

BRAND GUIDE

Version 0.5

Last updated: March 26, 2015 1:23 PM

Please direct branding inquiries to
marketing@slideboarding.com



The word **brand** could be replaced with **personality**. It's way we showcase Slideboarding to the world, and how others will perceive this product through the visual and audible interactions we create. With so many people involved in the direct and indirect branding of Slideboarding, it is important that we create a guide book which ensures everyone is following the same rules. This will not only make it easier for all involved, but it will also help the Slideboarding identity grow and expand into a globally recognized brand.

Table of Contents

Introduction	3
Our Logo	4
Do's and Don'ts	6
Our Fonts	10
Our Colors	14
Our Taglines	16
Tone of Voice	17
Design Elements	18
Achievement Badges	22
Photos and Usage	24
Geometric Shapes	29

INTRODUCTION

Welcome to the manual to the Slideboarding visual and corporate identity. Our identity is unique and creates a distinctive visual style. It is essential to follow the guidelines in order to achieve consistency in our branding. This will help build strong awareness and recognition for our brand.

Slideboarding is a waterslide that integrates gaming, skill, and competitive sports into an experience that will define water parks of the future. It uses a smart gaming system that tracks riders accuracy on each ride. Each rider has a unique account which tracks progress, and unlocks multiple levels as the rider progresses. This allows each rider to have a new challenge with each ride. Slideboarding appeals to a wide variety of guests from thrill seekers and gamers to moms and grandparents. Slideboarding builds on the thrills of water park fun and adds in high-tech gaming to create a new futuristic experience.

OUR LOGO

Our logo represents all of the different experiences associated with Slideboarding. The negative space in the swirl symbolizes the flowing water as well as the support beams of a waterslide. The water wave associates this logo with surfing and kiteboarding, it is an extreme element and complements the “X-Games”, skateboarding, and surfing side of Slideboarding. The depth in the perspective stripes represents the LED strips in the slide. The overall “portal” look relates to the experience of travelling through a futuristic waterslide. The grid element of the Slideboarding logo speaks to the grid and geometric shape style that the branding employs. This grid style represents video gamers, digital precision, and also alludes to 3D modeling and retro video games.

01 Logo on light background

02 Logo on dark background

03 Multiple Tone Logo

04 Two Tone Logo



These are our primary logos that will be used in most conditions. It should be used for all printed material and all screen work. This includes printed publications, advertising, posters, websites, banners, presentations and more. The circular logo is used as Slideboarding App Icon as well.



This is a representation of the complex logo in two simple colors, and is used when the original logo is too complex and will not work with the print or digital media. For example, some papers will not be able to pick out the detail in the multi tone logo. Therefore the two tone may work best. A lot of the time when the logo is being displayed very small the detail will be lost of the complex logo, this is where the two tone logo can be used.

01



02



03



04



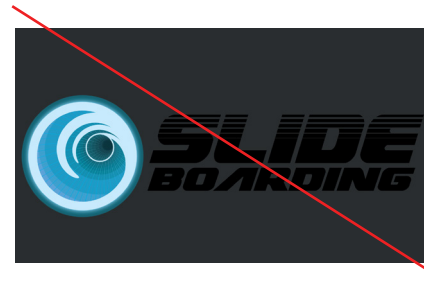
DO'S AND DON'TS

The Slideboarding Logo and Typography must be used correctly in order to keep brand identity and brand quality to a maximum. Make use of the logo that works best with the design you are creating.

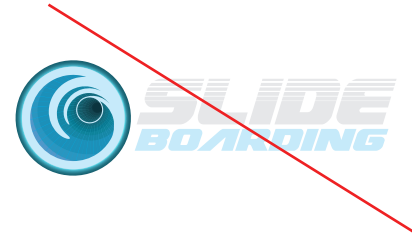
01 Space equal to the size of the letter “S” must remain free of any type on all four sides.



