

BRAND IDENTITY GUIDELINES

*StoryShed*  
PRODUCTIONS

UPDATED 08/2021

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## VISION & MISSION

The vision briefly describes the goals and ambitions of our startup, and reflects our core values.

*The mission outlines what we do, who we do it for, how and why we do it.*

The mission statement serves as a concise and transparent articulation of an organization's purpose, delineating its reason for existence. It establishes parameters for ongoing endeavors and serves as the foundational step in shaping a strategic vision, outlining the means by which that vision will be realized.

“

*To produce films that capture and convey the essence of your business's values through compelling visual narratives and storytelling*

”

Empowering narratives through the art of visual storytelling, we are dedicated to crafting cinematic documentaries that captivate, inspire, and provoke thought. With a commitment to authenticity, creativity, and social impact, we aim to illuminate diverse perspectives, amplify untold stories, and spark meaningful conversations that resonate across cultures and generations.

Through our dedication to excellence in filmmaking, we strive to redefine the boundaries of documentary storytelling and leave a lasting impact on your audience.



BUSINESS  
ACUMEN



MASTERFUL  
CINEMATOGRAPHERS



CAPTIVATING  
IMAGERY

## BRAND VALUES

Our brand's essence is rooted in our core beliefs, steering our choices with clarity. They serve as our compass, ensuring that every design, photo, and word echoes the unique spirit of StoryShoot Productions. Each creation must resonate with these values, unwaveringly. They are not just words; they're the heartbeat of our daily endeavors, guiding every decision, and breathing life into our brand.

## AUTHENTICITY

Prioritizing genuine storytelling, capturing real moments and perspectives.

## CREATIVITY

Innovating and pushing boundaries in cinematic storytelling to inspire audiences.

## EMPATHY

Approaching subjects with understanding, amplifying their voices with integrity.

## EXCELLENCE

Delivering high-quality films, committed to excellence in every aspect of our craft.

## SOCIAL IMPACT

Creating documentaries that provoke thought and drive positive change in society.

## OUR VOICE

Outlined are key strategies and insights aimed at conveying the distinctive voice and brand commitment of StoryShoot Productions.

The resonance of our message and tone serves as the linchpin for success in every communication endeavor. It's imperative that our clients recognize the value of partnering with StoryShoot Productions amidst a sea of competitors.

With a depth of knowledge and experience, we *speak with authority* in the world of cinematic documentary filmmaking.

Through our storytelling prowess, we *evoke emotions and provoke thought*, leaving a lasting impact on audiences.

We communicate in a way that is approachable and inclusive, making our narratives *accessible to diverse audiences*.

Our words and stories *inspire action and change*, igniting passion and motivation in our viewers.

Grounded in truth and sincerity, our voice *resonates with authenticity*, fostering trust and connection with our audience.

## COMPANY LOGO

A company logo is the visual representation of a brand, embodying its essence and values in a single mark. It serves as a key element of brand identity, instantly recognizable and memorable to consumers. The logo communicates our company's identity, distinguishing it from competitors and creating trust with customers. It appears on various touchpoints, reinforcing the brand's presence and leaving a lasting impression on audiences. Ultimately, the logo is the visual embodiment of our brand's promise and aspirations, forging a strong connection with its target audience. Using handlettering as both the wordmark (logotype) and figurative mark (symbol), the logo represents our authenticity and personable approach. The lockup version should be used on larger resolutions, and the emblem should be used for smaller resolutions. Variations to color are allowed only if it is part of the color palette.

*StoryShoot*  
PRODUCTIONS

*StoryShoot*



## LOGO COSTRUCTION

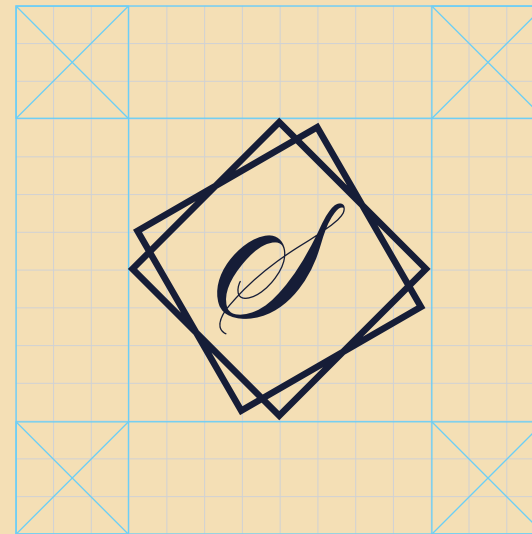
Crafting a logo and visual identity extends beyond freeform artistic expression. It entails a meticulous consideration of proportions, scalability, optical adjustments, and reproduction techniques to ensure an effective and well-designed logo. The visual design guidelines serve as a blueprint, providing essential information to maintain brand consistency. Here, we aim to illustrate the construction and guidelines governing our logo.



