



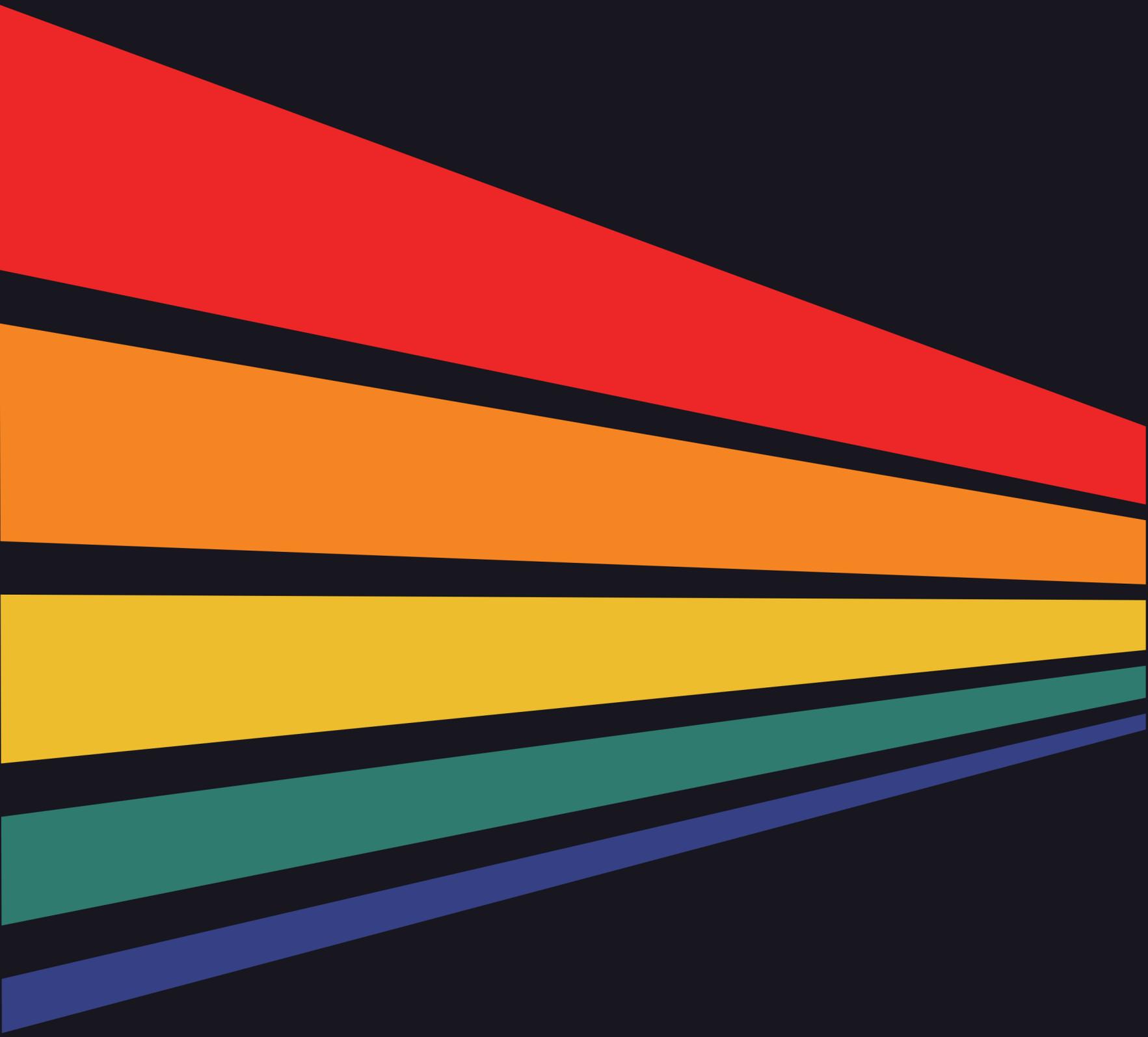
BRAND BOOK

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Our branding

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B
BOX



We're all about soulful vibes! Let your inner light shine brighter than the neon signs. Be the catalyst for positivity and spread those good vibes like the beat of your favorite olden anthem.

HELLO!

In your hands you have “Boombox” brandbook, containing tools that will serve as a guide to apply our brand in everything we do and say as a company. Our brand is not just a name, logo or the way we sell our services. Our brand represents our principles and how we will communicate to get our ideas heard with one voice.

This is where it all begins.

