



BRANDING GUIDE



LOGO



The “Off the Court” logo is the key visual element of our brand identity and must be used consistently across all platforms to maintain brand integrity. To ensure the logo is presented in the best possible way, please adhere to the following guidelines:

★ CLEAR SPACING

Always maintain a minimum clear space around the logo to ensure it is not crowded by other elements. The smallest clear space is the width of the “O” in “Court” on all sides of the logo, from the furthest point on each side.



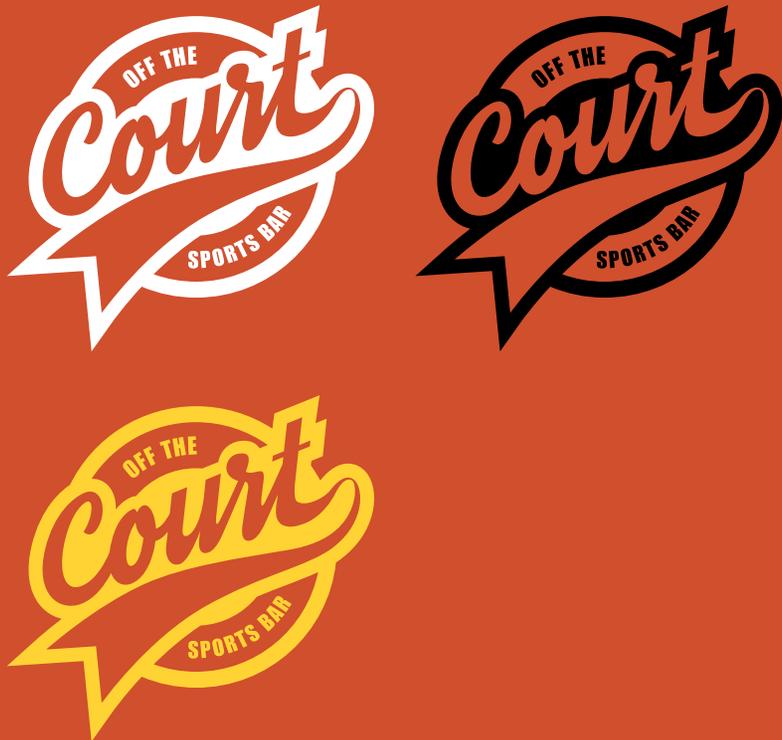
★ SIZE

The smallest size the logo should be displayed is 1 inch tall, measured from the tip of the “t” to the lowest end point of the ribbon.



★ LOGO VARIANTS

The primary version of the logo is preferred whenever possible. The following variations are available for cases in which the logo may be less readable on dark or complex backgrounds.



★ INCORRECT USAGE



DO NOT ROTATE OR DISTORT



DO NOT CHANGE THE COLORS



DO NOT ADD ELEMENTS



DO NOT REMOVE ELEMENTS

TYPEFACES

UNB PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Streetwear

*abcdefghijklmnopqrstuvwxyz
1234567890*

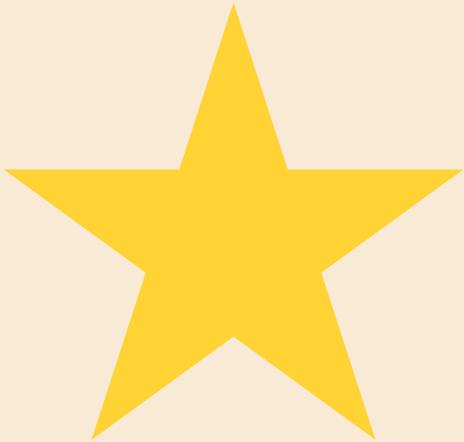
DIN RUND SCHRIFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color



PMS 123CP

C0, M16, Y89, K0
R255, G211, B54



PMS 7598CP

C1, M80, Y88, K14
R189, G72, B48



C0, M5, Y14, K2
R239, G234, B213



C10, M80, Y88, K74
R88, G24, B0

★ GRAPHICS

Stars are a consistently used graphical element across the brand, paying homage to the all-star sports players our fans love. They are most often used to highlight points of interest for viewers.

