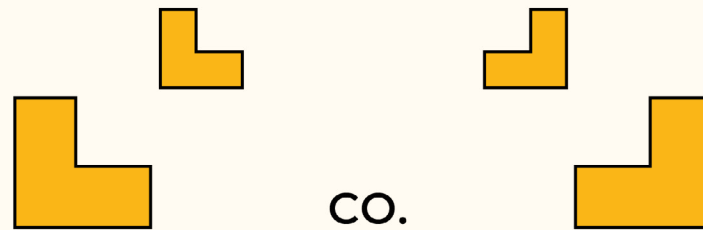


EXPOSURE

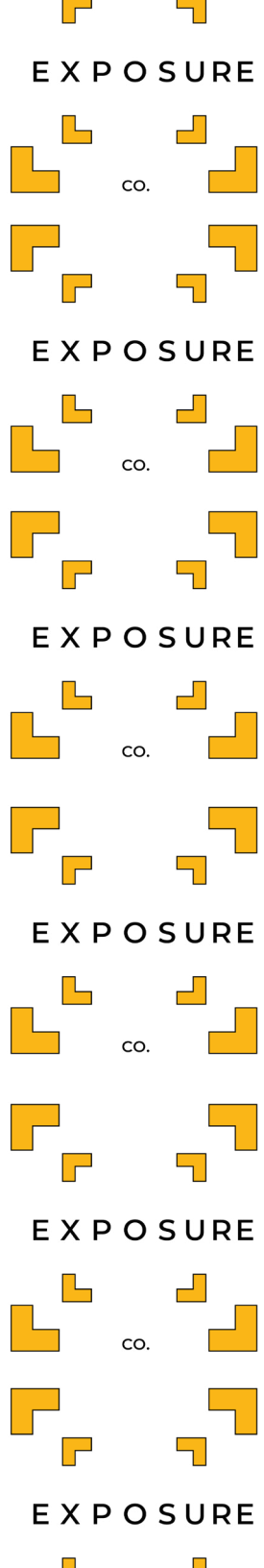


# Brand Book

Spring 2023

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# Vision

At Exposure Co., our **core values** are:

Affordability  
Accessibility  
Creative Community

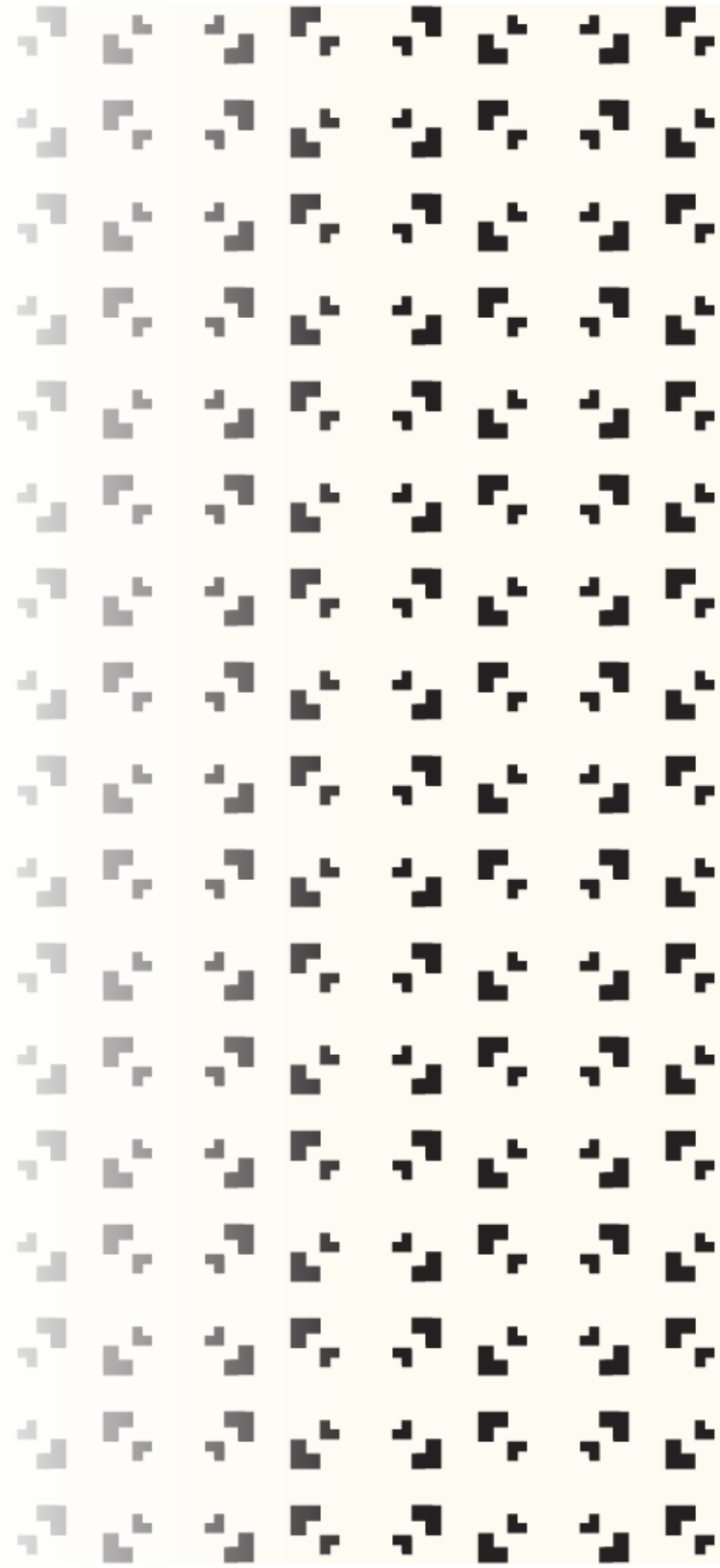
We believe in making film photography accessible and affordable for all, fostering a sense of community among film enthusiasts, and encouraging creativity in every aspect of our business. We strive to provide excellent customer service and build meaningful relationships with our customers, while maintaining a youthful, approachable, and down-to-earth brand identity. We are dedicated to helping young film photographers bring their vision to life and supporting their passion for analog photography.



# Values

## Affordability

At Exposure Co., we understand the financial constraints that many young film photographers face. Our mission is to make film photography affordable by offering competitive pricing for our film development services, film, cameras, and gear. We believe that cost should not be a barrier to pursuing one's passion for analog photography, and we are committed to providing affordable options without compromising on quality.



# Values

## Accessibility

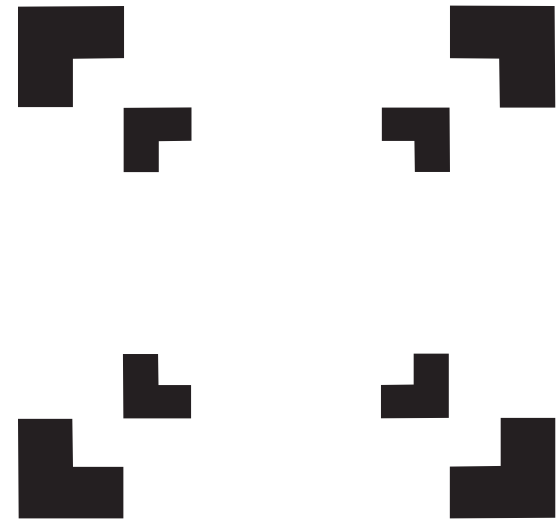
We believe that everyone should have access to film photography, regardless of their level of expertise or experience. Our services are designed to be accessible to both amateur beginners and professional photographers alike. Our online platform and easy-to-use website make it convenient for customers to place orders and access our services from anywhere in the U.S. We are dedicated to ensuring that film photography is accessible to all who are interested in this timeless art form.



# Values

## Creative Community

We are committed to building a vibrant community of film photographers who can inspire and learn from each other, and we believe that this sense of community is essential in nurturing the growth and creativity of young film photographers.



