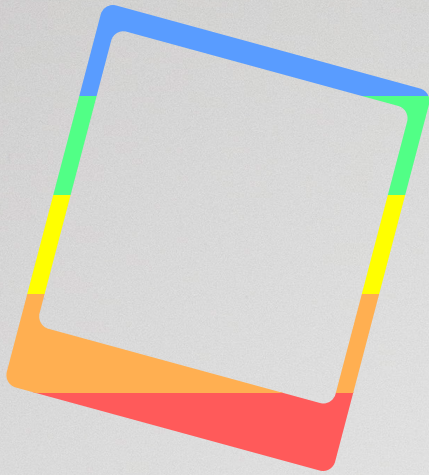




Polaroid

Brand Design Guidelines

November 3, 2022

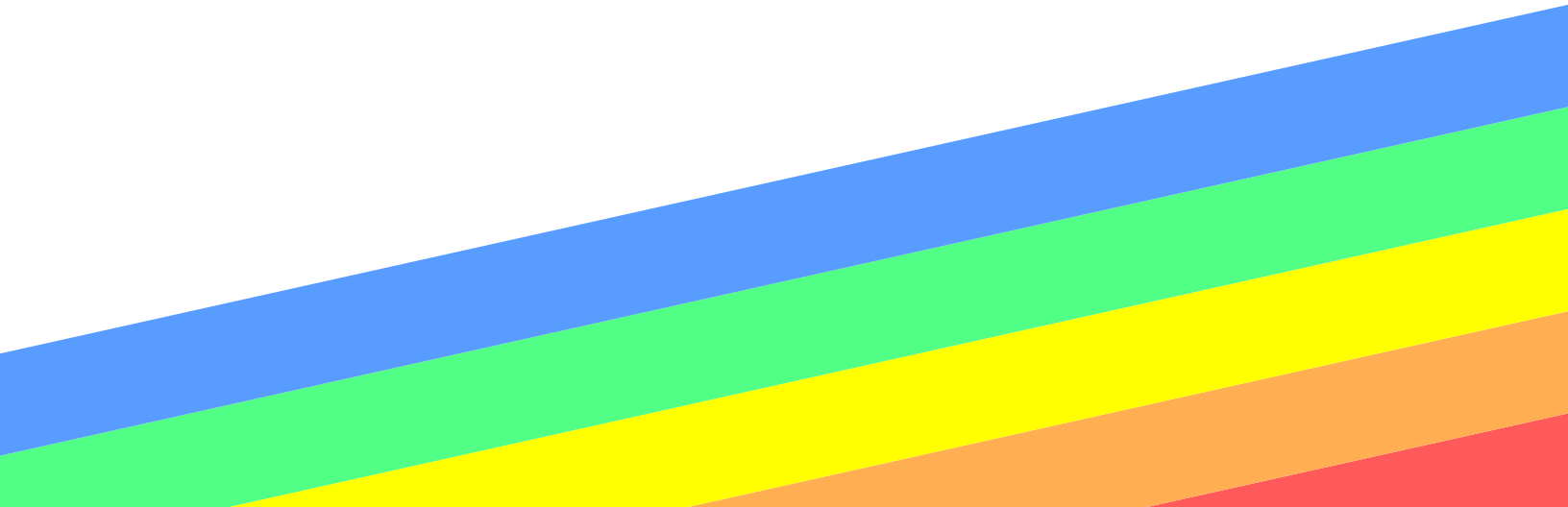
Matthew Ganotisi
CCT204
PRA0102

What We Stand For.

In today's fast-paced world, it's hard to stop and appreciate the memories that make us human. At Polaroid, our mission is to create products that let you enjoy those memories, and hold them in your hand for a lifetime.

Creative for All Time.

For decades, Polaroid cameras have taken instant pictures of many things, and have unleashed the creativity in photographers the world over. With this brand, we're representing ourselves as a brand that embraces our history, and the creative culture surrounding our products.



