

BRAND GUIDELINES

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Welcome to Filmmakers Ranch

The Filmmakers Ranch is a one-of-a-kind creator's collective that provides everything you need to produce best-in-class content that will impact the world. Our 12-acre campus in the heartland of America is home to multiple high-quality sound stages and state of the art post-production facilities, as well as offering world-class training, equipment, experienced crew, and comprehensive marketing services.

We believe that everyone has a story to tell, and we're here to help you bring your vision to life. Whether you're a first-time filmmaker or an experienced producer, we have the resources and support you need to succeed.

Join us at Filmmakers Ranch and challenge the status quo. Together, we can redefine the art of storytelling.

Filmmakers Ranch. A Creators Collective.

Our Mission

Filmmakers Ranch is a boutique film campus and thriving creators' collective where innovation meets storytelling. We believe in the transformative power of creative collaboration, dedicated to advancing the art of filmmaking, gaming and advertising, while contributing meaningfully to the enrichment of the global creative landscape.

A one-stop shop, Filmmakers Ranch offers a dynamic array of services, including high-quality soundstages, advanced post-production facilities, full equipment rentals, experienced crew, and unmatched entertainment marketing services, all aimed at redefining the future of entertainment and storytelling.

We are purposefully changing the status quo by actively engaging in the training and development of the local workforce, bolstering their skills to meet the evolving global demands of the growing film industry.

Our journey is not just about creating content; it's about crafting experiences, sparking conversations, and making meaningful connections. It's about creating a world where every story matters, every voice is heard, and every individual can witness the boundless potential of their visions.

Our Values

Commitment to Excellence.

We strive for excellence in everything we do. This means setting high standards and working hard to meet them for the client (and their audiences) and ourselves.

Perform Together.

The Filmmakers Ranch is a team effort. It takes the cooperation of many different people to create successful films and successful environments. We are an integral part of that collaboration.

Respect Everyone.

The Filmmakers Ranch is a welcoming and inclusive environment. We mandate respectful communication which builds integrity in our community. We treat each other with respect, even when we disagree.

Innovate with Creativity.

The Filmmakers Ranch is a place where creativity and innovation are encouraged and celebrated. This means fostering an environment where employees feel comfortable taking risks and trying new things at work and at play.

Deliver Feedback.

It takes one to know one. At Filmmakers Ranch, we are looking to constantly improve. Your feedback is welcome (see Respect Everyone).

Engage in the World.

We are actively involved in our communities and work to build relationships with people from all walks of life. We believe that by connecting with others, we can learn and grow. We also believe that by building relationships, we can create a more just and equitable world.

Logo Suite

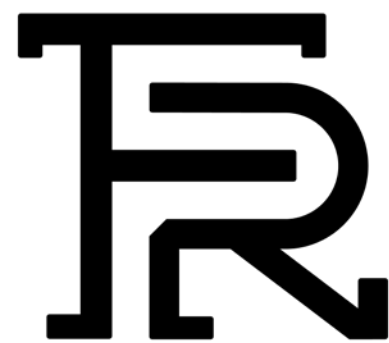
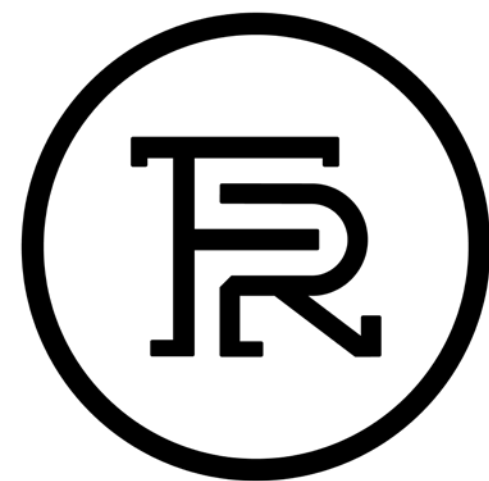


