

**picture
people®**



OCTOBER 2016

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We're the **ONLY** portrait studio with all of these while-you-wait services!

-  On-Site Printing
-  On-Site Framing
-  On-Site Retouching
-  On-Site Delivery of Hi-Res CDs
-  On-Site Canvas Printing (select locations)

Plus, no sitting fees, ever!

BRAND TONE

WHO WE ARE

At Picture People, you can get high-quality portraits for your family at a reasonable price and conveniently walk out with prints, canvas, or framed portraits – ready to display. We are the only portrait studio that features on-site printing, on-site framing, on-site retouching, on-site delivery of high-res CDs, and on-site canvas printing in select locations.

WHAT WE DO

We take **PORTRAITS** **not** PICTURES/PICS.
We **CAPTURE** memories **not** DEVELOP them.
Our products are **PERSONAL and CUSTOM**.
We provide **KEEPSAKES** **not** MEMENTOS.
We are **EMOTIONAL** **not** FUNCTIONAL.
We help mom be the family **STORYTELLER**.

LOGO

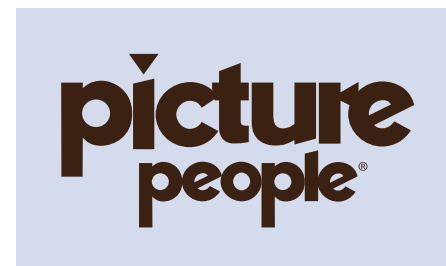
SPACING AND COLOR

Our logo is the iconic element of our visual vocabulary. It's designed to be family friendly and never takes itself too seriously. In order to keep our logo clean and free of clutter, refer to the diagram below for proper spacing guides.



Our logo should be brown whenever possible. Only in situations where it is used in greyscale it may appear black. The logo can also be reversed out on dark or black backgrounds. If using the logo on one of our brand color backgrounds, it must be used on white or our tinted blue.

ACCEPTABLE USES:



LOGO (CONT.)

USE ON IMAGES

Picture People is known for its fun backgrounds and props that bring out our subject's personality. When incorporating our logo into these environments soft, gradiented shadows or glows may be placed behind and around the logo in order to increase its visibility. On images, the logo may not be in any other color besides white, brown or black (when necessary).

ACCEPTABLE USES:



COLOR PALETTE

DOMINANT BRAND COLORS

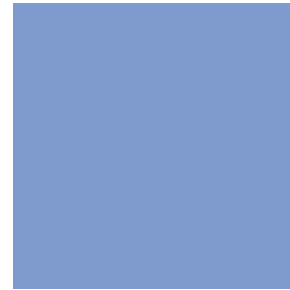


PMS 1545
CMYK: 50/70/80/70
Hex: 3C2417

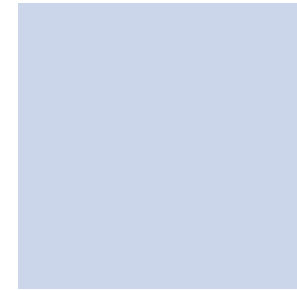


PMS 2348
CMYK: 0/94/80/0
Hex: F04E49

ACCENT COLORS



PMS 2132
CMYK: 51/33/2/0
Hex: 809ACB



PMS 2132 30%
CMYK: 51/33/2/0 30%
Hex: CDD5EA



WHITE
CMYK: 0/0/0/0
Hex: FFFFFFFF

TYPOGRAPHY

HEADLINE AND BODY TYPEFACE

Avenir LT Std 85 Heavy

HEADLINE FONT

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890

Avenir LT Std 65 Medium

HEADLINE & SUBHEAD FONT

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890

Avenir LT Std 55 Roman

SUBHEAD FONT & BODY FONT

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890

ACCENT TYPEFACE

True North Script

Accented Text

*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklmnopqrstu**vwxyz***
1234567890

TAGLINE

PROFESSIONAL PORTRAITS, READY SAME DAY!

We are the ONLY portrait studio that offers on-site services that deliver finished products the same day as the photo session. Our tagline references both our products and our services.

The tagline may be left justified with the logo or it may be centered underneath the logo. All letters are lowercase with "ready same day!" in bold for emphasis. True North Script may be used in our second primary brand color to bring additional emphasis. Tagline should be no smaller than 10 pt (Avenir LT STD). In cases where it would be too small, the tagline may be enlarged but needs to be no longer than double the size of the logo.

PRIMARY LOCKUP AND SPACING:



TAGLINE (CONT.)

SECONDARY LOCKUP:



professional portraits, *ready same day!*



professional portraits, *ready same day!*

UNACCEPTABLE USES:



~~PROFESSIONAL PORTRAITS, READY SAME DAY!~~



~~professional portraits, *ready same day!*~~

CALL TO ACTION

SIGNAGE, ADVERTISEMENTS, AND TAKEAWAYS

Remember that professional portraits are not often taken on impulse. Due to the effort put toward outfit selection, color coordination, etc., most visits to our studio are planned ahead of time. Thus, in most cases, our primary call to action is to book an appointment. We want to encourage our customers to come back when you have the baby (fed, napped, clean, and dressed), or with the whole family (also fed, napped, clean and dressed) so we can capture everyone at their best.

ACCEPTABLE USES:

Book your session at PicturePeople.com

Book your FREE session at picturepeople.com

The call to action should be in a medium or heavy weight, and can be in all caps or with lowercase as long as it has a strong presence in contrast to the copy by either size or weight. The "P"s within the URL can have caps or lowercase to assist with readability.

