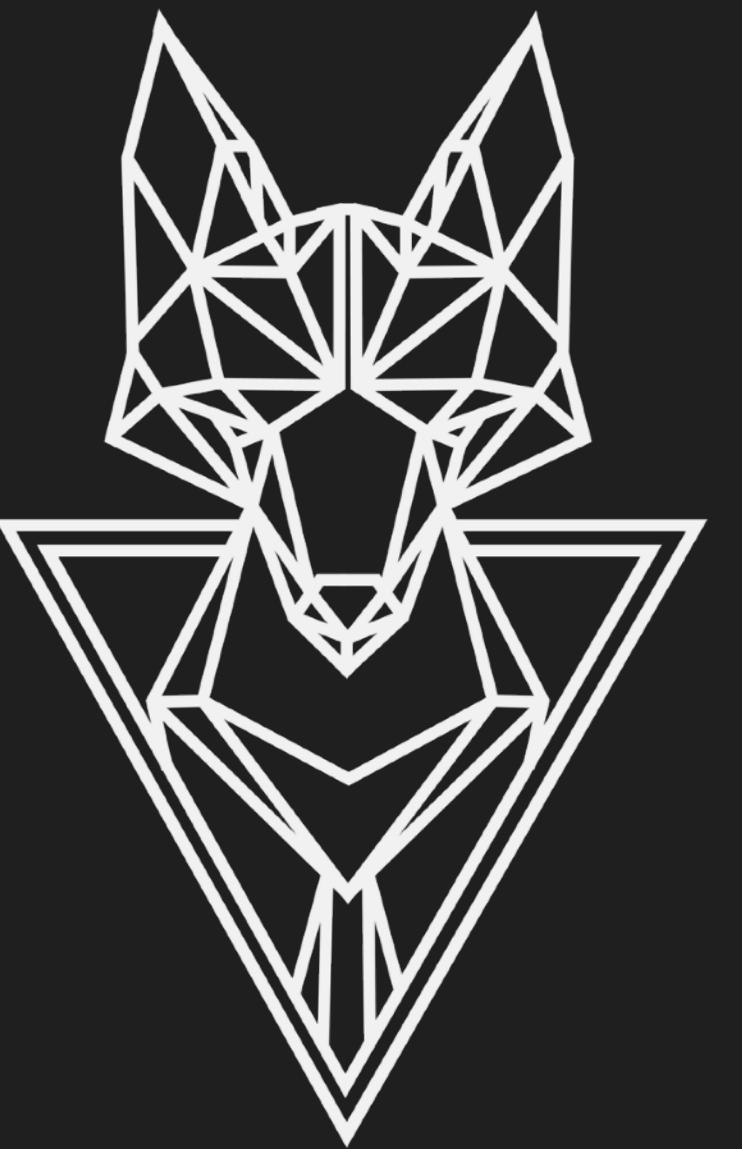


SHOTMANIACS

ABOUT SHOTMANIACS
COLOUR SCHEME
TYPOGRAPHY
LOGO USAGE





ABOUT SHOTMANIACS

ABOUT SHOTMANIACS

SHOTMANIACS IS A FULL SERVICE **PHOTO**, **VIDEO** AND **MEDIA PRODUCTION** HOUSE, BASED IN ENSCHEDE. OUR PRIMAL FOCUS IS ON FESTIVALS, EVENTS AND THE MUSIC INDUSTRY.

ADDITIONALLY, WITHIN SHOTMANIACS WE STRIVE TO **SHARE** OUR KNOWLEDGE AND GIVE OTHERS THE OPPORTUNITY TO LEARN TO CAPTURE MUSICAL MADNESS.