Primary Logo



Secondary Logo

The Creators Collective



Logo Marks

The
CREATORS
COLLECTIVE

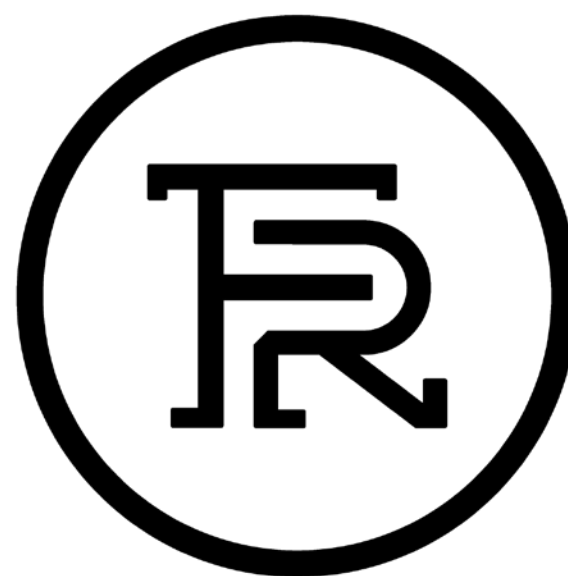
The
CREATORS
COLLECTIVE
🇺🇸

Favicon and Social Icon

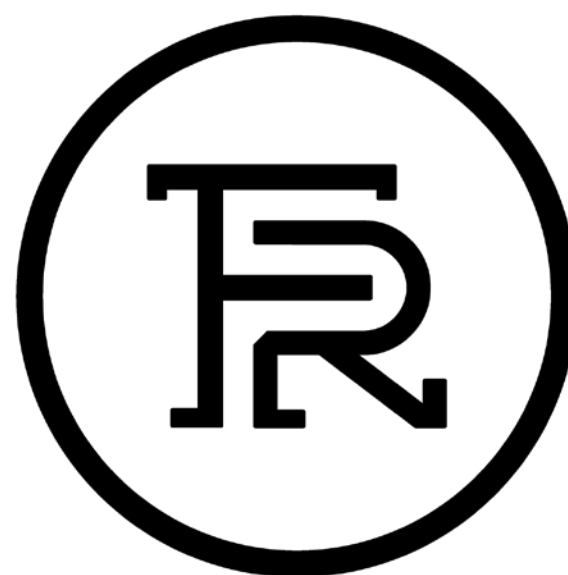
Tagline Lockups

Primary Logo

The horizontal lockup is the primary logo. This logo takes up the least amount of realstate making it ideal for most applications. The primary logo will be featured on our website, letterhead, business cards, company documents, etc. The logo used should be determined by the size that it will appear either on screen or printed media. If the tagline is not legible or cannot be printed without damaging the integrity of the letters, use logo that does not have the tagline.



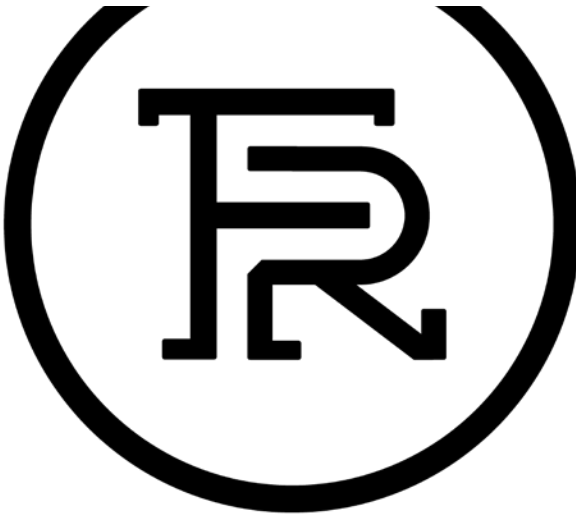
FILMMAKERS
RANCH The Creators
Collective



FILMMAKERS
RANCH

Secondary Logo

The vertical logo lockup is ideal for larger applications such as merchandise and signage. This lockup also lends itself well to design assets that require a more formal look such as an event invitation, folders or client gifts. The lockup used should be determined by the size of the application. If the tagline or date is not legible or cannot be printed without damaging the integrity of the letters, use logo without the tagline and date.



