

DECEMBER 12TH 2012

EVIL UNDERGROUND LAIR UNCOVERED

Evil lair hidden underneath the public's eye is also a speakeasy bar run by the infamous VETO.



PHOTOGRAPH TAKEN BY OUR UNDERCOVER REPORTERS, WHOM ALSO PARTICIPATED IN THE INTOXICATING ORGY.

VETO'S TRUE CRIMINAL VALUES

Doctor Fabela a once young and aspiring scientist becomes a full fledged criminal who runs a bar!



MYSTERIOUS



REFINED



CYNICAL

VETO'S ALLIANCES

Potential Henchman? That Veto may be recruiting?



JEFFREY LAWLER

Early 40's Csub Forensics Professor

Analyzes and is interested in Crimes that happened throughout history.

Specifically in War, Weaponary, Gangs and Dictators through history.

Enjoys reading autobiographies of famous gangleaders such as Al Capone, Dion O'Banion, and Bugs Moran.

Loves watching Court TV, and the History Channel.



ANDREW LUNT

25 year old Indy Film-maker.

Enjoys the nostalgic action, adventure, and horror films.

Loves especially retro action films such as James Bond 007, Bullitt and saturday morning cartoon Jhonny Quest.

Makes films that specifically cater towards the action/suspense genre.



KEITH WHITE

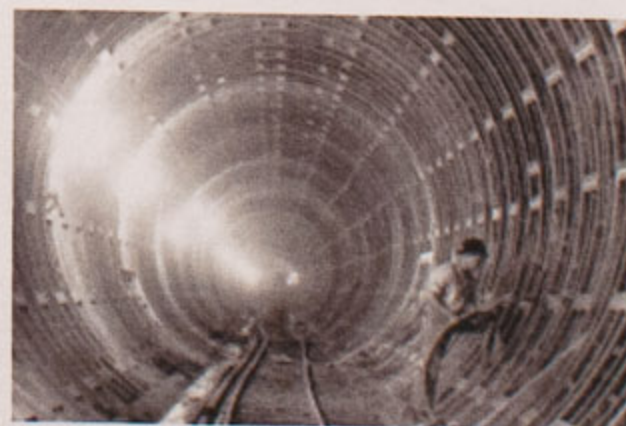
30 year old comic book fanatic and hardcore punk rocker.

Enjoys graphic novels that revolve around the origins of supervillains that are present in Batman.

Loves to geek out with his friends and talk about the next supervillain film while having a couple drinks with them.



