# TWO BIT CIRCUS

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.

# 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 wereprogrammed 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.

# 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

## 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**.*

*\* Kirk Phillips, "The 9 Criteria for Brand Essence™"*

# 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 our 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.

The Two Bit Circus logo is comprised of a mark and a wordmark.

LOGO

MARK



WORDMARK
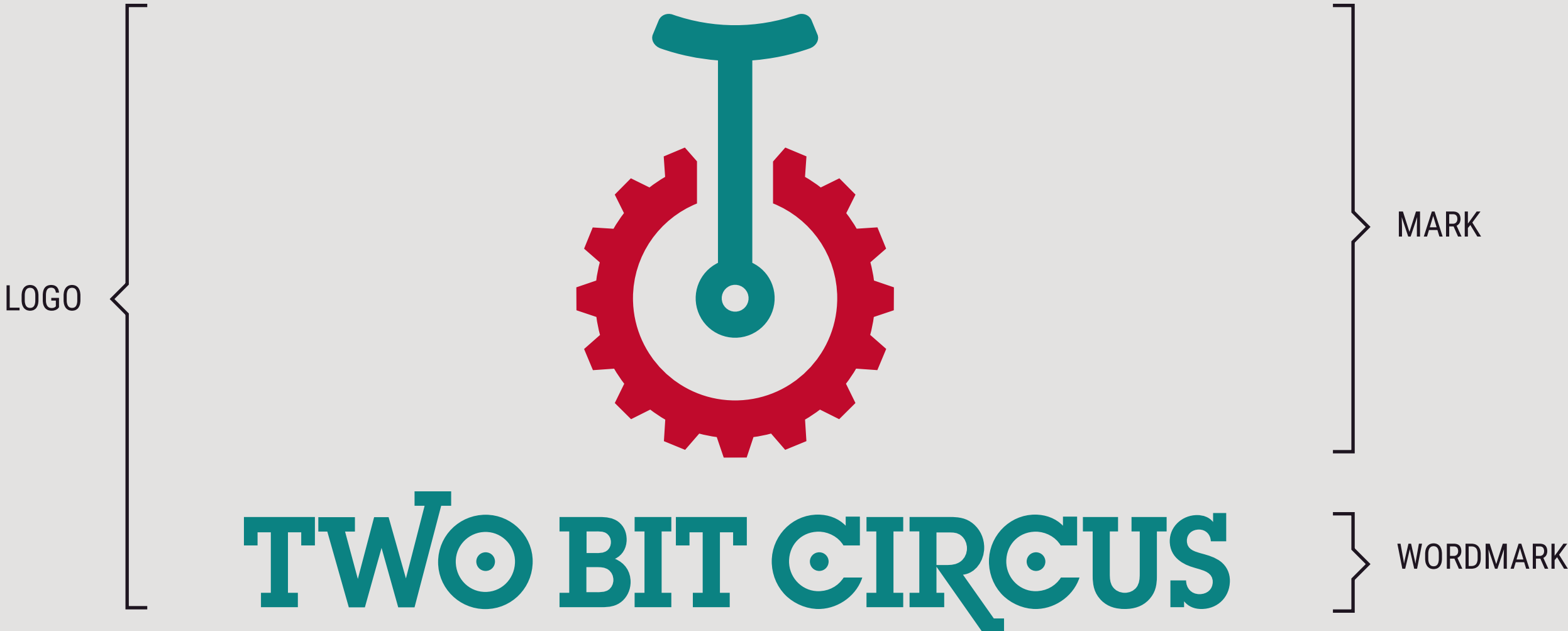
**Our logo is the simplest expression of our brand and we rely on you to guard it with your life (or a flame-thrower, if available).**

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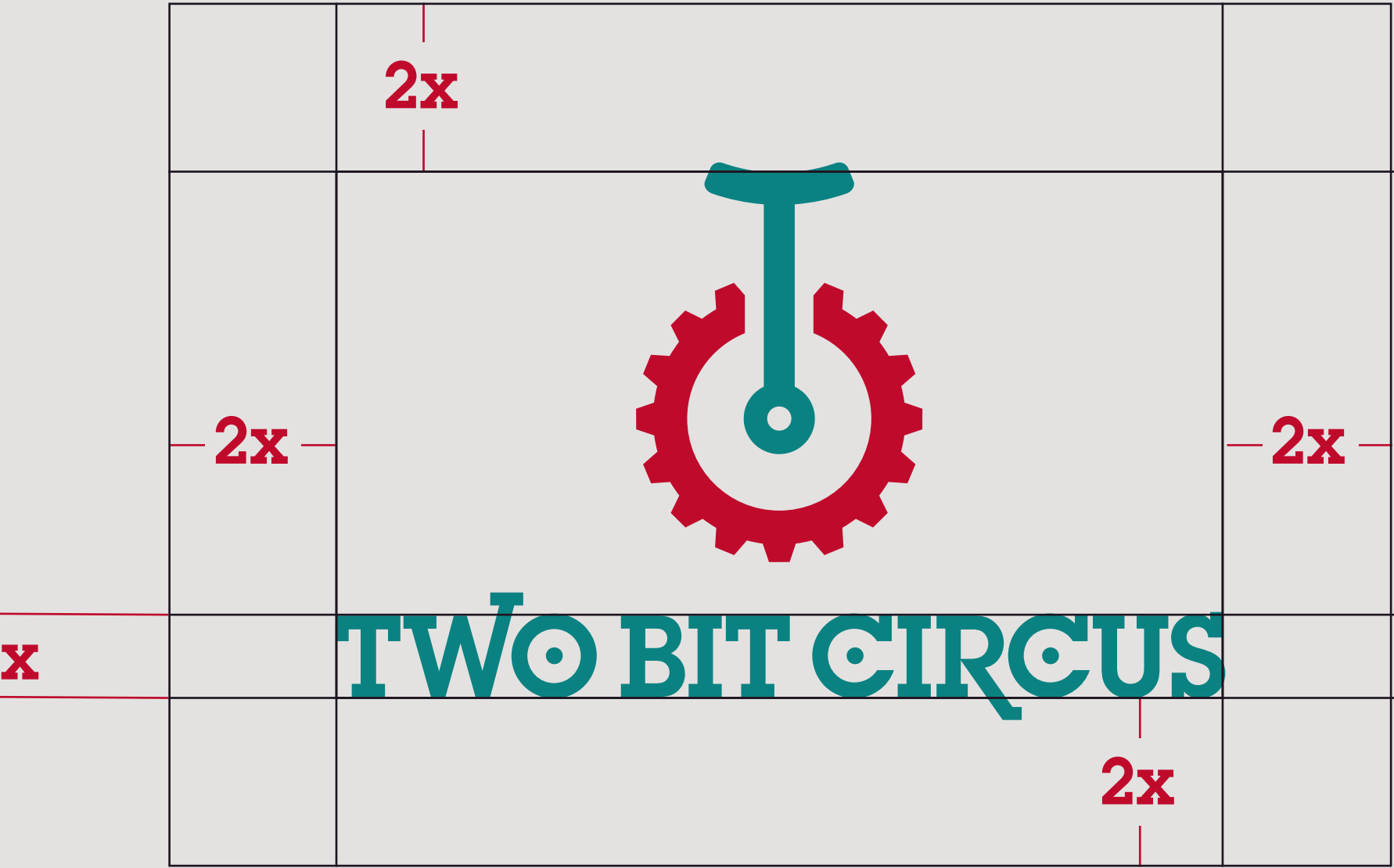
A lot of thought has gone into our logo, so please don't be tempted to reinvent the wheel (*see what we did there?*)

