

Beechfield[®]
ORIGINAL HEADWEAR

Welcome to Beechfield

We've created these guidelines to showcase the essence of the Beechfield brand and its optimal functionality. These rules and insights are designed to maintain the consistency of our brand. We encourage you to apply them thoughtfully and strategically.



1. Strategy	04
2. Logo	14
3. Colour	22
4. Typography	29
5. Layout	36
6. Iconography	44
7. Art Direction	56
8. Examples	60

01 Our Brand



About

For over two decades, Beechfield® Original Headwear has been a leader in rebrandable headwear, offering a diverse and ever-evolving product line. We seamlessly blend modern, classic, and performance styles to meet the needs of the market. As we grow, we're driven by a bold ambition to push the boundaries of the headwear market. Our updated visual identity will reflect this ongoing commitment, emphasising the stylish, sustainable, and versatile nature of our products.

How we do it

We stay constantly aware of consumer needs and market trends, ensuring we maintain our leading position in the industry. Our continual awareness allows us to create imaginative and versatile products that anticipate the evolving demands of the global market.

As we expand, our commitment to eco-friendly and ethical practices deepens. We consistently invest in products that are not just designed well, but also crafted with the health of our planet in mind.

Why we do it

We leverage our industry-leading expertise and established connections to deliver the most innovative and reliable headwear for others to customise.

A black and white photograph of a man sitting on a beach chair on a pebble beach. He is wearing a bright green beanie and a light-colored, possibly grey or white, zip-up hoodie. He is looking down at his hands, which are clasped together. The background shows a vast, open landscape with hills or fields under a clear sky.

Rebrandable headwear.

We develop amazing headwear that countless people love worldwide, but it's our distributors who truly bring them to life. We provide the framework that empowers customers and decorators to customise and rebrand, allowing the product to reach its full potential.

Values**Experienced**

As we've been in the business for decades, we know how it works—in and out. It's through our experience that customers feel they can trust us and come back time and time again.

Versatile

Headwear specifically changes season by season, we're acutely aware of trends and how we can produce garments that are resellable to our partners customers. We're also wise enough to reinvest in product lines that are proven sellers, releasing new styles and colours where necessary.

Conscious

We take the environmental and ethical challenges of our industry seriously. Wherever we can we utilise planet and people friendly methods in manufacturing and distributing our goods.

Reliable

Beechfields is internationally known for being consistent and reliable. We're a very important cog in a large machine, if we fail on our part then more businesses and customers loose out further down the line. That's why we prioritise spending resources to find the most reliable partners possible.

Tone of Voice

Friendly, yet considered.

This means we are helpful, bright and optimistic with our language, talking about what the future holds and all it's possibilities. Yet, we don't look at the world through rose-tinted glasses. There's issues in our industry that we want to help solve.

Tone of Voice

What's the primary purpose?

Be considerate of where the writing shows up.
Is it a public forum, like Instagram, or a more personal channel, like someone's inbox? How much clutter will it need to cut through?

Because we aspire to be friendly yet considered, our tone needs to match. So it may feel; conversational, empowering, dynamic or corporate.

What this means

Do you want to get people excited, express individuality or find out more?

What this means

Is it landing in someone's inbox > be personal
A post in a public forum > be descriptive
A magazine advertisement > be engaging

This means

Our communication will be inspiring, relatable and engaging and not; authoritative, confusing righteous or trying too hard.

Headlines

Headlines give the opportunity to drive a latest idea or trend, giving the brand room to pivot when necessary. Offer the audience a good sense of what's to come and it's intended use or purpose.

Examples

**Springs in.
Style and function.
For whatever life gives.**

Examples



Colour Pop

Brightening up dark nights and wintery mornings with a choice of 30 different colourways. From forest neutrals, cool coastal tones and playful brights, there's a hue for every mood in this cosy, colourful collection.



Peak Performance

This is where the popular preppy collegiate aesthetic meets responsible design. Made from 100% recycled polyester, the Performance collection is the perfect way to lean into sport styling sustainably. Functional styles ready for any team game, solo sport or off-duty athleisure look.



All About Organic

Our ever-growing Organic collection continues to bloom. Each style is made from 100% EarthAware®, OCS-certified cotton; designed with maximum comfort and minimal ecological impact in mind. Low carbon footprint and conscious craftsmanship offers the sustainably savvy customer ethical alternatives to everyday essentials.

02 Logo



1.1 Logo

Our logo is one of our most iconic possessions. Be careful in it's application at all times, using these guidelines to steer your decisions. Under no circumstances do we use a working (vectorised logo) always use EPS / PNG / SVG depending on the output. You can download all of the above using the button below.

If you have any problems downloading the below please contact: marketing@beechfield.com



 DOWNLOAD

1.3 Minimum clear space & size

1

Our logo is one of our most iconic possessions. Be careful in its application at all times, using these guidelines to steer your decisions. We have two logo sizes to choose from, optically adjusting the trademark symbol depending on the size. They both can be downloaded using the button below.

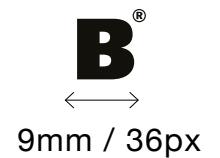
We also have a simple 'B' logo that can only be used in specific circumstances such as social media icons.



2

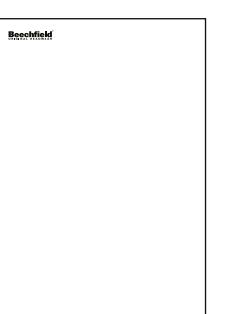


3

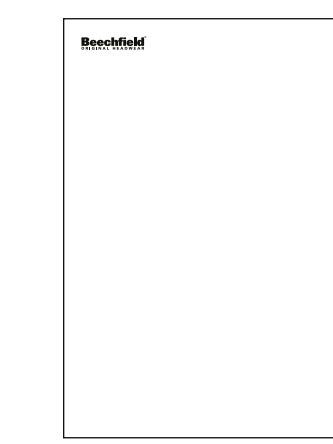
[DOWNLOAD](#)

1.4 Suggested sizes

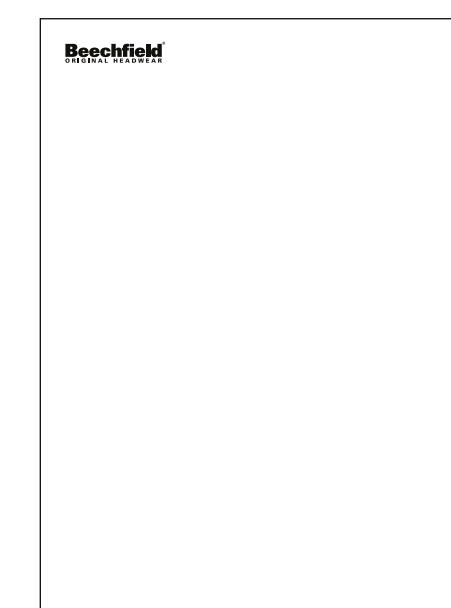
Use these sizes as a guide when setting up artwork for print. Try and scale the logo appropriately using the nearest size.



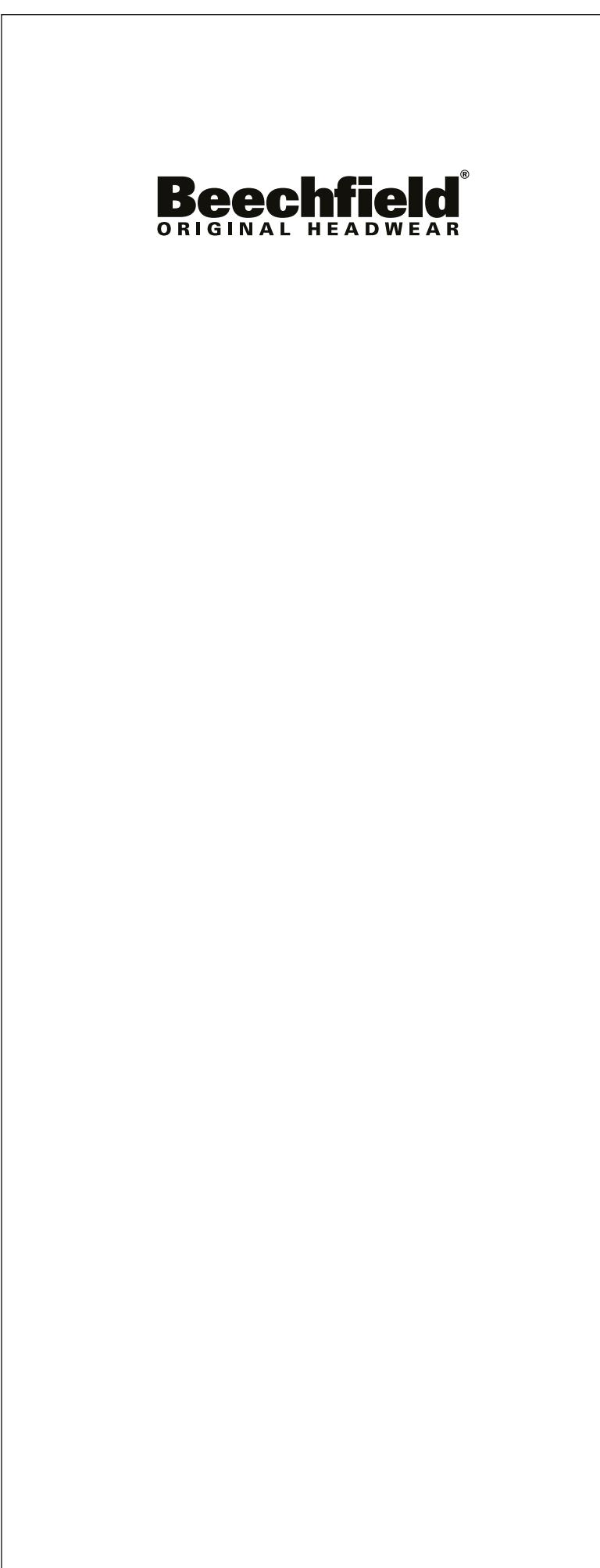
A4: 54mm



A3: 65mm



A2: 100mm



Pull-up: 400mm

1.5 Registered mark alignment

The registered mark as purposely been placed away from the wordmark to give it some breathing room. Bare in mind when using this logo, the wordmark will need to be optically aligned to exclude the symbol.



1.6 Partner lock-ups

Use a minimum of a double B from our wordmark when creating any new partnership lockups.



1.7 URL lock-up

A secondary asset to help bring consistency is the URL logo lock-up. This downloadable asset can be directly applied to communications and has been created for customers or staff without access to the Adobe suite.



 DOWNLOAD

1.8 Placement (portrait)

Whilst it may not always be possible we recommend putting our logo at the bottom right. If something is obstructing this, the logo can appear in one of the alternative locations that have been highlighted.



1.9 Placement (landscape)

Again, for landscape positioning use the illustration as a guide, with preference to the bottom right. If something is obstructing this, the logo can appear in one of the alternative locations that have been highlighted.



1.10 Placement (print)

Where our logo sits matters, whilst this may not always be possible we recommend putting it in the top right hand corner. If something is obstructing this, the logo can appear in one of the alternative locations that have been highlighted. The logo may also be placed centrally at the top or bottom for print purposes.



1.11 Placement (digital)

1 Landscape banners

The three recommended areas are for use with imagery. Please see the applications further in the document for more information.

2 Social

Always use a corner for our logo, centred logos can also be used, see the applications further in the document for more information.

3 Portrait banners / stories

Any portrait banners can use the corners or position the logo centrally.

1



2



3



03 Colour



3.1 Primary palette

We have a simple and functional palette that aligns with our values. This should be all we need in the majority of situations. The size of these square indicate the amount they should be used.

White
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Green
HEX: 028e70
CMYK: 83.20.65.4
RGB: 2.142.112

Blue
HEX: abd3e6
CMYK: 37.6.8.0
RGB: 171.211.230

Cool Black
HEX: 0e1520
CMYK: 97.82.54.78
RGB: 14.21.32

Grey
HEX: eaeaea
CMYK: 10.7.9.0
RGB: 234.234.234

3.3 Secondary palette

We have a wider range of colours that are available for graphic purposes. This may be a graph or infographic. These colours have been inspired by our art direction, so always refer to imagery when using these colours together.