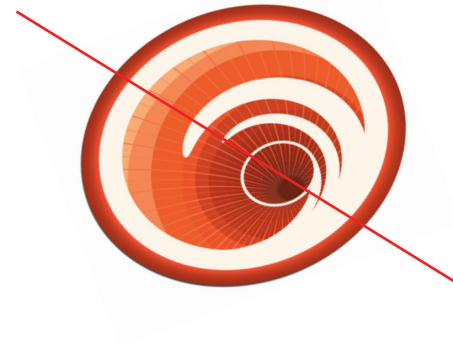
02 The Black typography must never be used on a dark or black background. A dark background makes the type illegible.



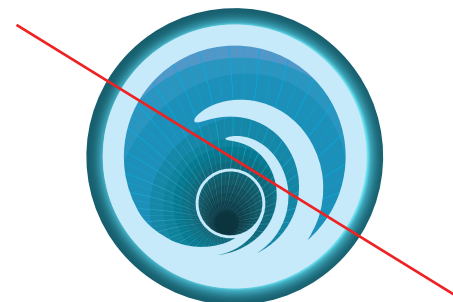
03 The white logo should only be used on top of a dark background. This is a secondary option and should only be used when absolutely necessary. Do not use this logo over white backgrounds as it will be illegible.



04 The Slideboarding logo must not be tampered with or edited in any way. You may not edit the shape or colors of the logo.



05 Do NOT rotate the logo at all.



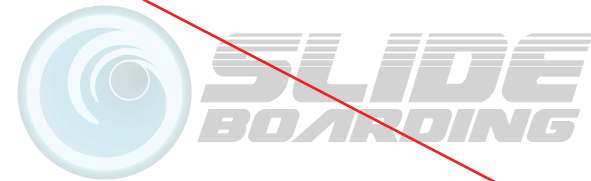
06 The Circle logo may not appear to the right of the text. It must always stay on the left.



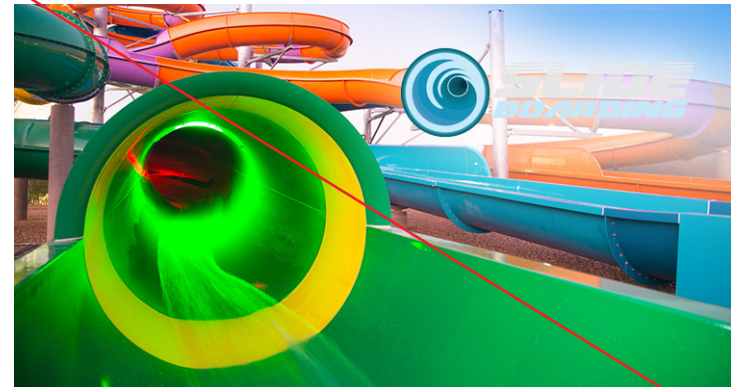
07 The logo can NEVER appear in a text only format, it must always be accompanied by the circular graphical part of the logo.



08 You must not change the opacity of the logo.



09 It is important to choose the correct photo to compliment the brand.



OUR FONTS

SLIDEBOARDING HEADING

Slideboarding Heading is the Primary font for Slideboarding. Slideboarding Heading is used in the Slideboarding logo and also for main headings. These headings need to be short and precise due to the thickness of this font. If the heading takes up more than one line using this font, you should considering renaming the heading to something shorter.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:?!@#\$%&') 0123456789

SLIDEBOARDING SUBHEADING

Slideboarding Subheading is used when you wish to achieve the same thickness as Slideboarding Heading but without the lines. It is especially useful for numeric font or in some heading situations where Slideboarding Heading is not usable. This font is popular within the app and is sometimes used for print or web use. It can also be used as a subheading instead of Lato Bold when a thicker font with a larger impact is necessary.

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

(.,:;?!@#\$%&') 0123456789

Lato Light

Lato Light is used for the general body of text. It is important to keep line spacing to at least 1.2. This will allow enough breathing room for each line.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,.;?!@#\$%&*) 0123456789

Lato Bold

Lato is the secondary font for Slideboarding. It is used in secondary or subheadings and also for the main body of text. Lato Bold is used for the majority of print and web sub headings. It can also be used as a subheading in cases where Slideboarding Subheading is not a suitable option.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%&*) 0123456789

OUR COLORS

Slideboarding colors are a distinct and a crucial part of our identity as they make our brand instantly recognizable. When applied consistently, our colors also provide a strong visual link to the our brand and set our company apart from our competitors.

