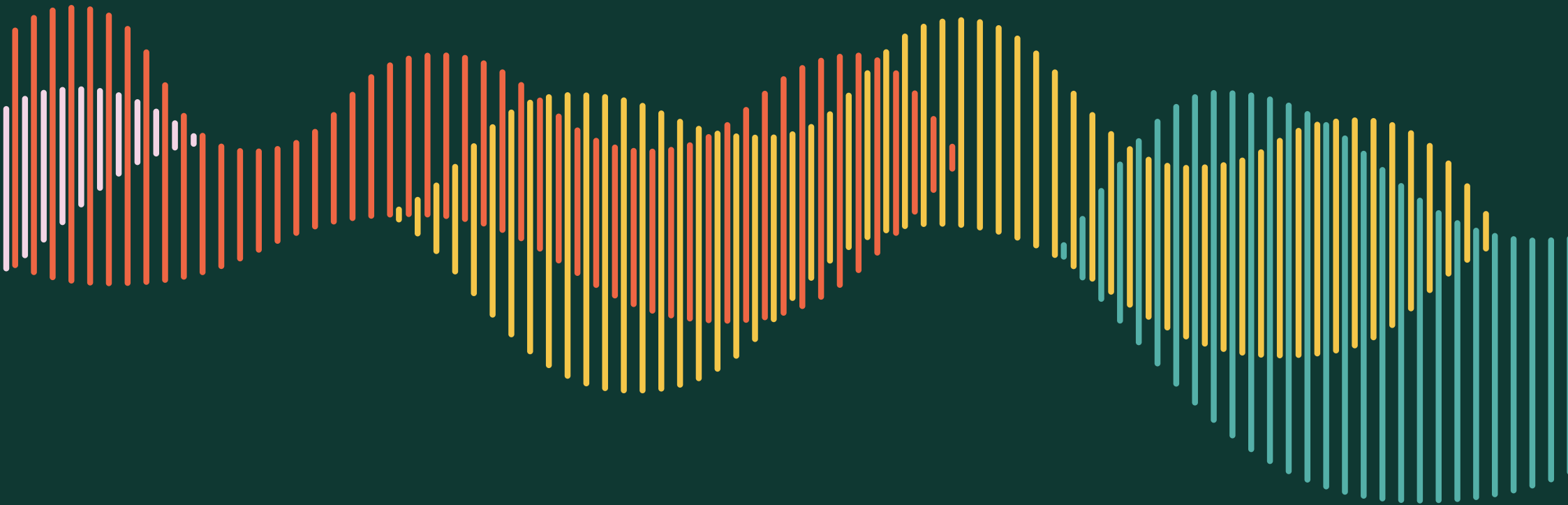


BRAND GUIDELINES

VERSION 1 - 2026



VIP KARAOKE



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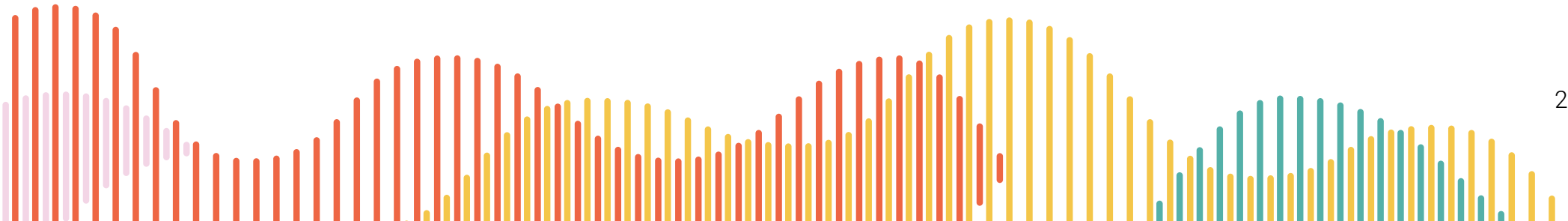
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INTRODUCTION

The following document has been designed as a guideline for the VIP Karaoke Bar visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The VIP Karaoke Bar logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.



Our logo is the visual cornerstone of your brand. The following is an outline for your logo to inform your audience on how to use your logo correctly and why.



OUR LOGO



VIP KARAOKE

PRIMARY LOGO

The VIP Karaoke wordmark combines a refined high-contrast serif with generous spacing and understated detailing to create a sophisticated, premium identity. Its elegant proportions and timeless typography are complemented by a clean black and gold palette, resulting in a contemporary logo that feels luxurious, confident and memorable.



MONOGRAM

CLEARSPACE



MINIMUM SIZE



VIP KARAOKE

Print: 30 mm W

Digital: 86px W

LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram. Do not place any other elements within the clearspace zone specified.

