

# OFFSHOOT

— OPERATIONS —

BRAND GUIDELINES 2022

## 01. MISSION STATEMENT

*“To support innovation through collaboration and technical expertise.”*

## 02. THE COMPANY

**Offshoot Operations** have provided specialist Virtual Production, Camera-Tracking and Graphics operational support to the broadcast and film industries since 2017. Unlike other companies working at the forefront of media technology, we have no product to sell. What we provide is a unique service of supporting our clients with the implementation and on-going operations of their chosen technology. This allows our clients to concentrate on the development and sale of their product worldwide knowing they have a skilled team to support both their in-house projects and their clients requirements

### 03. AREA OF EXPERTISE

**GRAPHIC** OPERATIONS

**VIRTUAL** OPERATIONS

**TRACKING** OPERATIONS

## 04. COMPANY VALUES

INNOVATION

COLLABORATION

EXPERTISE

GROWTH

SUCCESS





## COMPANY LOGO

Offshoot Operations logo breakdown. Follow the how to and how not to use the logo across various media.

## 05. COMPANY LOGO



The word offshoot is a play on words and a term used within the television and film industry. Offshoot Operations services are an extension of our clients product/services. With this in mind the second O in the word shoot is offset from the first and represents that extension. With the use of vibrant colours to attract your attention to that area.

We are a support service so wanted to keep the brand minimalist, clean and professional with equal weighted letters and kerning throughout the logo, with just the one O offset from the others.

PRIMARY LOGO



ICON LOGO



INVERTED LOGO



TEXTURE LOGO VERSIONS

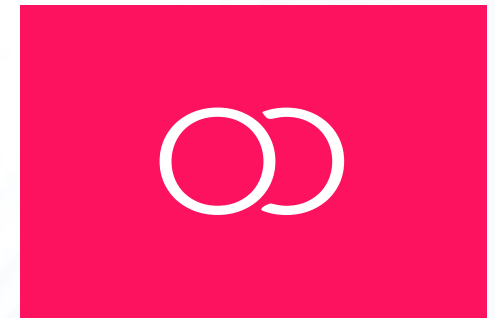
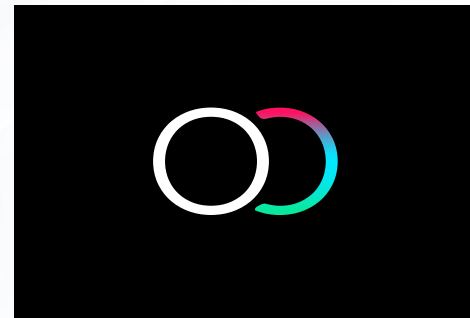


MONOCHROME LOGO



The textured logo versions get lost under 1920 pixels. So only use the textured versions on large scale prints or digital canvases.

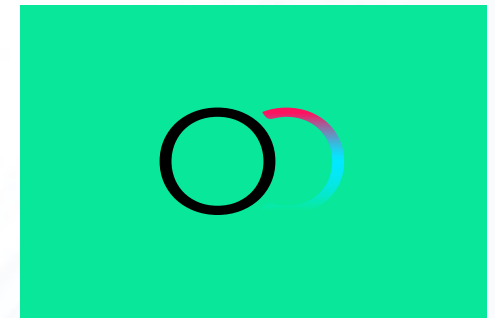
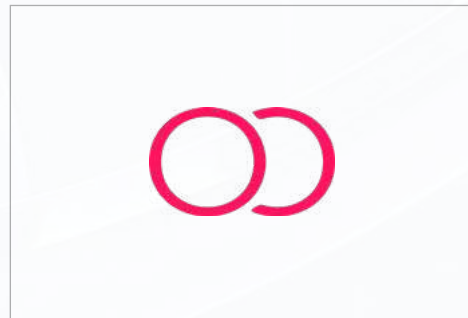
## LOGO DO'S



Do use either the primary logo, or icon on the brand colours. Use the Colour or texture versions only on black or white, and use monochrome white on the three main colours.



## LOGO DON'TS



Do not create alter or deform the size and shape of the logo in anyway. Do not rotate it or squash it's diameters. Do not use clock colour versions of the logo, and only use what is supplied within the brand kit. If a situation arises where no logo works for some reason this will need to address by the brand creator. The variations have been created to cope with most situations digital or print. Remember to only use the textured version on graphics over 1920 pixels for detail.



