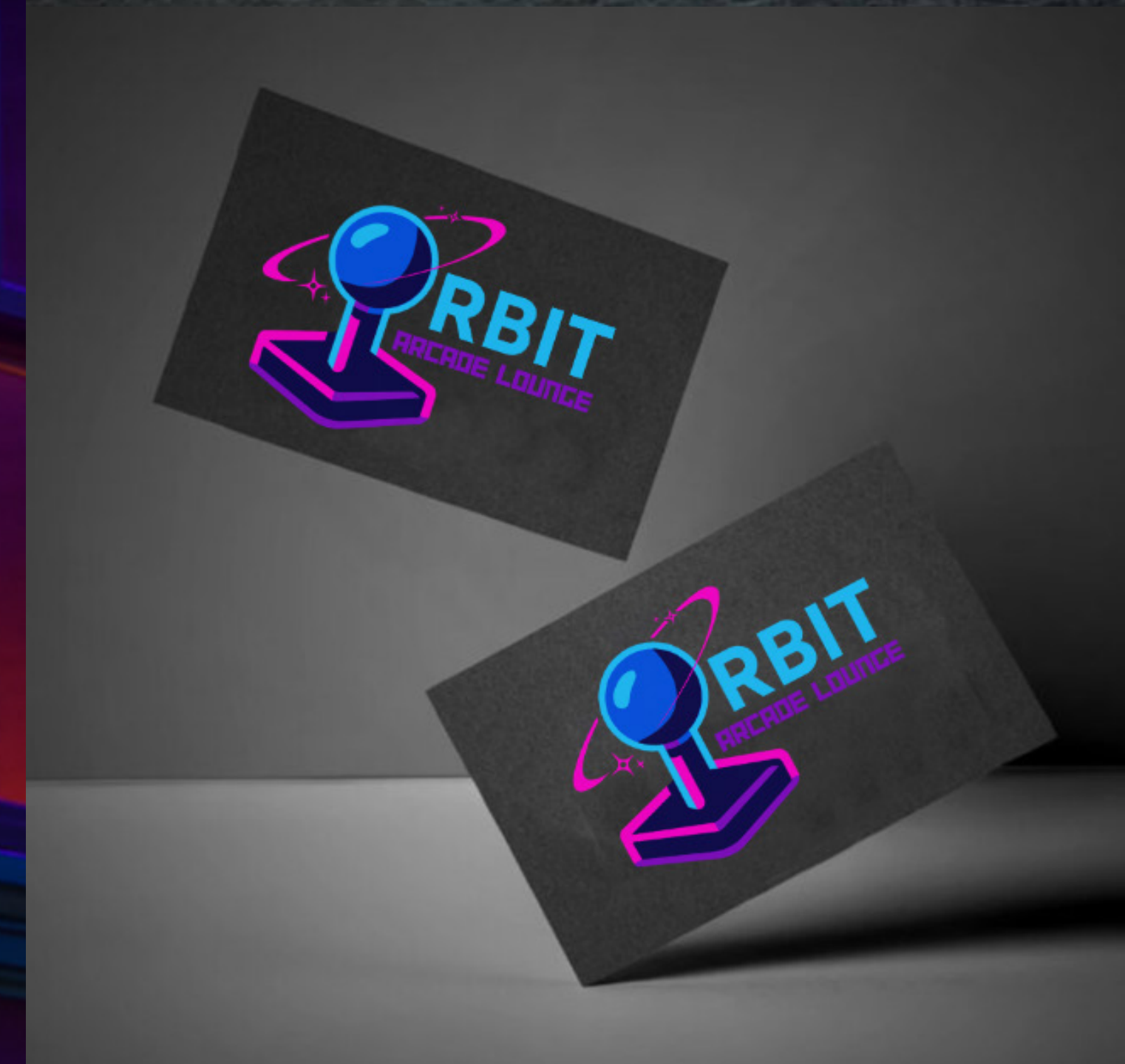
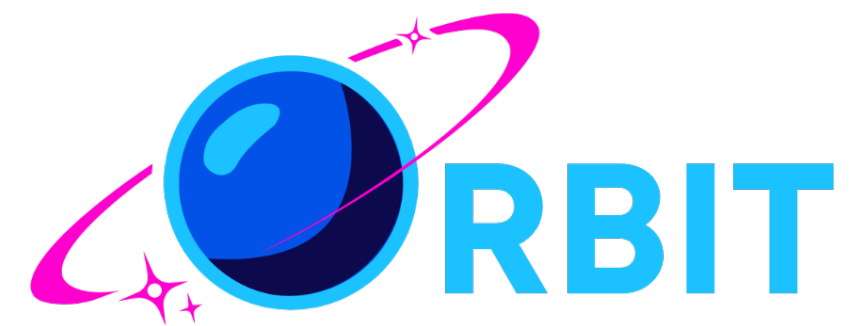
The joystick is a nod to the arcade aspect lounge. When people typically think of arcades, they think of classic 80's motifs, and games created in that era.

