SHOOTYOU.

BRAND GUIDELINES.
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ShootYou brand guidelines provide the artwork and design requirements that enable staff, members, agencies and suppliers to ensure a consistent visual identity across all communications. The guidelines apply to print, web, signage and other media.

If you have any questions or need assistance developing materials, please contact:

**Becky Hill**  
Producer  
becky@shootyou.co.uk
The logo is a bold, simple and contemporary mark. The single red dot represents a ‘recording on’ light. It feels self-confident, direct and modern. The red dot can be animated to add personality.

**REVERSING THE LOGO**

The logo can be reversed and used on a solid grey background.
THE LOGO

STRAPLINE
The logo can be used with the strapline, to add context and comprehension.
THE LOGO

MINIMUM SIZE OF THE LOGO
At small sizes, the logo’s letterforms may begin to distort and become illegible. To avoid this risk, it is best to print the logo 7mm tall or larger. Never alter the logo in a manner that affects its proportions.

SAFE AREA
To give the logo proper respect and ensure legibility, use generous space around it. The logo should always be freestanding, separated from all copy and graphics by a distance at least equal to the height of the ‘S’.

For ease of use, this space has been built-in to the logo artwork files.
POSITIONING
The logo should be positioned either centre top or centre middle where possible, ensuring the safe area is respected.

If centred positioning does not work, the logo can be aligned top or bottom right.
THE LOGO

⚠️ PROHIBITED USAGE

The logo must not be rotated, distorted, cropped, used in a different colour other than those supplied or placed in a frame. The safe area should remain free from other design elements.

- Do not rotate the logo
- Do not distort the logo
- Do not change the colour
- Do not remove the dot (unless part of an animation)
- Do not place the logo in a frame or box
- Do not place items in the safe area
The colour palette is high-contrast and bold. The monochromatic base allows it to support a wide variety of output styles. The red adds energy, commanding attention.
FULL PALETTE

RECORDING RED
C3 M89 Y69 K2
R223 G65 B74
#df414a
Pantone Red 032C

SLATE GREY
C79 M68 Y53 K50
R45 G53 B64
#2d3540
Pantone 432C

WHITE
C0 M0 Y0 K0
R255 G255 B255
#ffffff

COLOUR REFERENCES

RGB, CMYK & PANTONE
Use RGB and hexadecimal (#) values for websites, screen, powerpoint etc. The use of CMYK values for printing is recommended. Please note, printing on uncoated stock will result in less vibrant colours. Satin stock is recommended for general use.
For communications use Aktiv Grotesque, a contemporary sans serif. It’s a thoroughly modern and dependable typeface and is available as part of a Typekit subscription.

The typeface is not overly dominant, which allows other elements to take centre stage.

Where Aktiv Grotesque is not available, Arial could be a suitable substitute.

**Typeface cut (font name)**

Aktiv Grotesque

**Primary styles and weights**

Aktiv Grotesque Light
Aktiv Grotesque Light Italic
Aktiv Grotesque Regular
Aktiv Grotesque Italic
Aktiv Grotesque Medium
Aktiv Grotesque Medium Italic
Aktiv Grotesque Bold
Aktiv Grotesque Bold Italic
Used sparingly (in things like headlines and captions), Rift Soft can be used to support the brand, adding personality and impact.

As it is only available in capitals, it should be used for contrast only.

It is available as part of a Typekit subscription.

**Typeface cut (font name)**

**RIFT SOFT**

**Primary styles and weights**

- RIFT SOFT LIGHT
- RIFT SOFT LIGHT ITALIC
- RIFT SOFT REGULAR
- RIFT SOFT ITALIC
- RIFT SOFT MEDIUM
- RIFT SOFT MEDIUM ITALIC
- RIFT SOFT DEMI
- RIFT SOFT DEMI ITALIC
- RIFT SOFT BOLD
- RIFT SOFT BOLD ITALIC
Where a more corporate feel or direct tone is needed, Rift can be used. Again, it should be used sparingly.

It is available as part of a Typekit subscription.
CHARACTERS

COLOURS
- Any of the colours from the Shoot You palette, including the secondary colours may be used.

SKIN
- Is transparent (i.e. has no fill).
- Outlined with a thin stroke in Slate Grey. This may be changed to white when required (e.g. if the outline overlaps another object in Slate Grey).

BODY
- Legs and shoes use straight lines; arms use curved lines.
- Main body is made from larger shapes and has a rough, brush stroke outline. It also contains a subtle texture.
- Short outlines may be used if required to separate overlapping objects of the same colour (e.g. sleeves crossing over torso).
CHARACTERS

EXAMPLES
If you have any queries relating to these Brand Guidelines, please contact:

Becky Hill
Producer
becky@shootyou.co.uk