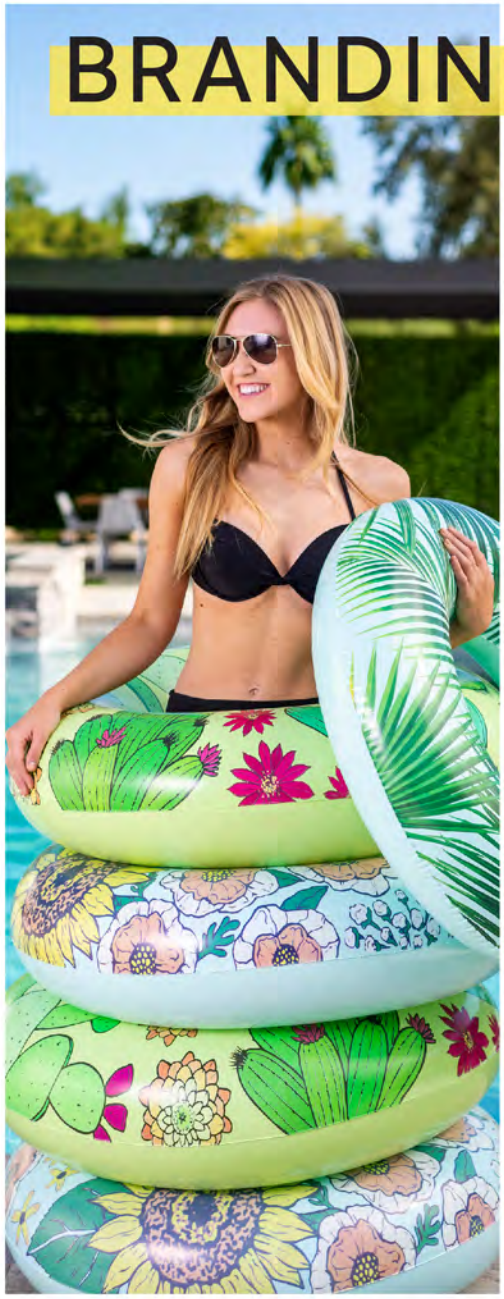
BRANDING GUIDE



FIND YOUR **Summer Cool**

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INTRODUCTION

Bright, fun, high contrast, Instagram style. Lifestyle imagery with fresh type and colors. Simplistic and product focused. Slight retro feeling.

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LOGO USE

For general logo usage, follow samples below

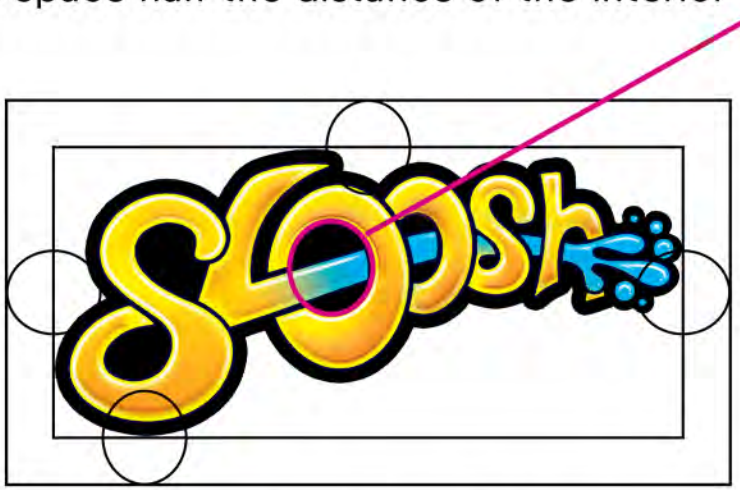
PRIMARY

SECONDARY

If background colors other than black or white are used
the background must provide adequate contrast for the logo.

