STYLEGUIDE

Introduction

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This document is structured to guide you through various aspects of our brand, from our logotype usage to social media strategies. Here's a brief overview of what you'll find within:

1. **General Information and Useful Sources:** Explore foundational information about our brand, including our mission and values. Discover valuable resources to assist you in maintaining brand consistency.

2. **Logotype and Its Usage:** Learn about our logotype, its design elements, and guidelines for its proper usage across different contexts. Understand the importance of maintaining the integrity of our logotype to preserve brand identity.

3. **Social Media Description**: Dive into our social media strategy, including guidelines for visual elements such as color schemes, typography, and imagery. Explore recommendations for crafting engaging social media content that aligns with our brand personality and resonates with our audience.

4. **Visuals:** Gain insights into creating visually appealing content, including guidelines for selecting imagery, formatting text, and incorporating brand elements. Learn how to maintain consistency in visuals to enhance brand recognition.

KidsCasting.com

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KidsCasting's mission is to create a product that empowers entertainment professionals globally to achieve their dreams with powerful and easy-to-use tools that are intuitive, functional, pleasing to use, and perfectly matched to user needs.

Design is an essential aspect of KidsCasting.com, as the platform relies heavily on visual content to showcase performers and attract casting professionals.

The platform features a range of design elements, including banners, social media posts, video advertising, infographics, icons, presentations, illustrations, UI/UX, and more.

⊙ Remember

The pivotal thing is the consistent use of **"KidsCasting.com"** or **"KidsCasting"** instead of "kidscasting.com", Kidscasting.com" or "kidscasting" throughout all communication materials.

This ensures that the brand name is presented accurately and consistently across various platforms, reinforcing brand recognition and maintaining a cohesive brand identity. By adhering to this guideline, we establish a unified and professional brand image in all interactions with our audience.

Do's and Don'ts

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When it comes to design creation, using do's and don'ts can be a crucial tool in ensuring the success of the project.

Do's and don'ts are essentially guidelines that help to establish a clear set of rules and boundaries for existing design, allowing to create something that is both effective and aesthetically pleasing.

LOGOTYPE

Logotype

Using an appropriate logo is essential for any brand, as it helps to establish a strong visual identity and creates a lasting impression on customers.

A logo is often the first point of contact between a company and its target audience, and it is crucial to get it right.

Types and their usage

Original Logo:
Versatile and ubiquitous across all platforms.

**Emblem Logo:**
Compact and adaptable for icons and graphics.

Colors

The logo is used in black, white and blue+pink colors.

Black
#000000

Blue
#3491E8

Pink
#E23D96

White
#FFFFFF

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%

Opacity

The use of opacity in a logotype can be an effective design technique when used appropriately. It can add visual interest, depth, and versatility to a logo, but must be used carefully to ensure that the logo remains clear, legible, and impactful.

Described recommendations can be applied to both black and white logos (depending on the background). Colorful logo does not change its transparency.

Keep in mind that the logo should always be readable, so the background must be chosen correctly.
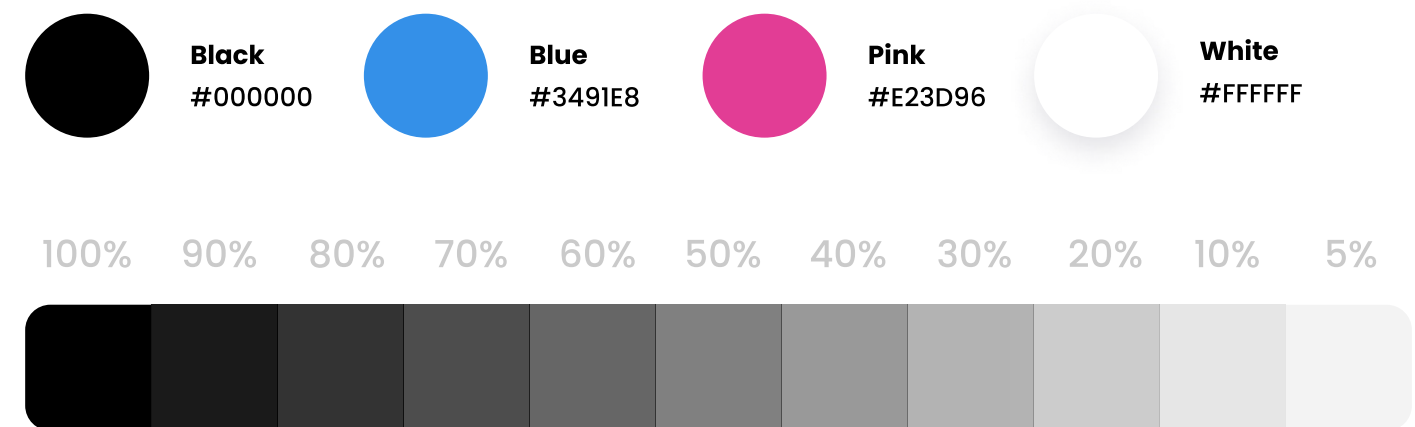
100%	90%	80%	70%	60%	50%	40%	30%	20%
Kids	Kids	Kids	Kids	Kids	Kids	Kids	Kids	Kids