Light Blue
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Turquoise
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Grey Blue
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Dark Blue
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Dark Green
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Green
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Lime Green
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Pale Green
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Off White
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Pink
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Coral
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Dark Red
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Orange
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Yellow
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Dark Purple
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Gold
PANTONE: N/A
HEX: FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

04 Typography



4.1 Introduction

Primary typeface: Helvetica Neue LT Pro 65 Medium

We prioritise the use of Helvetica Neue throughout all communications. It's primarily used in sentence case, in Medium. There are a few other ways it can be used shown across the following pages.

A b c 1 2 3

4.2 Typefaces

These are the three weights we use Helvetica Neue, with some suggested guides of where they should be used.

1 Headlines

Across all of our outputs our headlines should feel clean and contemporary.

2 Captions

We use this option to give a clearer distinction between headings and captions.

3 Body copy

All body copy should appear in light so there is clear distinction between headlines and body copy.

1 Primary headlines

2 Sub headlines

Med

BOLD

Helvetica Neue LT Pro 65
Medium

3 Primary body

Light

4.3 Type scales

Exampled here is a type scale and style overview that has been used throughout these brand guidelines. Make sure this is scaled relevant to the size you are working on.

H1 (128pt)

H2 (64pt)

H3 (32pt)

H4 (18pt)

Body copy (18pt)

Captions (10pt)

Small body (12pt)

Large header

Headings

**Since 2005 Beechfield® Original Headwear
has led the rebrandable fashion world.**

Welcome to Beechfield

We've created these guidelines to showcase the essence of the Beechfield brand and its optimal functionality. These rules and insights are designed to maintain the consistency of our brand. We encourage you to apply them thoughtfully and strategically.

ALL CAPS

We've created these guidelines to showcase the essence of the Beechfield brand and its optimal functionality. These rules and insights are designed to maintain the consistency of our brand. We encourage you to apply them thoughtfully and strategically.

4.4 Pairing type scales (example)

On any communications, you should never use more than three sizes. This is reflected in the example here, with the greyed out type sizes being ignored when selecting a hierarchy.

H1 (128pt)

Large header

H2 (64pt)

Headings

H3 (32pt)

**Since 2005 Beechfield® Original Headwear
has led the rebrandable fashion world.**

H4 (18pt)

Welcome to Beechfield

Body copy (18pt)

We've created these guidelines to showcase the essence of the Beechfield brand and its optimal functionality. These rules and insights are designed to maintain the consistency of our brand. We encourage you to apply them thoughtfully and strategically.

Captions (10pt)

ALL CAPS

Small body (12pt)

We've created these guidelines to showcase the essence of the Beechfield brand and its optimal functionality. These rules and insights are designed to maintain the consistency of our brand. We encourage you to apply them thoughtfully and strategically.

4.5 Leading and tracking

1 Short and large headlines

Use a leading rule of 100% of the font size (for example this type is set at 128pt with 128pt leading) and -10pt tracking.

2 Long and small headlines

Use a leading rule of 110% of the font size (for example this type is set at 40pt with 44pt leading) and -10pt tracking. Also, use a half-space between paragraphs to keep the typographic structure compact.

1 Short / large headlines

**Lorem ipsum
 dolor sit alor**

-10pt

100% of point size

2 Long / small headlines

**Lorem ipsum dolor sit
 alor amet consectetur
 apidiscing elit consectetur.**

-10pt

110% of point size (X)

**Lorem ipsum dolor sit alor amet
 consectetur apidiscing elit sit alor
 amet consectetur apidiscing elit.**

50% of X

4.6 Typesetting body copy

Bare in mind legibility when setting any body copy. To make the reading experience as enjoyable as possible, use this page as guidance. Use a baseline where possible and scale the settings opposite as necessary. Try and keep body copy between 8-12pt with 125% leading.

Good example

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.

Settings
18/24pt
+40pt tracking
7-12 words per line

Not enough words per line

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia

Leading too large

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.

Wrong weight tracking too large

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.

4.7 Product info

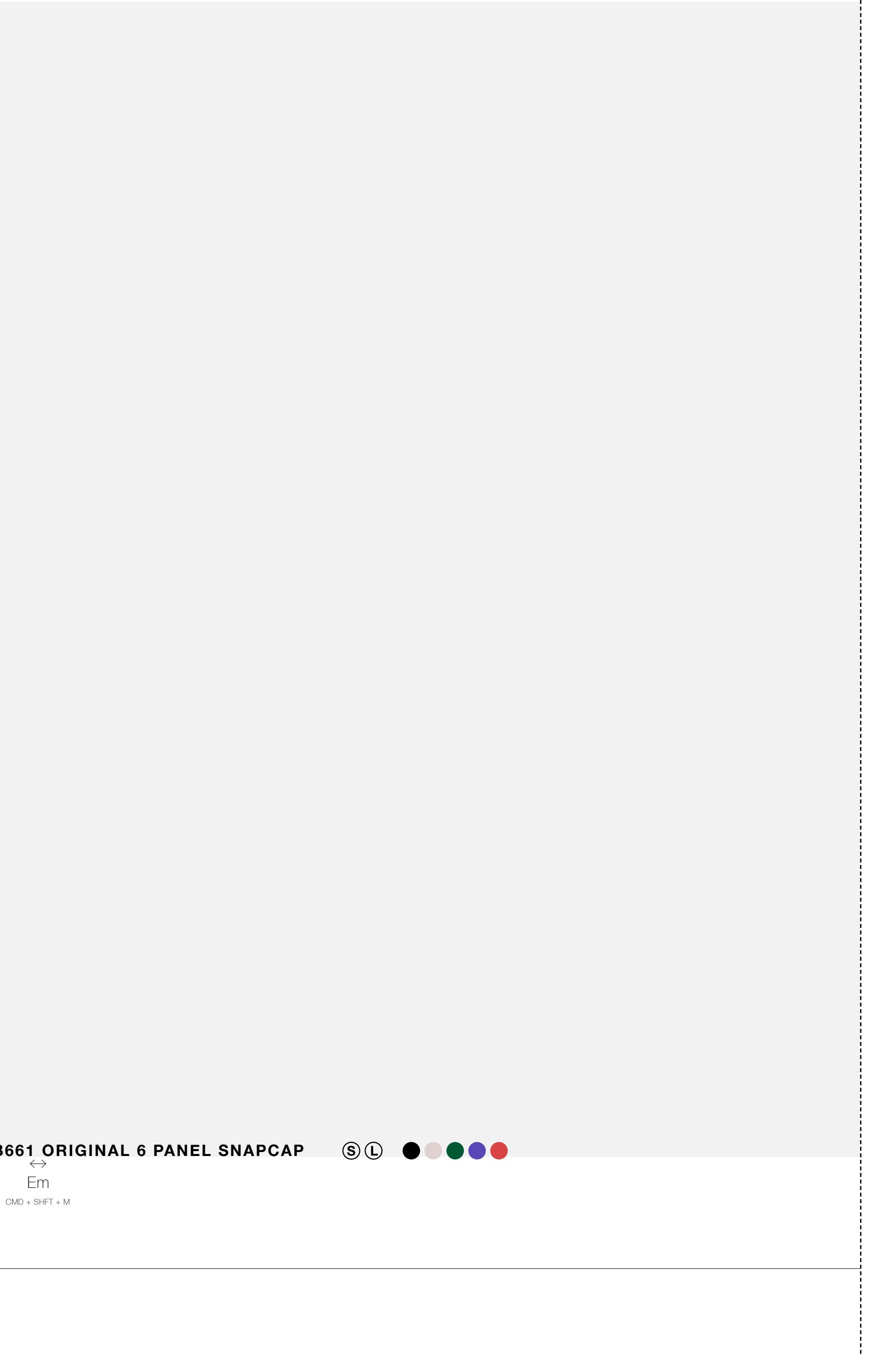
It's important for customers to be able to find our products as reference for communications. Use these suggestions when placing the information with imagery or in a lookbook.

1 Single products

Single and multiple products can be used with an Em dash to give hierarchy. This can be found by using CMD + SHIFT + M in InDesign. This can be used with the caption typographic style (all caps, +100pt tracking).

2 Description

It may be suitable to add in a product description for the example shown. This can be used for multiple products to create a short block of text — useful for adding a typographic flare to an editorial spread.



B661 ORIGINAL 6 PANEL SNAPCAP

Tem inulla dolorio mintiatia sequidel eumenih illenecte re optatiam con nonsediore odi duntem laut fugit acepudi tatiberspic tem erem cullaut hicpit, omnim autataturios invento.

4.8 URL

We have three options for using call to actions and proving our URL. Option one should be used predominately with the other options used depending on the needs of the communication.

1 Primary URL

100% 

Find out more
beechfield.com

2 Primary left-aligned URL

Find out more
beechfield.com

1 Primary URL

This lock-up can be at the bottom centre of any creative.

2 Left aligned

Use when a centered URL would not sit well.

3 Alt

The URL is also acceptable to use without a CTA.

3 Alt URL (smaller sizes)

beechfield.com

4.8 Typesetting application example

This editorial style example been created to give the document a editorial and contemporary feel, with a large contrast between type sizes and plenty of white space.

1 Heading
Helvetica Neue Medium
128/128pt
-20pt tracking
Optical kerning

2 Body
Helvetica Neue Medium
10/12.6pt
+40pt tracking

3 Caption
Helvetica Neue Bold
8/8pt
+100pt tracking



NEW STYLE

Peak cap performance

SPRING SUMMER 2024

12

4.10 Typesetting application

A left aligned approach with a 'mid' sized type. The addition of an underline and splitting of the paragraph helps add to the contemporary feel.

1 Heading
Helvetica Neue Medium
128/128pt
-20pt tracking
Optical kerning

2 Body
Helvetica Neue Medium
10/12.6pt
+40pt tracking

3 Caption
Helvetica Neue Bold
8/8pt
+100pt tracking

SPRING SUMMER 2024

The original snapback, six panels, green

Available in five colours
and two sizes

12



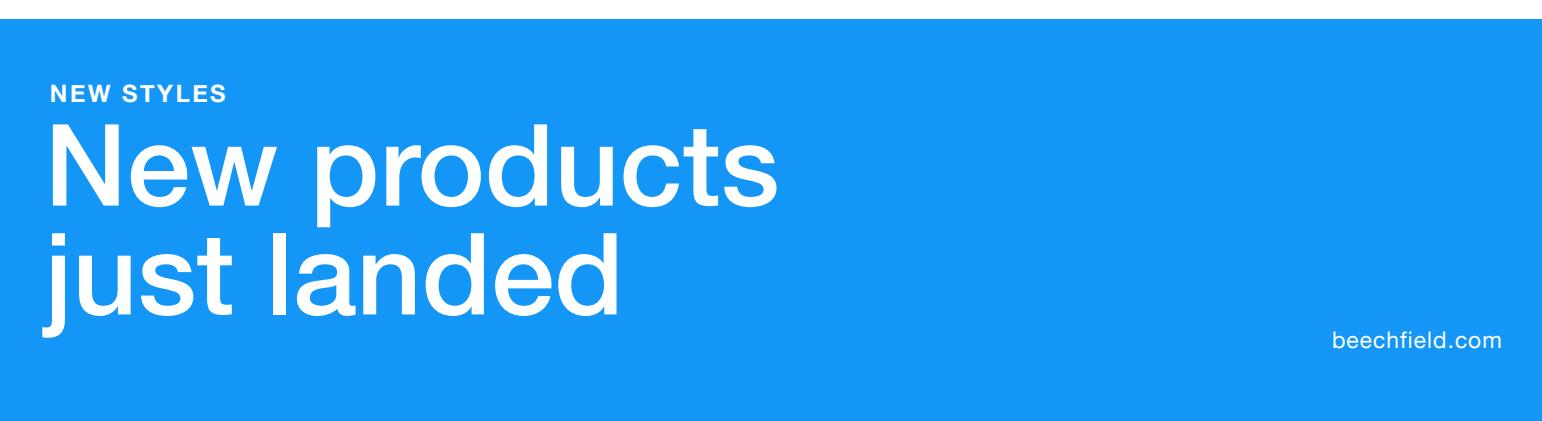
4.11 Typesetting in posters

Use type in striking ways to bring the brand to life. Here are two examples of how we can explore layout and type to help promote the art direction without the brand becoming passive.



