

THE
BRASS RING
GOURMET GRIT
ESTD * * * * 2021
CHICAGO, ILLINOIS

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INTRODUCTION

WHY?

As I was rounding out my last year of college, I wanted to build a project around a problem within a very niche and passionate audience that I'm a part of, the pro wrestling fan base. I've been a fan for as long as I can remember and have dipped my toe in the ring as well. One of the problems that I've seen occur on more than one occasion is the acceptant of pro wrestling fans across the board. Through being made fun of for what you like, you end up just remaining quiet about it. This has happened over and over again causing many fans to become closet fans because they are afraid of the ridicule that may come from it. In this final project, I wanted to tackle the

problem by creating a brand that embraces pro wrestling and gives the fans a place to be themselves. This place's main objective is to combat the stigma often associated with pro wrestling and its fanbase, thus leading to a customer base feeling heard and appreciated. By targeting these fans the hope is to start a trickle effect. Fans will be more willing to be themselves now that they have a supportive environment with other like-minded people.

SETTING THE STAGE

Remember sitting in front of the TV screen playing with LJN action figures, you could almost feel the static shocking your nose you were so close. You'd yell and cheer for your favorite wrestlers at the top of your lungs as your mom would scream from the other room to keep it down. You dream for the day you'd get to see them when they came to town. The larger than life, over the top, rich characters on the screen were real-life superheroes and villains to us. The entertainment value that stems from **wrestling contains all aspects of action, drama, humor, love stories, happiness, betrayal, and every other adjective imaginable.**

When you used to bring up that you were a wrestling fan, you could be mocked or laughed at with people claiming "you know that is fake right?" Those people only saw the show, not the art form that a true fan would experience. Eventually, you became calloused to what people said about pro wrestling. Where did we go when we felt helpless? When a loved one passed, when mom and dad wouldn't stop fighting, when you and your girlfriend/boyfriend broke up, when you failed your final exam? Where did we run? What was always there? What never turned its back on us?

Wrestling, Pro Wrestling. So, when people ask why The Brass Ring exists, this is why.



THE PARTNERSHIP

Though The Brass Ring will stand on its own, it will also thrive under the partnership with pro wrestling tees. With matching demographics and location, the pairing will create a wrestling haven within the heart of Chicago. With the businesses working in tandem, we are sure to hit our target. The extensive network that pro wrestling tees have, will open doors for community events such as giveaways, meet and greets, and more.



ANALYSIS

UNDERSTANDING THE AUDIENCE

WHO OUR AUDIENCE? -

18 To **49**

* Based on promotions striving to hit the key demographic viewership on a weekly basis.

65%

Male

35%

Female

CUSTOMER PROBLEMS -

1. There has been an overshadowing stigma of pro wrestling fans.
2. Pro wrestling fans don't have a place to go to be in an atmosphere filled with passionate and like-minded people.
3. There are many closet wrestling fans.

RESTAURANT OBJECTIVE -

1. Change the stigma of pro wrestling fans.
2. Give a place for our audience to kick back and enjoy themselves, be themselves, relax, and convene with like-minded people while pairing that with an outstanding menu and tap section.
3. Most of all, support them.

WHAT DO THEY WANT -

A vibrant embracing atmosphere that is rich in the culture of pro wrestling. They want to feel like they are a part of something much like a club or a faction.

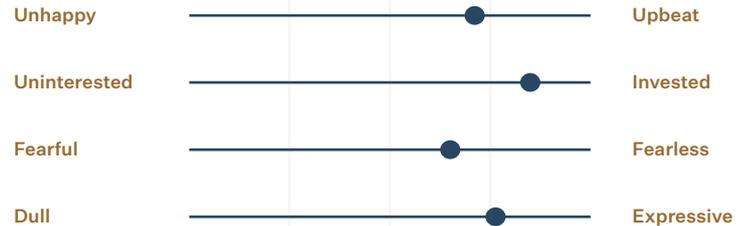
THE PAIN POINTS -

Overcome the stigma often associated with pro wrestling.

IDEAL
CUSTOMER



ENTHRALLED. PASSIONATE.
AUTHENTIC. UNAPOLOGETIC.



