# MONSTER ESSENTIALS™

## Style Guide 2013

version 08.9.2013

MONSTER®

# CONTENTS

Organize

Clean

Protect

Connect

**MONSTER** ESSENTIALS™

**MONSTER**®

# LOGO

These guidelines are here to help you maintain the overall consistency and promotion of this brand. For successful brand implementation, please follow these guidelines. Do not alter the logo in any way without the permission of the creative director. Your cooperation will only add to the building of a consistent, memorable, and impactful brand.

**Primary Logo**

**White Version:**
For use on dark colored backgrounds. This is the preferred form of the Monster Essentials logo.

**Black Version:**
For use on light colored backgrounds

**Minimum Clear Space**

To promote the prominence and visibility of our logo, it is imperative to maintain an area of clear space around the logo.

The **minimum** clear space around the logo equals the cap height of the letter "**M**".

**Stacked Logo**

If absolutely necessary, the stacked version may be used.

**Minimum Size**

1.5"

# TYPOGRAPHY

Typography plays an integral role in the brand consistency of the Monster Mobile category. Myriad Pro is the selected typeface of choice. Myriad Pro was chosen for its clean open shapes, precise letterfit, and comfortable readability. In addition, Myriad Pro contains a variety of weights and widths to provide a generous creative palette for adapting to a wide variety of applications.

**Primary Font Family**

Myriad Pro Condensed

*Myriad Pro Condensed Italic*

***Myriad Pro Semibold Condensed Italic***

**Myriad Pro Semibold Condensed**

**Myriad Pro Bold Condensed**

***Myriad Pro Bold Condensed Italic***

Myriad Pro Regular

*Myriad Pro Italic*

**Myriad Pro Semibold**

*Myriad Pro Semibold Italic*

**Myriad Pro Bold**

***Myriad Pro Bold Italic***

**MONSTER** ESSENTIALS™

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# COLOR

These guidelines are here to help you maintain the overall consistency and promotion of this brand. For successful brand implementation, please follow these guidelines. Do not alter these colors or add to the designated color palette without the permission of the creative director. Your cooperation will only add to the building of a consistent, memorable, and impactful brand.

There are many SKU's in the Essentials line. In an effort to make the products easy to shop we have sub-divided the Essentials products into 4 categories:

**Connect**
Cables and connectivity products

**Protect**
Suse protectors

**Clean**
ScreenClean products

**Organize**
Cable-it

Each sub-category is color coded as you can see on the right.

The packaging for Monster Essentials is predominantly black with punctuations of the appropriate secondary sub-brand color.

**Primary Colors**

Monster Essentials Orange
C: 0, M: 50, Y: 100, K: 0
R:247, G:148, B:30

Monster Essentials Green
C: 57, M: 0, Y: 100, K: 0
R:122, G:193, B:66

Monster Essentials Blue
C: 100, M: 10, Y: 0, K: 0
R:0, G:161, B:228

Monster Essentials Purple
C: 58, M: 48, Y: 0, K: 0
R:116, G:130, B:191

**Background Color**

Mobile Rich Black
C: 33, M: 33, Y: 33, K: 100

| Connect | Protect | Clean | Organize |
|---------|---------|-------|----------|

# PRODUCT IMAGES

Our innovative products are at the heart of our brand. In order to communicate a complete story of our brand to our customers, clean, clear and sharp details of our products need to be front and center. We have an extensive library of product images, shot or rendered in a manner that is optimal for displaying colors, finishes and other unique details.

# PACKAGING

Monster Essentials packaging is designed to work like an on-the-hook ad for each Monster Essentials product. The use of product names, descriptors, icons and photography are carefully balanced to make it easy for consumers to understand exactly what the product is and what the product does. Do not vary this design without permission of the creative director.

**Primary Color**
(Connect Category)

**A.** Monster Essentials Orange
(For other color categories, please refer to Color Section)

**B.** Monster Essentials Rich Black

**Primary Fonts**

**C.** Myriad Pro Bold
(Family Product Name, Category Theme)

**D.** Myriad Pro Regular
(Product Name, Product Descriptor)

# COLLATERAL

The printed material associated with these products is as much a part of the brand as the product itself. As you can see from the guidelines, there are design conventions for every aspect of these pieces. Please consider these guidelines carefully when working on Monster Essentials products.

**Hard Working Sub Brands Add Up To One Powerful Line: Monster Essentials.**

The color coding and consistent design approach makes for a powerful statement. Here we see a product information sheet which supports the brand, and the easy-to-shop Connect, Protect, Clean and Organize sub categories. Retail shoppers love it.

## Primary Color

**A.** Monster Essentials Orange, Green, Blue and Purple

**B.** Monster Essentials Rich Black

## Primary Fonts

**C.** Myriad Pro Bold
(Family Product Name, Category Theme, Headline, Subhead, Copy on Black Background)

**D.** Myriad Pro Condensed Bold
(Use when space is limited)

**E.** Myriad Pro Condensed
(Use when space is limited)



PIL (Product Information Literature)



1-2-3 Product Flash Cards

Header

# POP

Monster Essentials point-of-purchase is designed to simplify our in-store message by always using the 4 product sub categories: Connect/Protect/Clean/Organize. The name of each sub category should always occur in its designated color band. Consistent use of these color bands in POP shows the breadth of our Essentials line and makes it easy for our customers to find what they are looking for.


Banner


Header In Use


Minette


Tommy Tower

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