STATIONERY



For the proper format for text printed onto the letterhead, set the top margin of text to 3.25" from the top of the page. The left and right margins are 1.25" from each side, and the bottom margin is 1.5" from the bottom.

Roboto is the suggested text font, set at 12 points.



For the proper format for text printed onto the envelope, set the top margin of text to 2.125" from the top of the envelope. The left margin is 4.75" from the left side, and the bottom margin is 0.75" from the bottom.

We recommend Roboto for the text font, set at 12 points.



PRINT MEDIA



Off the Court utilizes a variety of printed media for advertising, such as postcards, magazines, and newspapers. Pictured above are examples of the brand identity being used in various ways for consistent presentation across all physical mediums.

Desserts

- Brownie Sundae** 7
Warm, fudgy brownie topped with vanilla ice cream, chocolate syrup, and whipped cream. The ultimate game-winner.
- Funnel Cake Fries** 6
Crispy fried dough strips dusted with powdered sugar and served with chocolate dipping sauce. The perfect sweet treat for those moments when you've earned it.

DRINKS

- Draft Beers**
A rotating selection of local and popular drafts. Keep your game strong—ask about today's taps.
- Signature Cocktails**
Lemonade Spritz – A refreshing mix of vodka, lemonade, and soda water.
Classic Margarita – Tequila, lime, triple sec, and a salted rim.
Honey Bourbon Lemonade – Bourbon, honey, and fresh lemon juice.
- Specialty Shots**
The Layered Shot – Blue curacao, vodka, and grenadine, stacked for the perfect mix.
Spiced Shot – Cinnamon whiskey with creamy liqueur for a warming finish.
- Soft Drinks & Mocktails**
Classic sodas, iced tea, and lemonade.

Menu



MENUS

Illustrated here are the menus to given to guests at the bar. The menus are printed full-bleed on 12" x 18" sheets and trimmed to 11" x 17". They are then folded in half to create an 8.5" x 11" booklet.

Appetizers

- Pretzels & Beer Cheese** 9
Soft, salty pretzels served with a side of creamy beer cheese. Perfect for warming up before the main event.
- Game Day Wings** 13
Crispy wings tossed in your choice of sauces: Buffalo, BBQ, Sweet Chili, or Garlic Parmesan. The crowd-pleaser that never misses.
- Loaded Nachos** 10
A pile of tortilla chips topped with melted cheese, jalapeños, black olives, sour cream, guacamole, and salsa. For sharing with the team, or just for you.
- Onion Rings** 7
Thick-cut, golden onion rings fried to crispy perfection. No game day is complete without them.

BURGERS

- Classic Cheeseburger** 11
A juicy 100% beef patty, lettuce, tomato, pickles, onions, and your choice of cheese on a toasted bun. A solid play every time.
- Double-Double Burger** 13
Two beef patties, melted cheese, lettuce, tomato, pickles, and onions on a toasted bun. For when one just isn't enough.
- Bacon Burger** 12
A juicy beef patty with crispy bacon, lettuce, tomato, pickles, onions, and your choice of cheese. A classic with a crispy twist.
- BBQ Burger** 13
Beef patty topped with smoky BBQ sauce, melted cheddar cheese, crispy onions, and pickles. A sweet and smoky touchdown.
- Veggie Burger** 11
A hearty plant-based patty with all the classic fixings. For when you want to stay in the game without the meat.

SANDWICHES

- Grilled Chicken Sandwich** 11
Tender grilled chicken breast with lettuce, tomato, and mayo on a toasted bun. Keep it simple, but still satisfying.
- Spicy Chicken Sandwich** 11
Crispy chicken breast, spicy mayo, lettuce, tomato, and pickles on a toasted bun. A little heat to take things up a notch.
- Philly Cheesesteak** 13
Thinly sliced beef, sautéed peppers, onions, and melted cheese on a toasted hoagie roll. A Philly classic, with all the right moves.
- Turkey Club** 12
Sliced turkey, crispy bacon, lettuce, tomato, and mayo on toasted sourdough. A club with a winning lineup.
- Pulled Pork Sandwich** 12
Tender pulled pork topped with tangy BBQ sauce, pickles, and coleslaw on a toasted bun. Slow-cooked perfection.

