



BRAND STYLE GUIDE

October 2018

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INTRODUCTION

WHO WE ARE

- Founded
- Current Status
- Future Goals

WHAT WE DO

- What we create

MISSION STATEMENT

- Our core values



PRIMARY LOGO: VARIATIONS



(01) PRIMARY 2-COLOR
LOGO



(02) 3-COLOR LOGO WITH
OUTLINE



(03) SINGLE COLOR LOGO -
BLACK

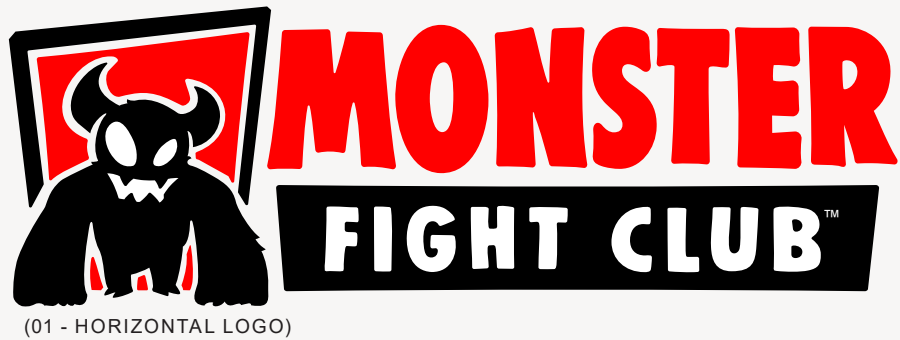


(04) SINGLE COLOR LOGO
- WHITE

Our logo, the foundation of our identity, creates consistency across expressions of the company.

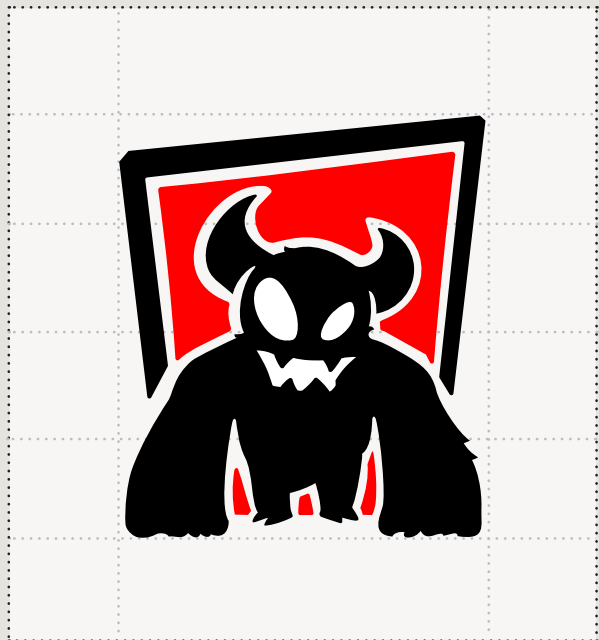
Use the logo that creates the best contrast with your background. The primary logo (2) works best on a white or light warm gray background. The 3-Color logo (2) with white outline is clearer on dark and colorful backgrounds. The single-color silhouette variants (3 & 4) can be a good choice for busier and more colorful backgrounds.

SECONDARY LOGOS



The above alternate logos may be used as necessary to fit different products and spacing. As with the primary logo, you may use the examples shown for optimal visibility on different backgrounds.

BREATHING SPACE



When using the Monster Fight Club icon, the recommended amount of breathing space is $\frac{1}{4}$ the height of the logo. Do maintain the aspect ratio of the logo. Do not stretch, distort, or add effects to the MFC logo icon.



SOCIAL MEDIA BADGES

(01)



(02)

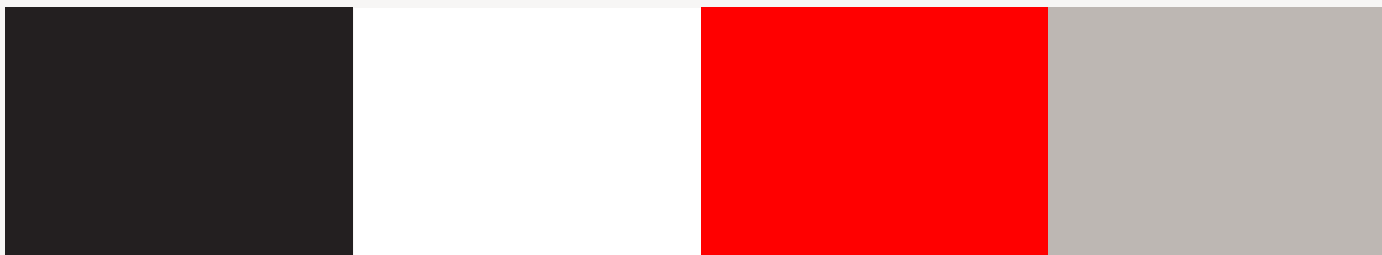


(03)



The above icons can be used for
Social Media Badges.