*“Wrestling needs to be about **the art form again**. It needs to be about **painting a picture** and having a really good match.”*

Age - 33

Class Type - Middle class

Family - Yes

Geographic - Suburban / inner city

SWOT ANALYSIS

STRENGTHS

- Entertainment
- Extensive network
- Passionate staff
- Experienced ownership
- Wide range of customer base

WEAKNESSES

- Possibly too niche
- Not enough awareness
- Extensive menu
- Fans taking the business/sport too seriously
- Non wrestling fans not taking the business/sport seriously

OPPORTUNITIES

- Official licensing
- Creating relationship
- High exposure location
- Gain awareness for the sport
- Loyal returning customer

THREATS

- Past personal accusations towards wrestlers
- Competitors that offer delivery
- Other themed restaurants
- Ribera Steakhouse
- Lucha Libre Taco Shop

BRAND GUIDELINES

BEHIND THE NAME

The name is a nod to the carny days of pro wrestling. Pro wrestling as we know it originated in carnivals in the 19th and early 20th centuries fairground circuits. Alongside circus clowns, sideshow strongmen, and freakshow funambulists, professional wrestling was a marquee aspect of any traveling carnival. There was a game that was heavily featured at carnivals and other roadside acts where you physically had to grab a brass ring to win. The name also comes from the actual saying “grab the brass ring” meaning taking a chance no matter how big the obstacle, like striving for the chance at the prized possession, the championship belt.



WHO WE ARE

BRAND DESCRIPTION -

It will be located in Chicago, Illinois. Chicago is a staple in the pro wrestling world. The building will be industrial, taking the old architecture found within the inner city and giving it a slight refresh while retaining its ruggedness.



BRAND PURPOSE / MISSION -

The Brass Ring sets aim to connect with each one of our guests on a personal level, welcoming them with open arms. We treat our dishes much like an art form. We are dedicated to putting forth dishes that speak to you.



BRAND VISION -

A meeting ground for authentic wrestling fans and enthusiasts alike to come together and celebrate what makes pro wrestling great – passion.



BRAND VALUES -

Our core values are passion, drive, loyalty, and commitment. Few hold themselves responsible to uphold their values. We keep them very close. Before we make a decision we make sure it checks all four of those values to ensure that the customer is at the forefront.



BRAND VOICE -

Embrace the community and their interests.

Be ourselves, live in the moment, and don't be too serious.

Be honest, stick to your word, and make sure it feels like "us".

Taking chances, chip on shoulder, wordsmith.



BRAND ARCHETYPE -

Primary - The Hero 70%.

Dedicated to perform and provide the best experience we are capable of while also building the community. This archetype fits The Brass Ring because the branding feels royal and uplifting. The hope is once you come to The Brass Ring, you leave with those same attributes and we can leave a positive mark just like pro wrestling has done for many of us.



Secondary - The Outlaw 30%.

We are embarking into uncharted territory with this new business endeavor. It relates to the brand because we are taking a chance and “grabbing the brass ring.” Also as being a pro wrestling fan we’ve always had a stigma to overcome. Now we have a chip on our shoulder and are dedicated to redefining the stigma.



* To have a compelling match or storyline in pro wrestling, you need babyfaces (good guys) and heels (bad guys). These two archetypes play into the model. By hand picking attributes of both, we have the opportunity to create and set the tone of the overall brand that our demographic will appreciate and understand.

LOGO

BREAKDOWN

PRIMARY



Menu, uniforms, glassware, in-store/outdoor ads, website, merchandise, and partnerships.

Do not let the height get below 125px. If so switch to the secondary logo.

SECONDARY



Outdoor restaurant signage over the front door entrance, waiter's notepads, gift cards, and other restaurant throwaways.

Do not let the height get below 70px. If so switch to variation one or two.

OTHER VARIANTS



Social media, take out material, glassware,
and restaurant throwaways



Patterns, take out material, and merchandise.

