



---

Monarch<sup>®</sup>  
**Brand Guidelines**

---

October 2023

---

# Table of Contents

Brand Statement	3
Brand Voice	4
Brand Mark	5
Protected Space and Minimum Size	6
Incorrect Use of the Brand Mark	7
Primary Color Palette	8
Typography	9
Photography	10

---

# 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 pieces 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



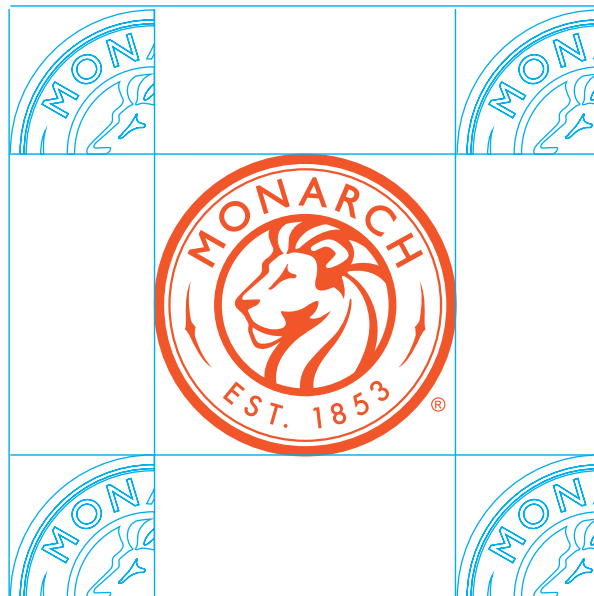
The Monarch® logo consists of a modernized lion stamp, bolder typography and a simplified color palette, resulting in an identity with a fresh approach that doesn't lose sight of its long and respected history. Maintain a premium look and feel when designing for this brand with light-handed design techniques;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

---

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

---

R: 207  
G: 69  
B: 32

---

HTML: #CF4520



---

# Typography



Brand font headline use  
Myriad Pro Condensed

# HEADLINE HERE

Myriad Pro Condensed Semibold  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890

Myriad Pro Condensed Bold  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
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  
abcdefghijklmnopqrstu**vw**xyz  
1234567890

Myriad Pro Black  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890

*Aktiv Grotesk Italic*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklmnopqrstu**vw**xyz*  
*1234567890*

Aktiv Grotesk Medium  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890

Aktiv Grotesk Light  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
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.

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