VETO'S BAD BEGINNING

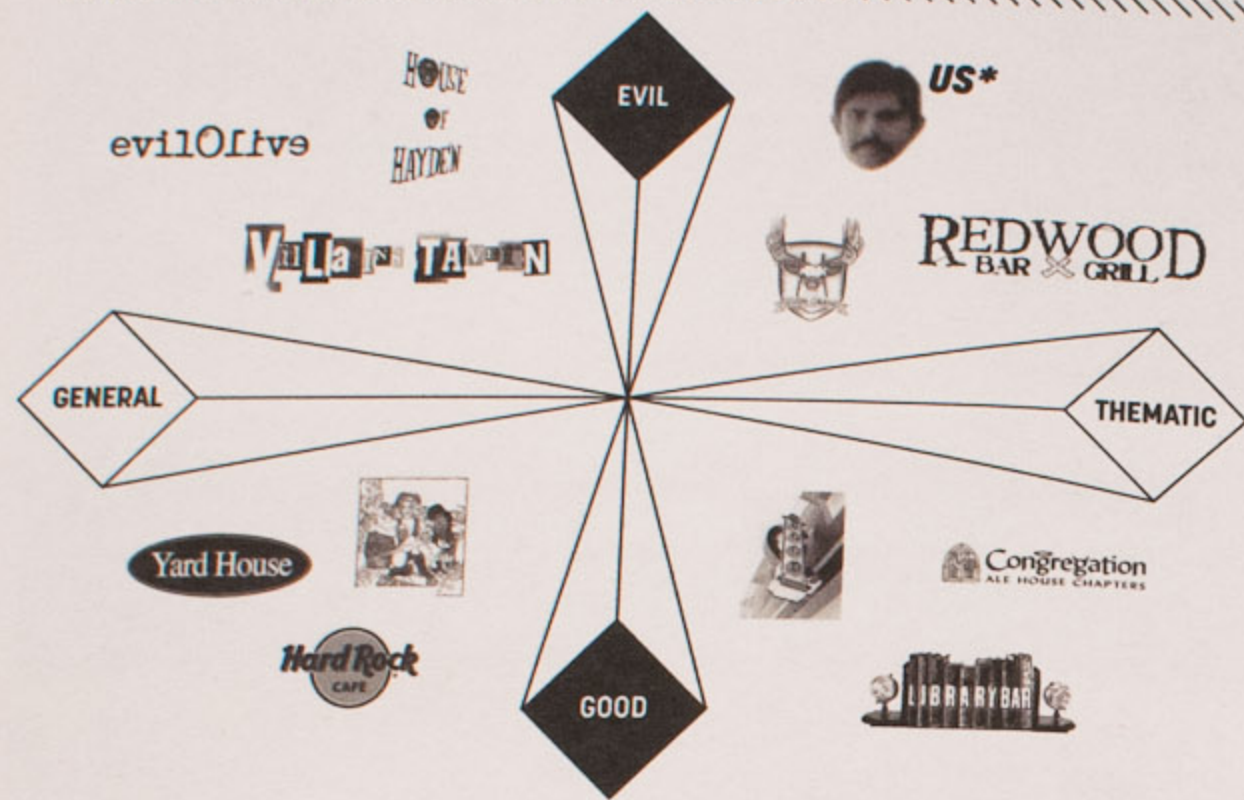


Dr. Fabela is a young aspiring scientist who deeply invests his own time and effort into his research. Many scientists admire his research and distinguish him as having an air of refinement, sophistication and manners. He reflected these qualities when he worked and performed among his peers. One late night Dr. Fabela wanted to uncover the secrets of eternal youth for his own personal gains. Researching the old masters of alchemy, chemistry and biology he perfected the youth serum that he greatly invested time in. He perfected the potion and consumed it right away.... however it had disastrous results. Transformation began to unfold with Dr. Fabela: his prim looks, his civilized appearance and his elegant appearance began to slowly change into a monstrous creature.

As a result he decided to hide in the shadows and take the alias of VETO. Having worked so hard and gaining so much respect from his peers Dr. Fabela threw it all away and lived his life as the nefarious villain VETO in his underground lair without being seen by no one. VETO needed to maintain his sanity and intelligence by exchanging information with other villains if he didn't want to live as an outcast amongst society. Alongside with five like-minded villains (who have not even seen VETO at all), VETO decided to create a bar to bring in more depraved individuals to exchange and vent their... VETO and his gang.

ENEMY SIDELINES

This map represents the competition that VETO is facing!



THESE ARE UNDERCOVER HENCHMAN OF VETO IN COSTUME AS POLICEMEN WITH REALLY TERRIBLE BAD BREATH.

EVIL AMBITIONS OF VETO?!

BEING THE MOST EVIL PERSON YOU CAN BE, DUH.

We are the evil HQ who strive on bringing in people who want to escape from reality, people who are curious and aficionados who want to take a step into the dark side or those who just want to take a break from their energy inducing crimes.

TOP 3 HIT LIST

VETO'S PUBLIC ENEMIES

VILLAIN'S TAVERN

VILLAIN'S TAVERN

ENEMY NO. 1

- Live Music
- Large Selection of Wine
- Dark Atmosphere
- More for a older crowd
- Expensive drinks
- Not a specific theme



SEVEN GRAND

ENEMY NO. 2

- Whiskey and Scotch Bar
- Live music
- Young hipster crowd
- Dark Hunter themed
- Mostly Young Crowd
- Space is limited

