

SHOWPRO

Brand Guidelines

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Introduction

Created by an IATSE electrician, ShowPro delivers an easier, more efficient way for Union locals to find labor and fill calls. ShowPro's easy-to-use app allows for accuracy, ease, and transparency in every call you fill. ShowPro works with you to get to know your local, your members, your venues, and your processes, and most importantly the unique rules of your hiring hall, to create a customized software solution that works for you.



Messaging

Mission & Vision

MISSION

ShowPro provides a customized platform for theatrical labor organizers to accurately, easily, and transparently fill calls.

VISION

To be the go-to solution to organize your local's office, and help stagehands find work and gain more experience.

Messaging

Brand Ethos & Brand Personality

BRAND ETHOS

Customized

Reliable, Flexible, Responsive, Detailed

Efficient

Accurate, Transparent, Trusted, Accessible

Knowledgeable

Experienced, Innovative, High-Quality, Customer-Oriented

Messaging

Voice & Tone

VOICE

The voice of ShowPro is that of a skilled insider, a fellow Stagehand that knows how things work backstage and in the hiring hall, but also has the tech and IT knowledge to lead a call.

tone

The tone is that of a reliable sibling that inspires confidence and understanding with the warmth of a familiar arm around your shoulder, guiding you in the right direction. We use straightforward and familial language and direct, second-person pronouns (such as “you”) while speaking to our customer as a fellow Union member.

Messaging

The boilerplate is for use in news releases, about sections on social media, and in other online directories where an about section is required.

Boilerplate

ABOUT SHOWPRO

ShowPro provides customized, accurate, and reliable call fulfillment and tracking through their workforce management app. ShowPro was developed by a Stagehand specifically for the Labor Unions of the entertainment industry.

WEBSITE ADDRESS

showpro.tech

Messaging

Core Messaging

ShowPro allows theatrical labor organizers to fill calls according to the rules of their seniority list. Developed by an IATSE Stagehand who understands theater and entertainment Unions' unique needs, the ShowPro app makes filling, tracking, and reporting on calls easy for everyone.

Messaging

Copy Standards

CAPITALIZATION

- **Union** is always capitalized
- **Local** is not capitalized (local) unless it refers to a specific local number; always use the pound sign (#) before the local number (e.g. Local #10)

VOCABULARY

- Use fellow members; avoid brothers and sisters
- Decision-makers and back-end users will be business agents or business representatives (depending on the local's terminology), call stewards, and/or Union Officers
- IATSE Local One is always spelled out
- End users are referred to as "members" or "Stagehands"

Visual identity

The main logo for ShowPro is black and white. It should be used when possible in both print and digital formats.

When posted on a website, the logo must be linked to showpro.tech.

The white version of the logo may also be used on color, for example, overlaying a black background or photograph.

Main Logo



Visual identity

The initials for ShowPro (SP) with a border around it can be used in collateral as a secondary mark.

Only use the secondary mark when ShowPro is spelled out in full within visible proximity, for example, inside ShowPro's office space or in social media channels.

When choosing the proper color format, apply the same rules as you would for the main logo.

Monogram



Visual identity

The minimum width for the main logo is 1.25".

The minimum width for the secondary mark icon is 0.4".

When the logos become smaller than these sizes, the text and design elements become difficult to read. Stick to these guidelines to ensure the ShowPro logo is readable at all times.

Minimum Sizes



1.25"