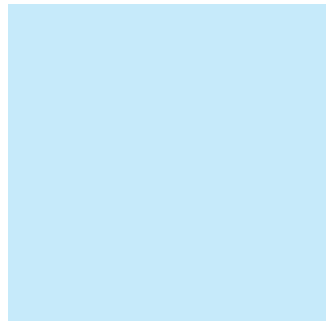
We like to use white space liberally to convey an open, modern, and uncluttered feeling. White space also suggests a freedom of old industry standards.

Logo Colors

These are our logo colors. Use these sparingly so as not to outshine our logo.



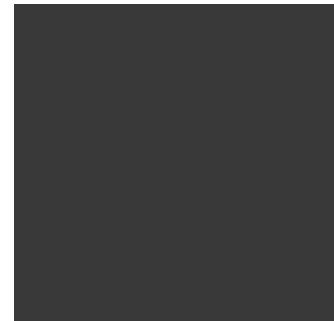
Base Color
RGB: 24/115/134
CMYK: 87/42/38/9
Hex: #187386



Secondary Color
RGB: 199/235/252
CMYK: 20/0/0/0
Hex: #c7ebfc



Highlight Color
RGB: 13/169/218
CMYK: 73/14/4/0
Hex: #0da9da



Background Color
RGB: 37/37/37
CMYK: 71/65/64/70
Hex: #252525

Supporting Color Palette

These make up our core color palette. These are muted, not too bright tones to support other tones when branding. They allow for more saturated elements, such as LED lights to remain the focus.



RGB: 2/157/187
CMYK: 79/20/20/0
Hex: #029dbb



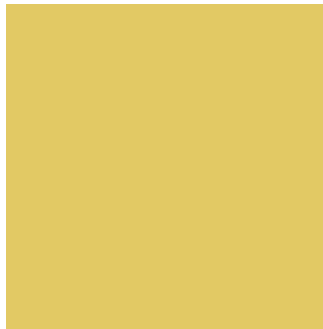
RGB: 246/156/71
CMYK: 1/45/81/0
Hex: #f69c47



RGB: 218/94/61
CMYK: 10/77/84/1
Hex: #da5e3d



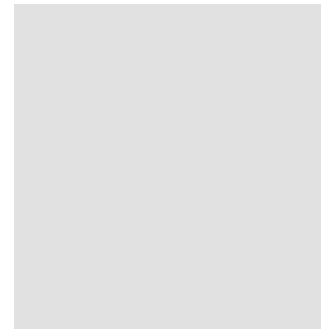
RGB: 17/150/71
CMYK: 84/16/100/3
Hex: #119647



RGB: 226/201/100
CMYK: 13/17/73/0
Hex: #e2c964



RGB: 122/93/145
CMYK: 60/71/17/2
Hex: #7a5d91



RGB: 232/232/232
CMYK: 8/6/6/0
Hex: #e8e8e8



RGB: 37/37/37
CMYK: 71/65/64/70
Hex: #252525

OUR TAGLINES

The tagline must reflect the essence of Slideboarding: a ride that blends real life waterslides with gaming. Slideboarding is a huge step forward in the global waterslide industry, and the tagline must represent this by speaking to the personality of the brand. The tagline is always displayed in our Federal Escort font series.

SLIDE. GAME. SCORE.

Slideboarding is new, fun, exciting, and appeals to gamers, thrill seekers, and many more. The tagline “Slide. Game. Score.” includes the three key elements of slideboarding which makes it such a successful ride. “Slide” represents the real life element of Slideboarding. “Game” represents the digital nature and the nerdy gaming style of the brand. “Score” represents the integration of real life and gaming, while highlighting the multiplayer aspect of Slideboarding. It alludes to multi-user leaderboards, which will drive competition between all Slideboarding users.

