Monavate.

BIG YELLOW GUIDE

MONAVATE.COM

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01

Brand Logo

The heart, soul, & center of our brand identity.

Our logo is how our customers tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

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Primary Logo



We use our distinctive wordmark logo in a consistent way across our channels.

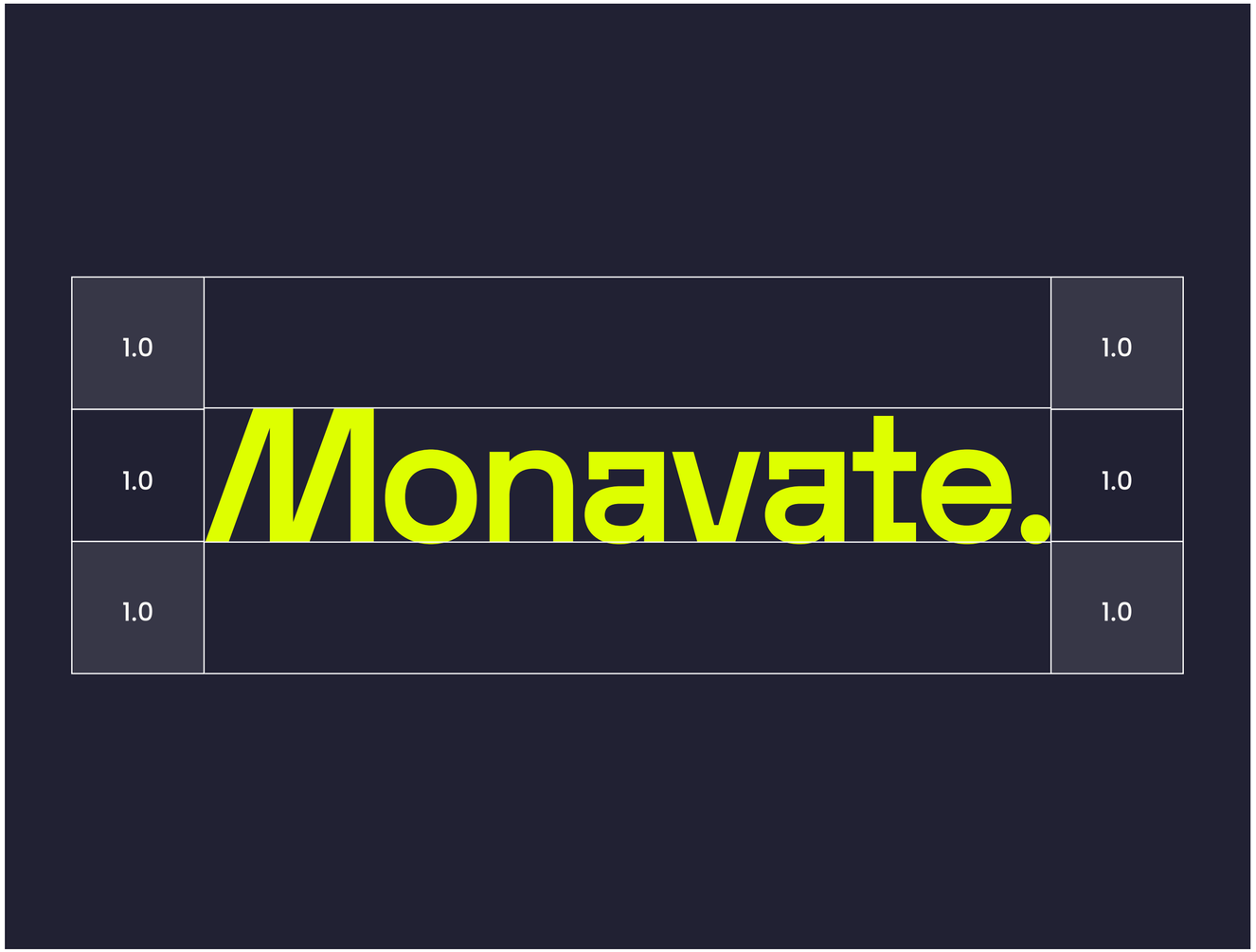
005

Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page & ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, the minimum clear space should be the equivalent of the wordmark's full height, as shown here.



