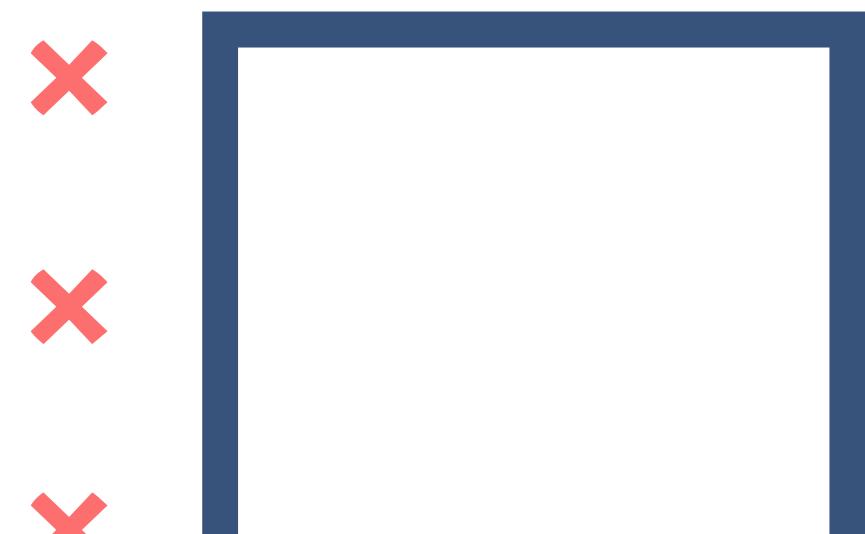


HIPSTR

PHOTOBOOTH
BRAND GUIDELINES



HIPSTR

PHOTOBOOTH
BRAND GUIDELINES

- 01. LOGO
- 02. ICON
- 03. COLOR
- 04. FONT
- 05. PHOTOGRAPHY
- 06. KEYWORDS
- 07. DOWNLOAD

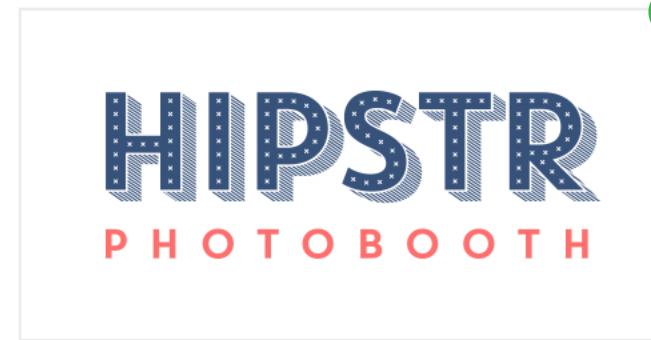
LOGO

For all marketing materials please use the logo system to the right. If a design calls for one-color creative, use the black and white logo options.

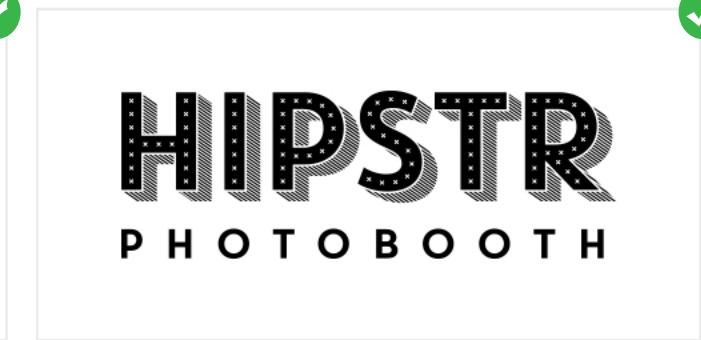
DO NOT...

tilt, rotate, skew, change colors and/or transform/stretch logo in any form or fashion.

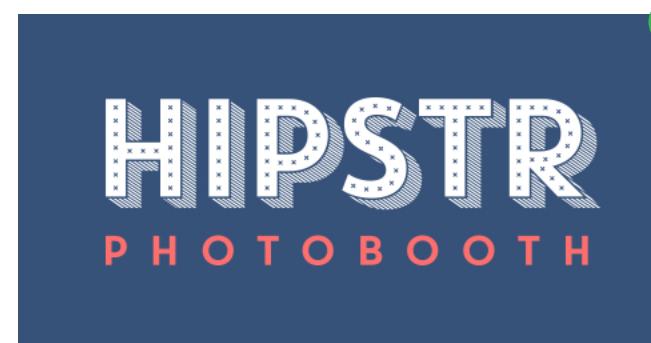
MAIN (ON WHITE/LIGHT BG)



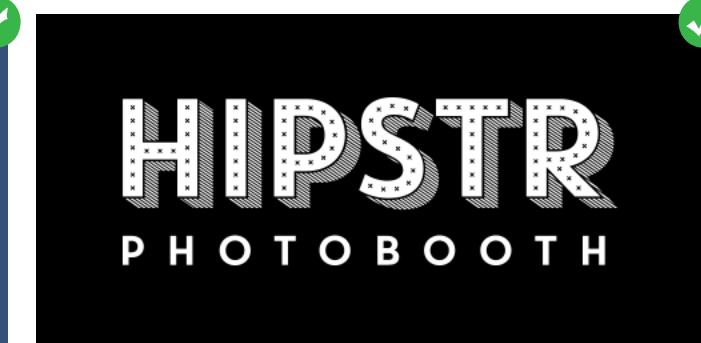
MAIN B/W (ON WHITE/LIGHT BG)



SECONDARY (ON BLUE/DARK BG)



SECONDARY B/W (ON DARK BG)



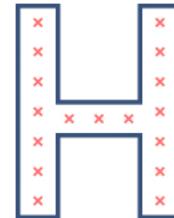
ICON

Usage of "The Big H" should be bold and used when limited space is allowed – such as social media profile pictures and stamps.