4.11 Typesetting in digital

Digital applications come in all different shapes and sizes. Try to give the artwork priority and still allow the text to feel legible. It's okay to place text over a product, so long as a whole the communication makes logical sense.



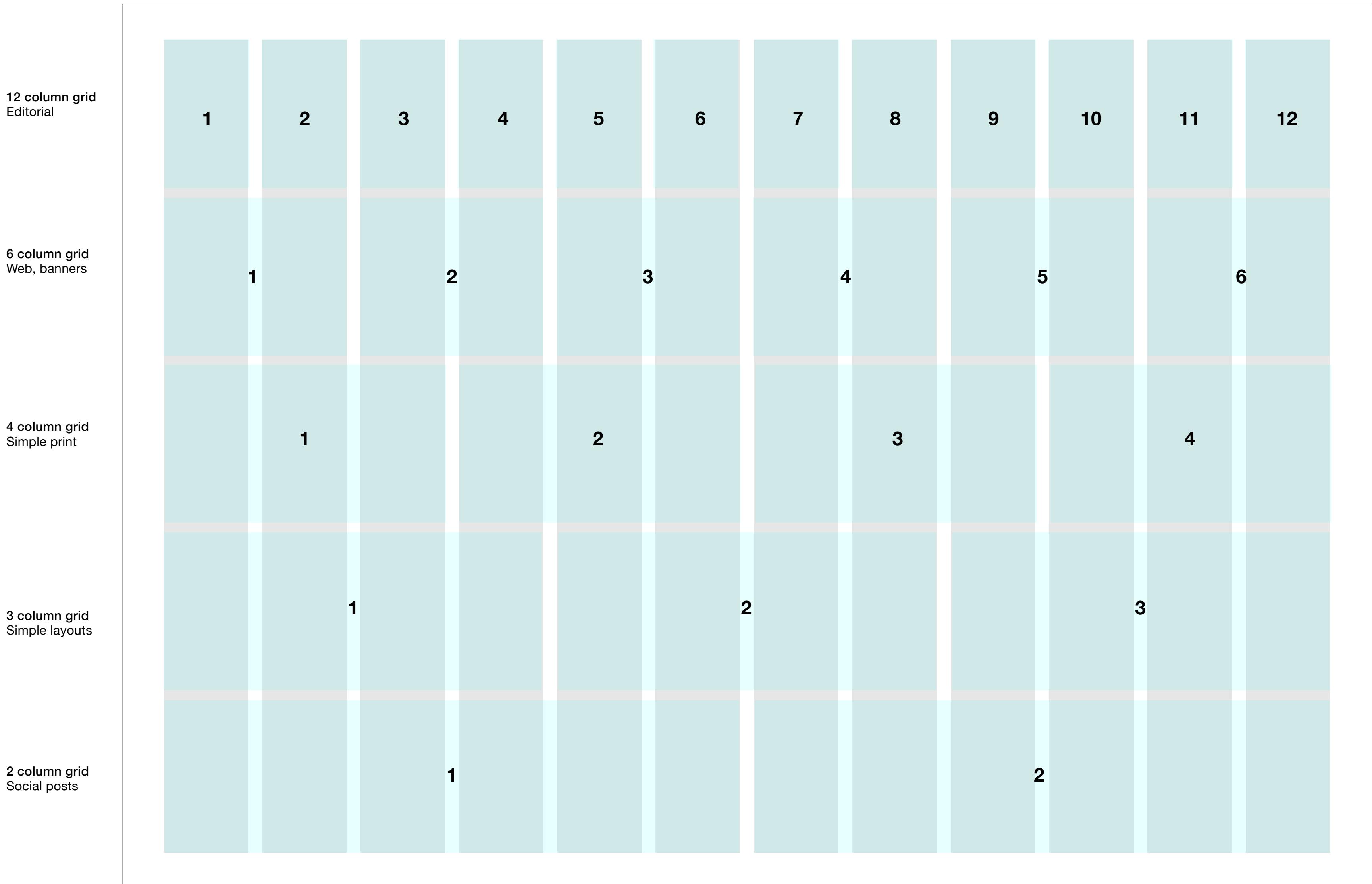


05 Layout

5.1 Introduction

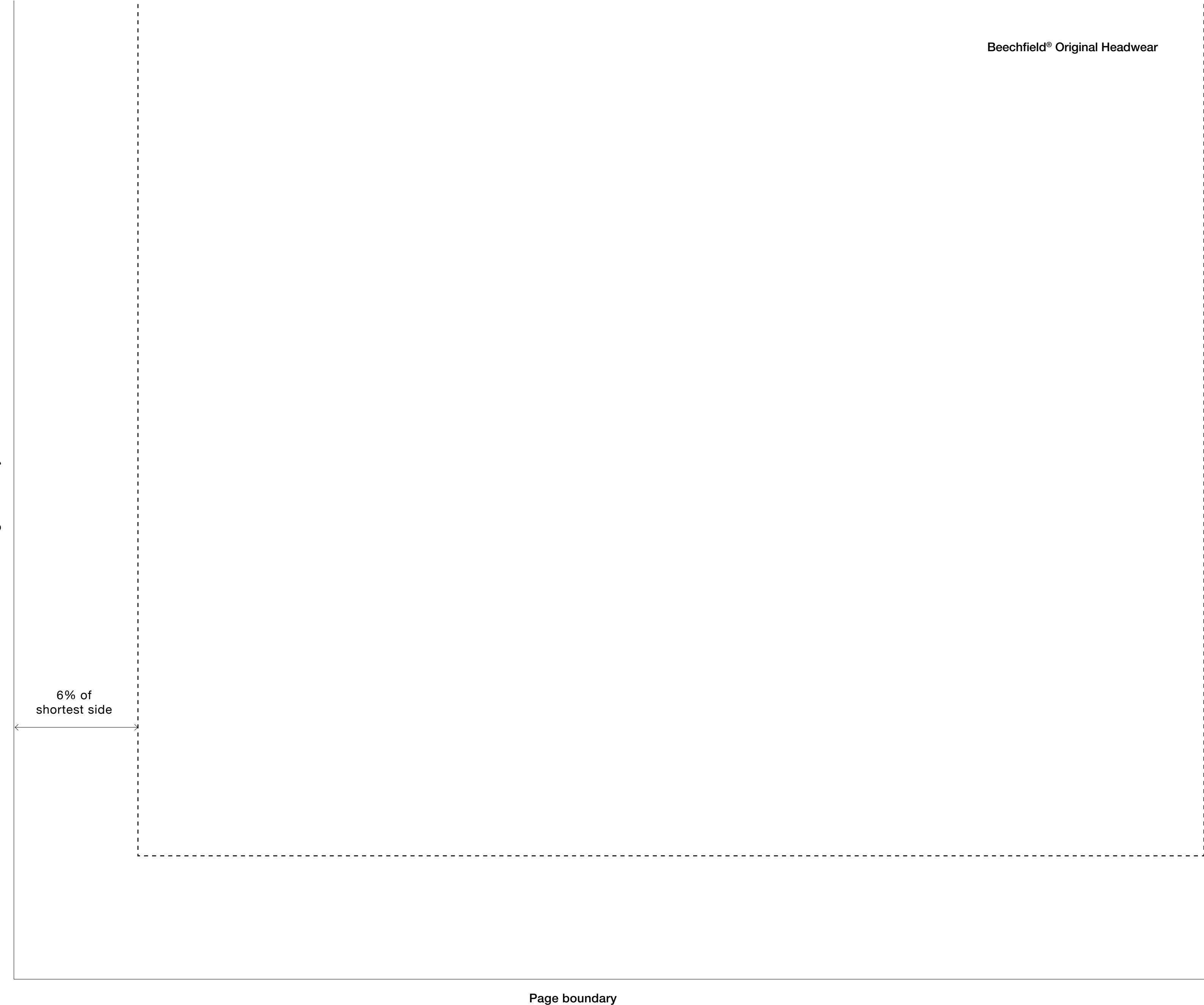
We use a 12 column grid for it's flexibility. 12 columns can be divided by 1, 2, 3, 4 and 6, therefore able to use mutliple grids that fit within the overall system.

For example, a large exhibition stand may only need three columns to layout out simple elements like a logo, title and URL. A magazine spread, however, needs flexibility in it's layout so would benefit from a 12 column grid to make room for bodies of text, images and graphic elements.



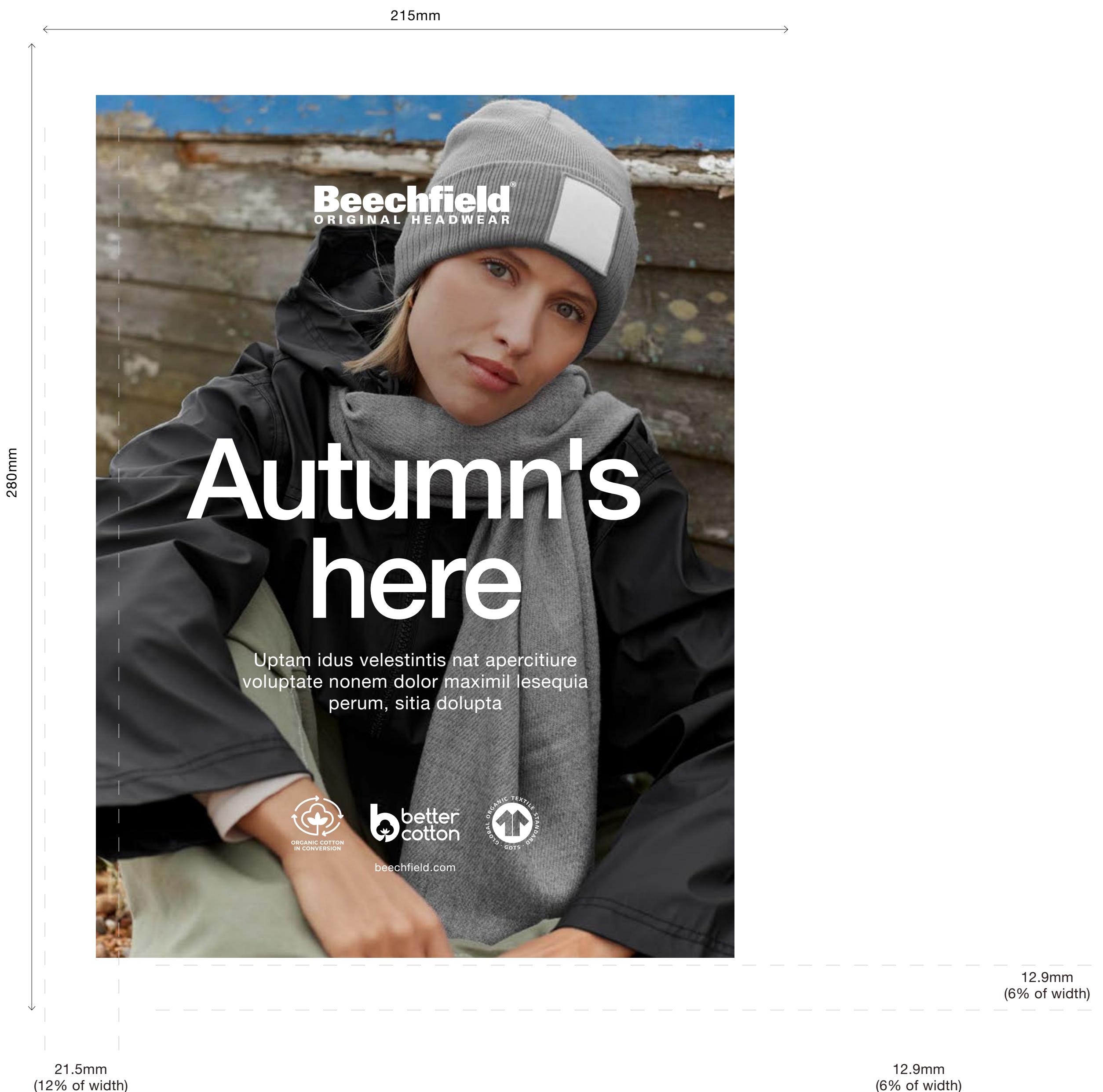
5.1 Margins

As a general rule of thumb set up the document with a 6% margin of the shortest side, the inside margin should then be accounted for. This should work for the majority of situations, but very long or tall layouts may need to be increased to 8-10% of the shortest length.