WATERPARKS OF THE FUTURE

The ability to combine real life with digital experiences is the way of the future, and this tagline alludes to that sentiment. Slideboarding offers multiple ride experiences within just one slide, with the ability to score points and try a multitude of level difficulties. Riders have a unique personalized profile, which allows them to progress in the games each time they return. This is something which has not been available in any other waterslide. We believe that this is the future of waterslides and waterparks and the key to increasing park attendance and rider interaction.

TONE OF VOICE

Just like the visual style of Slideboarding, it's written style is equally as important. The words used should match the essence of Slideboarding and its brand identity. Slideboarding is new, fun, exciting, and appeals to gamers, thrill seekers, and many more. The words used should match the excitement, which people experience with this new generation of waterslides.

Here are some examples of how we like to use the Slideboarding language effectively. You can also refer to the Slideboarding overview section for other examples.

“Slideboarding is a real life gaming experience within a waterslide. Ride the Slideboard, hit your targets for points, and unlock new levels.”

“Slideboarding integrates the thrill of a waterslide with the challenge of a multi-level, multi-purpose game.”

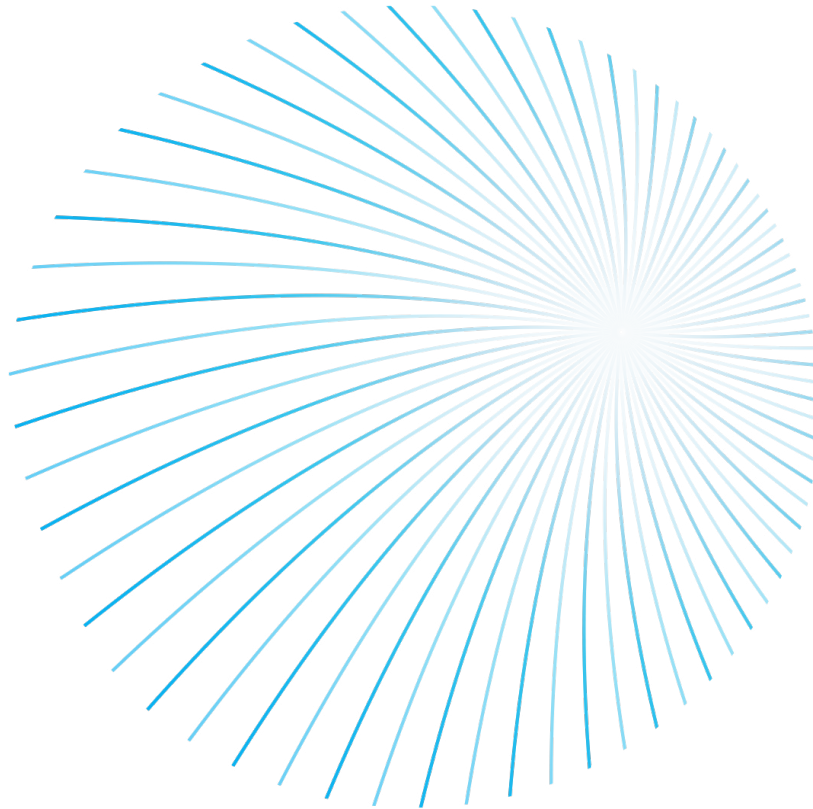
“Slideboarding is an interactive multi-level game built within a waterslide.”

Slideboarding should never ever be listed as ‘SlideBoarding’ or ‘Slide Boarding’. Ever.