Congregation ALE HOUSE CHAPTERS

CONGREGATION

ENEMY NO. 3

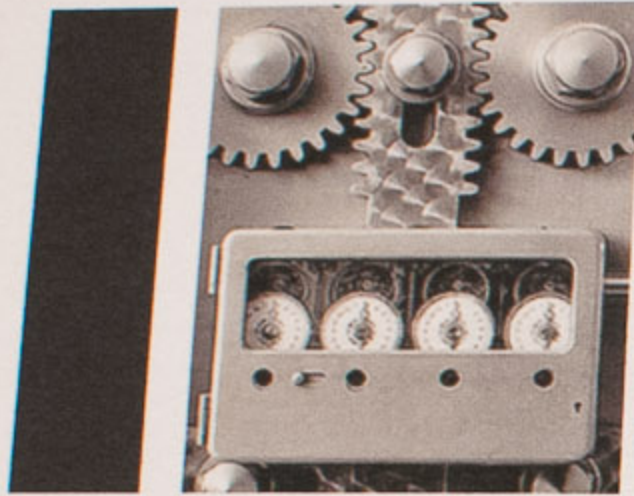
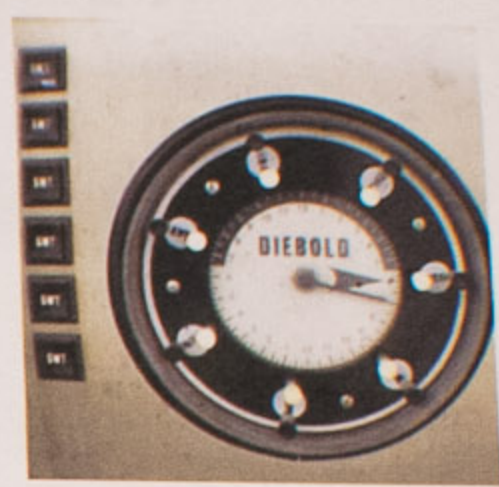
- Servers in costume
- Church themed
- Gastro-Pub
- Situated in downtown
- Reasonable Prices
- Long wait time to order

THE UNDERTAKING OF VETO'S BAR!



It is a speakeasy bar thematically catered to cynical, maniacal and comical audience at night. The bar entices the audience through its intriguing ambience and its dry humor. The variety that VETO has to offer can be seen through each of his henchmen's specialties. Includes pool tables, food, beer (DUUR!), Bowling and of course a lounge room to rest from the evil deeds done throughout the day.

APPARENTLY WE CAUGHT ONE OF VETO'S EMPLOYEES BEING A BIT TOM. TURNS OUT WAS HIS MOM IN THE



VETO'S INSIGNIA





SYMBOL AND LOGOTYPE IN ONE

WHERE DID THE MARK OF VETO BEGIN? WHAT DOES IT STAND FOR?



COLLAR AND SUIT ATTIRE
1920'S GANGSTER

- Luxury
- Power
- Status
- Rich
- Put Together
- Fashionable



THUMBS DOWN
SOMETHING NOT ALLOWED

- Forbidden
- Not Approved
- Denied
- Rejected
- Pointing Down
- Ban



TIPPED HAT
HIDING FROM THE LIGHT

- Secrecy
- Mystery
- Discrepancy
- Sophisticated
- Gentleman
- Sharp



2 Inch Max



1 Inch Max

MINIMUM & MAXIMUM SIZE

MAXIMUM SIZE LOGO
2 INCHES W/ 05. IN SPACE

MINIMUM SPACE LOGO
1 INCHES W/ 0.5 IN SPACE



WITH REGISTERED MARK



WITH TRADEMARK

WHAT AND WHAT NOT TO DO WITH VETO'S MARK

ANYBODY CROSSING THE LINE WILL PAY BIG TIME. (ONLY IN CASH)



