



Slingerland

BRAND MANUAL 2026



Design Guidelines

Our design guidelines blend modern simplicity and timeless appeal. These visual elements should be used to enhance clarity and maintain a consistent look across all platforms. By adhering to these guidelines, we ensure our visual identity remains strong, recognizable, and true to our core values.

Logo Usage

The Slingerland Script Logo is iconic and immediately recognizable among drum enthusiasts and professionals alike. Additionally, we'll use the Slingerland Drum Company Logo as a secondary logo treatment as required.

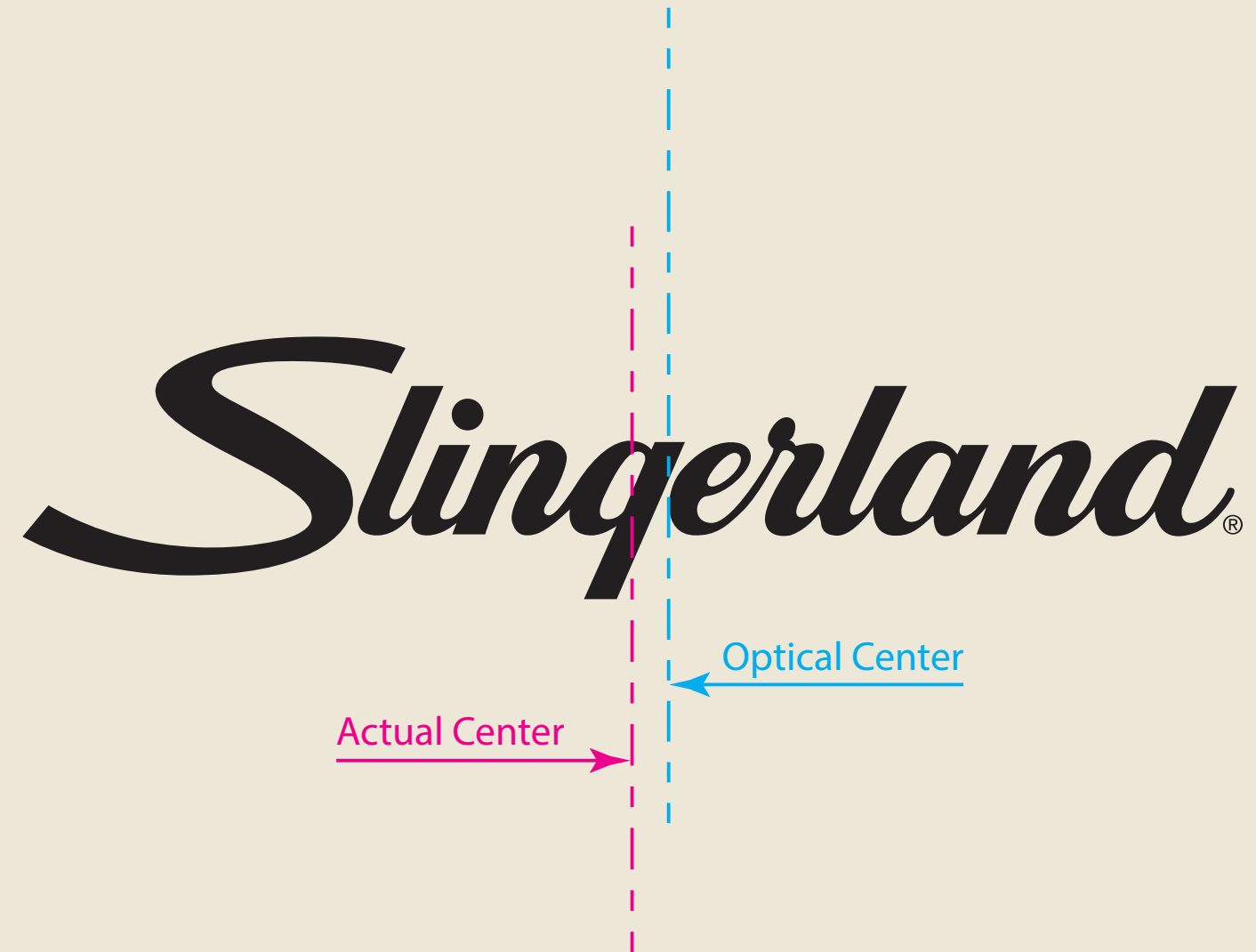
Slingerland Script Logo

The Slingerland Script logo is specifically designed for use on our products and marketing materials where relevant.

