



Branding and Style Manual

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Purpose

The objective of this manual is to help people who use the brand to understand its origin, the brand values and the best ways of getting the most out of it.

This brand manual is written for the benefit of those people within the Monkey Bizness and franchisees of the brand. One of the strengths of our brand is our unity and as such, these guidelines should be strictly adhered to.

A brand is always evolving and people's perceptions of it do change from time to time. As such we will constantly evaluate this guide for updates and will treat it as a living document.






Color Palette

The perfect combination

The Monkey Bizness blues are one of our greatest distinguishing features. It is an essential part of our branding and goals moving forward.

Combined with our secondary colors, we have designed a color palette that we believe will work in any combination. Depending on the application, you are free to use the palette below to accomplish your goal.

Values for all media applications

Primary			
	Forest Blue #618DB4	Light Blue #96C0E6	
Secondary			
	Yellow Sundown #FFE153	Lizard Green #6DB85C	Woodland Brown 663300

Typefaces

The brand fonts

Whimsical, clean, bold...when determining fonts to use for the brand Monkey Bizness had three simple criteria.

Luckiest Guy is bold, confident, whimsical, and clean. It is distinct in its appearance and easily recognizable. No shadings or keylines should appear around the business name.

For common and paragraph typeface you can choose between *Lato Light* and *Open Sans*. These fonts are light and clean yet resolute and will portray your messages.

LUCKIEST GUY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?.,:“

Used for branding and headlines

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.,:“

Used for headlines, body copy and small text below 8pt

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.,:“

Used for body copy

Note:

All fonts utilized are Google Fonts and therefore are free for commercial use. A tutorial on how to download Google Fonts for use on a computer, please follow instructions located on this url:

<http://www.labnol.org/software/google-fonts-on-computer/19780/>

Lingo

Tone of voice

Don't over complicate. Tell it like it is.

Be direct and get to the point.

Always look for the simplest way to say what you want.

We believe that a message is better read when it's simple to understand.

Be direct and talk the language of **your** customer. They will appreciate your honesty and simplicity.

Do not be afraid to use colloquialisms – or should we say... Do not be afraid to use plain and simple phrases?

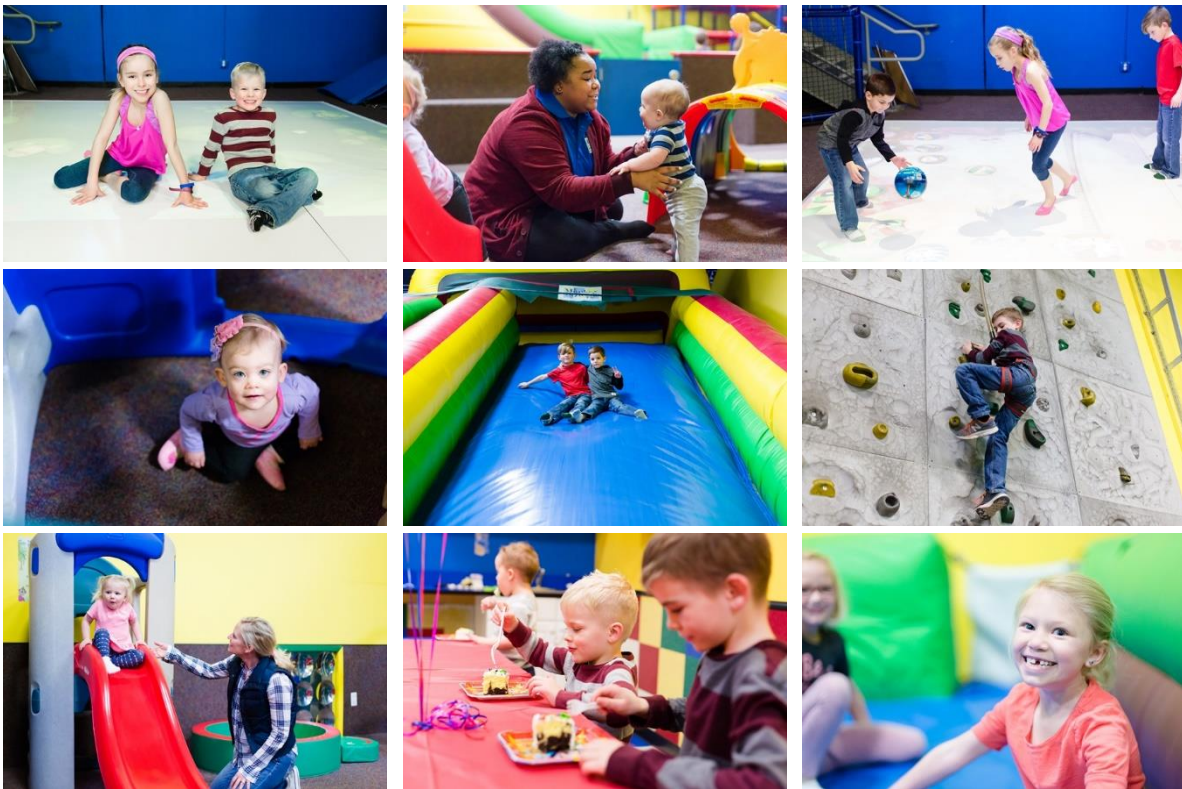
We're never sexist, after all, Monkey Bizness is for the many, not the few but we're often cheeky and always try to raise a smile.

Pictures and Graphics

Tone of voice

The pictures we use are expressive, show real emotions and are cropped for maximum effect.

We have facilities which provide our guests with fun. The look of joy our guests experience and the awesomeness of our facilities should come through in the pictures we use.



The attributes

Enjoying, optimistic, natural, clear
Simple, real people/real situations

Logo

Who we are

Our logo is our visual identity...our customers, fans and vendors recognize us by the logo we use. We want to portray a whimsical, clean and fresh appearance. Because our logo is who we are recognized as, we must present it in a uniform and consistent manor.



"Where ^{little} kids monkey around"



"Where kids monkey around"



Logo files may be found at the following url:

<https://drive.google.com/drive/folders/0Bwbdw99vHqpBSGpHQXZnTi1iZUU>

The Exclusion Zone

The logotype must be reproduced with a clear area around it which is free from other graphic elements. This area is known as the 'exclusion zone'.



Preferred Exclusion
Zone
E.g. Marketing Materials



Exclusion Zone for applications
involving limited space
E.g. Web Banners

Minimum Size

The logo should always be clearly legible.

Monkeys

A stable of our branding

As part of the name says, we are about monkey's. The monkey's we use are one of the staples that links are brand across multiple stores.

These can be accessed at the following url:

<https://drive.google.com/drive/folders/0Bwbdw99vHqpBek5GcVJZamNCcW8>