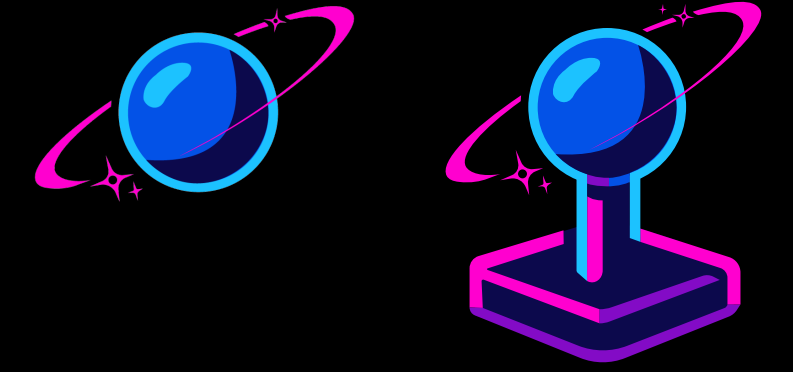


Logo in Action

This logo is to be used and recognized throughout the physical locations as well as in the digital space.

Shown here are a few examples of logo use within the lounge.





Color Selections

- Color Pairings
- Pantone
- Color Packaging
- Color in Use



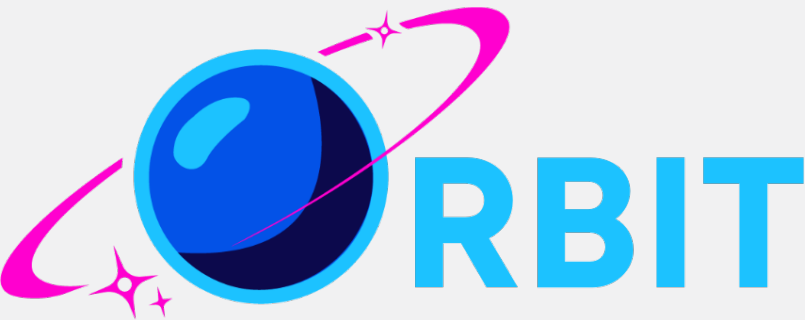
Color selections

When selecting colors for this brand, the inspiration comes from market research. Most arcades started in the early 80’s, due to the creation of the growing video game industry.

At the time, a lot of these arcades adopted a “futuristic” style, as the games at the time were considered advanced, yet they still tried to follow the trends of the 80’s, creating an entirely different look of their own.

As for the “Orbit” element, I wanted to bring something ethereal to the mix, introducing the concept of space.

This look includes bright, neon colors, found in both 80’s arcade motifs and galaxy images.



Dark Blue

Hex: 0C094C
RGB: 12, 9, 76
CYMK: 100, 100, 29.98, 43.88

Bright Cobalt

Hex: 0352E7
RGB: 3, 82, 231
CYMK: 84.99, 62.21, 0, 0

Light Blue

Hex: 1CC2FF
RGB: 28, 194, 255
CYMK: 61.77, 4.47, 0, 0

Neon Pink

Hex: FF00CF
RGB: 255, 0, 207
CYMK: 14.53, 85.75, 0, 0

Neon Purple

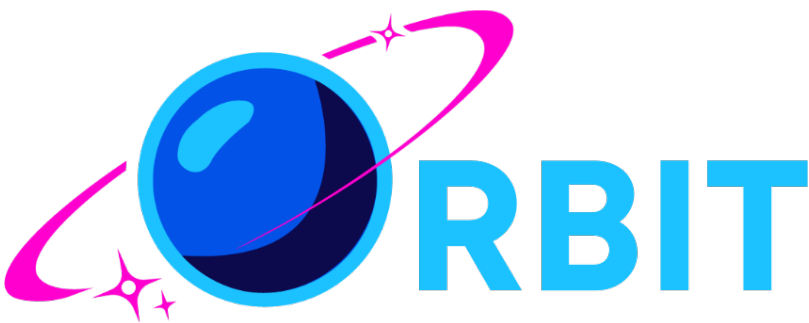
Hex: 830BC6
RGB: 131, 11, 198
CYMK: 64.25, 87.93, 0, 0

