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

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October 2023

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# Brand Statement

DISPOSABLES AND CLEANING SUPPLIES TO KEEP YOUR  
OPERATION RUNNING SMOOTHLY

Monogram® is an extensive line of disposables and cleaning products. From paper dinnerware and cups to multifunctional food packaging and degreasers, Monogram has the solution to your cleaning and disposable needs

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**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.**

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## Brand Mark



The Monogram® logos are strong, bold and clean, with stylized tweaks differentiating the two: the wave in the “cleaning/disposables” line alludes to water, while the leaf in the “sustain” line alludes to a natural environment. The respective colors and accents are subtle enough to work well as a pair.

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# Protected Space and Minimum Size

Clean, white space and a minimal layout elevate the perception of the quality of Monogram®. To maintain the integrity of this high-quality brand across all applications, it is important to abide by the rules laid out in these guidelines, starting with the protected space and minimum size. The logo should appear no smaller than 1 inch in width in any application. Always respect the clear space around the logo; it should always measure at least half the height of the word “MONOGRAM.”



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# 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.



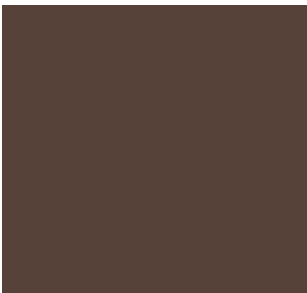
Do not place on top of busy photography or background color.

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# Primary Color Palette

The “cleaning/disposables” logo is blue, which evokes dependability and trust, clarity and cleanliness.

The “sustain” logo is green, which signals an eco-friendly line of products. Together, blue and green symbolize earth and nature, further strengthening the brand position.



**PANTONE 7703 C**

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C: 79  
M: 2  
Y: 10  
K: 11

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R: 0  
G: 156  
B: 189

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HTML: #009CBD

**PANTONE 7519 C**

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C: 24  
M: 42  
Y: 45  
K: 68

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R: 94  
G: 75  
B: 60

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HTML: #5E4B3C

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# Typography



Brand font headline use

**Chevin Pro Bold**

# HEADLINE HERE

**Chevin Pro Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Arboria Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Arboria Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**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**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

*Aktiv Grotesk Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

**Aktiv Grotesk Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

*Aktiv Grotesk Light*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

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



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## Photography

Monogram® should feature product imagery that is clean and sparsely propped.

Professional product and kitchen photography are a very important part of every brand when designing collateral and print ads. It is essential that it looks professional.

Monogram images should be photographed with bright, natural lighting and a short depth of field for a soft-focus background. This effect may be achieved in postproduction.



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Delicious food photography is a very important part of every brand when designing collateral and print ads. It is essential that it looks appealing and fresh. Food imagery should look like it was prepared in a restaurant by an experienced chef, not like a home-cooked meal. Raw food ingredients are also acceptable and may be used to tell an ingredient or flavor story.

Always choose the freshest and least-processed imagery of raw food ingredients to reinforce the message of quality. Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections.

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

