



Style Guide

MONKEYSPORTS.COM

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Brand Logo

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

Our logo is how our customers tell us apart from a crowded industry. It’s a promise of quality service, consistency of experience, 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 Lockup

The brand logo identifies the MonkeySports brand as a whole. Use this logo to represent individual locations, products, merchandise, and operations.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

Our icon and wordmark should always be presented together, as one unit. This ensures consistency in brand representation.



LOGO SET DOWNLOAD

Download the MonkeySports logo lockups, complete with Color Variations.

[Download MonkeySports Logo Set](#)

Division Lockups

Each lockup of the brand division logos are carefully created pieces of locked artwork that should not be altered in any way.

LOGO SET DOWNLOADS

Download our division logo lockups, complete with Color Variations.

- [Download Hockey Monkey Logo Set](#)
- [Download Hockey Monkey CA Logo Set](#)
- [Download Goalie Monkey Logo Set](#)
- [Download Baseball Monkey Logo Set](#)
- [Download Lacrosse Monkey Logo Set](#)
- [Download Team Sales Logo Set](#)
- [Download MonkeySports EU Logo Set](#)



Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Only in the case of limited colors for print, should the Single Color versions be used.

Full Color, Dark



Icon: MS Red / MS Silver / White
Wordmark: Black

Full Color, Light



Icon: MS Red / MS Silver / White
Wordmark: Black

Single Color, Dark



Icon: Black
Wordmark: Black

Single Color, Light



Icon: White
Wordmark: White

007

Location-Specific Marks

If desired, each individual store may use a location-specific mark for merchandise and marketing.

Special care must be given to typography and spacing in order to remain consistent across the brand (and world).

Location-specific marks may not be used on brand-level packaging and stationery. No other version of the lockup may be combined with a location typeset.



LOCKUP ASSEMBLY

Using the same format as the primary lockup, the location text is centered under the wordmark, with a midway horizontal line on either side of the location written out {CITY},{TWO-LETTER ABBREVIATED STATE or FULLY WRITTEN OUT COUNTRY (if outside of U.S.)}. Horizontal lines may be removed if characters do not allow for them (see Greenwood Village, CO on next page).



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ALLEN, TX, USA
105 W Bethany Dr
Allen, TX 75013

(214) 383-8888

DERRY, NH, USA
30 Manchester Road
Derry, NH 03038

(603) 505-4004

IRVINE, CA, USA
1962 Barranca Parkway
Irvine, CA 92606

(949) 337-4980

FARMINGDALE, NY, USA
213 Airport Plaza Blvd, Suite 22
Farmingdale, NY 11735

(516) 564-2822

GREENWOOD VILLAGE,
CO, USA
6578 S. Yosemite Circle
Greenwood Village, CO 80111

(303) 615-3734

NORWOOD, MA, USA
949 Providence Highway (Rte 1)
Norwood, MA 02062

(781) 769-1754

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WOODBIDGE, NJ, USA
1500 US 9 North
Woodbridge, NJ 07095

(732) 634-1446

MONTREAL, CANADA
61 Brunswick – H
Dollard-des-Ormeaux, QC

(514) 542-4600

MALMÖ, SWEDEN
Topplocksgatan 17A
21241 Malmö,

+46 (0) 0855017002

SÖDERTÄLJE, SWEDEN
Uthamnsvägen 9
15138 Södertälje

+46 (0) 855017002

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Visualized Clear Space

009

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 and ensures legibility, even at small sizes.

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

At a minimum, there should be clear space equal to the height of the ‘m,’ portion of the icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.



Grey area represents the minimum required clearspace.

As Signage

When used on the exterior of the building (and not an extension of or separate from), manufactured signage should follow a horizontal logo lockup above listed sports highlighted in a red bar. This is exclusive to exterior manufactured signage.

In the case of a vertical placement, our Primary (stacked) MonkeySports logo lockup should be used.

Exterior Logos & Placement



HORIZONTAL POSITION

Align the logo in the lower left hand corner of a rectangular hanging sign to achieve asymmetry.



