



COMMERCIAL GRADE. ALL DAY POWER.

2022 PROGRAM CONSOLIDATION



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GUIDELINES

These brand guidelines detail proper use of the elements that form Mean Green’s brand identity. This includes visual elements such as the logo, color palette, and typography, and also covers the proper channels for acquiring merchandise, vehicle wraps, photography and more.

PRIMARY LOGO

The Mean Green logo is the visual anchor for the brand and one of its most valuable assets.

The preferred and primary ways to render the logo are as follows:

2-ColorGreen (Pantone 369C) and White over a dark background

3-ColorGreen (Pantone 369C), Light Grey (Pantone 422C) and White over a dark background

When the design calls for a white/light background, please use the Light Background versions of the logo (Pg. 4). There are subtle differences in weight that help it render better on a white/light background.



ALTERNATE LOGO USE

LIGHT BACKGROUND VERSIONS

When the design calls for a white/light background, please use the Light Background versions of the

logo. There are subtle differences in weight that help it render better on a white/light background.



BLACK & WHITE VERSIONS

When print media requires a single color in black and white, please

use the Black & White versions of the logo.





GUIDELINES

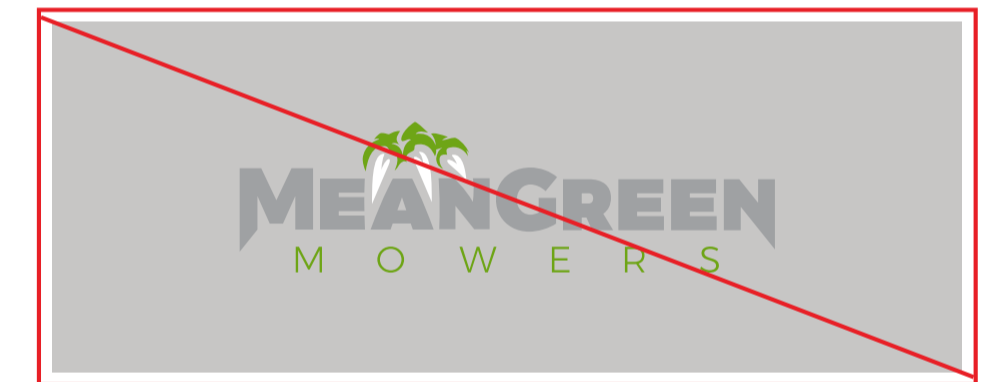
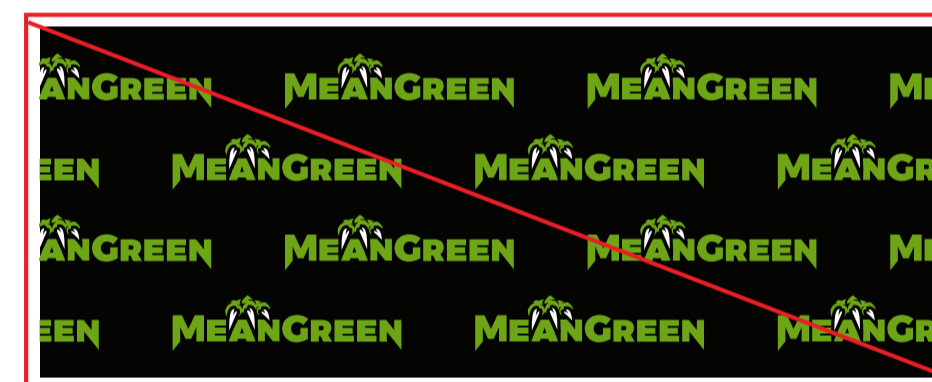
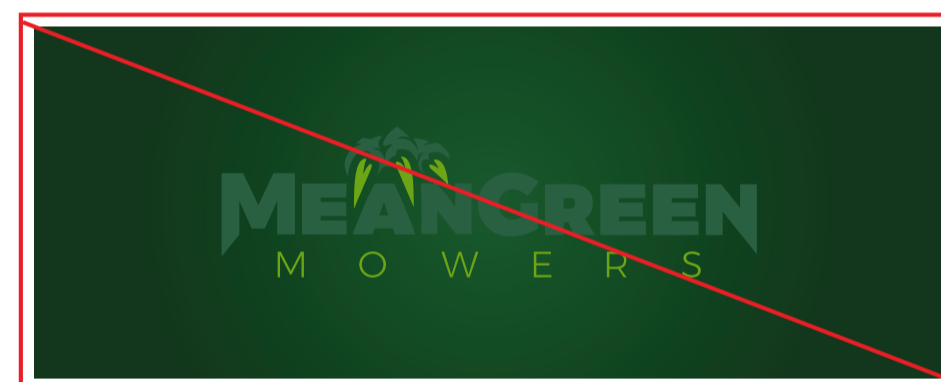
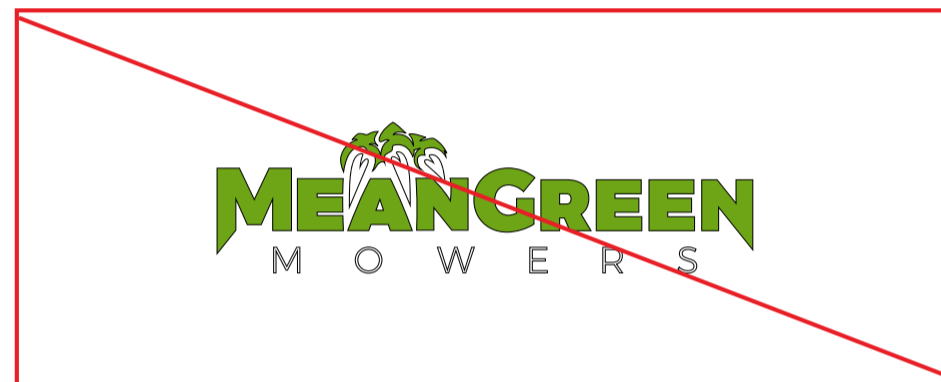
INCORRECT LOGO USAGE

