

dangerous mining tool
cannot help keep the
Jackalope Junction.

"MAC" THE ATOMATON

and antennas, Mac is
when Jim

"Mac" as he is known to the townsfolk, was brought to work in the mine many years ago. He was designed to be a one of a kind drilling, excavation, and demolition expert. After the "accident", Jim requested him to help keep the



JACKALOPE JUNCTION®

Branding Styleguide
Franchise Toolkit 2021

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Contact Information



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Mission Statement

**Jackalope Junction is a place where creativity and adventure is limited only by imagination.
Here, we look beyond our limitations to explore possibilities and opportunities to make our world better.
Jackalope Junction represents a return to family values and cooperation between those with unlikely connections.
In this place, we acknowledge our history, while optimistically looking ahead to what the future together could be...
...with some hard work and creative ingenuity.**



Story Synopsis

Welcome to Jackalope Junction! This here's a place like no other. I reckon it's the only place of its kind. You see there are things that happen here that don't happen anywhere else in the late 1800's. This here is a town where science and imagination are all mixed up, with even a little mystery to boot. Folk from all walks of life make up the rich history of what was once was a booming mining town. Jackalope Junction is a place to explore the past, solve mysteries of the present, and maybe even get a small glimpse into the future.

Jackalope Jim is the founder and Sheriff of Jackalope Junction. If it wasn't for him, this would still be a broken-down old mining town; a forgotten spot on some dusty old map. Jim took this town, and through hard work, some fancy thinking, cooperation, and good old fashioned values, made this little corner of the west very special.

Jackalope Junction, like many other small western towns in the late 1800's, has a main street, and even a Ferris wheel. Here, folks go about their business in much the same way we do today. The general store has most of what folk would need to make a life for themselves in the west. Most of the townsfolk here are friendly...that is, all except the Slippery Slope Gang. These fellers dont care about much of anything other than themselves, and will often do careless and dangerous things to get their hands on the towns riches. With Jim around however, those bandits stay close to their secret hide out. The Lucky Rabbit Café Saloon and some of the other local eateries have some of the best grub in the area, where everything is served with a smile – almost. There's a town blacksmith and even a world-famous professor from the orient who has put out a shingle. Señor Molé, one of Jim's deputies, operates the mine tours in the back country and loves to tell of the mysteries they hold. The gems from those mines and others around here are, well, unique! Each type of colored gemstone possesses different qualities that are useful for making things work here in town. They're part of what makes Jackalope Junction so special.



Editorial Guidelines

Jackalope Junction and its characters are an unlikely mix of individuals in the fictional setting of a charming western town with a steampunk flair. This small town of the century represents how many individuals with differing stories, backgrounds, and talents can work together for the common good; each bringing something unique and of value.

When writing or creating narratives about the town or its characters, they should include themes of respect for others and their talents, as well as the spirit of cooperation and selflessness. Each character should be celebrated for what they bring to the story, and squabbles between characters should not involve cultural differences, but rather based on personality conflict.

Heroes or protagonists in the stories can be accessible and flawed with the resolution to the story always including a path to personal growth.

Antagonists should be portrayed thoughtfully. Violence or the desire to hurt others should always be limited to selfish ambitions or careless decisions leading to misfortune, rather than personal attacks or the desire to inflict personal or physical harm.

Science, creativity, imagination, and the entrepreneurial spirit, are key themes. Narratives should include an element of these and should always look to a positive future or story resolution. The visual and mechanical theme is late 1800's industrial revolution, or steampunk. Solutions or story gags should be inclusive of those elements.

The use of weaponry should not include mortal or fatal injury as a consequence of use. Weapons should always be non fatal and only inflict the least amount of discomfort necessary to progress the story to the next moment. The use of weaponry should be limited and deliberate. Large scale shootouts and gratuitous gunplay is not consistent with the positive messaging of Jackalope Junction.

Logo and Trademark Print



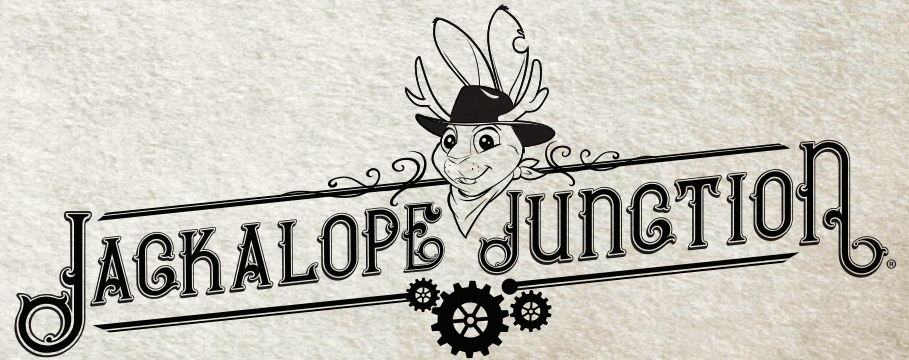
Jackalope Junction Vertical Logo Color



Jackalope Junction Vertical Logo B&W



Jackalope Junction Horizontal Logo Color



Jackalope Junction Horizontal Logo B&W

Clearspace - Logo use must maintain a minimum clearance of .25 inches (6.5mm) around entire logo