Our Brand Through the Years

POLAROID

1958

1962



1991

1996

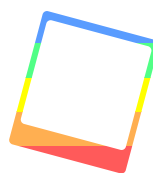


Polaroid



2020

Now



Polaroid

The Logo

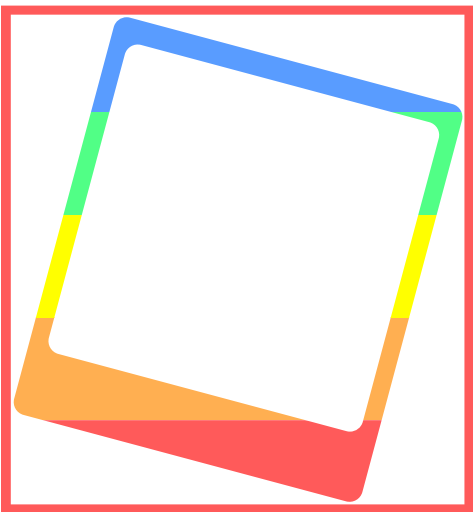
The Polaroid logo consists of the wordmark and the film frame (the symbol). Try to keep the logo and symbol together in most instances. Do not attempt to recreate the logo.



Polaroid

Logo Clearance

When placing the logo, ensure that nothing crosses into the film frame's rotation.

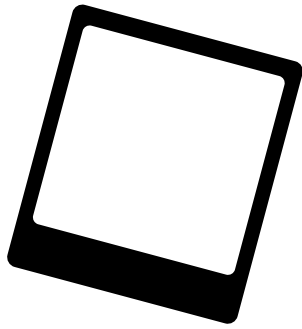


Polaroid

Alternate Logos

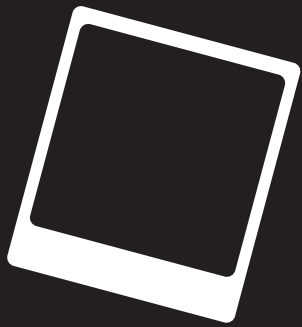
These are the logos that may be used in situational circumstances, such as lack of spacing or media limitations.

Black



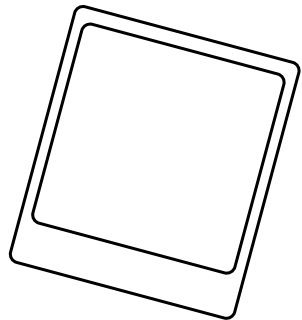
Polaroid

White



Polaroid

Print



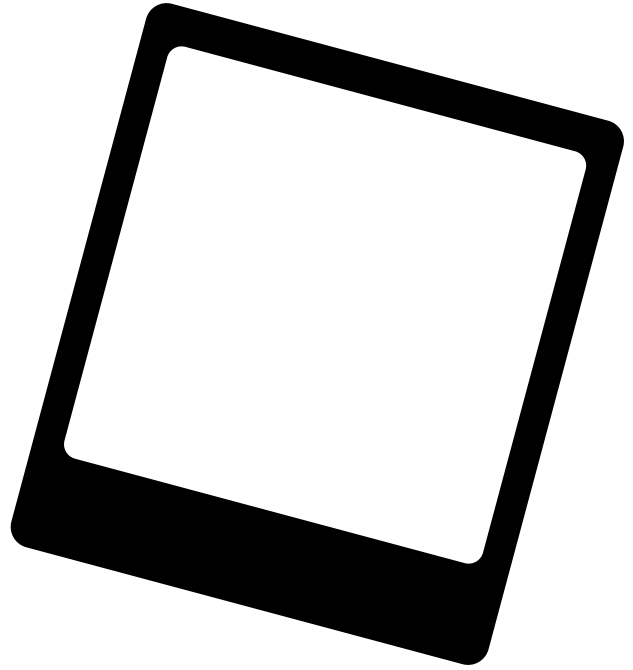
Polaroid

The Film Frame

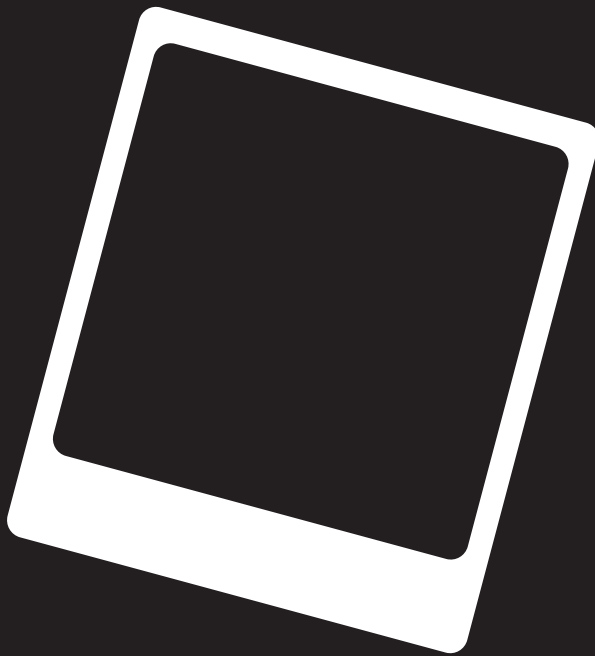
The film frame is our symbol for our history and an invitation to creativity. It may be used as a standalone graphic.



