



Brand Guidelines

## Welcome to the Tripshot brand guidelines

In this document we give you the guidelines for using Tripshot's brand elements. Here you can get the lowdown on our logo style, fonts and color palette.

## Primary Logotype

There are several variations for showcasing the Tripshot logo.



### FULL COLOUR LOGO LIGHT

This is our primary logo. It is always to be displayed on dark coloured or black backgrounds



### FULL COLOUR NEGATIVE VERSION

This is the negative variation of our primary logo. It is always to be displayed on light coloured or white backgrounds.



### SIMPLE LOGOMARK

This is the simple logomark variation. Only to be used on when the primary logo cannot be reproduced.



### MONOCHROME VERSION

This is the monochrome version of our logo. Only to be used when the primary logo cannot be reproduced.



### WHITE VERSION

This is the white version of our logo. Only to be used when the primary logo cannot be reproduced.



### SIMPLE LOGOMARK NEGATIVE

This is the simple logomark variation. Only to be used when the primary logo cannot be reproduced.

## Improper Usage

There are several variations for showcasing the Tripshot logo.



Only use specified colours.



Don't use logotype icon gradient in logotype text.



Don't change the position or colour of the landmark.



Don't tilt or rotate the logo.



Don't change the sizing of the landmark.



Don't squash or skew the logo.

## Clearspace

Our logo requires some breathing space. For the primary logo, the margin of clearspace is measured by the height of the logomark icon. The minimum margin of clearspace for the logo mark icon is equivalent to 1/3 its height.



## Minimum size reproduction

To make sure our logo is always legible we have determined a minimum size for reproduction for both print and digital applications.

Minimum print size is: 35mm x 7.5mm

Minimum digital size is: 132px x 28px



## Color Palette

This is the colour palette that represents our brand, Pantone colour specifications should be used where ever possible for print media.

When Pantone colours are not available for print or real-world application, use the CMYK values indicated. For digital applications use either RGB or HEX values indicated. .

**Pantone 5395C**  
C 100 M 44 Y 0 K 76  
R 0 G 39 B 77  
HEX #00274D

**Pantone 1655C**  
C 0 M 63 Y 91 K 0  
R 244 G 125 B 48  
HEX #F47D30

**Pantone 318C**  
C 38 M 0 Y 15 K 0  
R 196 G 18 B 48  
HEX #9AD8DA

**Pantone 192C**  
C 0 M 100 Y 69 K 0  
R 237 G 24 B 72  
HEX #ED1848

**Pantone 3115C**  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
HEX #FFFFFF

**Pantone 628U**  
C 19 M 0 Y 6 K 0  
R 203 G 234 B 237  
HEX #CBEAED

**Pantone 187C**  
C 5 M 100 Y 71 K 22  
R 196 G 18 B 48  
HEX #C41230

**Pantone Process Black C**  
C 0 M 0 Y 0 K 100  
R 35 G 31 B 32  
HEX #231F20