An outline for your colour palette, specifically designed to reflect your brand's personality and identity.



COLOURS

COLOUR PALETTE

The VIP Karaoke colour palette is built around bright warm red, pink and yellow, complemented with some deeper greens that match our venue's colourful food, grassy walls and booths, creating a unique, energetic identity that reflects the brand's unforgettable nightlife experience.



Bright Red

HEX: #EF6545
CMYK: 2/75/78/0
RGB: 239/101/69

Cool Pink

HEX: #F9D4F8
CMYK: 3/19/0/0
RGB: 249/212/248

Pastel Lime Green

HEX: #DDF2B8
CMYK: 14/0/35/0
RGB: 221/242/184

Yellow

HEX: #F4C64B
CMYK: 4/22/82/0
RGB: 244/198/75

Pale Redwood

HEX: #E47D86
CMYK: 7/63/34/0
RGB: 228/125/134

Light Sea Green

HEX: #57B1A8
CMYK: 65/10/38/0
RGB: 87/177/168

Teal

HEX: #035D53
CMYK: 90/42/66/30
RGB: 3/93/83

Deep Jungle Green

HEX: #0E3832
CMYK: 87/53/69/58
RGB: 14/56/50

An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.



TYPOGRAPHY

TYPEFACES

Typography brings together clarity, personality and a sense of performance across the VIP Karaoke brand.

The system combines the bold, contemporary structure of Archivo with the expressive, handwritten character of Lindsey Signature, creating contrast between polished brand communications and more playful moments.

Archivo Bold is used for headlines, key messaging and high-impact information, while Archivo Regular provides a clean and highly legible option for body copy and supporting content. Lindsey Signature is used selectively as an expressive accent, adding a spontaneous, personal quality that reflects the energy and social nature of karaoke.

Archivo Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Lindsey Signature
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Archivo Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FONT HIERARCHY

Highlight

Lindsey Signature

Regular

Metrics: 0 Tracking

Sentence Case

Heading

Archivo Black

Semibold

Metrics: 0 Tracking

Uppercase

Sub Heading

Archivo

Bold

Metrics: 0 Tracking

Sentence Case

Body Copy

Archivo

Regular

Metrics: 0 Tracking

Sentence Case

Hello world!

HEADING

Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eget nulla facilisi etiam dignissim diam quis. A condimentum vitae sapien pellentesque. Morbi enim nunc faucibus a. Est sit amet facilisis magna. Sagittis purus sit amet volutpat consequat. Dui vivamus arcu felis bibendum ut tristique. Cursus turpis massa tincidunt dui ut ornare lectus.

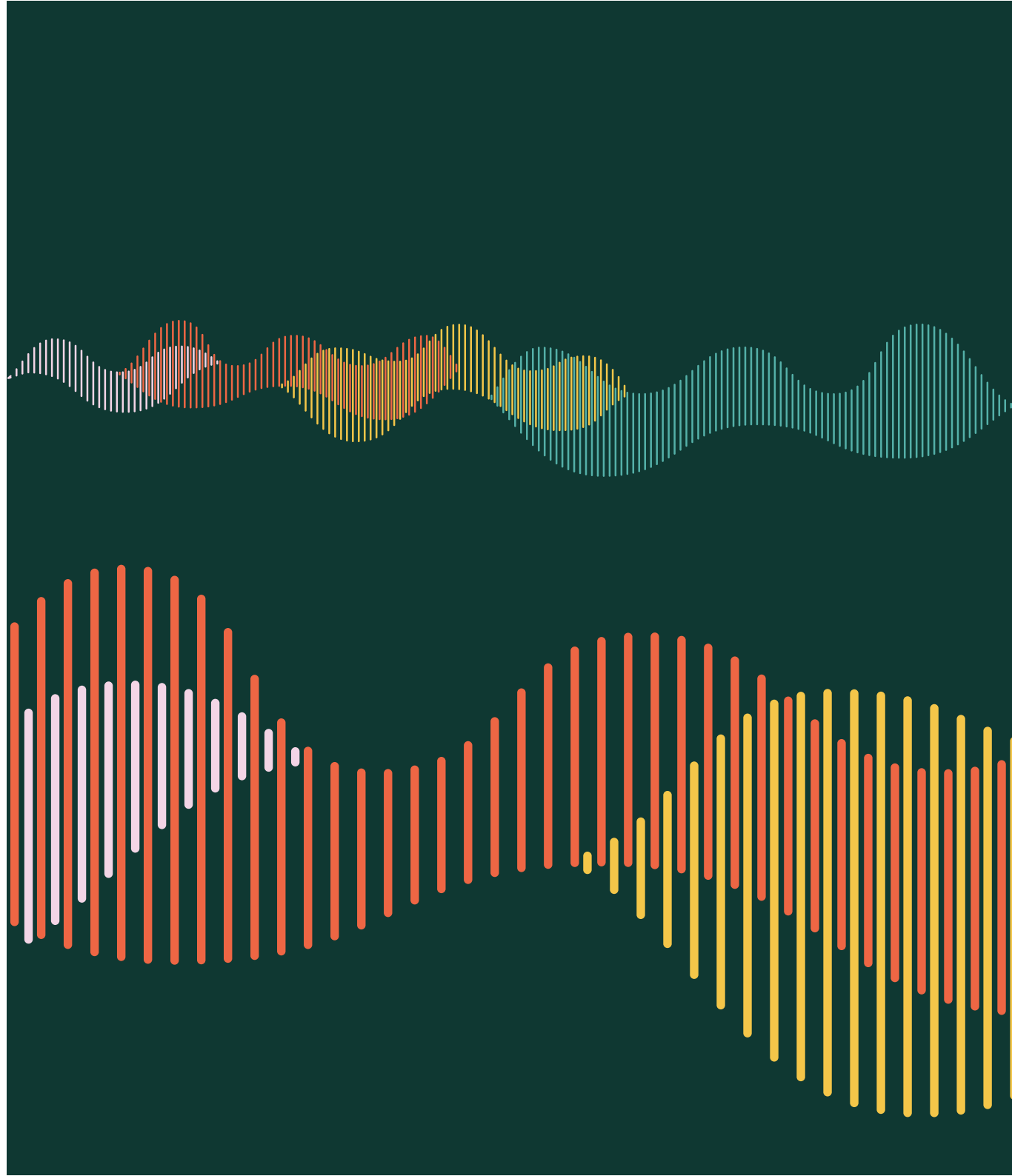
An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.



