MONSTER SELF STORAGE

BRAND GUIDELINES

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03 **LOGO.**

A logo that welcomes you in.

The simple logo creates a clean, professional brand, with the signature orange and green brand colors crafting a warm, welcoming, trusted feel. The logo can be used in the brand's signature green and orange or displayed in solid green or gray and white featuring the website.

04 **VOICE.**

Clear. Consistent. Credible.

Monster Self Storage brings a consistently professional voice throughout its creative. It is essential to build trust with customers, who are entrusting the brand to protect their most precious assets. Keep the messaging positive and clear as an expert in the storage space.

05 **FONTS.**

Professional presentation, every time.

A simple, clean font like Avenir Next LT Pro Regular and Avenir Next LT Pro Bold allows the creative to be easy to understand. Those searching for a storage unit expect a clean, organized facility, so the creative should follow that lead, as well.

Aa

Avenir Next LT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Aa

Avenir Next LT Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

06 **COLORS.**

A positive, trusted brand.

The combination of orange greens pairs a warm, energetic feel with a natural, trusting tone. Rounded out with gray and white, the overall brand represents a vibrant, thriving environment where the customer's personal belongings are secure and cared for.

Lockbox Lava
RGB: d14901
CMYK: 13,84,100,3

Organized Orange
RGB: e98c51
CMYK: 6,54,76,0

Graphite Gray
RGB: 414042
CMYK: 68,62,58,46

Bright White
RGB: f3f4f7
CMYK: 3,2,1,0

Deep Green
RGB: 154527
CMYK: 85,44,91,52

Green Light
RGB: 008556
CMYK: 100,21,85,8