PURE BLACK



BLACK & WHITE



COLOR ON COLOR



GRAYSCALE



WITH TEXTURE



COLOR PHOTO



NO SEPERATING



NO UPSIDE-DOWN



TEXT CANNOT BE USED FOR LOGO



NO SIMILAR TONES



NO BUSY BACKGROUND W/ LOGO



NO CUTTING IN HALF



NO STRECHING



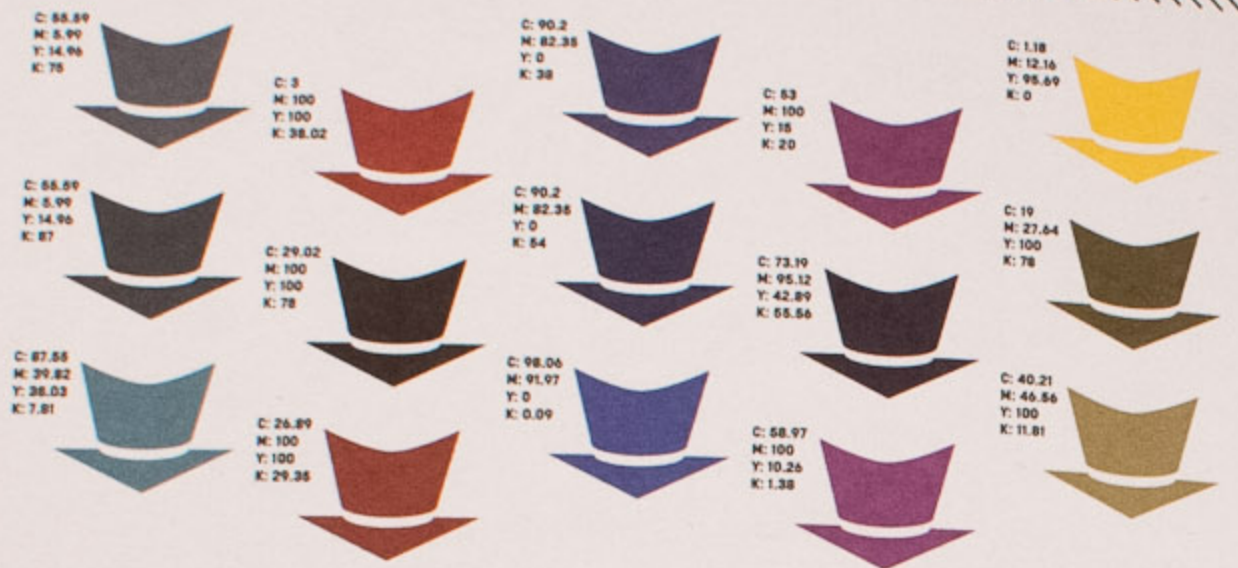
NO MIRRORING



NO THINNING

HENCHMAN SWATCHES