WEB (CLICKABLE)

When used online, we don't require the PicturePeople.com URL included in the call to action as long as it is linked to our website.

ACCEPTABLE USES:

BOOK SESSION

BOOK NOW

BOOK FREE SESSION

The call to action should be in a medium or bold weight and can be in all caps. It can be used as a hyperlink or within a button graphic.

APPROVED ICONS

ICON USAGE

We want to communicate to our customers that we provide a combination of services and products which we provide to the customer same day. To increase visual impact of our on-site services, these icons are used in tandem with our list. The on-site service list with the icons is always followed with the statement “Plus, no sitting fees, ever!” in heavy weight, heavy oblique weight, or all caps.

When using icons in-studio, the phrasing “On-Site” is dropped and adjusted to a more instant tone. See next page for examples.

ICONS ON PUBLICATIONS OUTSIDE THE STUDIO



On-Site Printing



On-Site Framing



On-Site Retouching



On-Site Delivery of
High-Res CDs



On-Site Canvas Printing
(select locations)

Plus, no sitting fees, ever!

APPROVED ICONS (CONT.)

ICONS ON IN-STUDIO SIGNAGE

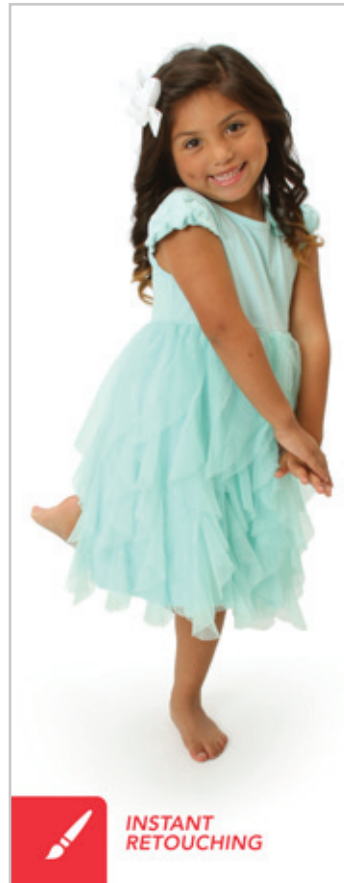


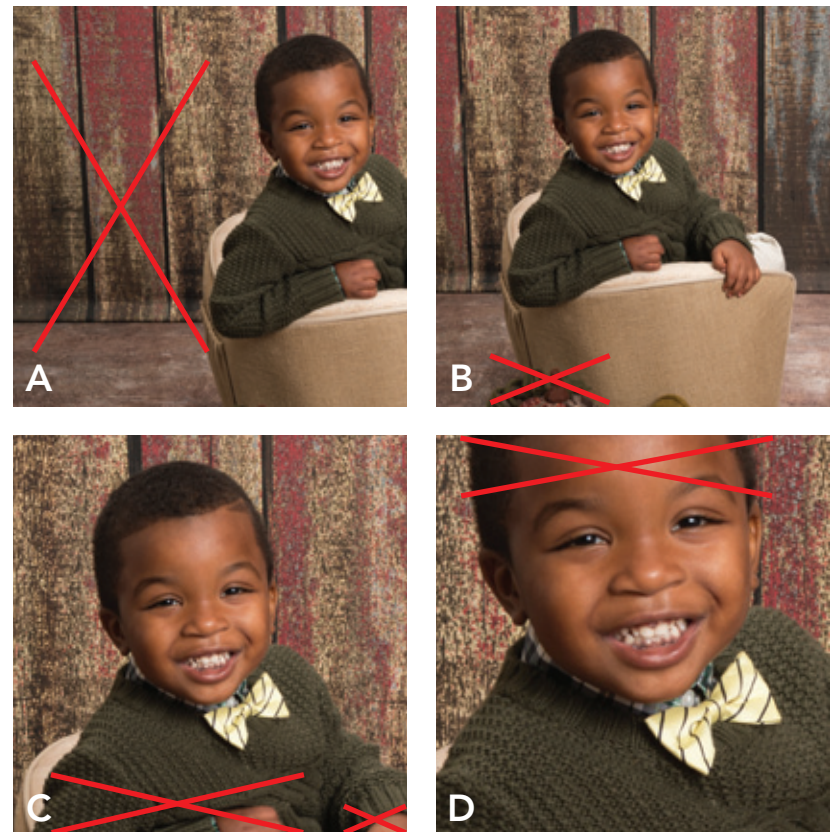
IMAGE USE

CROPPING IMAGES

ACCEPTABLE CROPPING:



UNACCEPTABLE CROPPING:



The most important feature of a portrait is the subject. When being used for publications, we want our subjects to be the main focal point and supported by surrounding text and imagery. The subject should take up most of the real estate and be complimented by the props and backgrounds (A). Props should not be cut off so that they are not recognizable (B). Arms and legs should be cropped just above a joint for best composition (C). Tops of heads may be cropped to frame faces but foreheads should not be cropped when there is a lot of chest visible (D). Image compositions should always be balanced.

IMAGE USE (CONT.)

ICONS ON IN-STUDIO SIGNAGE

ACCEPTABLE IMAGES:



Text on Images should never be placed too close to a subject's face, especially on signage (A). Poses should be complimented by the type and not altered by it (B). Text on images should be used sparingly and not contain full paragraphs.

UNACCEPTABLE TEXT ON IMAGES:

