



# Usage Guidelines

## About the Logo

Projects and companies using "Money Shot" are encouraged to use the logo on their websites, brochures, packaging, and elsewhere. You may not use the logo or its likeness as a company logo or for any other commercial purpose without permission from Money Shot LLC. User groups may use the logo in their materials, as long as they don't make any profit from it and comply with usage guidelines. In general, the logo can be used as widely as possible to promote Money Shot, LLC. Derivative versions of the Money Shot logo are generally prohibited, as they dilute the company's brand identity. However, please contact an authorized Money Shot member and/or the designer via email if you have any questions.

## Logo Elements

The Money Shot logo has one element, the golf ball, used in place of the "o" in Shot. The acceptable version of the logo, with the golf ball, is shown below:



These elements must be used together, and may not be separated or altered except in the case of promotional, non-publication items as shown below where the "o" has been substituted.

## Minimum Size

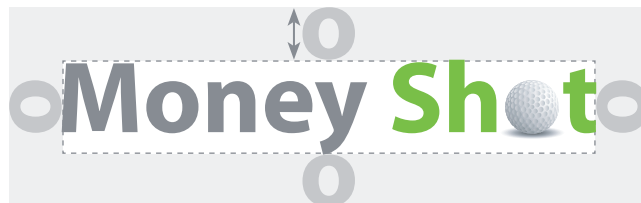
The logo must always be displayed at a size large enough to read the logo type. This will vary based on the resolution of the medium it is being used in - but as a general rule the logo golf ball circle should be no smaller than 1 cm (3/8") or 36 pixels in height.

## Clear Space

It is critical to maintain an open area surrounding the Money Shot logo so it remains recognizable and does not become lost in other page elements. Clear space is defined relative to the size of the logo "o", not as a border of a set distance (such as saying "1/4 inch".)

Sufficient space surrounding the logo should be equal to the tallest part of the "o" in Money and therefore will change based on the size of the logo while maintaining a consistent size relative to the logo.

Acceptable usage is shown below:





# Usage Guidelines cont'd

## Font Usage

The Money Shot, LLC logo font is derived from the font Myriad Pro Bold. The logo should not in any case be recreated using typography. The Myriad Pro font family can also be used as a secondary supporting font throughout materials.

### Myriad Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Myriad Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Myriad Pro - Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Color Usage

The logo may appear in a black, white or the selected gray and green. The logo can be used on a black, white or solid color background. The white background is the preferred choice. When used on a colored background, it must be used in a color choice that provides proper contrast.

Do not use any other colors in presenting the logo or alter these color selections in any way - such as incorporating a tint, a fade or other devices. Money Shot logo colors are as follows:

### Money Shot Green – Pantone 368C

RGB: (105, 190, 40)

CMYK: (63, 0, 97, 0)

HTML Hex: #69BE28

### Money Shot Gray – Pantone: Cool Gray 9C

RGB: (116, 118, 120)

CMYK: (29, 23, 16, 51)

HTML Hex: #747678