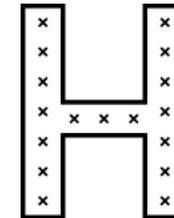
"The Big H" can also be used as a decorative piece to fill space or add extra flair.

Get creative.

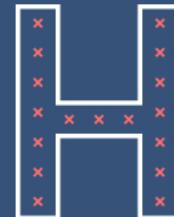
MAIN (ON WHITE BG)



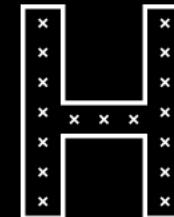
MAIN B/W (ON WHITE BG)



SECONDARY (ON BLUE OR DARK BG)



SECONDARY B/W (ON BLACK BG)



COLOR

Hipstr's color palette is geared towards it's target audience – men and women between 20 to 35.

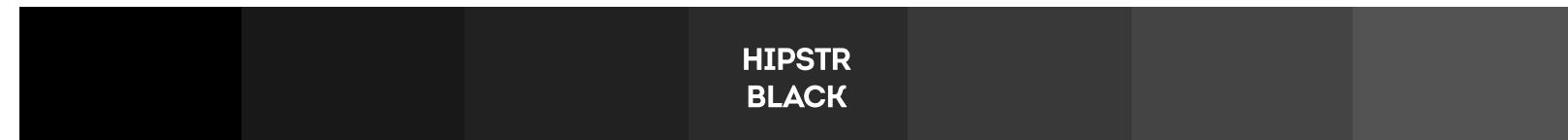
Hipstr Blue, our **dominant color** is more masculine and used more often than our **accent** color, Hipstr Pink.



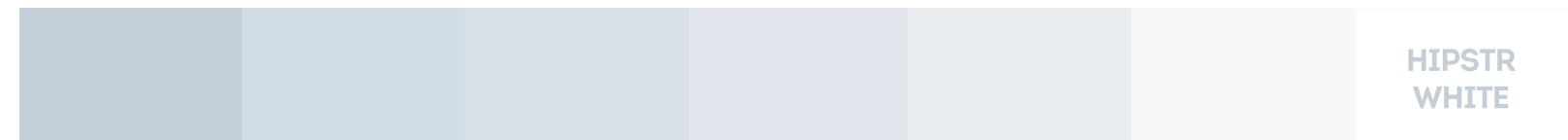
#1f304a #293d5a #2d476c #375279 #415d87 #476591 #57759f



#d55756 #e55e5d #ef6766 #fd6f6e #ff8a89 #ff9b9a #ffafae



#000000 #181818 #212121 #2b2b2b #393939 #444444 #535353



#c4ced6 #d2dce4 #d9e1e8 #ele7ec #e8edf1 #f6f8fa #ffffff

FONT

The first two fonts below are the layered fonts used for Hipstr. Use “Core Circus” and “Frontage” for headlines, these should be display fonts only. **Get crazy with layers and have FUN.**

“Intro” is the font used for **body copy only**.

CORE CIRCUS FRONTAGE INTRO

Core Circus
layers example



Frontage
layers example



PHOTOGRAPHY

All photography should be full color, unless being used as a background filter. Aim to use photos from actual events.

Look for photos that have the dopeness and quirkiness of Hipstr.

DO NOT...

use photos that are out of focus, or boring.
This isn't your personal photoshoot – we **want** crazy, dope, fun, weird, sexy, all of the above!

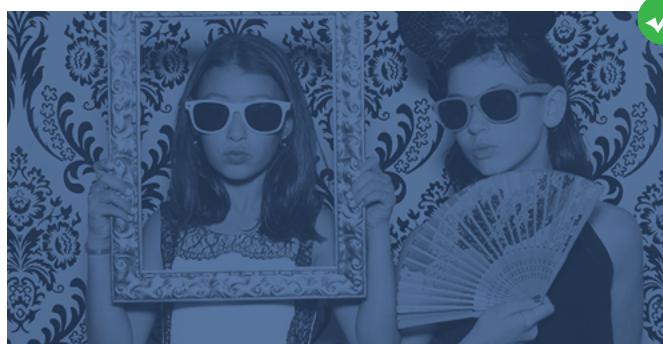
BRIGHT, FULL COLOR, POP



INTERESTING CROPS



FILTER



BORING



KEYWORDS

The following keywords should help when thinking about designing for Hipstr!

Wild
Crazy
OMG!
Crush it
Crush it
Be Happy
Get Weird
Dope!
Get silly
Celebrate
Hip Hip Hooray
HYPE!
YO!
LOVE
Party animal
Confetti
Goofy & proud
XOXO



DOWNLOAD

Please use the following link to download fonts and logo files.

<https://www.dropbox.com/sh/nfecyiylnab3rem/AAA48Q-X86lOR2idwqhjJNbFa?dl=0>