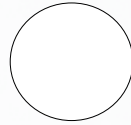
## COLOUR PALETTE

Offshoot Operations colour palette. Inspired by the 3 primary colours RGB used for television and computers.

## 06. COLOUR PALETTE



**BLACK:**  
R0 G0, B108  
C0, M0, Y0, K100  
#000000



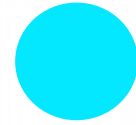
**WHITE:**  
R255, G255, B255  
C0, M0, Y0, K0  
#ffffff



**TORCH RED:**  
R253, G18, B95  
C0, M94, Y38, K0  
#fd125f

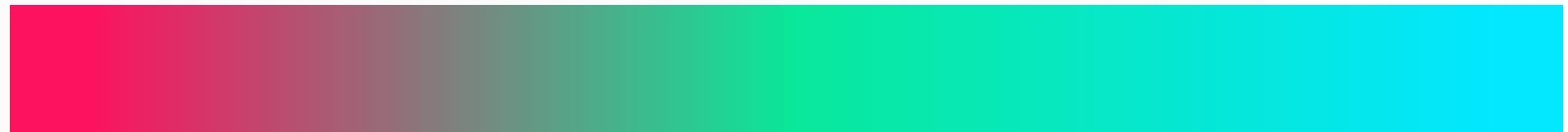


**SPRING GREEN:**  
R9, G232, B54  
C64, M0, Y57, K0  
#09e89a



**AQUA BLUE:**  
R3, G231, B255  
C59, M0, Y10, K0  
#03e7ff

## COLOUR GRADIENT



0.5%

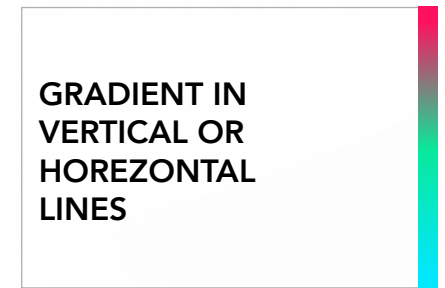
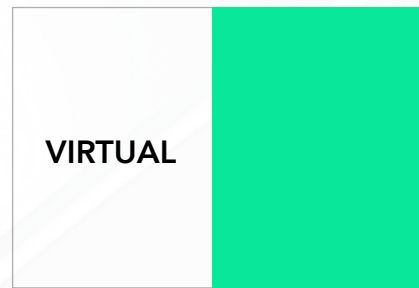
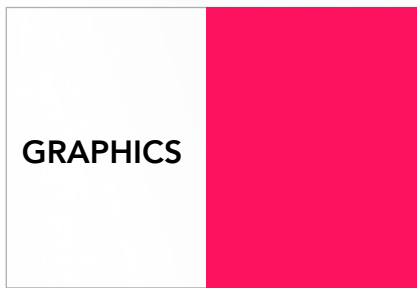
50%

95%

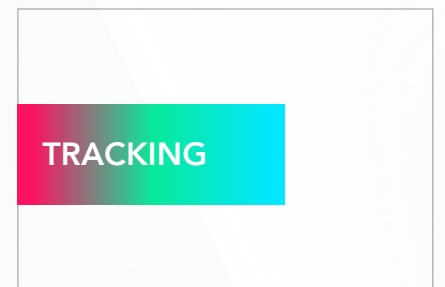
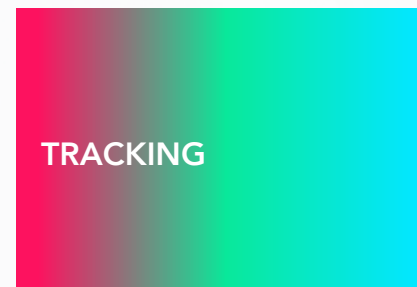
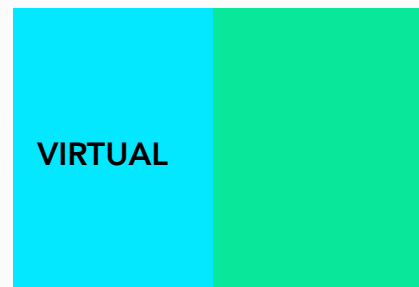
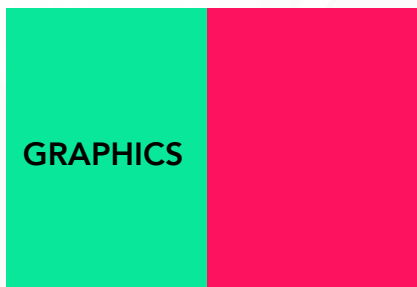
## HOW TO USE THE COLOURS