SHOTMANIACS MAKES EVERY SHOT **COUNT**





COLOUR SCHEME

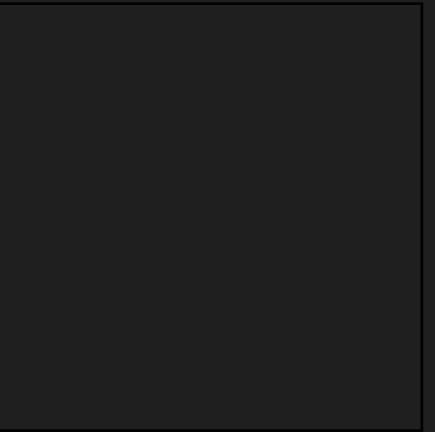
COLOUR SCHEME

SHOTMANIACS HAS **4** DIFFERENT COMPANY COLOURS. WE EXPRESS OURSELVES THROUGH THE FOLLOWING COLOURS

- *LIGHT BLUE*
- *GRAY*
- *BLACK*
- *WHITE*

THE MINIMUM OPACITY FOR THE COMPANY COLOURS IS **20%**.

ON THE RIGHHAND SIDE, THE EMOTION AND EXPLANATION OF THE COLOUR ARE EXPLAINED.



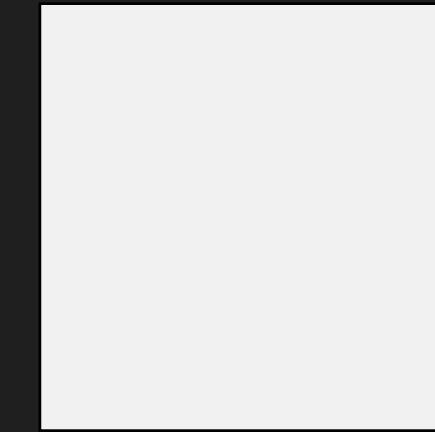
DISCIPLINE



PRACTICAL



JOYFUL



UNDERSTANDING

MYSTERIOUS
ELEGANT
POWERFUL
STRONG
SERIOUS

FORMAL
MYSTERIOUS
TIMELESS
TRUSTWORTHY
INTELLIGENT

SELF-
EXPRESSION
TRUSTWORTHY
LOYAL
UNIVERSAL

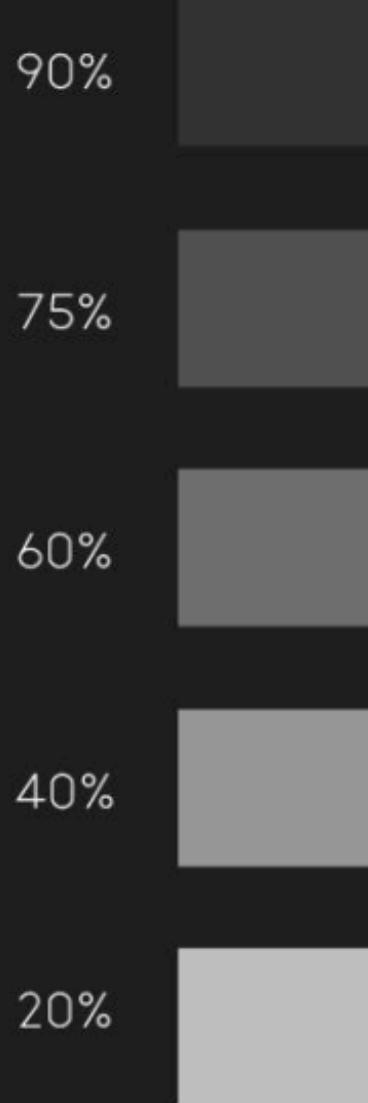
POSITIVITY
TIMELESS
TRUSTWORTHY
CALM
UNIVERSAL

