



BRAND STYLE GUIDE

INTRODUCTION

The purpose of this style guide is to reinforce consistent application of the visual elements of company branding and to inform appropriate representation of company values in all communications, both online and offline.

KEY MESSAGING

Mission

To deliver the best innovative motion capture, 3D technologies, virtual production and volumetric capture technologies to our customers

Vision

Globally the most trusted supplier of motion capture, 3D technologies, virtual production and volumetric capture technology solutions

Core Values

- Attention to detail
 - Innovative and dynamic
 - Knowledgeable and informative
 - Unbiased, consultative and trustworthy
 - Collaborative solutions oriented
-

OUR STORY

Target3D was founded in May 2017 by Allan Rankin and Ashley Keeler.

Beginning as resellers of motion capture equipment, the company has greatly expanded over the past seven years. Target3D now operates globally, with headquarters in London, Target3D Iberia in Valencia, Spain and Target3D New Zealand in Gisborne, New Zealand.

Target3D is the leading reseller of a diverse range of 3D and immersive technologies, and the sole distributor for key brands including OptiTrack, Noitom and Captury, offering a full consultancy service from purchase to installation and training.

Target3D's London studio is a part of the Advanced Media Production network of studios, in partnership with Digital Catapult and Innovate UK. Offering a range of services including motion capture, virtual production, volumetric capture and post production, Target3D has established itself as a pioneering force in the creative industries as well as a trusted supplier of 3D technology solutions.

WHAT MAKES US UNIQUE

TRY BEFORE YOU BUY

Meet the onsite experts and experience our biomechanics area, edit suite, VR area, VP and mocap stages.

IN YOUR TIMEZONE

Access our experts in real time and when your business needs us, ensuring your project stays on time and on target.

ALL LOGISTICS COVERED

We take care of all the logistics, shipping, duties and customs. Our 1 year support contract means our expertise stays with you well after set up.

INSTALL AND TRAINING

Guiding you from design to install & training. Our engineers have been installing mocap tech for 20+ years and with our SLA as standard your project is secured.

CONSULTANCY SERVICE

Meet our team of independent, unbiased motion capture experts, with over 30 years combined experience.

HIRE AND BACKUP

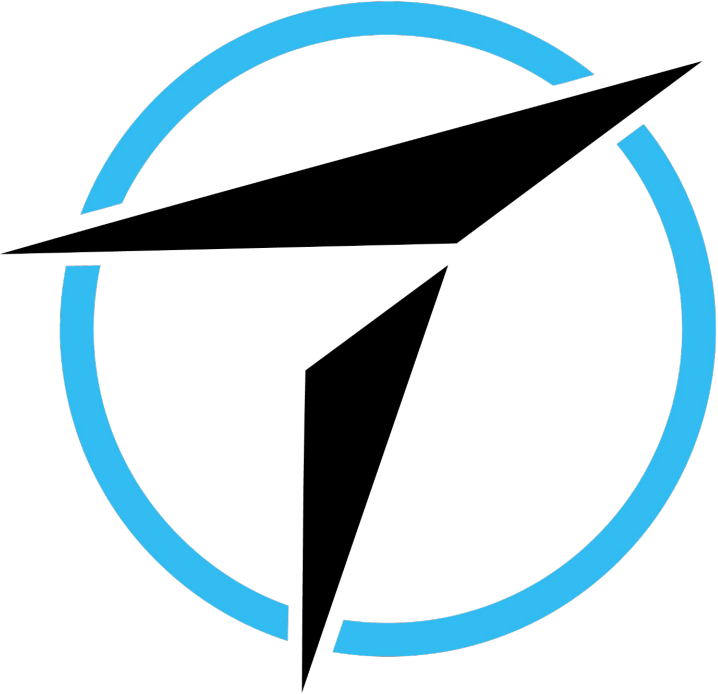
For affordability, or if you just need the kit once, we offer wet & dry system hire.

OUR LOGO

The Target3D logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

THE LOGO



TARGET3D



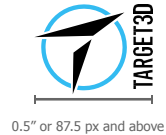
LOGO USAGE



Size

To maintain full legibility, never reproduce the logo at widths smaller than 0.5 inch (for print) or 87.5 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo.

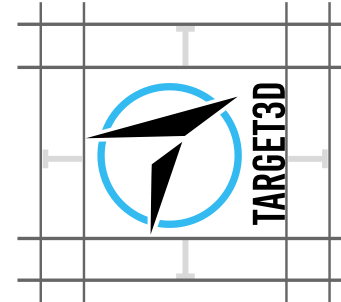
It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.



Clear Space

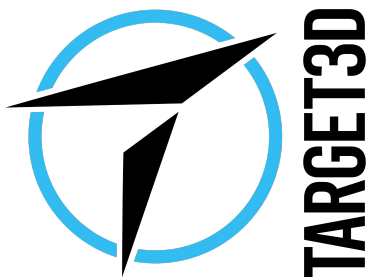
To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the letter "T" as a measuring tool to help maintain clearance.