Black

Hex: 231f20
RGB: 35, 31, 32
CYMK: 0, 0, 0, 100

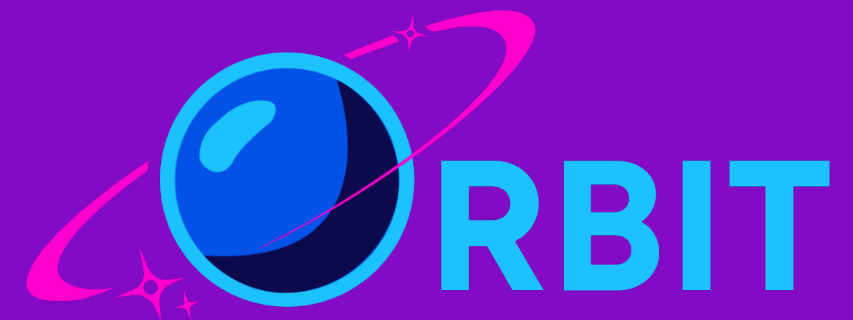
Pantone

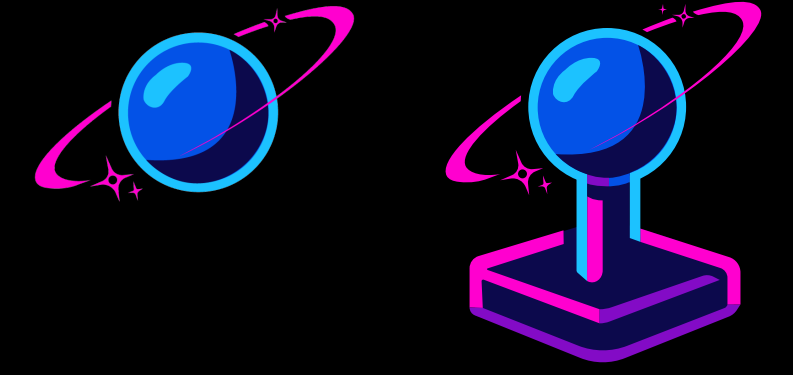
Pantone colors are the printable versions of what you have listed Online. They may not be an exact match to your brand colors, so these are the closest to your brand colors what would be able to be printed.



Packaging in Action

Shown are examples of what you might create if you are planning on selling or creating merchandise.





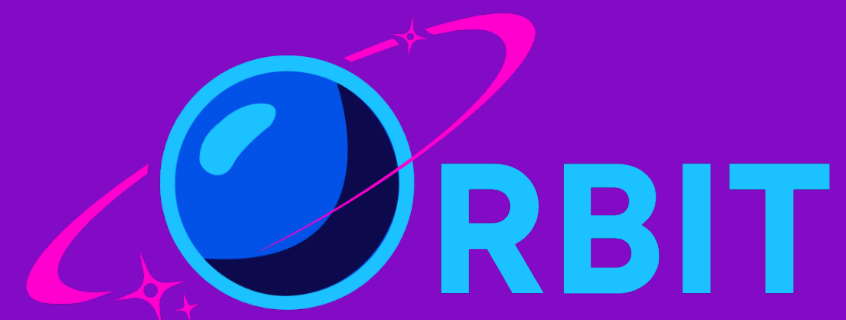
Typography Choices

- Primary Type
- Secondary Type



Primary Type

The sans serif font creates a bold look that is sleek and futuristic, hinting to both the nostalgic and ethereal look of the overall brand.