006

Colour

The Monavate wordmark is available in three colours. Use Bold Black on light backgrounds, and Monavate Yellow or Off White on dark backgrounds. Do not use any other colour for the wordmark.

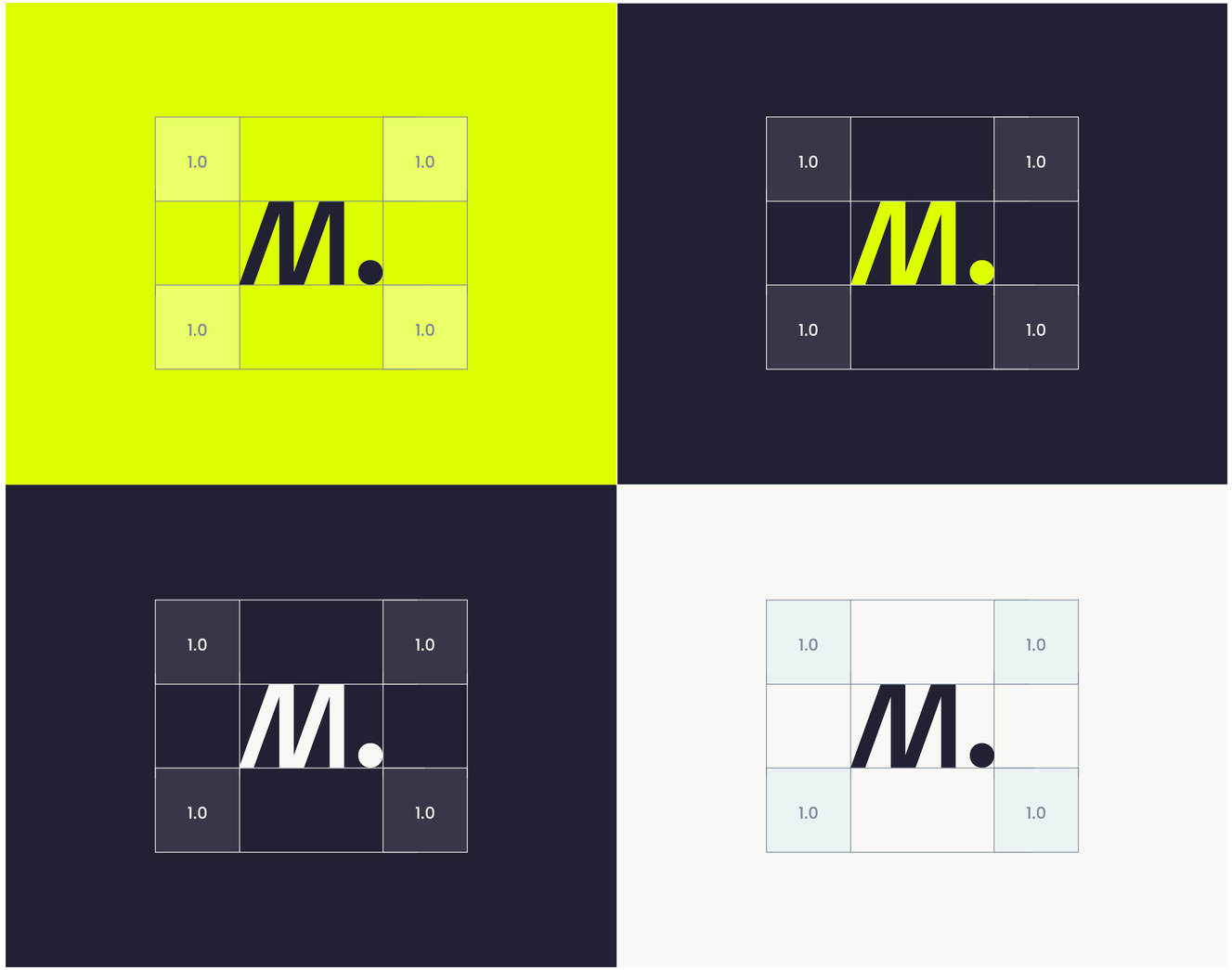


007

Icon



Running out of space? Feel free to use the icon, but avoid relying on it alone for external communications—it's just a light touch.



008

Logo Size

Maintaining optimal & minimal logo sizing is vital to the legibility of the mark & overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

Never reproduce our logos smaller than the minimum sizes listed on this page.

Minimum Sizing



PRIMARY LOGO

Minimum height is 9mm for print & 25px for digital applications.



ICON

Minimum height is 17,5mm for print & 50px for digital applications.

009

Common Errors

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Do not stretch, squash, skew, or distort the logo in any way.

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Do not edit the logo colour, use an off-brand colour, or reduce the logo opacity.

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Do not add graphic effects to the logo, including drop shadows.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.



Do not place the logo on a high-contrast pattern or busy photograph where optimal contrast is lacking.

Turning Payments

Monavate.

Into Power

Do not encroach on the required clear space surrounding the logo.

02

Brand Colours

Colour sets us apart & helps to invoke emotion. We’re anything but subtle. Our yellow is bright enough to melt your retinas.

