



## **STYLE GUIDE 2013**

Adorama  
2013 CORPORATE STYLE GUIDE  
You must follow these 2013 Style guidelines for advertising and marketing communications.

NOTE:  
Variations or usage that differ from this style guide aren't acceptable.

To maintain the integrity of the brand, it's essential to be consistent across all platforms.

If you have any questions, requests, or special usage situations, please contact:

Adorama Camera, Inc.  
42 West 18th Street, New York, NY 10011-4621  
Ph: 800-815-0702  
212-741-0466  
Fx: 212-463-7223

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## STYLE GUIDE 2013

CONSUMER | PRO

9.19.13.ver.1.3

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## STYLE GUIDE 2013

**CONSUMER** | PRO

9.19.13.ver.1.3



## STYLE GUIDE

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### STYLE GUIDE 2013

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## THE ADORAMA LOGO

This is the ADORAMA logo with the tag line lock up.  
In print, the ADORAMA logo must always appear as a lock up with the tag line.

NOTE: ALL PRINT LOGOS ARE VECTOR ART  
COLOR VERSION



CMYK  
C=100 | M=57 | Y=0 | K=2

PANTONE SOLID COATED  
PMS=293C

RGB  
R=0 | G=103 | B=177

ALTERNATIVE VERSIONS OF LOGO:



VERSION WITHOUT  
TAG LINE



BLACK AND WHITE  
K=100



KNOCK OUT WHITE

THE ADORAMA LOGO

The following examples are unacceptable uses of the ADORAMA logo.



COLOR VERSION THAT  
IS NOT AN ACCEPTABLE  
USE OF LOGO



**THE ADORAMA LOGO**

When used on a white background, the preferred choice is the color logo.  
In situations where black and white usage is needed, the black and white version of the logo may be used.

The ADORAMA logo should be used with the tag line at most sizes.  
The logo can be resized proportionately, but should never be so small that the words in the tagline (“MORE THAN A CAMERA STORE”) are illegible.



75%



50%



25%



10%

TOO SMALL



**STYLE GUIDE 2013**

**THE ADORAMA LOGO**

To preserve the integrity of the ADORAMA brand and logo, please allow a minimum clear space around the logo lockup or individual logo as shown.



Use the type face shown below for the address in all ADORAMA print advertising and marketing communications:

TYPEFACE	POINT SIZE	LEADING	TRACKING	HORIZONTAL SCALE
42 W 18TH ST NYC				
PROXIMA NOVA REGULAR	9 PT	10.8	10	105.26%
800.223.2500				
PROXIMA NOVA REGULAR	9 PT	10.8	10	105.26%
adorama.com				
PROXIMA NOVA REGULAR	9 PT	14.55	10	105.26%


**STYLE GUIDE 2013**



**SAME DAY SHIPPING MESSAGING**

Use the type face shown below for the for the "IT'S NEVER TOO LATE - CLICK BY 8" lock-up.

TYPEFACE	POINT SIZE	LEADING	TRACKING	HORIZONTAL SCALE
<b>It's never too late</b>				
PROXIMA NOVA SEMIBOLD	18.65 pt	16.163 pt	-40	97%
-				
PROXIMA NOVA SEMIBOLD	18.65 pt	16.163 pt	-50	97%
<b>CLICK BY 8</b>				
PROXIMA NOVA BOLD	18.65 pt	16.163 pt	-40	97%
THIS SHOULD ALWAYS MATCH THE COLOR USED FOR THE HEADLINE FADE. WHEN ON A SOLID BACKGROUND THE COLOR SHOULD BE AT 80% TINT.				
Same Day Shipping-Order Online by 8PM				
PROXIMA NOVA REGULAR	13.676 pt	16.163 pt	-40	98%

 **It's never too late - CLICK BY 8**  
Same Day Shipping-Order Online by 8PM

<b>CLOCK W x H</b> .4074 x .4074	<b>STROKE</b> 4.19 PT	<b>PLACEMENT</b> THE CIRCLE SHOULD BE CENTERED VERTICALLY AT THE TOP OF THE SECOND LINE CHARACTER'S NEGATIVE SPACE.
<b>CLOCK HANDS W x H</b> .0625 x .1782	<b>STROKE</b> 3 PT	<b>PLACEMENT</b> THE CENTER OF THE HANDS SHOULD BE IN THE CENTER OF THE CLOCK CIRCLE. TO CREATE THE ARMS START WITH ONE POINT AND CREATE A 45° ANGLE TO THE UPPER RIGHT. CLICK AND THEN CLICK AGAIN. YOU SHOULD HAVE JUST CREATED THREE POINTS. THEN GO TO THE STROKE MENU AND SELECT THE CAP AND CORNER OPTIONS. THE CENTER OF THE CLOCK WILL BE THE BACKGROUND COLOR.
<b>CAP</b> BUTT CAP	<b>CORNER</b> MILLER JOINT	



