

# thunder gong!

**THUNDERGONG! 2023**

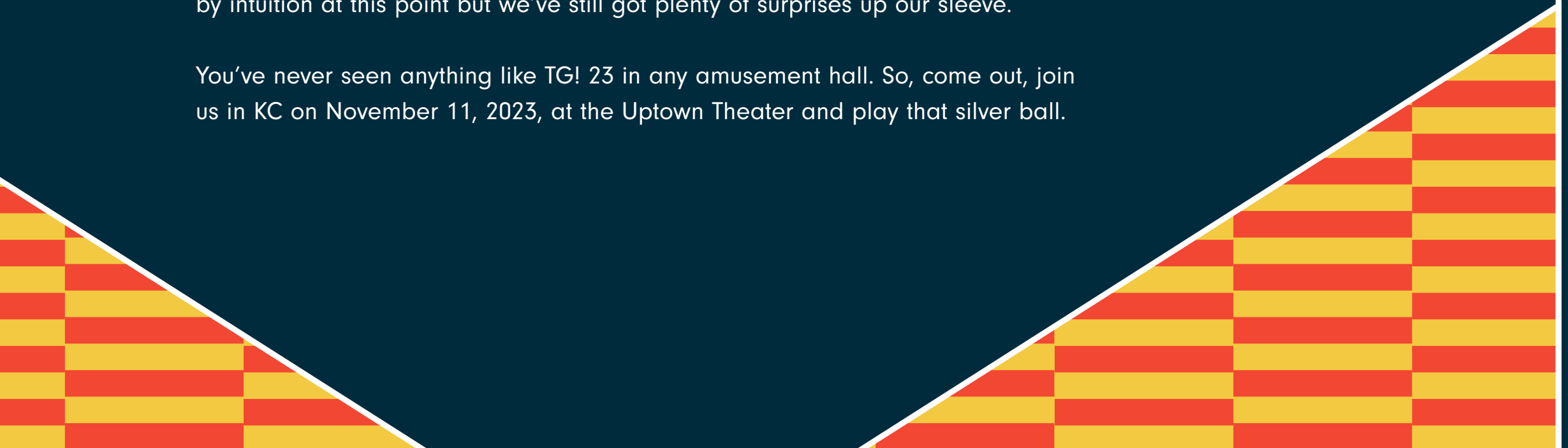
BRAND & ASSETS GUIDELINES

# what makes it so good?

**The theme of Thundergong! 2023 is PINBALL WIZARD.**

Neither deaf, dumb, or blind, this year's show is packed with all the punch & pizazz of past years...and then some. This is our 7<sup>TH</sup> year and, sure, we play mostly by intuition at this point but we've still got plenty of surprises up our sleeve.

You've never seen anything like TG! 23 in any amusement hall. So, come out, join us in KC on November 11, 2023, at the Uptown Theater and play that silver ball.



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## SECTION 1

logo

1.1**LOGOTYPE**

The primary logo is the thundergong! logotype.



1.2

LOGO ELEMENTS  
& LOCKUPS

This year’s brand is made up of our primary logotype and an illustration of Jason Sudeikis’ face. There are lockups using both of these elements along with options highlighting Steps of Faith and Jason in copy.



Logotype (primary)



Jason Illustration



Lockups

1.3

USAGE

Our logos and other brand elements are dynamic and should be used in different colorways based on the background color in context.

Use our assets folder for a full array of logos in our brand colors.



1.4

GAME OVER

Please use all Thundergong! assets as they are provided. Do not edit, change, recreate, or reconfigure anything in any way. These examples show just some of the many possible misuses and is not exhaustive.



Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the logo color with any off-brand color, or reduce the logo opacity.



Do not add graphic effects to the logo, including drop shadows.



Do not place the logo on an angle or rotate in any way.



Do not change the layout or relationship between logo elements.



Do not encroach on the clear space surrounding the logo.



## SECTION 2

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# typography

**rigour**

**Aa**

**abcdefghijklmn  
opqrstuvwxyz**

**1234567890?!**

**AVANT GARDE PRO**

**Aa**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklmno  
pqrstuvwxyz**

**1234567890?!**

**Neuzeit Grotesk**

**Aa**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklmno  
pqrstuvwxyz**

**1234567890?!**

2.2

HIERARCHY

Thundergong’s typographic hierarchy includes **Rigour** (lowercase) for headlines, **Avant Garde Pro Bold** (tracking ≥50) for subheadlines, and **Neuzeit Grotesk Regular** for all body copy. Each one plays an important role in creating highly readable and user-friendly content.