The colours we’ve chosen for our brand is a key factor in differentiation & brand recognition.

As such, it is vital that our colours are reproduced faithfully & combined in the right way. This section covers these guidelines in detail.

Any colour outside of those outlined within this section will be considered unauthorized.

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Monavate Yellow

Yellow is good. It sets us apart & it’s the first thing you think of when you think Monavate.

Monavate Yellow

PMS 809 C (pantone preferred)
CMYK: 13, 0, 100, 0 (limit CMYK use)
RGB: 223, 255, 0
HEX: #dfff00

Bold Black

PMS 5255 C
CMYK: 50, 30, 0, 96
RGB: 32, 33, 51
HEX: #202133

Off White

PMS -
CMYK: 0, 0, 2, 2
RGB: 249, 248, 245
HEX: #f9f8f5

Primary Colour Palette

The consistent use of colour is vital to effective brand recognition. Centered around the iconic Monavate Yellow, our primary palette runs the show in our visual world. Friendly Off White & Bold Black help create a balanced, approachable look.

Our brand should always be represented in one of the colours on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorised colours.

Use of the Pantone Matching System is highly recommended to ensure colour consistency across any & all touchpoints. If Pantone colour matching is not available or out of budget, please take great care to match the hues above precisely.

Always match to the Coated Pantone book.

013

Secondary Palette

Our dynamic secondary palette—used mostly for backgrounds or to highlight products—helps us maximize the expression of our primary palette, opening up limitless creative possibilities.

