

DAVE & BUSTER'S

Brand Book

Brand Identity & Style Guide

DAVE
BUSTER'S
DAVE
BUSTER'S



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BRAND PROFILE

Dave & Buster's is an American restaurant and entertainment business with both a full-service restaurant and a video arcade.

The first Dave & Buster's was opened in Dallas in 1982 by David Corriveau and James "Buster" Corley. Corley had previously operated a bar called "Buster's" in Little Rock, Arkansas, next door to a saloon and game parlor called "Cash McCool's", owned by Corriveau.

Open from afternoon to late night, Dave & Buster's has 143 locations across the U.S. and Canada. These locations offer casual dining, a full service bar with sports watching events, and a cavernous game room.

Dave & Buster's popularized the system of purchasing gaming points onto a swipeable RFID card and other devices.





PURPOSE

Dave & Buster's believes the world would be a better place if we nurtured a sense of childhood nostalgia, and had fun spaces for adults and teens to de-stress.

BRAND POSITIONING & MANTRA

Creating memorable moments with the people you love.

For the friends and family that crave new ways to bond, Dave and Buster's is the complete entertainment package among all other everyday restaurants and bars, so that you can share moments with your loved ones.

ARCHETYPES

The Jester - 80%

The Jester gives people a sense of belonging to help people have a good time. Playful and spontaneous, they believe it's not really work if you enjoy it, The Jester reminds us to lighten up and live in the moment.

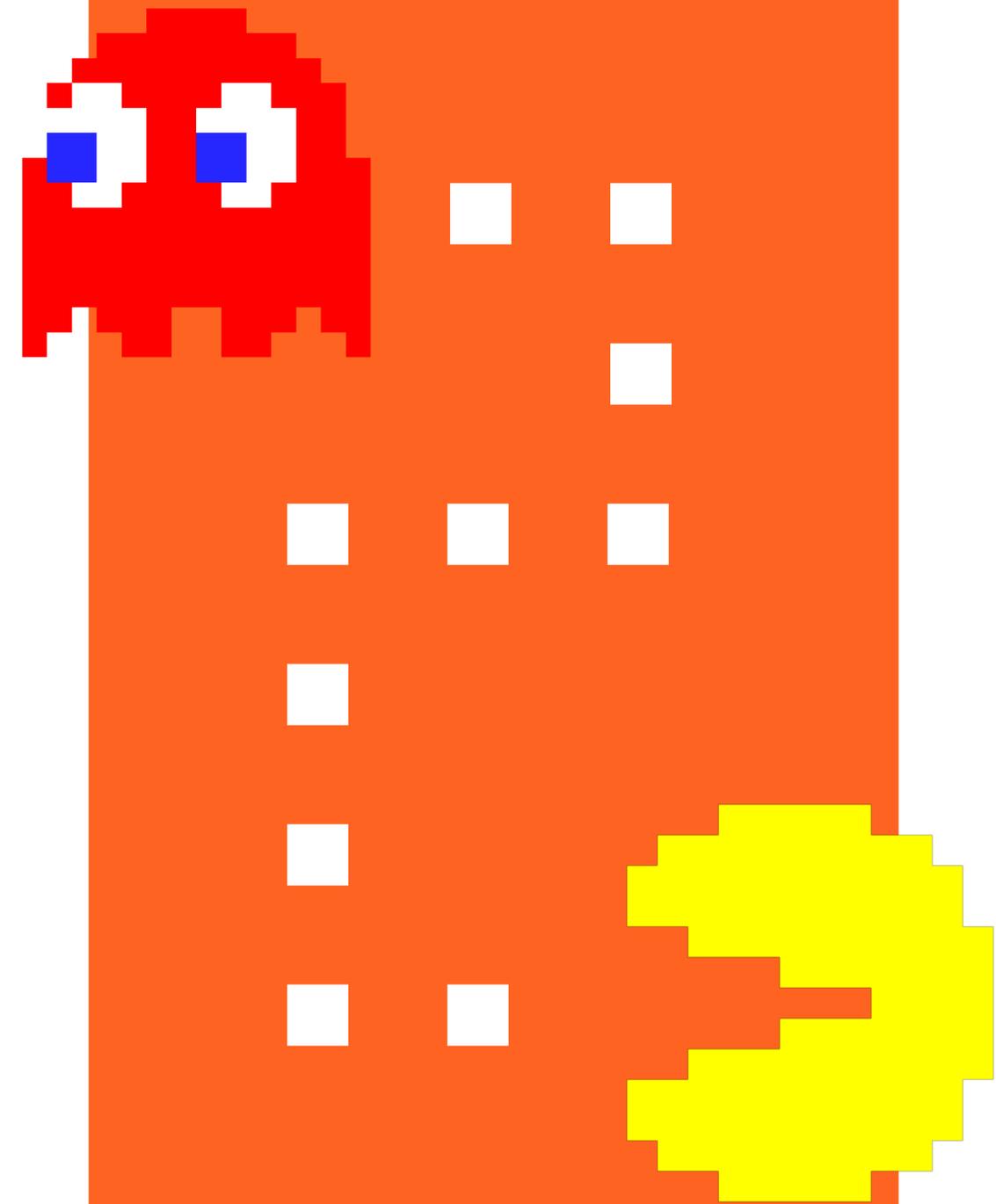
The Everyman - 20%

Happy just the way they are – real, honest, and hard working. The everyman gives people a sense of belonging and is also known as: The good old boy, the person next door, the realist, the solid citizen, and the good neighbor.