60%-100% : are recommended for advertising banners, when it is necessary to place the right accents in the composition, while the logo must remain well readable.

100% or 40%-20% : is recommended for social networks when the logo should be, but in some cases it can be like a watermark, so less transparency can be used.

Don'ts

1. Don't use the logo in inappropriate colors.
2. Don't use the logo in low-resolution or pixelated formats.
3. Do not cover the logo with additional text or graphics.
4. Don't alter or modify the logo's design elements.
5. Don't separate or disconnect parts of the logo from each other.
6. Don't apply special effects or filters that distort the logo's original design.
7. Do not stroke or underline logo.
8. Don't distort or stretch the logo out of proportion.

Following these don'ts ensures that the logo is used appropriately, maintains its integrity, and accurately represents the brand.

Importance
of utilizing it appropriately

The logo is a cornerstone of brand's visual identity, making it a vital element. Here's why a well-crafted logo is of utmost importance:

1. **Instant Recognition:** A logo serves as the face of our brand. It's the first thing our audience sees and remembers. A well-designed logo helps users recognize our content instantly.

2. **Trust and Credibility:** A professionally designed logo instills trust and credibility. It reassures our audience that we are a legitimate and reputable entity.

3. **Consistency:** The logo provides visual consistency across all our projects. Whether it's our Facebook, Instagram or website, a consistent logo creates a unified and recognizable presence.

4. **Differentiation:** In the crowded digital landscape, our logo helps us stand out. It sets us apart from competitors and helps us carve a unique identity.

5. **Memorability:** Memorable logos are more likely to stay in the minds of our audience. When users think about our niche or industry, we want our logo to be the first thing that comes to mind.

