



SLINGSHOT

**BRAND
PLAYBOOK**

VERSION 01
JANUARY 2021

FUSING ROCK AND ROLL WITH TECHNICAL PRECISION

ALCHEMY HIGHLIGHTS

Wordmark

A clean, balanced
and modern wordmark

Color

Maturing our bright youthful
orange with deeper more
complex tones

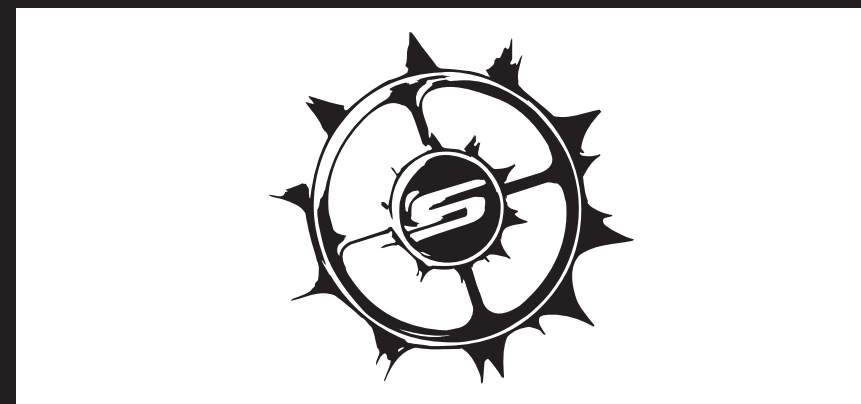
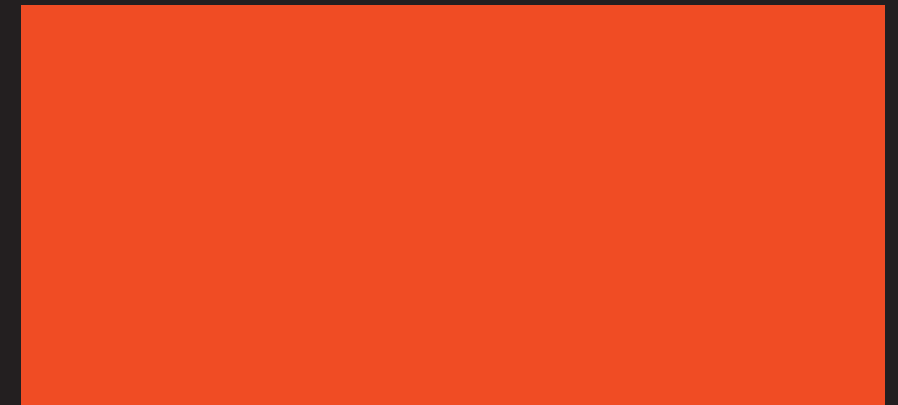
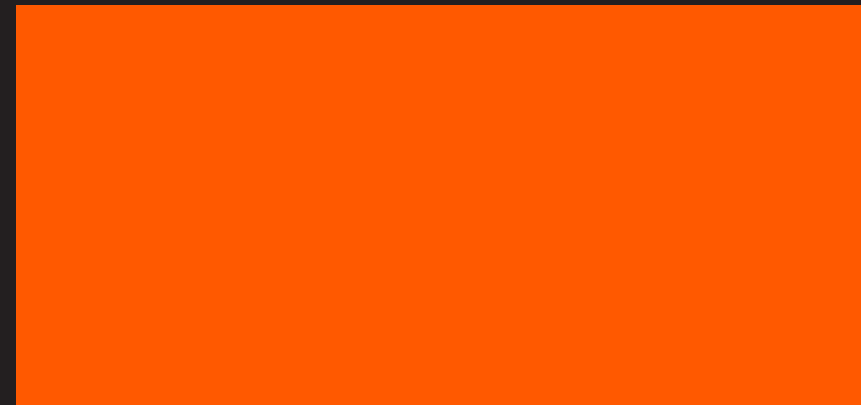
Symbol

Cropping our raw logo with a
precise technical grid

Previous

New

SLINGSHOT SLINGSHOT



VISION

We inspire and equip waterpeople for a lifetime of passion and progress on the water.