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.
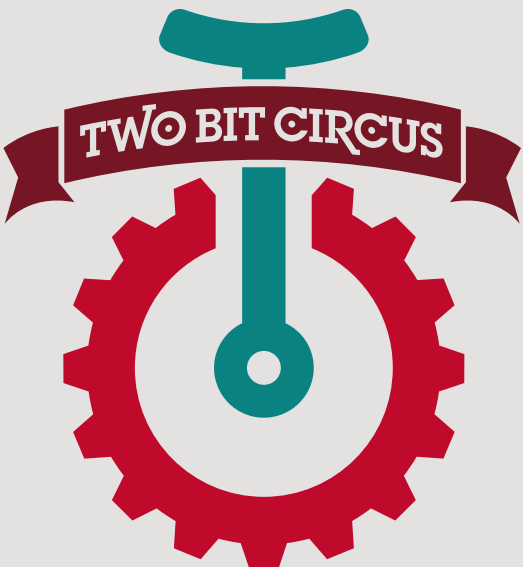
These are our approved logo lockups. They are designed to cover a variety of use cases as detailed below.

**HERO LOGO**

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

**HORIZONTAL LOGO**

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

**RIBBON LOGO**

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

# APPLYING OUR BRAND

Our Primary Colorways are meant to be used by default in instances of full-color print/digital designs. The top one is for light-colored backgrounds, and the bottom one is for dark-colored backgrounds.