DON'T

Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and outlines.
Scale the logo unproportionately.

Place the logo over busy photography.
Attempt to recreate the logo with other typefaces.
Change the logo colors.

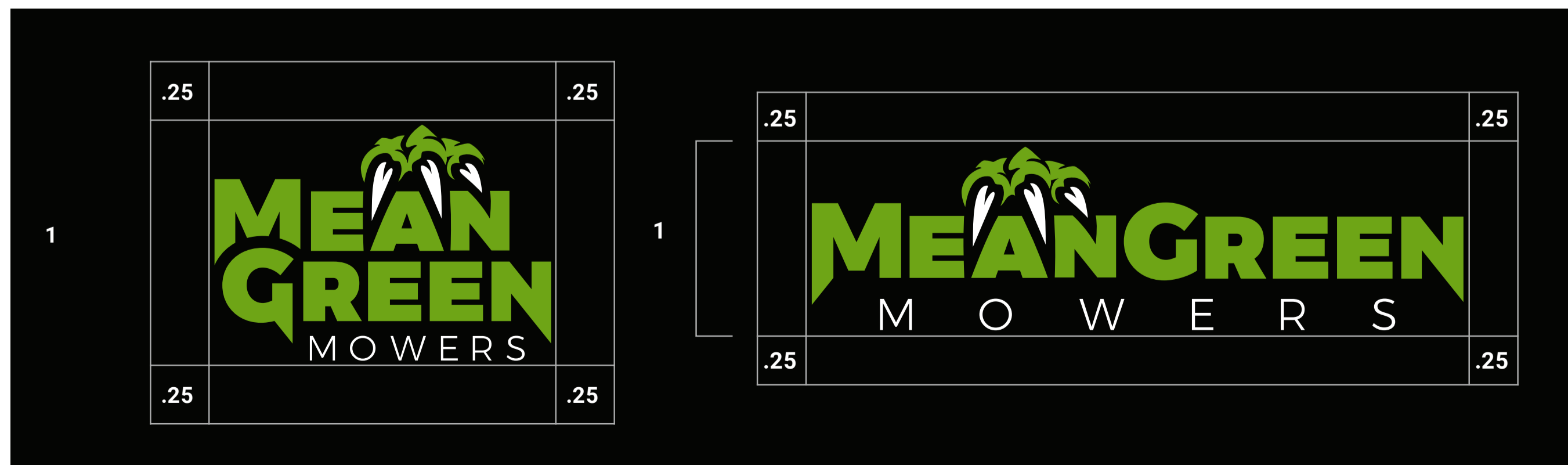
Use the logo as a repeated pattern, "wallpaper," or other decorative device.
Use the Light Background version on a dark background or vice versa.



CLEAR SPACE

Please observe the Clear Space around the logo to maximize visual effectiveness. Nothing should intrude into this specified Clear Space.

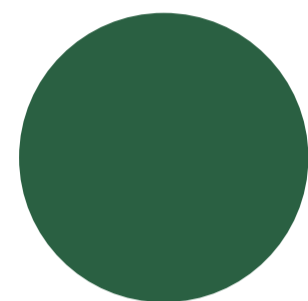
Clear Space can be calculated by dividing the total height of the logo by 4.