MISSION

We deliver breakthrough watersports products that radically reinvent what's possible.

PRIMARY BRAND PALETTE

Our brand palette is bold and minimal. This simpler approach to color will be memorable and easier to implement.

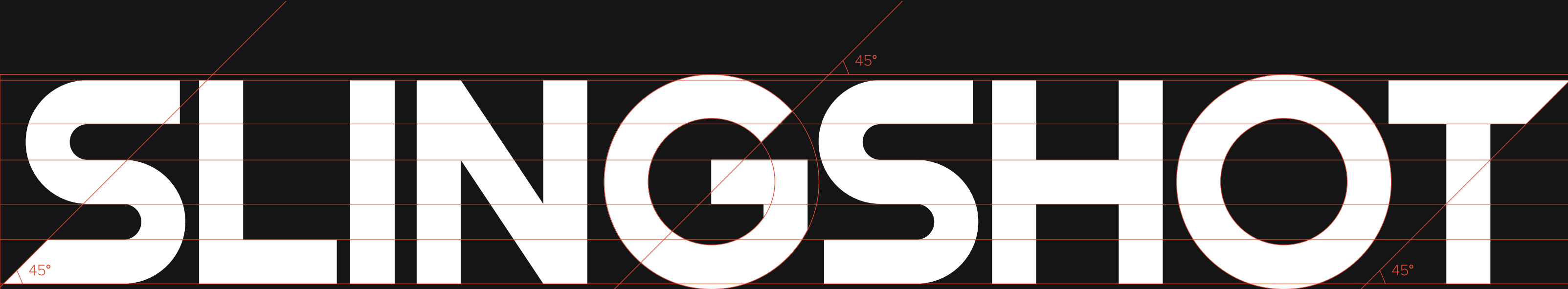
SLING ORANGE

RGB 240 76 36
CMYK 0 86 98 0
HEX #f04c24
PANTONE 172

SHOT BLACK

RGB 0 0 0
CMYK 100 100 100 100
HEX #000000
PANTONE Black 6

WHITE



SLINGSHOT

Use this on most solid white and light color backgrounds and on all digital activations.

SLINGSHOT

Use this as an alternative option for white and light backgrounds where you want more impact. Eg: waterparks, events etc.

SLINGSHOT

Use this version on our Shot Orange and solid single color backgrounds as well as dark photography. Always ensure highest legibility.

SLINGSHOT

Use this on most solid black and dark color backgrounds.

SLINGSHOT

Use this as an alternative option for black backgrounds to add more attitude and impact.

SOLID

The wordmark 'SLINGSHOT' is rendered in a bold, black, sans-serif font. The letters are solid black with no internal details or outlines.

Use the solid version of the wordmark on most of your products, communications and on all digital activations.

CONTAINED

The wordmark 'SLINGSHOT' is rendered in white, bold, sans-serif font, set against a solid black rectangular background. The background has a slight 3D effect with a shadow on the right side.


Use the contained version of the wordmark sparingly. This should only appear on products and communications in the absence of a clean background, on busy patterns, art or photography. Avoid using this at a large scale.

KEYLINE

The wordmark 'SLINGSHOT' is rendered in a white, bold, sans-serif font with a double-line outline. The interior of the letters is empty.

Use the keyline version of the wordmark on products only in places where the wordmark appears at a large scale like on kites and wings.

SLASHED

The wordmark 'SLINGSHOT' is rendered in a white, bold, sans-serif font. The interior of the letters is filled with a dense pattern of parallel diagonal lines.

Use the slashed version of the wordmark to add visual interest mostly on products where the wordmark appears at relatively big scale like full size on boards as an alternate for the keyline version. Use when product should appear to weigh less.