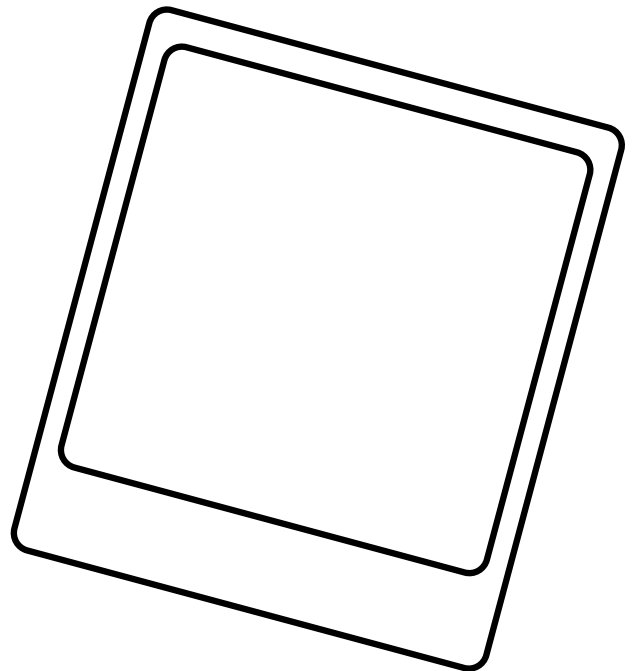
Colour



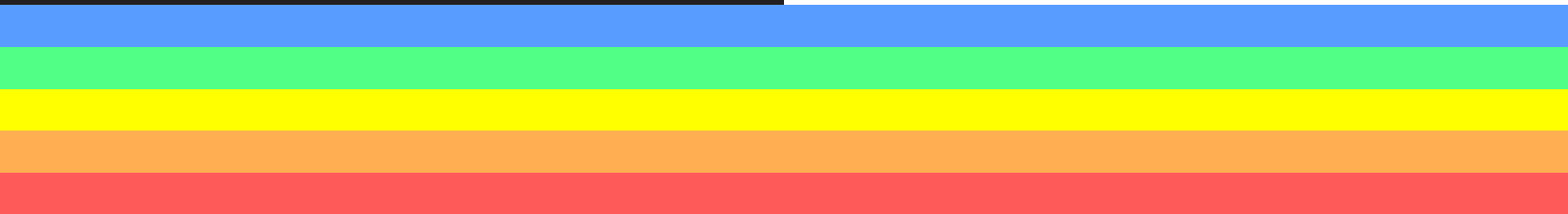
Black



White



Print



Coloured Backgrounds

On any coloured background, use the monochrome logo that best contrasts with the background.