DESIGN ELEMENTS

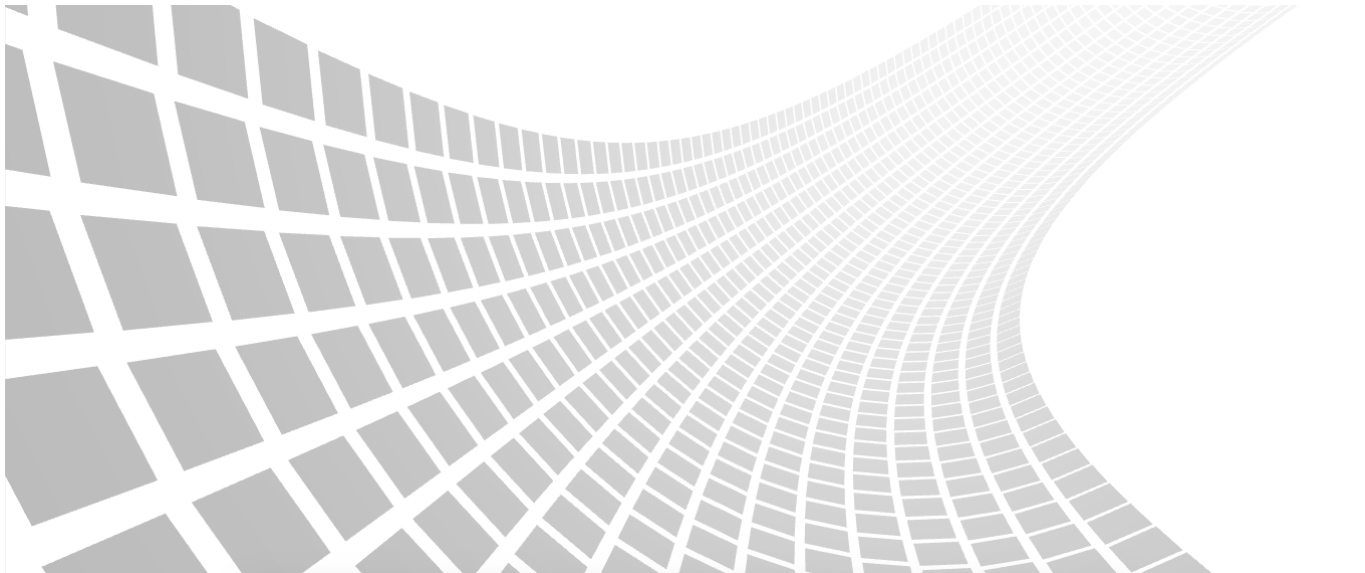
Curved Stripes

The curved stripes can be used as a design element. The stripes are to only be used in their original colors.



Grid Tube Background

The grid element of the background represents the nerd side of the gamer vs nerd concept. This also represents the physical tube that riders slide through in a real life environment. This element is best used to complement grungy textures, and the idea of grids and polymeric shapes is applicable to the entire brand. The grid concept also speaks to the difficulty of levels and can represent a futuristic feel kind of like what was employed in the branding of the movie Tron.