INVERTED LOGOS





THE DO NOTS



UNTITLED SANS

LIGHT — Body copy

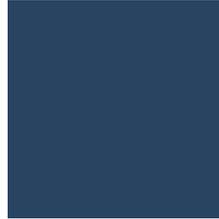
REGULAR — Button style and subheadlines

BOLD — **Headlines**

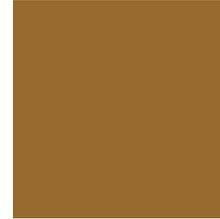
COLOR PALLETTE

PRIMARY COLOR PALLETTE -

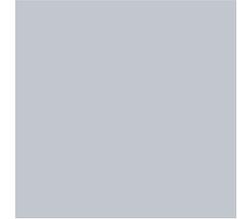
Their usage should be used most frequently to build brand recognition. The blue is to represent the blue-collar workers in Chicago, the aged brass is a nod to the past, and the cool silver represents the industrial atmosphere found within The Brass Ring.



PANTONE - 2378 C
RGB - 56 73 103
HEX/HTML - 384967
CMYK - 81 60 18 37



PANTONE - 730 C
RGB - 158 101 46
HEX/HTML - 9E652E
CMYK - 7 51 85 33



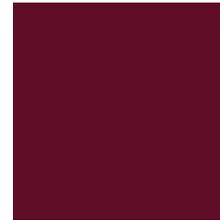
PANTONE - 428 C
RGB - 193 198 200
HEX/HTML - C1C6C8
CMYK - 21 13 8 0

SECONDARY COLOR PALLETTE -

Their usage should mostly be used on collabs and partnership merchandise, waiter's notepads, and within the menu.



PANTONE - 7540 C
RGB - 75 79 84
HEX/HTML - 4B4F54
CMYK - 67 54 46 40



PANTONE - 7421 C
RGB - 101 28 50
HEX/HTML - 651C32
CMYK - 7 100 35 64



PANTONE - 4278 C
RGB - 126 126 130
HEX/HTML - 7E7E82
CMYK - 47 39 31 14

THE ROLE OF DESIGN

RESTAURANT
ESSENTIALS









APPETIZER

POWERRRR POTATO
Made with crispy Maris Piper potatoes, topped with a layer of melted cheddar and crispy bacon. Served with our house-made ranch dressing. \$8

KENDO STICKS
New potatoes and onions, tossed with parmesan Romano cheese and our house-made ranch dressing. \$7

LATING HEAT-CHICKEN
Crispy tortilla chips are topped with our award-winning chicken and salsa sauce. \$6

SPINACH AND ARTICHOKES
Fresh spinach, artichokes, Romano cheese, onions, and bell peppers. Topped with parmesan and our house-made ranch dressing. \$7

TEXAS RATTLESNAKE BITES
Crispy jellies and pepper jack cheese, hand-battered, agave-honey served with Cajun hot sauce. \$8

YOUNG LION CHICKEN FINGERS
New chicken fingers served with Cajun or ranch dressing. \$9

JACKED FRIES
Topped with melted Monterey Jack, cheddar, and bacon served with house-made ranch dressing. \$10

Chief Choice _____
Ment _____
Spice _____

THE
BRASS RING
GOURMET GRUB
EST. 2018
COURTESY, LARSEN

LUNCH / DINNER
MENU
Hours: 11am - 10pm

* The menu features an array of items, each with their own witty name related to pro wrestling.



OVERALL
ATMOSPHERE



I illustrated this mural in Procreate. By having these icons painted on the wall of the restaurant, it brings the warmth of nostalgia to contrast the cool industrial tones found within The Brass Ring.

**IN-HOUSE
MERCHANDISE**





* With our demographic aligning with Pro Wrestling Tees, the culture of the graphic tee is synonymous with pro wrestling. I have reason to believe that our customers will purchase and wear our brand with pride.



