exposure ninja

BRAND MANUAL

The Exposure Ninja brand manual introduces the brand identity, visual framework, logo usage, colour palettes, typography & other branding information.

Exposure Ninja Brand manual

Content

This is our brand guideline manual.
The document introduces the visual framework for the Exposure Ninja brand and describes how to present a clear and coordinated presence to our visitors and audience. Effective implementation will ensure the reflection and reinforcement of the core brand identity coherently and consistently at all brand touch points.

—

Exposure Ninja Logo

Logo key elements and composition

The logo is a carefully structured composition of 2 elements.

1) The Wordmark – a modern and ninjastic typeface created to reflect the Exposure Ninja brand positioning.

2) Icon – a very well known ninja weapon, the throwing star or popularly known as a Shuriken succesfully transmits the brand essence.
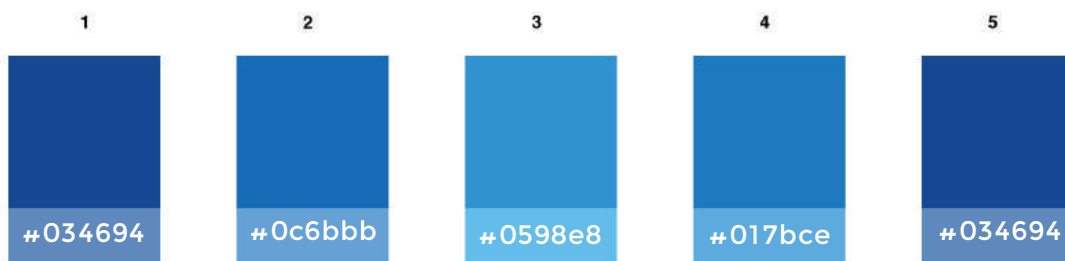
Note: Do not attempt to re-create the logotype yourself. Artwork files of the logotype and other elements are available from the design or marketing ninja team.

1

2

1	2	3	4	5
#034694	#0c6bbb	#0598e8	#017bce	#034694

Depending on the usage and the background, the logo could be adjusted to black, white, different shades of grey and it's base colour: #034694.

*DO NOT use colours of other tones, rainbows or apply gradients that would distort the visual appeal of the logo. The different shades of blues of the logo colours can also be used for designing icons, backgrounds and other document titles as long as it suits the layout.

Note that the bottom line of the in "ninja" should be parallel to the buttom line of the (p) in "exposure", and that the height of the (i) in "ninja" should be parallel to the height of the x in "exposure".

It is best to use the high resolution file provided by the design and marketing ninja to avoid any logo distortion.
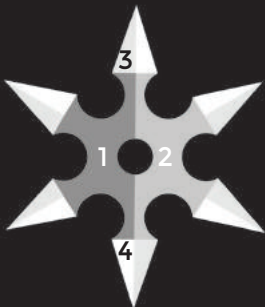
Exposure Ninja Logo

Logo in positive space

Logo in negative space

exposure ninja

	Pantone #919191		Pantone #cbcbcb		Pantone #e7e7e7		Pantone #ffffff
1		2		3		4	
	R: 145		R: 203		R: 231		R: 255
	G: 145		G: 203		G: 231		G: 255
	B: 145		B: 203		B: 231		B: 255

Exposure Ninja Logo

Logo incorrect usage

In order to keep consistent with the integrity of the original logo design, the Exposure Ninja brand should only be used according to the guidelines without any changes in colour or shape. Below are examples of unacceptable modifications and incorrect usage.

Don't change any of the logo components

Don't change it in any colour

Don't change proportions or placement of the icon and wordmark

Don't apply any shadow effect

Don't apply any gradients that would impare or cut out parts of the logo

—
Don't cut out any of the logo

—
Don't place logo inside a box or any shape


—
Don't stretch the logo

—
Don't slant or rotate the logo

Colour Palettes

Primary colours

Our website would consist of fun, colourful pastels. Focusing on minimalistic and clean layouts, be mindful of the usage of these background colours. All font colours, shapes, elements, hues and shades should be visually compatible.