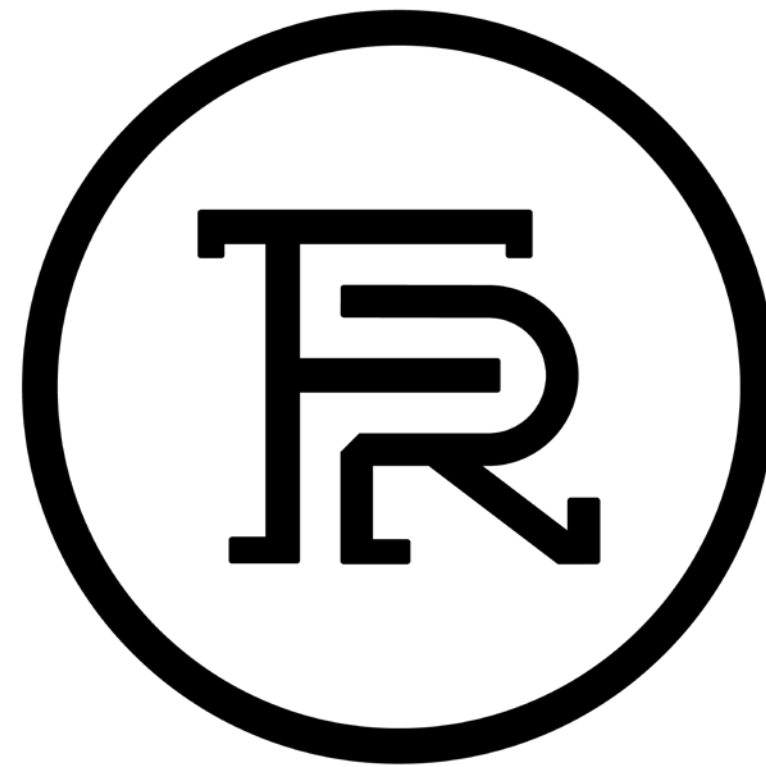
FILMMAKERS
ESTD **RANCH** 2023
The Creators Collective



FILMMAKERS
RANCH

Logo Mark

To build brand awareness it is important that our logo is displayed with the workmark but there are a few exceptions. The logo mark can be used in place of the full logo on digital applications where space is very limited or for merchandise graphics. It can also be used as a graphic element for our private label products.



Social Media Icon/Favicon

This logo lockup will be our profile image on all social media accounts such as Facebook, Instagram and TikTok to create cohesion accross all platforms.This logo will also be used for the website favicon because it will be viewed at such a small size.



Tagline Lockups

The combination of script and sans serif fonts creates a unique appearance that is both rustic and vintage and adds a personal touch to the brand. The tagline lockups should be used primarily for merchandise design. The horizontal lockup can be used with the vertical logo on larger applications such as t-shirts. It should never be displayed at a very small size where legibility is poor.

The Creators Collective

The
**CREATORS
COLLECTIVE**

The
**CREATORS
COLLECTIVE**


Partnership Logos

The Creators Collective is comprised of a series of business partnerships that provide services to the film industry. All businesses that belong to the Creators Collective must include a small Filmmakers Ranch workmark with their existing logo. A horizontal and vertical lockup of the conjoined logos will be created for each partner.



AT FILMMAKERS RANCH



AT FILMMAKERS RANCH

Safe Space

To ensure that the logo is always clear and legible there must always be a small amount of white space around the logo. The minimum space requirement for the primary logo is equal to the height of the tagline text. For the secondary logo, the minimum space requirement is equal to the cap height of the letter “F” in the word mark. Typography, photos and any other graphic element should never be placed inside of the logo safe space margin.



Logo Rules



Do not stretch, compress, or warp the logo in any way.



Do not change the layout of logo lockups. Elements of the logo may be changed and stylized for merchandise but must be approved before sent to production.



Adequate space around the logo is required to maintain clarity and legibility. Graphic elements should never cover or touch the edges of the logo.



Do not use colors outside of the approved color pallet.



Do not use effects that degrade the legibility of the logo such as heavy drop shadows, bright glow effects, or thick strokes.



Do not place logos on images or background with a similar tonal value or it will become illegible. Use the white or light colored logos on dark images and vice versa.

Color Palette

PONY BOY

#025939

RGB 2 | 89 | 57 CMYK 90 | 38 | 87 | 36

TWISTER #EDED EDED RGB | 237 237 237 CMYK | 6 4 4 0

RUMBLE FISH #FFFFFF RGB | 255 255 255 CMYK | 0 0 0 0

BULL DOGGER

#035028

RGB

3 | 80 | 40

CMYK

90 | 40 | 100 | 44

RED FERN

#A55A45

RGB

165 | 90 | 69

CMYK

27 | 71 | 75 | 15

AMERICAN HONEY

#D1BA59

RGB

209 | 186 | 89

CMYK

20 | 22 | 79 | 0

OSAGE COUNTY

#DACABF

RGB

218 | 202 | 191

CMYK

14 | 18 | 22 | 0

Typography

The typefaces chosen are clear, easy to read and have a modern rustic feel. The primary and secondary fonts can be found in the Google font library and can be used for both print and digital media and easily shared across all company departments. The accent font is primarily for merchandise design.