Do use the colours along side either black or white. Each colour represents a different area of the business and should be used when presenting anything to do with that specific area. The gradient can be used in general along side black or white, but only as a complimentary colour, and never used as a dominate colour.

### CORRECT EXAMPLES



### INCORRECT EXAMPLES





## COMPANY FONTS

Offshoot Operations fonts. Please only use these fonts in the following ways when creating any document for the company.

# Avenir

*Light, Light Oblique, Book, Book Oblique, Roman, Medium, Medium Oblique, Heavy, Heavy Oblique, **Black, Black Oblique***

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

# HEADLINES

Avenir black All Caps

## Sub Headings & highlighted text

Avenir Heavy Lowercase

*Quotes or speech*

*Avenir Light Oblique*

Sentences and paragraphs. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Avenir Book

# WRITE YOUR TITLE HEAR

And you subtitle here

**Lorem Ipsum is simply dummy text** of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

*"Working with Offshoot Operations has had a massive impact on my business running smoothly."*

To find out how Offshoot can help you please click below...

[FIND OUT MORE](#)





## **BRAND TEXTURES**

As well as colours, there are some useful textures that can be used for graphics within the brand assets.

## 08. HOW TO USE THE TEXTURES

There are selection of abstract white background textures, which you will see in use throughout this document and can be used for presentation or display purposes to add more depth. You can alter the opacity for each layer depending on what they are used for but generally the opacity should be set between 20-50%. The examples in this document are set at 35%.

100%



50%



35%



Please refer to any page within this document for examples of how to use the textures when designing. These textures are mainly for digital and not for print as the detail will be lost.



## **BRAND IN ACTION**

Here are some examples of the Offshoot Operations brand assets being used across various media digital & print.