Grid Element Version 1.0

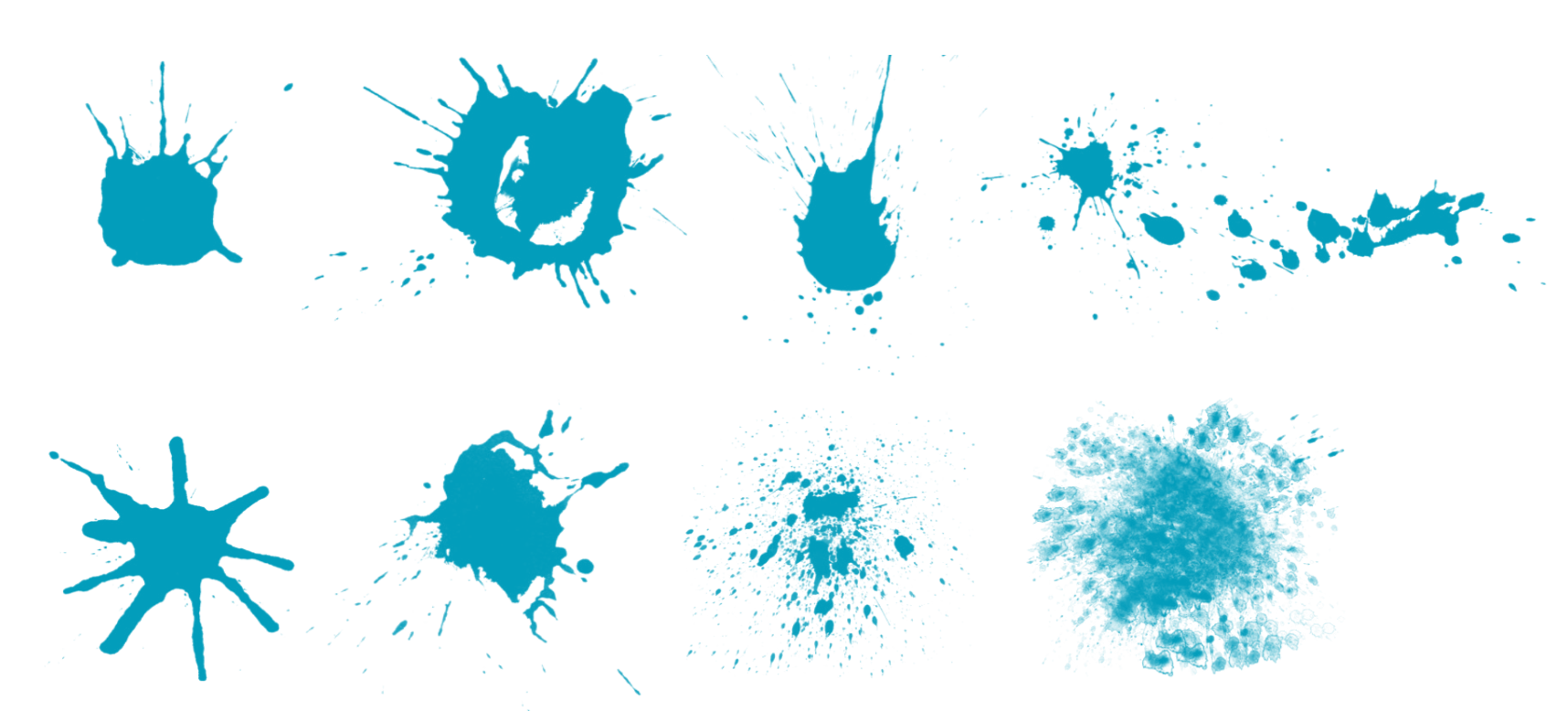
Metal Grunge Element of Backgrounds

This metal element of the background represents the grungy side of slideboarding. This background can be used in place of a typical black solid background and adds a lot of grungy character to a design.



Ink Splatters and Drops

Ink Splatters and Drops can be added to a design when more grunge is needed. Ink Splatters represent a small quantity of something liquid, or water flow in a grungy and radical way. The splatters also speak to the concept and explosiveness, flowing movements, water spray, and uncontrolled excitement. These paint splatters and ink drops are best used in two tone design applications and are not recommended for 3D environments.



ACHIEVEMENT BADGES

An achievement system is also employed for the game and live Slideboarding applications that allow for increased challenge and motivation. Stars are earned on each level by hitting specific score goals.



The achievement page can be found on the top bar of the mobile game app, and will load a list of the achievements that have been unlocked by the player.

The branding of these Achievement Badges is derived from variations of the Slideboarding logo elements. The color, texture, and complexity of the badges increase with their difficulty to achieve. These elements have a little more freedom for color expression and radical designs but they must maintain main elements of our branding, like logo elements and grids and geometric shapes and patterns. These badges play on the video gaming side of the brand but also incorporate the radical and gnarly elements of skateboarding and kiteboarding.



Badge Examples - Radical Achievements Gnarly Bro!



Badge Examples - Gold and Silver Achievements. Gotta collect them all!

PHOTOS AND USAGE

WhiteWater West has worldwide usage rights on all the images included in this document. You should use WhiteWater approved photos where possible.

If you are using your own photo, it is important to look at every element of a photo before using it. If the main subject of the shot is in the foreground, it is also important to take note of background elements and make sure they are suitable for branding. If not, then a new photo should be used or else the undesirable elements should be removed.

