

# **CHASING ARROWS DOCUMENTARY BRAND PROPOSAL**

MARCH 16<sup>TH</sup>, 2023

# WORDMARK

# CHASING ARROWS

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### COLOUR



CANADIAN  
RED

### HEX VALUE



HEX #D80621  
SAFE #CC3333

### RGB COLOUR

RGB  
(216, 6, 33)

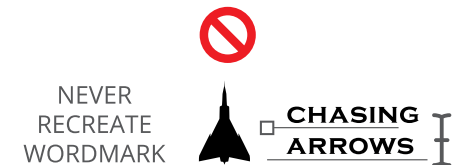
### CMYK COLOUR

CMYK  
(0, 90, 76, 0)

### PANTONE

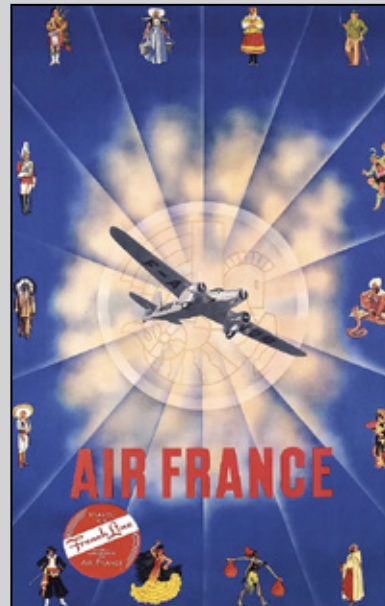


032 C



Never distort the wordmark. Do not recreate the wordmark with any other arrangement or fonts. Do not alter the colours. Do not use gradients. Only use approved colour values. It should only be rendered in 'Canadian Red', black, or 'knocked out' in white. Do not rotate or flip the wordmark.

# INSPIRATION





# POSTER DESIGN



Tagline and credits to be determined

# SOCIAL POST VARIANT



Tagline to be determined



# SOCIAL HEADER VARIANT



Tagline and credits to be determined

# SOCIAL BADGES/AVATARS VARIANTS





# COLLATERAL



**CHASING  
ARROWS**

For brand demonstration purposes only.