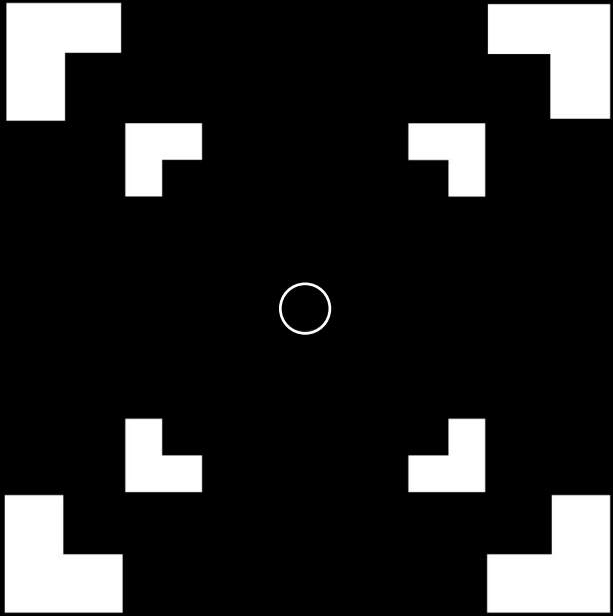
# Primary Mark



# Pictorial Mark



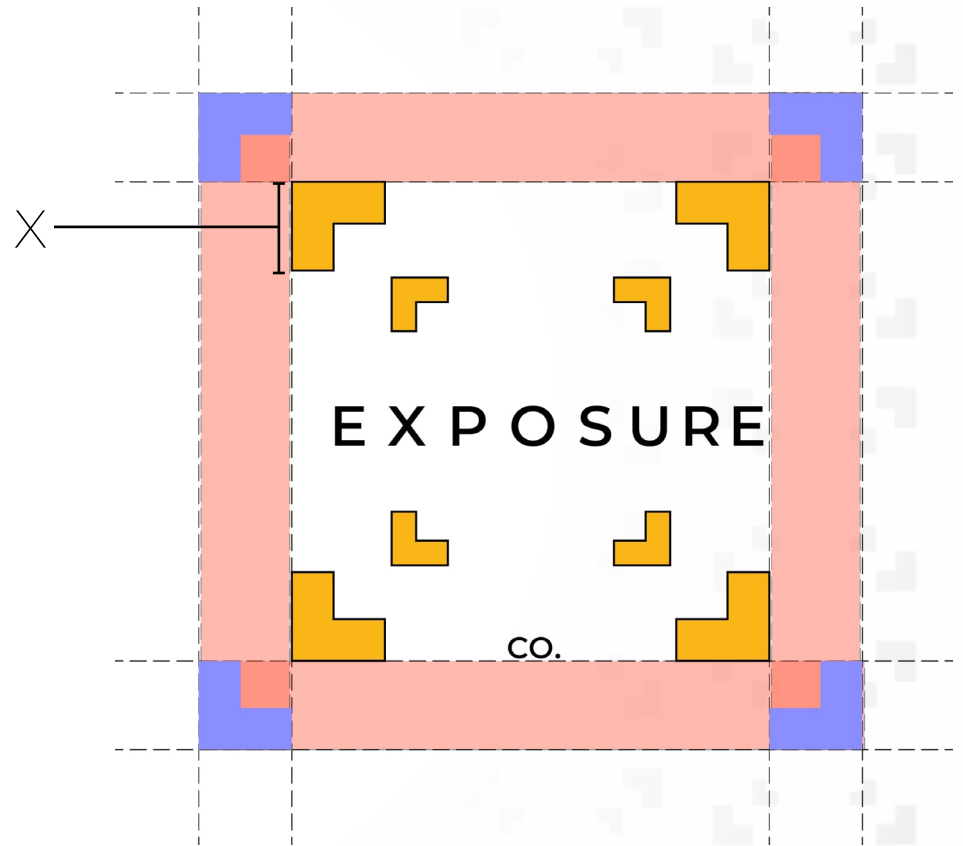
EXPOSURE





# Clear Space

Clear space refers to the empty space surrounding a logo that is intentionally left blank and free from any other design elements or text. The minimum amount of space required to maintain the visual integrity and impact of a logo is equal to “X”, or the height and width of a bracket.



