

# BRAND **GUIDELINES**

TOOLS TO HELP YOU USE OUR CORPORATE IDENTITY EFFECTIVELY



# CityCheers

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## CONTACT



### ADDRESS

13601 Preston Rd, Suite #1000E  
Dallas, Texas 75240

# BRAND VOICE

## WHO WE ARE

CityCheers is a technology company seeking to disrupt mobile payments in restaurants and bars via a mobile app that also serves as a powerful marketing platform for venue management.

CityCheers founder and CEO Winston Jaeb has been a part of the restaurant and hospitality industry for nearly 30 years. During this time, Jaeb had a first-hand vantage point of the operational needs of restaurant and bar owners. He set out to build an app that would help venues connect with their customers and drive repeat business while also solving the incredible inefficiencies of the customer check-out process. The result is the CityCheers Super App.

Headquartered in Dallas, TX, CityCheers has integrations with leading POS systems that run 55% of America's restaurants and bars.

# SLOGANS

Main:

America's Super App that hosts all the best restaurant and bar apps - All in one place

ExpressCheck:

It's the safest, fastest, and most secure way to pay at bars and restaurants

## PRIMARY LOGO

The Primary Logo is a combination of a simple and modern Wordmark against a solid blue or white background. The CityCheers Media logo refers to our organization as a whole and is generally reserved for official communications.



## PRODUCT LOGOS

Our Product Logos represent our different product offerings across all of CityCheers. These logos should be used in accordance with the messaging they are displayed in. These are also the only acceptable versions of our Product Logos. Each version has a specific purpose and should not be used for any other purpose than those defined below. Presenting our logos incorrectly or distorting the logo in any way will lead to confusion for our clients.



X Logo



X App Tile Icon

# CityCheers

# EXPRESSCHECK

CityCheers  
*Super App*

CityCheers  
*Connect*

## BACKGROUND COLOR VARIATIONS

Background Color Variations may be necessary from time to time dependent on the messaging we're conveying. It is important that our logos be legible and easily visible in all spaces. Choosing the right background color is essential in maintaining these standards. Try to avoid photographs or background colors that clash with our logos. Below are a few examples of effective uses of background color variations when using our Primary and Product logos.

