

Style Guide

MONKEYSPORTS.COM

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MONKEYSPORTS STYLE GUIDE

Branc Logo

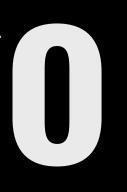
The heart, soul, and center of our brand identity.

Our logo is how our customers tell us a crowded industry. It's a promise of qua consistency of experience, and reliabil

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

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

JUNE 2023



e considered	Color Variations	Common Errors
r conflicting	PAGE 06	PAGE 11
ion covers	Division Lockups	Exterior Logos
ented	PAGE 05	PAGE 10
ality service, ility.	Primary Logo	Location-Specific
apart from a	PAGE 04	PAGE 07



Sports®

004

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 consitency in brand representation.

Nonkey Sports®

LOGO SET DOWNLOAD

Download the MonkeySports logo lockups, complete with Color Variations.

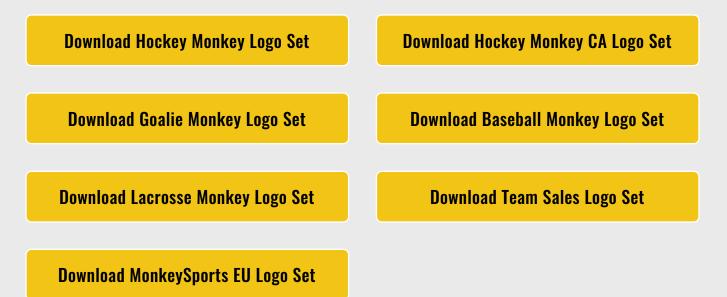
Download MonkeySports Logo Set

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.

















006

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



Full Color, Light



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

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

Single Color, Dark



Icon: Black Wordmark: Black

Single Color, Light



lcon: 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).

800



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

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Monkey

ports



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

(949) 337-4980

Download Logo Set



Download Logo Set

WOODBRIDGE, NJ, USA 1500 US 9 North

Woodbridge, NJ 07095

(732) 634-1446

MONTREAL, CANADA

- MONTREAL, CANADA -

61 Brunswick – H Dollard-des-Ormeaux, QC

(514) 542-4600



MALMÖ, SWEDEN

Topplocksgatan 17A 21241 Malmö,

+46 (0) 0855017002

Download Logo Set

Download Logo Set

Download Logo Set



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

(516) 564-2822

Download Logo Set



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

(303) 615-3734

Download Logo Set



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

(781) 769-1754

Download Logo Set



SÖDERTÄLJE, SWEDEN

Uthamnsvägen 9 15138 Södertälje

+46 (0) 855017002

Download Logo Set

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 010

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.



MonkeySports[®]



VERTICAL POSITION

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



011

Common Errors

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



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 highcontrast pattern or busy photograph.





Do not edit the logo color, use an offbrand color, or reduce the logo opacity. Do not add graphic effects to the logo, including drop shadows.





Do not change the layout or relationship between logo elements.



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

MONKEYSPORTS STYLE GUIDE

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.

JUNE 2023

MonkeySports Red

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

Primary Color Palette

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.





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 Color Palette

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

MONKEYSPORTS STYLE GUIDE

V DOG TADIY

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.

JUNE 2023



PAGE 15 Primary Typeface

PAGE 16 Headings

PAGE 17 **Body Text**

TYPOGRAPHY

016

A workhorse sans-serif

The typeface we chose for all primary brand executions.

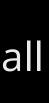
Download Oswald Medium 500

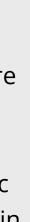
Oswald, a free Google font, is a reworking of the classic style historically represented by the 'Alternate Gothic' sans serif typefaces. The characters of Oswald were initially re-drawn and reformed to better fit the pixel grid of standard digital screens.

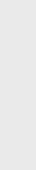
Added kerning of +20 or line-spacing (.05em) is recommened for increased readability, especially as font size decreases.

ACCEPTABLE ALTERNATIVES

Oswald should be used for primary fonthierarchal brand executions, such as the MonkeySports family of websites or in-store signage. In circumstances where Monkey-Sports retail store locations have alreadyestablished signage, however, Trade Gothic Next LT Pro Condensed Bold may be used in it's place.







Headin

017 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.

Headin

Heading Th

HEADING FOUR

Digital Type

ng One	USAGE • Page Headings • Major Section Headings • Emphasized Words	SPECIFICS Font: Oswald Medium Size: 34px Font Weight: 500 Kerning/Line-Spacing: 20/.05em
ng Two	USAGE • Section Headings • Blog Body Headings • Product Headings	SPECIFICS Font: Oswald Medium Size: 34px Font Weight: 500 Kerning/Line-Spacing: 20/.05em
hree	USAGE • Sub Headings	SPECIFICS Font: Oswald Medium

- Call To Action Headings
- Blog Sub Headings

USAGE

- Minor Headings
- Table Labels
- Sub-Sub Headings

Size: 1.8rem Font Weight: 500 Kerning/Line-Spacing: 20/.05em SPECIFICS Font: Oswald Medium, Uppercase Size: 12px Font Weight: 600 Kerning/Line-Spacing: 20/.05em

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

018 **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

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

Digital Type

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intiusciate sitas millabo reicita tiissimus explantecab imet doluptati delit, sequiandit, aperfernam, officiisti dolorerate rerchil eaquassequid ut dolendit aciet officiatur am debis sum simporem nit, ut ut fuga. At fugit dent, suntur, consenim ad undae. Necta cus quodior iandund andionsed ut remque sinctotatur amus.

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Sports®