SLINGSHOT

Brand Playbook
Version 01

SLINGSHOT

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Design Elements
Wordmark color presentations

SLINGSHOT

SLINGSHOT

SLINGSHOT

SLINGSHOT

SLINGSHOT

SLINGSHOT

USING THE WORDMARK

The Slingshot wordmark can be used in bold and dynamic ways on products. Cropping into the wordmark creates dynamic graphics.

The only guide is that one or both slashes on the S and the T should be visible and the word should be legible.



SLINGSHOT



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SPIKEYBALL

CROPPING OUR RAW SPIKEYBALL WITH PURPOSE AND TECHNICAL PRECISION

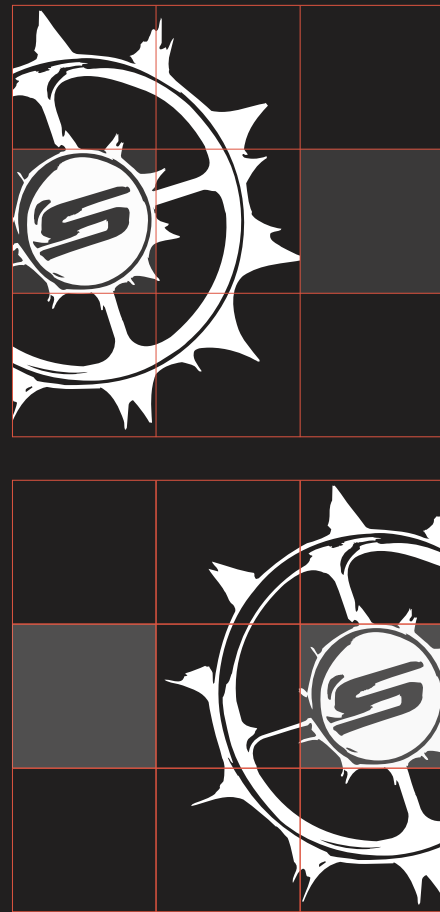
Our spikeyball is both a recognizable and loved symbol but it needs to evolve. The crops will help us stand out, be more impactful and ultimately more memorable.



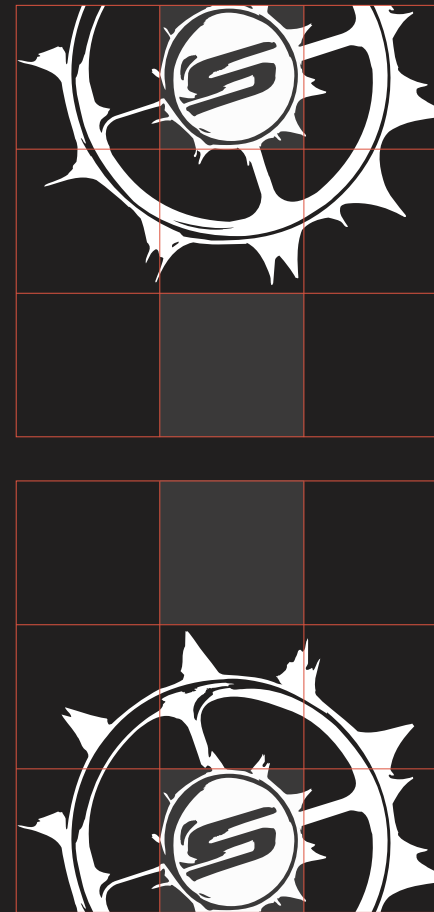
CROPS

Use a 3 x 3 square grid to crop the spikeyball correctly. The highlighted gray areas show where the center of the symbol should be placed. Never crop the S and don't alter orientation of the spikeyball. On moving products, the symbol should face the direction of the movement.