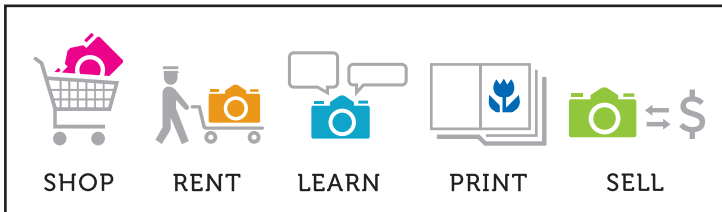
80% TINT

**STYLE GUIDE 2013**

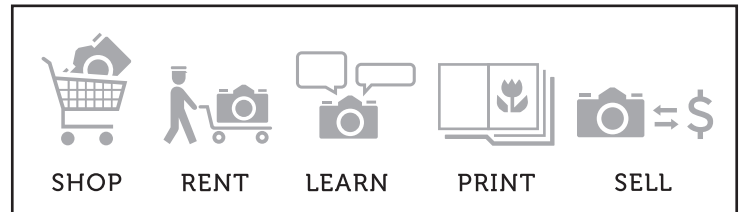
**ICONS**

Below is acceptable usage of the Adorama services icons:

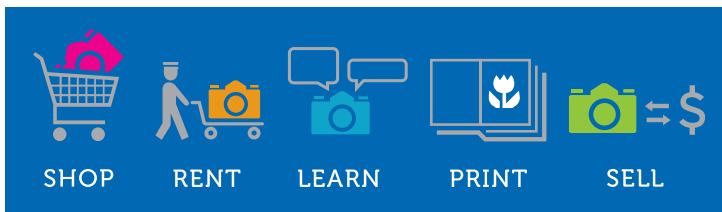
MULTI-COLOR VERSION / WHITE BACKGROUND



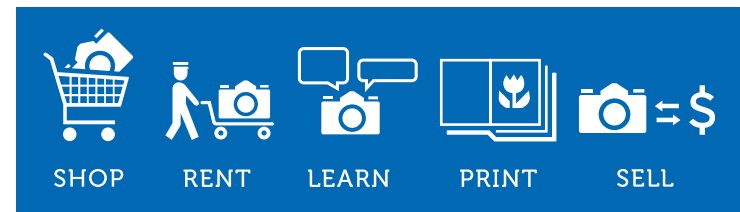
ONE COLOR VERSION / WHITE BACKGROUND



MULTI-COLOR VERSION / COLOR BACKGROUND



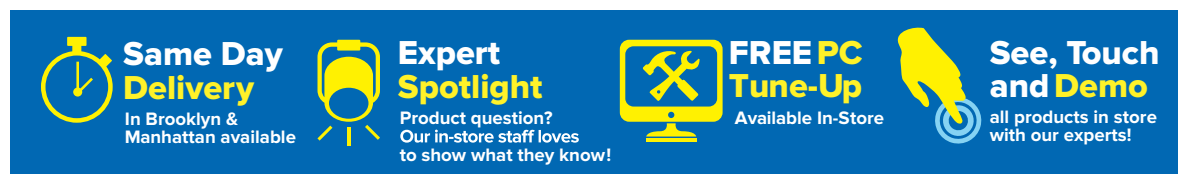
