



ELECTRIC  
GUILD  
Gaming & Dining

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2020 Catalog





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# FOREWORD

Dear Reader,

Electric Guild is hoping to address diversity issues. The reasons why it is difficult to discuss because stereotypes, discrimination, and prejudice can all form barriers to communication. Different people have different experiences even though it's the same thing, or you look at different things differently. Sometimes if you can put yourself in a different perspective, you will understand better than just look at things from your way. We see things differently and learn things differently.

Our goals are to using the power of video games to bring people together. We solve problems with video games by having our audiences relax, stress relief, enjoyment, socialization, and learn by exchanging differing ideas and perspectives in positive and meaningful ways. Our vision is to give freedom by level up to be whatever we want to be and to be happy. And to also treat each other like family. We are confident that you will see a part of yourself and your experiences in us.

Sincerely,  
LaDonna Duncan  
Founder/CEO

# WHO ARE WE

## Mission:

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At Electric Guild, our mission is we're using the power of video games to bring people together. We solve problems with video games by having our audiences relax, stress relief, enjoyment, socialization, and learn by exchanging differing ideas and perspectives in positive and meaningful ways.

## Vision:

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Our vision is to give freedom by level up to be whatever we want to be and to be happy. And to also treat each other like family.

# WHY WE DID IT

## Gaming as a part of life:

Gaming has always been a part of their lives and is fused into their lifestyles.

## Gaming community as a sub-culture:

Gamers are part of a network of people who share similar interests and experiences through video games. Outsiders of this sub-culture might misunderstand gamers or have a lack acceptance for playing video games.

## Gaming as a purposeful activity:

Playing video games fulfills a purpose in their lives. This could include gaming for: relaxation, opportunities to apply control, enjoyment, creativity, socialization, prevent boredom, challenges, and achievement. It could also be used as a coping method or stress management.

## Environmental influences:

Influences that are typically outside of the control of the individual, such as: design of the games, where they live, and environmental supports/constraints on activity engagement (online and offline).

## More Reasons:

Acceptance and respect

A variety of curricular and non-curricular opportunities to learn from and learn with people of different ethnicities, races, ages, abilities, sexual identities, and religions. (fostering an atmosphere where people can exchange differing ideas and perspectives in positive and meaningful ways.)

# HOW WE HELP OUR CANCER PATIENTS

On our website, we have the “Brighten Cancer Patients’ Hospital Stay: Share or Donate Your Video Games” for our cancer patients. The reason for these methods is that we are teaming up with Gamers Outreach by easing the burdens of hospitalization by providing equipment, technology, and software to help children cope with treatment and stress. Since they can’t come where we at, we come up with ideas that we connect children to our servers so they can play and socialize with others. Please email us or call us so we can personally help put together the servers.



# OUR PERSONALITIES

Our brand voice for our business is very playful and inviting. We're easy-going, respectful, and down to earth family. We like to show that we are understanding, friendly, and fun. However, when it comes down to business, we are serious about our services and customers; but we still want to demonstrate our enthusiasm as a family.

## Our personality colors:

- \* **Red** – Red stands for passion, and excitement.
- \* **Orange** – Orange stands for playfulness, vitality and friendliness.
- \* **Yellow** – Yellow evokes happiness, youth and optimism.

\* **Green** – Green evokes stability, good fortune, and growth.

\* **Blue** – Blue exudes tranquility, trust, openness, professionalism, security and formality. It is mature and trustworthy.

\* **Gold** – Gold associated with illumination, love, compassion, courage, passion, magic, and wisdom

## What we don't like :

- \* Hate
- \* Not Authentic
- \* Foul Language
- \* Stereotypes
- \* Discrimination
- \* Prejudice
- \* Not being respect to others

# OUR TAGLINE

We take our tagline “Let 's LEVEL UP together” very seriously. Our L.E.V.E.L personify that is Life Experiences is vigorous, excite, and liberal. Behind the reasons for LEVEL UP is that you progress to the next level of player character stats and abilities, often by develop experience points in games. We want our customers to have experience points while they have fun at Electric Guild. By gaining experience points, our customer's abilities or stats will increase:

- \*Resolve social challenges.
- \*Learn by exchanging differing ideas and perspectives in positive and meaningful ways.
- \*Stress relief
- \*Fun



# OUR GAME

If you want to have unforgettable events? You can go to our website to find more events. We're bringing a game called "What's That Smell?" The game is a hilariously fragrant new guessing game that will throw your sense of smell into overdrive. Guess the scents correctly to outrank your family and friends or suffer the stinky consequences of the Whiff of Shame! We will have prizes for the winners and provide endless fun.

