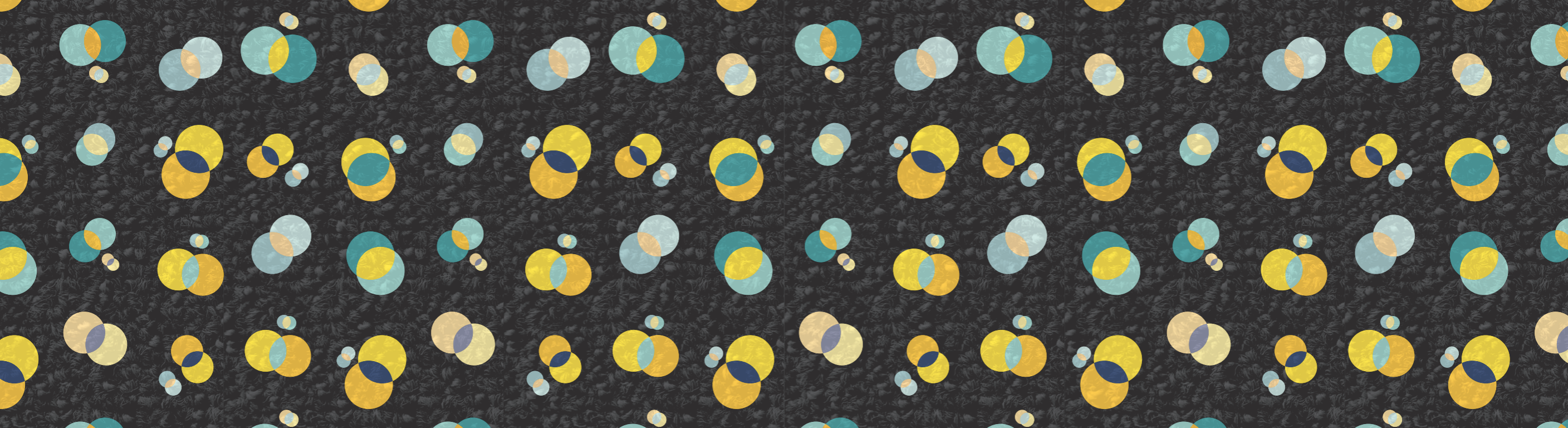
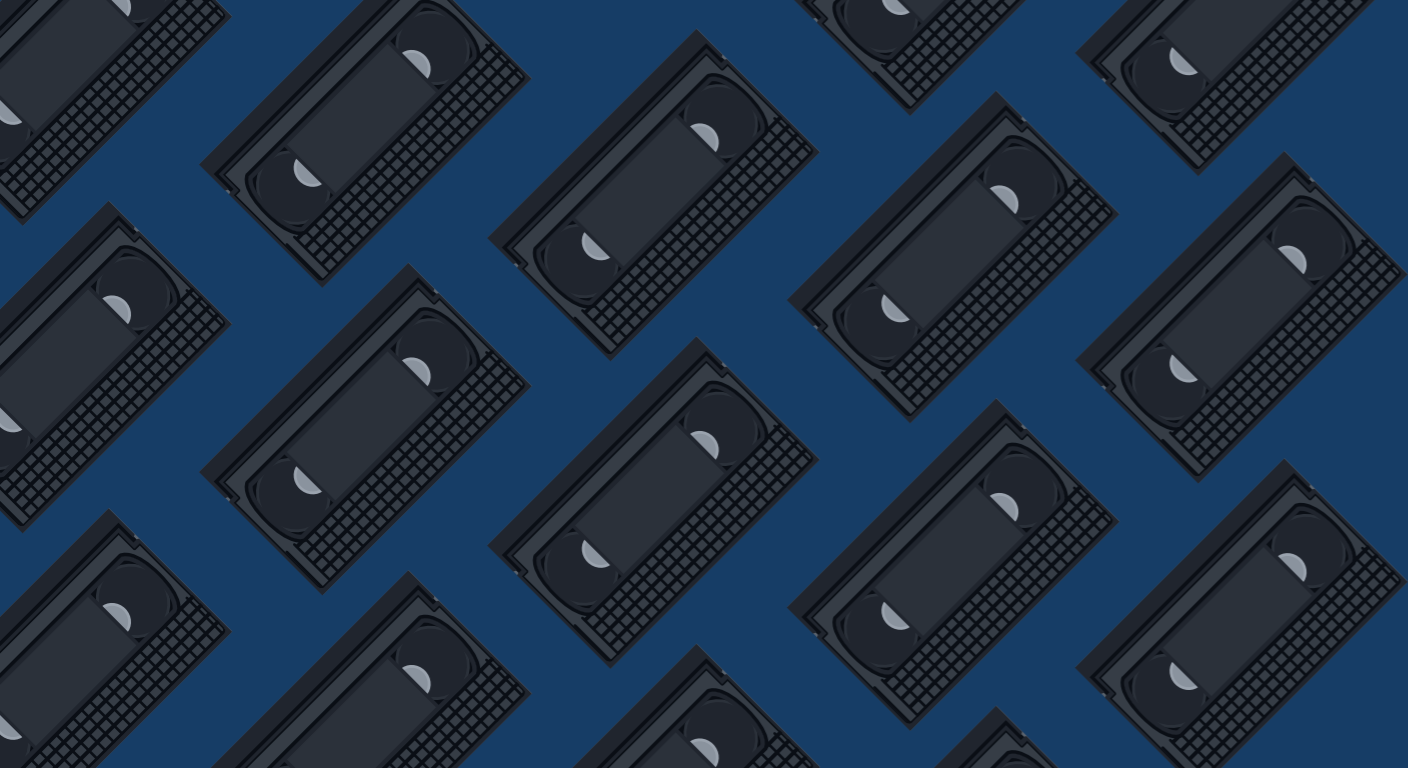