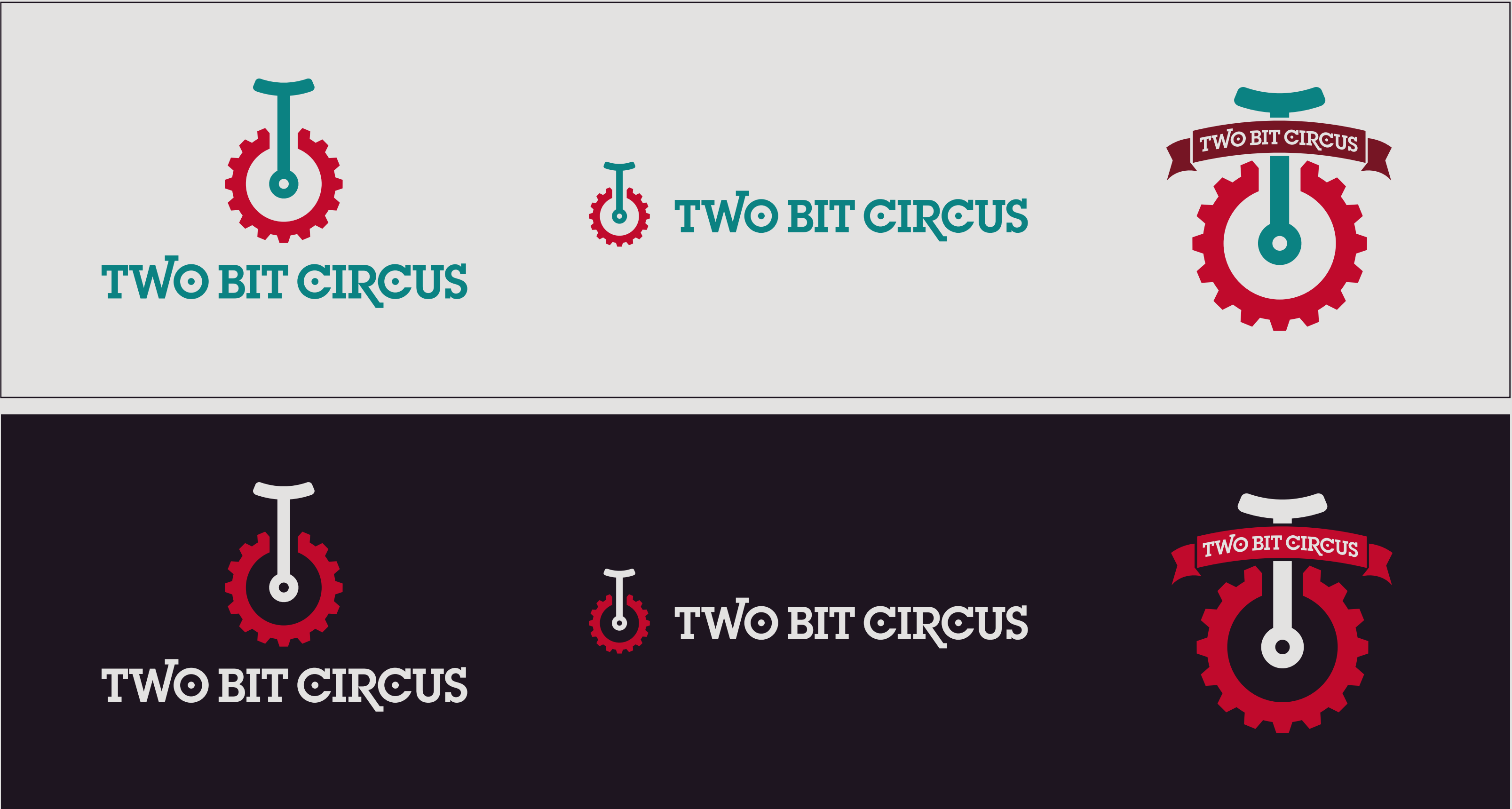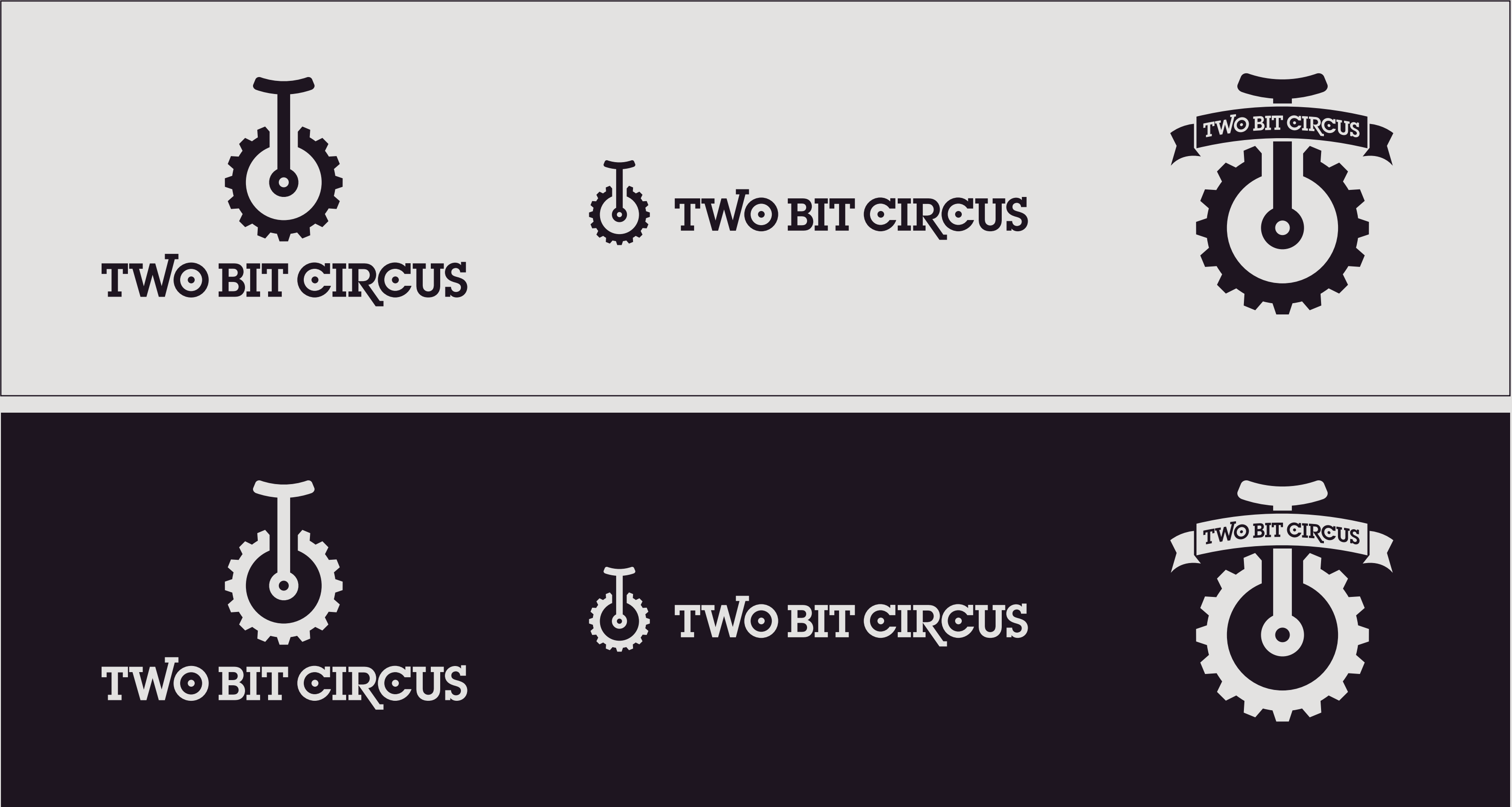
# APPLYING OUR BRAND

Our Secondary Colorways are meant to be used in instances of black & white print/digital designs, or in full-color designs when the background color interferes with the logo colors.
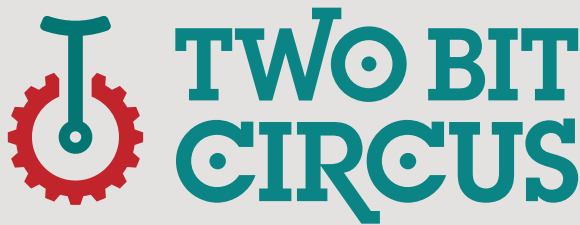
# APPLYING OUR BRAND

We strongly discourage the altering of any of our logos. Here's a list of DON'Ts that should be avoided on all variations and colorways.

We're a fun company, but that doesn't mean we're without rules.