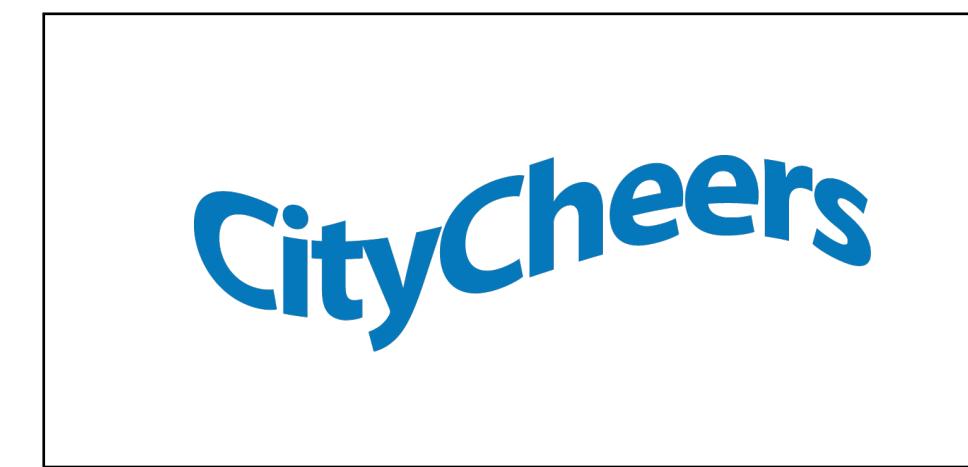


## INCORRECT USAGE

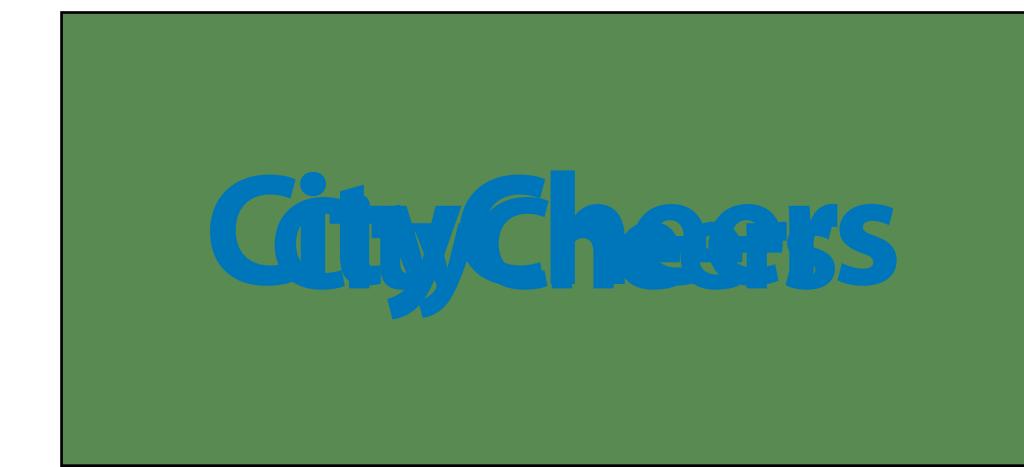
When using the CityCheers logo and our Product logos, avoid using our logo like the examples below. Using our logo correctly will ensure consistent use in every application. Altering, distorting or redrawing the logo in any way weakens the power of the image and what it represents. Below are some examples of incorrect usage of our logos.



DON'T use an unapproved color for the logo.



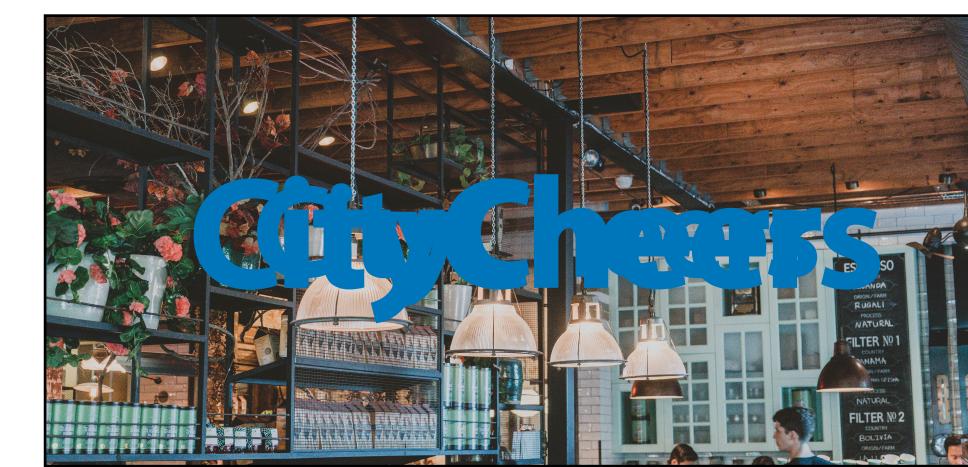
DON'T distort or alter the logo in any way.



DON'T place the logo over backgrounds with poor contrast.



DON'T add unapproved taglines.



DON'T place the logo over busy images.



DON'T rearrange logo components.



DON'T adjust the transparency of the logo.



DON'T reassign logo colors.



DON'T use gradients within the logo.

## COLOR PALETTE

### BRAND COLOR PALETTE

Our primary color palette is used in core brand communications. Some examples of these communications include print and digital advertising, our website, business cards, and social media campaigns. It is important to use the color palette effectively and appropriately in order to create visual variety while still maintaining brand recognition.

## PRIMARY PALETTE

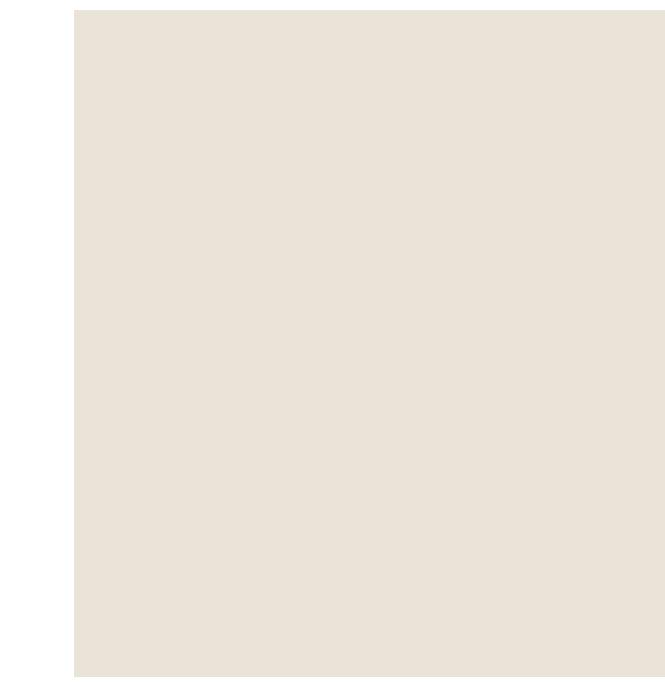
Our signature colors are blue, white, and occasionally black when greater contrast is needed. These should always be considered as our primary colors.