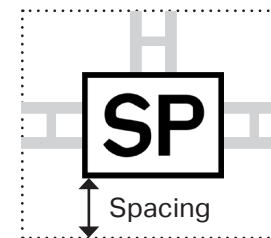
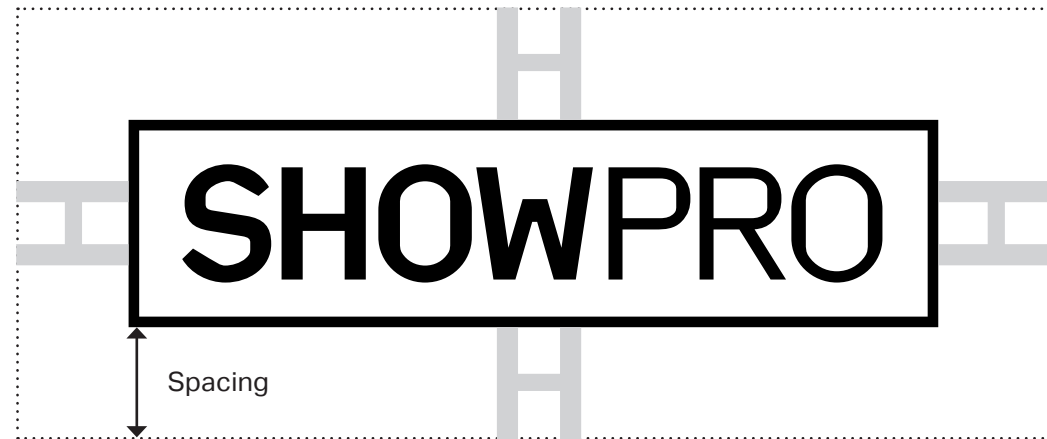
0.4"

Visual identity

Remember to keep ample spacing around the logo and secondary mark icon. The height of the “H” in the ShowPro logo at its current size can be used as a guide.

It is important to keep this space around the logo and secondary mark icon at all times, especially when using other logos or graphics near them.

Clear Space

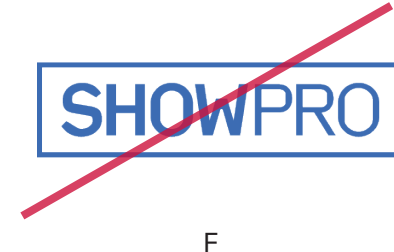
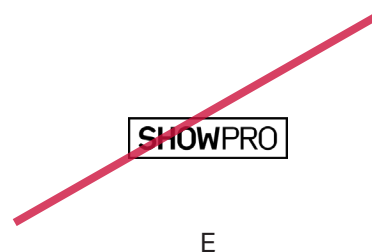
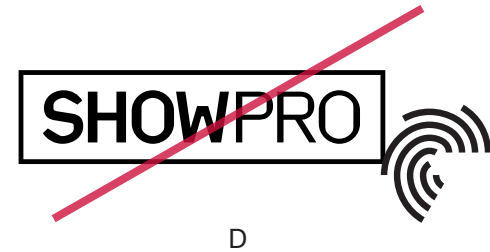
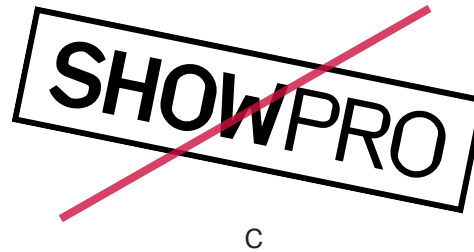
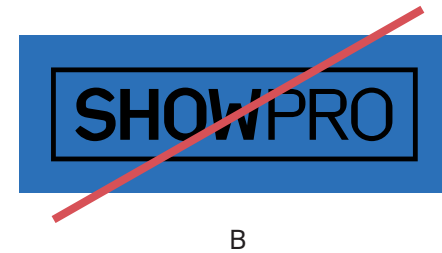
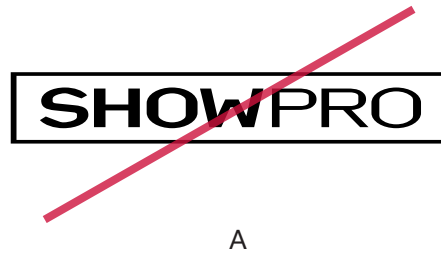


Visual identity

Do not do the following things with the ShowPro logo.

- A.** Do not stretch the logo.
- B.** Do not place the black logo on backgrounds that make it difficult to read.
- C.** Do not tilt the logo.
- D.** Do not place other items too close to the logo.
- E.** Do not make the logo smaller than the recommended minimum size.
- F.** Do not use alternate colors for the logo.

What Not To Do



Collateral

[Kade](#) and [Aktiv Grotesk](#) in any of the following variations should be used for all print materials, presentations, and other public facing marketing or educational materials intended for possible print or web use.