6. **Professionalism:** A well-crafted logo reflects our professionalism and commitment to quality. It sends a message that we take our brand seriously.
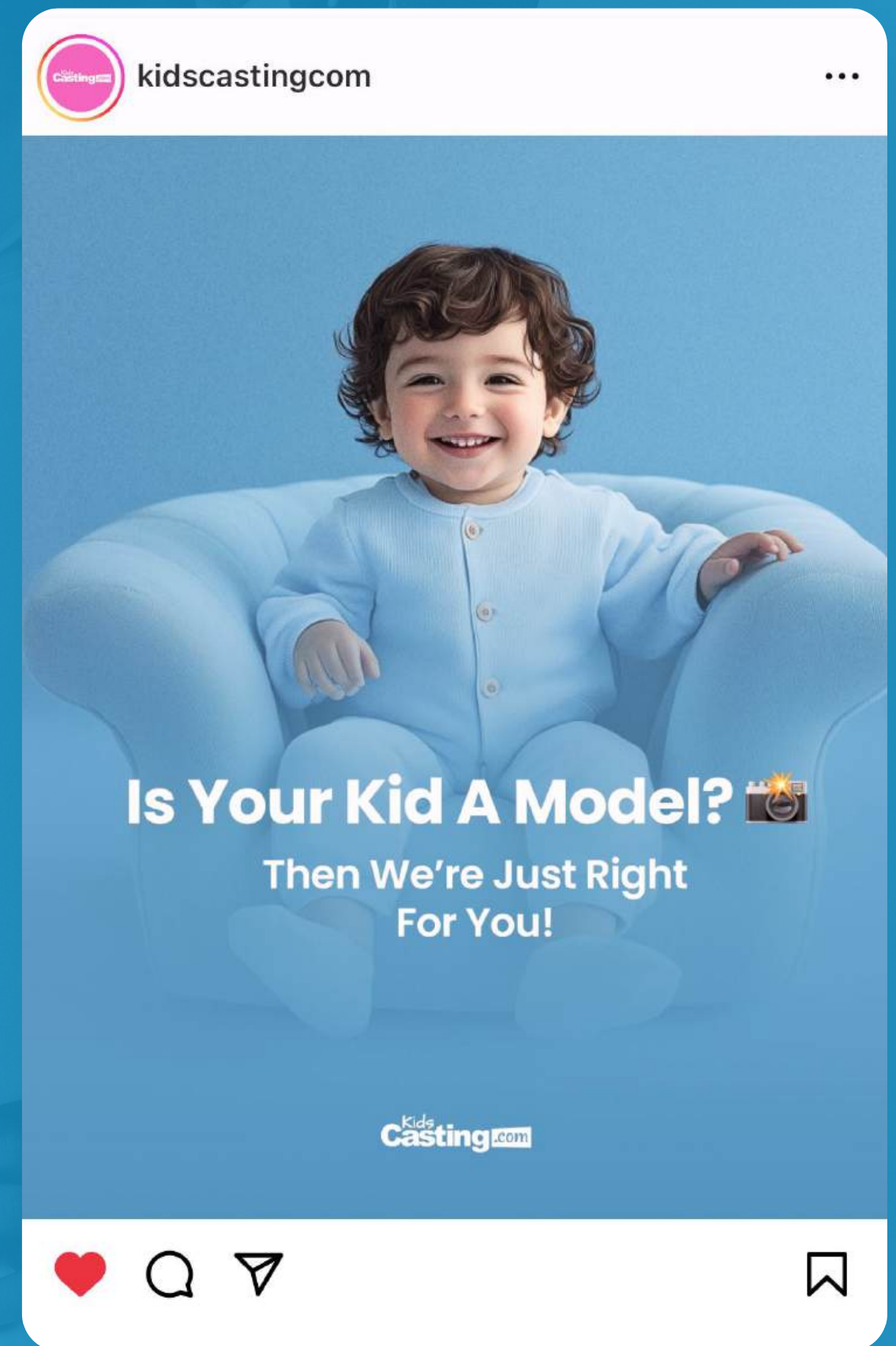
SOCIAL MEDIA

Social Media

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The concept of design is an integral aspect of our social media strategy. It plays a pivotal role in establishing our brand identity and conveying a consistent message to our audience.

Accounts

Instagram: @kidscastingcom
Facebook: @kidscastingcom
TikTok: @kidscastingcom
Twitter (X):   @kidscastingcom