Hex: #326295

RGB:

Concord Blue



Hex: #EAE3D8

RGB: 234 227 216

CMYK: 7 7 10 0

White



Hex: #1E2D2F

RGB: 35 45 47

CMYK: 85 62 60 54

Gunmetal

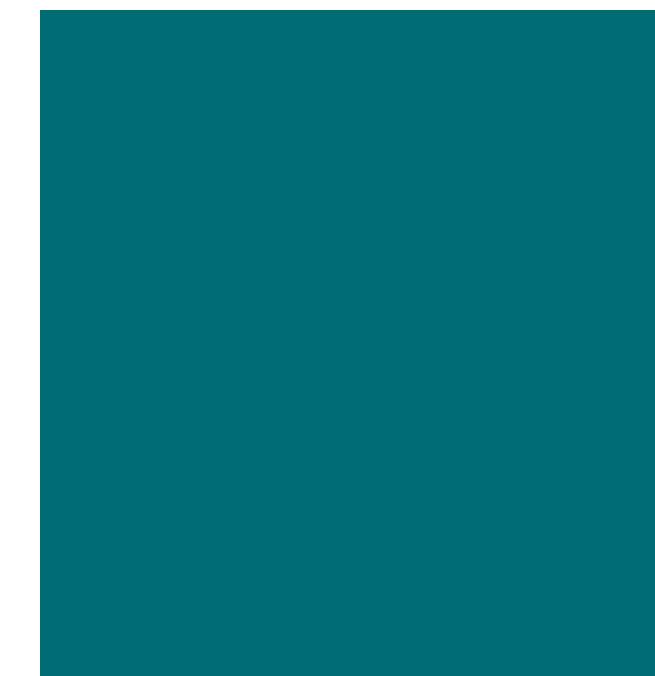
## SECONDARY PALETTE

In addition to our primary colors, there are several secondary colors that are available to use. The secondary palette helps bring vibrant accent colors that complement or add to our primary palette.

The secondary palette should not be used in a dominant way in our core brand communications.



Hex: #F6AE2D  
RGB: 246 174 45  
CMYK: 2 35 94 0  
Hunyadi Yellow



Hex: #006D75  
RGB: 0 109 117  
CMYK: 89 41 48 15  
Caribbean Current



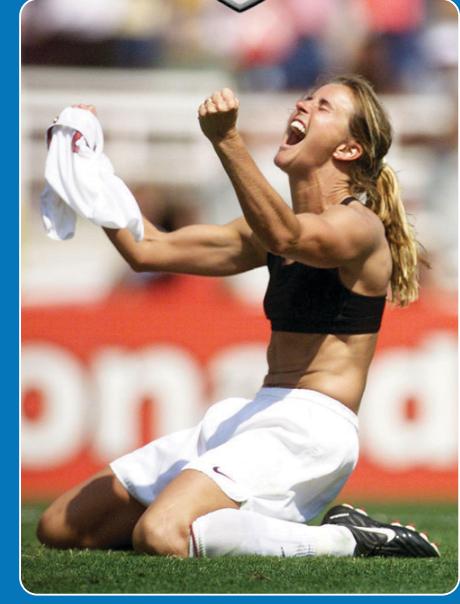
Hex: #FF7033  
RGB: 255 112 51  
CMYK: 0 62 79 0  
Orange (Crayola)



Hex: #8F8389  
RGB: 143 131 137  
CMYK: 46 45 38 4  
Taupe Grey

## SECONDARY PALETTE: EXAMPLES

Below are some examples on how and when to use the colors in the secondary palette. They are typically used when you want to make something stand out or if you want to emphasize something.

