



**Booth
Workshop**
HARDWARE COMPANY

BRAND GUIDELINES

BASE

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VALUES

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VOICE

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MOODBOARD

COLORS & FONTS



BASE

CLIENT	New photo booth operators who want to start fast and need good professional equipment. Event business owners who are expanding their business and want to have more devices for a good price.
PRODUCT	“Booth workshop” brand makes and sales Loop360 video booths (our 1.st product)
BENEFIT	Best price-performance on the market, easy-to-use, edgy, reliable and quickly accessible.
ADVANTAGE	We are the pioneers and leaders of photo booth and video 360 business in our country. We bring our clients the best from our experience.
RESULT	To start the business quick and worry-free, to appear professional and “wow” every customer. To smartly expand the business.



ORIENTATION

POSITIONING

For photo booth operators starting or expanding their business, "Booth workshop" brand makes the best price performance Loop360 video platforms that are edgy, reliable and quickly accessible. Because we are the leaders of photo booth business in our country and we bring you the best from our experience.

PURPOSE

We are inspired to make photo boots because we believe in a future where small business owners have mastered their time, feel more freedom and really enjoy what they are doing.

MISSION

We are here to create great equipment, to serve and empower the Photo booth operator as if his business was our own.

ESSENCE

Master your photobooth business.



VALUES

CREATIVITY

We live for the magic of creating something from nothing. Our passion is to see how our little creative solutions make people say “Wow!”

PASSION

We strive for high-quality workmanship, a good climate within the company, focus on details and strive for perfection. We create with pleasure and passion.

EMPOWERING

Our time is precious and we learned how to master it. We love to empower others to transform their business and enjoy more freedom.

QUALITY

We keep our production in-house so we can check every detail with our own hands.

TRANSFORMATION

We are the leaders of photo booth business in Slovenia because we dare to be the first in embracing new experiences in event industry.

DELIVERING RESULTS

We love to deliver results and fulfill our costumers expectations. Our customers get a perfect experience every time.



PERSONALITY

BRANDS HUMAN CHARACTERISTICS

**passionate . confident . involved .
practical . trustworthy**

ARCHETYPES



CREATOR

**Inventor
Entrepreneur**

Imaginative, inventive, driven to build things, to create something new, original and exceptional. Achievement-oriented and ambitious.



MAGICIAN

**Visionary
Transformer**

Transformation, change, renewal, turning dreams into reality, changing lives for the better, improving experiences and products.



VOICE

Charismatic promising change and transformation.

Inspiring connecting with the clients through shared passions and commitment.

Excited about the creative process.

Typical words

Empower. Grow. Discover. Transform.
Visionary. Evolve. Imagine. Magical. Insight.
Abundance. Power. Unbelievable. Vision.
Project. Design. Imagine. Studio. Workshop.
Chose. Freedom. Features. Custom made.
Developed. Collection. Build. Startup.
Innovation. Trends. Brilliance. Passion. Maker.
Unique. Edgy. State of the art. Perfect. Inspire.
Authentic. High quality. Details.



MESSAGES

INSPIRATION FOR COPYWRITING

The smartest solution for growing your PB business.

Let your passion grow into freedom.

Transform your PhotoBooth business.

Master your business and achieve more freedom.

A smart choice for starting your business.

Smart Photobooths to power your business.





STORIES



Stories from our experience

We share our experience with starting in the Photobooth business, growing and expanding the business and how we mastered our time to find more freedom and be creative.

Usability tips

We share our expertise and give tips about technical details and a smarter use of the platforms to make our users feel more empowered and in control.

