



SIMPLESHOT BRAND STANDARD MANUAL

Thank you for your partnership with SimpleShot® Shooting Sports.

Please use this manual to understand how the SimpleShot® brand should be represented throughout your materials.

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BRAND IDENTITY

Our Name

When written, our name is:
SimpleShot® Shooting Sports, or
SimpleShot®.

Our Colors

Blue:

HEX #313c5a
CMYK 85,75,40,30
PANTONE 533 C

Red:

HEX #a52b2c
CMYK 31,100,99,26
PANTONE 7622 C

Our Fonts

It's simple. We just use Oswald. This is a free font, suitable for print or web and is included in Google Fonts.

Oswald is available in three weights: Bold, Regular, and Light. We prefer to use Light and Regular, only rarely using Bold.

LOGO FILES

Enclosed is a file of the logo in the following variations.

Colors

Brand Colors
Black
White

Tagline - Everything Slingshots®

With tagline
Without tagline

Orientation

Vertical
Horizontal

File types

JPG	Display only*	white background
PNG	Display only*	high quality / transparent background
SVG	Display only*	use only when (rarely) required
PDF	Print	Vector file (may be used in place of EPS, AI or used in any vector file application)

**Used on screens. Ex. Computer monitors, tablets, phones.*

File sizes

JPG	5 sizes included
PNG	4 sizes included
SVG	No size (vector)
PDF	No size (vector)

LOGO REQUIREMENTS

1. Never recreate the logo or alter the logo files in any way.



However, if a specific image size is needed, resizing the logo is permissible. Always use high quality compression to avoid degradation in quality.

Shown at left: poor quality resize closeup

2. Avoid using borders or backgrounds



White space is beautiful.
Never enclose the logo in a border.
Never **add** a background color behind the logo.

3. Use the white logo only on dark backgrounds.

If the logo is placed on an image or another background darker than 50%, use the white logo. Do not use the white logo on backgrounds lighter than 50%.



LOGO GUIDELINES

We love white space (and we think you should too).

OK, we can't tell you how to design, but we'd love it if you'd consider these general rules when representing our brand.

1. Give it some space.



We like to see a margin of at least 10% of the shorter edge of the logo all the way around the logo.

The space between the dotted lines represents the 10% margin.

2. Legibility is king.

We're not asking you to make the logo bigger all the time. But it needs to be readable.

There's no formula for this one. Just have a quick look and if you can't immediately read it, you'd probably better bump it up a little.

PRODUCT REQUIREMENTS

Our Products

We are proud of what we've accomplished. We've worked hard to develop slingshot designs and forms that have pioneered new terrain in slingshots and continue to lead the way.

As such, some SimpleShot® product names are trademarked. Please always use the correct symbol to note this when mentioning these products.

The Scout™

The Torque™

Axiom™

Axiom Champ™

Maxim™

Maxim Champ™

JellyBean™

BeanFlip™

Ocularis™

FlipClips™



CORRECT EXAMPLES



- Correct spacing around logo
- Correct use of vertical logo
- Correct use of color logo
- Correct use of company name
- Correct use of product name

INCORRECT EXAMPLES



- Insufficient space around logo
- Incorrect use of horizontal logo (type becomes too small)
- Incorrect use of black logo (use color when possible)
- Incorrect use of SimpleShot®
- Incorrect use of trademarked product



- Correct spacing around logo
- Correct use of white logo



- Incorrect spacing around logo
- Incorrect use of color logo