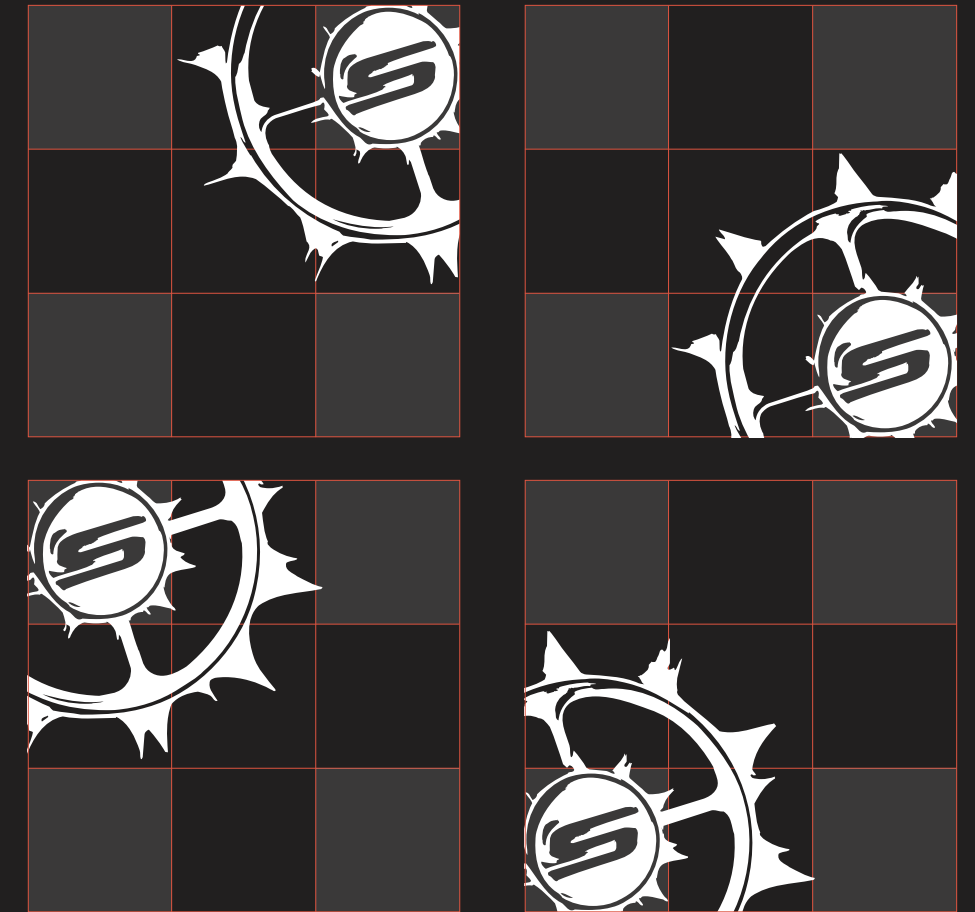
Vertical Crops



Horizontal Crops



Corner Crops

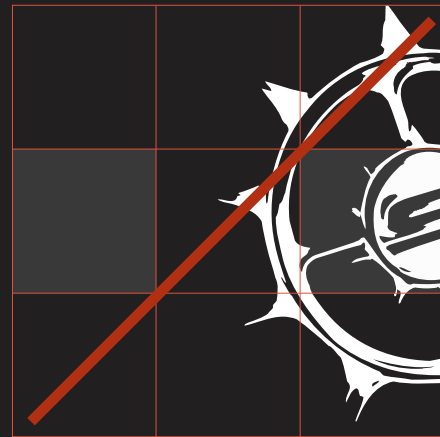


INCORRECT CROPS

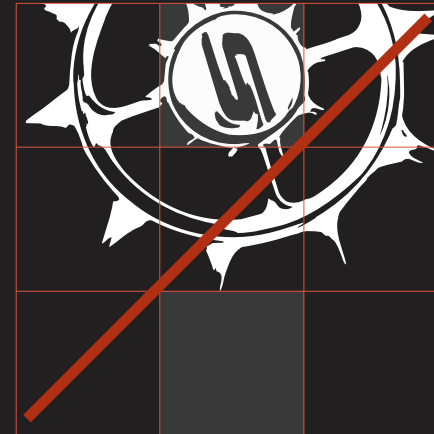
Never crop the spikeyball in the following ways:

Crop from both edges or cut the S. Alter orientation of the S. When using corner crops, be sure to align the crop to the corner of the product.