ONE COLOR VERSION / COLOR BACKGROUND



ONE COLOR VERSION / WHITE BACKGROUND



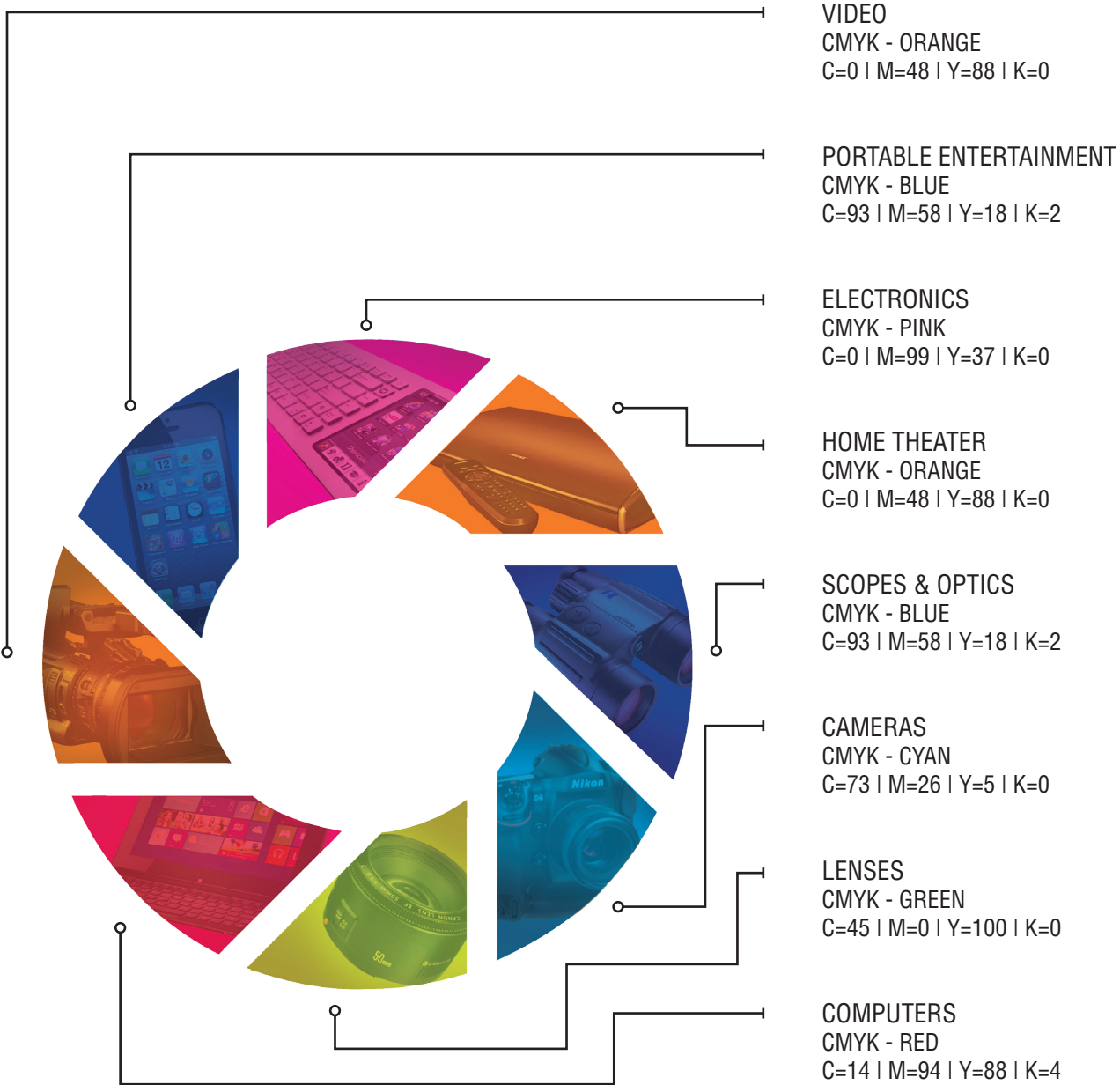
TWO COLOR VERSION / COLOR BACKGROUND



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**COLOR APERTURE ICON**

Here is how to create the Adorama aperture icon.



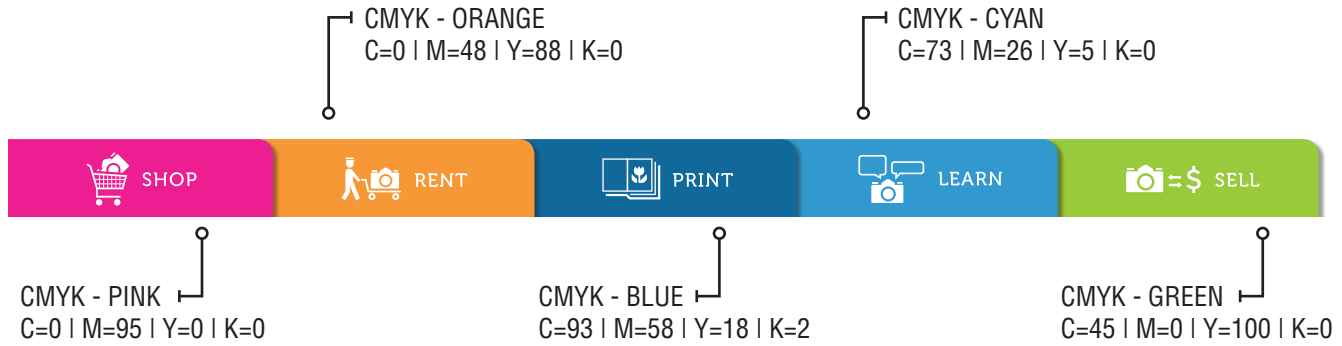
**STYLE GUIDE 2013**

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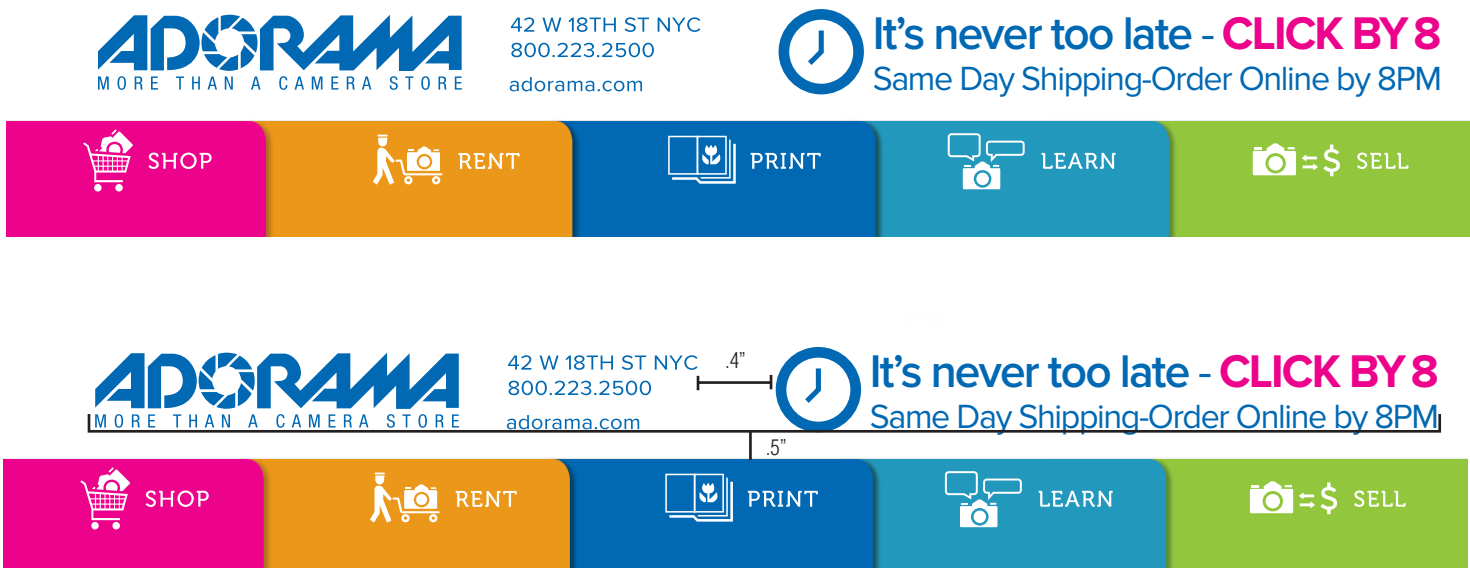
9.19.13.ver.1.3