All components of the Sideboarding identity can be downloaded from:
<http://slideboarding.com/marketing-kit/>

Pictures must have:

- 01 Clear crisp desirable colors
- 02 Positive perspective
- 03 Feel natural
- 04 Feel fun and/or extreme
- 05 Legible signage

Pictures must not be:

- 01 Out of focus or under/over exposed
- 02 Depressing mood
- 03 Never show open equipment
- 04 Never show repair being done to ride
- 05 Never show bad concentration faces as people play the game
- 06 Never show screens that are illegible due to sun or darkness
- 07 Professional appearance

YES



Well composed, lighting is good, no distractions from the tube.



In focus, correct lighting, rider looks natural.



Everyone looking to camera, signage, product, and happy people in the one shot.

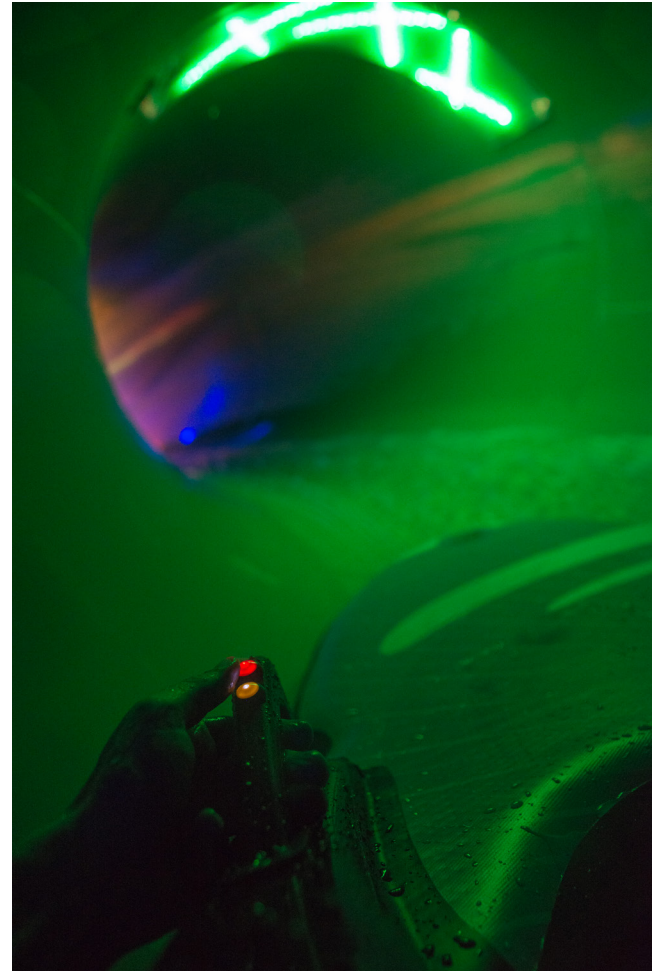


Legible screen.

YES



Everyone looking to camera, signage, product, and happy people in the one shot.



Slide, buttons, and lights in the one shot.
A nice use of visual explanations.