Typefaces

Primary

Headlines | Body Copy | Disclaimers

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?

Secondary

Subheadings

Bitter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?

Accent

Tagline and Merchandise ONLY

Shelby

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?

HEADLINES

Montserrat | Bold | All Caps

Subheadings

Bitter | Regular | Sentence Case

Body Copy

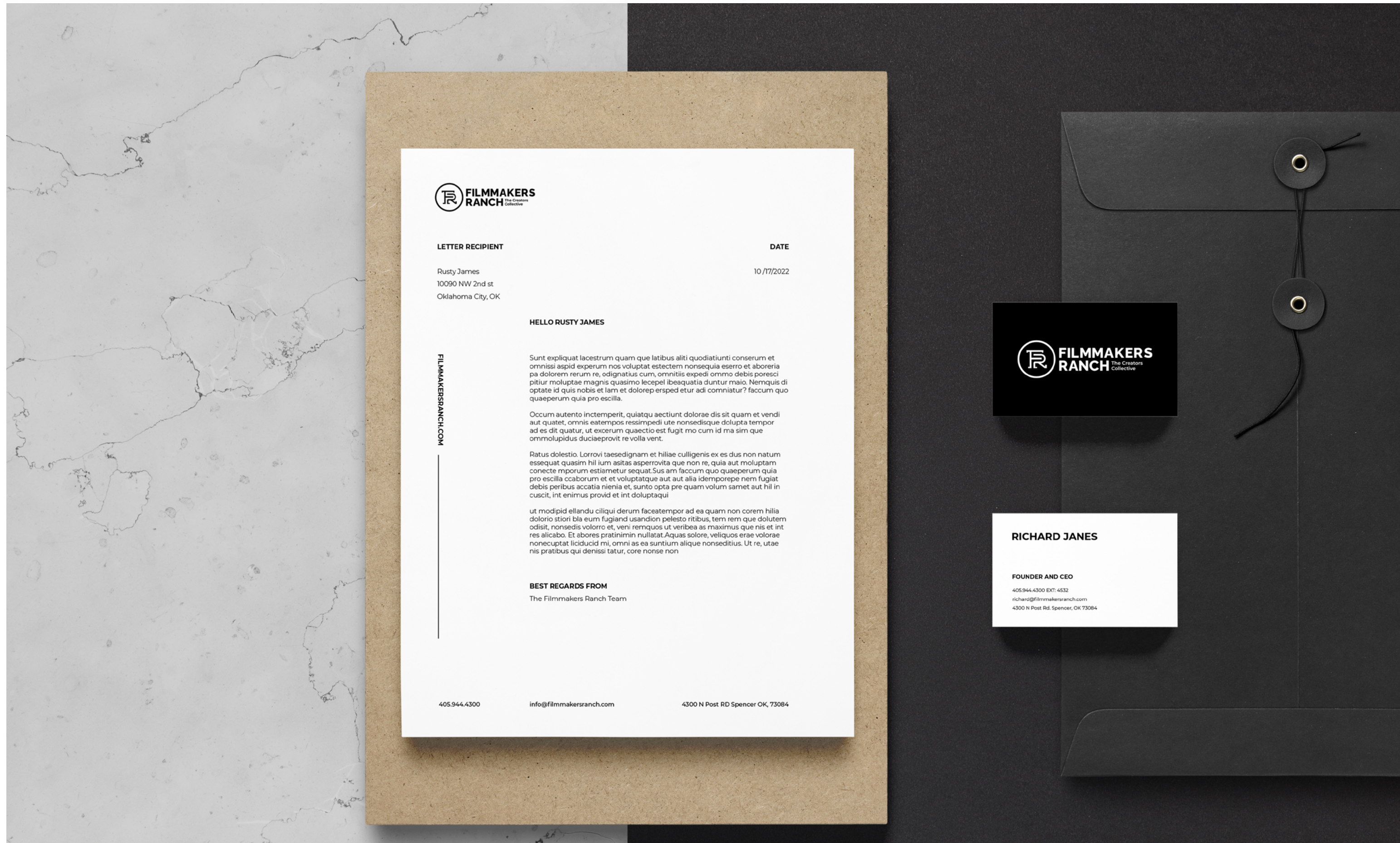
Montserrat | Regular | Sentence Case

Photography

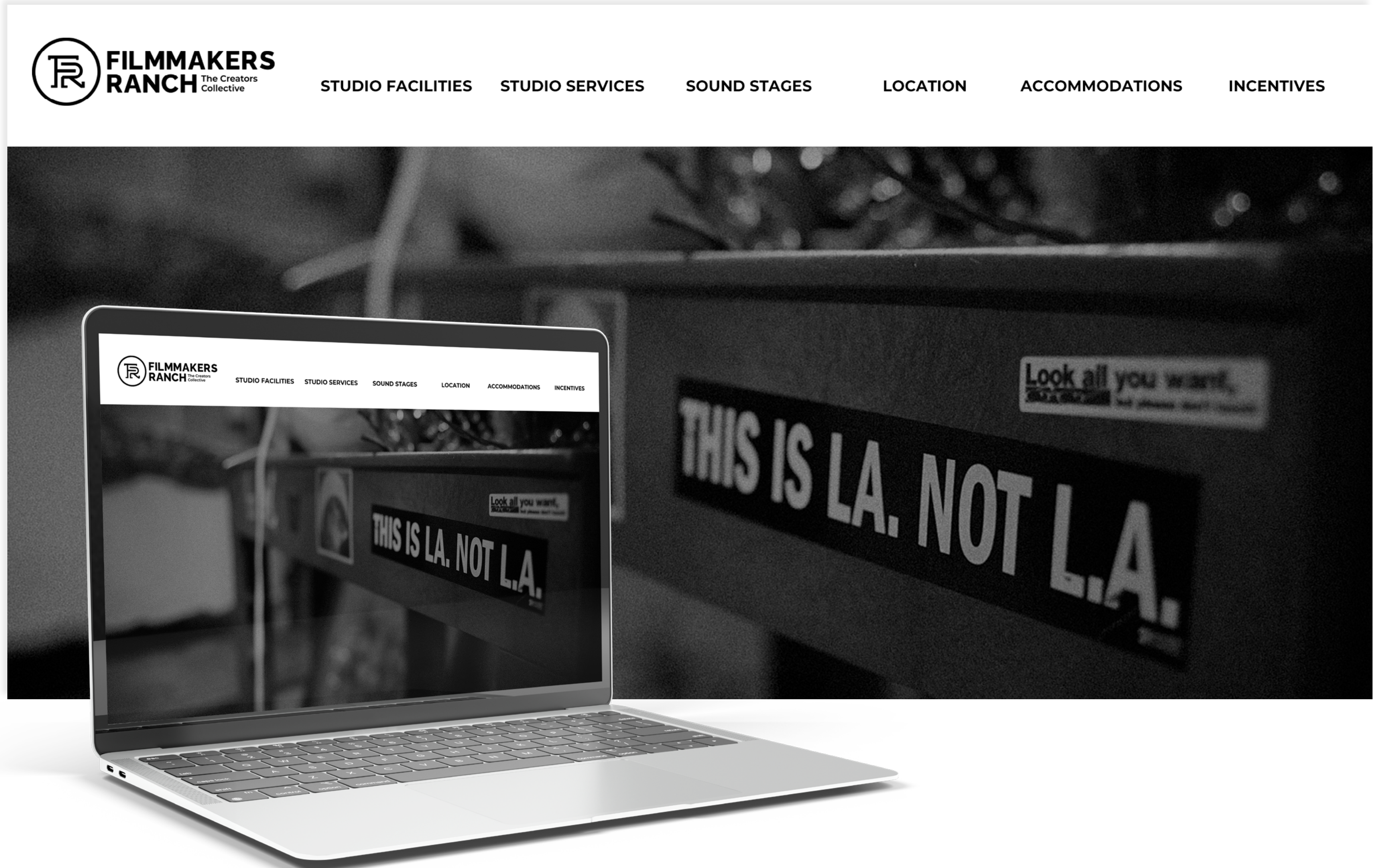
Photos should feature behind-the-scenes shots using dynamic camera angles to capture candid moments between cast and crew, showcasing how various artists are utilizing studio space. All photography should have a cinematic feel that will inspire potential clients who are looking to use our space.