COLOR PALETTE



Black

RGB 00, 00, 00

CMYK 00, 00, 00, 100

HEX #000000

White

RGB 255, 255, 255

CMYK 00, 00, 00, 00

HEX #ffffff

Pantone 485 CP

RGB 255, 00, 00

CMYK 00, 99, 100, 00

HEX #ff0000

Warm Gray 3 CP

RGB 190, 183, 179

CMYK 9, 11, 13, 20

HEX #beb7b3

The primary color palette for Monster Fight Club is Black, White, Red, and Warm Gray. You may tint the warm gray as needed for contrast - the background of this style guide uses Warm Gray at 30% opacity.

BRAND TYPEFACE

WOOLWICH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%&*!?

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&!?*

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

Monster Fight Club's official fonts are Woolwich and Arial. Use Woolwich for bold headlines and graphics, Arial Bold for headings and sub-headings, and Arial Regular for body text.

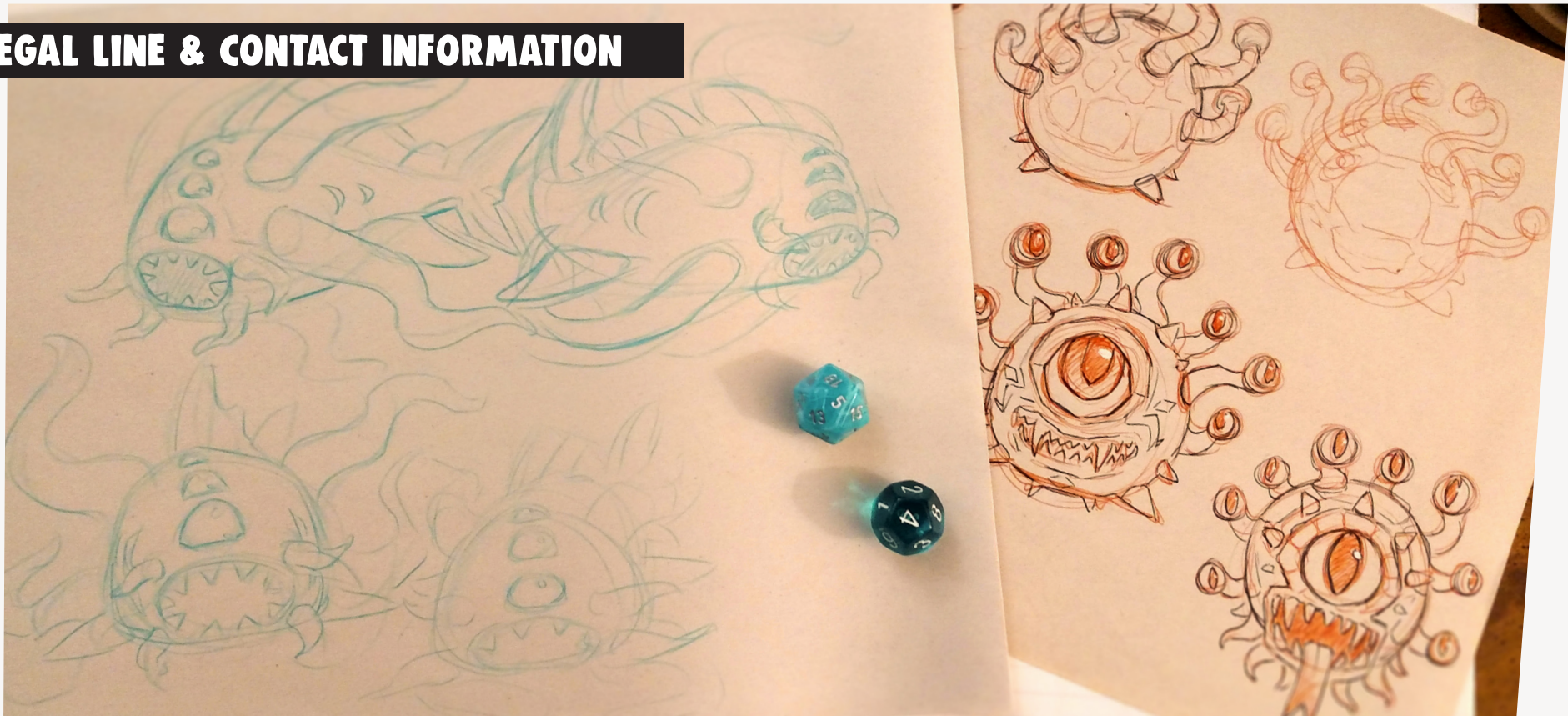
CIUM LABO ET ARIASSUNTIA VELLACCUS REM VENESTIUM

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Nam aut es deniendis sint.

***“Dundisltatios quo quas ducipid
eriorum rem fugit ut aut eumquia!”***

LEGAL LINE & CONTACT INFORMATION



Legal Line:

TM and © Monster Fight Club 2018. All Rights Reserved.

Short Legal Line:

© Monster Fight Club 2018.

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