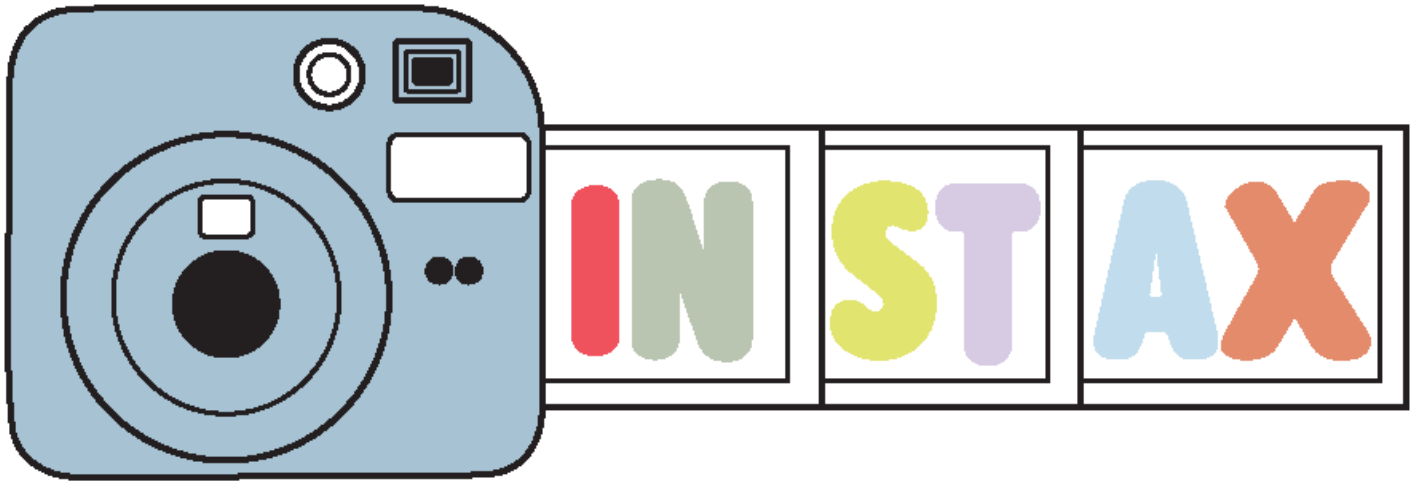
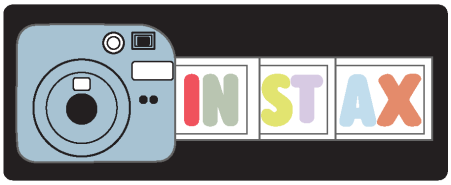
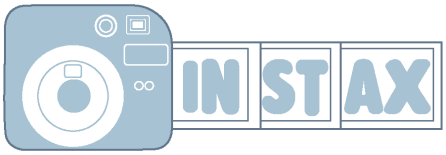

INSTAX

GRAPHIC STANDARDS

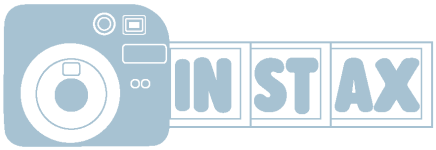
LOGO USAGE



PRIMARY ON BLACK



ONE COLOR TINT



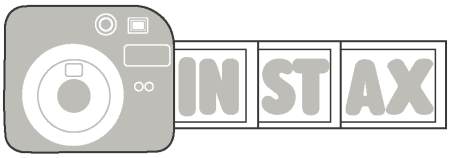
TRUE MONOCHROME



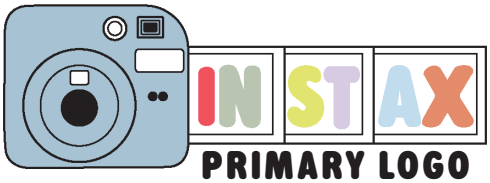
WHITE ON BLACK



BLACK ON WHITE



GRAYSCALE



PRIMARY LOGO

When selecting a logo, prefrence should be given to the primary logo, or the primary logo on black, should the situation call for it. In instances where a multi color logo would not be achievable or appropriate, a monocrome replacement will be implemented with prefrence to the one color tint over a true monochrome. All documents in relation to Instax are to contain the black on white logo to ensure brand recognition even when printed in black and white. Should the color of our one color tint clash with other nesessary design choices, the logo may be recolored with an approved secondary color. Regardless of the use case, ample space should be provided around the logo whenever possible in order to give the design space to breathe. The logo should also only ever be placed on solid colors, never on a gradient as to avoid pulling focus from the design.

COLOR PALETTE

#ADC1CF

#211F20

#FBF9F6

PRIMARY COLOR PALETTE

#E05E62

#BAC4B3

#E3E37F

#D6CAE1

#D88F71

#BEBCB8

SECONDARY COLOR PALETTE

When choosing color for a marketing campaign or design, the primary color palette is to be consulted first. The pastel blue, dark plum, and cream provide us with instantly recognizable colors on a webpage or store self. All colors in this palette have been chosen based off of existing colors across the Instax mini series, and help to demonstrate the wide range of color Instax helps its customers to live in. When designing specialty projects, the secondary color palette should be consulted in order of relevance to the idea at hand. Any one of these colors can be sloted in alongside the primary color palette when using just 1 additional secondary color, but when using 2 or more, complementary colors are to be paired together. All swatches are represent by their hex code, making them easy to create on any digital platform

TYPOGRAPHY

ALPHABET SOUP

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Alphabet Soup is the primary typeface used throughout the logo, as well as all marketing titling and headlines. Due the fact that the font has no lowercase design for its letters, the font is not to be used on body copy. Its rounded cap design serves as a refelection of the ease of using an Instax camera, while also serving as an homage to the rounded design of their Mini line

The whole Alumni Sans type family serves as our secondary typeface, designed for non headline copy. It's san serif nature keeps in line with the rounded nature of Alphabet Soup, while also lending more professionality to our marketing. The ease in changing the font weight will also allow for more creativity throughout our campaign. When possible SemiBold Italics should be used for small body copy, pivioting to Extra Bold for larger copy.

Alumni Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The quick brown fox jumps over the lazy dog