**DON'T** break up the wordmark
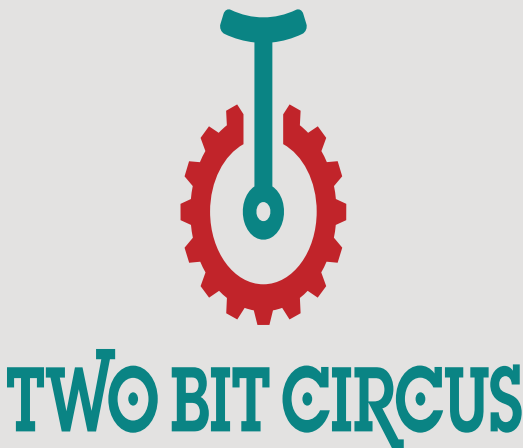
**DON'T** stretch or shrink

**DON'T** skew or distort

**DON'T** rotate elements

**DON'T** alter colors

**DON'T** apply effects

**DON'T** crop
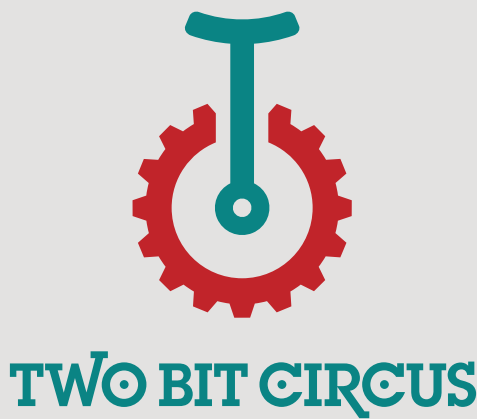
**DON'T** change the lockup proportions
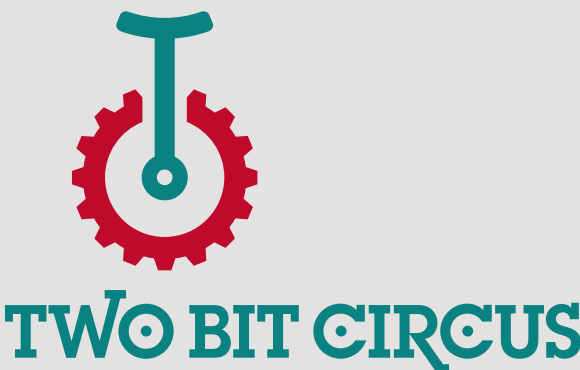
**DON'T** alter composition
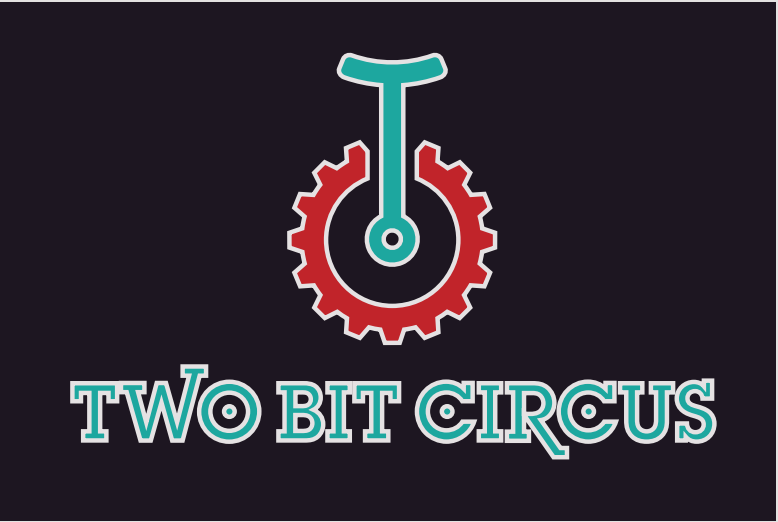
**DON'T** add strokes
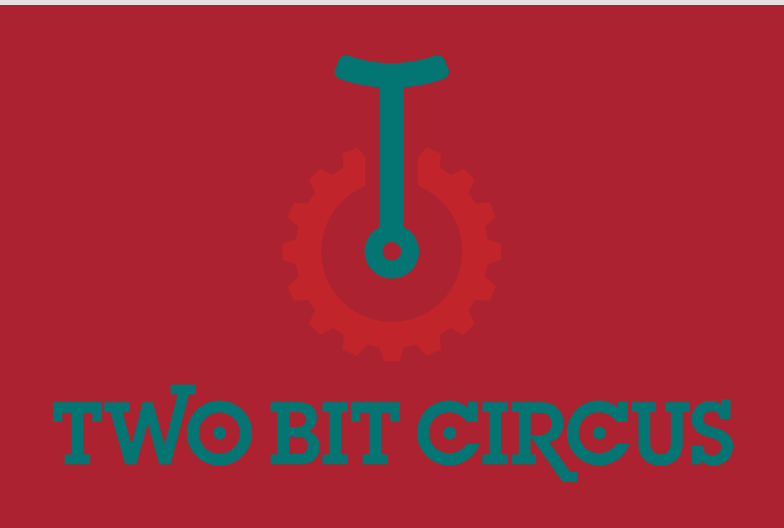
**DON'T** place over similarly-colored backgrounds
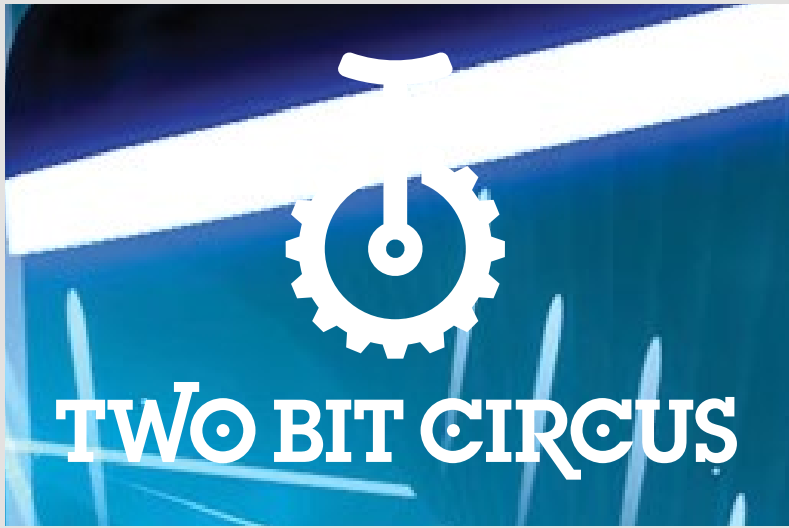
**DON'T** place over noisy backgrounds that obscure logo elements

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.

Combining the whimsical with the modern, our typefaces carry across the curiosity, imagination, humor, and history of Two Bit Circus.

## LICENSED PRIMARY FONTS

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

| USAGE | FONT |
|---|---|
| **HEADLINE** | **FRANCHISE BOLD** |
| Sub-headline | Lubalin Graph (Demi/**Bold**) |

All body copy, captions and small text should be typeset in the Roboto Condensed font family. Standard Roboto is acceptable but discouraged if Condensed is available.

Roboto Condensed Light
Roboto Condensed Regular
**Roboto Condensed Bold**

## OPEN SOURCE FONT SUBSTITUTIONS

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

| USAGE | FONT |
|---|---|
| **HEADLINE** | **OSWALD BOLD** |
| **Sub-headline** | **Roboto Slab Bold** |

All body copy, captions and small text should be typeset in the Roboto Condensed or standard Roboto.