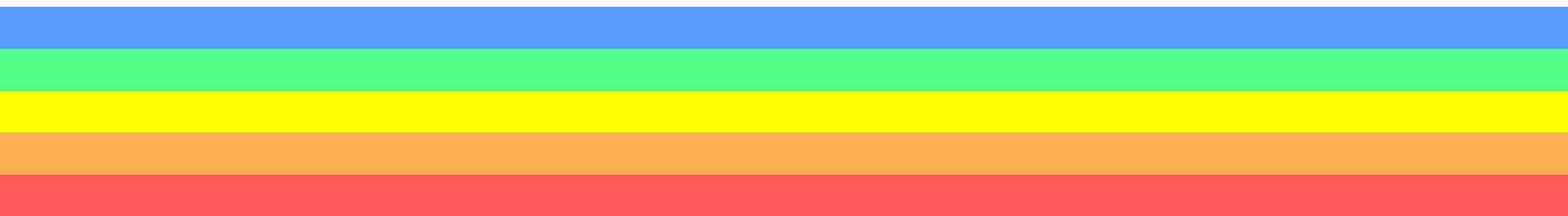
Polaroid



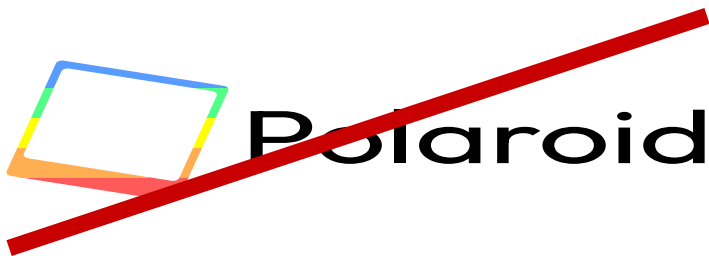
Polaroid



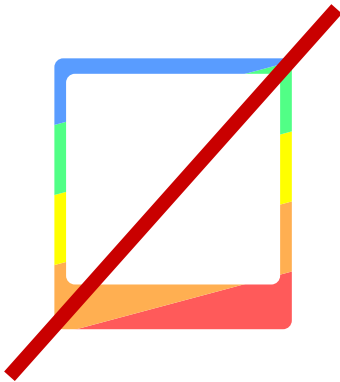
Polaroid



Logo Misuse



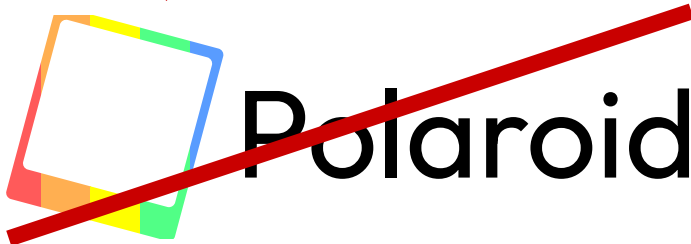
Do not alter the logo's proportions.



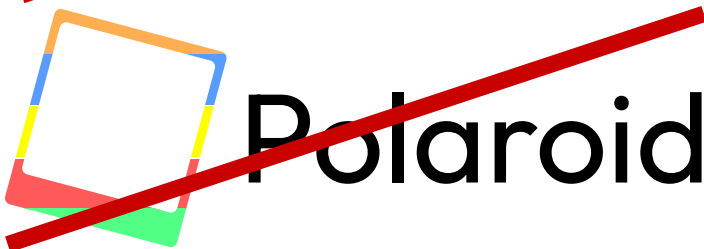
Do not rotate the film frame.



Do not add any illustration or photographs directly into the film frame.



Do not rotate the colour spectrum.



Do not change the colours of the colour spectrum

Typography

Photography is expressive, so our typeface should represent that. We've selected the "Outfit" font as a way to represent the artistic and freeform nature of instant photography.

Level 1 Heading

40/48

Weight: 700

Level 2 Heading

30/36

Weight: 550

Body Text

16/19

Weight: 550

Lorem Ipsum

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at diam lectus. Donec lacinia augue et semper viverra. Ut nec lobortis velit. Sed et consectetur massa. Praesent egetas efficitur vestibulum. Proin fermentum scelerisque maximus. Sed non interdum libero. Praesent at vehicula massa. Nulla ut ipsum fringilla, mollis nisi quis, iaculis turpis. Duis euismod odio massa, quis consequat tellus pretium eu. Duis egetas fermentum est. Pellentesque at sem pharetra, efficitur augue in, consectetur elit. Etiam mattis sit amet risus vitae scelerisque. Etiam sagittis elit nec neque aliquam, quis laoreet est consectetur.

Colours

Colours have been a part of our brand since 1958. Our new colours have been updated to be brighter and more pastel-like.