Our brand is not only a name or a logo. Is much more; It represents who we are, our purpose and ideas that we communicate

Brand Personality

Boombox, born in a family with highs and lows but always vibin' out the most, grew up learning the importance of self-love. "CowaBunga Dude", became a household Motto in the Boombox Family. Filled with Ninja Turtles, Pizza, and funky 80s music and style, Boombox grew up with an audio engineer as a father and a bitchin' hairstylist mother. Boombox used to be taken to concerts where her dad worked and her mother styled the artists, from an early age. Boombox took a deep liking to a freestyle way of life. They would often host Make your own pizza parties with friends and watch Ninja Turtles together as they made funkylicious pizza with various toppings and sauces. On the weekends her dad would also take her to his studio to show her how to fine-tune her ear to identify how music is composed, she vividly remembers every note, tone, and rhythm her father showed her. As an Adult boombox became a free stylist free spirit who embraced herself and those around her. Boombox will always find an excuse to celebrate and throw a party with friends and spread positive vibes through music and pizza.

BOOM^{BOX}
Pizza Bar



Brand Promise

**KEEP ON
BOOMIN'**

We must transmit in all our actions, behavior, in the way we we communicate and how we see each other.

Our Essence

Sit back, put your headphones on and enjoy the music, remember that the glass is always half full not half empty.

Creative context

Do the funky cha cha slide, sing that a cappella in the shower, wear those funky 80s jeans, declare your love to your crush, and forget those who didn't love you back. Embrace your inner soul and let it radiate and fill this world with positive vibes! No matter how you slice it, every day is a new day to seize, carpe diem.

Manifesto

Step into our realm and dive headfirst into a universe where the infectious beats of the cha cha slide and shower serenades of a cappella tunes set the stage for our vibrant ambiance. It's not just a meal; it's a full-on immersion into the retro electric spirit! Our pizzas transcend mere slices; they're time capsules, delivering a nostalgic blast with each delectable bite. Crafted affectionately with a dash of a retro enchantment, every pizza embodies the essence of an era bursting with daring flavors and limitless potential. At BoomBox, we've cranked up the nostalgia, amped up the excitement, and infused it all into our pizzas. Join us and rediscover the allure of the olden days, where each bite takes you on a journey through time and every moment is a jubilant ode to an unforgettable era etched in the annals of history!

Content pillars

- **TREND**
AUDIO/MUSIC/REELS
- **EVERGREEN**
ORIGINAL/LIVES
- **PROMOTIONAL**
BRAND EXPERIENCES

The core of our brand, represent our principles as a company and should guide all our decisions, communications and our personality.

Concept

- CARPE DIEM
- SLICE, SLICE BABY!
- NO MATTER HOW YOU SLICE IT
- ARE YOU VIBIN'?
- KEEP ON BOOMIN

Our concept defines the way we speak, we write and how we see each other. Applied to everything we do helps us create a strong and recognizable brand.

Tone/Voice

- **OPTIMIST**
- **NEW AGE THINKER**
- **ATTENTIVE**
- **SYMPATHETIC**

Our Voice articulates all perceptions of the brand and is used as a distinctive element of our personality to reinforce our brand promise. Invites people to disconnect from the routine, reminds them to take a moment for themselves.

The Do's n Dont's

DO'S

- *Share the story behind pop culture*
- *Inspire and captivate by staying honest*
- *Promote the importance of self-love*
- *Make fun of the little things*
- *Use funkylicious words to get our audience in the groove.*

DONT'S

- *Do not enter into an argument with a hater*
- *Do not censor opinions*
- *Do not post or replay without using our voice and tones, could generate mistrust*
- *Do not get into controversy over a social problem*

OUR BRANDING!

Our Fonts

ENRA SEMI VARIABLE

Extremely flexible as its many iterations work for everything, this is the main font used for body text, it should never be used for titles or subtitles.

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsT tUuVvWwXxYyZz
1234567890

Our Fonts

RADWAVE

This font provides a futuristic yet retro feeling used for the logo. This should also be used in big titles within our brand's merch.

ABCDEFGHIJK

LMNOPQRSTU

VWXYZ

1234567890

Our Fonts

FUTURA CONDENSED

This Font should only be used for Titles for the menu and social media posts. This font has a long history being used in 80s ads

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsT tUuVvWwXxYyZz
1234567890**

Our Colors

A TV screen displays images using a spectrum of colors. The rainbow, with its vibrant array of colors, symbolizes the diverse range of hues that TVs can produce to create vivid and engaging visuals.