## EXCLUSION ZONE

We've established an exclusion zone to prevent any other graphic elements from encroaching upon the StoryShoot Productions logotype, ensuring its readability.

The proportions, spacing, and size relationships of all elements have been meticulously crafted and should not be modified, redrawn, embellished, or replicated. Maintaining a consistent presentation also involves maintaining clear space around the logo, free from other text, graphics, or illustrations. Overcrowding the logo diminishes its legibility and effectiveness.





## LEGIBILITY

The logo should never be too small to read. We've set a minimum size of 20 mm or 60 pixels. Based on the standard range, the recommended sizes are shown here.

The logo can be used as a tab for pages and imagery. There should be enough clear space at the top of the logo to allow for this in print or online applications.

It is not recommended to use the logo at less than 20mm in width. However, if necessary, use the alternative logotype when 20mm width or greater is not possible. And for even smaller sizes, use the emblem. The StoryShoot Production favicon graphic is linked with the website. It is a smaller representation of the brand for the browser and for the mobile interfaces.



2.75 in | LARGE POST



1.77 in | TABLOID



1.18 in | LETTER

Minimum Size



0.78 in | 60px



Smaller applications

App Icon / Favicon



36 x 36px

## INVERTED COLORS

The StoryShoot Production logo can exist with an “inverted” color scheme, which means that the main color is Sidecar on a Martinique background.

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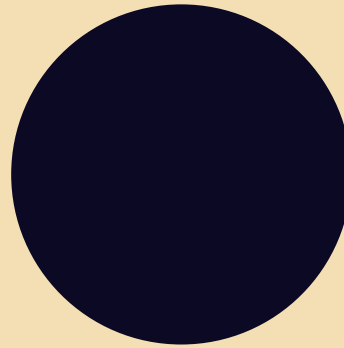


## COLOR PALETTE

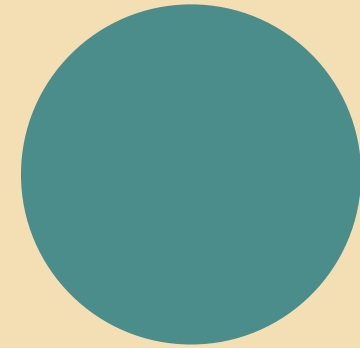
Our company colors are professional and authentic, expressing who we are.

Pantone Martinique symbolizes depth, trustworthiness, and professionalism, evoking a sense of reliability and credibility, aligning with StoryShoot's commitment to authentic storytelling. Pantone Old Rose complements the dark blue color, and represents sophistication and warmth. Pantone Viridian Green reflects growth, harmony, and authenticity. Pantone Sidecar balances the other colours and gives space to the elements.

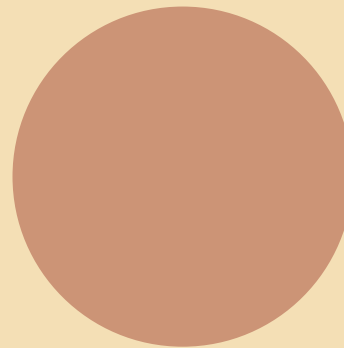
Alternative colors should not be introduced into the system, or they would reduce the impact of our color palette.



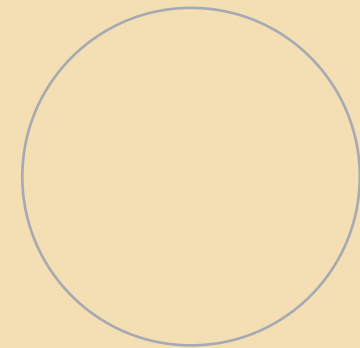
PANTONE Martinique  
C90 - M83 - Y48 - K57  
R26 - G31 - B56  
HEX #1A1F38



PANTONE Viridian Green  
C65 - M33 - Y46 - K6  
R97 - G137 - B133  
HEX #618985



PANTONE Old Rose  
C24 - M40 - Y57 - K1  
R193 - G152 - B117  
HEX #C19875



PANTONE Sidecar  
C5 - M8 - Y29 - K0  
R242 - G227 - B188  
HEX #F2E3BC

## BLACK & WHITE

The monochromatic version has been specifically designed to meet some specific printing requirements.

They should not be used in other circumstances.



The logo features the word "StoryShoot" in a black, elegant cursive script. Below it, the word "PRODUCTIONS" is written in a black, all-caps, sans-serif font. The text "PRODUCTIONS" is centered between two horizontal black lines.