Blue

Hex: 599cff

RGB: 89, 156, 255

CMYK: 65, 39, 0, 0

Green

Hex: 51ff86

RGB: 81, 255, 134

CMYK: 68, 0, 47, 0

Yellow

Hex: ffff00

RGB: 255, 255, 0

CMYK: 0, 0, 100, 0

Orange

Hex: ffaf51

RGB: 255, 175, 81

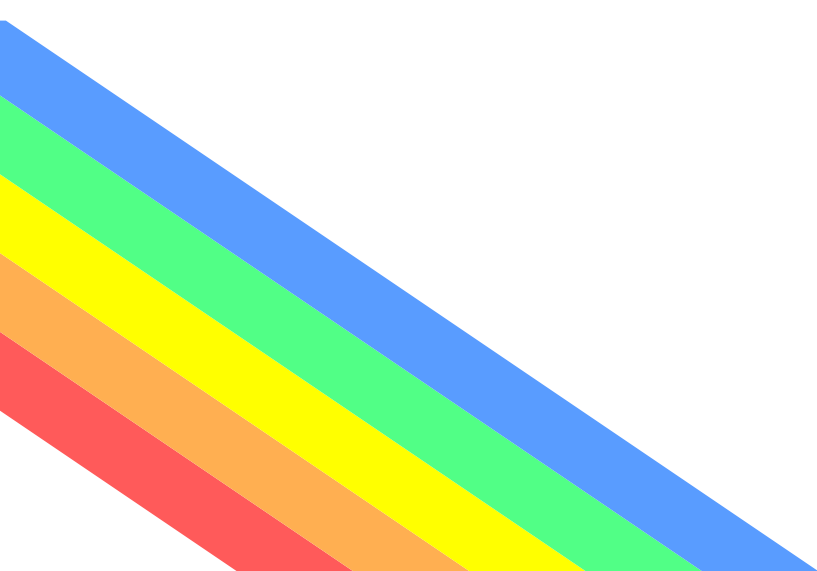
CMYK: 0, 31, 68, 0

Red

Hex: ff5a5a

RGB: 255, 90, 90

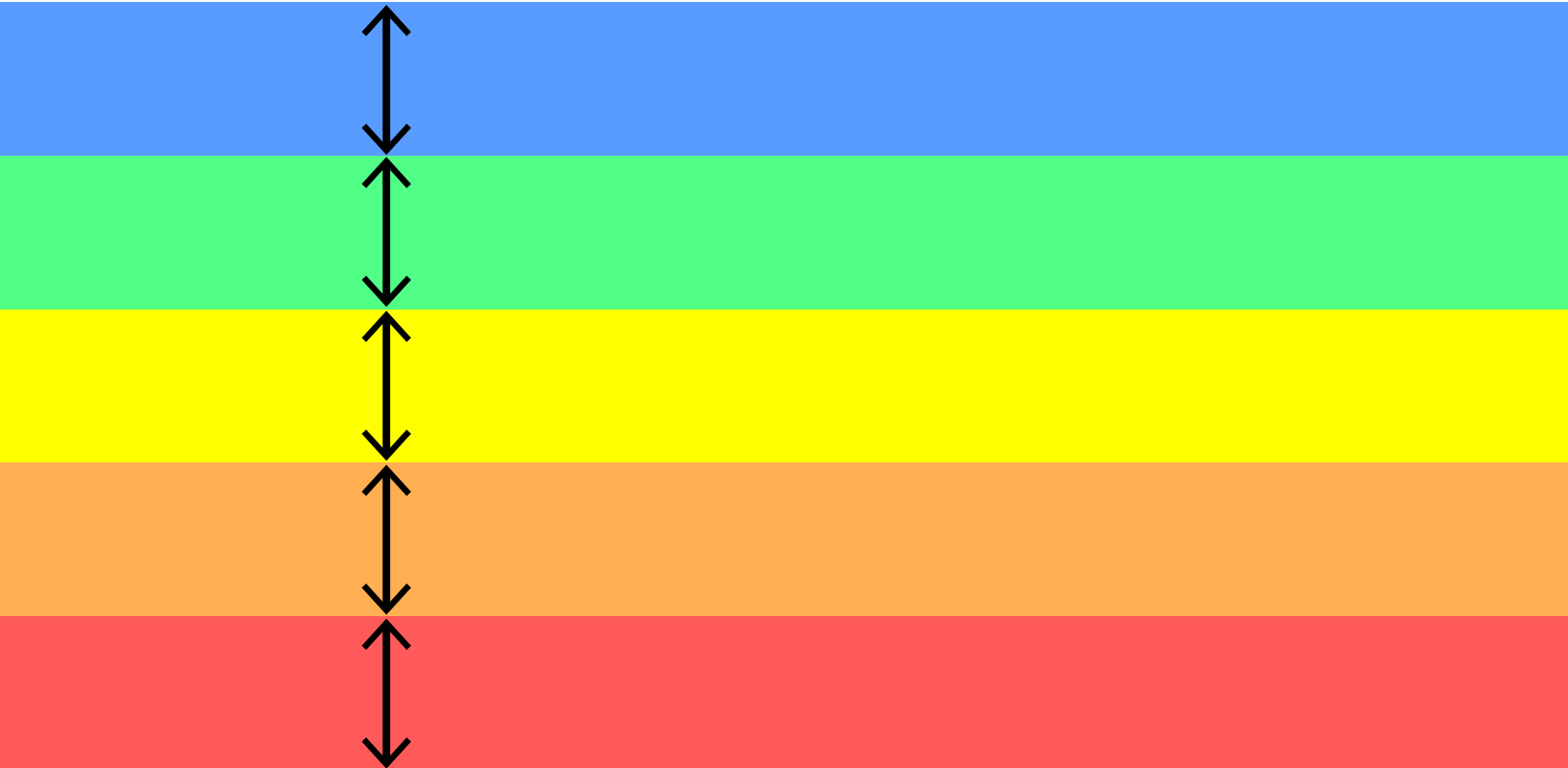
CMYK: 0, 65, 65, 0



The Colour Spectrum

Since 1958, the colour spectrum has played a role in shaping our brand identity, and remains a part of our it today. It may be used as a standalone graphic.