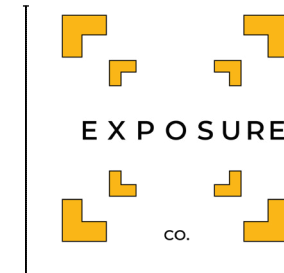
# Minimum Size

We recommend a minimum size for our logo that ensures optimal visibility and legibility, while maintaining the integrity of the design.

By specifying a minimum size, we can ensure that our logo is presented consistently across all applications, from print to digital, and from large to small formats.



Horizontal: 120px x 40px



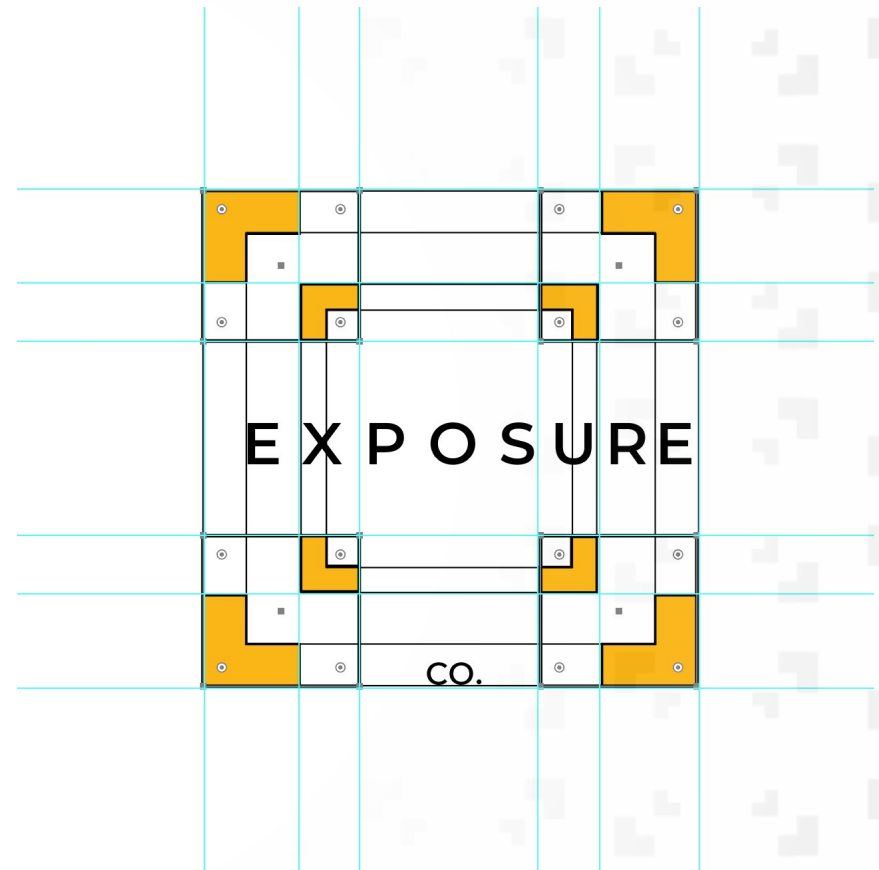
Vertical: 100px x 100px

# Logo Construction

## ‘The Box’

The box, traditionally associated with structure and confinement, was transformed into a symbol of artistic expression. It represents the conventional way of thinking and challenges it, urging the viewer to break free from the confines of conformity and embrace innovation. It’s an invitation to step outside the box and explore uncharted territories of imagination and ingenuity.

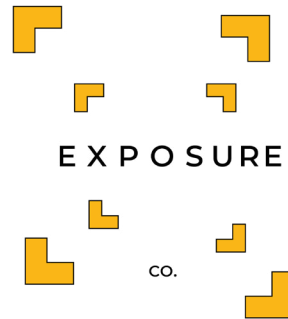
The viewfinder serves as a lens through which one can view the world with a fresh perspective, capturing the essence of Exposure Co.’s creative film lab developing company. It symbolizes the company’s unwavering commitment to pushing boundaries, experimenting with new ideas, and discovering unique ways of storytelling.