PADDING

- Leave space half the distance of the interior "O" on the first O in Sloosh



Logo Padding Guide

Logo Padding Sample

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LOGO RULES

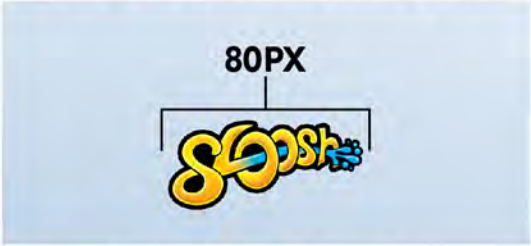
DO NOT DISTORT

DO NOT ROTATE

DO NOT ADD SOLID COLOR BOXES BEHIND LOGO TO INCREASE LEGIBILITY

ADD TRANSPARENT COLOR GRADIENT AS NEEDED

NO SMALLER THAN 80PX



ENSURE LEGIBILITY

AVOID USING SHADOWS ON THE LOGO & VARIATIONS

AVOID TANGENTS

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SLOOSH BRAND COLORS: BLUE AND YELLOW

These 5 primary colors can be used solid or as a gradient, but most often show up in the brand as color bars below typography elements. These can also be used to apply color filters to content images & more. Information on filters to follow.

HEX# 57A6DB	7CC36A	FDE54B	F68E21	EC1A3D
PRIMARY				
80% OPACITY				
GRADIENT				

COLOR TIPS FOR TEXT

White text is favored, but use black text as needed for legibility

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COLOR FILTERS

Color filters can be used limitedly to enhance legibility or add a unique design element. Try to keep color filters from appearing on the products and models where possible.
You can also blur backgrounds subtly as necessary to enhance logo legibility.

Amazon Enhanced Page

FILTER 1
75%+ Opaque White
Great for product display

FILTER 2
(Placed Above Stock Grass Image)
±50% Color Overlay
Can use 2 colors from primary as design allows

SAMPLE GRADIENT
50% Overlay (Layer Style)
Two Colors Used

Offsite Amazon Ad

LEGIBILITY INCREASING GRADIENT FILTER
±45% Opaque Blue Primary Gradient
Great for legibility behind logos and text
Lightly blur background behind logo as needed

SAMPLE GRADIENT
45% Multiply (Layer Style)
Blue/White Fade Gradient

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TYPOGRAPHY

PRIMARY FONT

Creative Vintage

➔ **SS** This is the primary style and does not include automatic glyphs. Use this style.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

➔ **GLYPHS** There are tons of glyph options. Stick to simple and basic glyphs and avoid anything too ornate. Don't use more than one glyph per subject word.

○ Sprinklers ○ Swimwear

⊘ Sprinklers ⊘ Swimwear

RULES

- Do not kern font - keep kerning at 0
- Do not use Creative Vintage Draft
- Use as larger, primary title font
- Favor white to black font unless in front of yellow color bar. Use this option sparingly

SAMPLE

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SECONDARY / DESCRIPTIVE

MADE TOMMY

	THIN	abcdefghijklmnopqrstuvwxyz
	LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ
MOST COMMONLY USED	REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ
MOST COMMONLY USED	MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ
MOST COMMONLY USED	BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	EXTRABOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ

RULES

- Always kern this font. Default 75 but can be kerned 25-100 depending on needs
- When used as descriptive copy use lowercase and kern between 25-50
- Use all caps for secondary title fonts, display fonts and most other usages
- Favor white font unless in front of a yellow color bar or legibility does not allow, then use black
- MADE Tommy also has an outlined version. This is not yet approved for branding

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TYPOGRAPHY

GENERAL FONT USAGE RULES

- White font is preferred unless legibility is an issue - then use black
- MADE Tommy Regular is used above Creative Vintage SS as primary font combo
- Font is typically placed above primary color bars as shown below
- Kern MADE Tommy font 25-100 to increase appeal. Do not kern Creative Vintage
- NEVER stretch or distort font in any way
- Do not use a drop shadow on black font

The shadow placed on white font is 30% Opacity, -2 X Offset, 2 Y Offset, 1 Blur

Color bars behind text are at 80% Opacity and restricted to the 5 primary Sloosh colors.