Dove Grey

PMS 7667 C
CMYK: 68, 56, 28, 6
RGB: 123, 134, 158
HEX: #7b869e

Soft Grey

PMS 7541 C
CMYK: 5, 0, 3, 4
RGB: 223, 235, 238
HEX: #dfebee

Aqua

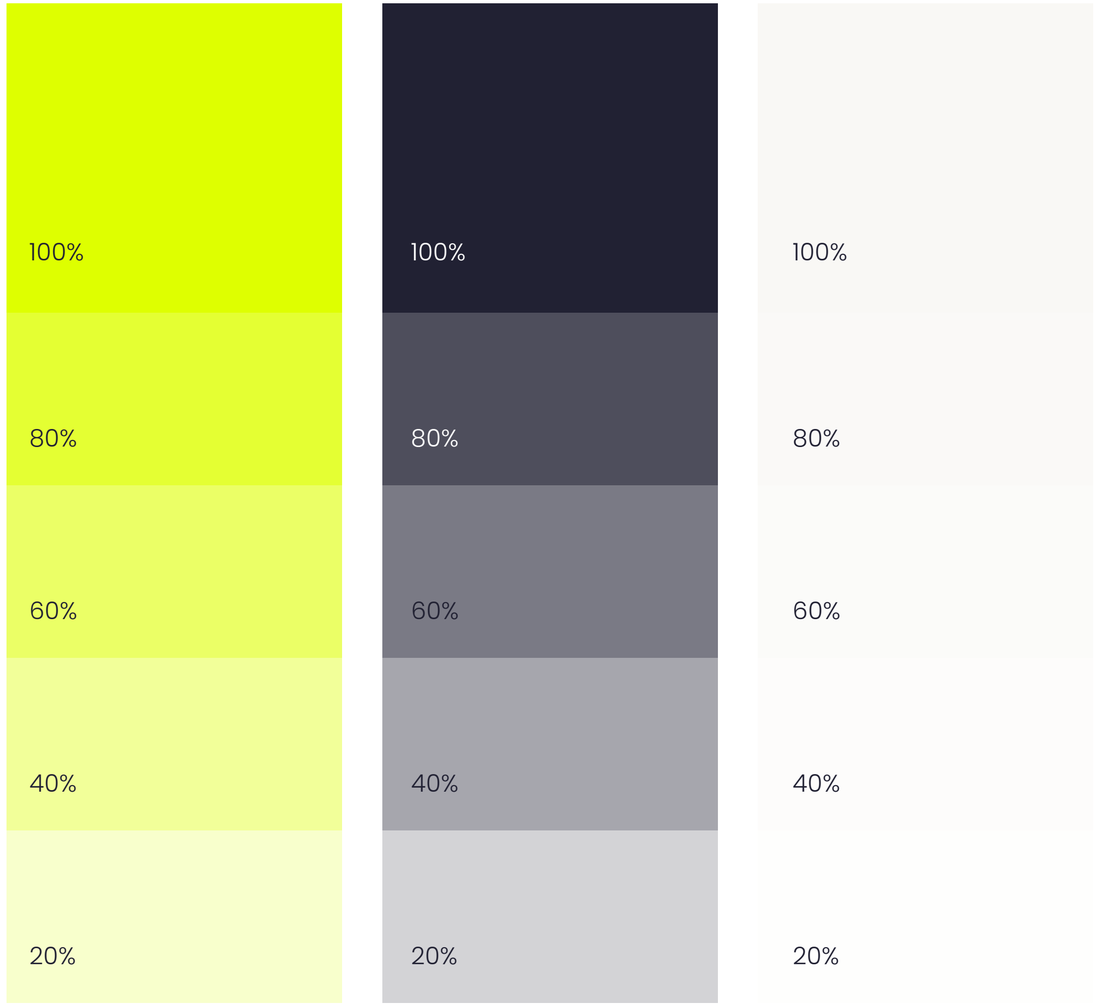
PMS 3255 C (pantone preferred)
CMYK: 56, 0, 32, 0 (limit CMYK use)
RGB: 71, 236, 209
HEX: #47ecd1

014

Using Tints

We prefer our brand colours used without editing, but some situations require the use of colour tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.