Never crop the edge or the S



Never alter orientation



Be sure to corner crop only at corners



COLOR AND FINISH

The preferred color of the spikeyball on products is tone-on-tone. Always place the spikeyball on a single color base. Use a 20% multiply on the symbol on light backgrounds and use a shade 20% lighter on dark backgrounds.

Design Elements Spikeyball



On Sling Black



On Shot Orange



On other colors

INCORRECT LOCKUPS

We are moving away from our wordmark and spikeyball lockup.



TYPOGRAPHY

**BOLD, HIGH IMPACT
AND ABSOLUTELY
BADASS.**

An expressive typeface that speaks to our maverick spirit, yet grounded in geometry and looks good on everything. It's a great companion to our balanced wordmark and raw symbol.



ABCABC
01234567

SEQUEL 100 BLACK 75 55

Designed by Oliver Jeschke in Berlin, Sequel 100 Black's characteristic feature of the 100 is the equal thickness of the vertical and horizontal strokes, the horizontally cut endings of the letters a, c, e, g, s, makes it striking and perfect to go with our wordmark and is a great balance with our raw symbol.

Headlines / Big Statements / Announcements Sequel 100 Black 75

**WE ARE
BOLD
INVENTORS**

Always use this type all caps
and with a tight leading.
Leading should be 85% of the
type size.

Bodycopy Proxima Nova Light & Semibold

Slingshot's multi-sport leadership powers
breakthrough water sports inventions that
open new frontiers, keeping the West Coast
spirit alive on the water.

Numbers & Special Treatments Sequel 100 Black 75 Outline

RPM 09

GRID AND LAYOUT



KEY LAYOUT STYLES

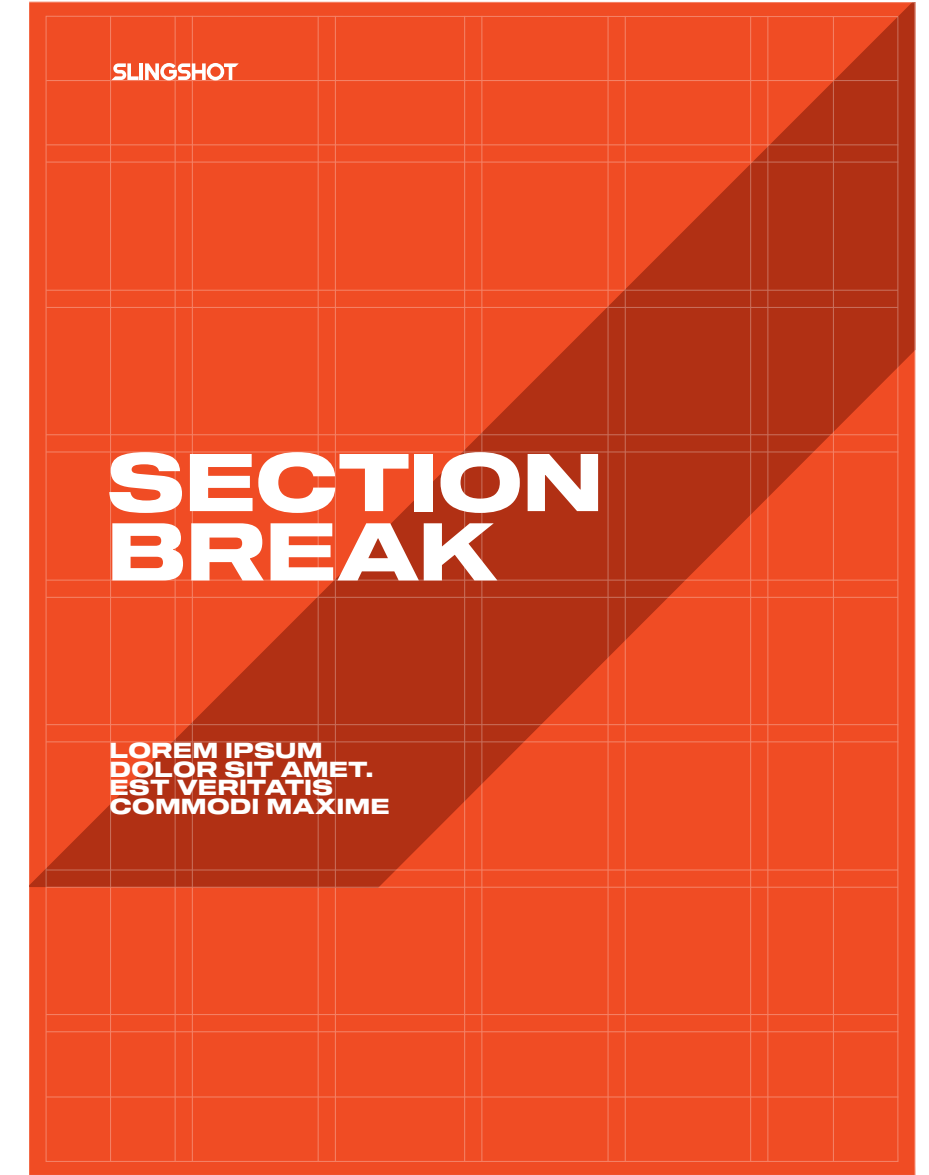
Design Elements
Typography layout styles