Slice'o-Vision

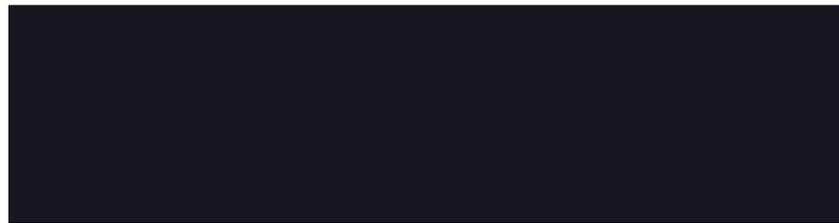
CMYK 1, 97, 96, 0
RGB 237, 39, 39
HEX #ED2727

CMYK 0, 58, 99, 0
RGB 245, 133, 34
HEX #F58522

CMYK 7, 25, 95, 0
RGB 238, 189, 45
HEX #EEBD2D

CMYK 81, 33, 58, 13
RGB 47, 123, 112
HEX #2F7B70

CMYK 94, 87, 17, 4
RGB 53, 65, 132
HEX #354184



Raisin Black

CMYK 76, 72, 60, 76
RGB 24, 22, 30
HEX #18161E



White

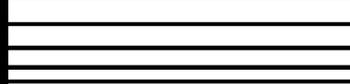
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

Our Logotype

During the 1980s, color television became more widespread and accessible to households. When you turned on a TV during that time, the introduction or transition to color TV was often symbolized by a vibrant and distinctive "TV rainbow" effect. Some channels or programs even used animated or graphical rainbows in their intros or transitions to signify the shift to color broadcasting.



BOOMBOX
Pizza Box

BOOM^{BOX}
 *Pizza Bar*

BOOM^{BOX}
 *Pizza Bar*

Our short logo

This should be used as freely as desired, the short logo will be mainly used in social media, merchandise and as decoration for gift cards and anything the brand requires. It's flexible and recognizable.



BOB
BOB
X

☰ B BOX

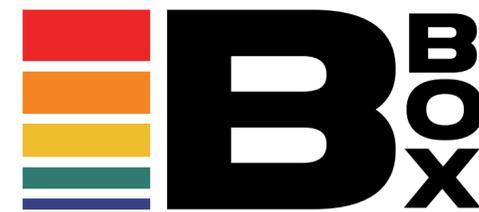
☰ B BOX

Our Logotypes

This rainbow effect was a visual cue that denoted the advancement in technology and the shift from the earlier black-and-white TV era to the colorful and visually captivating television experience that became synonymous with the 1980s.