Colours

015

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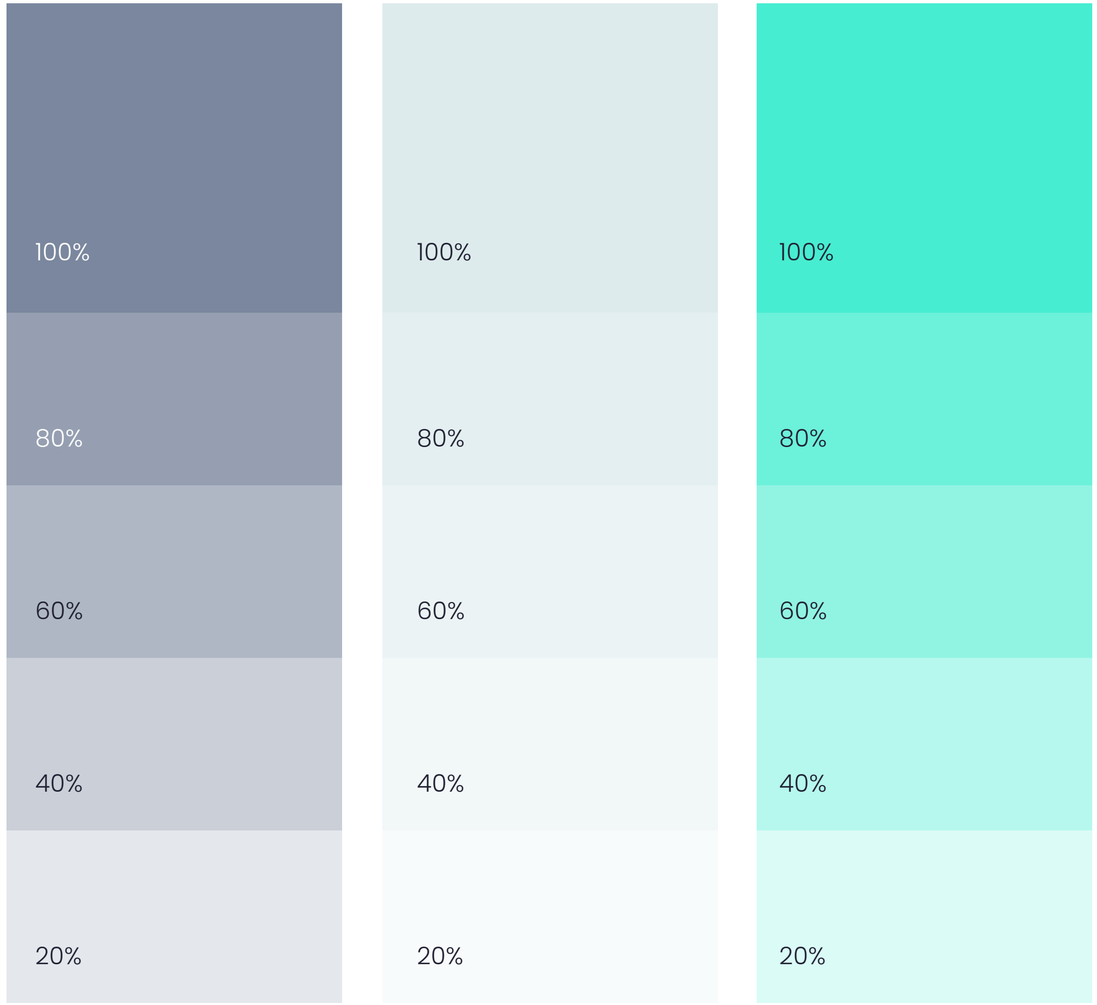

Colours

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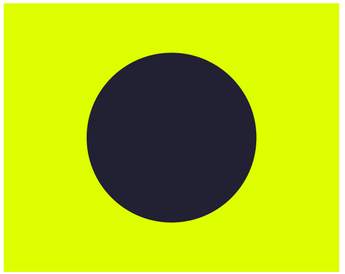
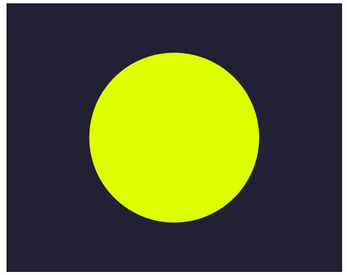
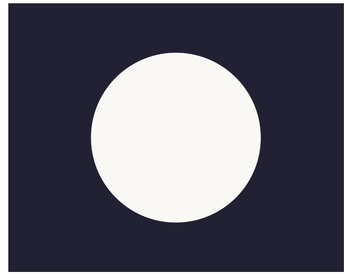
Approved Pairings