### WIN AN AUTOGRAPHED PERSONALIZED PICTURE OF BRANDI CHASTAIN

To enter the contest for a personalized autographed photo of Brandi Chastain, simply follow these steps:

1. Download the **CityCheers** app on your cell phone.
2. Buy one drink at Hooligans using the app.

The lucky winner will be selected through a random drawing on December 31st.  
Best of luck!

Please contact **John Brackenbush** @ **704-609-2011** if you would like to add **CityCheers** to your place of business.

**CityCheers**  
THE NEW WAY TO PAY IN RESTAURANTS AND BARS

Custom-Made Handout



### TECH BOOSTS RETENTION

As restaurants struggle to retain employees, the right tech suite can actually empower your wait staff — here's how.

**CityCheers**

Social Media Post

### NEVER WAIT FOR YOUR CHECK AGAIN.

**Download** the CityCheers app.  
**Enter your credit card** one time.  
**Tip, pay, and go** whenever you're ready.



We're so sure you'll love it, we'll even give you **\$5 off your first tab** when you pay in the app. Download it now while you're waiting - then *Never Wait for a Check Again!*

**CityCheers**  
THE NEW WAY TO PAY IN RESTAURANTS AND BARS

Collateral

# TYPOGRAPHY

## PRIMARY TYPEFACE

The typeface of CityCheers is Myriad Pro and should be used for all external and internal communications. It is a sans serif font with a professional and approachable feel that matches the work we do.

The only rule is that we should always use the appropriate cut of our font to fully support the creative concept that contains the font. Any change to the emphasis of the font (i.e. bold, italic, etc.) is acceptable as long as it reinforces the aforementioned concept.

**ALIGNMENT:** Left and center align is preferred. Right align should be avoided.

**HEADLINES AND SUBHEADS:** You can use sentence case (Lorem ipsum) or all-caps (LOREM IPSUM).

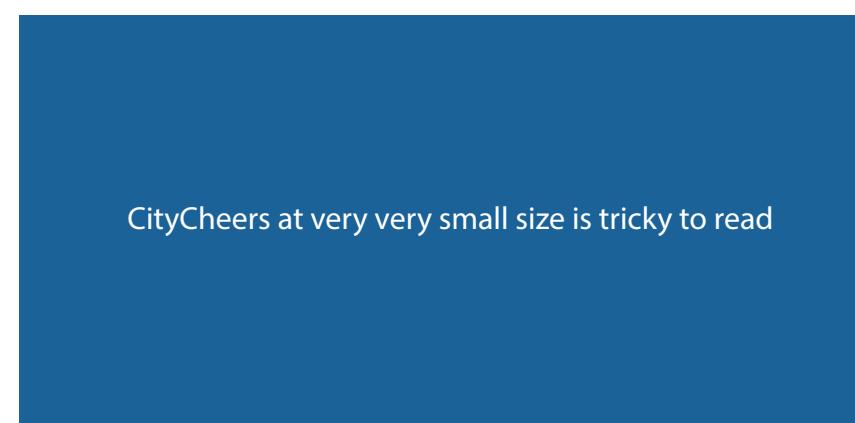
**INTRO COPY, BODY TEXT, AND LEGAL DISCLAIMERS:** Should always be in sentence case (Lorem ipsum).

**ITALICS :** Can only be used where required by style conventions, such as names, titles or quotes.

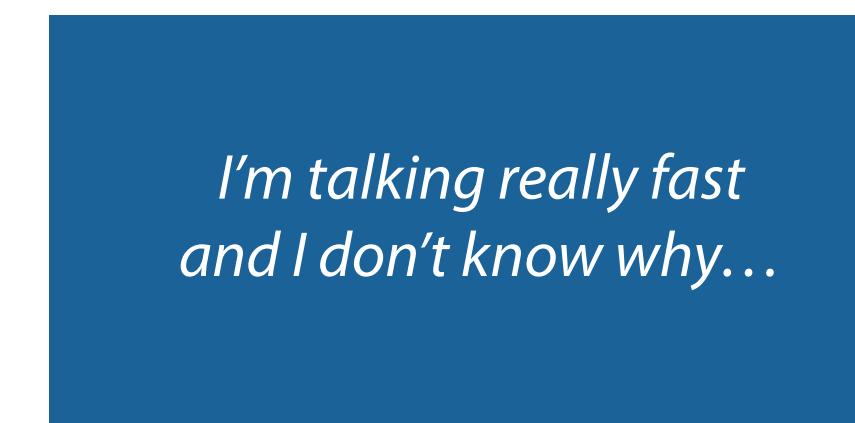
**KERNING AND TRACKING:** In Adobe applications, kerning should always be set to optical and tracking should never set it to less than -10 or greater than 10.