5.1 Single ad example

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur. Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simpore rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.



5.1 DPS advert example

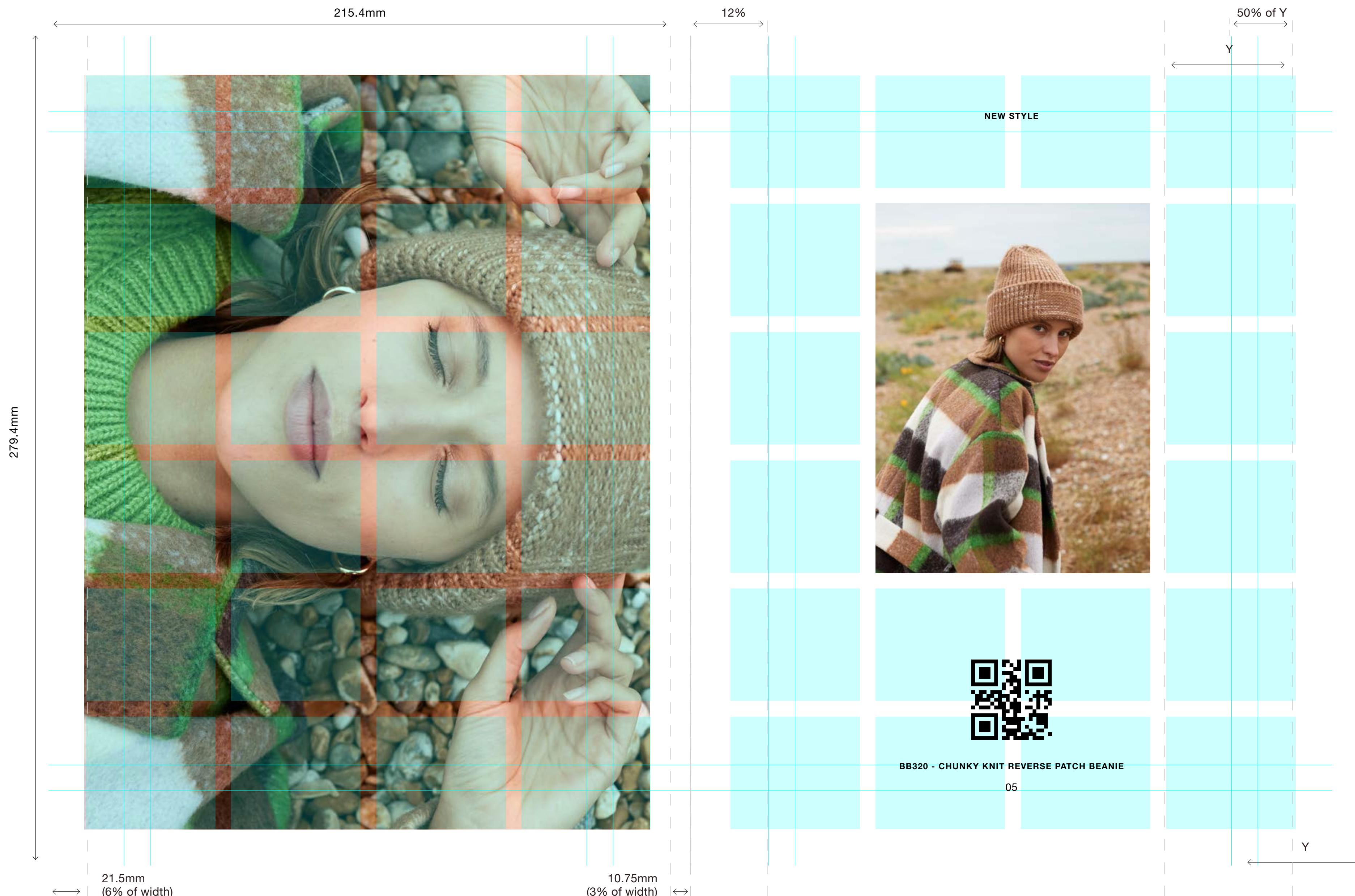
Ullendae prepuditis dipiducipsam valor ati bearcia veles etur. Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.



5.1 Lookbook example

Our lookbook grid looks more complex than it is. We've used a 4x6 grid for the foundation of the document, and then added three extra margins to give the document some flexibility to break out of the grid where needed.

The first margin is 3% of the width, the second is 12% of the width and the third cuts 50% of the way through the outside margin. You can see on this visual which elements are placed where and how it works together.



5.1 Digital example

Our digital creative should try and remain focused on our photography, with the logo or messaging supporting the copy when it is needed.

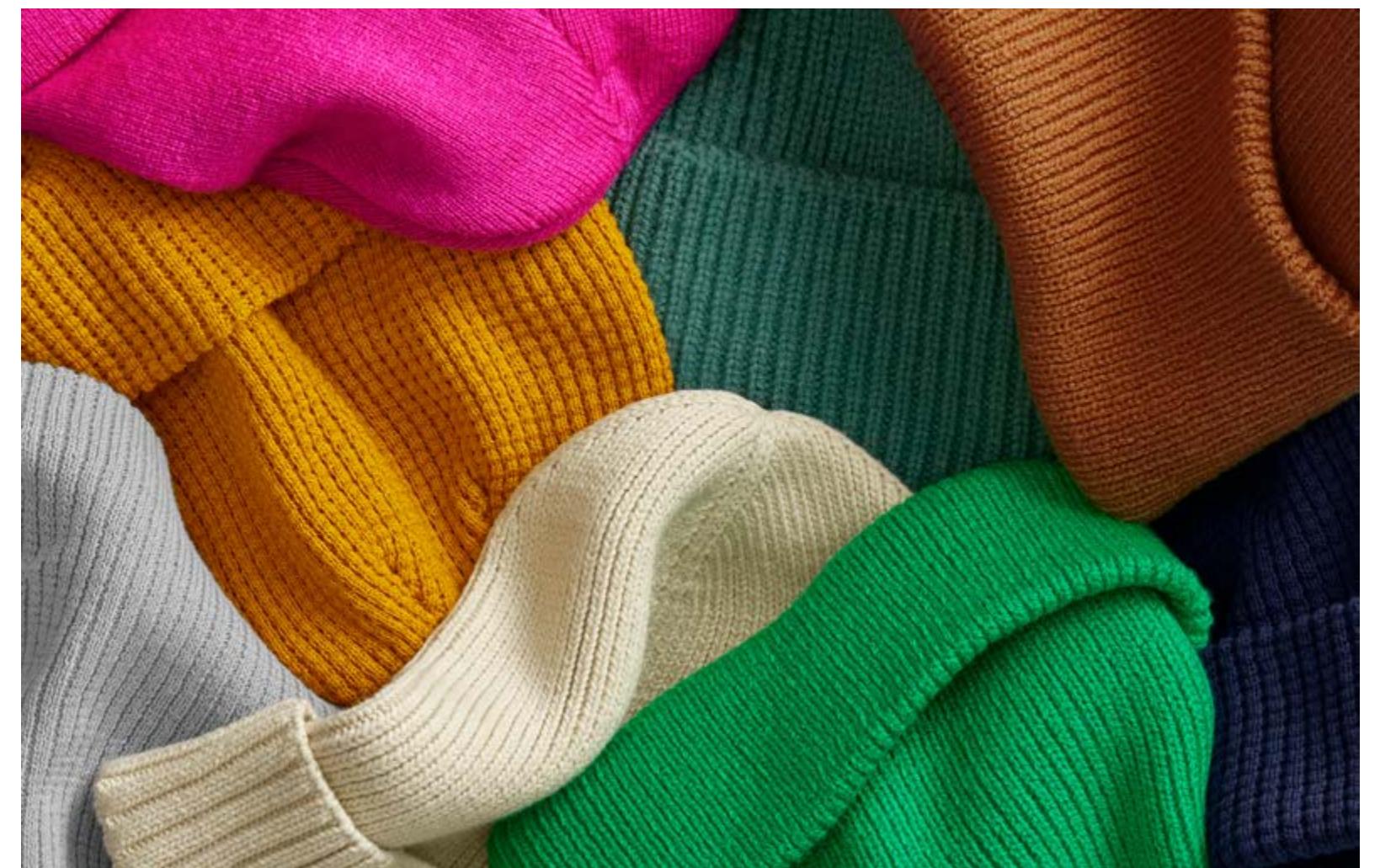


06 Art Direction

6.1 Introduction

1 Still life

Ullendae prepuditis dipiducipsam volor
ati bearcia veles etur. Uscillanis et omni
simusdaectem.



2 Lifestyle

Ullendae prepuditis dipiducipsam volor
ati bearcia veles etur. Uscillanis et omni
simusdaectem.



3 Product

Ullendae prepuditis dipiducipsam volor
ati bearcia veles etur. Uscillanis et omni
simusdaectem.



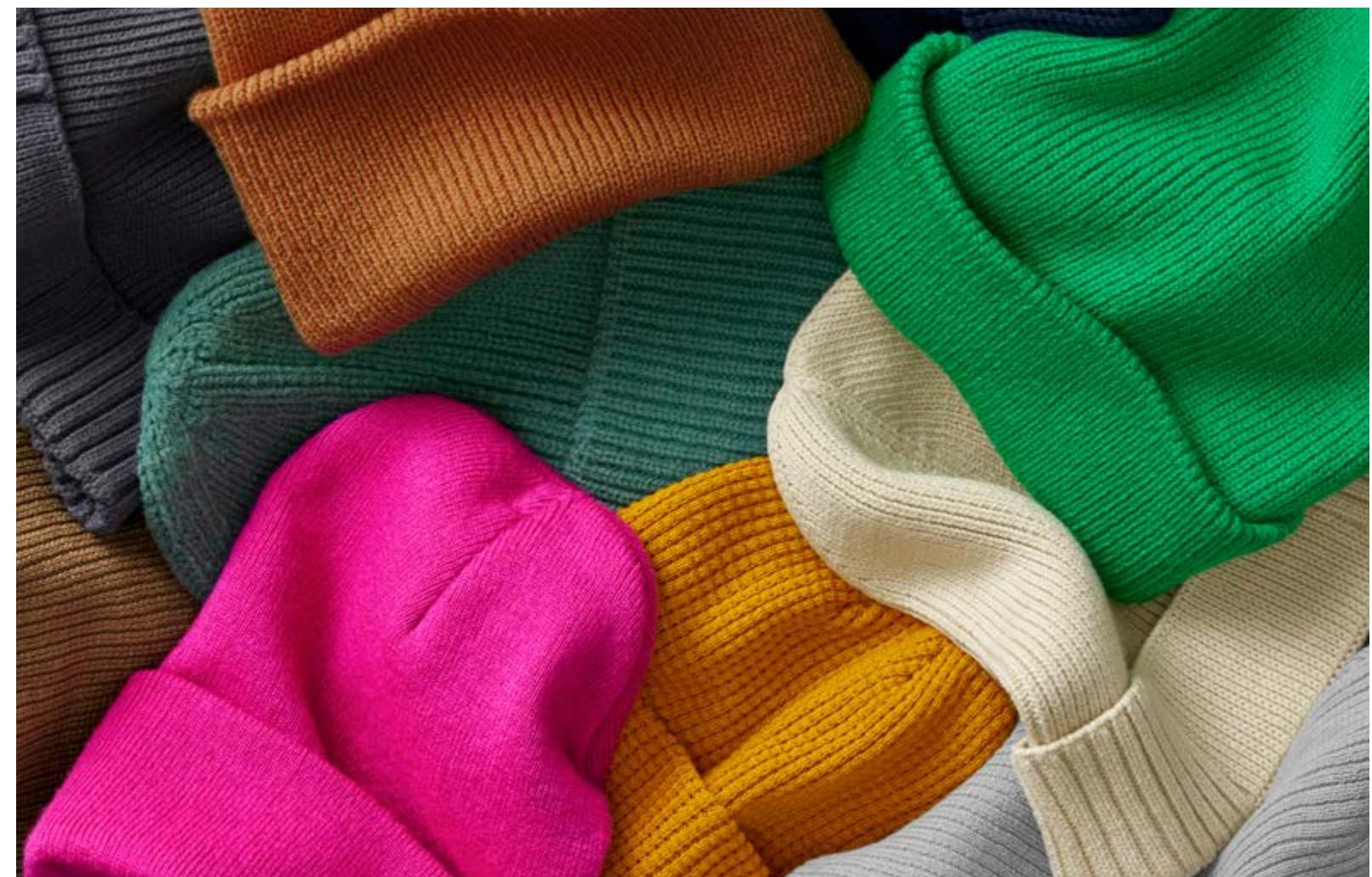
4 Models

Ullendae prepuditis dipiducipsam volor
ati bearcia veles etur. Uscillanis et omni
simusdaectem.