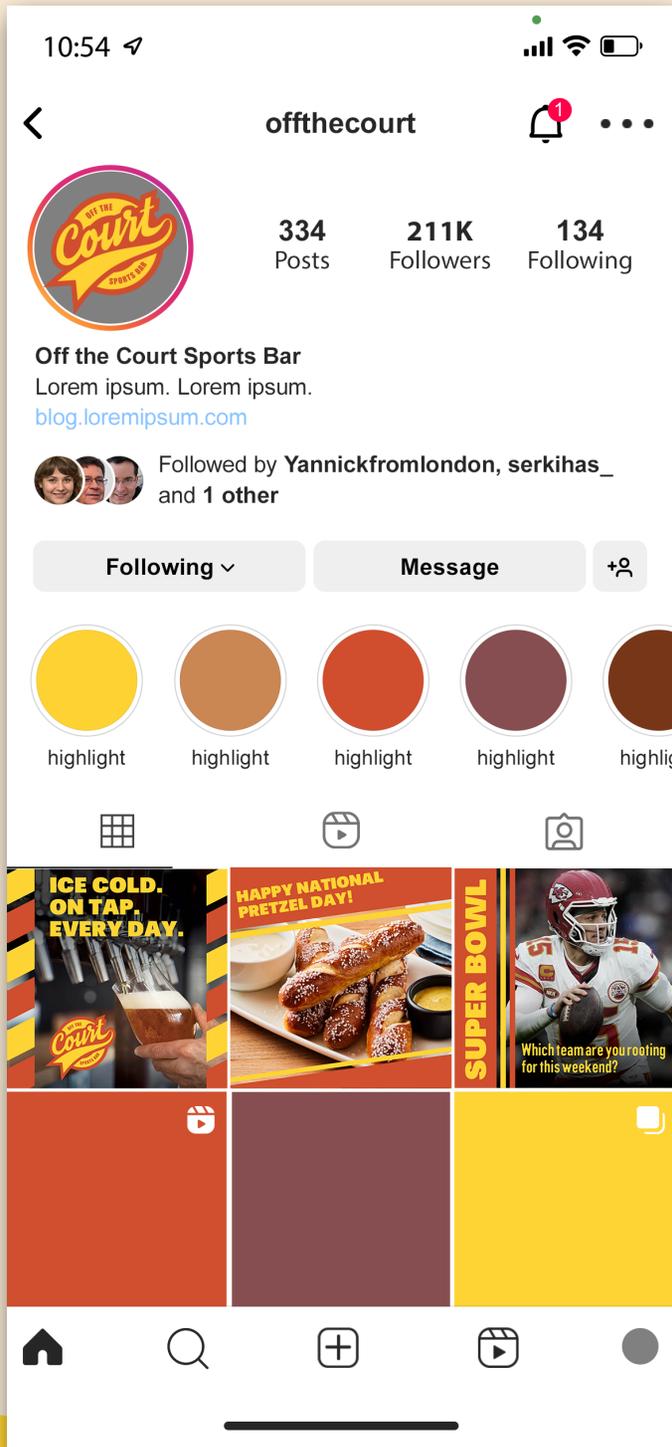
BASKETS

- Chicken Tenders Basket** 12
Crispy chicken tenders served with fries and your choice of dipping sauce. For those moments when you just need comfort food.
- Fish & Chips** 14
Beer-battered cod served with crispy fries, coleslaw, and tartar sauce. Golden and crisp—like a perfect play.

SALADS

- Caesar Salad** 8
Crisp romaine, parmesan, croutons, and Caesar dressing. Simple, but with a little extra flair.
- Cobb Salad** 12
Grilled chicken, bacon, avocado, hard-boiled egg, tomatoes, blue cheese, and your choice of dressing.
- Sides**
- Fries** 4
Crispy, golden, and perfectly seasoned. A fan favorite, every time.
- Curly Fries** 5
Crispy, curly, and seasoned to perfection. For when you're feeling a little extra.
- Coleslaw** 3
Creamy and tangy, the ideal sidekick. Cool, crunchy, and always dependable.
- Side Salad** 5
Mixed greens, tomatoes, cucumbers, and your choice of dressing. A lighter choice that still gets you to the finish line.