kidscastingcom

Is Your Kid A Model? 📸
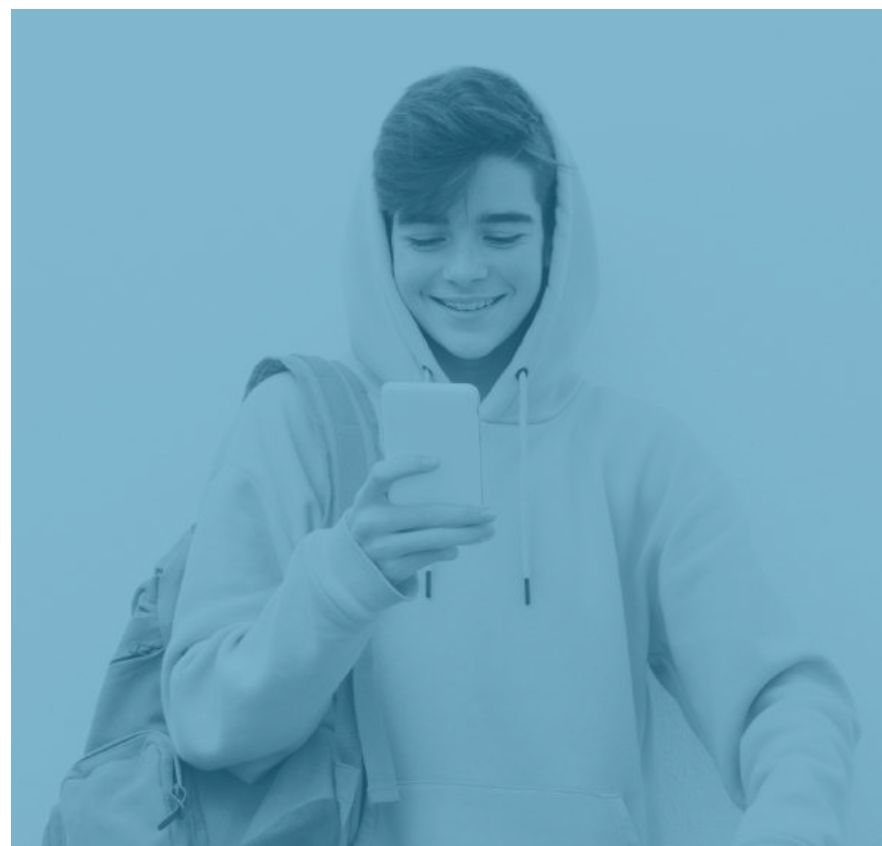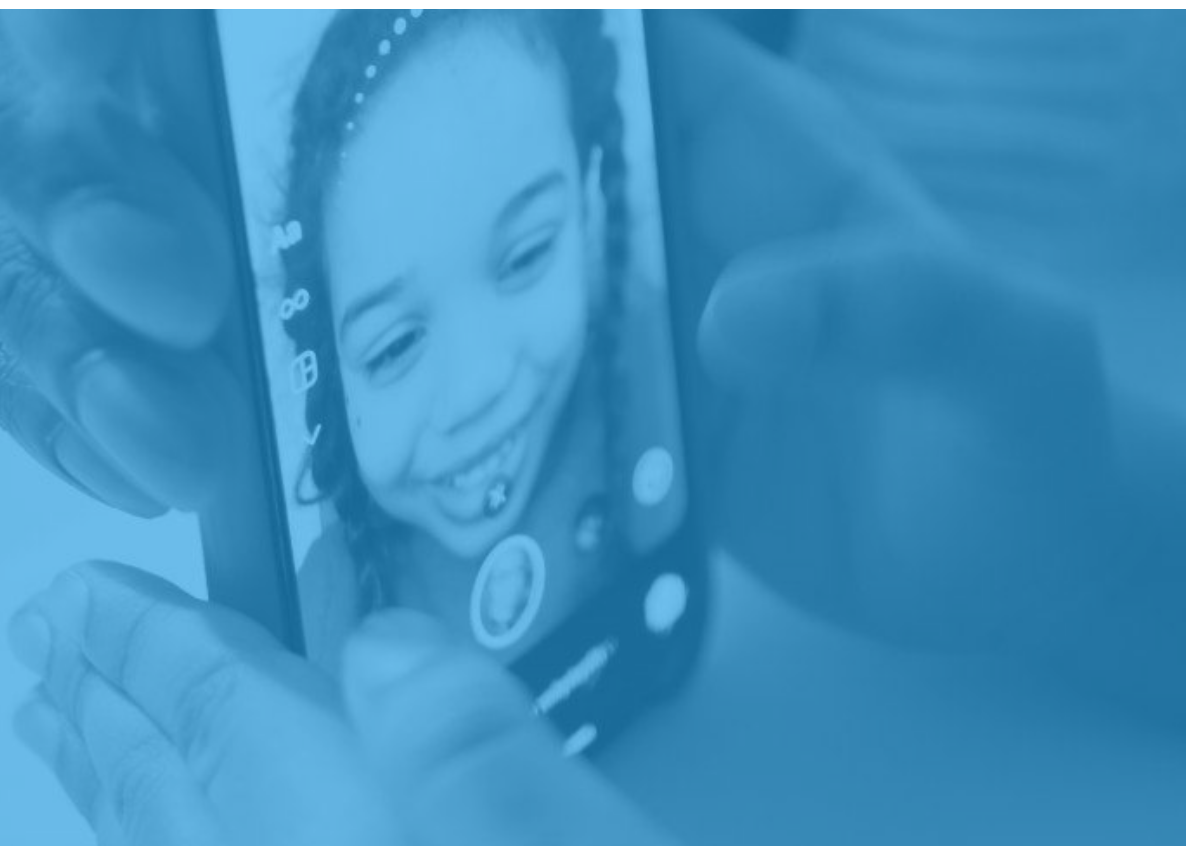Then We're Just Right
For You!

