APOLLO

YOU ONLY HiT WHAT YOU AiM AT

STYLE GUIDE
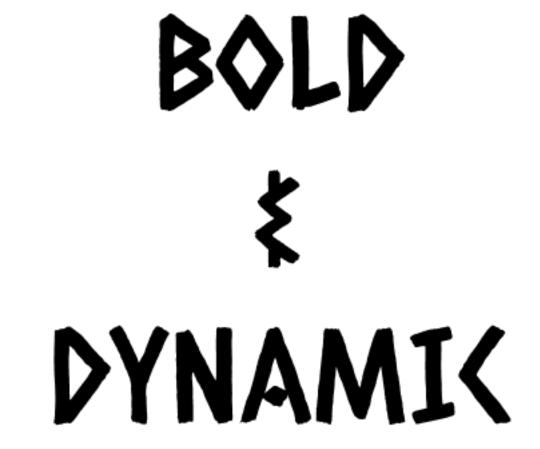
Archers must be **bold** and **dynamic** if they wish to constantly improve and hit their target. They must be bold and willing to risk failure, but they must also be dynamic and constantly improving. Apollo is an archery brand that is defined by the words bold and dynamic.

BOLD & DYNAMIC

LOCKUP

APOLLO
YOU ONLY HIT WHAT YOU AIM AT

Our lockup, consisting of an icon and logo, was designed to be both **bold** and **dynamic** in appearance. The boldness of our lockup is depicted through our color scheme and logo. The word dynamic is represented by the shape and appearance of our logo and lockup overall. Diagonal lines are used extensively throughout the lockup in order to appear dynamic.

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LOCKUP DO'S

Our lockup stands out enough that modest backgrounds should not conflict with it's impression. However, a white or black background is preferred. A background of any other color is discouraged.

There must always be ample amounts of space around the lockup to ensure that it is used effectively. The size of the clearing space should equal two A's in the tagline.
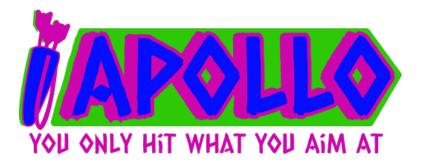
LOCKUP DONT'S

The lockup should always maintain it's default ratio, and should not be stretched or compressed.

Under no circumstances should the color scheme of the lockup change. Changing the lockup's colors could be harmful and take away from the overall impression of the design.

COLOR

We chose a low-key split complementary color scheme for our lockup. The lockup consists of two warm colors and a cool color to act as a background.

Low-key variants were chosen so that the warm colors do not come across as too aggressive. Low-key colors also achieve a professional and somewhat serious image.

The warm colors, orange and red, give off a striking and **dynamic** look. The blue is meant to give off a more **bold** appearance in order to balance out the warm colors.

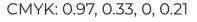CMYK: 0, 0.42, 0.98, 0.02

RGB: 250, 145, 5

Hex: #fa9105

CMYK: 0, 0.8, 0.98, 0.20

RGB: 205, 40, 5

Hex: #cd2805

CMYK: 0.97, 0.33, 0, 0.21

RGB: 6, 134, 201

Hex: #0686c9

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TYPOGRAPHY

For our typeface we chose Caesar Dressing, which is meant to be a decorative typeface. This typeface gives off a **bold** and **dynamic** feel due to the thickness of it's letters and the diagonal lines seen throughout.

Montserrat should be used for body text. Caesar Dressing should be used only in the lockup and headings.

CAESAR DRESSING
AABBCCDDEEFFGG
HHIiJJKKLLMMN
NOOPPQQRRSSTTU
UVVWWXXYYZZ