COLORS THAT DEFINE THE VETO BRAND. LITTLE SATURATION HERE



The colors chosen reflect the dark and refined values of Veto. We wanted it to be obscure but still have that sense of dapperness that Veto has throughout the bar and translate that into the color palette.

MAIN DARK SWATCH LINEUP

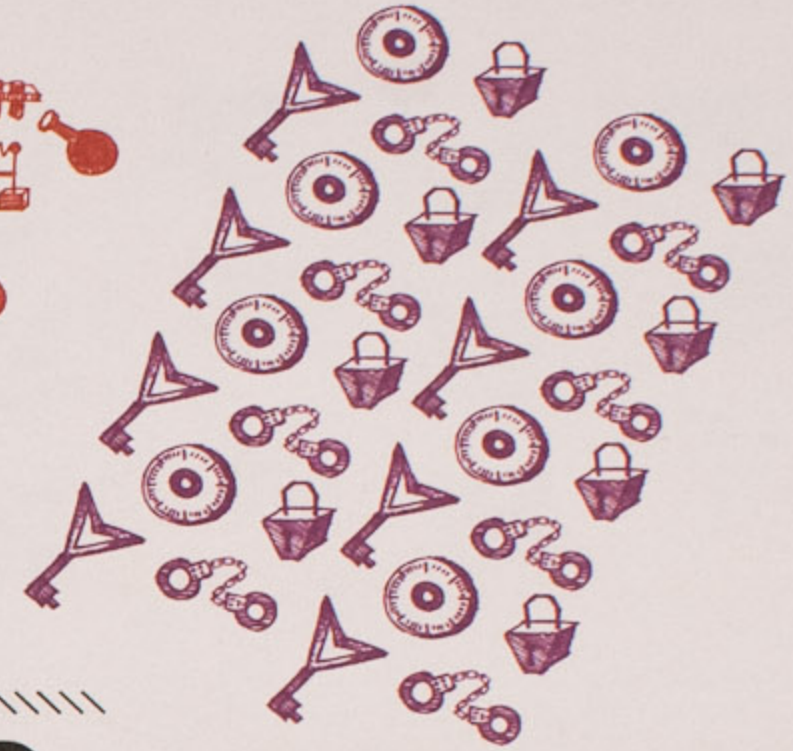
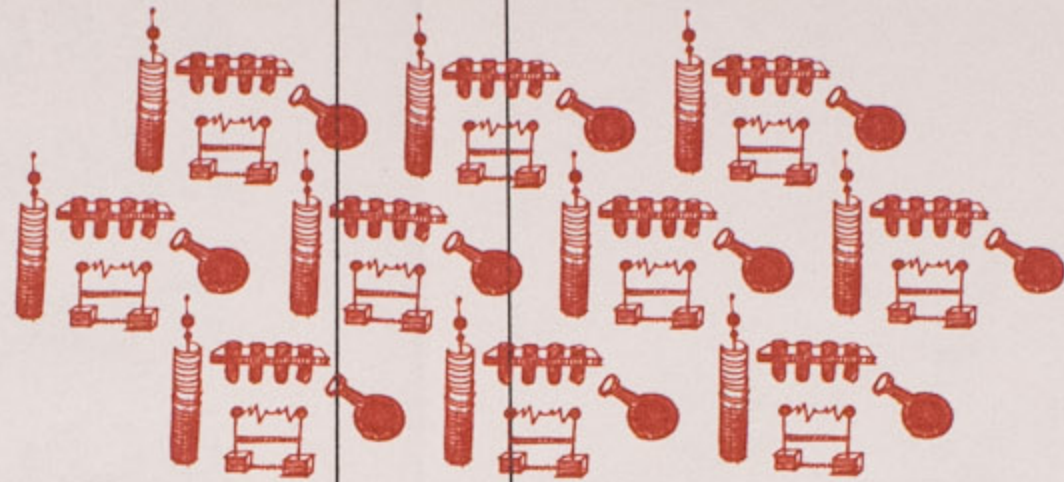
VETO'S TRUE COLORS