High impact
Graphic element with photography
Big announcements / bold statements



High to medium impact
Full bleed photography
Focus on products / new features / new launches



Low impact
No photography
Internal or event communications / title pages / section breaks

KEY TYPE TREATMENTS AND HIERARCHY

TURBINE
15

MISFIT
137
MADE IN UAE

RPM V12
POWER / POP / SLACK

TURBINE
15

MISFIT
137
MADE IN UAE

2017
MISFIT
132 / 136 / 142 / 146

On products

This treatment is good for large products like kites to highlight both product name and size. Products that are viewed from a distance and need to be legible.

On products

This treatment is good for mid to small size products that would be viewed from a close distance. They can be used in smaller sizes keeping the hierarchy of elements intact.

On communications

Use this treatment on communication, print or digital platforms showing product names, versions and details.

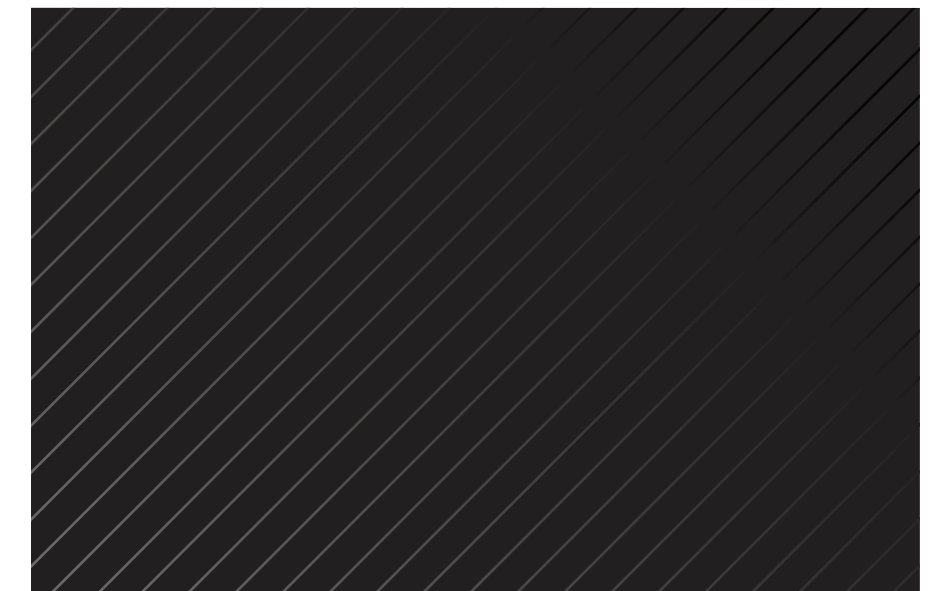
SLINGSHOT SLASH

The Slingshot slash is derived from the 45 degree angle on the wordmark signifying motion.