**COLOR BAR - CONSUMER**

Here is acceptable usage of the Adorama services colorbar and footer lockup:



**COLOR BAR - FOOTER LOCKUP**



**STYLE GUIDE 2013**

**HEADLINE USAGE**

A keyword in each consumer headline should be treated as a “fade.” The rest of the headline should be in the Adorama blue color Pantone 293c. Follow these guidelines:

**HEADLINE LOCK-UP GRADIENT TYPE**

On MAIN HEADLINE the drop shadow should be set up:  
Blending | Mode: Multiply | Color: Black | Opacity: 20%  
Position | Distance: 0.0393 IN | Angle:135° | X Offset: 0.0278 IN | Y Offset: 0.0278 IN  
Options | Size: 0.0278 IN | Spread: 9% | Object Knocks Out Shadow

**TYPEFACE      POINT SIZE      LEADING      TRACKING**

**prime**

PROXIMA NOVA    33.329 PT            27.19 PT            -40  
BOLD

37 NUDGE UP .0139 = .5143"	○		10% TINT HEADLINE PRIMARY COLOR
25 NUDGE UP .0139 = .3475"	○		15% TINT HEADLINE PRIMARY COLOR
14 NUDGE UP .0139 = .1946"	○		20% TINT HEADLINE PRIMARY COLOR
	○		100% HEADLINE PRIMARY COLOR

**prime your gear for action at**

**ADVERTISING**

HALF PAGE ADS for ADORAMA consumer product categories consist of the following LOCK-UP:



**boost your computing power at ADORAMA**

Mac or PC, laptop, tablet or mobile device, we have the best selection of all the most current hardware.

Scan here to visit Adorama.com 

**ADORAMA** 42 W 18TH ST NYC 800.223.2500 adorama.com  
MORE THAN A CAMERA STORE

 **It's never too late - CLICK BY 8**  
Same Day Shipping-Order Online by 8PM

 SHOP  RENT  PRINT  LEARN  SELL

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CONSUMER | PRO

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**ADVERTISING**

Here are acceptable designs for Adorama consumer ads in different fractional sizes:

**scope out  
scope out  
scope out  
more  
selection at  
ADORAMA**

Expand your view  
with all the top telescopes,  
binoculars, night vision,  
rangefinders and more!

**ADORAMA**  
MORE THAN A CAMERA STORE

42 W 18TH ST NYC  
800.223.2500  
adorama.com

**It's never too late **CLICK BY 8****  
**ADORAMA'S SUPERIOR SAME DAY SHIPPING!**  
Only Adorama offers same day shipping on orders placed by 8:00PM EST!

Scan to visit  
Adorama.com

SHOP RENT PRINT LEARN SELL

**develop  
develop  
develop  
your creative  
skills at  
the learning  
center**

**Your headquarters for  
free creative education**

- Daily original videos
- Workshops
- Online tutorials
- Product reviews
- Gear guides

**ADORAMA**  
MORE THAN A CAMERA STORE

42 W 18TH ST NYC Scan here  
800.223.2500 to visit  
adorama.com Adorama.com

**It's never too late **CLICK BY 8****  
**ADORAMA'S SUPERIOR SAME DAY SHIPPING!**  
Only Adorama offers same day shipping on orders placed by 8:00PM EST!

SHOP RENT PRINT LEARN SELL

**STYLE GUIDE 2013**

**ADVERTISING**

Here are acceptable designs for Adorama full-page consumer ads:

**light up your life at**  
**ADORAMA**  
MORE THAN A CAMERA STORE

Your headquarters for Flashpoint lighting and accessories.

Scan here to visit Adorama.com

**ADORAMA** 42 W 18TH ST NYC 800.223.2500 adorama.com

It's never too late **CLICK BY 8** ADORAMA'S SUPERIOR SAME DAY SHIPPING! Only Adorama offers same day shipping on orders placed by 8:00PM EST!

SHOP RENT PRINT LEARN SELL

All New Features Incorporated in Our DG Series!

**FLASHPOINT DIGITAL DG-400 MONOLIGHT**

**\$179.95**  
Now on sale! \$50 instant rebate!

Powerful, portable studio flash, with all features of a 200 W/S strobe. Self-contained strobe head delivers consistent bursts of light to create studio-quality images from still life to portraits.

**MONOLIGHT OUTFITS**  
**FLASHPOINT 180 Monolight with Reflector**  
Lightweight and versatile -- all you need to start location shooting in one box!  
**Special Price: \$199.95**  
Regular Price: \$249.95

**LIGHTING BUNDLE**  
**FLASHPOINT II OCTA Softbox & Fluorescent Lamp Bundle with Lightstand**  
Includes 24" softbox for continuous lighting, 70 W fluorescent lamp, 7' air-cushioned 3-section lightstand.  
**\$84.95**

**CINEMA BUNDLE**  
**FLASHPOINT All-Inclusive DSLR/DV Cinema Bundle**  
Value-packed kit includes Matte Box System II; Follow Focus Pro II; DSLR Shoulder Rig; plus FREE Z-Shaped Connector for standard 15mm rods!  
**\$599.96** Includes \$258.93 Adorama Kit Discount!