| #5ac5d0 | #53b2c7 | #24bff1 | #1895d7 | #ea1e54 | #fec930 | #cbcc2a |
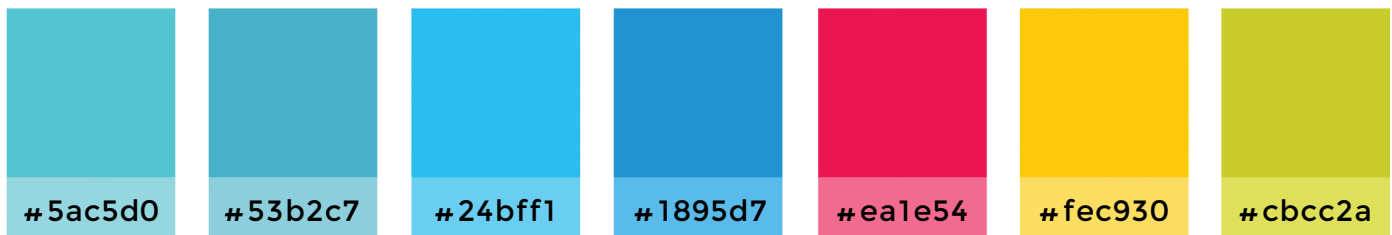
Here are examples of how these colours may be used for icons and other layouts. You can also use this palette as your base colour(s) for any in-house ninja document, title pages or backgrounds.

Typography

Font choice and typeface

HEADER 1

Font: Lato / Font Size: 72 / Style: Bold

HEADER 2

Font: Montserrat / Font Size: 30 / Style: Bold

HEADER 2

Font: Montserrat / Font Size: 24 / Style: Regular

Paragraph

Font: Montserrat / Font Size: 10-17 / All font weights

Paragraph

Font: Muli / Font Size: 10-17 / All font weights

Mascot

Shinobi

Meet Shinobi! The dojo is not complete without it's resident mascot. Our little ninja dude made his debut on an Exposure Ninja marketing document. Now we have him and his pals everywhere! (Think *Smurfs*.)

From our website, online ads and marketing print collaterals, they are featured sitting on a keyboard, beside the main headline or inside a coffee cup. These characters are free to use in any design layout.

Shinobi will have a range of facial expressions depending on the setting that he will be used. Below are his multiple moods that can help facilitate an interesting theme.
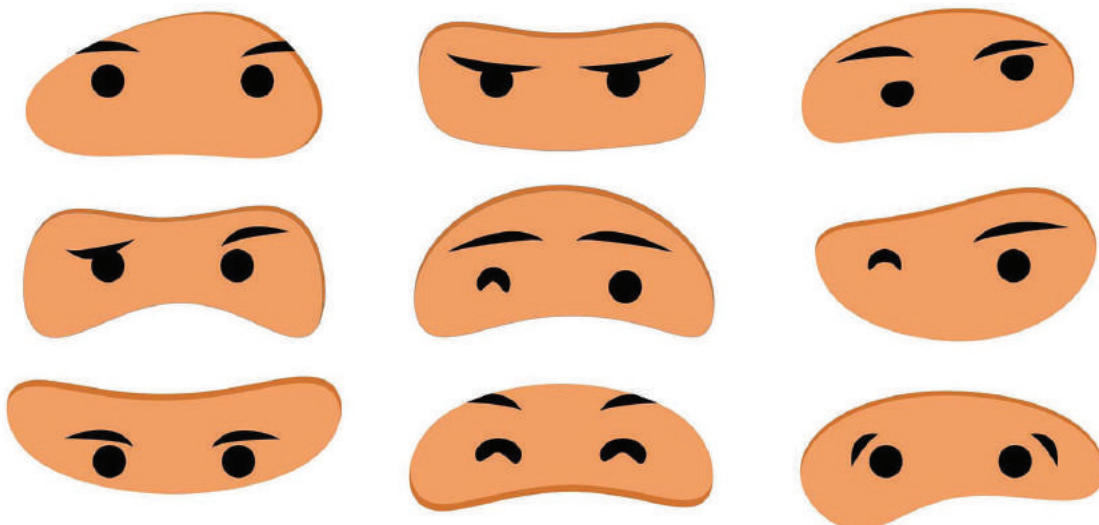
Exposure Ninja employees will have access to the png, jpg, or psd of these characters. Either they will have a ready-made usable character image, or a design ninja can attach a facial expression to a body and alter it as they want. (Like placing ninja props on his hands.).

Shinobi will always have that oblong-shaped shadow under him to emphasise his position visually within the document/design space.

Mascot

Shinobi

They can also be animated on different real-life scenarios, preferably on tabletop settings where there is a working or professional freelance setup. These images can be used as promotional materials.

Website button style

Font choice and typeface

This button style will be the standard approach used on all CTAs. Please take note the use of font *Montserrat* enclosed in a sharped edge box.

Box width will have no limit but the font size should be 1/3rds of the total height.