This graphic element works in unique ways across our visual system bringing in the edge and motion that's so integral to our DNA.

SLASH GRAPHIC AND KEY TREATMENTS

Design Elements
Secondary graphics



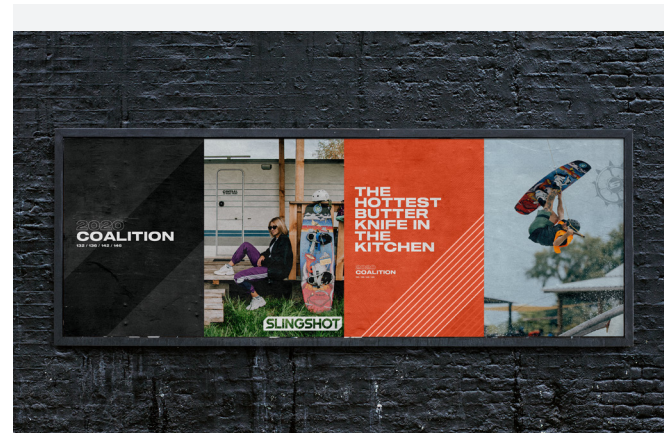
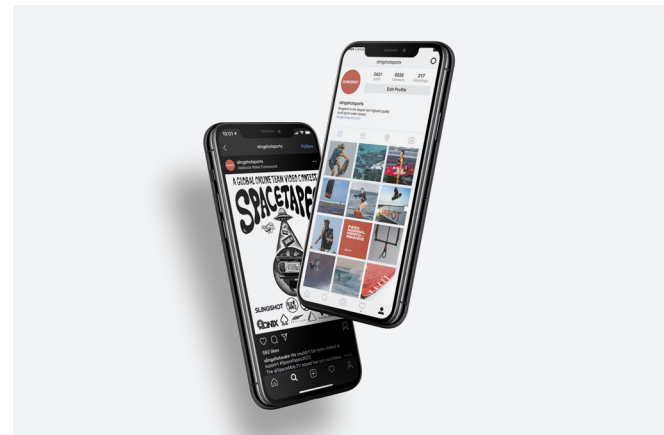
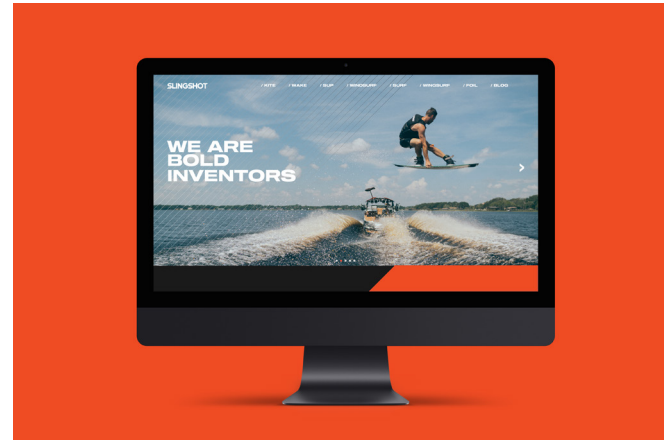
A solid slash treatment should be used as a medium impact element to highlight a bold statement, or as a super graphic on communications, products and accessories. It can be used as image cutouts, high contrast prints on products as well as tone-on-tone on brand colors for a more subtle look.

The slash can turn into a bold line pattern and be used on branded products to add visual interest. Use it sparingly as white on orange background and orange on black backgrounds. The width and distance between the rules can vary but should never be less than 6pts.

The slash line pattern can get thinner and subtle for a premium and matured look. These can appear as textures and tone-on-tone finishes on products to add tactile interest and make the products look luxurious. This should be used on new and premium products.