**STABILIZING SYSTEMS**  
**FLASHPOINT ZeroGrav Stabilization System Kit**  
Perform amazingly fluid camera-in-motion shots, walk-through's and mobile-pans with grace and flare!  
**\$650.00**

Scan here to see the entire Flashpoint collection

**ADORAMA** 42 W 18TH ST NYC 800.223.2500 adorama.com

It's never too late **CLICK BY 8** ADORAMA'S SUPERIOR SAME DAY SHIPPING! Only Adorama offers same day shipping on orders placed by 8:00PM EST!

SHOP RENT PRINT LEARN SELL

**STYLE GUIDE 2013**



**ADVERTISING**

Here is how price/item elements should appear in Adorama consumer ads:



**Fujifilm X-E1 Digital Camera with XF 18-55mm F2.8-4 R LM OIS Zoom Lens**  
SKU: IFJXE1BK  
Your Price  
**\$1,199.00**

TYPEFACE	POINT SIZE	LEADING	TRACKING
<b>Fujifilm X-E1 Digital Camera with XF 18-55mm F2.8-4 R LM OIS Zoom Lens</b>			
PROXIMA NOVA BOLD	9 PT	10 PT	-30
PROXIMA NOVA REGULAR	7.76 PT	10 PT	-30
PROXIMA NOVA REGULAR \$	8 PT	10 PT	-30
PROXIMA NOVA BOLD 1,199	15.213 PT SUPERScript, WITH A BASELINE SHIFT -2	13 PT	-30
PROXIMA NOVA BOLD .00	15.213 PT	13 PT	-30
PROXIMA NOVA BOLD	18 PT SUPERScript, WITH A BASELINE SHIFT -3	13 PT	-30
Same Day Delivery	WHITE 90% Y		
PROXIMA NOVA EXTRA BOLD	12.902 PT	12.596 PT	-30
PROXIMA NOVA BOLD	WHITE 7 PT	7 PT	-30

**VISIT ADORAMA TODAY FOR UNBEATABLE VALUE AND EXPERTISE**

**\$20 OFF** a purchase of \$200 or more! (MUST PRESENT COUPON AT CHECKOUT! Expires August 15, 2013)

**Same Day Delivery** In Brooklyn & Manhattan available

**Expert Spotlight** Product question? Our in-store staff loves to show what they know!

**FREE PC Tune-Up** Available In-Store

**See, Touch and Demo** all products in store with our experts!

**STORE HOURS**  
Monday - Friday: 9:30am to 5pm  
Saturday: 9am to 5pm  
Closed Sundays

**ADORAMA** 42 West 18th St, 5th Ave

42 W 18TH ST NYC  
Between 16 & Aves  
212 241 0093  
adorama.com

SHOP | RENT | PRINT | LEARN | \$ = \$ELL

**Same Day Delivery**  
In Brooklyn & Manhattan available

**FREE PC Tune-Up**  
Available In-Store

**Expert Spotlight**  
Product question? Our in-store staff loves to show what they know!

**See, Touch and Demo**  
all products in store with our experts!

**STYLE GUIDE 2013**

**DIGITAL**

Here are standards for Adorama consumer digital ads:

The COLOR of the first word in the BODY COPY should match the ACTION BUTTON. This COLOR should be a vibrant bright color as shown below. The BODY COPY needs to be in all LOWER CASE

- |                                                              |                                                       |                                                                                          |
|--------------------------------------------------------------|-------------------------------------------------------|------------------------------------------------------------------------------------------|
| ) everything you want to know about photography in one place | ) shoot for perfection at,                            | ) zoom into the best brands at,                                                          |
| ) no one lights up value like                                | ) scope out more selection at,                        | ) lowest prices on the (product name) and all (product brand name)                       |
| ) take aim at the sharpest values in rifle scopes and optics | ) seek a higher office at,                            | ) everything you want to know about (IE. photography, lenses) can be found in one place! |
| ) a case for every need at,                                  | ) create great theatre at,                            | ) free shipping on thousands of items!                                                   |
| ) boost your computing power at,                             | ) develop your creative skills at the learning center | ) same day shipping when ordered by 8pm est.                                             |
|                                                              | ) shoot like a pro at,                                |                                                                                          |

Use the type face shown below for the body of all ADORAMA digital advertising

TYPEFACE	LEADING	TRACKING
PROXIMA NOVA SEMIBOLD	one point larger then type size	-10

COLOR OF FIRST WORD MATCHES COLOR OF BUTTON

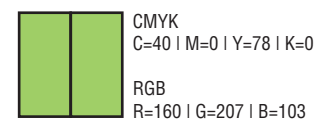
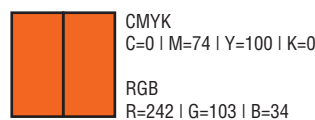
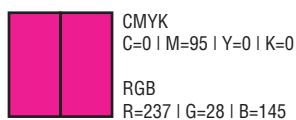
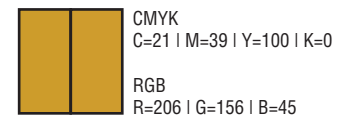
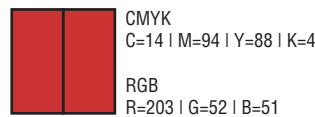
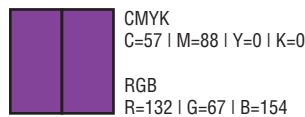
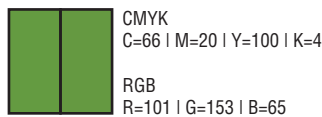
ALIGN BUTTON TO END OF WORD DOWN .095 INCH