**BLOCK
BUSTERS**
VIDEO THEATER

BRAND GUIDELINES



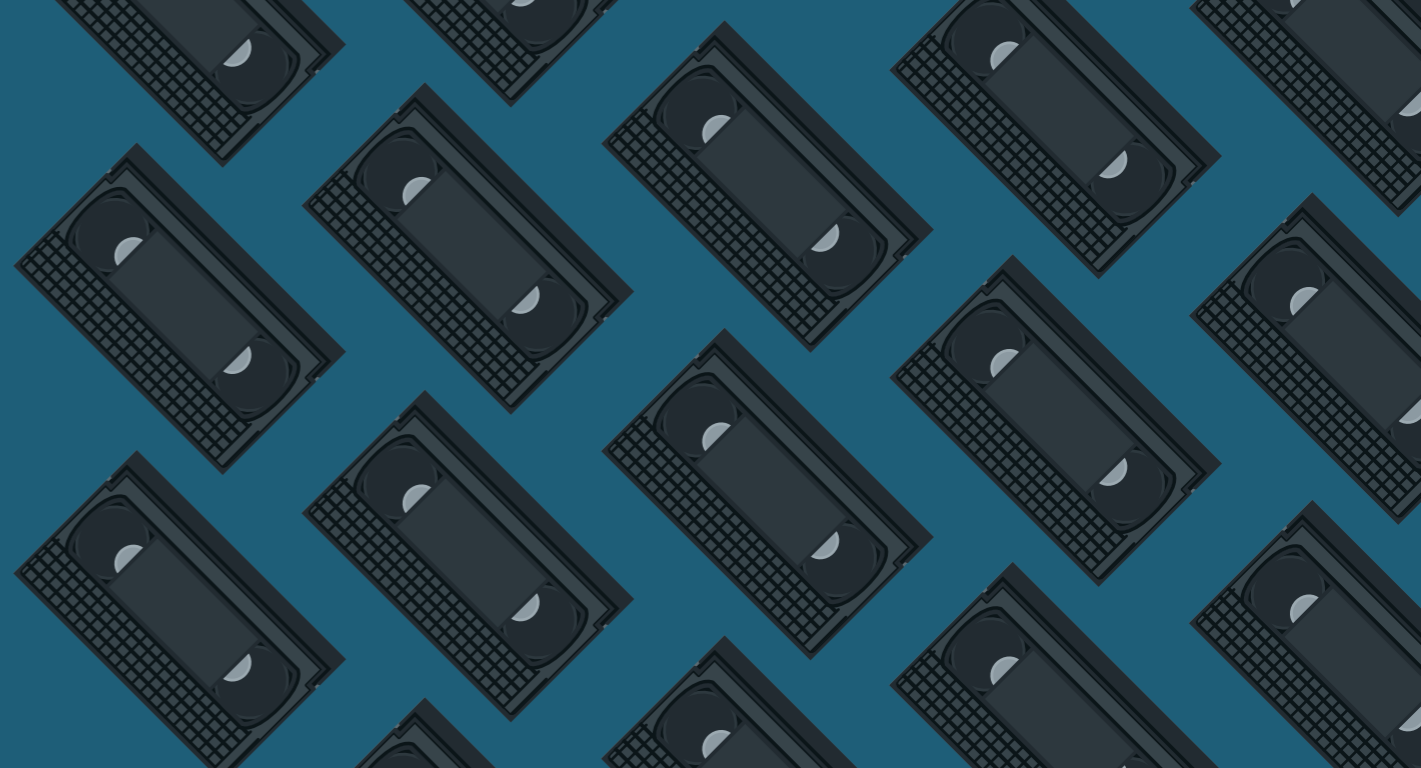


SCENE SELECTION

4	history and now
6	logo
12	color palette
15	typefaces
16	brand elements
18	store
20	application
22	adverts

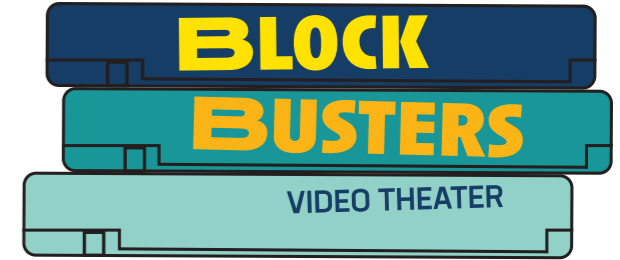
HISTORY AND NOW

Blockbuster Video is revived in the form of a brand new way to experience the cinema: Block Busters Video Theater. Your evening begins with reserving you and your friends a personal, sitcom-living-room-themed theater, and will end with you all thinking you've gone back in time. Once you arrive, you're welcome to browse shelf after shelf of classic VHS movies to choose from and purchase any refreshment you may want before getting comfortable in the couches of one of your favorite TV living rooms.



LOGO OLD AND NEW

Anyone older than 12 years old remembers well the dark blue and yellow, ripped ticket logo of the original Blockbuster Video rental store. Block Busters Video Theater wanted to expand that color palette, and hearken back to the time when Blockbuster was at it's peak and the most exciting thing to a little kid was scouring shelf after shelf, looking for the perfect movie to celebrate the weekend with.

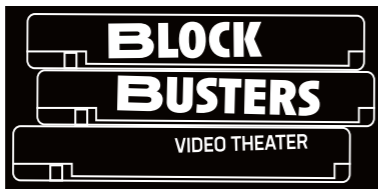


CORRECT AND MISUSE

Primary



Single color



Spacing



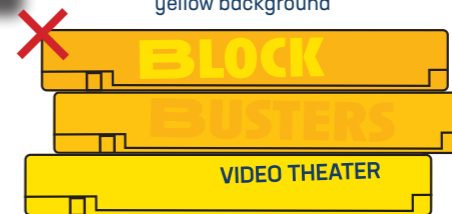
Secondary



drop shadow



white outline



yellow background



drop shadow



no outline



yellow background

COLOR PALETTE

yellow ... **CMYK** 0.7100.0 ... **RGB** 0.255.227 ... **#feed00** ... **P** 803 C