## SECTION 3

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# color

3.1

PRIMARY PALETTE  
& TINTS/SHADES

Our brand should always be represented in one of the colors on this page, aside from any specific recommendations within this guide.

Please do not use any unauthorized colors.



## SECTION 4

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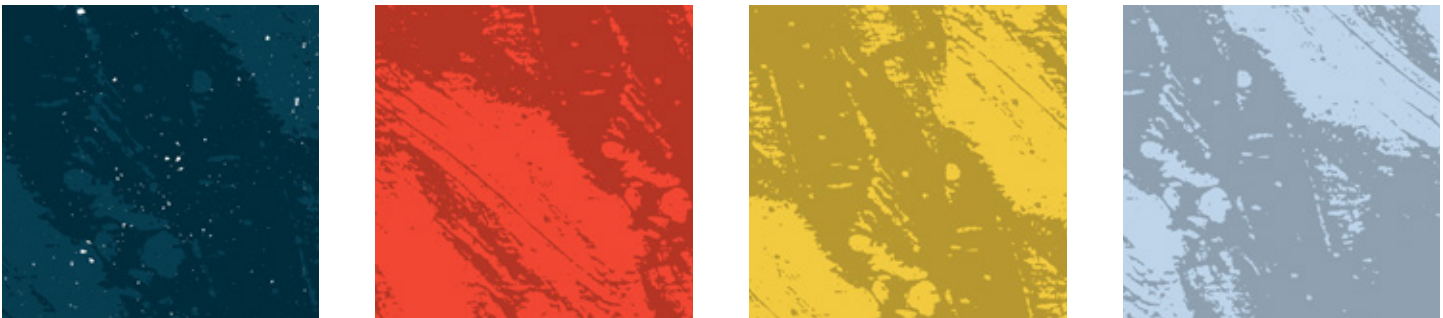
# assets

4.1

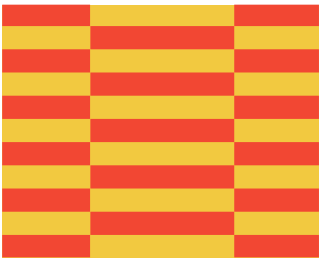
TEXTURES, PATTERNS,  
& PINBALL ELEMENTS

We’ve got lots of bells & whistles with this year’s brand in the form of textures, patterns, and pinball elements, like flippers and bumpers.

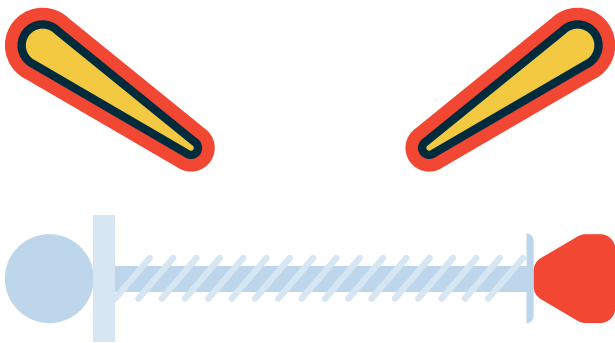
Please use them all generously, yet judiciously.



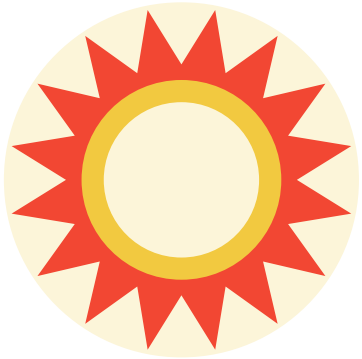
Space Textures



Playfield Pattern



Pinball Elements



## SECTION 5

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# application



5.1 **DIGITAL**



Stage Graphic



Social Post

5.2 **MERCH**







STEPS OF FAITH PRESENTS

**thunder  
gong!**

HOSTED BY

**jason sudeikis**

**nov 11, 2023**

**uptown theater**

**thundergong.org**

# thanks!

From all of us at Thundergong!, thanks for helping us keep things tidy and tight with our brand and all of its elements. Your support is priceless, but your attention to these details is what makes our brand sing.

If you need help with any of our assets or have any brand questions, please reach out to our team so we can assist you.

