

Marketing & Licensing

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Marketing

Brand Usage

- *Drop Your Shot*™ is the **primary brand**; licensee may use “by [Company Name]” format.
- Must follow visual-hierarchy and color rules in Brand Kit.
- Non-compliance = material breach.

Brand Voice

- **Tone:** Confident, playful, energetic — with a touch of golf swagger.
- **Style:** Casual but clever. Avoid jargon, use plain language with clever hooks.
- **Messaging Pillars:**
 - **Precision Meets Fun** - "Every drop counts."
 - **Tournament-Ready Entertainment** - "Take your event to new heights."
 - **Built for the Pros** - "Trusted by drone operators. Loved by golfers."
 - **Simple. Spectacular. Scalable.** - "One ball. One shot. One winner."

Color Palette

Based on the gradient and theme you provided:

- **Primary Blue:** #518CB2 – Confidence, clarity
- **Highlight Red:** #DA3C3E – Energy, action
- **Slate Gray:** #556365 – Balance, modern tech
- **Off-White:** #F3F4F6 – Clean background
- **Gradient:** Use as a background or border highlight for digital/print pieces

Typography

Primary Typeface: Montserrat (Bold + Regular)

- Headers: Montserrat Bold, ALL CAPS
- Body: Montserrat Regular or Medium
- Usage: Consistent letter-spacing, no underlines

Alternate Web Font: Roboto (for compatibility)

Branded Elements

- **Drop Zone Flag/Tent:** Must include logo and color gradient
- **Scorecards or Leaderboards:** Use branded headers and primary palette
- **Merchandise:** Hats, shirts, bags should use logo lockup and palette
- **Printed Materials:** Flyers, sponsor signs, and booth signage must follow typography and color guidelines

Brand Application

- Microsite or Landing Page
- Email Marketing Templates
- Social Media Posts (Instagram, Facebook, LinkedIn)
- Event Booth Banners
- YouTube Intros/Overlays
- Stickers & Swag

Logo Usage

- Primary logo: The official “Drop Your Shot” logo with drone and ball elements.
- Secondary mark: A simplified icon version (e.g., drone silhouette + falling ball).
- Clear space: Always maintain at least the height of the "D" around all edges.
- Minimum size: Do not display logo smaller than 1" wide in print or 100px digital.
- Do not:
 - Stretch, skew, or rotate the logo
 - Add drop shadows or outlines
 - Change the brand colors outside approved palette

Imagery Guidelines

- Show excitement and action (e.g., ball mid-air, crowd watching, close drops)
- Prefer shots that show **drones in action**, especially over golf holes
- Capture branded signage (Drop Zone signs, tents, banners)
- No blurry, dark, or low-res images
- Use foam balls and real event footage whenever possible

Photo & Video Use

- Access national media library for pre-approved B-roll.
- Submit 3-5 event photos or a highlight clip per event.
- Must include logo / watermark and official tags.

Marketing Materials

- Use only official templates (flyers, A-frames, banners).
- Submit new designs for approval at brand@dropyourshot.com
- Replace outdated materials within 60 days of new release.

Tone Dos and Dont's

Do:

- Use excitement and golf-related humor
- Speak directly to the tournament audience
- Highlight the drone-powered wow factor

Don't:

- Overuse drone jargon (e.g., payload, multirotor, gimbal)
- Get too technical — this is entertainment!
- Sound like a corporate brochure

Tagline Suggestions

- “One Shot. One Winner.”
- “Where Precision Drops Meet Golf Glory.”
- “Drop It Like It’s Hot.”
- “Golf Gets a Lift.”

Social Media & PR

- Tag @DropYourShotOfficial and use approved hashtags.
- Obtain approval for paid ads or sponsor posts.
- Media inquiries → press@dropyourshot.com.
- Follow crisis-communication protocol for incidents.

Quality & Compliance Monitoring

- Annual Part 107 and insurance verification.
- Event logs maintained locally.
- Random spot reviews and feedback checks.
- Corrective action and probation options for issues.

Licensing

License Model

- **One-time buy-in**, perpetual license.
- Annual compliance attestation (no revenue tracking).
- Optional paid updates & support.

Licensing

Compliance Agreement

Licensee signs acknowledgment form covering:
operational safety, brand usage, media conduct, and legal ownership.
(See Appendix C for signature page.)

Licensee Agreement Form

Violations & Revocation

- **Minor:** 14-day correction window.
- **Major Safety:** Immediate suspension.
- **Reputational / Trademark:** Immediate revocation.
- **Post-Termination:** Cease brand use within 10 business days; no similar service for 24 months.
- **Appeals:** 7-day window for written appeal; final decision within 10 days.

Sales Process for Trade Organizations