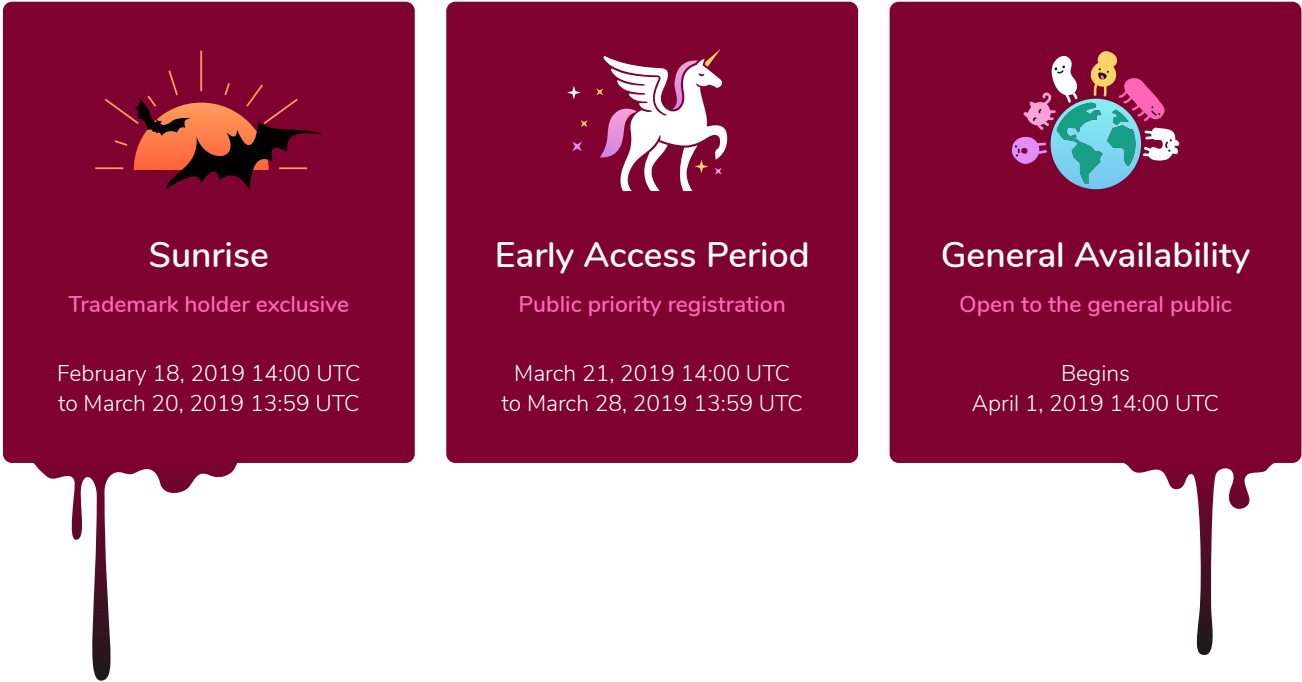




Media Kit & Brand Guidelines

08/14/2019

Timeline



About

Tagline

For scary good ideas®

About .Monster

.Monster is for those -- human and non-human alike -- who don't play by the rules. There are endless ways you can bring your .Monster domain to life.

As a master of your craft you can use .Monster to show you're a beast in your chosen field. Unleash your creative side by sinking your claws into a .Monster domain for your supernatural idea. Be a renegade with a ferociously named website for your business or personal portfolio. Don't wait, pounce on your own branded .Monster domain!



Logo

Primary logo is displayed in Berry Red.

Use the **alternate logo** only for displaying .monster at very small sizes: below 1.5" or 150px wide



Primary logo



Alternate logo for small sizes



Logo Usage

Prioritize use of the **primary logo color (Berry Red)** whenever possible.

Always ensure that there is **sufficient contrast** between the logo and the background.

For marketing purposes, the .monster logo can be used in any .monster **brand color** (see page 6).

Maintain a **comfortable amount of clearspace** around logos at all times.

Account for the drips on the bottom of the .monster logo when **vertically centering** the logo in a layout.



	Light backgrounds	Dark/black backgrounds	Colorful backgrounds
Berry Red		×	
Black		×	
Pink			×
Gray			×
White	×		

Logo Usage

These **unacceptable logo usage** examples break .monster branding standards and/or defy formal design principles.

Use the files we provide in our logo package to avoid these problems.



Unacceptable logo usage



Problem: Wrong colors

Use only approved brand colors as specified in these Design Guidelines.



Problem: Logo is illegible on this background

Use the correct logo colorings to ensure sufficient color contrast as required by these Design Guidelines.



Problem: Logo is modified

Do not alter the logo design aside from scaling the logo proportionally.

Lorem ipsum dolor sit amet:



Problem: Insufficient clearspace

Provide sufficient clearspace around logo to ensure it does not collide or appear to be apart of other artwork.



Problem: Wrong logo version

Use the correct logo (Alternate logo) for such small sizes as specified in these Design Guidelines.



Problem: Logo uses incorrect font

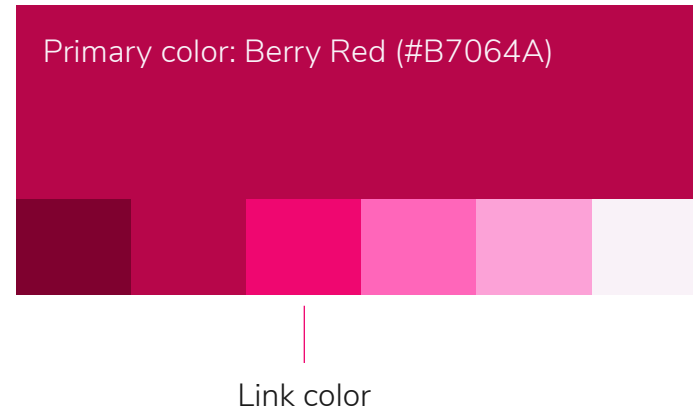
Do not alter the logo or font.

Brand Colors

Marketing materials should use **Berry Red** as the primary color (after white/black).

Primary Palette

Tints & Shades



Neutral Palette

Tints & Shades



Fonts

Use **Freude Regular** sparingly and only for marketing materials. This is the font used in the .monster logo.

Use **Nunito Semibold** for headings.

Use **Nunito Sans Light** only for body paragraphs, never headings. **Nunito Sans Semibold** should be used for bold body text. **Nunito Sans Light Italic** should be used for italicized body text.

Freude Regular

The quick brown fox jumps over the lazy dog.

Nunito Semibold

The quick brown fox jumps over the lazy dog.

Nunito Sans Light

Lorem ipsum dolor sit amet, consectetur adipiscing eli. Aenean nisl nunc, mattis vel facilisis sed (Hot Pink), finibus eu tortor. Aliquam laoreet nunc vulputate diam ornare eleifend. Nunc sed nunc lacus. **Nam rhoncus hendrerit nisi (Semibold)**, id ultrices sapien vulputate sit amet. Pellentesque non lorem non ante tempus luctus id eget felis. Nulla a mollis ipsum.



Thank you

For inquiries, please contact
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