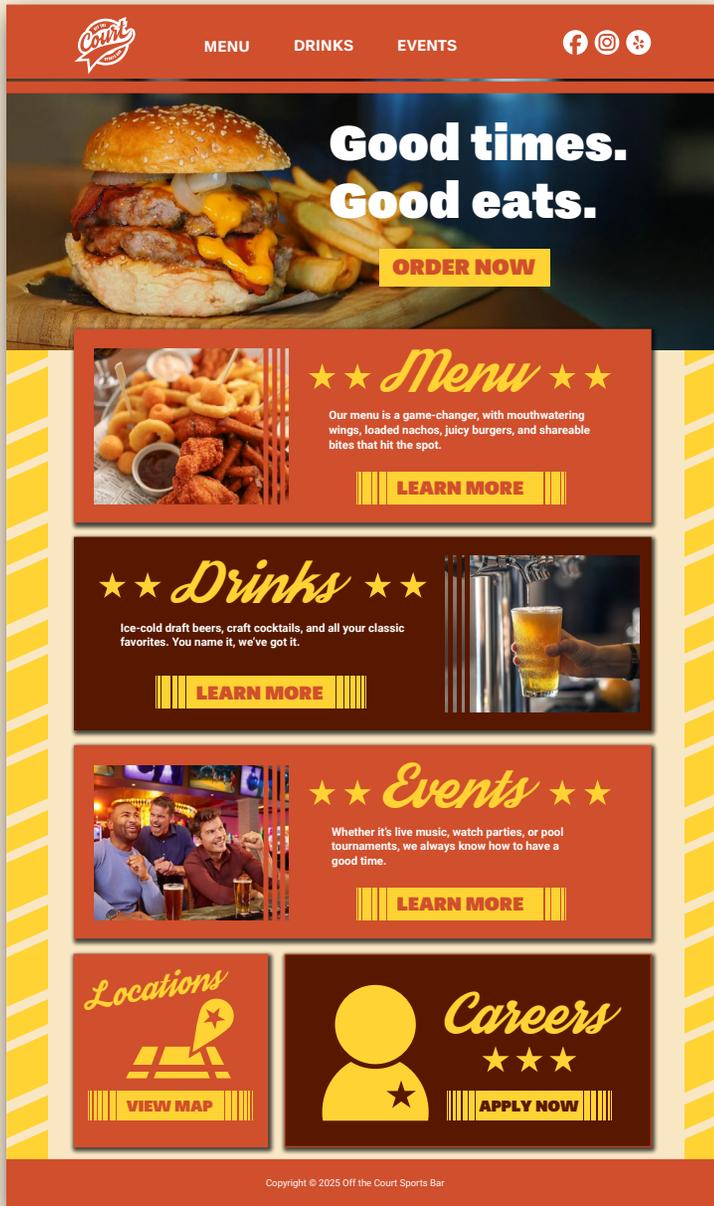




Social Media

Off the Court makes use of various social media platforms for the purpose of advertising and audience engagement. Consistent usage of the brand identity is necessary to maintain recognizability and familiarity with our fans.

WEBSITE



★ HOMEPAGE

The “Off the Court Sports Bar” website serves as the ultimate destination for fans. The site features links to the menu, drink selection, event calendar, social media accounts, location map, and career information.

Clothing



Branded shirts are provided for our crew members. Black pants are the standard work attire. Other branded clothing, such as those pictured above, may be provided as well upon request.



RESTAURANT MATERIALS

The following branded materials are to be used in the bar during food service. Disposable packaging is only to be used for takeout orders, not for table service in the bar.



★ CUPS

Our branded cups are perfect for all types of beverages. Use them to serve drinks for takeout orders. Glasses are to be used for guests dining in.

★ NAPKINS

These napkins are designed to wrap silverware to be distributed to guests.



★ BOXES

Takeout boxes are ideal for packing up leftovers or to-go orders.



