



STUDIO 35 PHOTOGRAPHY
BRAND
GUIDE

CONTENTS

2 VOICE

3 CONCEPT

4 MARKS

5 PALETTE

6 TYPOGRAPHY

7 GUIDELINES

8 IMAGERY

VOICE



LANGUAGE

SIMPLIFIED-TECHNICAL

PERSONALITY

FRIENDLY & COMPETENT

TONE

PROFESSIONAL & CONVERSATIONAL

OUR B2C AND B2B CLIENTS REQUIRE VASTLY DIFFERENT SERVICES AND DELIVERABLES, BUT THEY ALL WANT TO WORK WITH SOMEONE THEY LIKE AND CAN TRUST TO PROVIDE CONSISTENTLY HIGH QUALITY IMAGERY AT A FAIR PRICE.

CONCEPT



7° TILT — DYNAMISM



MARKS

WORDMARK

STUDIO **3**
PHOTOGRAPHY

BRANDMARK



PALETTE

ORANGE PRIMARY

CMYK (0, 95, 100, 0)
RGB (238, 49, 36)
HEX (#EE3124)

GRAY PRIMARY

CMYK (0, 0, 0, 80)
RGB (88, 89, 91)
HEX (#58595B)

GREEN SECONDARY

CMYK (94, 57, 54, 38)
RGB (3, 71, 80)
HEX (#034750)

TYPOGRAPHY

HEADLINE TYPEFACE

Museo Slab

FAMILY VARIATIONS

700

700 *Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

BODY TYPEFACE

Gotham

FAMILY VARIATIONS

Book

Bold

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

GUIDELINES



X TILT



X STRETCH



X SQUASH



X INVERT



X RECOLOR



X RESIZE/REARRANGE ELEMENTS



X BORDER



X PLACE ON DARK BACKGROUND



IMAGERY

ALL IMAGERY DISPLAYED IN DIGITAL AND PRINT CHANNELS SHOULD REFLECT STUDIO 35'S BRIGHT, COLORFUL STYLE. PHOTOGRAPHS SHOULD BE SHARP, FULL COLOR AND CROPPED APPROPRIATELY.

COPY SHOULD ACCENTUATE THE FOCAL POINTS OF ANY IMAGE. FOR LARGE VOLUMES OF TEXT OR DESIGN ELEMENTS, OUR SECONDARY COLOR CAN BE USED AS AN OVERLAY.



