

**BOOMTOWN**  
**BOSSIER**

# HONORING THE PAST & UNITING THE FUTURE

Who we have been has lead us to who we are and who we will be.

In this concept, we pay homage to the unique identities of each city and the collective spirit they embody. The concept features a blend of traditional boldness and contemporary serif fonts, marrying the nostalgia of the past with a fresh perspective.



Biloxi



New Orleans



Bossier City



Our primary font choice focuses on a modern serif style, with subtle adjustments to create a softer, more inviting look. This design approach reflects the welcoming and family-oriented atmosphere that defines the experience at Boomtown.

The intentional placement of the T symbolizes the individuality of each customer within our cohesive community at Boomtown. Here, authenticity is celebrated, and everyone is encouraged to embrace their uniqueness while feeling accepted and valued.

Our two main colors bring together PENN Play and Boomtown seamlessly. PENN Play purple serves as our primary color, while Boom Blue harmonizes the various shades of blue found in all three flags.

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# SHALL WE MONOGRAM OR SHALL WE CATCH PHRASE?

With a fresh spin on the monogram, we intend to take the property code and make it it's own catch phrase. What's better than turing your brand into a verb. "You should Google that"

Ex:

Are you going to BTNO this weekend?  
I hit big last night at BTNO!

Use:

Key items like swag (stickers, shirts), use on social media.

BTBC  
BTNO  
BTBX

Display  
Trump Soft Pro Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

Body heading  
Trump Soft Pro Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

Body Copy  
Futura PT Book

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

Labels  
Futura PT Bold

**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**0123456789**

YOU CAN MAKE IT  
POP WITH A BIT  
OF CONTRAST

You be you, just like Boomtown.

Obitia sum ariam ent, qui corisimus conse et  
faccus aut ium, sa si ut rectotas dolecae presed  
mi, volum accum hil iditiat ionsequatur? Qui  
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soloriatur? Erro inciet licillo renduntora illupitiunt.  
Facculpa sae aborendebit magnim est offictis a  
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erum fuga. Fercima iorumquam eiumet as enit,  
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iduntus ercia dolor modit occabores il is non

OR YOU CAN GET  
IN ON SOME  
MONOTONE ACTION

I see you smooth moves.

Obitia sum ariam ent, qui corisimus conse et  
faccus aut ium, sa si ut rectotas dolecae presed  
mi, volum accum hil iditiat ionsequatur? Qui  
occaborendae nectiam rem harundicil ipsa  
soloriatur? Erro inciet licillo renduntora illupitiunt.  
Facculpa sae aborendebit magnim est offictis a  
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iduntus ercia dolor modit occabores il is non

YOU CAN MAKE IT  
POP WITH A BIT  
OF CONTRAST

No frills, all thrills.

Obitia sum ariam ent, qui corisimus conse et  
faccus aut ium, sa si ut rectotas dolecae presed  
mi, volum accum hil iditiat ionsequatur? Qui  
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tet ut occabo. Nem et laboreruptat aut valoris  
iduntus ercia dolor modit occabores il is non

OR YOU CAN SPLIT  
IT UP. EITHER  
WAY IT'S BOLD.

It's your place.

Obitia sum ariam ent, qui corisimus conse et  
faccus aut ium, sa si ut rectotas dolecae presed  
mi, volum accum hil iditiat ionsequatur? Qui  
occaborendae nectiam rem harundicil ipsa

PENN Purple  
PMS: 2695 C  
RGB: 28, 26, 48  
CMYK: 89, 100, 0, 58  
HEX: 1C1A30

Boom Blue  
PMS: 2728 C  
RGB: 18, 74, 191  
CMYK: 91, 76, 0, 0  
HEX: 124ABF

Marigold  
PMS: 1495 C  
RGB: 255, 133, 36  
CMYK: 0, 54, 95, 0  
HEX: FF8524

White  
PMS: 1495 C  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
HEX: FFFFFFFF

Light Blue  
PMS: 278 C  
RGB: 128, 176, 219  
CMYK: 48, 20, 1, 0  
HEX: 80B0DB

Coral  
PMS: 1787 C  
RGB: 255, 48, 66  
CMYK: 0, 92, 68, 0  
HEX: FF3042





# GRAPHICS THAT PLAY. GRAPHICS THAT UNITE.

With our graphics, we have emphasized the O within the logo, aligned the rounded lines to create symmetry on both sides of the T, and incorporated a circle to symbolize unity among the three properties within Boomtown.

We will utilize these elements to guide the customer's focus towards particular content, such as the header above, as well as to enhance the presentation of content or imagery, and to segment different sections of content.