GUIDELINES

COLOR PALETTE



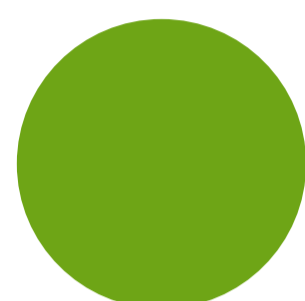
MEDIUM GREEN

COATED
Pantone 7734 C
C77 M0 Y82 K65

UNCOATED
Pantone 7733 U
C87 M0 Y96 K29

RGB
R40 G97 B64

HEX
#286140



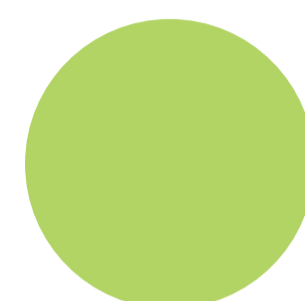
MEAN GREEN

COATED
Pantone 369 C
C68 M0 Y100 K0

UNCOATED
Pantone 368 U
C52 M0 Y86 K0

RGB
R100 G167 B11

HEX
#64A70B



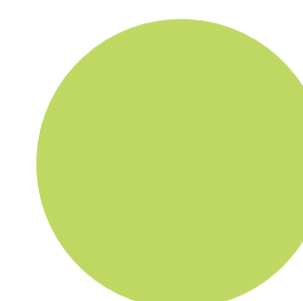
BRIGHT GREEN

COATED
Pantone 2290 C
C34 M0 Y78 K0

UNCOATED
Pantone 2290 U
C34 M0 Y78 K0

RGB
R170 G219 B30

HEX
#AADB1E



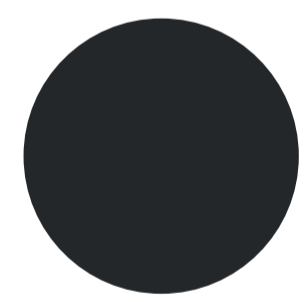
ELECTRIC GREEN

COATED
Pantone 2297 C
C29 M0 Y78 K0

UNCOATED
Pantone 2297 U
C29 M0 Y78 K0

RGB
R192 G223 B22

HEX
#C0DF16



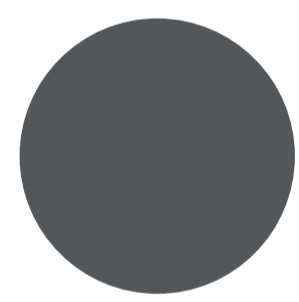
DARK GREY

COATED
Pantone 426 C
C94 M77 Y53 K94

UNCOATED
Pantone 426 U
C94 M77 Y53 K94

RGB
R37 G40 B42

HEX
#25282A



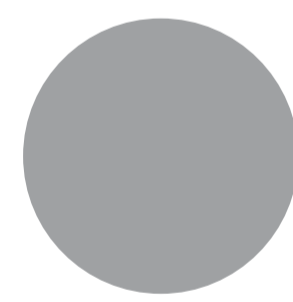
MEDIUM GREY

COATED
Pantone 425 C
C48 M29 Y26 K76

UNCOATED
Pantone 425 U
C48 M29 Y26 K76

RGB
R84 G88 B90

HEX
#54585A



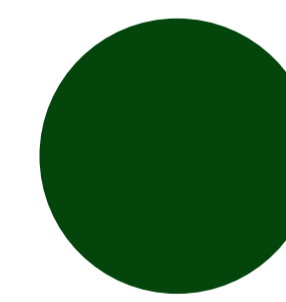
LIGHT GREY

COATED
Pantone 422 C
C19 M12 Y13 K34

UNCOATED
Pantone 422 U
C12 M5 Y8 K28

RGB
R158 G162 B162

HEX
#9EA2A2



DARK GREEN

COATED
Pantone 2411 C
C72 M2 Y100 K76

UNCOATED
Pantone 2411 U
C72 M2 Y100 K76

RGB
R28 G66 B32

HEX
#113819



GUIDELINES

TYPOGRAPHY

Typography is a key element to communicate Mean Green’s unified brand stance.

MONTSERRAT, ROBOTO and ROBOTO CONDENSED are the

primary fonts to use for print and web applications.

FONTS (AVAILABLE AT FONTS.GOOGLE.COM)