( 300 px wide by 250 px height )



( 300 px wide by 250 px height )



**STYLE GUIDE 2013**

**DIGITAL**

Here are acceptable layouts for Adorama web banners:



( 300 px wide by 250 px height )



( 300 px wide by 250 px height )



( 120 px wide by 600 px height )

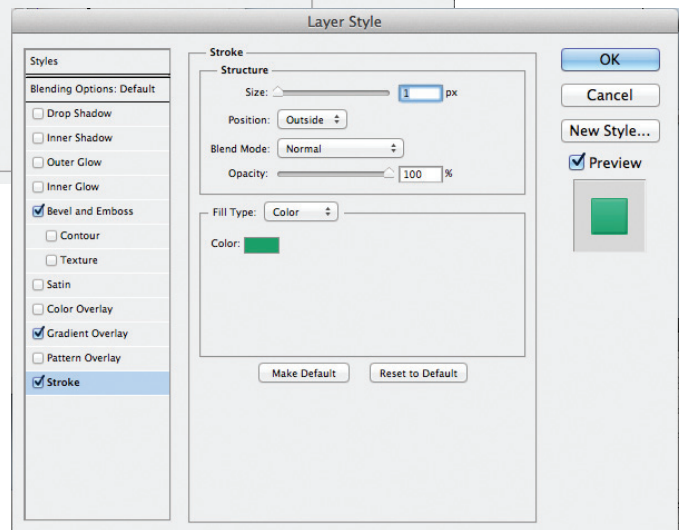
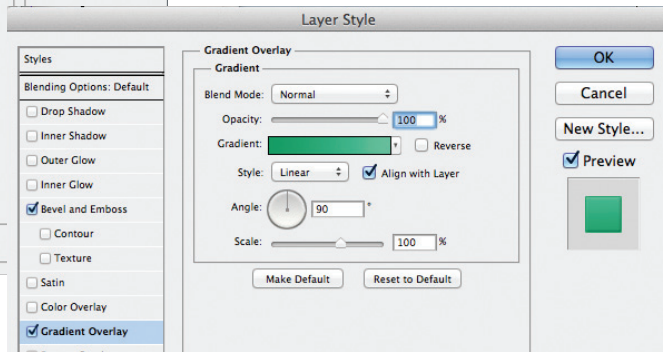
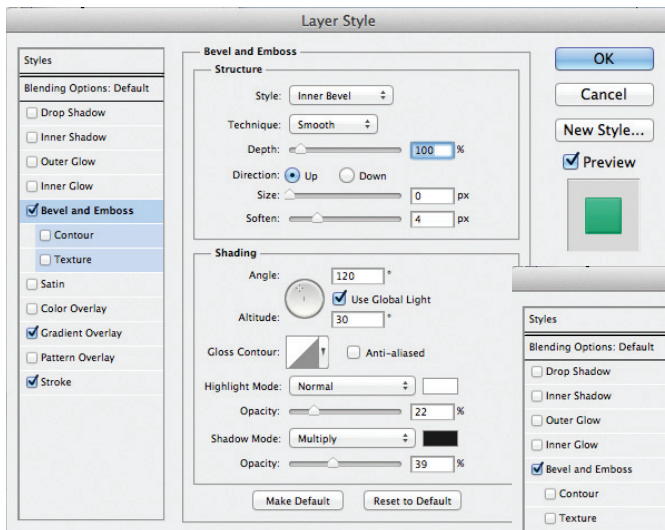


( 728 px wide by 90 px height )

**STYLE GUIDE 2013**

**DIGITAL**

CREATION OF BUTTON FOR WEB BANNERS.



**STYLE GUIDE 2013**

# ADORAMA PRO

## STYLE GUIDE

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### STYLE GUIDE 2013

CONSUMER | (PRO)

9.19.13.ver.1.3

## PRO LOGO

Here are acceptable versions of the Adorama Pro logo:

NOTE: ALL PRINT LOGOS ARE VECTOR ART  
COLOR VERSION



CMYK  
C=100 | M=57 | Y=0 | K=2

PANTONE SOLID COATED  
PMS=293C

RGB  
R=0 | G=103 | B=177



CMYK  
C=5 | M=0 | Y=0 | K=30

PANTONE SOLID COATED  
PMS=429C

RGB  
R=177 | G=186 | B=191

ALTERNATIVE VERSIONS OF LOGO:



BLACK AND WHITE  
K=100



KNOCK OUT WHITE AND  
PANTONE 293C



KNOCK OUT WHITE

## STYLE GUIDE 2013

CONSUMER | (PRO)

9.19.13.ver.1.3

## PRO LOGO

The following examples are unacceptable uses of the ADORAMA PRO logo.



COLOR VERSION THAT IS NOT AN ACCEPTABLE USE OF LOGO



COLOR VERSIONS THAT ARE NOT AN ACCEPTABLE USE OF LOGO



## PRO LOGO

When used on a white background, the preferred choice is the color logo. In situations where black and white usage is needed, the black and white version of the logo may be used.