Official Logo



Short Logo

Graphic Elements

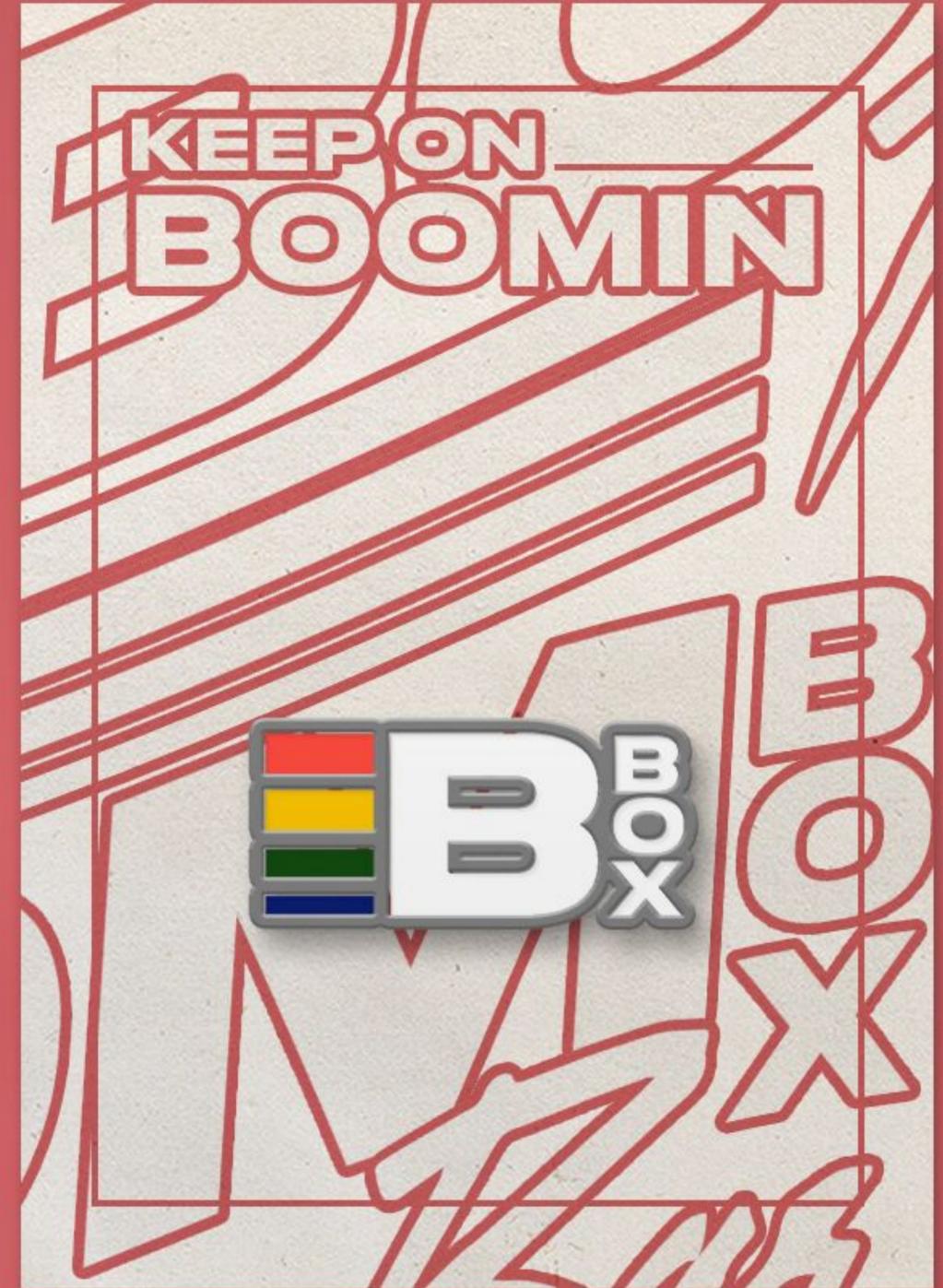
Slice'o-vision is a rainbow strip symbolizing movement and progress, much like its peak utilization in the 80s with new technology. It represents advancement and embodies the vibrant positivity of that era.



**OUR BRAND
IN ACTION**



BOOMBOX PIZZA BAR





BOOMBOX PIZZA BAR

The logo for BOOMBOX Pizza Bar is centered on a dark, textured background. It features the word "BOOM" in a large, bold, sans-serif font. To the right of "BOOM" is the word "BOX" in a smaller, stacked, sans-serif font. Below "BOOM" are three horizontal white bars. To the right of the bars is the text "Pizza Bar" in a white, cursive script font.

KEEP ON BOOMIN' MIX

"LIVIN' ON A PRAYER" BY BON JOVI (1986)

"POUR SOME SUGAR ON ME" BY DEF LEPPARD (1987)

"HUNGRY LIKE THE WOLF" BY DURAN DURAN (1982)

"BILLIE JEAN" BY MICHAEL JACKSON (1982)

"WHEN DOVES CRY" BY PRINCE (1984)

"I CAN'T GO FOR THAT (NO CAN DO)" BY HALL & OATES (1981)

"SWEET CHILD O' MINE" BY GUNS N' ROSES (1987)

"LIKE A VIRGIN" BY MADONNA (1984)

"WALK THIS WAY" BY RUN DMC (1986)

"YOU SHOOK ME ALL NIGHT LONG" BY AC/DC (1980)





BOOM
Pizza Bar

THE NEW BOOM'S IN TOWN!

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HAVE YOU HEARD?