HEADINGS: MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

300 LIGHT WEIGHT

700 BOLD WEIGHT

800 EXTRA BOLD WEIGHT

PRIMARY BODY COPY: ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

400 REGULAR WEIGHT

700 BOLD WEIGHT

SUBHEADINGS: ROBOTO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

300 LIGHT WEIGHT

700 BOLD WEIGHT

SECONDARY BODY COPY: MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

300 LIGHT WEIGHT

400 REGULAR WEIGHT

TAGLINE

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LOGO KIT A

Note: black and white vehicles and can be partial or full wraps

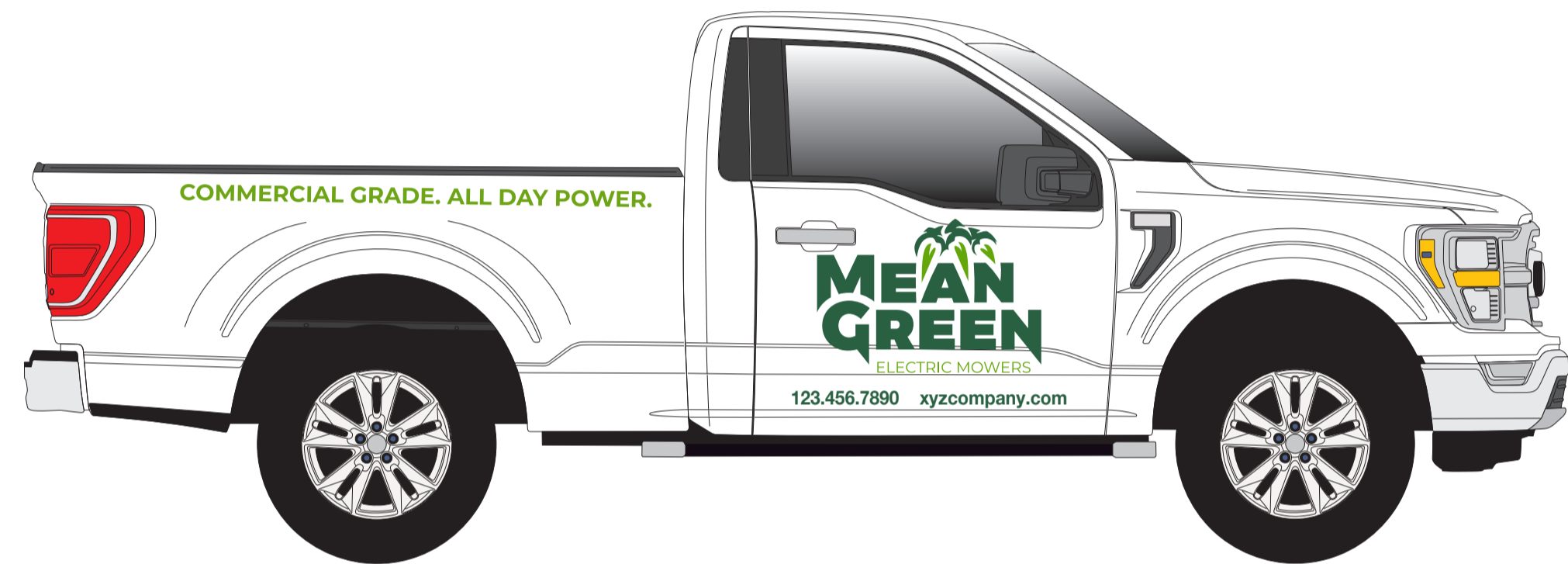


NOT TO SCALE



LOGO KIT A

Note: black and white vehicles and can be partial or full wraps

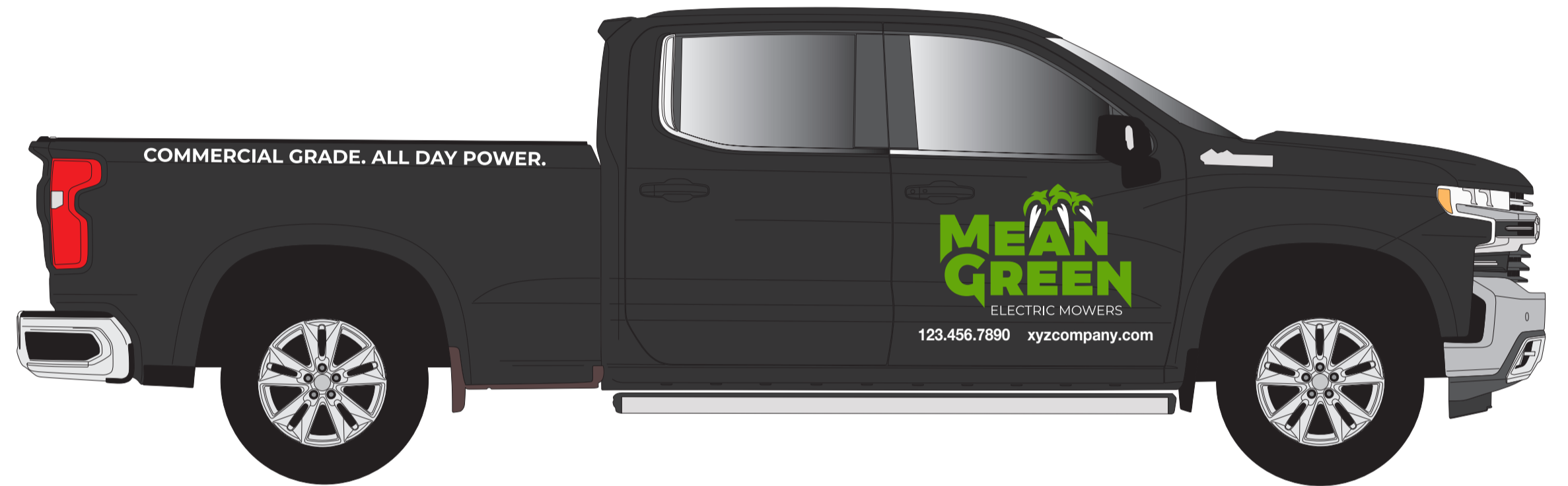


NOT TO SCALE



LOGO KIT A

Note: black and white vehicles and can be partial or full wraps

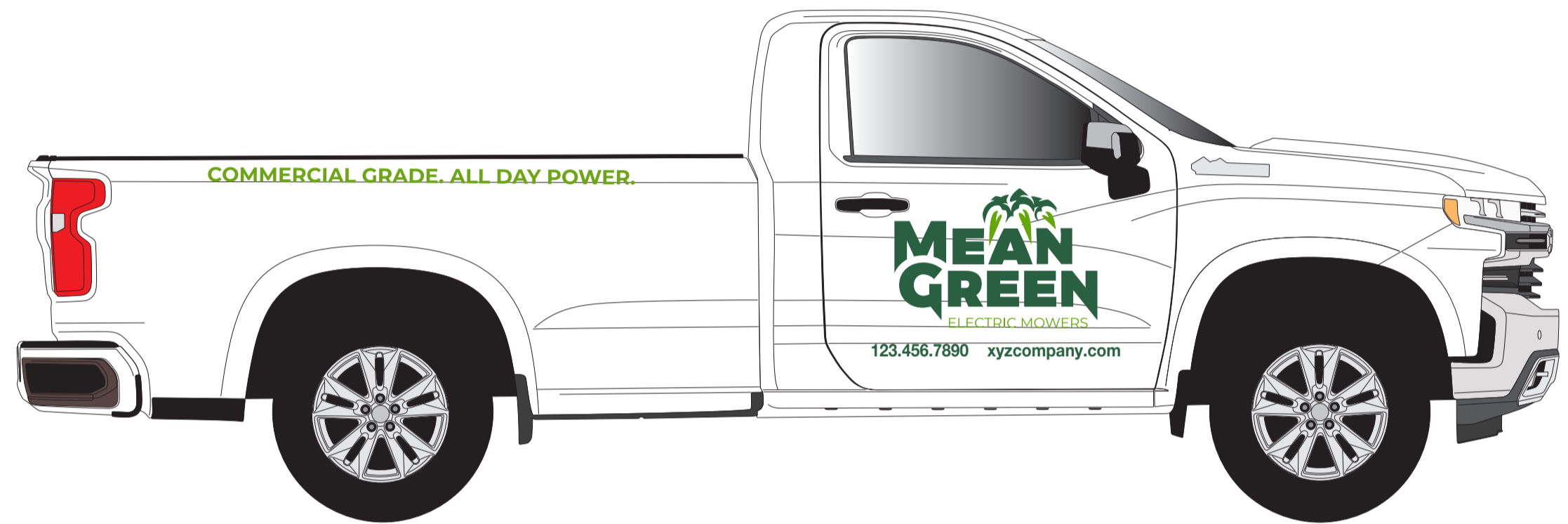
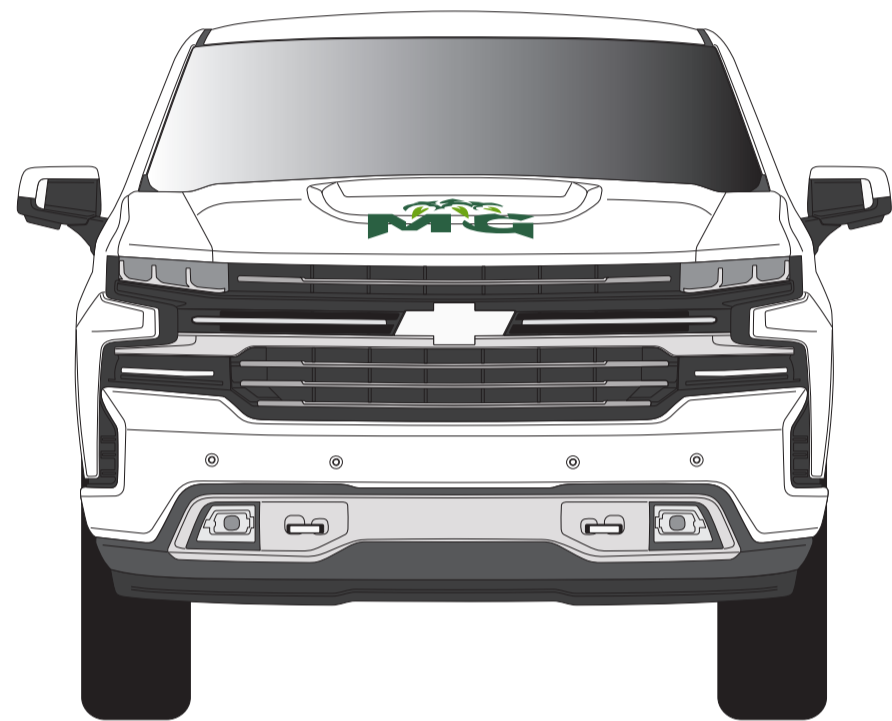