## INCORRECT USAGE

Here are some examples of incorrect usage of our company font, Myriad Pro. Avoiding examples like those below will ensure correct and consistent use in every application. If you're still in doubt or have questions about appropriate usage, please contact [graphics@citycheers.net](mailto:graphics@citycheers.net).



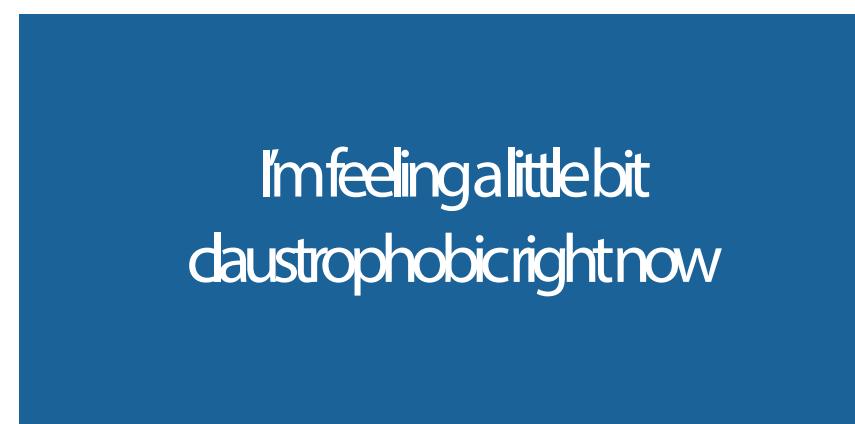
Don't choose an unsuitable weight of Myriad Pro for the display size.



Avoid setting large amounts of copy in italic, unless it supports the idea.



Don't set Myriad Pro in all uppercase unless it supports the idea.



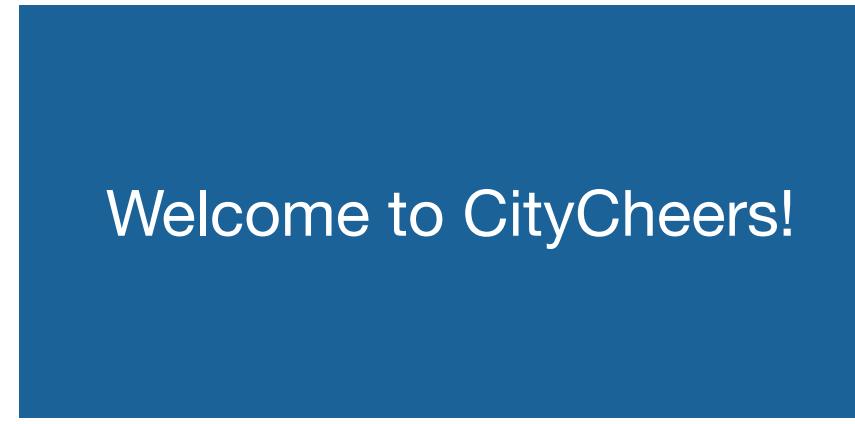
Don't squeeze the characters together.



Don't add extra space between the characters.



Don't mix & match emphasis in the same text.



Don't substitute Myriad Pro for another font without express permission.\*



Don't use colors that are hard to read/see even if they are part of our color palette.



Don't use different size font weights in close proximity.

## PRIMARY TYPEFACE

# MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz ,./!@#\$%^&\*()\_-=+

### MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz #@&1234567890

### MYRIAD PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz #@&1234567890

### MYRIAD PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz #@&1234567890

### MYRIAD PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz #@&1234567890

### MYRIAD PRO SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz #@&1234567890

### MYRIAD PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz #@&1234567890

## SAMPLE SETTINGS: SOCIAL MEDIA - INCORRECT USAGE

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