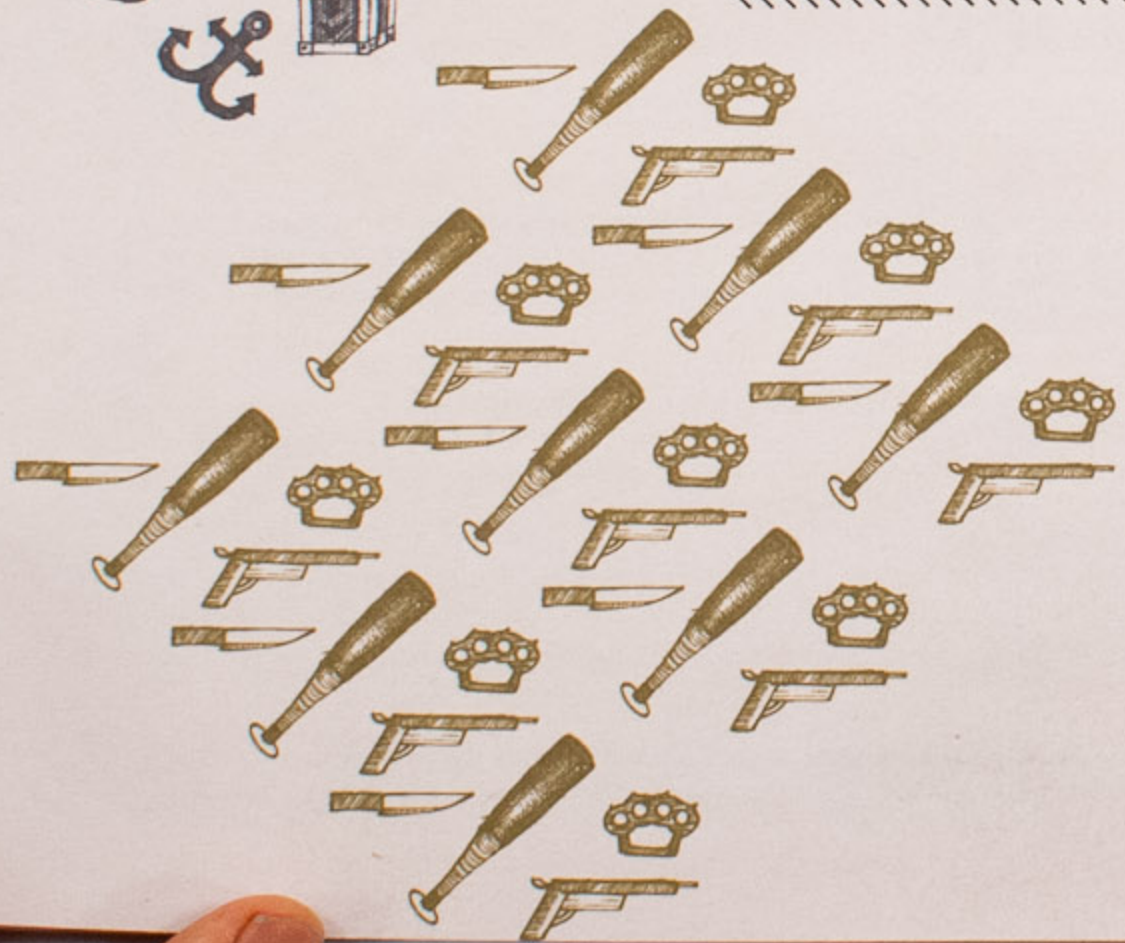
VETO'S HENCHMAN

OTHERWISE KNOWN AS THE SUBORDINATE LOGOS





SUB PATTERNS



BRAND TYPOGRAPHY

TYPEFACES THAT ARE TAILORED TO VETO'S LIKINGS

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WE'VE BEEN TOLD BY OUR SOURCES THAT THIS IS VETO'S PERSONAL TYPEWRITER; HOWEVER HE LIKES TO HAVE IT FOR DECOR PURPOSES ONLY.

KOROLEV

HEAVY ITALIC

ROCKWELL

BOLD ITALIC

GEORGIA

REGULAR

KOROLEV

BOLD

Korolev Heavy Italic echoes the handwritten logotype in VETO. Korolev heavy italic shows a sense of authority, sinister qualities present in the main the logo without being the head honcho. This is used for the main headlines.

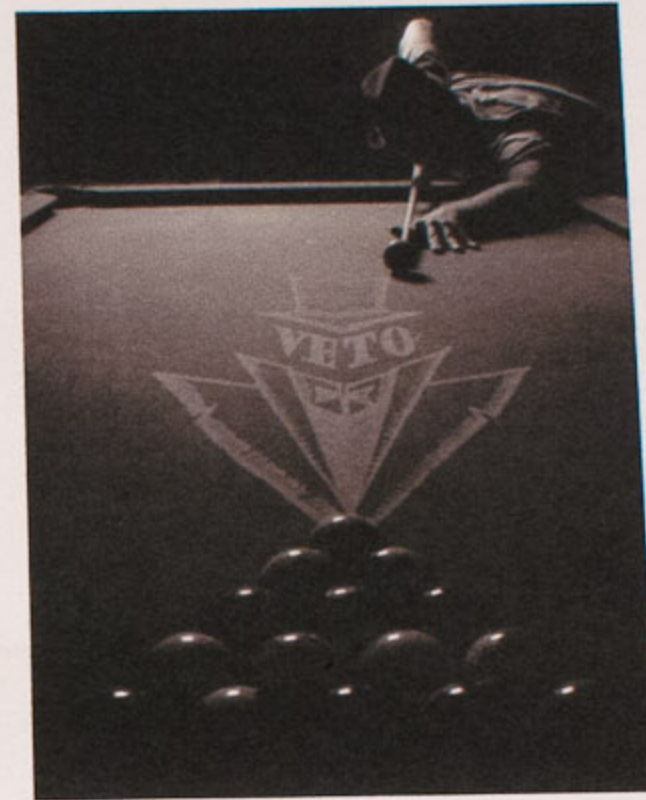
Rockwell bold italic serves as a supporting cast for Korolev heavy Italic. It promotes a sense of control while being friendly and approachable. This is used for the sub-headlines.

Georgia regular comes into play as the typeface used for body copy and transitioning from the friendly approach that Rockwell bold Italic gives giving it a very refined and approachable look overall.

Korolev bold is a more toned down version of Korolev Heavy Italic this typeface is used for image captions as used throughout the style guide.

BLACK MARKET MERCHANDISE

VETO'S MECHANDISE APPEALS TO THE EVIL PUBLIC CROWD



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