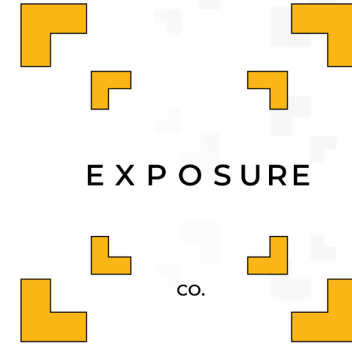
# Logo Misuse



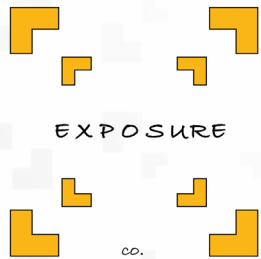
Exposing the flaws of transparency



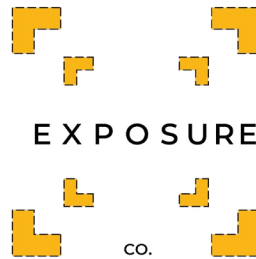
Framing a shape disaster



Zooming in on scaling mishaps



Focus on font fumbles



Stroke of misjudgment



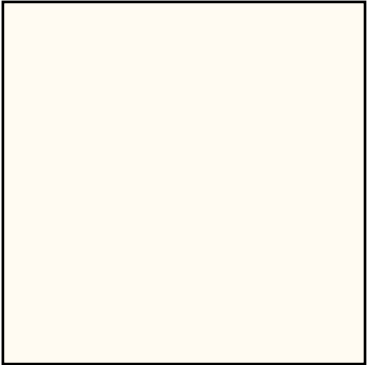
A warped view of logo sizing

# Color Palette



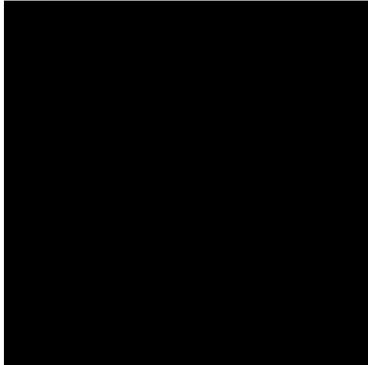
Kodak Yellow

#FAB617  
R: 250 / G: 182 / B: 23  
C: 1% / M: 31% / Y: 100% / K: 0%



Shutter Shade

#FFFBF2  
R: 250 / G: 251 / B: 242  
C: 0% / M: 1% / Y: 4% / K: 0%



Darkroom Black

#000000  
R: 0 / G: 0 / B: 0  
C: 75% / M: 68% / Y: 67% / K: 90%

# Typographic Hierarchy

---

## Stand Out with Boldness

---

Headlines  
Montserrat Black  
H1

## Adding Emphasis with Subheadings

---

Sub-Headlines  
Montserrat Light  
H2-H6

Clear and Comfortable

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non risus. Suspendisse lectus tortor, dignissim sit amet, adipiscing nec, ultricies sed, dolor.

Body  
Montserrat Regular  
Paragraph

# Our Commitment to Sustainability

At Exposure Co., we are committed to sustainability and reducing our environmental impact. We believe in preserving the natural beauty that inspires our photography and want to ensure a sustainable future for generations to come. Here are some ways we prioritize sustainability:

1. Eco-Friendly Practices: We strive to minimize waste and implement eco-friendly practices throughout our operations. This includes recycling film canisters, using energy-efficient equipment, and responsibly disposing of chemicals.

2. Partnering with Sustainable Suppliers: We carefully select our suppliers and partner with those who share our commitment to sustainability. We prioritize suppliers that offer eco-friendly film options and use environmentally responsible manufacturing processes.

3. Community Engagement: We actively engage our community to promote sustainable practices and raise awareness about the

importance of environmental stewardship. We organize events and workshops centered around sustainable photography techniques and encourage our customers to make conscious choices in their photography journey.

4. Giving Back: As part of our commitment to sustainability, we donate a percentage of our profits to environmental organizations dedicated to conservation efforts, reforestation projects, and promoting sustainable practices in the photography industry.

# Mockups





# Mockups





EXPOSURE



co.