Roboto and Roboto Condensed Family

## USE OF FRANCHISE

There are particular rules around the use of the Franchise font in our branding. Please make sure you follow them!

### DO ✔

DO keep the capitalization consistent.

**HEADLINE**

DO use only lowercase glyphs for a chunkier, easier-to-read result.

**HEADLINE**

DO use uppercase glyphs for consistent character height when using numbers or punctuation marks.

**WORD 123!**

### DO NOT ✘

DO NOT mix uppercase and lowercase glyphs.

**HEADLINE**

DO NOT use Franchise in excessively long sentences or blocks of text.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. VIVAMUS ID METUS ORNARE, BLANDIT LACUS MOLLIS, FINIBUS SAPIEN. NULLA HENDRERIT RISUS UT LOREM

DO NOT use lowercase glyphs mixed with numbers or punctuation marks.

**WORD 123!**

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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 (PMS)

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 in many industries, primarily printing, though sometimes in the manufacture of colored paint, fabric, and plastics.

# DESIGN & VISUAL IDENTITY COLOR

## Not Black

**RGB:** R30 G21 B32
**HEX:** 1E1520
**CMYK:** C74 M76 Y57 K75
**PMS:** 412 C

## Clown's Blood

**RGB:** R118 G21 B36
**HEX:** 761524
**CMYK:** C32 M98 Y80 K41
**PMS:** 1815 C

## Mohawk Red

**RGB:** R193 G32 B47
**HEX:** C1202F
**CMYK:** C17 M100 Y90 K7
**PMS:** 1805 C

## Tealio Iglesias

**RGB:** R11 G130 B130
**HEX:** 0B8282
**CMYK:** C85 M30 Y49 K7
**PMS:** 2237 C

## Ally McTeal

**RGB:** R35 G167 B159
**HEX:** 23A79F
**CMYK:** C76 M12 Y43 K0
**PMS:** 2234 C

## Cheese Product

**RGB:** R252 G169 B32
**HEX:** FBA920
**CMYK:** C0 M38 Y97 K0
**PMS:** 7409 C

## Not White

**RGB:** R227 G226 B225
**HEX:** E3E2E1
**CMYK:** C10 M7 Y8 K0
**PMS:** Cool Gray 1 C

# 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 unicyle wheel in our logo.
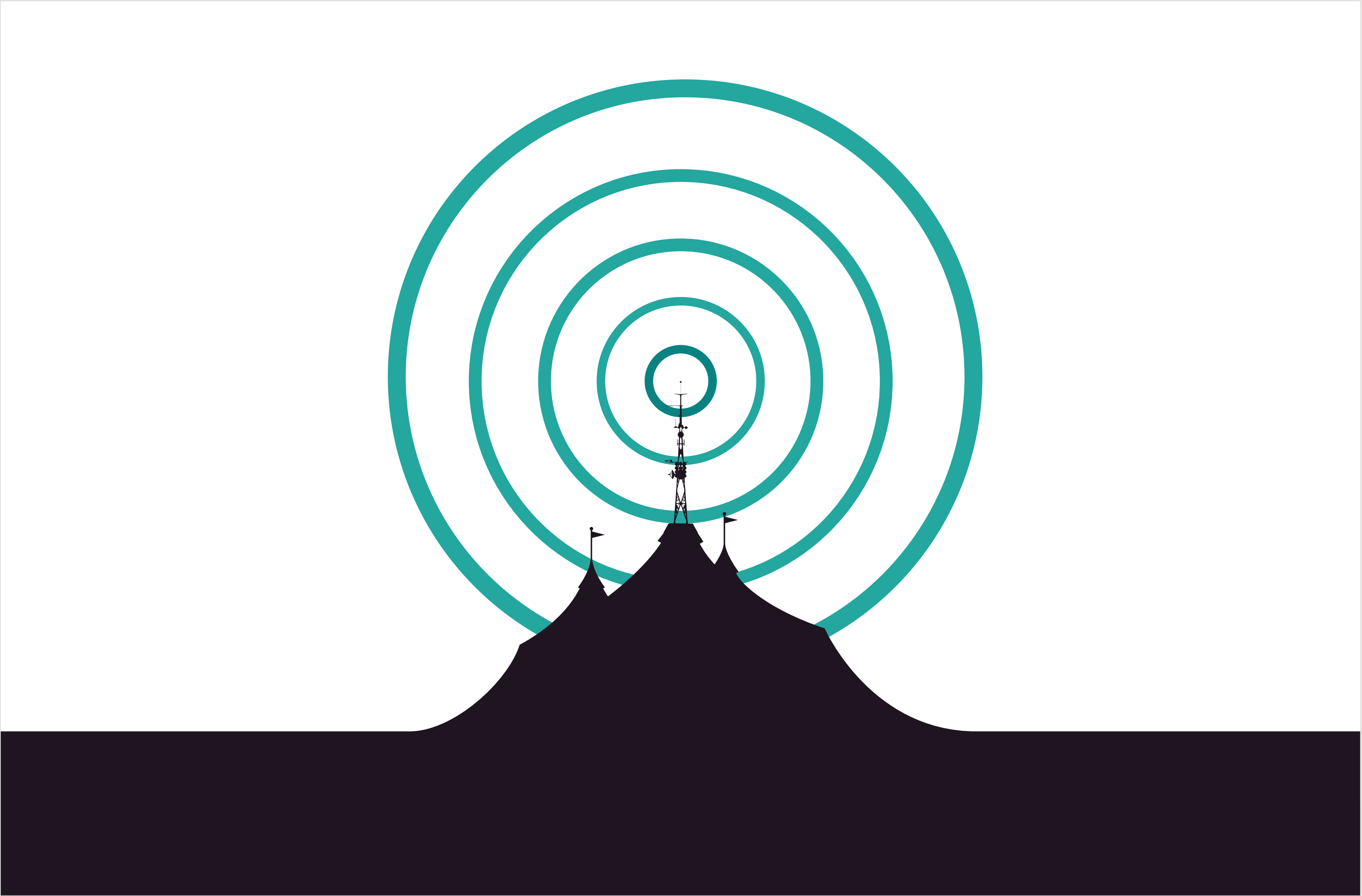
## Radio Tent

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.

