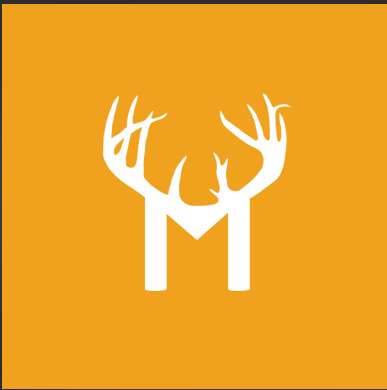




BRAND GUIDELINES



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OUR MISSION

SOURCED PURE. PACKAGED FRESH. SIMPLE BRAND.

Whether you're hunting for deer or game fowl, wild birds or just a pretty hunk of land, MonsterBuck will help you plot your course for the ideal environment. No matter where you are or how you're plotting to enhance your land, there's a MonsterBuck product to make your environment thrive. And we'll help you choose the exact right product for success.

Our seed is sourced pure, packaged fresh and comes without all the bells and whistles that distract from one very simple goal:

TO BETTER YOUR LAND.





LOGO USAGE

Our logo is our identifier. It's simple, bold and doesn't fuck around.

Just like us. And thusly, if you mistreat it, there'll be hell to pay.

Following the guidelines for our logo is important to ensure that we're consistent and everyone knows where we're coming from. In that way, it's exactly like our seed. See why brand consistency matters?



Our versatile logo can be used in its natural form or reversed out on a solid color background so long as its in our color palette - see page 018. If you break free from that set color palette, you're, in essence, "breaking the logo." So don't do it!



Don't squish our shit.



Don't twist it, bud.



Don't you dare switch that font.



Not an approved color? Forget it.



This just looks bad. Don't drop that thing on a busy image.



Please size the mark within reason.

LOGO SAFE AREA

**LOOK, YOU NEED TO LEAVE SOME SPACE AROUND THE LOGO.
KINDA LIKE HOW WE LEAVE SPACE BETWEEN OUR BRAND AND THE COMPETITORS', RIGHT?**



We just don't want to be crowded. By leaving the specified amount of space between the logo and any other object or design element, we're making sure that the MonsterBuck logo stands out in all instances and draws the attention it so richly deserves.

LOGO USAGE

The MonsterBuck logo, like our seed, is the definition of versatility. But that doesn't mean you should just place it anywhere, on anything. It should always be used in a way that feels energetic and badass while maintaining the sophistication of the brand.

So, how do you know what is "energetic and badass" and "sophisticated?" Well, you gotta use your gut. Do you LIKE seeing the logo used in the way you're considering using it? Does it "feel" like MonsterBuck? There's your answer.



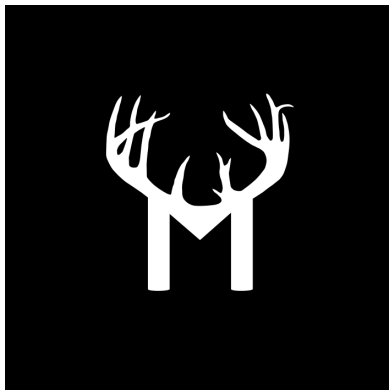
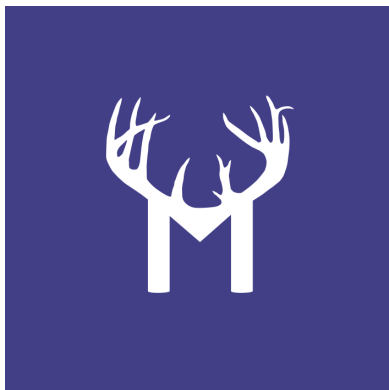
LOGO WITH TAGLINE(S)

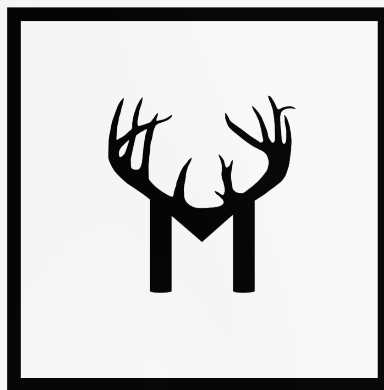
Food Plot Seed is our zero-bullshit tagline and should be used on all communications. That said, much like the Logo Usage explanation on page 8, it is acceptable to drop the tagline or use a secondary tag in certain circumstances. But you may only EVER use approved taglines. If you have any questions about what are “approved” taglines or anything else, contact us FIRST instead of going it alone. We’ll be glad to set you straight!

XXX XXX XXXX



LOGO USAGE





The colored and reversed-out “shield” version is basically a shorthand version of our logo and can be used in addition to -or in place of- our logo. That said, it comes in different color options for a reason; so there will always be an option that looks good for the situation. So when slapping this succinct version down on a piece or collateral, make sure you use your innate sense of taste and choose the color that looks the best!

Font matters. A strong, reader-friendly typography that aligns with the strength and character of the Monsterbuck brand while also reflecting our “simple brand” sensibilities is vital. We’re no Comic Sans-sorta brand, and the letters with which we write out words should reflect that.

HEADLINES

BARLOW CONDENSED BOLD

Body Copy

Univers 57 Condensed

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Barlow Condensed: <https://fonts.google.com/specimen/Barlow+Condensed?query=barlow>

The quick brown fox jumps over the lazy dog.

Univers 57 Condensed

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Barlow Condensed: <https://fonts.google.com/specimen/Barlow+Condensed?query=barlow>

The quick brown fox jumps over the lazy dog.