NOT TO SCALE



LOGO KIT A

Note: black and white vehicles and can be partial or full wraps

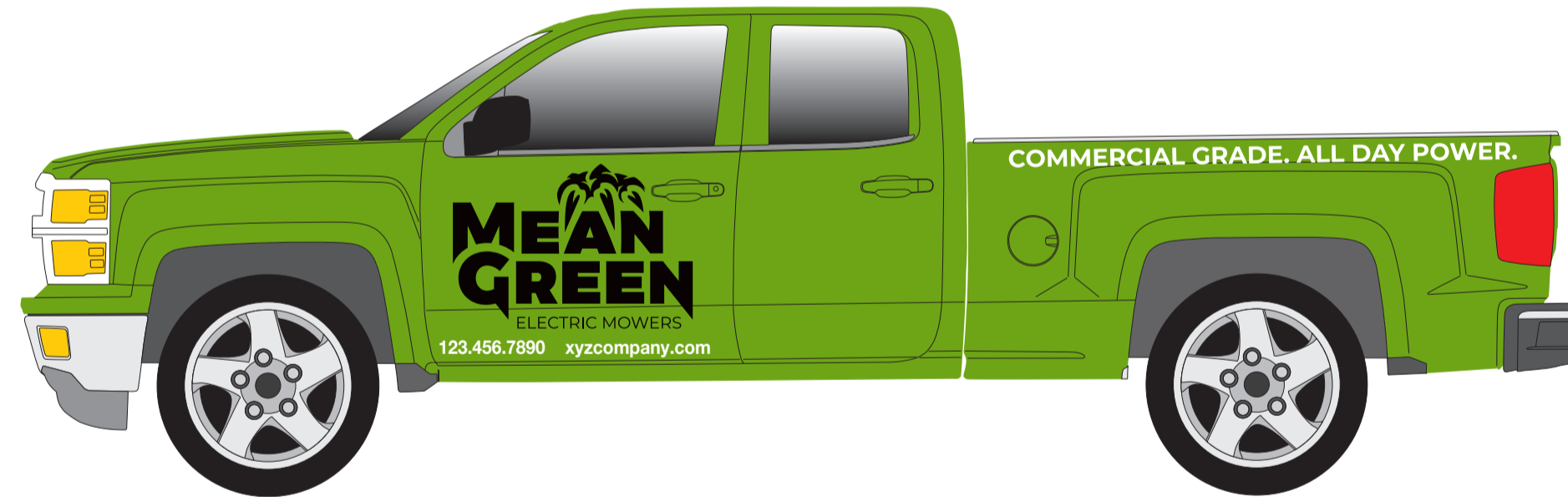
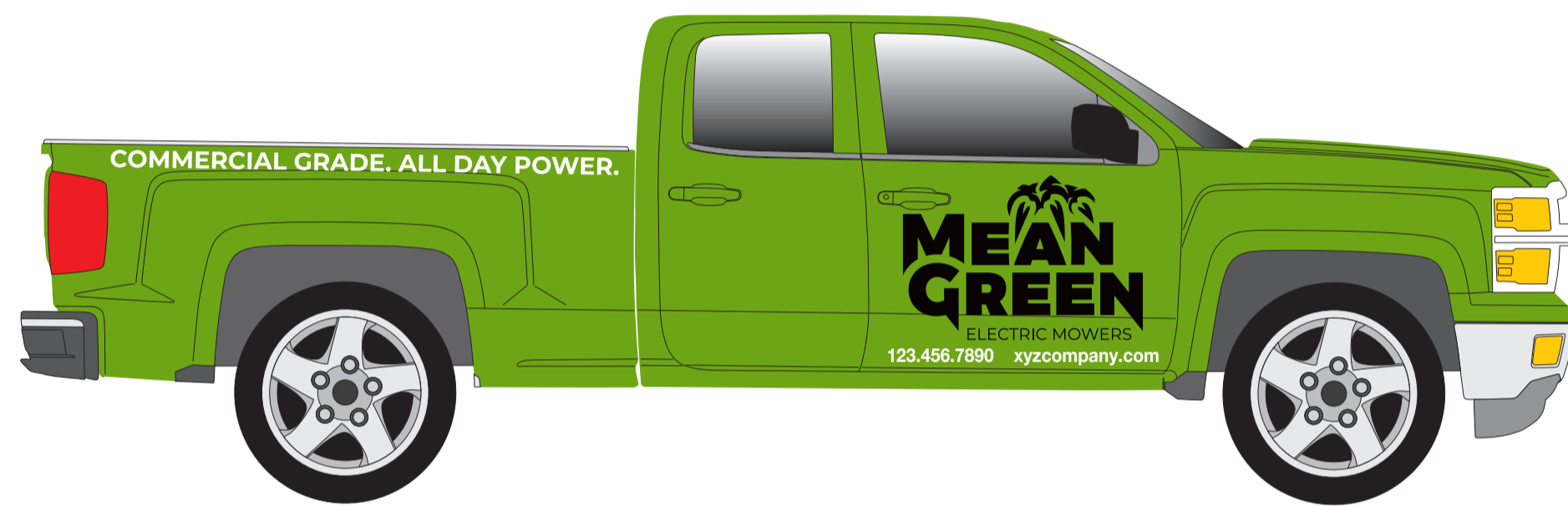
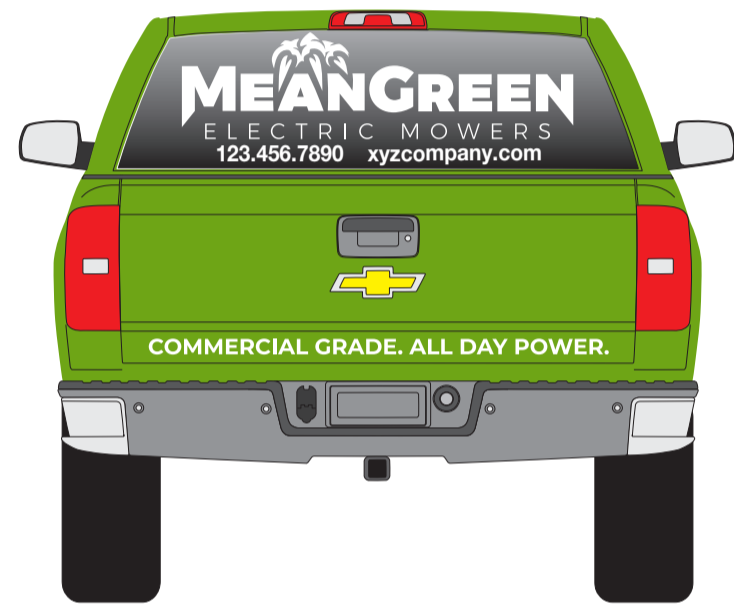