ASSETS

GRAPHICS

A dynamic suite of soundwave-inspired graphics designed to capture the energy and rhythm of the VIP Karaoke experience. Built from layered lines, shifting scales and vibrant brand colours, the graphics create a sense of sound, movement and performance. The flexible visual system can expand, contract and overlap across different applications, creating a distinctive and recognisable graphic language for the brand.



BRAND PATTERN AND 'VIP FRAME'

The brand pattern has been designed to complement the brand and further extend its visual language. The overall aesthetic is premium, clean, and bold, using simple geometric shapes.

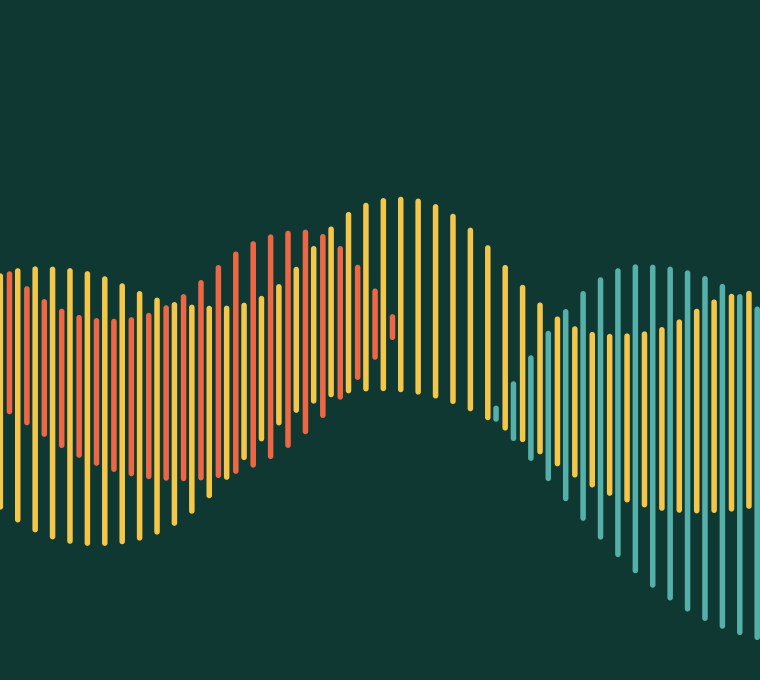
The design encapsulates the fresh, and stylish essence of the brand and create an engaging and recognisable brand identity.



A series of mock-ups to demonstrate the application
of your brand across a variety of collateral.

A decorative background element consisting of a series of vertical bars of varying heights. The bars are colored in a gradient: red on the left, transitioning to yellow in the middle, and then teal on the right. They are arranged in a wave-like pattern across the upper half of the page.

BRAND APPLICATION



VIP KARAOKE



DINE
DANCE
SING!!!







This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