# 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.

## 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.
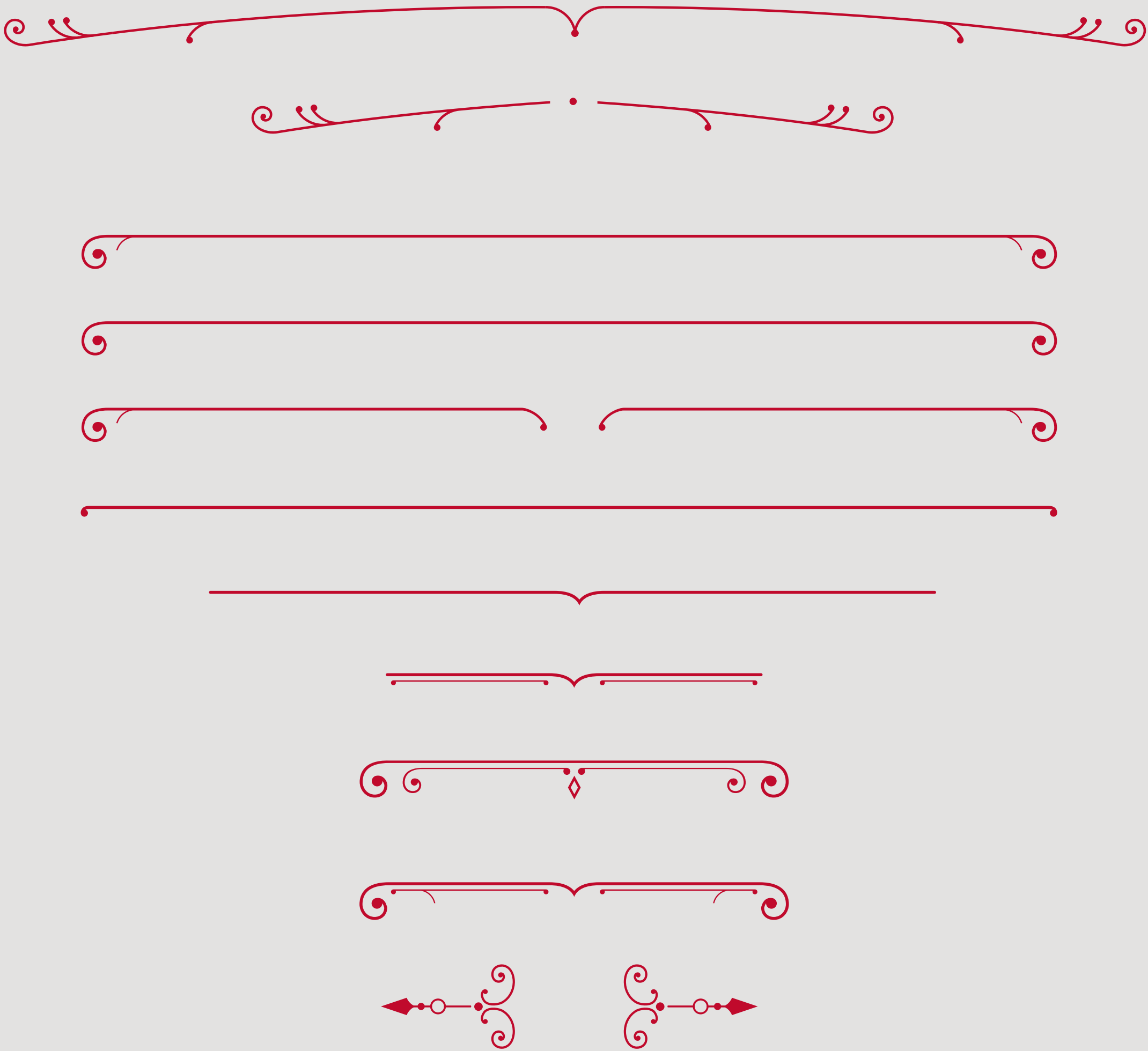
### Striped Footer

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



### Hedge Divider

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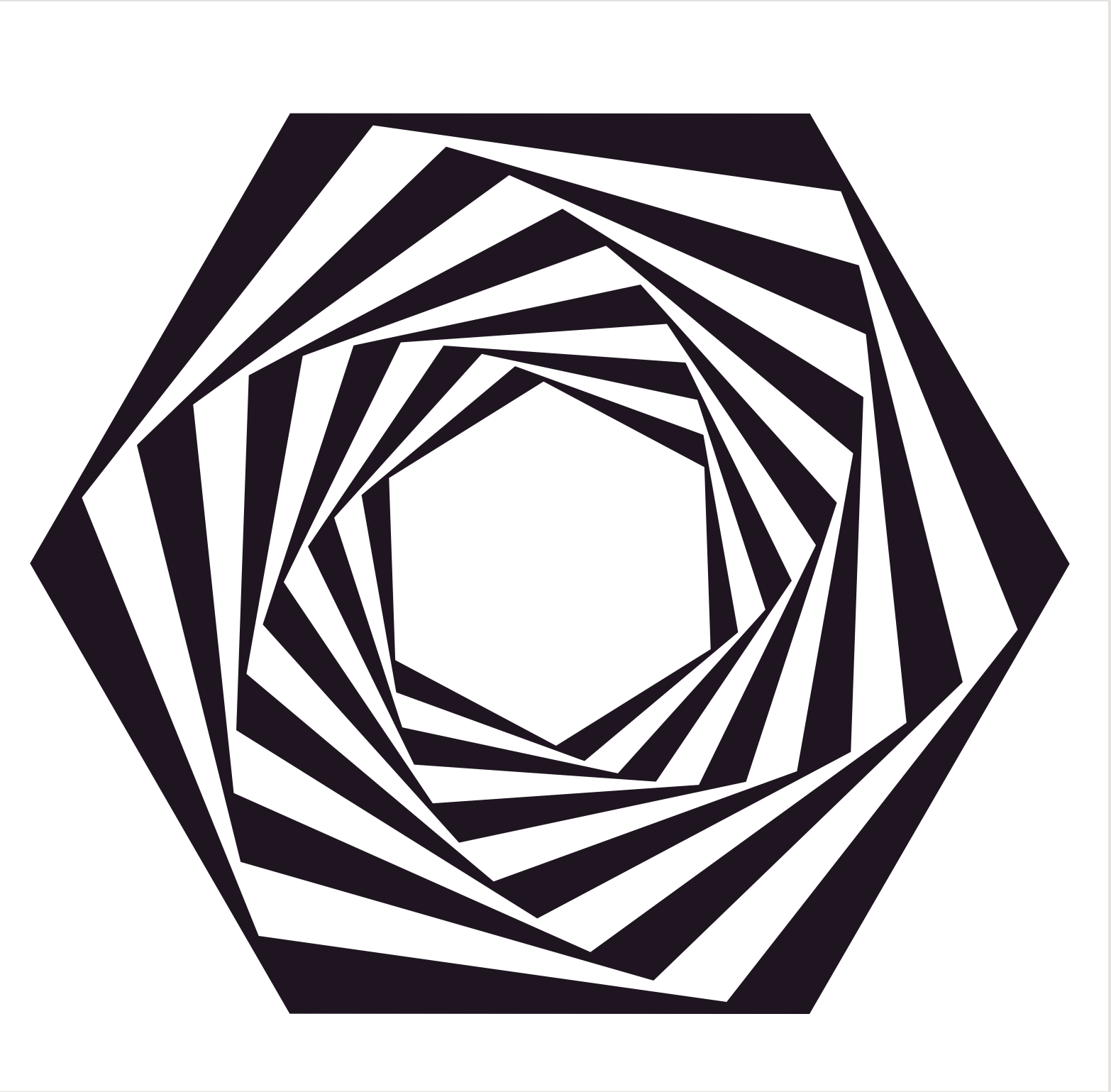