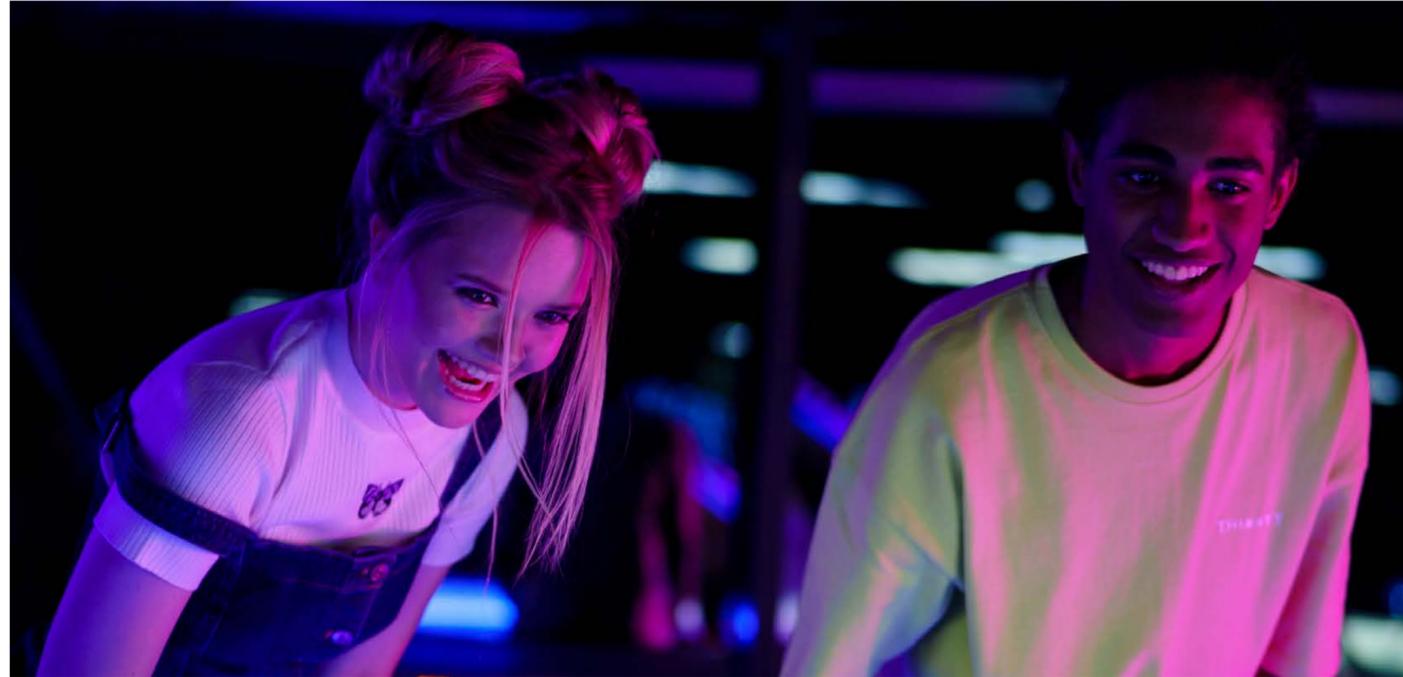
PERSONALITY

- Lively** Lighting up the world around you with positive energy
- Reliable** Always there when you need us
- Authentic** Unique to its roots
- Optimistic** Holds a positive outlook through every moment

- Fun** Enjoy having a great time with the people we love
- Laid-back** No need to worry once you enter
- Timeless** Incredible games collected from the past and present



TARGET AUDIENCE



Core Audience - 58%

Play together young adults

- 21-39 Years Old, 50/50 Male and female
- Average income of \$75,000
- Crave new and exciting experiences
- Social media worthy moments



Secondary Audience - 42%

Family Mix

- Parents with children
- Families celebrating special occasions or bonding with each other
- Usually visit on weekends, holidays, or in the summer

DESIGN STATEMENT

The logo varies in size and position to show the playfulness of Dave & Buster's. It also represents how people with varying personalities can come together to enjoy a good time. The orange from the original logo was kept to make it feel more personable, and the shades were changed to give it warmth. Each shade was used to show individuality, but also a united group as well.



BRAND IDENTITY

DAVE &
BUSTERS

Primary Logo

**DAVE &
BUSTERS**

Grayscale



Logo Icon



Structural Analysis



Minimum Space

INCORRECT USE



Do Not
change or use any colors
outside of the specific brand
colors on the logo.



Do Not
tilt or rotate the logo.