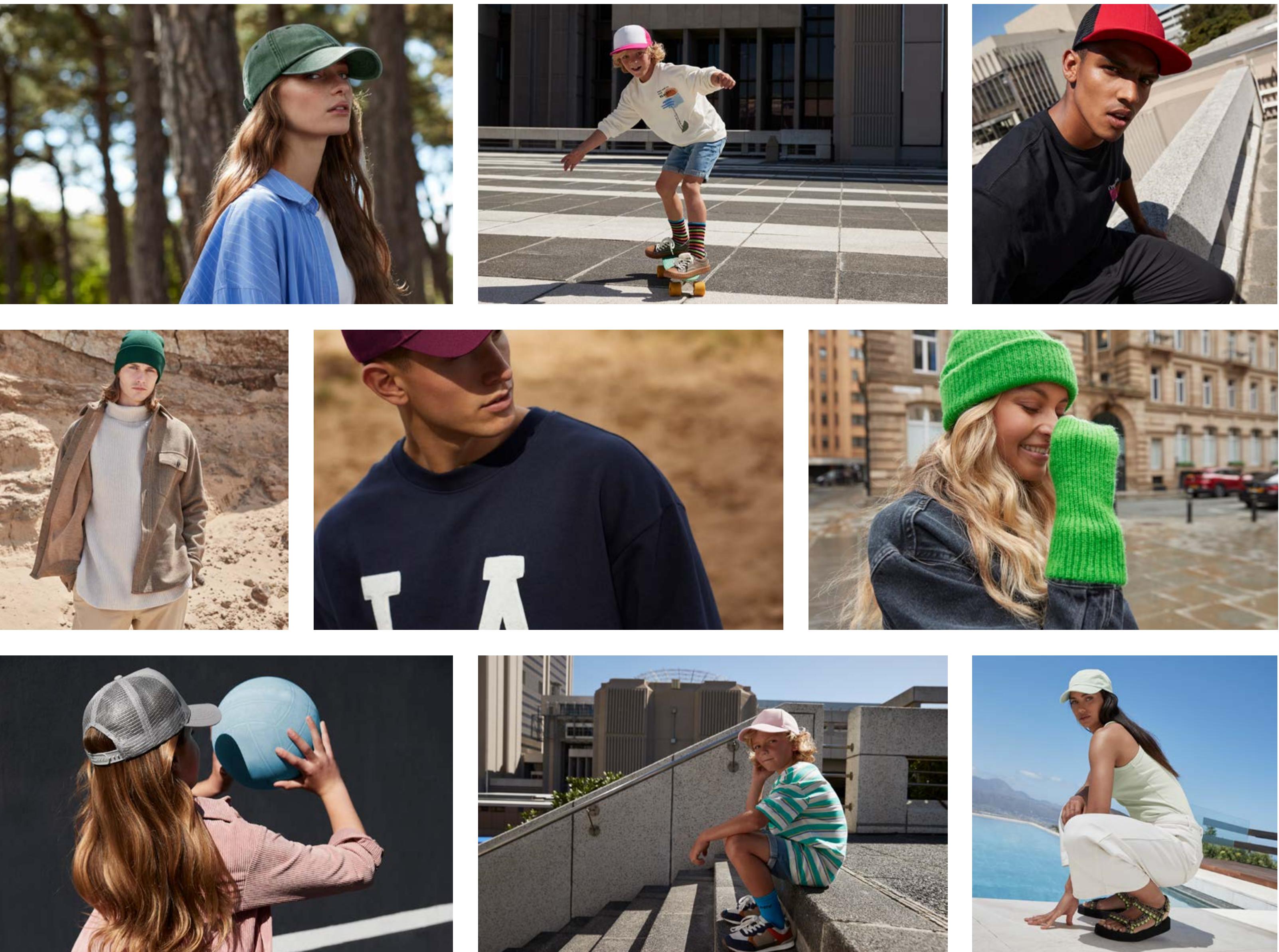
6.1 Still life

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur. Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo repratquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.



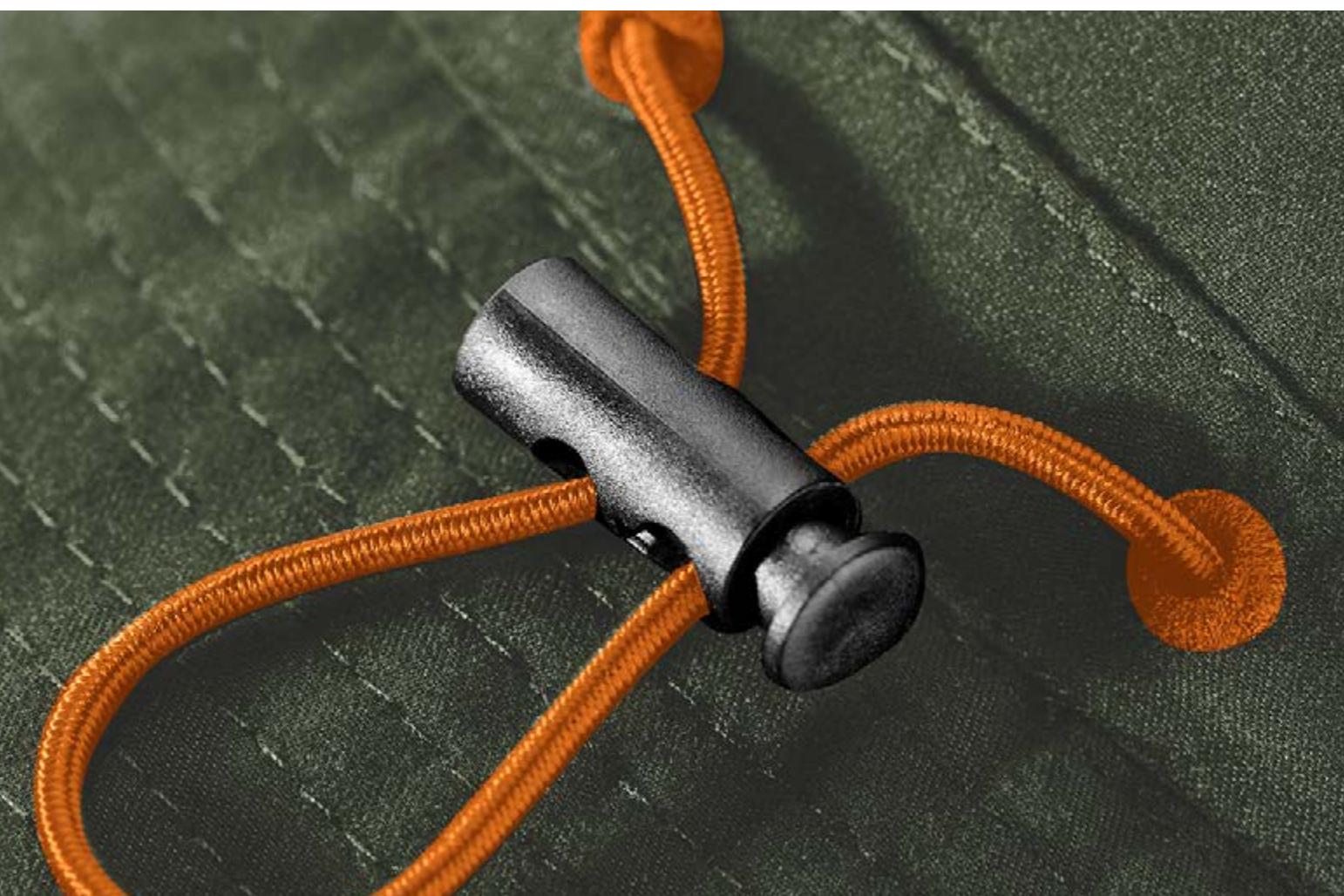
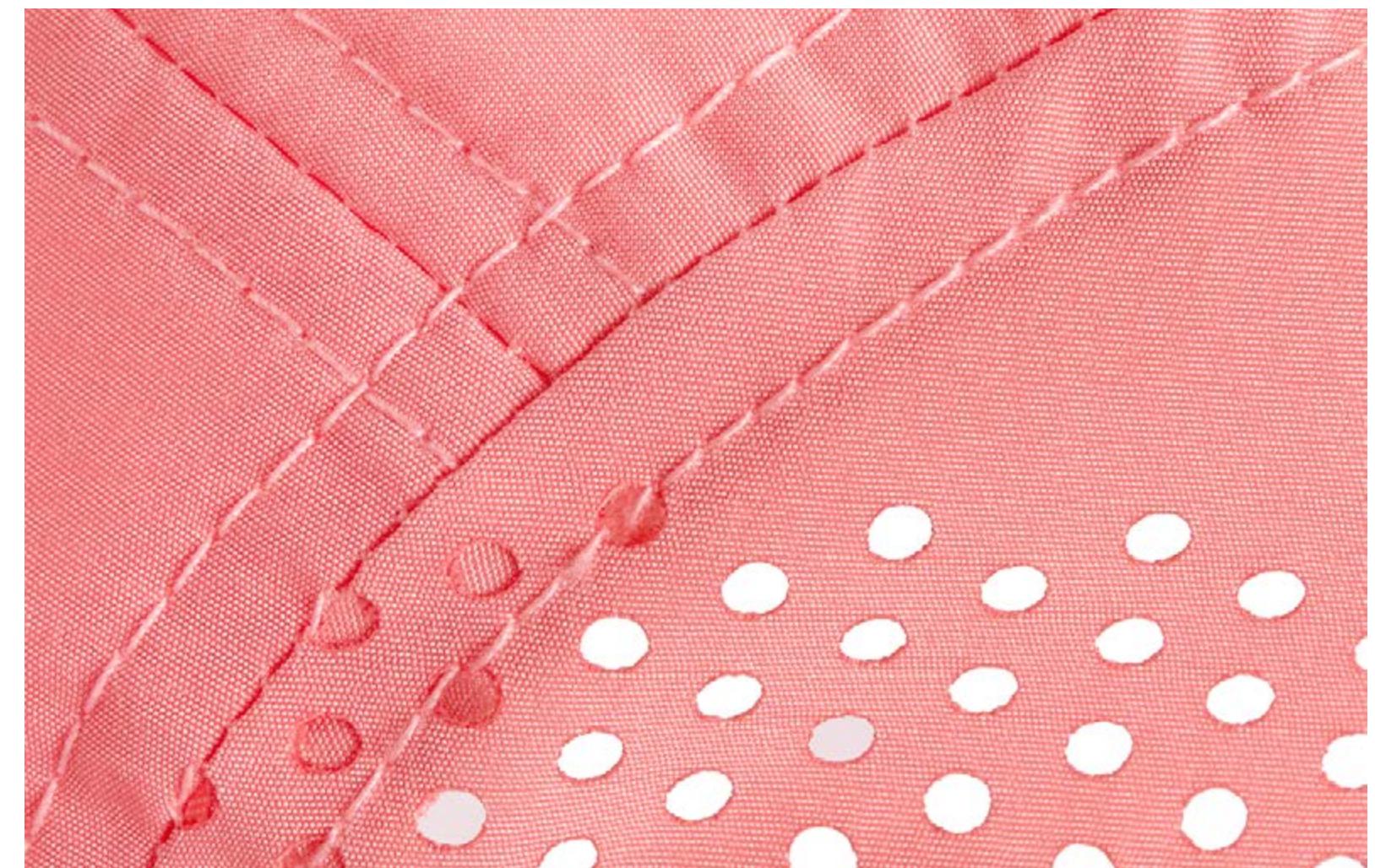
6.1 Lifestyle

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur. Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.