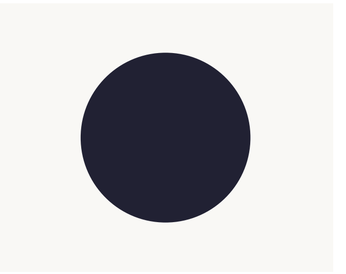
Bold Black on Monavate Yellow



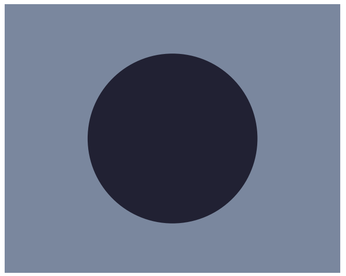
Monavate Yellow on Bold Black



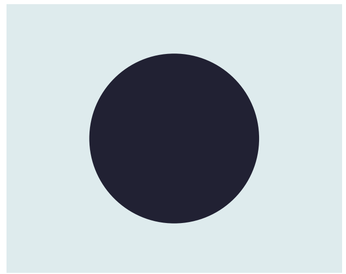
Off White on Bold Black



Bold Black on Off White



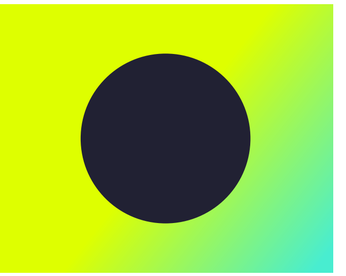
Bold Black on Dove Grey



Bold Black on Soft Grey



Bold Black on Aqua



Bold Black on Yellow/Aqua Gradient

Nearly all of the colours within our primary palette can be used in combination. Whenever possible, strive for legibility with contrast, especially when setting typography.

03 Typography

We are obsessed with the beauty of typography.

Few things communicate the look & feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility & interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

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Primary Typeface

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Using Type

018

Poppins.

The typeface we chose for all brand executions.

A workhorse sans-serif

Readability Reigns Supreme: Poppins excels in this arena, boasting clear letterforms & ample spacing, even at smaller sizes. This makes it perfect for mobile applications & websites where screen real estate is precious. We love it.

Poppins is free & open source: As such, neither paid licenses nor accreditation are required for use. Download it free from Google Fonts.

ACCEPTABLE ALTERNATIVES

Poppins should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Helvetica & Arial, respectively.

Note: this should not occur frequently.

019

Hierarchy & Weight

Poppins is a variable-weight typeface, which means you are able to customize weights & angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy & lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Weights

Poppins Light	aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789°(.,’”-;:)!?&©˚˚π®†≈⋄™£¢∞§•ªº
Poppins Regular	aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789°(.,’”-;:)!?&©˚˚π®†≈⋄™£¢∞§•ªº
Poppins Medium	**aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz** **AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ** **0123456789°(.,’”-;:)!?&©˚˚π®†≈⋄™£¢∞§•ªº**
Poppins Bold	**aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz** **AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ** **0123456789°(.,’”-;:)!?&©˚˚π®†≈⋄™£¢∞§•ªº**

The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting, & on-brand compositions with typography.

While these rules are proven & sound, sometimes breaking them is the right call.

01

Stay Left-Aligned, Rag Right

Legibility & clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly. And besides, we're a little off-center as a brand anyway.

02

Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, & double the size between two text elements.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

05

Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, & short ones are easily ignored. It's best to keep lines between 45 & 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

Using Type

04

Approvals

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists & turns. New approaches, new trends, & changes in technology will inevitably have an effect on our brand & the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from Monavate.

Outside approvals may be submitted electronically by emailing the concept to marketing@monavate.com or by calling our design department.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact within Monavate.

Monavate Identity & Style Guide
brought to you by

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