yellow orange ... **CMYK** 0.25.100.0 ... **RGB** 255.194.14 ... **#ffbf00** ... **P** 7548 C

orange ... **CMYK** 0.32.100.0 ... **RGB** 254.181.21 ... **#ffad00** ... **P** 2010 C

light blue ... **CMYK** 42.1.25.0 ... **RGB** 146.208.199 ... **#92d0c7** ... **P** 0921 U

teal ... **CMYK** 81.20.42.3 ... **RGB** 8.150.150 ... **#089696** ... **P** 127-8 C

navy ... **CMYK** 99.80.35.22 ... **RGB** 26.62.103 ... **#1a3e67** ... **P** 127-8 C

black ... **CMYK** 30.30.40.100 ... **RGB** 10.2.0 ... **#0a0200** ... **P** black C



TYPEFACES

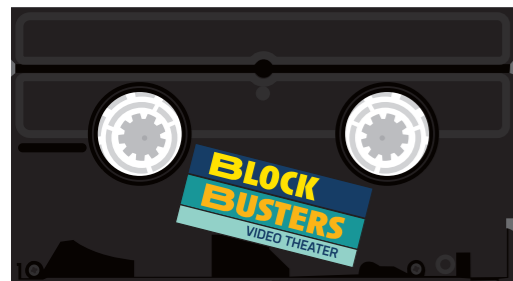
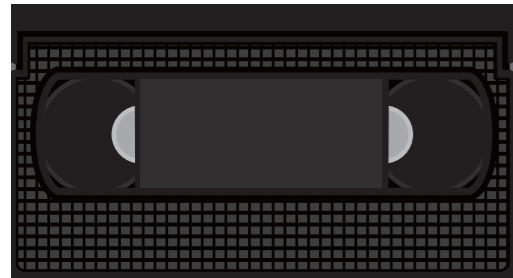
ANISETTE EX BOLD LOGO FONT

ATF RAILROAD R HEADER

Neusa next med Subhead

Futura light Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Block Busters v.t.
presenting

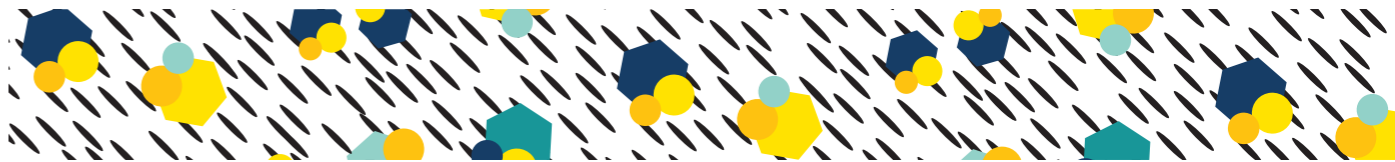
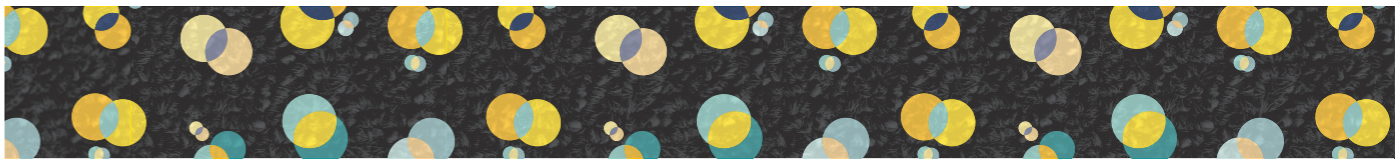
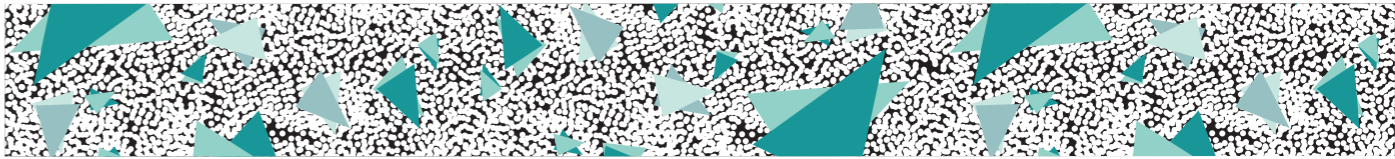
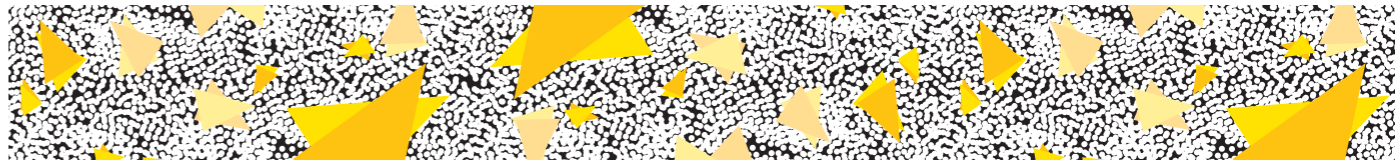
WHATEVER YOU WANT