6.1 Product shots and details

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur. Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simpore rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo repratquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.



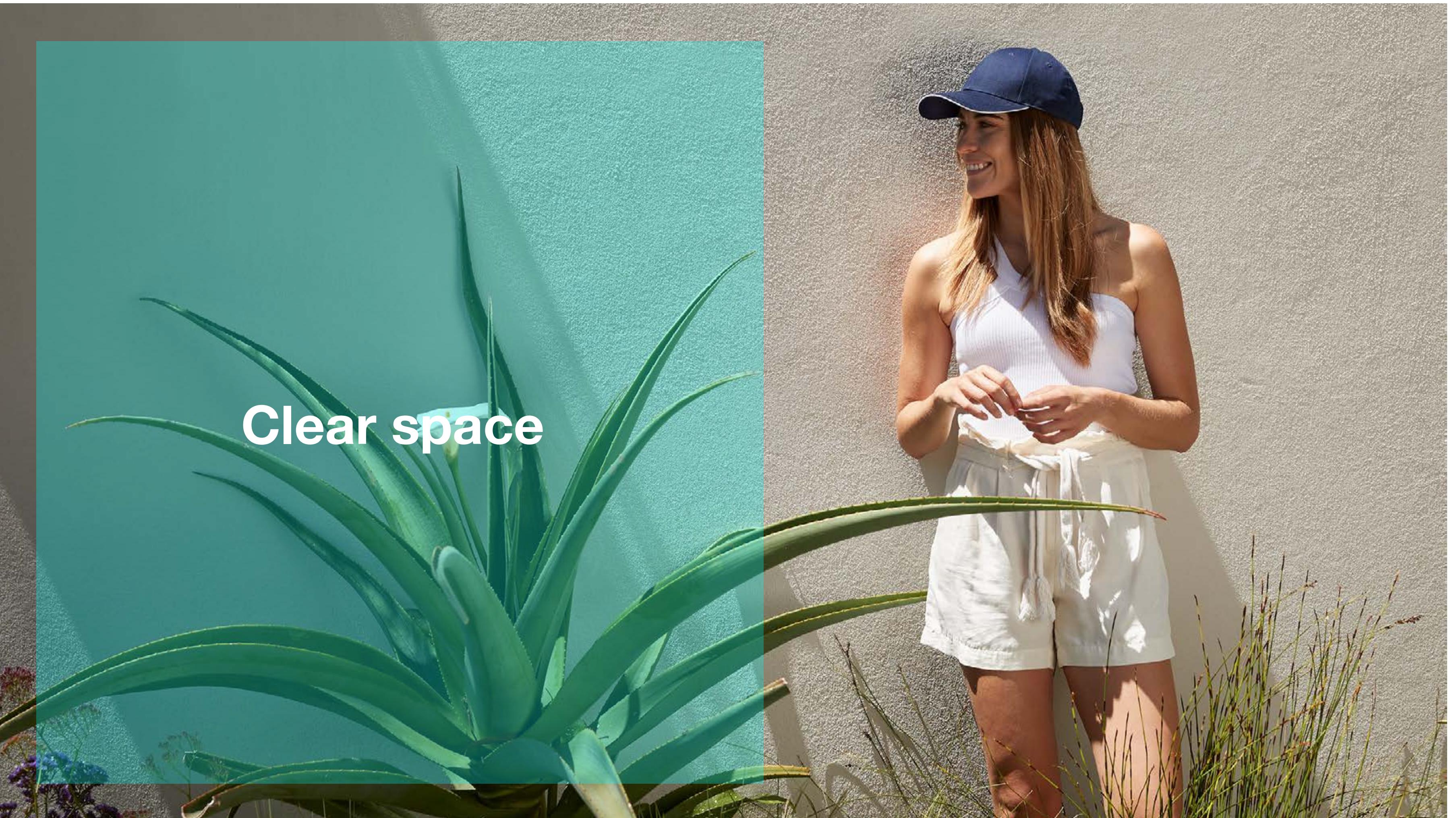
6.1 Model Selection

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur. Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simpore rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo repratquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.



6.1 Clear space

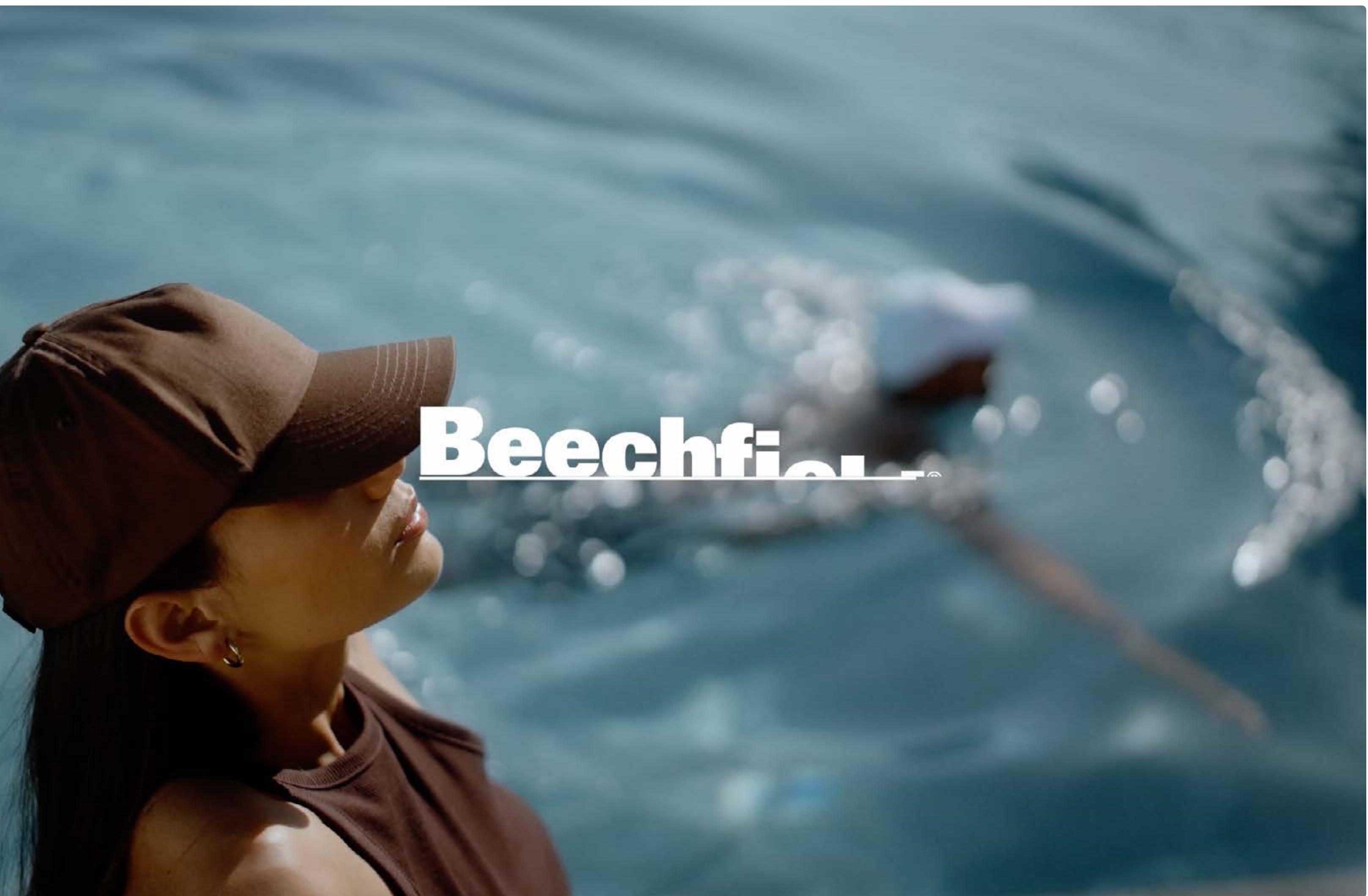
Ullendae prepuditis dipiducipsam valor ati bearcia veles etur. Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simpore rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.



07 Motion

7.1 Logo

Our wordmark should rise from the baseline, followed by the 'original headwear' tagline that should always animate on afterwards.



7.2 Typography

Type should animate on swiftly when needed. A title should animate upwards and the graph tool utilised to make it animate quicker towards the end of the movement. This should also be applied to small details, however they should be completely static with only the opacity levels adjusted.

1 Titles

Large title

Large title

Large title

Speed ↑

7.3 Transitions

Graphic translations should swipe quickly across any previous states. Try doing this without animating any existing graphic elements out, so the new background feels like it has overlapped.



7.4 Sting

The logo should animate or appear on screen for the sting, with the CTA or logo animating in shortly after.



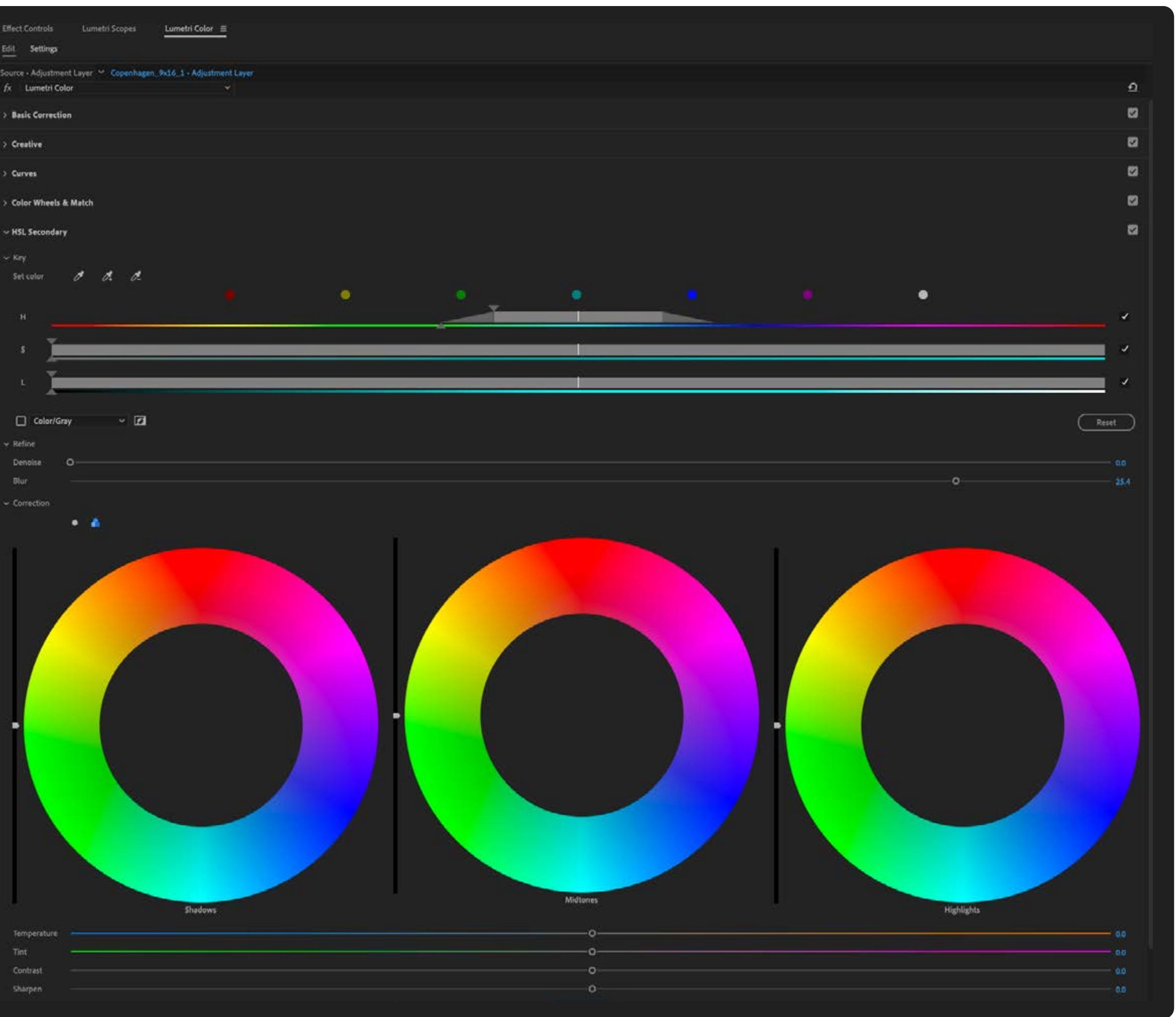
08 Video



8.1 CC & Grading

Campaign edits should exhibit a graded look that can sit next to ads from current industry leading brands. Push the contrast and colours without losing detail, aiming to achieve a punchy but controlled look.