NO

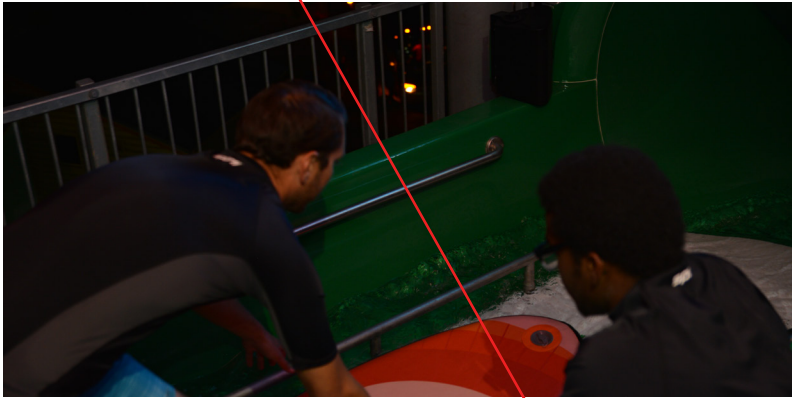


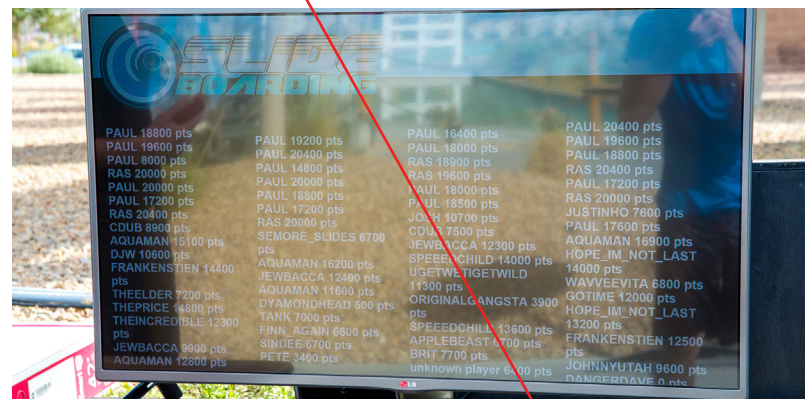
Photo is too dark.



Open equipment.



Face blown out by flash and out of focus.
Person in background drinking.



Photographers reflection on screen and content illegible.

NO



Camera not centred to rider, and rider not looking excited.



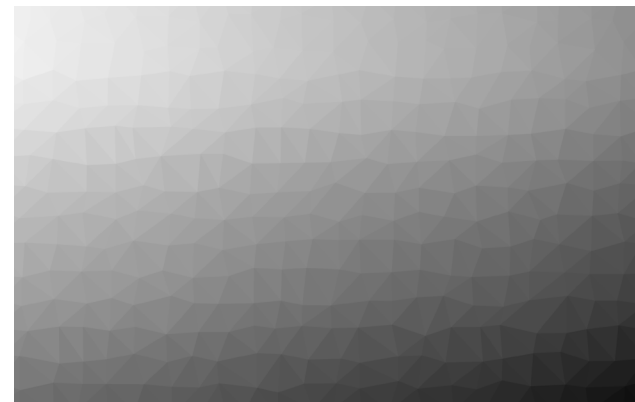
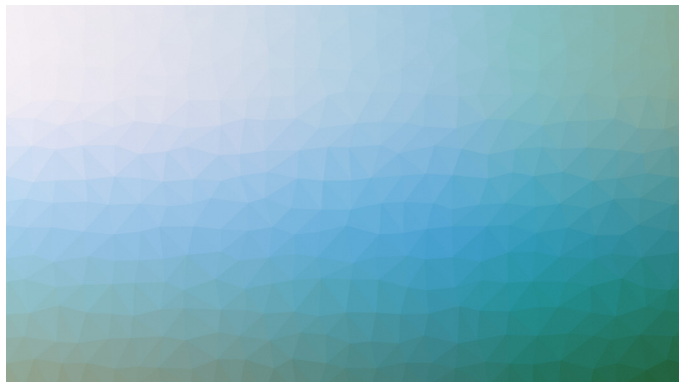
Never show repair being done to equipment.

GEOMETRIC SHAPES

Our brand allows for the use of geometric shapes to create colored patterns that represent modern surfing integrated with a digital feel. These elements also represent the nerd vs gamer concept by blending the surfing extreme feel with mathematics and polymeric shapes. These elements are directly in line with what is popular in watersports today and helps the customer associate Slideboarding with other extreme watersports.

These designs are created for specific elements of the project that need to be edgy, trendy, exciting, modern, and in line with the kiteboarding and surfing style. These designs should only be used for highlighting elements and would be suited perfectly for creating things like Slideboarding “board” designs. These designs are not main elements of the brand and are not suitable for background images or as the base for entire designs.

The below images are temporary renditions and will be replaced by slideboarding specific versions.



CHANGE LOG

Version 0.1 - Base foundation for the brand identity with logo and fonts.

Version 0.2 - Color palette added.

Version 0.3 - The first completed version of Slideboarding Brand Guide including textures and photos.

Version 0.4 - Small changes to document content.

Version 0.5 - Ink Splatters & Geometric Shapes changed.