



Brand Book

Brand Marketing



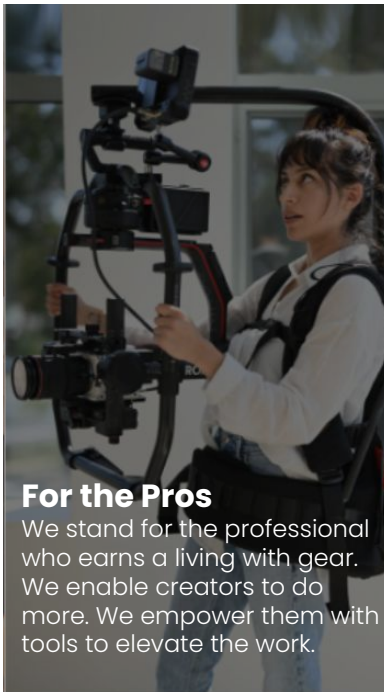
Create your way.



Create your way.

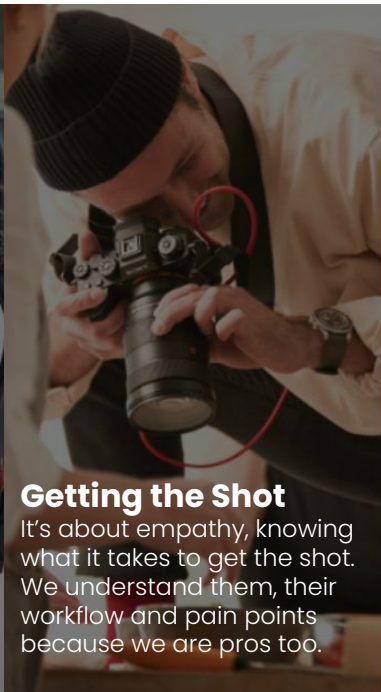
1. Take the reins. Blaze your own trail. Create your own path forward.
2. Choose your own adventure. Choose from a wide selection of gear to create the way YOU want.

Brand Pillars



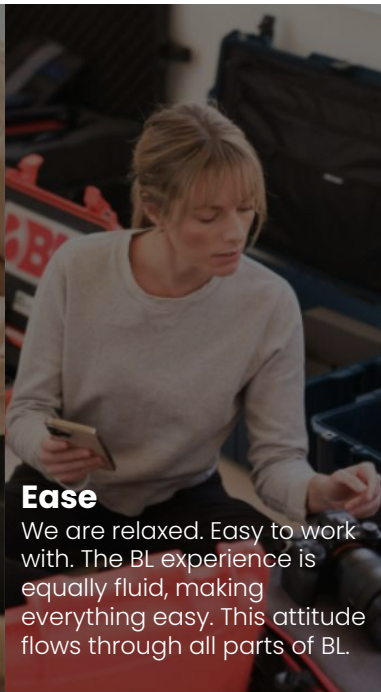
For the Pros

We stand for the professional who earns a living with gear. We enable creators to do more. We empower them with tools to elevate the work.



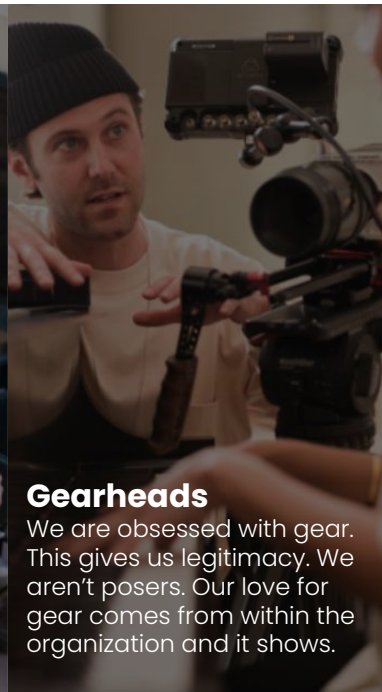
Getting the Shot

It's about empathy, knowing what it takes to get the shot. We understand them, their workflow and pain points because we are pros too.



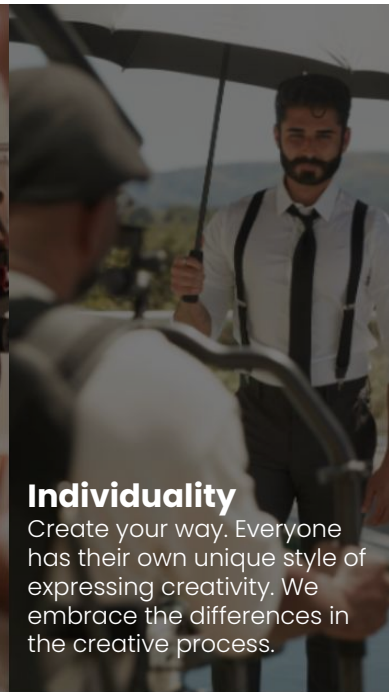
Ease

We are relaxed. Easy to work with. The BL experience is equally fluid, making everything easy. This attitude flows through all parts of BL.