Whenever you like
\$8 a theater + \$5 per head

6
theaters

customer copy

BRAND ELEMENTS





STORE

The lobby of the small theater is a large room, not unlike a Blockbuster store at it's prime. Patrons will have reserved one of the personal theaters for their group and are asked to peruse the collection of 80's & 90's VHSs to chose what they will be watching.

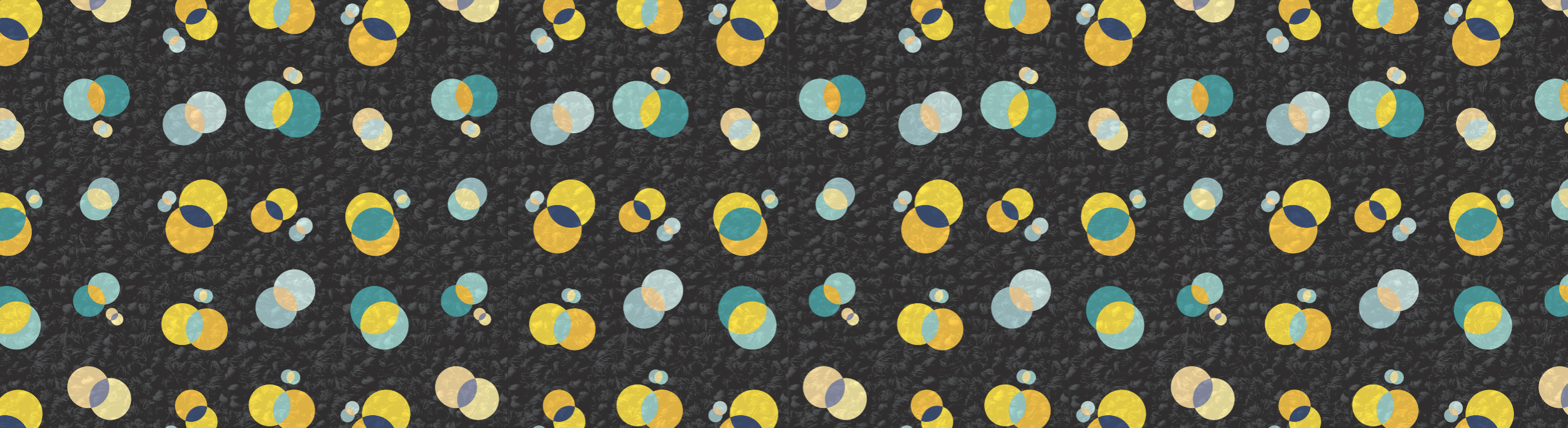


APPLICATION



ADVERTS







**BLOCK
BUSTERS**
VIDEO THEATER