The Slingerland Script logo is displayed in white against a solid black rectangular background. The text is written in a fluid, cursive script font, with a registered trademark symbol (®) at the end.The Slingerland Script logo is displayed in black against a solid light beige background. The text is written in the same fluid, cursive script font as seen in the previous image, with a registered trademark symbol (®) at the end.

Logo Centering

The actual center point of the Slingerland Script logo is visually off-center due to the oversized capital S. In order to optically center the logo, use the guide shown here.



Size & Clearance

The fixed space and minimum margins to be provided around the Slingerland logotype are specified as shown in the following illustrations. A minimum size is also specified for the corporate logotypes; do not use them any smaller than the defined size.



MINIMUM MARGIN



MINIMUM SIZE 0.5"

Prohibited Uses

The logotype must be used effectively, accurately, and consistently.

Examples of incorrect forms are illustrated to the right.



Slingerland

DO NOT ROTATE



Slingerland

DO NOT SKEW



Slingerland

DO NOT USE EFFECTS



Slingerland

DO NOT USE SHADOWS



Slingerland

DO NOT USE EFFECTS

Approved Usage

PRODUCT LABELS AND PACKAGING:

Display on the packaging of all branded products, ensuring visibility and legibility.

SOCIAL AND PRINT MEDIA:

This logo should be used to represent the brand in any and all promotional opportunities, both digital and print.

MERCHANDISE:

Use on branded items such as apparel, accessories, and promotional merchandise.

PRODUCT TAGS:

Include on tags attached to physical products or embedded in digital product representations.

IN-PRODUCT BRANDING:

When appropriate, integrate the logo within the product design itself, such as embossing, engraving, or screen printing.

Alternate Corporate Logo

The Slingerland Drum Company logo is reserved for use in more formal corporate documents, rather than typical marketing uses.

The image shows the alternate corporate logo in white against a solid black background. The logo consists of the word "SLINGERLAND" in a bold, sans-serif font, with the word "DRUM COMPANY" in a smaller, similar font directly beneath it. A registered trademark symbol (®) is located at the end of "COMPANY".The image shows the alternate corporate logo in black against a solid light beige background. The logo consists of the word "SLINGERLAND" in a bold, sans-serif font, with the word "DRUM COMPANY" in a smaller, similar font directly beneath it. A registered trademark symbol (®) is located at the end of "COMPANY".

Size & Clearance

The fixed space and minimum margins to be provided around the Slingerland Drum Company logotype are specified as shown in the following illustrations. A minimum size is also specified for the corporate logotypes; do not use them any smaller than the defined size.



MINIMUM MARGIN



MINIMUM SIZE 0.5"

Prohibited Uses

The logotype must be used effectively, accurately, and consistently.

Examples of incorrect forms are illustrated to the right.



SLINGERLAND
DRUM COMPANY®

DO NOT ROTATE



SLINGERLAND
DRUM COMPANY®

DO NOT SKEW



SLINGERLAND
DRUM COMPANY®

DO NOT USE EFFECTS



SLINGERLAND
DRUM COMPANY®

DO NOT USE SHADOWS



SLINGERLAND
DRUM COMPANY®

DO NOT USE EFFECTS

Approved Usage

CORPORATE (NON-MARKETING) USAGE:

Use on corporate documents where the Slingerland script logo may not be appropriate. (Contracts, reports, press releases, etc.).