NOT TO SCALE



FULL WRAP

GREEN OPTIONS



NOT TO SCALE

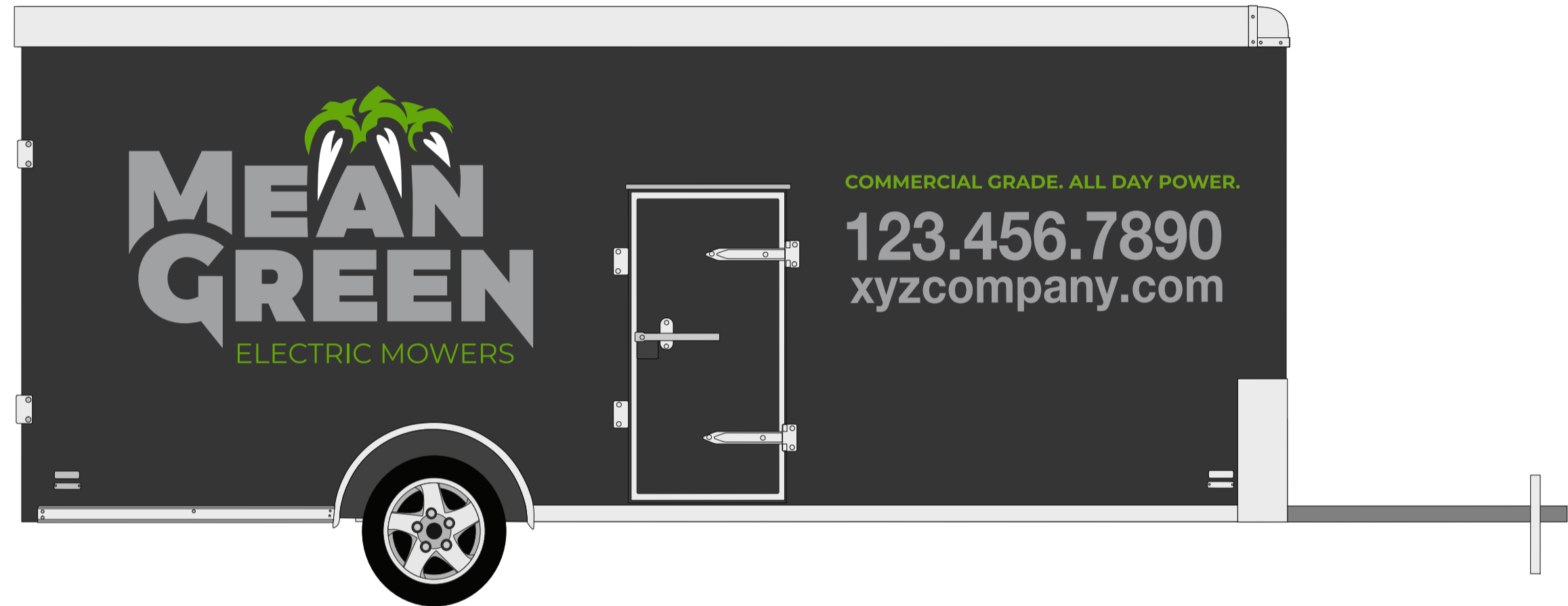
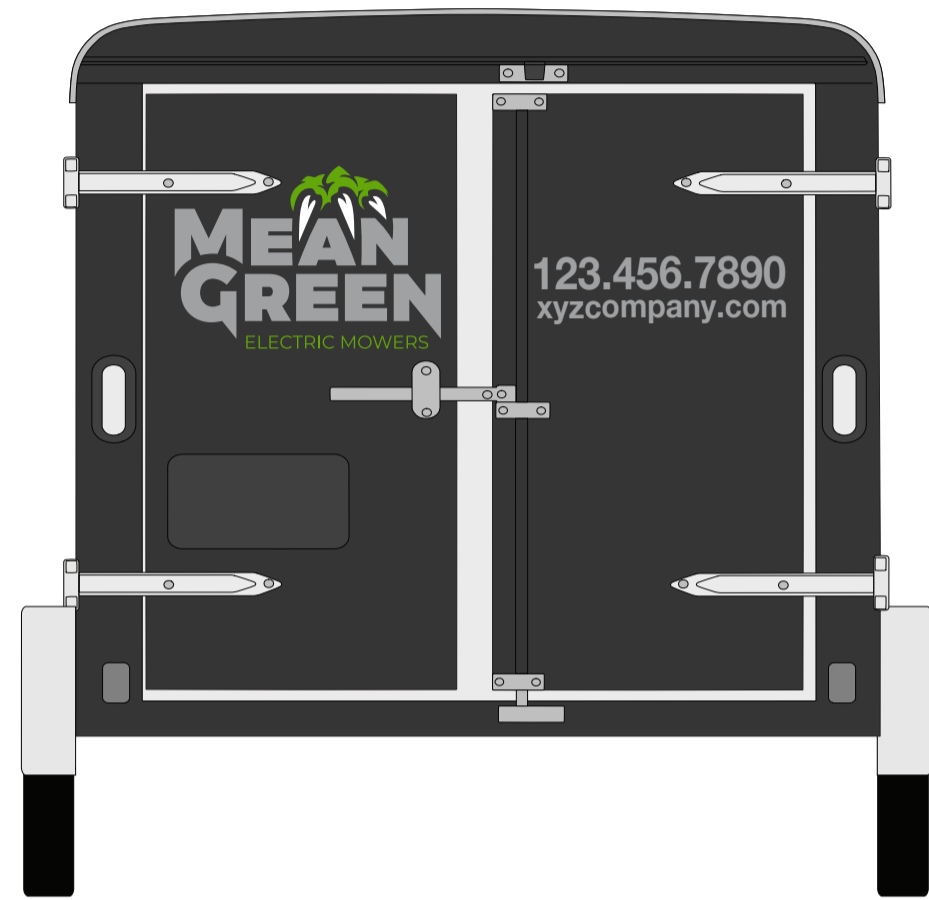
DOUBLE CAB TRUCK