### Spiral Motif

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

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.

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.

PHOTOGRAPHY & VIDEO

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.

## 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.

## 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.

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.

# 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.

## 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 to 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.

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# 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 <span style="color:maroon">EDITORIAL STYLEGUIDE</span>

## 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.

## 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.

Use "he/him/his" and "she/her/her" pronouns as

# APPLYING OUR BRAND

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.
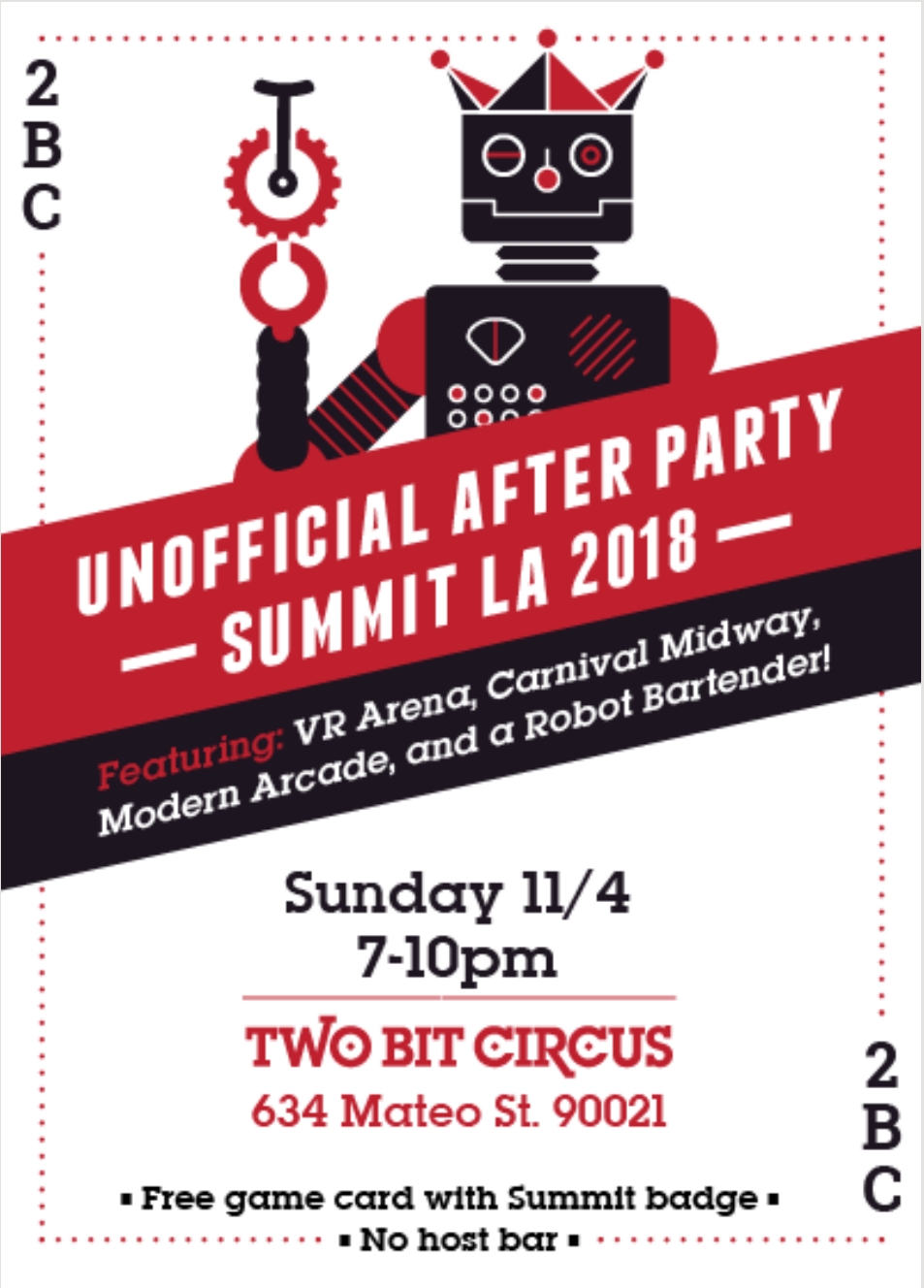
**Business cards**