# HOW WE BRING IT TO LIFE AND ADD A LITTLE SPICE.

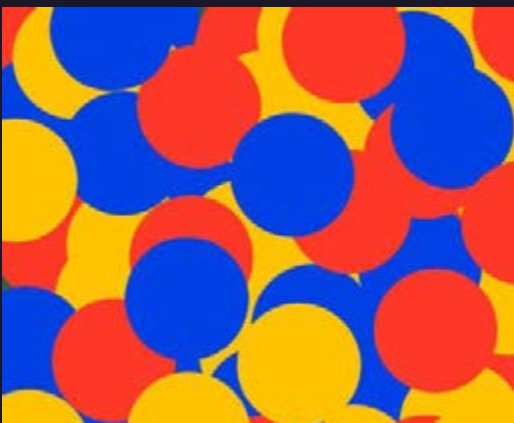
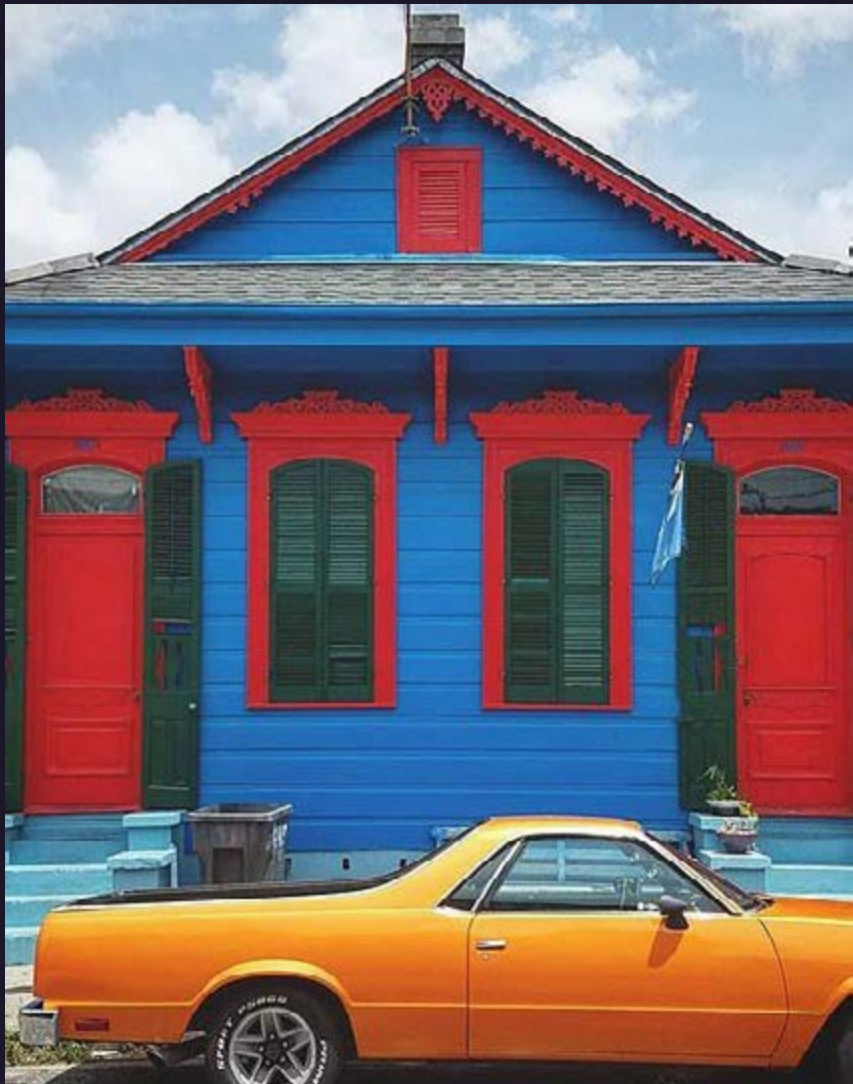
We embrace a typographic design approach. Our design system features striking large headlines, vibrant color blocking to delineate content, and direct image placement.

We establish a visual hierarchy through size and color, while our graphic elements navigate customers to key content areas.

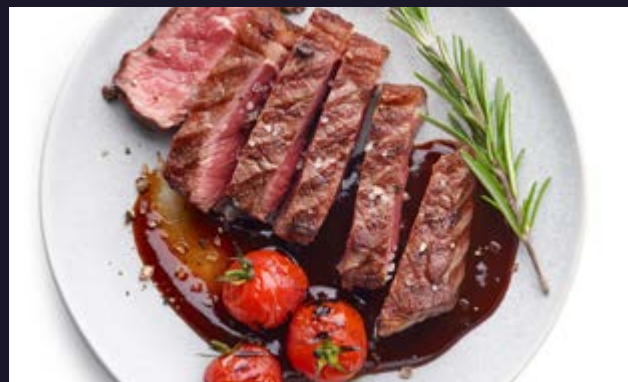
Above all, we infuse our work with the essence of PENN Play and the distinctive personality of Boomtown, ensuring a unique and impactful brand identity.











**MIDTONE WITH POPS OF COLOR.  
COLOR BLOCK USE.  
ALL PERSONALITY. A LITTLE SASS.**