Letterhead and Business Card



Website



Merchandise Graphics



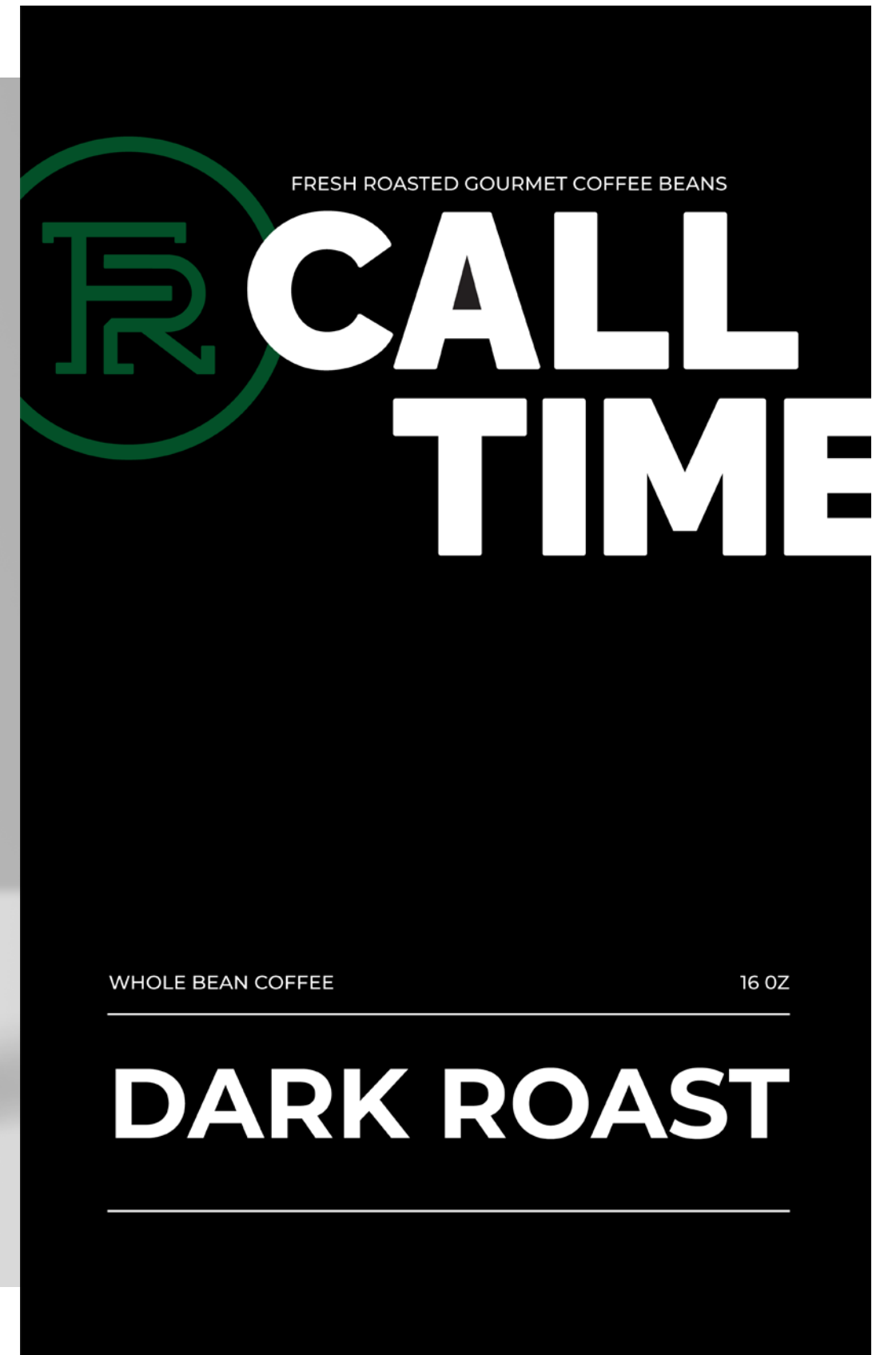
Stickers



Apparel



Private Label Products | Coffee



Private Label Products | Wine



Promotional Products



Logo Patterns

