MOVING SHOT

Press and brand guide

Logos, colors, type, icons and voice for Moving Shot. Use these files when you write about the directory, link to a listing, or show the Moving Shot badge on your own site.

Directory / Press and brand

Download press kit (zip) | Brand guide (PDF)

LOGO

The symbol is a viewfinder: four hairline framing brackets around a small Tally Red center square. Under 24px it switches to medium brackets and a larger square so it still reads. The wordmark is MOVING SHOT in Oswald Bold, with SHOT in Tally Red. Use the horizontal lockup by default and the stacked lockup in square or tall spaces. Use the symbol alone for app icons, avatars and places where the name already appears nearby.

Horizontal lockup (primary)



On dark SVG PNG



On light SVG PNG

MOVING SHOT

Mono white SVG PNG

MOVING SHOT

Mono black SVG PNG

Stacked lockup

MOVING SHOT

On dark SVG PNG

MOVING SHOT

On light SVG PNG

MOVING SHOT

Mono white SVG PNG

MOVING SHOT

Mono black SVG PNG

Wordmark

MOVING SHOT

On dark SVG PNG

MOVING SHOT

On light SVG PNG

MOVING SHOT

MOVING SHOT

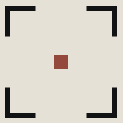
Mono white SVG PNG

Mono black SVG PNG

Symbol



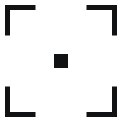
On dark SVG PNG



On light SVG PNG



Mono white SVG PNG



Mono black SVG PNG

Clear space

Keep clear space on every side equal to one bracket leg (14/64 of the symbol height). Nothing else goes inside that box. Nothing else goes inside that box.



Minimum size

Horizontal lockup: 120px wide on screen, 30mm in print.

Stacked lockup: 72px wide on screen, 20mm in print.

Symbol: 16px on screen, 6mm in print. Below 24px use the tiled app icon.



Do

- Use the supplied files without edits.
- Put the dark logo on Graphite or on dark, high-contrast photos.
- Use the mono versions on one-color print, merch and engraving.
- Link the logo to movingshot.com when you use it online.

Don't

- Round the bracket corners, fill the frame, or move the center square.
- Stretch, rotate, outline or add effects to the logo.
- Recolor SHOT or swap Tally Red for another color.
- Set the name in another typeface or rebuild the lockup.
- Place the logo on busy photos where the brackets lose contrast.
- Use the logo to suggest Moving Shot endorses a vendor or product.

COLOR

Graphite
`#111213 / var(--bg)`
Page background

Gunmetal
`#1D1E20 / var(--bg-elevated)`
Header, footer, panels

Slate
`#18191B / var(--card)`
Cards and inputs

Rule
`#2E3033 / var(--line)`
Borders and rules

Bone
`#E6E1D7 / var(--text)`
Primary text, light surfaces

Ash
`#8B8883 / var(--muted)`
Secondary text

Tally Red
`#94473B / var(--accent)`
Button fills, the word SHOT, the center square

Tally Glow
`#C47E70 / var(--accent-soft)`
Accent text links, focus rings, hover borders

Ember
`#7E3B31 / var(--accent-dim)`
Button hover and pressed

Near-monochrome by design. Tally Red is the only accent and stays small: buttons, the word SHOT, the center square. Text on buttons is Bone (5.5:1). Accent text uses Tally Glow (5.9:1 on Graphite). Bone on Graphite is 14.4:1 and Ash is 5.3:1, all WCAG AA or better.

TYPE

DISPLAY / OSWALD BOLD / 61PX

RIGS THAT MOVE

H2 / OSWALD / 39PX

Camera cars in Atlanta

H3 / OSWALD / 25PX

Allan Padelford Camera Cars

BODY / SOURCE SANS 3 / 16PX

Every listing is checked against the company's own public site.