**Bar Cups**
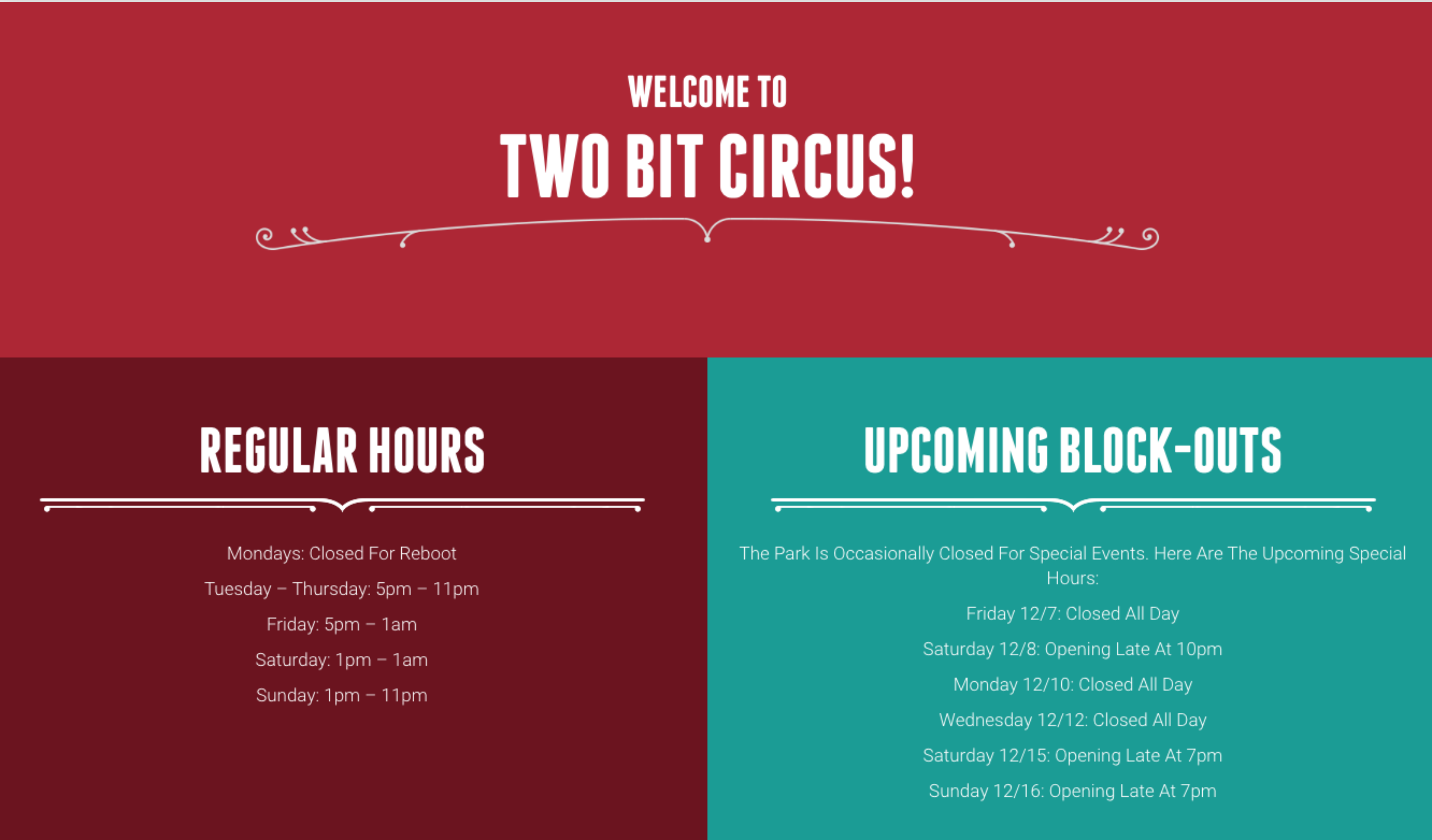
Card Recharge Station topper



"Joker Robot" Flyer template



Website Panels (featuring use of brand Filligrees)

# 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 [GF] ✪ | $12 |
| EL HEFE'S BEEF MEATBALL [GF] | $12 |
| NOLA VEGAN SKEWERS Ⓥ [GF] | $12 |
| RED PEPPER HUMMUS WITH CRUDITE [GF] | $7 |
| BISTRO FRIES [GF] ✪ | $7 |

*With your choice of seasoning.

| | |
|---|---|
| TATER TOTS [GF] ✪ | $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 Peppercorn, Everything.

## ⊰ FLATBREAD PIZZA ⊱

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

| | |
|---|---|
| PEPPERONI ✪ | $13 |
| HAM & CHIMICHURRI | $15 |
| BBQ CHICKEN | $13 |
| VEGAN CHIMICHURRI Ⓥ [GF] ✪ | $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 |

## ⊰ CORN DOGS ⊱

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

| | |
|---|---|
| BEEF | $5 |
| CHICKEN AND WAFFLE | $6 |
| VEGAN | $6 |

## ⊰ HOT DOGS ⊱

The perfect one-handed snack to carry around the park to compliment game play! With your choice of tots or fries.

| | |
|---|---|
| CHILI & CHEESE | $8 |
| CHICKEN | $6 |
| BEEF | $6 |
| 2BC SOCAL ✪ | $8 |

Bacon wrapped all-beef hot dog with avocado, sautéed peppers and onions with tomatillo pasilla sauce.

| | |
|---|---|
| VEGAN | $8 |

## ⊰ SNACKS ⊱

You'll love these tasty and (kinda) healthy snack options!

| | |
|---|---|
| 2BC STREET STYLE CORN ON THE COB Ⓥ [GF] | $5 |
| CRISPY BRUSSEL SPROUTS (WITH BACON) [GF] ✪ | $5 |
| FRIED CAULIFLOWER [GF] | $6 |

## ⊰ SAUCES ⊱

Finger licking sauces (but we actually recommend dipping your food instead)

**EACH $1**

| | |
|---|---|
| Sweet Chili Ⓥ [GF] | Beer Cheese (w/opt. jalapenos) |
| Honey Kimchi | Vegan Beer Cheese Ⓥ [GF] |
| Honey Sriracha [GF] ✪ | House made BBQ Ⓥ [GF] |

### 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

Ⓥ = VEGAN     ✪ = CIRCUS FAVORITE     [GF] = GLUTEN FREE RECIPE (PREPARED IN A KITCHEN WHERE GLUTEN IS USED)

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## BAR BYTES

**EACH $5**

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 |

Two-tone chocolate croissant with your choice of two scoops of Gelato

| | |
|---|---|
| MAPLE BACON COOKIES + SEA SALT GELATO | $5 |
| PEANUT BUTTER & COCOA NIBS COOKIES + BANANA WHITE CHOCOLATE GELATO | $5 |
| CHOCOLATE CHIP COOKIE + MINT STRACCIATELLA | $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!

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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

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LEVEL UP YOUR HOLIDAY CHEER WITH A TWO BIT CIRCUS

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**Assorted Park Collateral**

# 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.