Kade, which is used for the logo, can be used minimally for accent typography (eyebrow headings, buttons, etc).

Headings, primary, and secondary subheadings should use Kade Bold. Tertiary subheadings should use Aktiv Grotesk XBold, while body copy should use Aktiv Grotesk Regular, and Bold where applicable.

In situations where Aktiv Grotesk is unavailable, Helvetica may be used as a substitute.

Typography

AaBbCcDdEe0123

Kade Bold

AaBbCcDdEe0123

Kade Bold Italic

AaBbCcDdEe0123

Kade Medium

AaBbCcDdEe0123

Kade Medium Italic

AaBbCcDdEe0123

Aktiv Grotesk Black

AaBbCcDdEe0123

Aktiv Grotesk Black Italic

AaBbCcDdEe0123

Aktiv Grotesk XBold

AaBbCcDdEe0123

Aktiv Grotesk XBold Italic

AaBbCcDdEe0123

Aktiv Grotesk Bold

AaBbCcDdEe0123

Aktiv Grotesk Bold Italic

AaBbCcDdEe0123

Aktiv Grotesk Regular

AaBbCcDdEe0123

Aktiv Grotesk Regular Italic

Collateral

ShowPro's primary color palette is comprised primarily of black with three secondary colors

Use these colors when creating any print or digital collateral for ShowPro's brand.

Color Palette

01

BLACK

Print—
PMS 6 C
C0 M0 Y0 K100

Web—
R60 G60 B59
#000000

02

YELLOW

Print—
PMS 102 C
C4 M0 Y93 K0

Web—
R255 G235 B0
#FFF500

03

BLUE

Print—
PMS 2728 C
C81 M55 Y0 K0

Web—
R255 G235 B0
#2478FF

04

GRAY

Print—
PMS 432 C
C0 M0 Y0 K90

Web—
R60 G60 B59
#989898

Collateral

Gradients can be used in print collateral or digital platforms to visually communicate a sense of stage lighting, which reinforces the visual brand.

These gradients can be used in radial or linear formats. Some examples of applications include a website row background to highlight text or a background to a social media graphic with the ShowPro logo overlaid.

Gradients



Collateral

When building an online presence for ShowPro, these items should be used to communicate the company's visual brand.

Online Presence



Website favicon



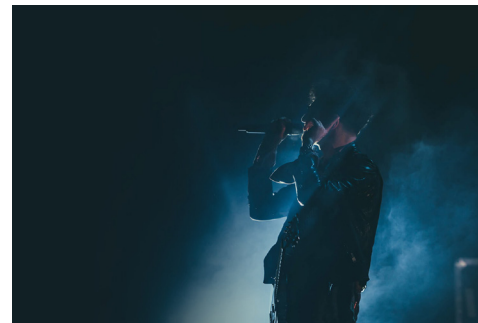
Social media profile picture

Collateral

Imagery selected for ShowPro collateral should always reflect the industry the company serves.

Choose photos that communicate a fun, positive, and confident attitude. Headshots of union members or stock images can be used for interviews or testimonials.

Photography



Collateral

A series of illustrations and iconography have been produced to reflect ShowPro services. When necessary, create additional illustrations or icons that match the existing style.

Icons are also available in yellow and white. On the app, the icons are encircled.

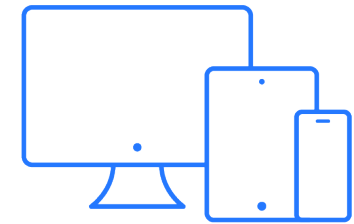
Illustrations & Iconography



Calls



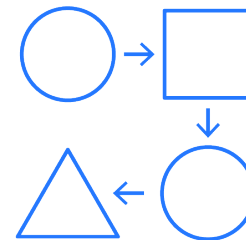
Reports



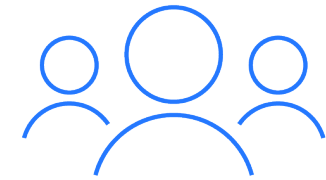
Devices



Venue



Workflow



Members

Questions?

If you have any questions regarding how to use this brand, please contact Shift Collaborative at support@shiftcollaborative.com.