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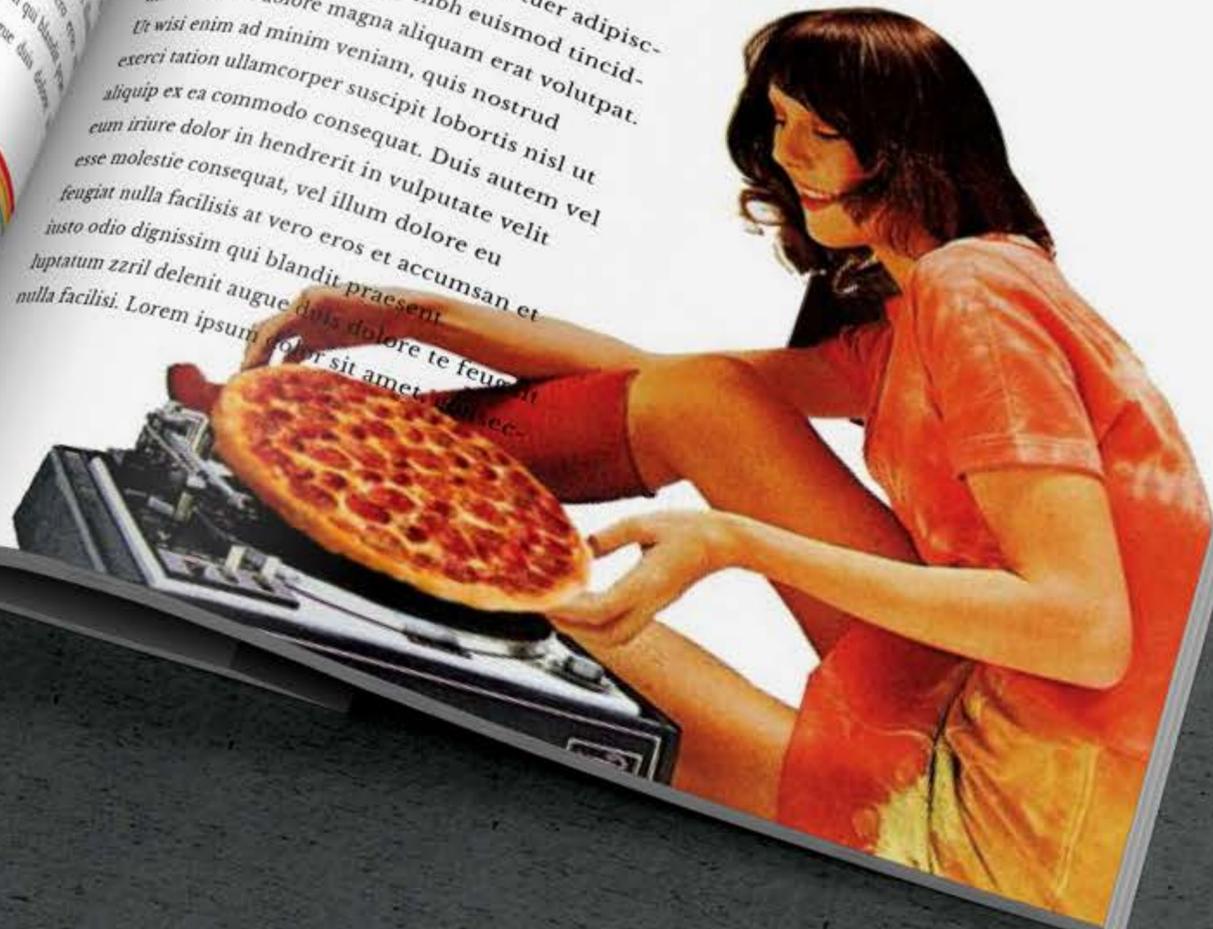


BOOM
Pizza Bar

HT THE JAM POWER TO SOME SLICES

Just remember
to finish it

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.



BRAND IN ACTION



BOOMBOX PIZZA BAR









BOOMM BOOM
BOOM BOOM



The image shows a close-up of an embroidered logo on a dark blue fabric. The logo consists of the word 'BOOMM' in large, white, blocky, 3D-style letters. Below the first 'BOOM' is a horizontal bar with four stripes of color: red, yellow, green, and blue. Below the second 'BOOM' is the word 'BOOM' written in a stylized, red, cursive font. To the right of the 'BOOMM' letters, the word 'BOOM' is written vertically in the same white, blocky font.



EAT A JAMMIN SLICE OF PIZZA



Just remember
to finish it

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BOOM^{BOX}
Pizza Bar



BOOMBOX
Pizza Bar

Gerardo De Anda

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gerardo@boombox.com
boombox.com

BOOMBOX
Pizza Bar

Gerardo De Anda

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Founder

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boombox.com

BOOMBOX
Pizza Bar

BOOM BOX
Pizza Bar

RA! --MY
LECTIONS
NG OUT OF
RORS TO
E ME!

ICE
NOT
Seat Dual



BOOM!
Pizza Bar





KEEP ON
BOOMIN'

BOOM!
Pizza Bar

BOON
BOX
PIZZA









W
TOUR '77

BOOM!







THANK YOU

