

**SHOOTYOU.**

**BRAND GUIDELINES.**

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# INTRODUCTION

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](mailto:becky@shootyou.co.uk)

# THE LOGO

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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.



SHOOTYOU.

The logo consists of the word "SHOOTYOU" in a bold, dark blue, sans-serif font. A small red dot is positioned at the end of the word, resembling a recording indicator light.

SHOOTYOU.

The logo is shown in reverse, with the word "SHOOTYOU" in white on a dark blue background. The red dot remains at the end of the word.

# THE LOGO

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## STRAPLINE

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

**SHOOTYOU.**  
VIDEO & ANIMATION

**SHOOTYOU.**  
VIDEO & ANIMATION

# THE LOGO

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## 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.

The logo consists of the word "SHOOTYOU." in a bold, dark blue, sans-serif font. The period at the end is a small red dot.

7mm high minimum height



Height of the 'S' equals safe area

# THE LOGO

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## 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.



**SHOOTYOU.**



**SHOOTYOU.**

# THE LOGO

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## 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

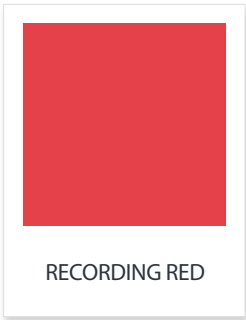


# COLOUR REFERENCES

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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.

## HERO COLOUR

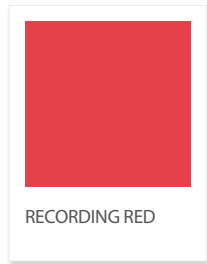


## SECONDARY COLOURS



# COLOUR REFERENCES

## 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



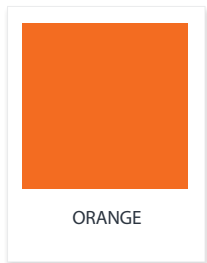
WHITE

C0 M0 Y0 K0  
R255 G255 B255  
#ffffff

## ! 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.



ORANGE

C0 M71 Y100 K0  
R243 G110 B33  
#f36e21

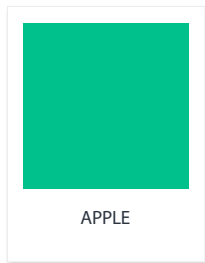
Pantone 1505C



YELLOW

C0 M18 Y100 K0  
R255 G206 B0  
#ffce00

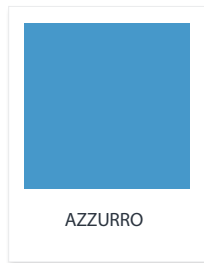
Pantone 116C



APPLE

C85 M0 Y64 K0  
R0 G176 B135  
#00b087

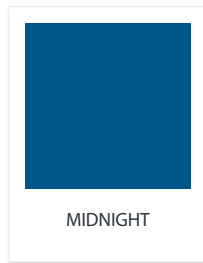
Pantone 3395C



AZZURRO

C69 M19 Y4 K0  
R70 G152 B203  
#4698CB

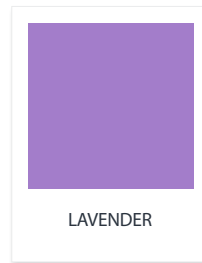
Pantone 7688C



MIDNIGHT

C100 M71 Y22 K5  
R0 G85 B138  
#00558a

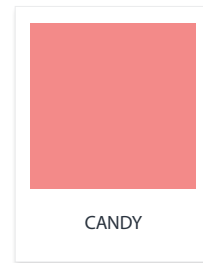
Pantone 7462C



LAVENDER

C40 M60 Y1 K0  
R159 G118 B177  
#9f76b1

Pantone 2577C



CANDY

C0 M56 Y19 K0  
R255 G143 B160  
#ff8fa0

Pantone 1775C



WARM GREY

C25 M24 Y27 K0  
R192 G184 B176  
#c0b8b0

Pantone Warm Grey 3C

# FONTS

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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*

# FONTS

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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*

# FONTS

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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.

Typeface cut (font name)

**RIFT**

Primary styles and weights

RIFT LIGHT

*RIFT LIGHT ITALIC*

RIFT REGULAR

*RIFT ITALIC*

RIFT MEDIUM

*RIFT MEDIUM ITALIC*

RIFT DEMI

*RIFT DEMI ITALIC*

RIFT BOLD

*RIFT BOLD ITALIC*

# CHARACTERS

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## 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

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## EXAMPLES



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

**Becky Hill**

Producer

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