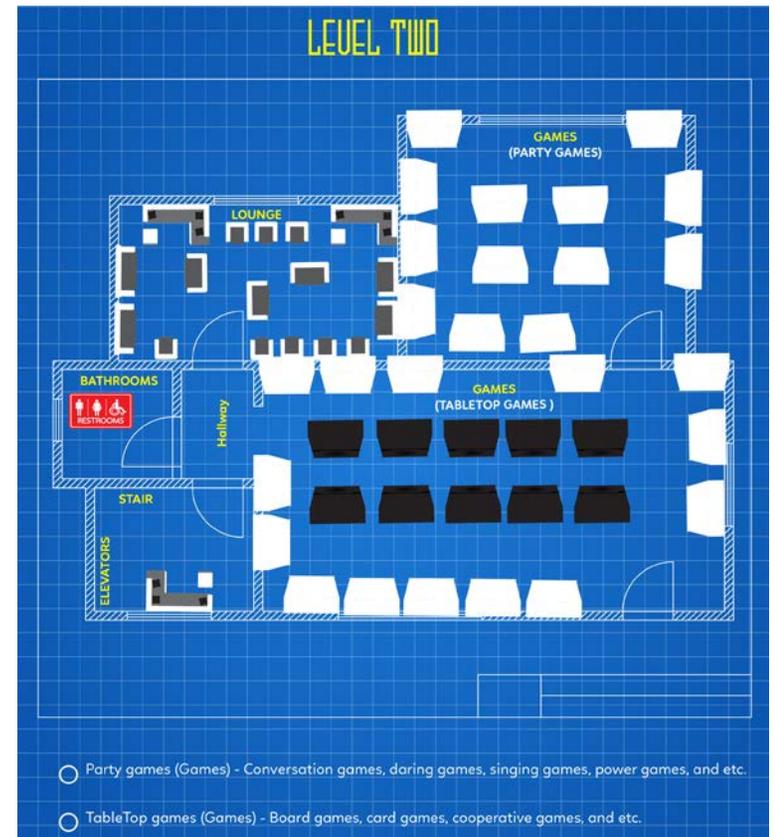
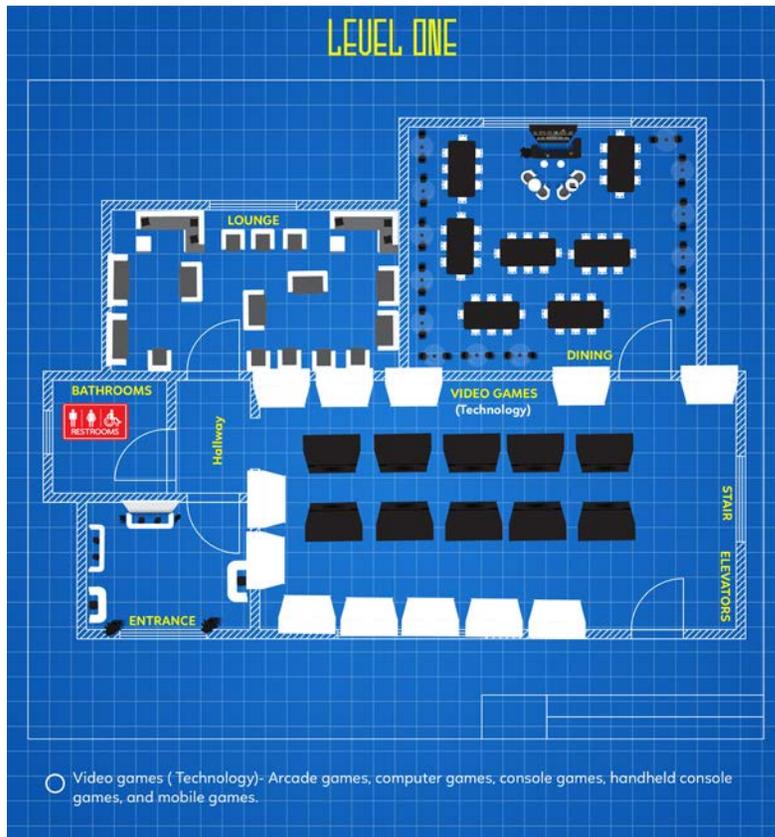


# OUR EMPLOYEES AND THEIR UNIFORM

Our employees have a direct impact on each guest experience. They will determine whether each guest feels welcome and appreciated. Our high standards can only be maintained through great people like our employees the very best job possible for our guests every day. Their responsibility to see that each guest is made to feel special and enjoys our fun atmosphere and great food and beverages. The employees are responsible for positive interactions while serving guests in a friendly and efficient manner. We also want our employees to enjoy their experiences too. The employee's uniform is base on our brand colors.



# FLOOR PLANS



# PICTURES OF THE RESTAURANT



# PICTURES OF OUR CUSTOMERS

We want our customers to feel like we're a family and that they're comfortable to be themselves. When they come to Electric Guild, we want them to relax, opportunities to see different perspectives, enjoyment, socialization, prevent boredom, challenges, and achievements.



# PICTURES OF OUR CUSTOMERS



# THANK YOU

I would like to express my gratitude to my mom, family, Guy Hendrie, Mike, and my classmates. Thank you for your wellspring of support, feedbacks and though you did not know it, inspiration.