Logo and Trademark Textile



JJ Jim head Embroidery Black BG



JJ Jim head Embroidery Colored BG



pupils



hat



antlers
lower face



bandana



eyelids
inner ear



eyes
teeth



nose

Background Color- Logo must be used on a dark colored background. Thread color should be best match to colorkey

Logo and Trademark Textile Continued



JJ Horizontal Logo Embroidery Black BG



JJ Horizontal Logo Embroidery Light BG



pupils



hat



antlers
lower face



bandana



eyelids
inner ear



lettering



eyes
teeth



nose



gears



Background Color- Logo must be used on a dark colored background. Thread color should be best match to colorkey

Logo and Trademark Textile Continued

lettering



JJ Horizontal Logo Embroidery



JJ Horizontal Logo Embroidery black BG

Background Color- Logo must be used on a dark colored background. Thread color should be best match to colorkey

Trademark Do's and Dont's

DON'T

DO



NO white negative spaces



Do not change proportions, move, or omit elements



Spot color logo should be fully masked.



NO added drop shadows



Do not mix process with Spot color



Spot Color logos should not use drop shadows.



NO holding shapes to contain logo within 1/2" proximity



Do not modify or simplify art



Full color always at 100% opacity no multiply

Color Palette for Logo Usage

C: 0
M: 40
Y: 53
K: 82



C: 20
M: 20
Y: 43
K: 21



C: 84
M: 78
Y: 100
K: 0



C: 82
M: 62
Y: 43
K: 0



C: 26
M: 35
Y: 58
K: 76



C: 17
M: 53
Y: 89
K: 56



Fonts

Dry Cowboy

ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÁÊ
abcdefghijklmnp
qrstuvwxyzàáéî&
1234567890(\$£€.,!?)

Eatwell Tall

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ÀÁÊabcdefghijkl
mnopqrstuvw
xyzàáéî&1234567890(\$£€.,!?)

Eatwell Chubby

ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÁÊ
abcdefghijklmnpqrs
tuvwxyzàáéîõøü&12
34567890(\$£€.,!?)

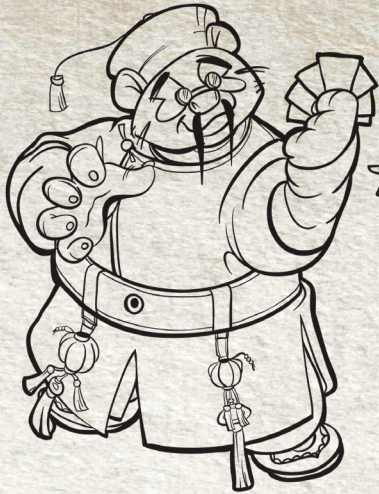
Eatwell Skinny

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀÁ
ÊÎÕabcdefghijkl
mnopqrstuvwxy
zàáéîõø&1234567890(\$£€.,!?)

Jackalope Junction Characters Size Chart



Blacksmith Bill



Professor Ping



Chief Red Tail



Pa Gurdy



Señor Molé



Baron VonZümski



Jackalope Jim

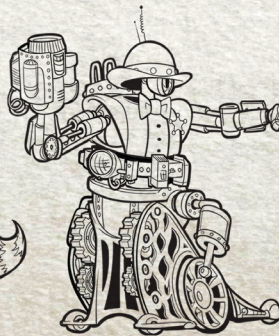
Character Art Not Final



Marshal Scotty



Shotgun Sally



Mac



Wallace



Russel



Oswald



Mayor Barry

Jackalope Jim

The Town Sheriff with a Cyborg arm powered by crystals. Jackalope Jim was born in the town of Silver Springs, Wyoming, to a loving mother - Jackrabbit Josie, who was an early "maker"; and father, Antelope Al, the best gunsmith in all the land. Being born without a right arm, Jim's parents along with his grandpa on his mom's side, Big Jim, fashioned him a crude but useable mechanical arm. Jim, or JJ as his folks called him, one day discovered a hidden cave full of glowing gems, including some red ones that put out a lot of heat, and green ones that felt like there was energy in them - a vibration one might say. So Jim took some home, and that night while he was fast asleep, his family made a new arm, one that ran on the power of the red gems and his dad made a new weapon - a gem powered gun or "blaster" using the green gems which when struck, shot out a mighty bolt of energy. That new arm and gun gave Jim the ability to become the fastest draw in the West! Plus it had some hidden features built in that