kids
Casting.com

Templates

In our social media strategy, we employ **specific templates** for various types of posts.
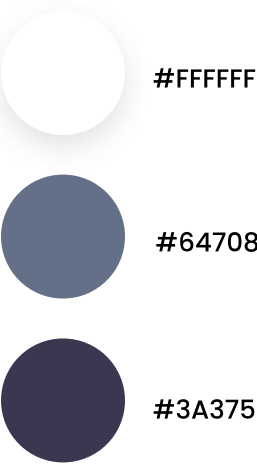
Images

Using natural and dynamic images for social media is important for effective branding. We can include celebrity photos and videos in our content.
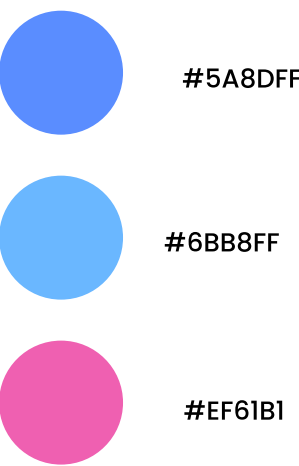
Colks

The right color scheme can help to evoke emotions, create a recognizable brand identity, and communicate a business's values and messaging.
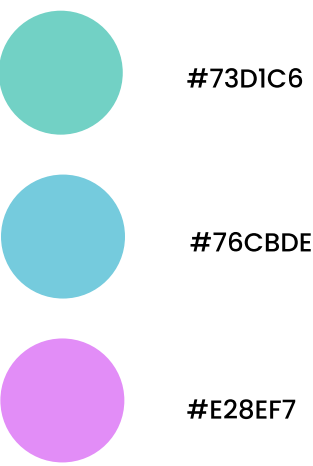
Typography

Choosing the right typeface is vital for every design. It not only defines a distinct visual identity but also leaves a memorable mark on your audience.

Basic

#FFFFFF

#647089

#3A3751

Main

#5A8DFF

#6BB8FF

#EF61B1

Additional

#73D1C6

#76CBDE

#E28EF7

Poppins Regular
Poppins Italic
Poppins Bold
Poppins Extrabold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Don'ts

1. **Stock-Image Stereotypes:** Instead of using stock photos with generic, plastic-like people, opt for genuine, relatable visuals. Unleash the power of authenticity by incorporating real people's images from platforms like Pexels.com.

2. **Overuse of Vector Graphics:** While vectors can add creativity, an overload can make your content seem unnatural. Use them selectively to strike the right balance between visual appeal and authenticity.

3. **Information Overload:** Excessive text can overwhelm our audience. Prioritize concise and meaningful content. When possible, let visuals convey your message.

4. **Color Clashes:** Avoid overusing striking colors like red or yellow, especially as dominant shades. Opt for a well-balanced color palette that resonates with brand's identity.

5. **Lack of Diversity:** Embrace diversity in the content, representing a wide range of ethnicities and genders. Our audience is diverse, so the content should reflect that diversity.

By steering clear of these design don'ts, social media presence can become more engaging, relatable, and appealing to a broader audience.