Do not place the logo lock up on any backgrounds of any other color. However, it's acceptable to place the color logo, reverse version, or black and white version of the logo on approved artwork and photographs that are not busy in appearance.

The ADORAMA PRO logo can be resized proportionately, but should never be so small that the words are illegible.





## PRO LOGO - LOCKUP

To preserve the integrity of the ADORAMA PRO brand and logo, please allow a minimum clear space around the logo lockup or individual logo as shown.



Use the type face shown below for the address in all ADORAMA PRO print advertising and marketing communications:

TYPEFACE	POINT SIZE	LEADING	TRACKING	HORIZONTAL SCALE
42 W 18TH ST NYC				
PROXIMA NOVA REGULAR	11 PT	12	10	105.26%
800.223.2500				
PROXIMA NOVA REGULAR	11 PT	12	10	105.26%
adorama.com				
PROXIMA NOVA REGULAR	11 PT	12	10	105.26%

0.25 INCH BETWEEN

## STYLE GUIDE 2013

## PRO SAME DAY SHIPPING MESSAGING

Use the typeface shown below for the Adorama Pro “SAME DAY SHIPPING” lockup:

TYPEFACE	POINT SIZE	LEADING	TRACKING	HORIZONTAL SCALE
<b>SAME DAY SHIPPING</b>				
PROXIMA NOVA BOLD	15.318 PT	9.574 PT	-30	100%
<b>WHEN ORDER IS PLACED BY 8PM</b>				
PROXIMA NOVA REGULAR	9.861 PT	9.574 PT	-30	100% TINT TEXT 50%
Call us for details regarding your next shoot.				
PROXIMA NOVA REGULAR	7.85 PT	9.574 PT	-30	100% TINT TEXT 50%



**CLOCK W x H**  
0.4138 in x 0.4138 in

**STROKE**  
3.724 PT

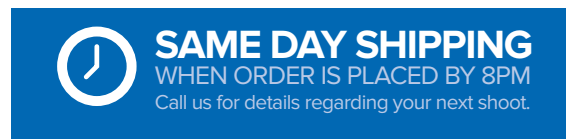
**PLACEMENT**  
THE CIRCLE SHOULD BE CENTERED VERTICALLY AT THE TOP OF THE SECOND LINE CHARACTER'S NEGATIVE SPACE.

**CLOCK HANDS W x H STROKE**  
0.0766 in x 0.1671 in 1.777 PT

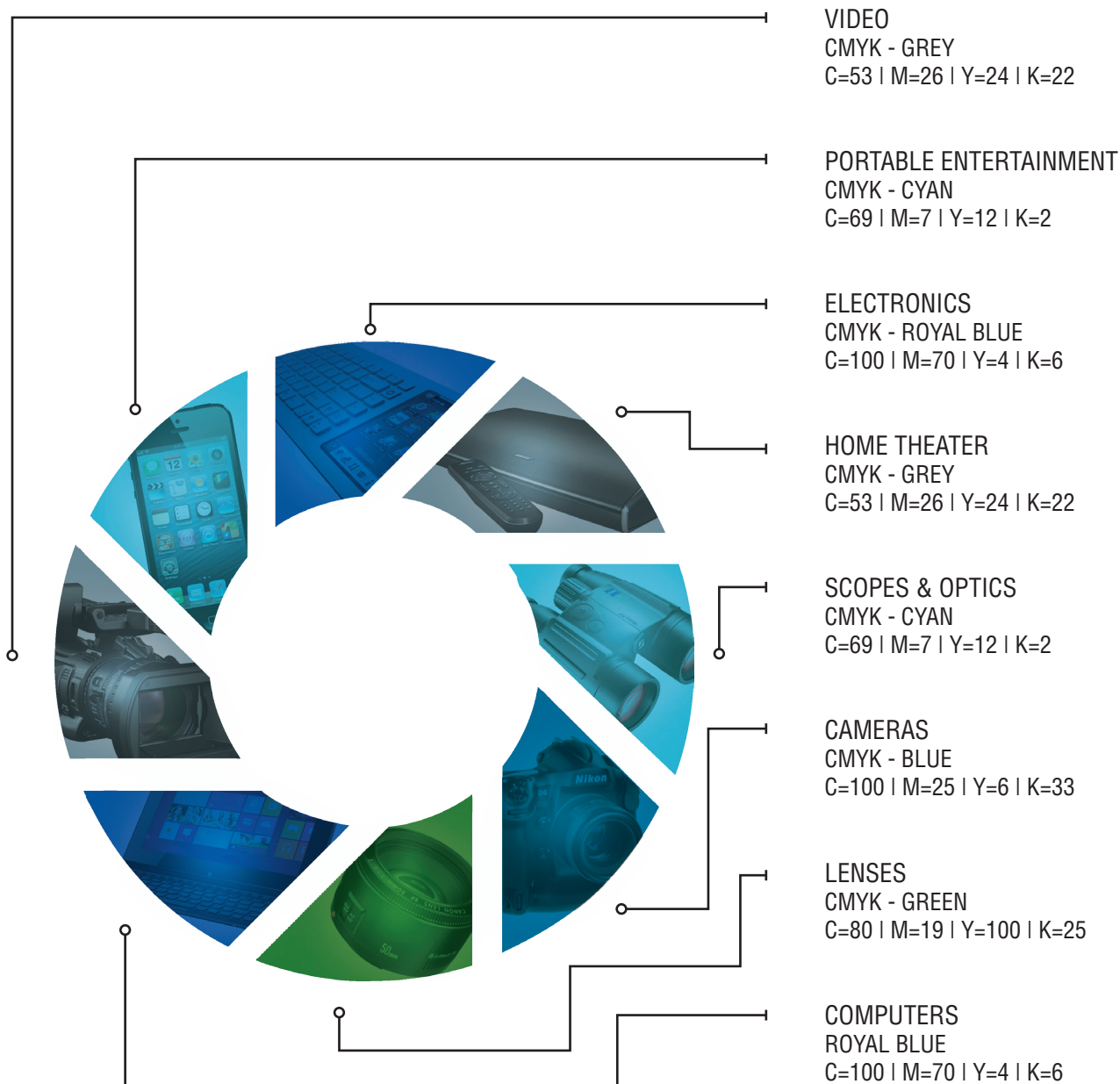
**PLACEMENT**  
THE CENTER OF THE HANDS SHOULD BE IN THE CENTER OF THE CLOCK CIRCLE. TO CREATE THE ARMS START WITH ONE POINT AND CREATE A 45° ANGLE TO THE UPPER RIGHT, CLICK AND THEN CLICK AGAIN STRAIGHT UP. YOU SHOULD HAVE JUST CREATED THREE POINTS. THEN GO TO THE STROKE MENU AND SELECT THE CAP AND CORNER OPTIONS. THE CENTER OF THE CLOCK WILL BE THE BACKGROUND COLOR.