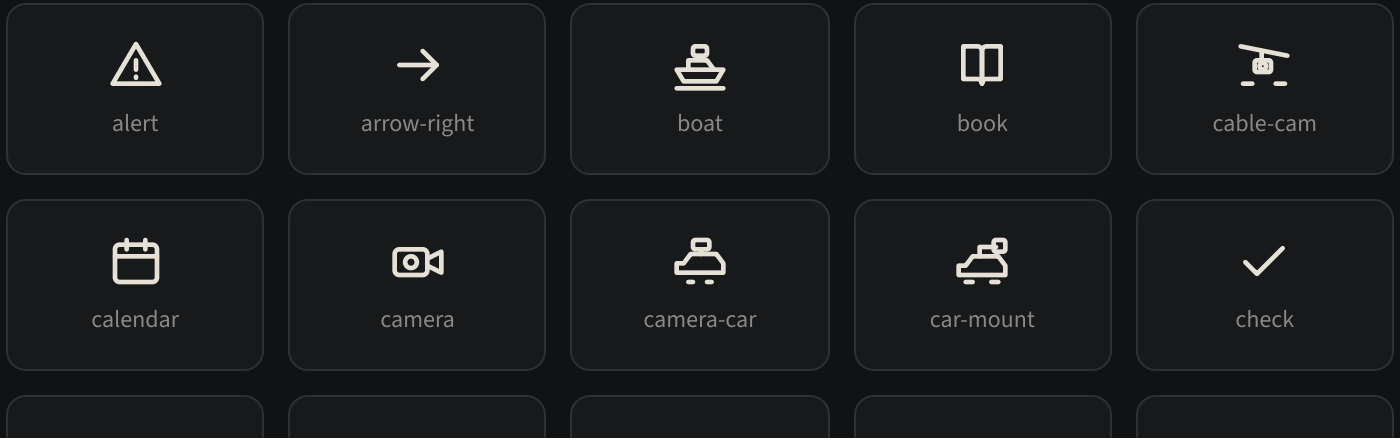
SMALL / SOURCE SANS 3 / 14PX

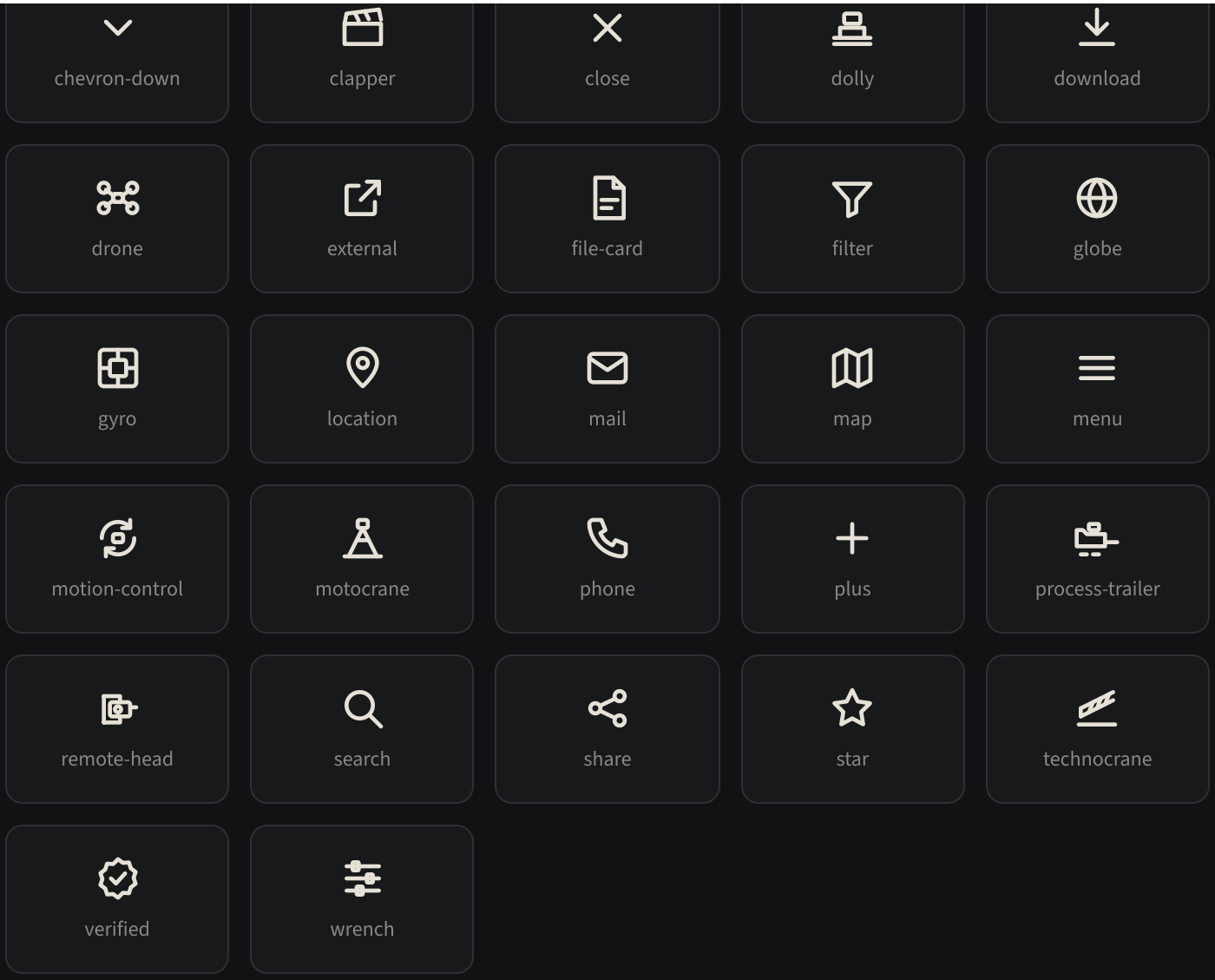
Last verified Nov 3, 2026

Oswald and Source Sans 3 are open fonts under the SIL Open Font License, free on Google Fonts.

ICONS

Drawn for Moving Shot on a 24px grid with a 2px stroke and round caps. They inherit text color. Rig icons match the directory categories.





COMPONENTS

Buttons

Primary | Primary hover | Secondary | Text link

One primary per screen. Height 44px, radius 6px, Bone text on Tally Red.

Inputs

What do you need?

Focused: Tally Glow ring

Cards

Camera cars

Category card. Lifts 2px on hover.

NO RIGS IN FRAME YET

Empty state: dashed rule, mark, one action.

Badges and tags

Motocrane | Verified | FEATURED

Vendor embed badges live on the badge page.

Spacing (4px base)

4px
8px
12px
16px
24px
32px
48px
64px
96px

Radius, shadow, motion

4px | 6px | 10px | 16px

Shadows stay low and dark (0 12px 30px black at 35%). Motion is 120 to 320ms on a soft ease-out, and turns off for reduced-motion users.

LOADING AND EMPTY STATES



LOADING



NO RIGS IN FRAME YET

Request a listing

Nothing matches that yet. Try another search, or tell us who we are missing.

The 404 page uses the same mark: Out of frame.

BRAND SUITE DOWNLOADS

Listed on Moving Shot badges →	Email signature (HTML) ↓
Email header and template (HTML) ↓	Advertiser media kit (PDF) ↓
Business card front (PDF, 3.5 x 2 in + bleed) ↓	Business card back (PDF) ↓
