



Monarch[®]
Brand Guidelines

May 2026

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Brand Statement

EXCEPTIONAL MENUS START WITH TOP-NOTCH INGREDIENTS

Monarch® has been one of the most trusted food brands in America for more than 150 years, rooted in a reliable 1850s Gold Rush provisions company. The Monarch Lion stands as a symbol of trust and integrity, and a promise of quality, convenient and value-driven pantry staples.

Brand Statement defines the products and benefits of the brand. It's generally used on websites, sell sheets, guides and any promotional piece that showcase several items of that brand.

Brand Voice

Offering 300+ food products, Monarch® has been one of the most trusted food brands in America for more than 150 years. To tell that story, the tone is “sell with a smile” to make it appropriate and engaging. To paint a picture of the dining experience each product creates, provide 3-4 descriptive sentences. The “sell” is a description of product attributes. The “smile” is a slice-of-life statement that lightens the mood of the copy in an attempt to endear the brand or product to the customer.

Brand Mark

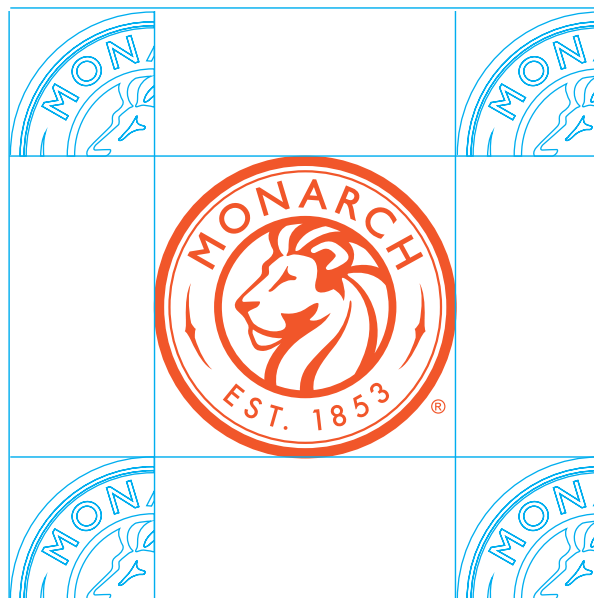


The Monarch® logo consists of a modernized lion stamp, bolder typography and a simplified color palette, resulting in an identity with a fresh approach that doesn't lose sight of its long and respected history. Maintain a premium look and feel when designing for this brand with light-handed design techniques; quiet space, refined typesetting and minimal use of color convey quality.

Protected Space and Minimum Size

To maintain the integrity of this high-quality brand, the Monarch® logo should appear no smaller than 1 inch in size in any application. Smaller usage could result in the elements of the logo filling in. The clear space around the logo must always be at least half the diameter of the logo.

For brand-related marketing collateral, the brand should appear on the left. For product-specific Monarch items, the brand should appear on the right or where space is available.



Incorrect Use of the Brand Mark



Do not change the color.



Do not add a drop shadow.



Do not rotate the logo.



Do not skew.



Do not scale disproportionately.



Do not remove or change the graphics elements.



Do not place on top of busy photography or background color.

Primary Color Palette

The limited color palette of white and orange is bright and clean. “Monarch® Orange” was chosen specifically for its ownability and energy.



PANTONE 173

C: 0
M: 82
Y: 94
K: 0

R: 207
G: 69
B: 32

HEX: #CF4520

Typography



Brand font headline use
Myriad Pro Condensed

HEADLINE HERE

Myriad Pro Condensed Semibold
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwx**yz**
1234567890

Myriad Pro Condensed Bold
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwx**yz**
1234567890

Myriad Pro Black
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz****
1234567890

Body copy for all Exclusive Brands

Aktiv Grotesk Family

EVERNAT VERUPTIANT

moluptatus eatio velles nisitium nonsed
maionse ctatis sus re elicit fuga. Ut offi-
ciis mi, sunte suntore pelicaerepe esequo
enduciendae nihit, vent aut quo omnis aut
molor as sumquidus, as mi, unt lis dissin
restruntis expl

Aktiv Grotesk Regular
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwx**yz**
1234567890

Aktiv Grotesk Italic
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
*abcdefghijklmnopqrstuvwx**yz***
1234567890

Aktiv Grotesk Medium
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz****
1234567890

Aktiv Grotesk Light
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwx**yz**
1234567890

ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.

Photography

Delicious food photography is a very important part of every brand when designing collateral and print ads.

Simply photographed food with brightly lit sets, including blond wood, stainless utensils and minimal propping, present Monarch® products in their purest forms. A plate of peas, a pile of spice, a simple pot of broth – these are the pantry items that bring every kitchen to life as chefs interpret the ingredients into signature dishes. Monarch photography is about simple, beautiful details.



Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections. When selecting imagery or when planning a shoot, opt for high-quality photography with simple

propping and ultimate appetite appeal. Cutting boards, utensils, raw foods, produce, chips, etc., will achieve that effect. Shoot photography with short depth of field for a soft-focus background.

Images are illustrative of visual styling and are not indicative of product categories.