PANTONE - FOR PRINTEN
CMYK - FOR PRINTERS
RGB - FOR BEELDSCHERMEN
RAL - FOR BEDRUKKING OP COATINGS, PLASTIC, ETC

BLACK

PMS: 20-0199 TPM
CMYK: 75 65 60 80
HEX: 1F1F1F
RGB: 31 31 31
RAL: 9017

OPACITY



GRAY

PMS: 177-15 U
CMYK: 61 51 49 45
HEX: 525252
RGB: 82 82 82
RAL: 7043

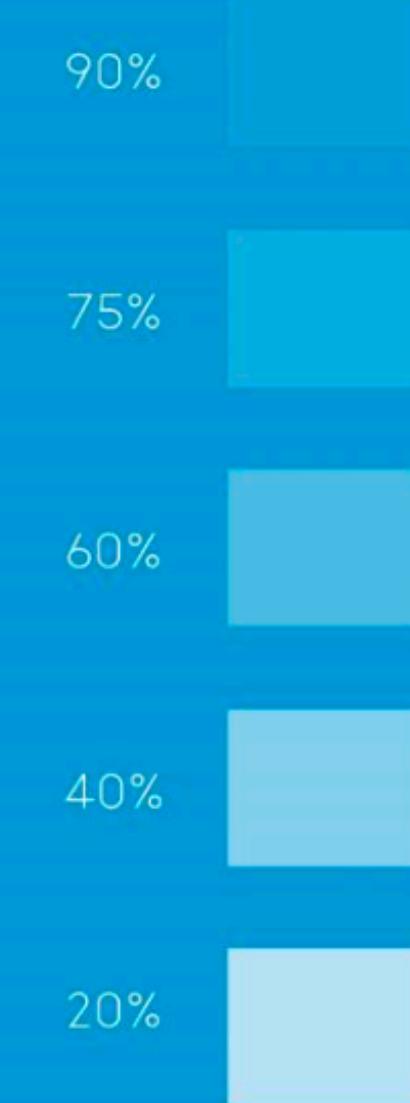
OPACITY



LIGHTBLUE

PMS: 112-14 C
CMYK: 77 26 10
HEX: 1696D2
RGB: 22 150 210
RAL: 5012

OPACITY

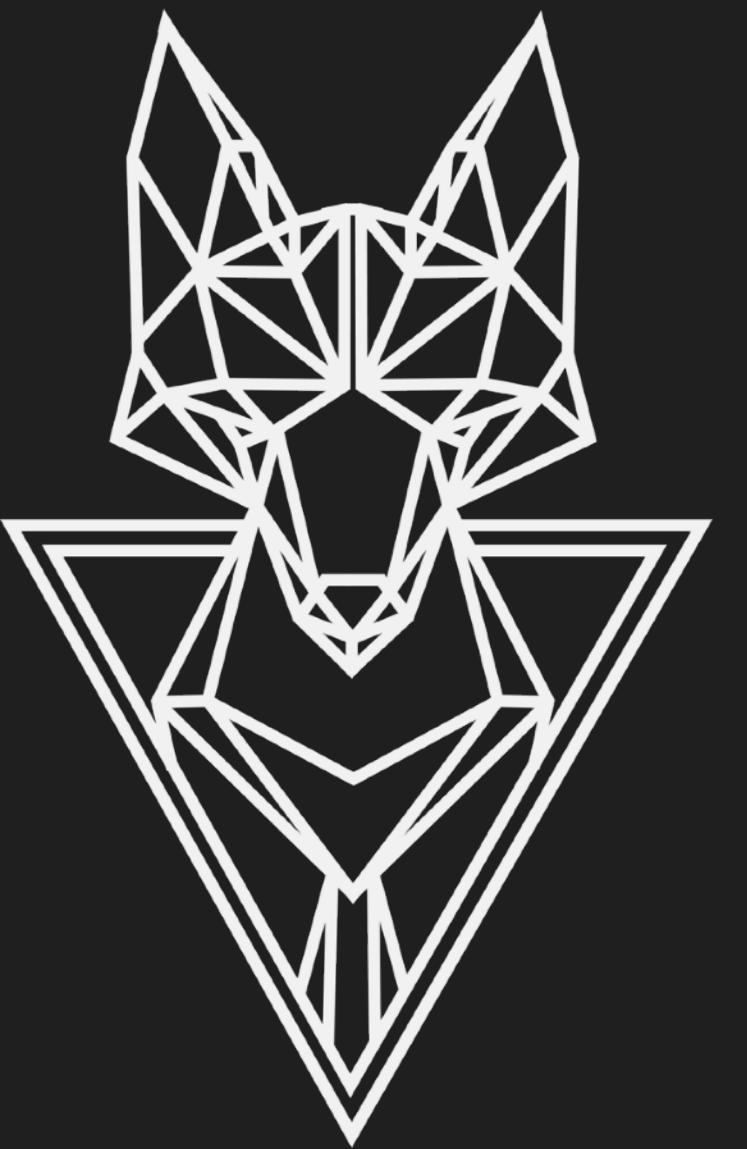


PEAL

PMS: 179-1 C
CMYK: 7 5 5 0
HEX: F1F1F1
RGB: 241 241 241
RAL: 9003

OPACITY





TYPOGRAPHY

TYPOGRAPHY

THE FONT THAT SHOTMANIACS USES TO EXPRESS ITSELF IS **KIONA**.

ON THE NEXT PAGE, THE OPTIONS OF USE ARE DISPLAYED.

KIONA LIGHT
SHOTMANIACS

MAKING EVERY SHOT
COUNT

ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789!@#\$%^&*()

KIONA REGULAR
SHOTMANIACS

MAKING EVERY SHOT
COUNT

ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789!@#\$%^&*()

KIONA SEMIBOLD
SHOTMANIACS

MAKING EVERY SHOT
COUNT

ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789!@#\$%^&*()

