

A Winthrop & Weinstine blog dedicated to bridging the gap between legal & marketing types.

[Without GameStop, It's Just a Hat Trick . . .](#)

Posted on May 9, 2011 by [Steve Baird](#)

As you may recall, I've reported before about the trend toward and popularity of [red & white letter branding and visual identities](#), so I couldn't resist snapping this photo of a new strip mall in Eden Prairie, Minnesota, over the weekend:



Since [GameStop](#) wasn't featured in this strip mall, the line-up of SmashBurger, SportClips, and Verizon Wireless, only formed a "[hat trick](#)" of red & white letter branding.



By the way, is there a name for scoring four goals in a single game?

Apparently so, an answer [here](#).