Mont

AaBbCc

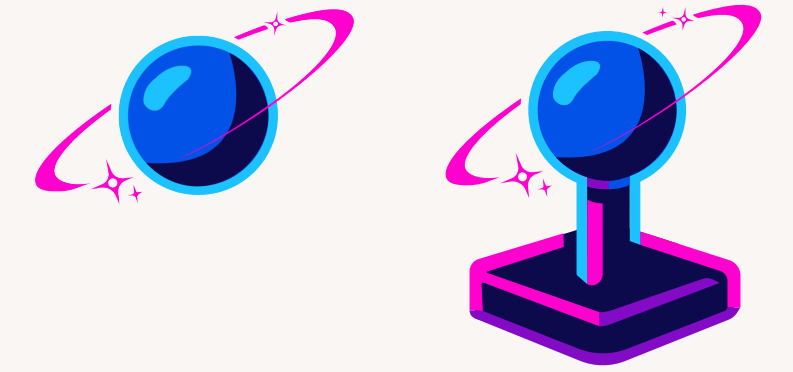
Nightlife in Orbit

Mont Heavy

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@&*"

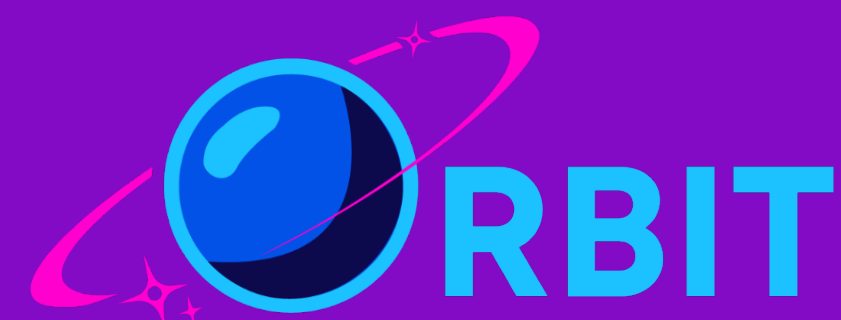
Mont Light

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@&*"



Secondary Type

A light version of our brand font creates a less noticeable option for information that is we wish to be viewed secondary to the main bold, brand font.



Mont Light

AaBbCc

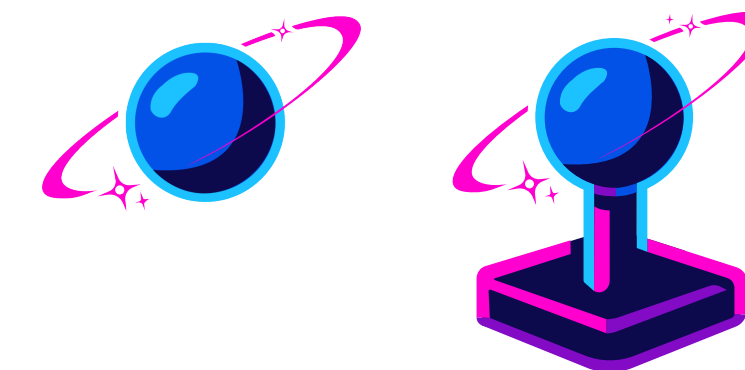
Nightlife in Orbit

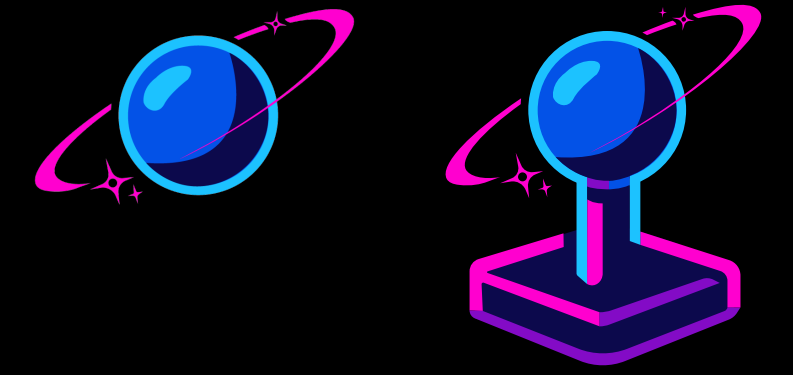
Poppins Light

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@&*"

Poppins Regular:

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@&*"





Let's Work Together

www.HertaView.com

HertaViewMarketing@gmail.com