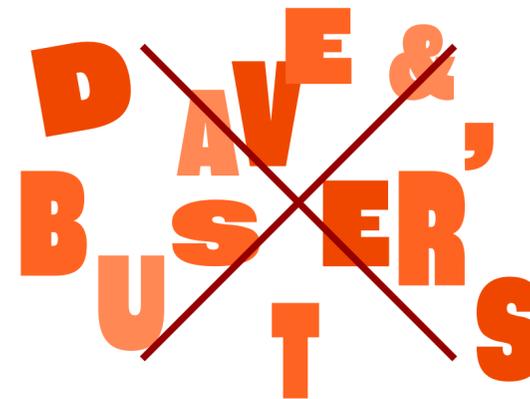
Do Not
remove any letters in the logo.



Do Not
add any effects to the logo,
such as drop shadow, inner
shadow, blurs, etc.



Do Not
stretch or warp the logo in
any way, shape, or form.



Do Not
change the position of the
letters in the logo.

Dynamic System

EAT

The letters of the logo were replaced with food from Dave & Buster's menu. Yellow was the chosen color because it represents food, its bright, colorful, and reminiscent of fruits or fried dishes with the shades.



Dynamic System Variants

EAT

DAVE &, BUSTERS

A slice of pizza with various toppings is positioned behind the letter 'V' in the word 'DAVE'.

DAVE &, BUSTERS

A single shrimp is positioned behind the letter 'S' in the word 'BUSTERS'.

DAVE &, BUSTERS

A large, golden-brown pretzel is positioned behind the letter 'B' in the word 'BUSTERS'.

Dynamic System **DRINK**

The letters of the logo were replaced with drinks from Dave & Buster's menu. Turquoise was the chosen color because it ties back to the color of liquid. Each shade represents levels of the drinks, with the light color being foam, and the darkest being the bottom of the drink.



Dynamic System Varients

DRINK



Dynamic System **PLAY**

The letters of the logo were replaced with games from Dave & Buster's. Purple was the chosen color because it gives people a sense of nostalgia with arcade room decor. The shades give depth from the brighter parts of the arcade to the darkest.



Dynamic System Variants

PLAY



BRAND COLORS

Primary Color

ORANGE-RED
HEX: # FF6321
RGB: 255, 99, 33

CORAL
HEX: # FF8755
RGB: 255, 135, 85

TANGELO
HEX: # EF4700
RGB: 239, 71, 0

Colors for Dynamic System

Eat

DANDELION
HEX: # FFDE6B
RGB: 255, 222, 107

DEEP LEMON
HEX: # FFCD1C
RGB: 255, 205, 28

SELECTIVE YELLOW
HEX: # FFB800
RGB: 255, 184, 0

Drink

AQUAMARINE
HEX: # 6AF4D8
RGB: 106, 244, 216

TURQUOISE
HEX: # 2FF3CC
RGB: 47, 243, 204

DARK TURQUOISE
HEX: # 0ECDB6
RGB: 14, 205, 182

Play

PURPLE MIMOSA
HEX: # 9E80FF
RGB: 158, 128, 255

VIOLETS ARE BLUE
HEX: # 774EFF
RGB: 119, 78, 255

HAN PURPLE
HEX: # 5429E1
RGB: 84, 41, 225

BRAND TYPEFACE

Roc Grotesk is a sans-serif typeface that was inspired by late nineteenth-century American wood types. It is modern and emanate a lively atmosphere. It is available in nine weights which give more flexibility when using.

Neue Haas Unica is used for the body copy to ensure readability.

Brand Base Font

Roc Grotesk Heavy (used for logo)

**0123456789!@#\$%^&*()
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz****

Roc Grotesk Bold

**0123456789!@#\$%^&*()
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz****

Roc Grotesk Wide Medium

**0123456789!@#\$%^&*()
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz****

Written Communication

Neue Haas Unica Medium

0123456789!@#\$%^&*()
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**

PHOTO- GRAPHY

These photos were chosen to represent the brand, with its bold, saturated colors and playful attitude. We also chose an image with a mixture of typography and photo to tie back to our logo.



IN-STORE MUSIC

Below are the suggestions for the in-store music. All the songs were picked from video game soundtracks.

Arcade

1. Animal Crossing New Leaf - KK.House
2. Apollo Justice: Ace Attorney - Ema Skye ~ Scientific Detective
3. Undertale - Death by Glamour
4. Persona Q Shadow Of The Labyrinth - Corn Dog
5. Cuphead - Introduction
6. Super Paper Mario - Super Paper Mrio (Title Screen)
7. Earthbound - Otherworldly Foe
8. Touch Detective - Gumshoe Blues
9. Castlevania 3 - Beginning (Level 1)
10. WarioWare: Touched! - Title

Restaurant

1. Pokemon Pearl / Diamond - Eterna Forest
2. Hotel Dusk Room 215 - Serenity
3. Tamagotchi Corner Shop - Mametchi Theme: Shop
4. Animal Crossing New Leaf - K.K. Disco
5. Earthbound - Home Sweet Home
6. Earthbound - Enjoy Your Stay
7. Cooking Mama - Title Theme
8. Harvest Moon DS - Griffin Blue
9. Nintendogs - Friendly Whiff Record
10. Fantasy Life - The Pirate Ship