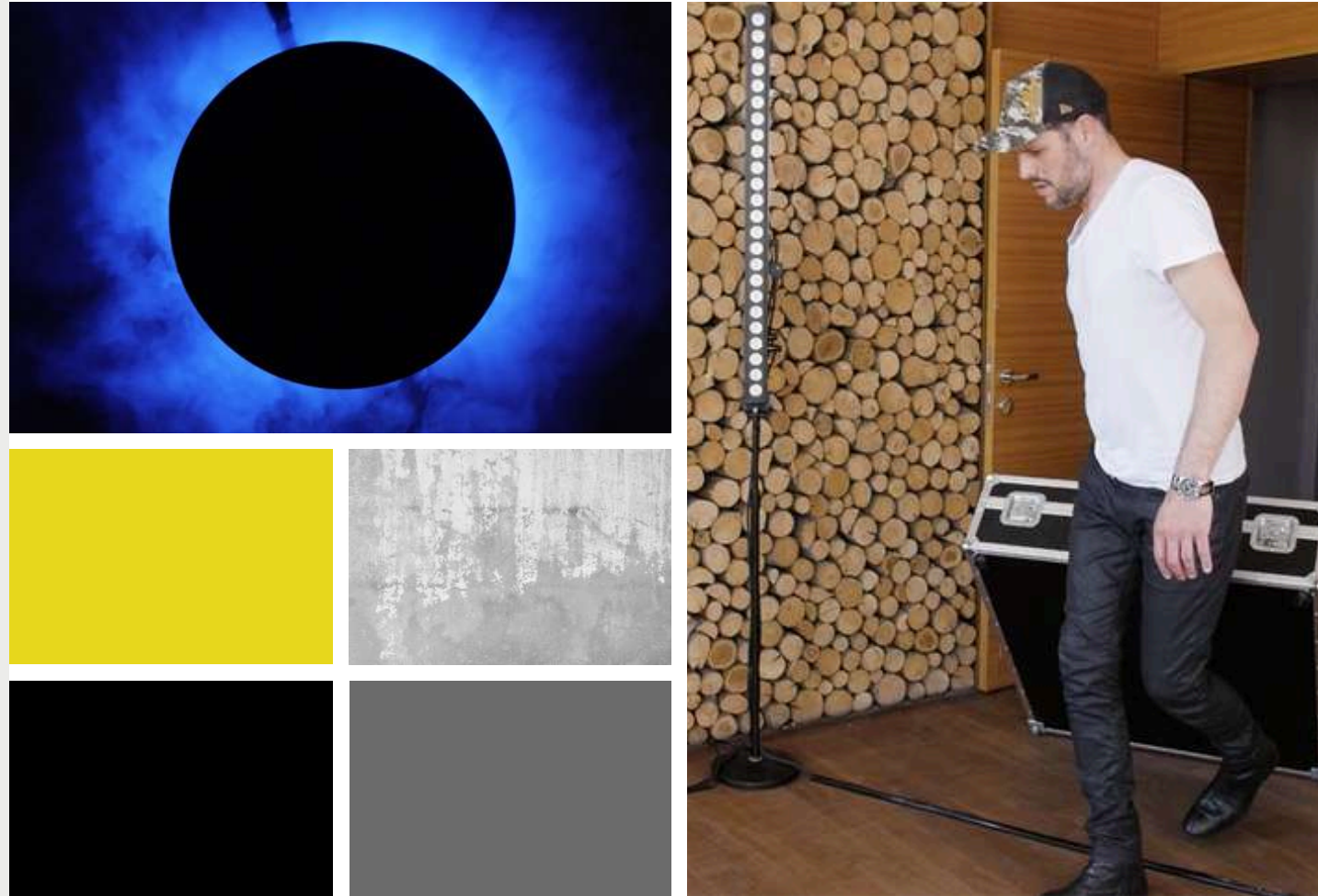
Latest trends

We share the latest trends about Photobooth and Loop360 marketing, animations, photography, etc.



MOODBOARD

Workshop style. Concrete walls. Party pictures. LED lights. Yellow and grey shades. Contrasts.





COLORS & FONTS

RGB 231, 215, 28
#E7D71C

RGB 243, 235, 141
#F3EB8D

RGB 0,0,0
#000000

RGB 255, 255, 255
#FFFFFF

RGB 111, 111, 111
#6F6F6F

RGB 166, 166, 166
#A6A6A6

MONTSERRAT SEMI-BOLD

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OPEN SANS

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