MERCHANDISE:

Use on branded items such as apparel, accessories, and promotional merchandise.

PRODUCT TAGS:

Include on tags attached to physical products or embedded in digital product representations.

PACKAGING:

When appropriate, integrate the logo into the packaging design as a secondary logo in conjunction with the Slingerland Script logo.

Color Palette

Our color palette is curated to honor the rich heritage of our brand while embracing a fresh, modern appeal. It draws on classic hues integral to our identity, reflecting the quality and history of Slingerland. By blending these traditional colors with contemporary shades, we pay tribute to our past while signaling our forward-thinking vision. This palette ensures a vibrant and cohesive visual identity that resonates with both long-time supporters and new audiences.

Color Palette

Our colors are a vital part of our brand identity and should be used consistently to maintain brand cohesion.

PRIMARY PALETTE

HEX: #BF1319 CMYK: 17/100/100/8 RGB: 191/19/25	HEX: #0B3B51 CMYK: 96/70/46/38 RGB: 11/59/81	HEX: #FDEFC9 CMYK: 1/4/23/0 RGB: 253/239/201
	HEX: #FFFFFF CMYK: 0/0/0/0 RGB: 255/255/255	HEX: #000000 CMYK: 40/40/30/100 RGB: 0/0/0

SECONDARY PALETTE

HEX: #4C6F7B CMYK: 74/46/42/13 RGB: 76/111/123	HEX: #EDC980 CMYK: 7/20/58/0 RGB: 237/201/128	HEX: #EAEBD9 CMYK: 8/4/15/0 RGB: 234/235/217
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Typography

Our typography blends tradition with modernity. We use typefaces that honor our legacy while ensuring readability and contemporary appeal. Each font choice is carefully selected to reflect the brand's storied past and enduring values, combining classic elements with a fresh, current perspective.

PRIMARY FONT

Made Sunflower

abcdefghijklmnopqrstuvwxyz

1234567890!@\$%^&*()_+

DISPLAY FONT

EPILOGUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@\$%^&*()_+

WEB SAFE FONT / COPY FONT

Futura

abcdefghijklmnopqrstuvwxyz

1234567890!@\$%^&*()_+

Photo Guidelines

Our photography ethos revolves around capturing real moments that resonate with diverse audiences. We value imagery that tells a genuine story, where artists are portrayed in their true essence, without forced poses or artificial enhancements.

Dynamic & Energetic

We focus on highlighting lively moments and vibrant scenes. We use diverse compositions and angles to emphasize movement and action. Bright colors and natural lighting help amplify the energy.





Youthful & Inclusive

We showcase vibrant energy and fresh perspectives. We use lively colors and dynamic compositions to highlight natural moments of joy and spontaneity. We aim for candid shots that convey a sense of vitality and enthusiasm. By keeping our editing light and natural, we ensure images feel authentic and full of life.

Authentic & Candid

We rely on natural light and focus on real moments without staging or over-editing. We choose relatable settings and encourage candid expressions to keep everything genuine. We pay attention to little details that add character, and we keep retouching to a minimum to preserve the raw, honest feel of the image. This approach helps us create photos that feel heartfelt.





Artist Photography

When photographing artists, we're working with two brands: the artist's and Slingerland's. Artists have their own unique brand—their image, their sound, and their cultural impact. It's important that every shot feels authentic and true to both. While each photo may differ slightly to stay genuine to the artist's identity, it should always reflect Slingerland's core ethos: authentic and candid, youthful and inclusive and dynamic and energetic.

Product in Environment Photography

Environmental product shots should follow the same rules as photos with people.

The setting can add character and tell a story. Just a few simple environmental details can showcase Slingerland's craft, legacy, and passion. And as always, the focus is on authenticity and making the product look its best.



KEY FEATURES TO CONSIDER WHEN PHOTOGRAPHING SLINGERLAND SNARES