New listing post, square 1080 ↓	New listing story, 1080 x 1920 ↓
New guide post, square 1080 ↓	New guide story, 1080 x 1920 ↓
Social avatar and banners ↓	Icon set (SVG) →

PHOTOGRAPHY



Real rigs on real sets only. Black and white or low-saturation frames with hard contrast, the rig in frame and room for type on one side. No stock filler, no rendered or synthetic images. Hero photo by Joey Arcisz. All rights reserved.

VOICE

- Talk like a key grip on a tech scout: short, specific, sure.
- Name the rig, the city and the fact. Skip adjectives that a vendor could not prove.
- Every claim about a vendor comes from that vendor's own site.
- Sentence case for headlines on the site, uppercase Oswald for big display lines.
- No em dashes. Use a period or a comma.

SAY

Camera cars and arm cars in Atlanta, checked against each company's own site.

NOT

~~The ultimate one-stop solution for all your cinematic needs!~~

PRESS

Moving Shot is a national directory of specialty moving-shot gear: camera cars, MotoCrane, Technocrane, remote heads, motion control and process trailers. It is run by Joey Arcisz and Geared Like A Machine in Dallas, Texas. Press and partnership questions: (214) 233-5925.

Company

About

Get listed

Submit a Request

Advertise

Press / Brand

Contact

Geared Like A Machine

Dallas, TX

(214) 233-5925

movingshot.com. Listings are checked against each company's own public site. If a phone or rig is blank, it was not on that site.