Roboto Regular: <https://fonts.google.com/specimen/Roboto>

IMAGE USAGE

When building a MonsterBuck page, bag or any other collateral, the images matter. We strive to always include a combination of vibrant, natural or environmental imagery paired with our energetic color palette overlays. Where possible, use macro photography to call out beauty in nature. Our seeds are little things but they pack a big punch, so the juxtaposition of close-up seed shots that explode into tightly-cropped fully-grown plants tells our brand story as simply as possible.

MEDIA PORTAL line and link information.

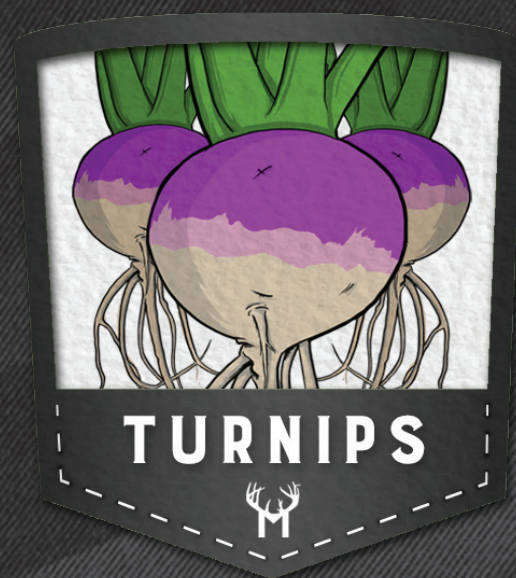


Product imagery is shown in a clear way
to highlight texture and natural beauty.
Simple, nobullshit. Don't clutter it up!
Remember: Simple Brand.

Images can be edited to pull elements out to better illustrate the benefits of using Monsterbuck products to better your land. Don't be afraid to get right in there!



IMAGE USAGE



MonsterBuck product Illustrations serve as a simplified, yet scientifically accurate representation of the species. These badge treatments of every seed reflect the Simple Brand that we keep going on about. Pairing them with camo-patterned backgrounds shows off that simplicity while not forgetting that, simply put, camo is badass.

(continued)





The icons on the previous page serve two purposes.

First, they look really cool. But more importantly, they are eye-catching ways for a reader or other audience member to IMMEDIATELY know what this particular item is all about.

They're everything you want in a brand signifier:

They say exactly what the audience needs to know the instant they're seen. Don't hesitate to use them to identify the products.



Uscidun totatemporitem volor sum quam, utrepeles vero tet quatet lacilici con pa veremque cum et optaquis dolor aditaquam volupic aestrundant occ.

Are you dropping a lot of information in a single place? Use parallel lines to break up large copy blocks or other information into easily-digestible chunks. Always used an approved brand color, and for gosh sakes, try to make sure it doesn't clash with whatever else is going on on the page!

COLOR PALETTE

Don't deviate from these colors. They were chosen very carefully to be badass, vibrant, bold and simple. Like the MonsterBuck brand! And remember, even a slight alteration in a hex code can cause a big change in the hue, so...don't do that.





C.4

M.41

Y.100

K.0

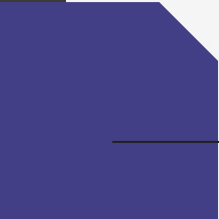
R.240

R.161

R.32

MONSTERBUCK ORANGE

HEX #f0a120



C.87

M.87

Y.11

K.7

R.67

R.63

R.134

MONSTERBUCK ORANGE

HEX #433f86



C.57

M.26

Y.90

K.9

R.118

R.145

R.70

MONSTERBUCK GREEN

HEX #769146



C.1

M.100

Y.45

K.16

R.201

R.11

R.82

MONSTERBUCK RED

HEX #f0a120

PARTNERS & PLACEMENTS

We partner with other brands that we respect and will at times be required to pair our logo with theirs. And that's perfectly acceptable, as long as the MonsterBuck brand is represented well in comparison. Great brands recognize great brands, and if you stick to one of the following examples, everyone should get along on the page. We've created a number of ways to pair with a like-minded brand's logo, so you should find something that works for any situation.





CONTACT LOCKUPS

Each print application needs a signoff that includes our pertinent contact information. One of these examples should be applicable for every situation.

Elk Mound Seed
218 Menomonie Street
Elk Mound, WI 54739

PHONE: (715) 879-5877
EMAIL: info@monsterbuck.com



@monsterbuckfoodplotseed



@monsterbuckfoodplotseed



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Uscidun totatemporem repudant la
accat laboriam voluptatios erfereptia
sumquo minimus asperia volorit
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pa nonsequi ditem volor sumpeles vero
tet quatet lacilici con pa veremque
cum et optaquis dolor aditaquam
volupic aestrundant occ.



MONSTERBUCK.COM

BUSINESS COLLATERAL

024



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MONSTERBUCK.COM



JORDAN
Zimmer

(715) 220-8421
jordan@monsterbuck.com

PREMIUM BIZ CARDS

We probably don't have to say this, but if you are leaving something for them to remember you by, you want that something to be memorable. Our business cards should be simple, elegant, badass and memorable. Like the MonsterBuck brand!

EMAIL SIGNATURES

Just like with our business cards, email communications need to be kept professional, simple, and elegant. For the love of God, no GIFs or movie quotes. What is this, 1997?

Stick to the basics:

Who you are and how to reach you.

JORDAN Zimmer

(715) 879-5877

jordan@monsterbuck.com

MONSTERBUCK.COM



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