**CAP**  
ROUND CAP

**CORNER**  
MILLER JOINT



Here is how to create the Adorama Pro aperture icon:



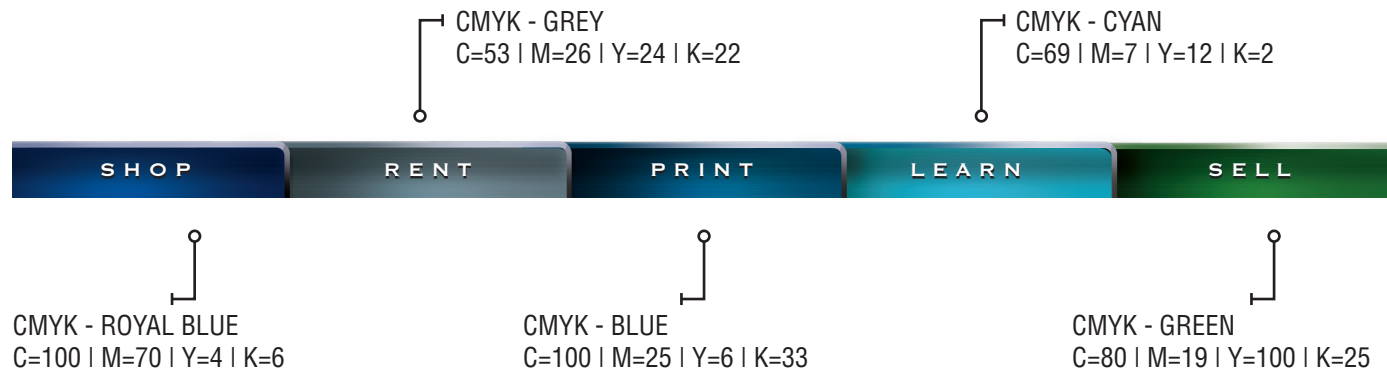
## STYLE GUIDE 2013

CONSUMER | (PRO)

9.19.13.ver.1.3

## COLOR BAR - PRO

Here is acceptable usage of the Adorama Pro services color bar and footer lockup:



Footer lockup containing the Adorama Pro logo, contact information, shipping policy, and navigation buttons:

- ADORAMA PRO
- 42 W 18TH ST NYC  
888.582.3900  
prophoto@adorama.com  
adorama.com
- SAME DAY SHIPPING BY 8PM**  
WHEN ORDERED ONLINE  
Call us for details regarding your next shoot.
- SHOP
- RENT
- PRINT
- LEARN
- SELL

## STYLE GUIDE 2013

CONSUMER | (PRO)

9.19.13.ver.1.3

Here are acceptable examples of Adorama Pro full-page ads:

...the go-to resource for your next production...

**PRODUCE**

...all the top-brand equipment you need...

**PROVIDE**

...backed by our expert team providing unmatched support...

**PROFESSIONAL**

Rely on the **PROs** at **ADORAMA** for total production support for your next professional shoot.

**ADORAMA PRO** 42 W 18TH ST NYC 888.582.3900 prophoto@adorama.com adorama.com

**SAME DAY SHIPPING** WHEN ORDERED ONLINE **BY 8PM** Call us for details regarding your next shoot.

SHOP RENT PRINT LEARN SELL

when you're behind the camera, **ADORAMA PRO** is behind you.

Your go-to resource for professional tools, in-depth knowledge and production support.

**ADORAMA PRO** 42 W 18TH ST NYC 888.582.3900 prophoto@adorama.com adorama.com

**SAME DAY SHIPPING** WHEN ORDERED ONLINE **BY 8PM** Call us for details regarding your next shoot.

SHOP RENT PRINT LEARN SELL

## STYLE GUIDE 2013

CONSUMER | **PRO**

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