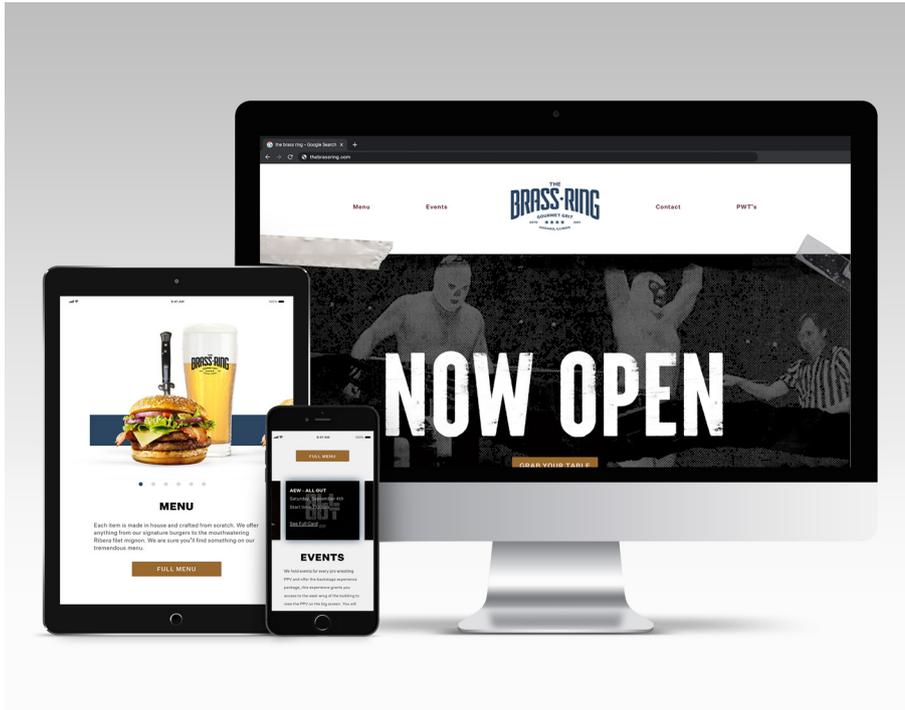
* The beanie fits the aesthetic of the pro wrestling fan culture. It would be a popular appeal item for our customers.



* The logo changed to be more royal because receiving this jacket is a big deal. This jacket pays homage to Ribera Steakhouse in Japan where their satin jacket is given as a right of passage.

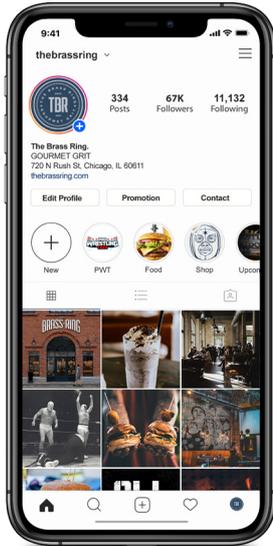


RESPONSIVE WEBSITE



* The website gives the brand a digital identity where the customer can interact and explore the brand. While on the website, the customer can learn more about the background on how The Brass Ring came to be, view the extensive menu ranging from gourmet burgers to filet mignon, and book a spot for the backstage experience package. This experience grants you access to the west wing of the building to view the PPV on the big screen. You will be presented with an exclusive menu and access to a private bar.

SOCIAL
MEDIA



After each PPV, The Brass Ring will host a review of the show to give input and overall thoughts of the PPV. This will also be another way to communicate and interact with our audience to further build the relationship between the community.

TAKING IT HOME

WOULD IT WORK?

REASON TO BELIEVE

I have reason to believe this will work because it is rooted in the recent resurgence of pro wrestling over the past few years. With so many wrestling alternatives, there's something for everyone to enjoy, thus leading to a diverse group of individuals derived in passion. By capitalizing on this opportunity, it is sure to turn a profit. But more importantly, it will finally give fans a place for them, a place they can be themselves, learn, relax, and enjoy themselves.



KEY LEARNINGS & TAKEAWAYS

LEARNINGS -

This project was very challenging for me because of how close I am to the sport. The first thing I had to learn is how to leave my bias at the door and make sure that I wasn't designing for myself but rather designing for the target base. The second thing I learned was when you are working on a passion project or a project that you are very close with, put your heart and soul into it and make it kick butt but make sure to have fun along the way! Lastly, don't try to force a direction just because the mark looks good. It's okay to change directions in the third hour as long as the crosshairs align with the objective at hand, and your audience can better resonate with the brand to build an emotional attachment.

This has become one of my favorites for the simple fact that I could merge two of my passions into one.