Use 35mm film grain to add texture and depth to each frame. Product video edits should match the colour and look on the stills as much as possible, whilst providing a true representation of the product. Use masks and advanced colour correction and grading tools when possible to achieve the best results.

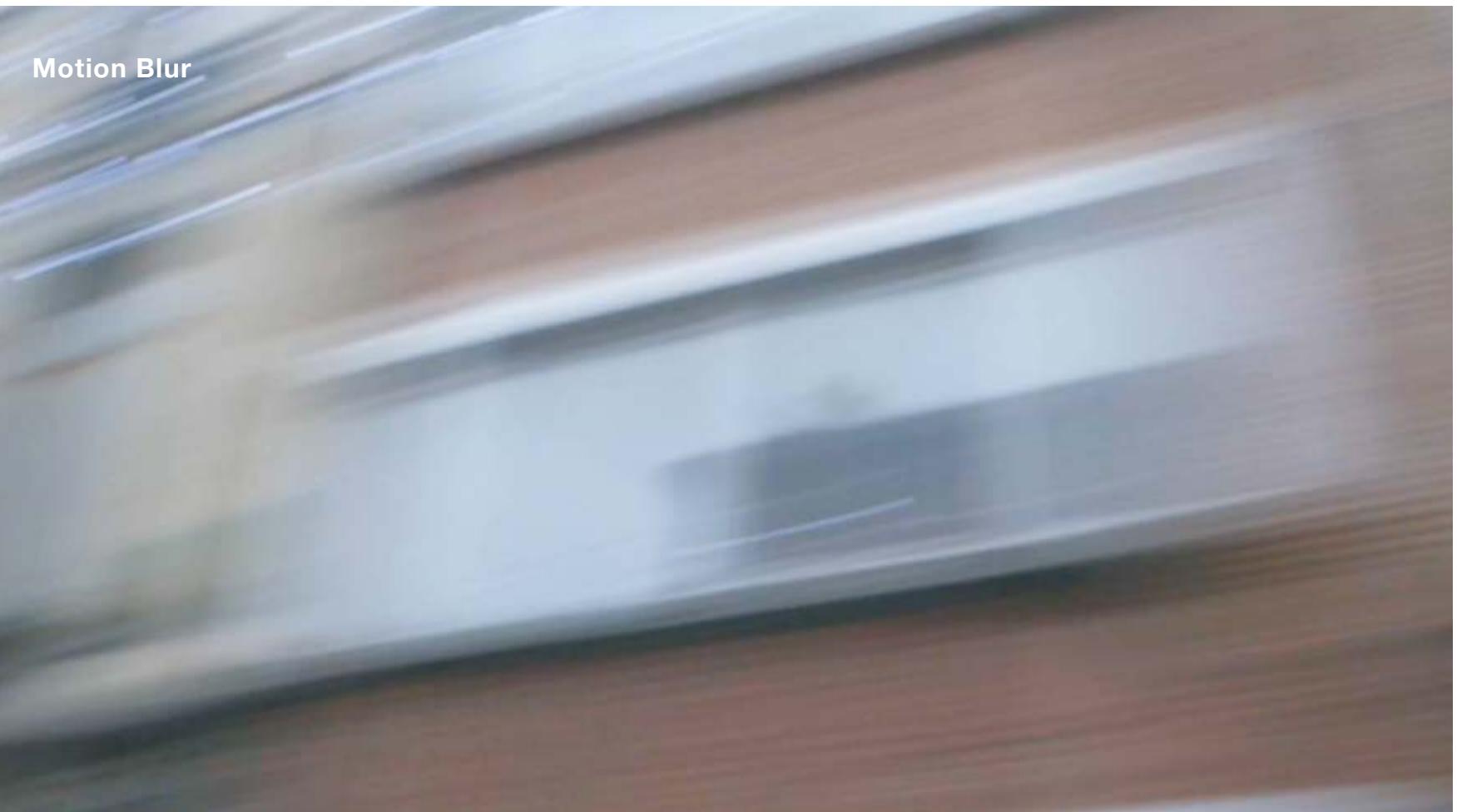


2 Still reference

8.2 Effects

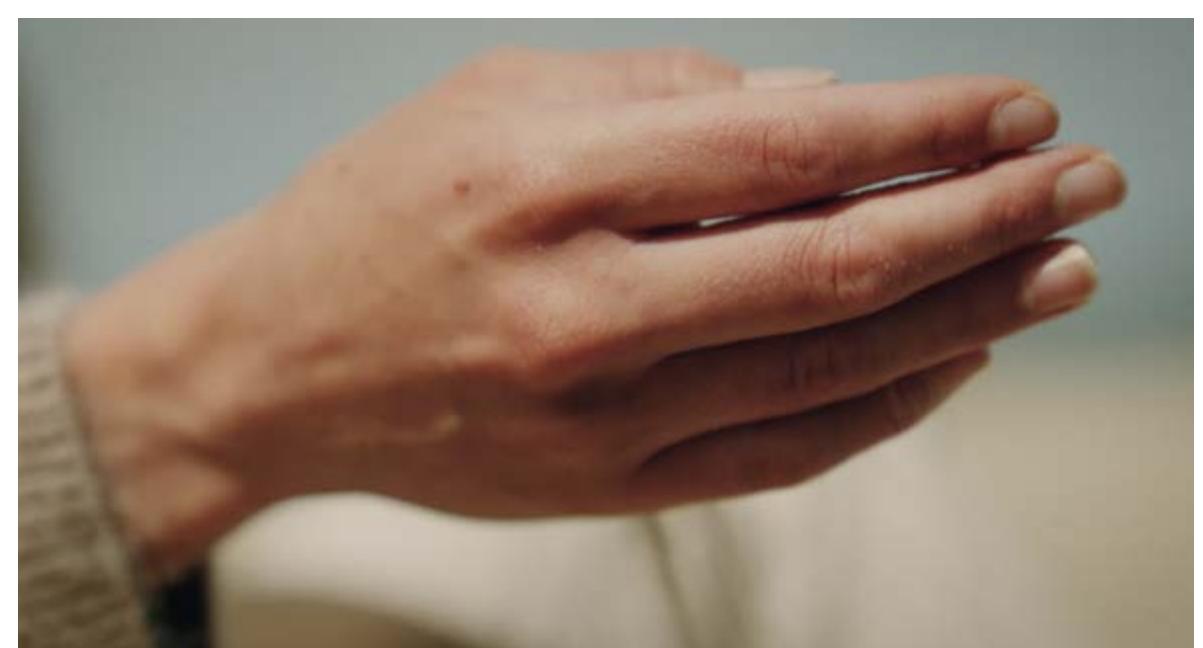
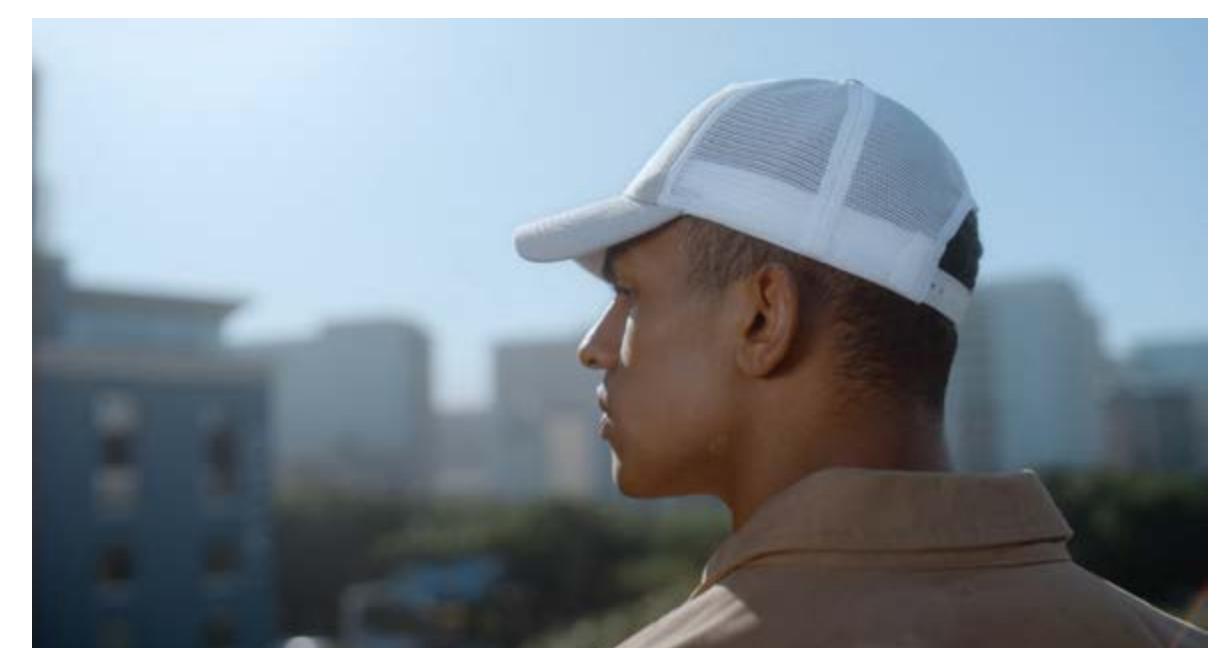
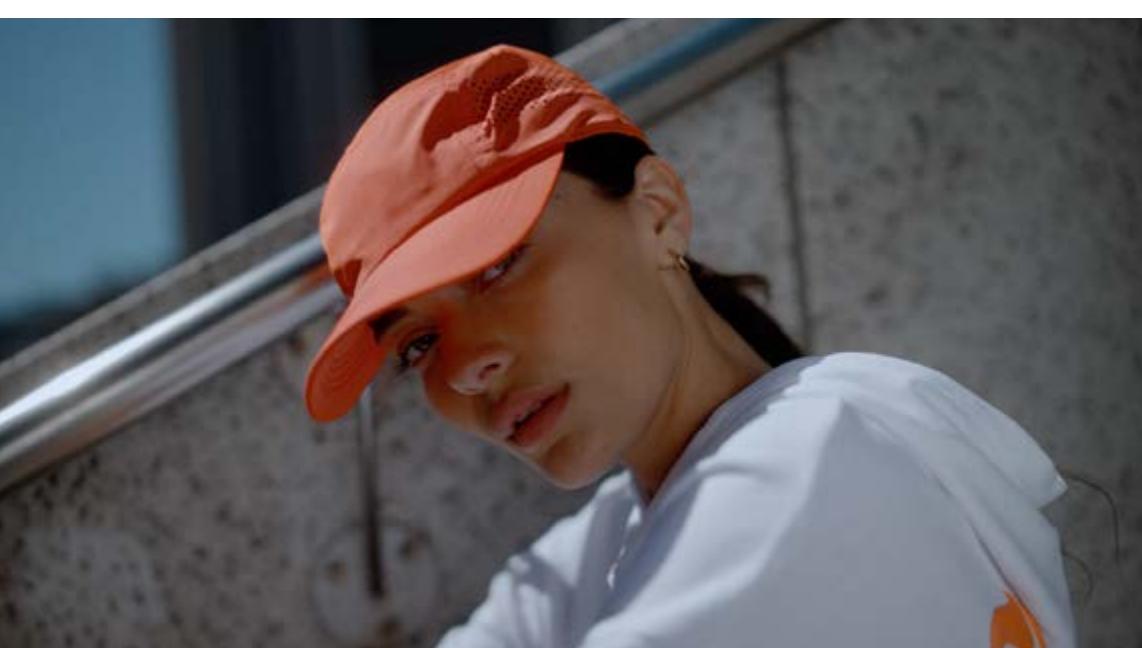
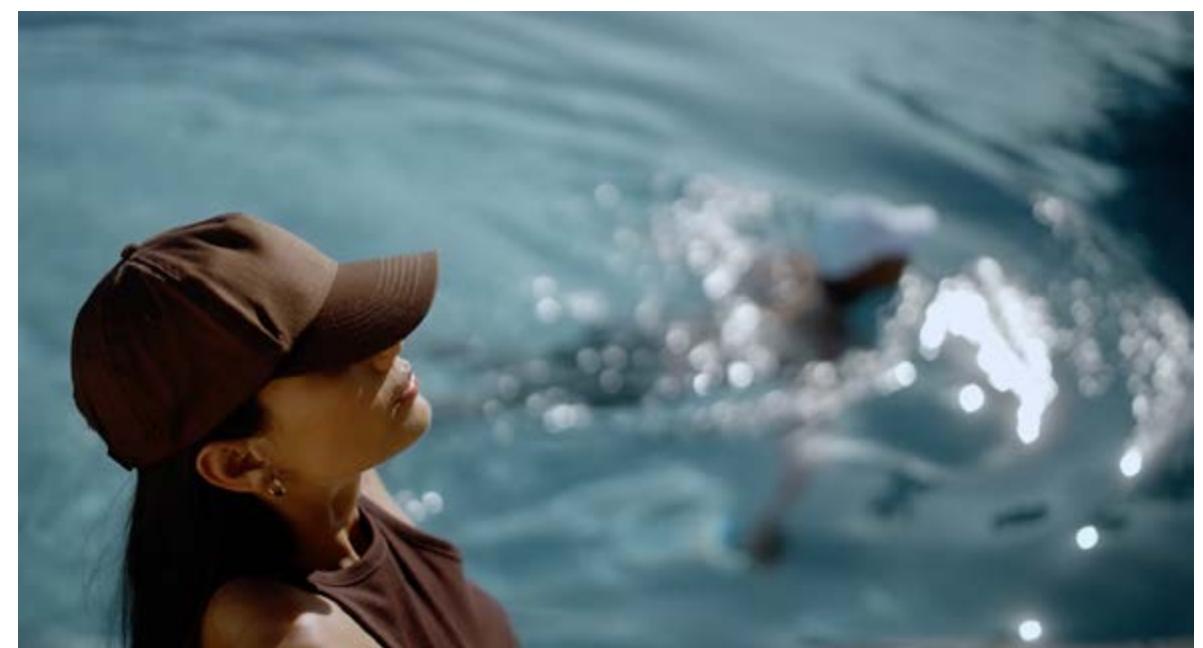
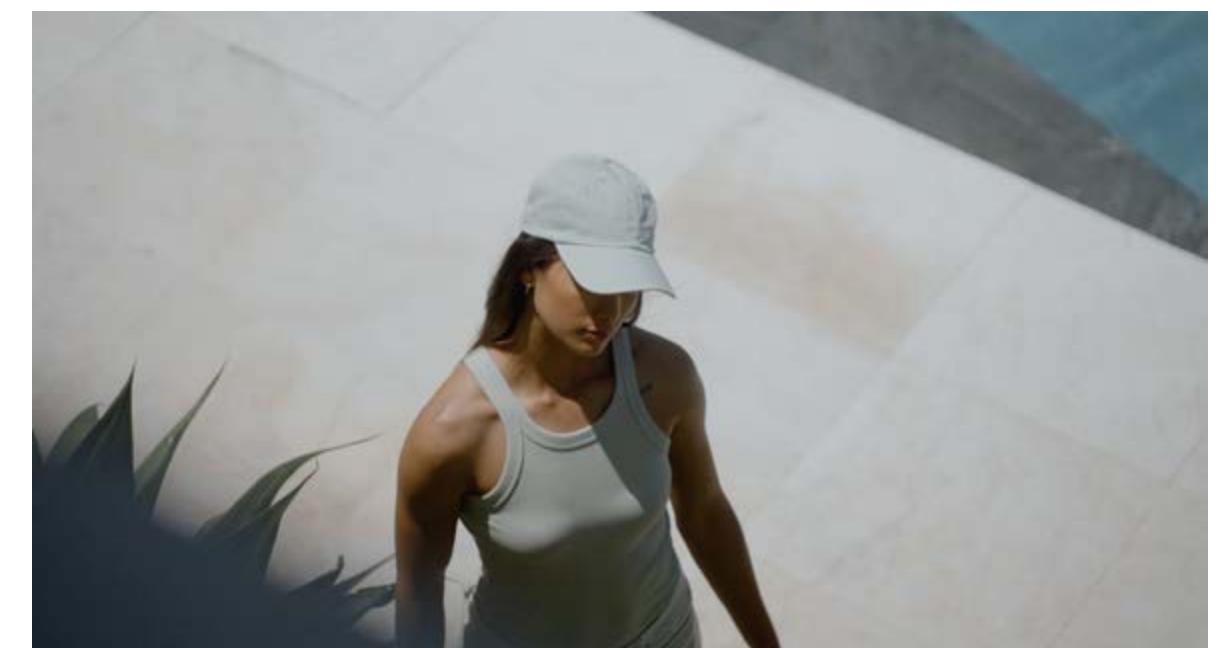
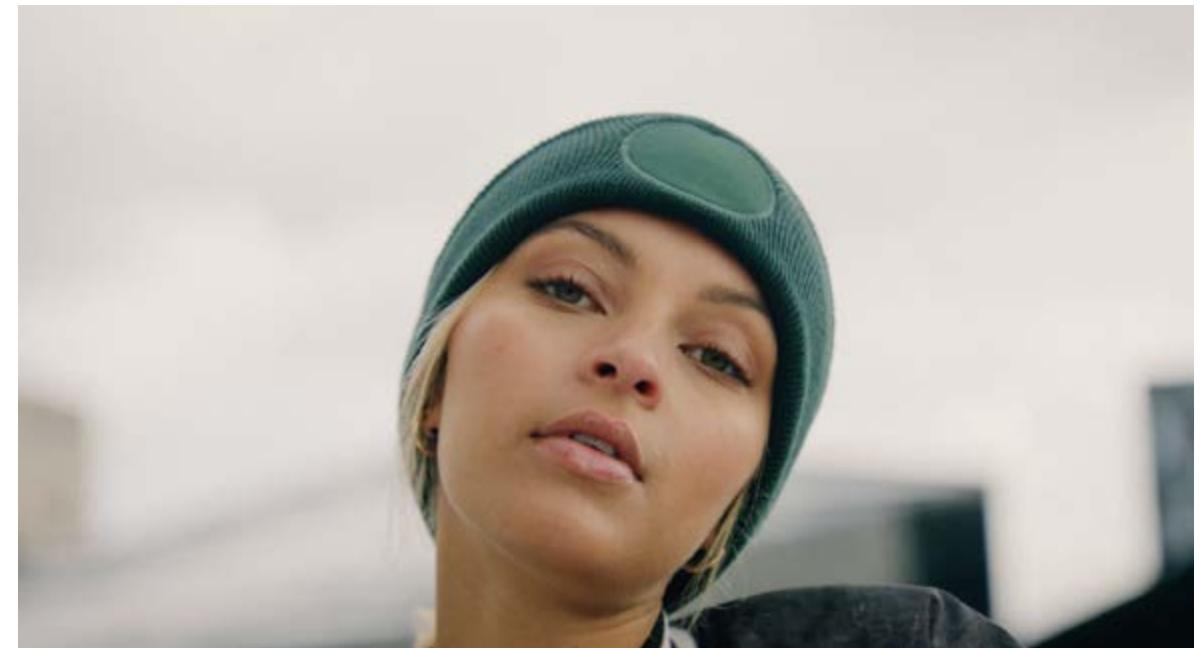
Use straight cuts, light leaks and motion effects to transition from scene to scene. Super 8 film frames can also be used to showcase different angles of the same product.