KIONA BOLD
SHOTMANIACS

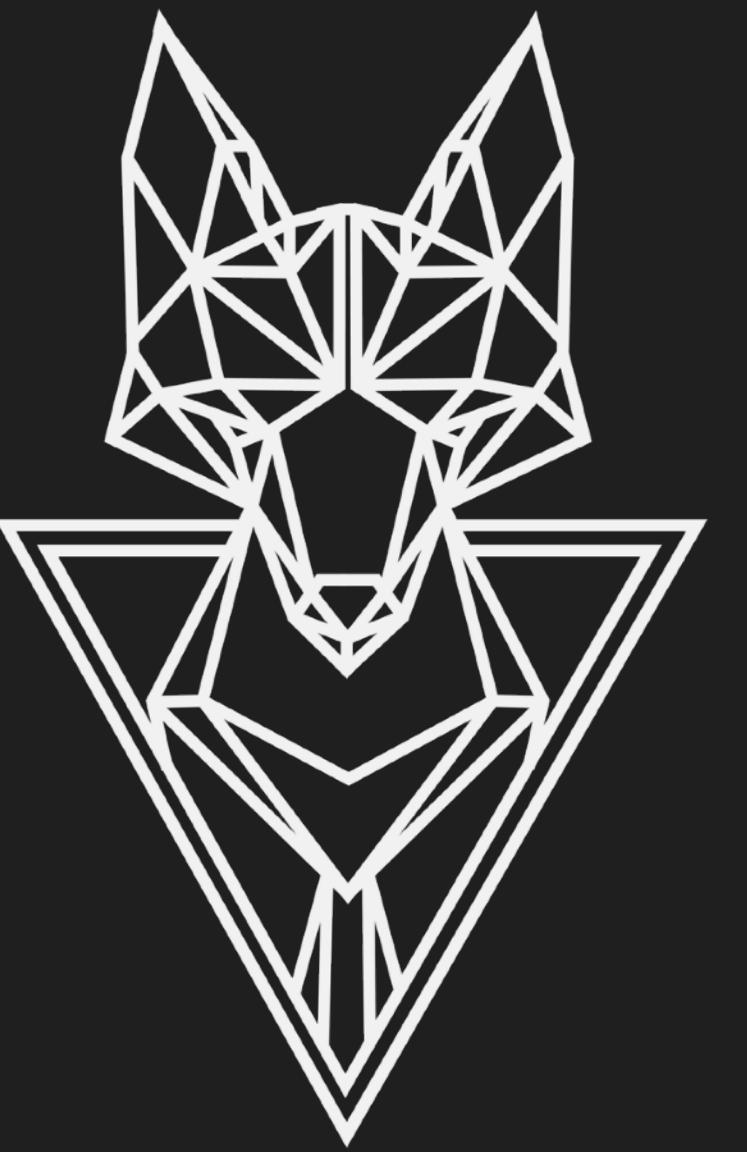
MAKING EVERY SHOT
COUNT

ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789!@#\$%^&*()

KIONA ITALIC
SHOTMANIACS

MAKING EVERY SHOT
COUNT

ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789!@#\$%^&*()



LOGO USAGE

LOGO USAGE

WITH TEXT

BLACK



SHOTMANIACS

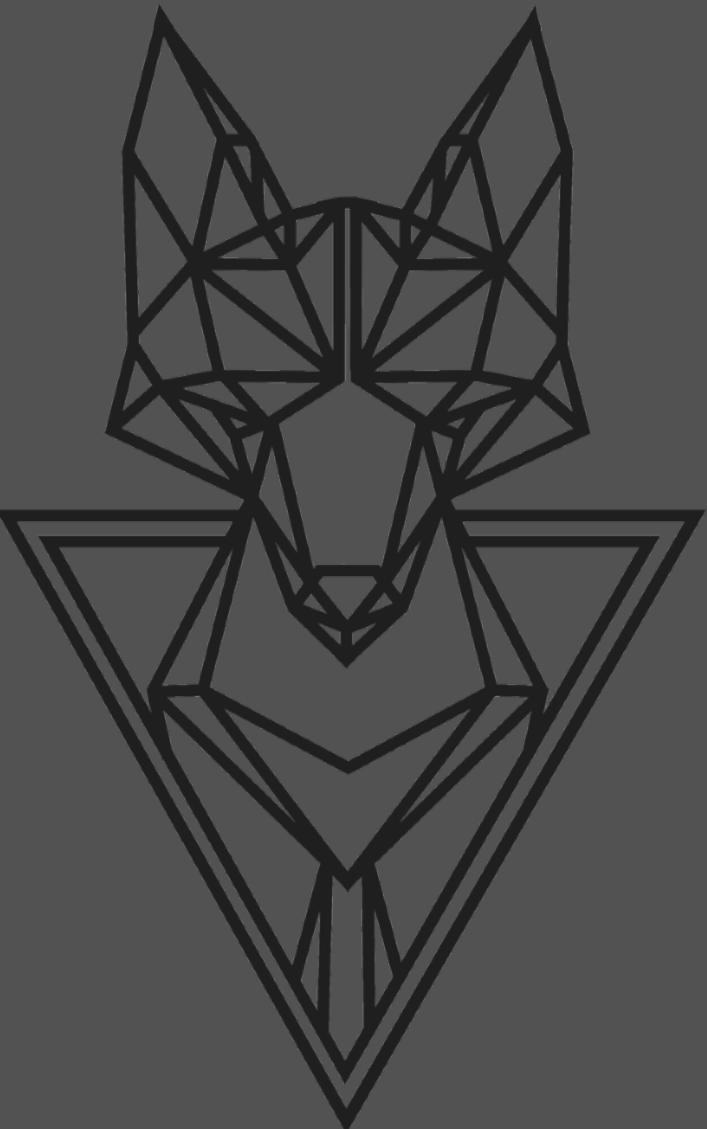
WHITE



SHOTMANIACS

WITHOUT TEXT

BLACK



WHITE