Gearheads

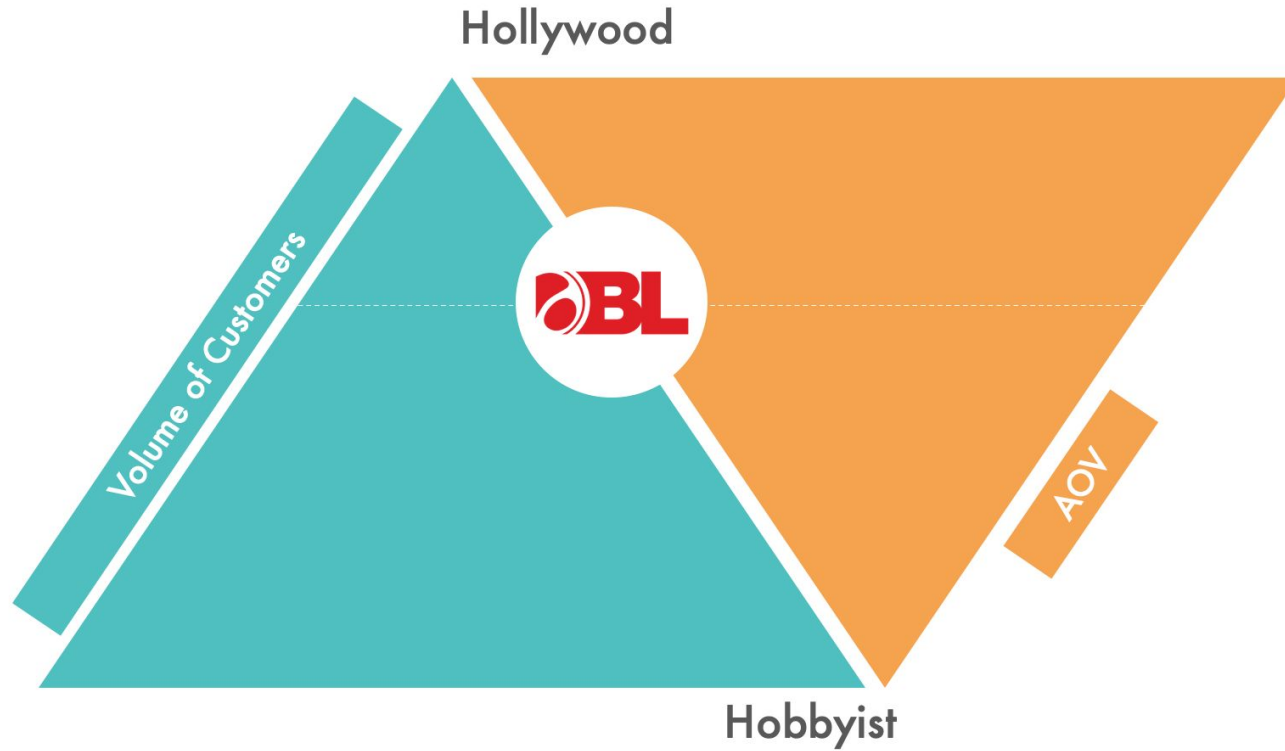
We are obsessed with gear. This gives us legitimacy. We aren't posers. Our love for gear comes from within the organization and it shows.



Individuality

Create your way. Everyone has their own unique style of expressing creativity. We embrace the differences in the creative process.

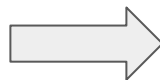
Target Audience





Logo

Interim: include our URL to inform our customers about our digital offering.



Yes



✓ Leave space around the logo

No



✗ Don't stretch



✗ Don't use unapproved color



✗ Don't overlay on a visually busy background



Colors

PRIMARY

RED
PMS 710 C
C 4 / M 90 / Y 65 / K 0
R 230 / G 75 / B 79
#E64B4F

CHARCOAL
PMS 432 C
C 0 / M 0 / Y 0 / K 76
R 61 / G 60 / B 60
#3D3C3C

MEDIUM CHARCOAL
C 0 / M 0 / Y 0 / K 29
R 180 / G 180 / B 180
#B4B4B4

LIGHT CHARCOAL
C 0 / M 0 / Y 0 / K 5
R 243 / G 243 / B 243
#F3F3F3

WHITE
C 0 / M 0 / Y 0 / K 0
R 255 / G 255 / B 255
#FFFFFF

SECONDARY

TEAL
PMS 7709 C
C 61 / M 14 / Y 25 / K 0
R 82 / G 191 / B 192
#52BFC0

MEDIUM TEAL
C 13 / M 0 / Y 0 / K 11
R 193 / G 226 / B 227
#C1E2E3

LIGHT TEAL
C 7 / M 0 / Y 0 / K 8
R 217 / G 233 / B 234
#D9E9EA

ORANGE
PMS 144 C
C 3 / M 54 / Y 100 / K 0
R 245 / G 162 / B 79
#F5A24F

MEDIUM ORANGE
C 0 / M 20 / Y 38 / K 0
R 250 / G 208 / B 166
#FAD0A6

LIGHT ORANGE
C 2 / M 5 / Y 17 / K 0
R 246 / G 224 / B 182
#F6E0B6

Typography

The font family 'Poppins' is used across all platforms.

If not available 'Arial' can be used as a substitute (i.e. email)

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brand Photography – Models



Brand Photography – Models



Mandatorys

- ☐ Professionals on set using gear
- ☐ Authentic film or photo sets
- ☐ “Getting the Shot”
- ☐ Hints of brand red

Brand Photography – Gear



Brand Advertising

Instagram

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...



 Camera gear rentals in a click.

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Thank you.

For inquiries, please contact:

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reuben.kim@shutterfly.com