Don't try and recreate these effects, these should only be used under guidance from the marketing department.



8.3 Cinematography

Utilise handheld camera movement to create hype and pace within the edit. Take advantage of longer focal lengths to create more separation between the product and the background. When lighting, aim for a shaped natural look (usually backlit).



8.4 Filming & direction

Emphasize model interaction with the camera, mixing dynamic movement and static poses. Capture the odd interaction between models and the environment around them to help situate the product. Utilise b-roll to further contextualise the product.

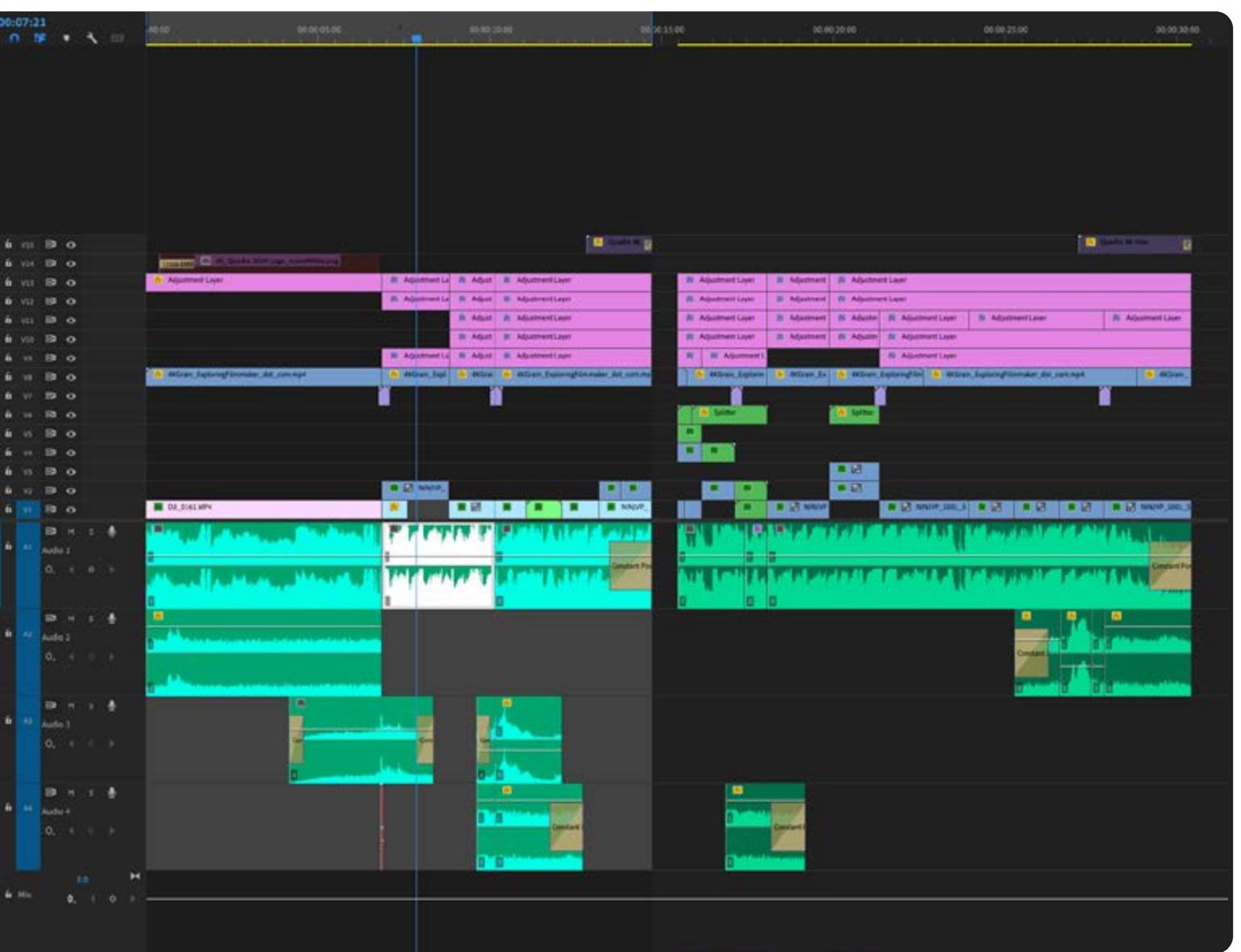


8.5 Music & sound design

Use animated logos on all video edits. Place logo on top of footage at the end, then fade to black and the logo stays on the screen for another second or two before the end of the video.

Reduce the opacity of a shot if needed to make sure the logo is visible. Campaign edits should have logos at the start and end.

1 Exampled settings



2 Exampled settings



09 In use



Application 01

Thank you