When using the colour spectrum, keep all the coloured bars together, and ensure they are all the same width wherever it is used.



Extend the colour spectrum to the edge of its containing frame wherever possible.

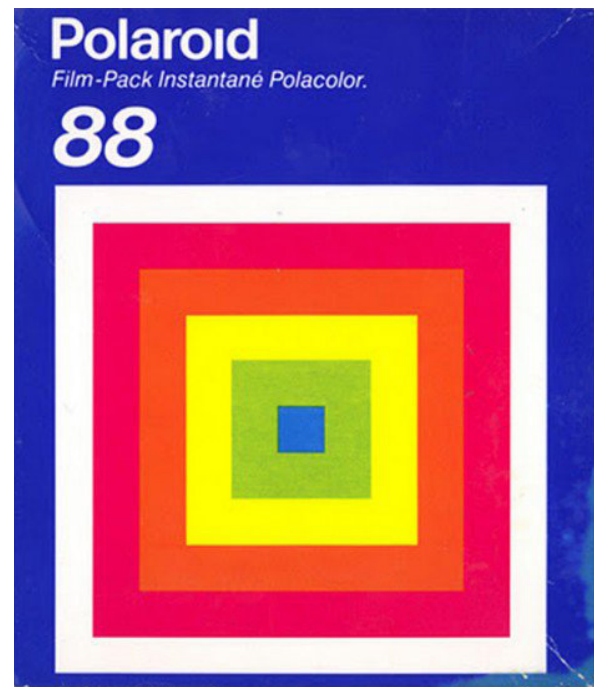
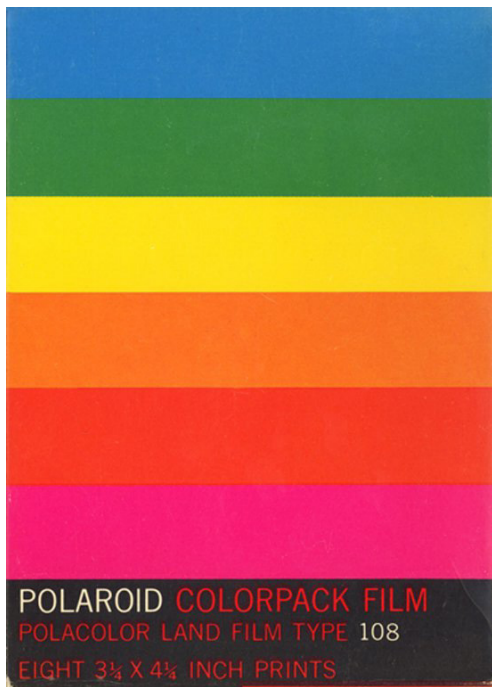
Design Background

The idea of this Polaroid rebrand was to create a brand identity centred around the Polaroid Integral Film, Polaroid's most iconic product, and the product they happen to centre themselves around today. As such, the "film frame" was designed to resemble the physical Polaroid picture.

Perhaps the most obvious and apparent design choice was the decision to keep the colour spectrum. This was a brand component that appeared in many of Polaroid's advertising and products, such as cameras and film boxes throughout the years. As well, most of the logos throughout Polaroid's lifetime displayed the colour spectrum, so it was ultimately best to keep it. This included the design that extends the spectrum to the bleed of the page.

Creativity is heavily emphasized in the copy of this document. This emphasis on creativity with instant film culminated in the more "artistic" look. This can be seen with the rounded edges and the bright colours.





References

Hammett, E. (2020, March 26). *Polaroid unveils new identity to bring more clarity to brand*. MarketingWeek. <https://www.marketingweek.com/polaroid-rebrand-2020/>

Logolook (2022, August 22). Polaroid Logo. <https://logolook.net/polaroid-logo/>

Smithographic (2022, September). Iconography of the Polaroid Mark and Product Brand Identity by Paul Giambarba, 1958-1977

Garber, J. (2008). Polaroid OneStep Land Camera & Q-Light [Photo]. <https://www.flickr.com/photos/jgarber/2554130001>



Polaroid