LOGO VARIATIONS

Primary Logo



Primary recommended use of Logo is logo on a light background (i.e White)



Inverted Logo



Secondary recommended use of Logo is logo on a dark background (i.e Black)

WHITE MONOCHROME

White monochrome can be applied on dark colour backgrounds as the needs arise.



BLACK MONOCHROME

Black monochrome can be applied on bright colour backgrounds as the needs arise.



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OUR COLOUR PALETTE

Beyond our logo, colour is the most recognizable aspect of our brand identity. Colours were selected that reflect our passionate approach to our work.




Using colour appropriately is one of the easiest ways to make sure our materials reflect a cohesive Target3D image or visual story.

COLOR PALETTE


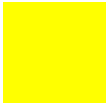
Primary and Secondary Colours

Our primary colour palette consists of the Target3D official colours and the secondary colour palette is a series of colours to be used when the project requires additional colours for other items (i.e. Corporate design elements, Powerpoint template, Chart/graphs, etc.) Additionally, specific colours are designated for different areas within Target3D to facilitate differentiation in the business.




Primary Colours

		
#000000 r = 0 g = 0 b = 0	#33bcf2 r = 51 g = 204 b = 255	#666666 r = 102 g = 102 b = 102

Secondary Colours

	
#ef233c r = 239 g = 35 b = 60	#99ff00 r = 153 g = 255 b = 0

Business areas

Target3D Labs	Studio Target3D	Target3D Training
		
#ffff00 r = 255 g = 255 b = 0	#0941d2ff r = 9 g = 65 b = 210	#f1009bff r = 241 g = 0 b = 155

Prohibited Use

It is important to not get the logo mixed up and lose the visibility. The following list contains some examples of prohibited use of the logo in order to maintain a cohesive look over the online and offline channels.



Don't stretch, condense or change the dimension of the identity.



Don't alter the placement or scale of the elements.



Don't crop the Logo



Don't add colors to individual elements.



Don't Alter or Replace the typefaces of the identity.



Don't skew or bend the identity in any way.



Don't rotate the identity.



Don't use colors other than those specified in this document.

OUR TYPOGRAPHY

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Target3D typography communicates clearly and cleanly, and is flexible in a wide range of situations.

Flexibility comes from using one type family that contains all necessary styles. The Lato font family was selected because it is warm, open and legible at all sizes.

Primary Font

The primary font for our brand are Bebas Kai (regular font) & Lato (family font). Bebas Kai is a font for the headers and Lato is an open type font family with different weights including small letters, capitals letters, fractions, figures, and more.

BEBAS KAI

AA
(Regular
)

Alternative Font

The alternative font for our brand is Helvetica (family font). Helvetica is an Open Type font family with different weights including small letters, capitals letters, fractions, figures, and more.

Lato

Aa Aa Aa Aa
Light Regular Bold Black

Helvetica

Aa Aa Aa
Light Regular Bold

LOREM IPSUM DOLOR

**SOLOREPERCIAT LA DOLORIATUM A DOLUPTATE
DOLORA EXERA AD EX**

Uptam ipsam repudi ommoles sincimi, secepta cor autaeibus destrum asped quam, ut vel ipieniment moditat aut volor reici te expedi antia sequi sanihil luptati rae mos ad quiati doles nobis.

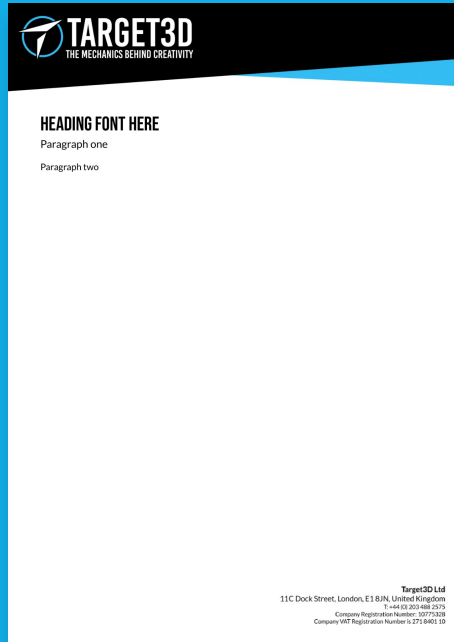
Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed modipsunt aut latiumquae. Itate vendis que equam quidene sendictus si to quis sit voluptiur?

HEADLINE
Bebas Kai (Regular)

SUBHEAD
Bebas Kai (Regular)

BODY
Lato (Light)

BRAND APPLICATION (PRINT)



Letterhead (8.5" x 11")



Business Card (3.5" x 2")

BRAND APPLICATION (WEB)





TARGET3D



BENJAMIN DOTUN

Contact me

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Experience skill set

Logo design, Brand identity, Packaging design

Presentation design, Web design, and Social media design

Portfolio

www.fiverr.com/urnextdesigner