VERTICAL POSITION

Align the icon in the lower center of a vertical rectangular hanging sign to achieve asymmetry.



Common Errors

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



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



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



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



Do not place the logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.



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

Brand Colors

**Color sets us apart
& helps to invoke
emotion.**

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully.

MonkeySports Red

PMS 1795C
CMYK: 8, 99, 99, 1
RGB: 219, 31, 38
HEX: #db1f26

Full Black

PMS Black 6C
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
HEX: #000000

Full White

PMS 11-0601 TCX
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

Gold

PMS 7408C
CMYK: 6, 22, 100, 0
RGB: 242, 195, 1
HEX: #f2c301

Our brand should always be represented in one or more of the colors on this page.

The consistent use of color is vital to effective brand recognition.

Primary Color
Palette

Secondary CTA/Icon/Text Links

PMS 3005C
CMYK: 91, 57, 2, 0
RGB: 0, 107, 178
HEX: #006bb2

Customer Journey Green

PMS 7481C
CMYK: 81, 2, 100, 0
RGB: 9, 173, 74
HEX: #09ad4a

Secondary Text Element Grey

PMS 422C
CMYK: 40, 31, 32, 1
RGB: 159, 159, 161
HEX: #9f9fa1

Background Grey

PMS 633C
CMYK: 7, 5, 5, 0
RGB: 234, 234, 234
HEX: #eaeaea

Secondary Color
Palette

Typography

We have a font system with clear hierarchy and readability.

Few things communicate the look and 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 and interest.

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

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Primary Typeface

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Headings

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Body Text

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Oswald

The typeface we chose for all primary brand executions.

[Download Oswald Medium 500](#)

A workhorse sans-serif

Oswald, a free Google font, is a reworking of the classic style historically represented by the 'Alternate Gothic' sans serif typefaces. The characters of Oswald were initially re-drawn and reformed to better fit the pixel grid of standard digital screens.

Added kerning of +20 or line-spacing (.05em) is recommended for increased readability, especially as font size decreases.

ACCEPTABLE ALTERNATIVES

Oswald should be used for primary font-hierarchical brand executions, such as the MonkeySports family of websites or in-store signage. In circumstances where MonkeySports retail store locations have already-established signage, however, Trade Gothic Next LT Pro Condensed Bold may be used in its place.

Website Headings

The heading structure on this page is in direct reference to our current website design. This is the basic breakdown of standard heading sizes, and their relationship to body copy.

Obviously, exceptions exist, especially between different page templates. Also, the h-level of each heading should be set in accordance with search-engine and development best practices.

Digital Type

Heading One

USAGE

- Page Headings
- Major Section Headings
- Emphasized Words

SPECIFICS

Font: Oswald Medium
Size: 34px
Font Weight: 500
Kerning/Line-Spacing: 20/.05em

Heading Two

USAGE

- Section Headings
- Blog Body Headings
- Product Headings

SPECIFICS

Font: Oswald Medium
Size: 34px
Font Weight: 500
Kerning/Line-Spacing: 20/.05em

Heading Three

USAGE

- Sub Headings
- Call To Action Headings
- Blog Sub Headings

SPECIFICS

Font: Oswald Medium
Size: 1.8rem
Font Weight: 500
Kerning/Line-Spacing: 20/.05em

HEADING FOUR

USAGE

- Minor Headings
- Table Labels
- Sub-Sub Headings

SPECIFICS

Font: Oswald Medium, Uppercase
Size: 12px
Font Weight: 600
Kerning/Line-Spacing: 20/.05em

Body Text

The root body text size, line width, line height, and tracking are set to enhance visibility and legibility on all screens.

Certain typographic situations specific to digital type like block quotes and text links are also outlined on this page.

Download Open Sans

Digital Type

PARAGRAPH

Weight: Open Sans Regular
Size: 16px
Color: Black

STRONG OR BOLD

Weight: Open Sans Bold

BLOCK QUOTE

Size: 28px

TEXT LINKS

Weight: Open Sans Regular
Color: MonkeySports Red
Text Decoration: Underlined
On Rollover

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