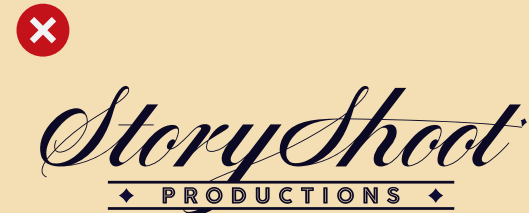
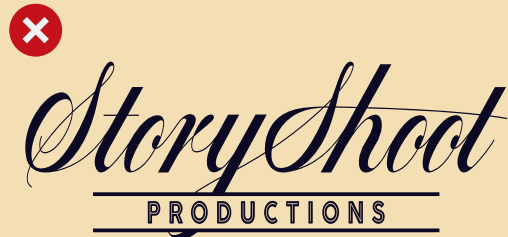


The logo features the word "StoryShoot" in a white, elegant cursive script. Below it, the word "PRODUCTIONS" is written in a white, all-caps, sans-serif font. The text "PRODUCTIONS" is centered between two horizontal white lines.

## INCORRECT USAGE

The logo must be used as is and not be altered in any way. This means that you **MUST NOT:**

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.



## PHOTOS & IMAGES

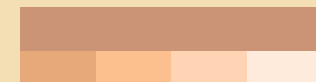
Photography is a key part of the identity and the use of color should always feel complimentary to the image: to achieve this, choose the color from the palette that is closest to the dominant color in the selected photograph.



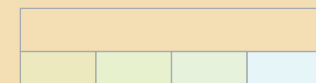
Regal  
Sophisticated  
Captivating



Polished  
Assertive  
Established



Warm  
Graceful  
Nostalgic



Subtle  
Neutral  
Purity

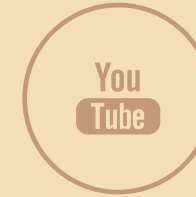
## PHOTOS & LOGO

Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose an area of the image to maintain sufficient contrast. There is a delicate balance and contrast can be subtle, but still must be legible. If a photo is too noisy, you should avoid placing the logo without a background, even with sufficient contrast.



## ICONS

Icons are essential graphic elements and are one of the most recognised elements of the brand. Icons can help improve usability issues or give a message in a strong and consistent way.





## TYPOGRAPHY

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications.

Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: elegant, expressive, authoritative, distinctive and legible. The selected font is an all time classic: Bell MT.

# BELL MT FONT FAMILY

regular semibold **bold**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/()=?

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog



## APPLICATION EXAMPLES

This section showcases how all the components of the StoryShoot Productions Brand come together in practical use. Our goal is to encourage widespread adoption of the brand identity by individuals and organizations alike. These example applications serve as visual references to assist in crafting your communications. Here, we illustrate the versatility of the brand, showcasing various combinations of elements.

# LETTERHEAD

## Paper:

A4 110g paper with cockle finish and 25% rag content

## Font and lines spacing:

Bell MT 7pt, Line Height 8.4pt

## Colors:

Main Text in Martinique / Logo and Contact Info in Sidecar / Watermark in Old Rose

## Watermark:

15% opacity

## Distances:

6.35mm / 0.25 inches from all borders



8.3 in

## BUSINESS CARD

### Paper:

90x55 mm 350g / 3.5x2 inches 80# Cover paper

### Font and lines spacing:

Bell MT Regular 7pt, Line Height 8.4pt

### Colours:

Text in Old Rose and Viridian Green

Graphic details in Patone Sidecar and  
Martinique

### Logo:

Off-center on the front 63.5mm width

Top center on the back 20 mm width

### Distances:

3.81mm / 0.15 inches from all borders



## EMAIL SIGNATURE

To maintain a consistent corporate image, it's essential that all email correspondence clearly identifies the sender in a standardized format. Please adhere to the provided example. Many email programs allow for the creation of default signatures. By configuring your program accordingly, you can ensure that your signature is automatically appended to every outgoing email. Signatures should feature light grey text with accents in light orange and light green. To preserve a professional appearance and minimize file size, refrain from adding any extra graphics, logos, slogans, or messages to your email signature.



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## GLOSSARY

### **Corporate Identity**

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

### **Identity Manual**

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

### **Logo**

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

### **Typeface/Font Family**

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

### **Stationery**

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

### **Template**

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

### **Brand**

Brand is the “name, term, design, symbol, or any other feature that identifies one seller’s product distinct from those of other sellers.” Initially, branding was adopted to differentiate one person’s cattle from another’s by means of a distinctive

symbol burned into the animal’s skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

### **CMYK**

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The “K” in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

### **Palette**

A given, finite set of colors for the management of digital images.



## CONTACTS

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