Color bars should cover interior font element and have an even border on the sides and bottom of text like shown below

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TYPOGRAPHY SAMPLES

For general type aesthetics, follow samples below

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DESIGN GRAPHICS

For general design aesthetics, follow samples below

FONT SAMPLES

PRODUCT IMAGE SAMPLE

GRAPHIC IMAGE SAMPLES

STOCK IMAGERY

SHOP NOW BUTTON

100% Opaque white box, black font - MADE Tommy All Caps

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PHOTOGRAPHY

Ideally, photography will be edited prior to design use. This is a general guideline to follow if photo edits are necessary. Do not over edit photos.

STYLE PREFERENCE

- Bright, high contrast imagery pulling emerald greens & blues with a subtle retro feel
- Please keep product imagery as close to natural color as possible
- Be mindful of skin tone. Please ensure skin does not have blue or green hue
- A range of photo coloration and tones is acceptable, however, when working on a cohesive project (storefront, enhanced page banner etc) ensure the water and grass elements are unified in color as much as possible
- Edit photos only as much as necessary
- Enhance grass and water details as needed to make them more appealing (fill in spots in grass or replace as necessary)
- Deepen pool water contrast where flattened. Ensure pool water is a desirable texture

TIPS

- Use layer masks to separate people/products and backgrounds when editing photos in Photoshop
- Ensure product and skin are natural but enhanced - not pulling odd colors
- Utilize "Select Subject" button under Magic Wand tool to quickly separate subject from background. Content Aware Fill under the edit menu is helpful when editing odd sized images
- There are grass and pool water textures available in the branding folder to use as needed
- Nearly all photography can benefit from brightening with the Levels adjustment
- Use adjustment layer effects minimally to achieve more natural look
- For odd shaped layouts, replace background completely as needed. Ensure photos look as natural as possible

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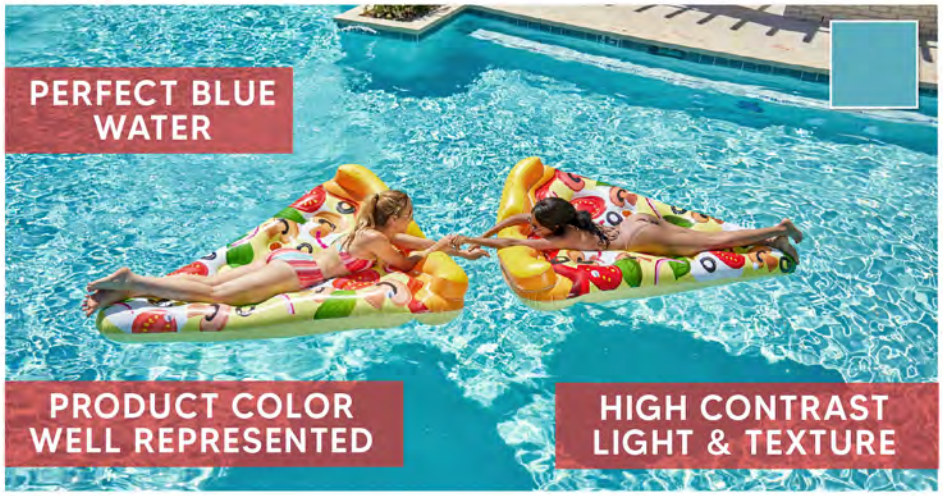
PHOTO EDIT SAMPLES

SHOPPABLE IMAGE

Sample HEX#5CC7D5



PRODUCT PHOTOGRAPHY IMAGE

Sample HEX#91CAC2

HERO IMAGE

Sample HEX#98C83B

ENHANCED WATER CONTRAST IMAGE

ENHANCED GRASS IMAGE

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