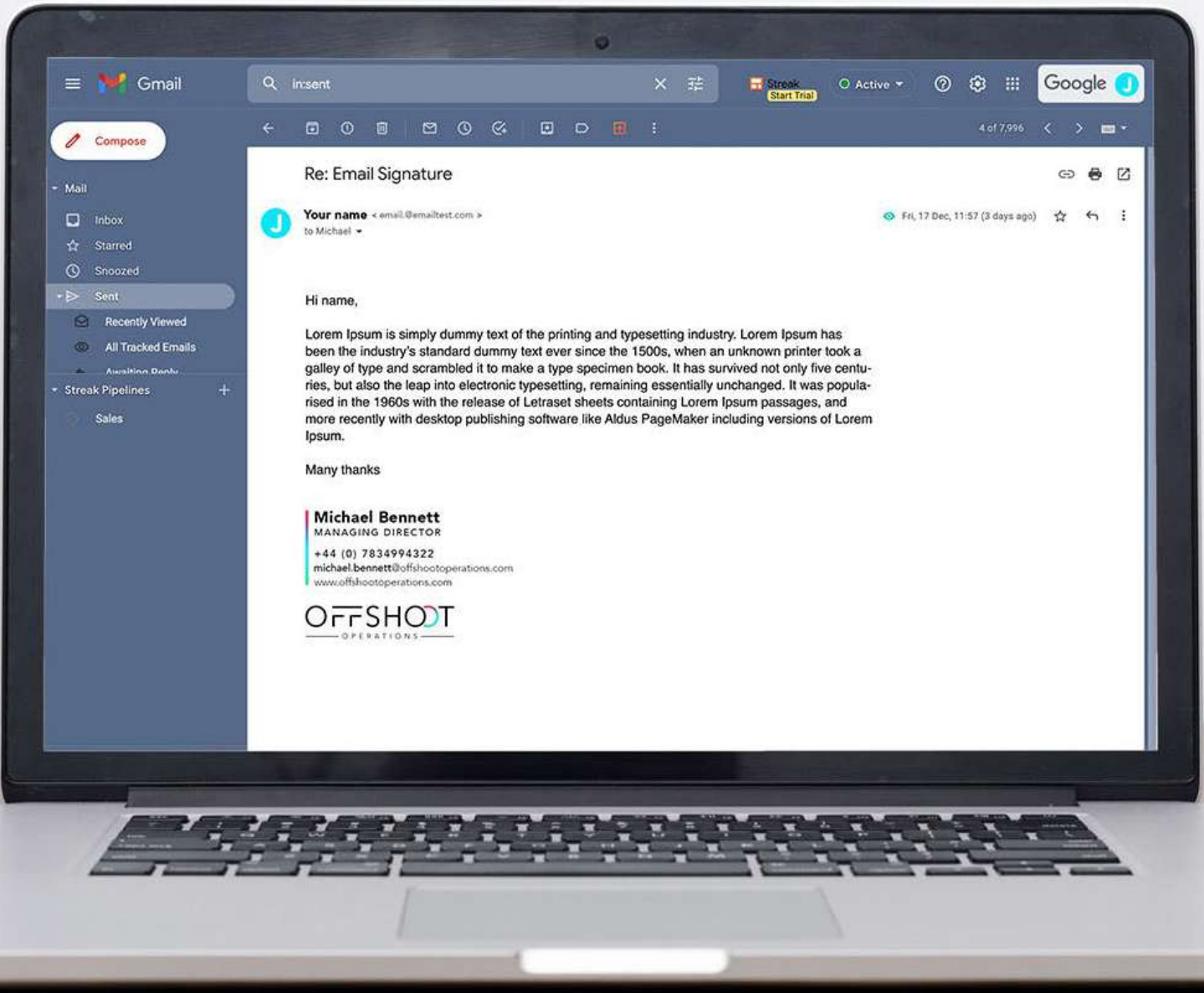


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www.offshootoperations.com

**OFFSHOOT**  
OPERATIONS





Re: Email Signature

Your name <email@emailtext.com>  
to Michael

Fri, 17 Dec, 11:57 (3 days ago)

Hi name,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Many thanks

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Me

Find Top UI/UX Designers - Vetted & handpicked UI/UX designers. Focus on your project, not hiring.



Message



**Michael Bennett** · 1st

Managing Director at Offshoot Operations

Manchester, England, United Kingdom · [Contact info](#)

500+ connections



54 mutual connections: SATHYA PRASAD, David "Saint" St Martin, and 52 others

Message

More



Offshoot Operations



What is Michael's top skill?

Help us identify relevant opportunities and content for your connections

Video Production

Post Production

Football

Graphics

Your response is anonymous and will not be directly shared with your connections or other LinkedIn members. [Learn more](#)

None of the above



Graphics



Virtual

Tracking



01

## Graphics

Graphics continue to play an ever-increasingly important role in broadcast. Utilising presentation graphics, studio backgrounds and augmented reality, graphics operations can significantly enhance both studio and outside broadcasts.

The Offshoot Operations multi-skilled graphics team offer outstanding operational support for design, live studio productions, outside broadcasts and post-production.

Our operators come with a wealth of knowledge and extensive experience working for the UK's leading broadcasters including the BBC, ITV, Channel 4, Sky Sports, BT Sport and DAZN. So you can rest assured you are in the best hands with Offshoot Operations.



01

## Virtual

Offshoot Operations offer a proven track record of supporting production facilities, broadcasters and technology companies with the installation, development and day-to-day operations of their award-winning virtual studios.

We offer comprehensive operational support for VR, AR and XR studio productions and live events.

Zero Density • VizRT • Brainstorm



01

## Tracking

Our tracking team provide specialist camera tracking support for broadcast, film and live events in partnership with Ncam.

Ncam Reality is a 'one-size-fits-all' hybrid camera tracking solution for all AR, MR & XR scenarios, including studios and outdoor environments, with compatibility for all professional cameras and lenses.

We handle the technical operations, allowing our clients to focus on their creative vision. This includes pre-shoot lens calibrations and day-to-day Ncam operations. Whether on-set, in-studio or on location, our experienced team will support you to achieve the best possible results utilising Ncam Reality & the newly released Ncam MK2 Camera Bar.







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