BRAND ARCHITECTURE

/ Website
/ Social



/ Park signage
/ Event signage



/ Apparel
/ Accessories



BRAND ARCHITECTURE / PRODUCT

/ Kite



/ Wake



/ Foil



/ Boards



/ Wind



/ Attachments



/ SUP



/ Wing

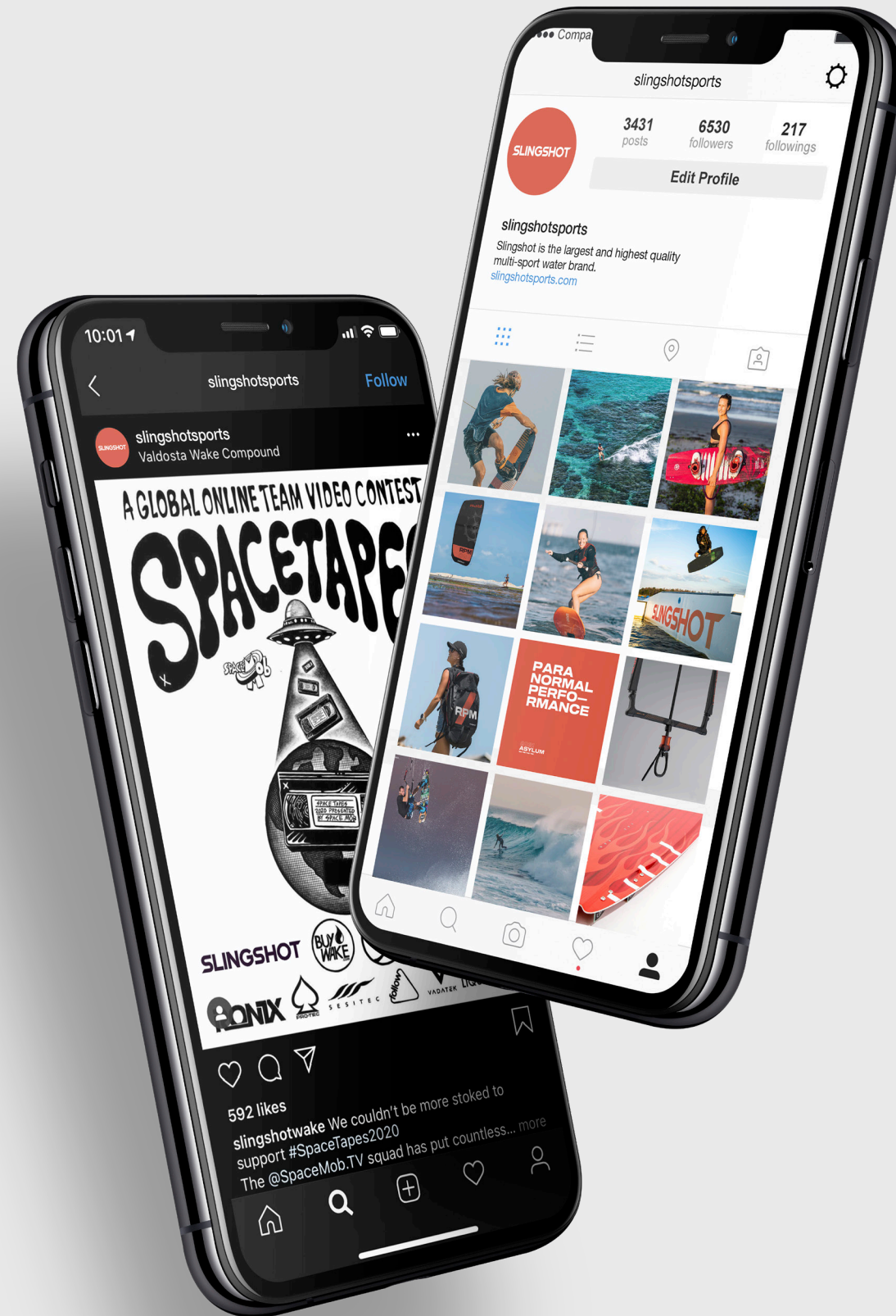


SLINGSHOT

Brand Guidelines

Version 1.0

Brand Applications



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