PRESS & PARTNERS

BRAND GUIDELINES

Shakotan Select is a vehicle wrap, paint protection film, ceramic coating and window tint shop in Plainfield, IL. If you write about us, show our logo or link to us, this is how we'd like it done.

NAME

- Shakotan Select: two words, both capitalised. Not "ShakotanSelect", not "Shakotan".
- One word only where spaces aren't allowed: shakotanselect.com and @shakotanselect.
- The logo sets the name in capitals on two lines, SHAKOTAN over SELECT. Same name, same two words.

LOGO

SHAKOTAN in silver over SELECT in gold, slanted forward, inside a thick black outline. The outline is what lets it sit on black, on white or on a photo.





- Clear space: the height of SELECT on every side.
- Smallest size: 40px tall on screen, 0.5 inch in print.
- Use the file as it is. Don't recolour, stretch, retype or redraw it, and don't add shadows, glows or a tagline.

COLOUR

Black and gold, nothing else loud. Gold is the only accent, so it always means "look here". On white or in print, gold is a fill with black text on it, never gold text on white (1.7:1).

Gold #FFBF00
The one accent: buttons, links, prices, highlights.
11.8:1 on Base

Base #0D0D0D
Page background.

Card #141414
Cards, panels, inputs.

Line #262626
Borders and dividers. Thin, never heavy.

Text #FAFAFA
Body text.
18.6:1 on Base

Muted #999999
Labels, captions, notes.
6.8:1 on Base

Silver #C2BFBC
Metallic highlight, used sparingly.
10.6:1 on Base

Red #DC2525
Errors only, always with words.
4.0:1 on Base, large text only

TYPE

WRAPS · PPF · CERAMIC · TINT

Rajdhani for the words you read: prices, warranties, how the job is done.

- Bebas Neue for headings: tall, condensed capitals, one weight.
- Rajdhani 400–700 for everything else: body, buttons, forms. Both are free Google Fonts.
- Square corners on everything: cards, buttons, photos. Circles only for things that are round (dots, avatars).

PRICES & NUMBERS

- Every price says what it is: a starting price (full wraps start at $2,700) or a calculator range. The final price is confirmed once we've seen the car.
- Thousands separators, no cents: $2,700. Ranges use an en dash: $50–$150.
- Warranties name the maker and the term: 10-year XPEL manufacturer warranty, lifetime workmanship.
- Ratings say where they come from and how many: 5.0 on Google, with the review count.

VOICE

- Talk like someone at the shop explaining the job to a customer: direct, practical, confident without hype.
- Concrete over general: the film, the warranty, the price, the tradeoff.
- Mention Plainfield or Chicago winters only when it changes the advice.
- Never invent a customer story, a result, a price or a spec.
- Never call ourselves the best or #1. No exclamation marks, fake urgency or emoji.

INSTEAD OF	WRITE
~~The best wraps in Chicagoland!~~	Full wraps start at $2,700. The calculator gives your range; we confirm it when we see the car.
~~Our PPF makes your paint bulletproof.~~	PPF takes the rock chips so your paint doesn't. XPEL or Suntek film, 10-year manufacturer warranty.
~~Book now, spots are filling fast!~~	Send a few photos and we'll send you a quote within one business day.

LINKING & PRESS

Link to shakotanselect.com, or straight to the service you're writing about. Tag @shakotanselect on Instagram. Questions or press: sales@shakotanselect.com or (331) 216-1928.