ChevP_I75 Chevrolet Silverado Ext Cab 6'5" Box



LOGO KIT A

Note: black and white vehicles and can be partial or full wraps

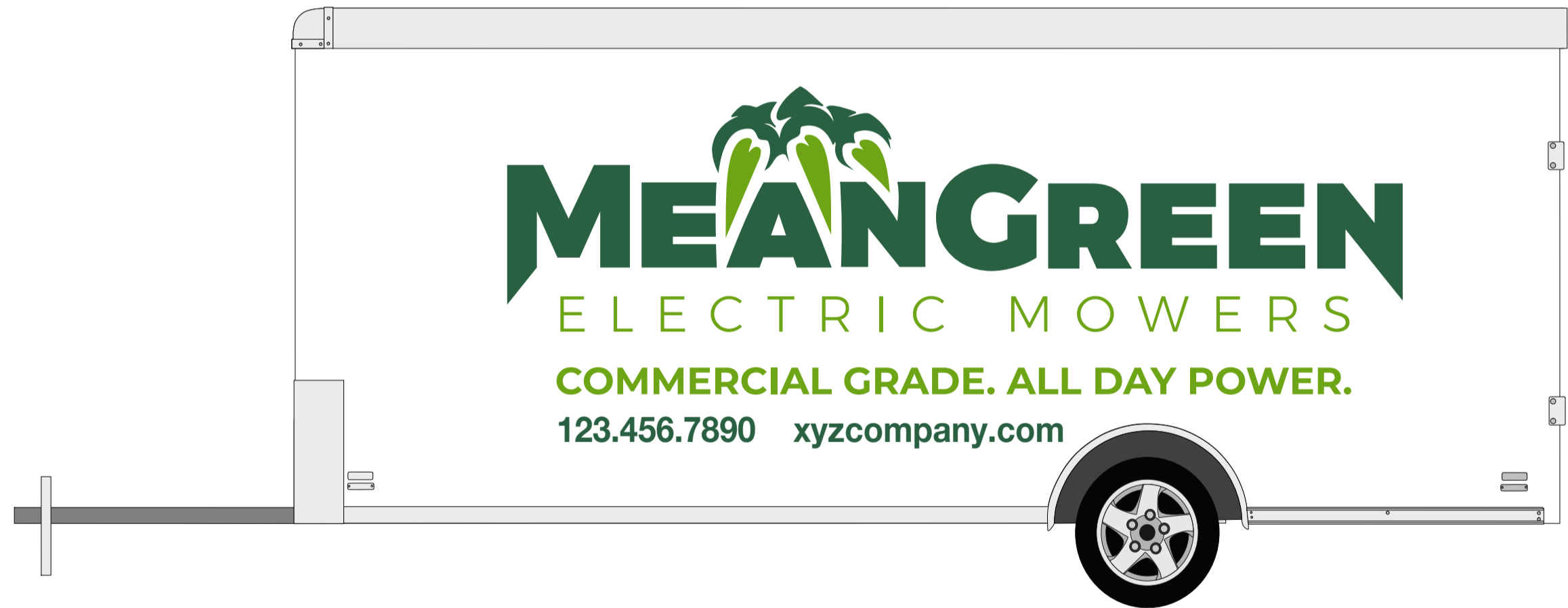
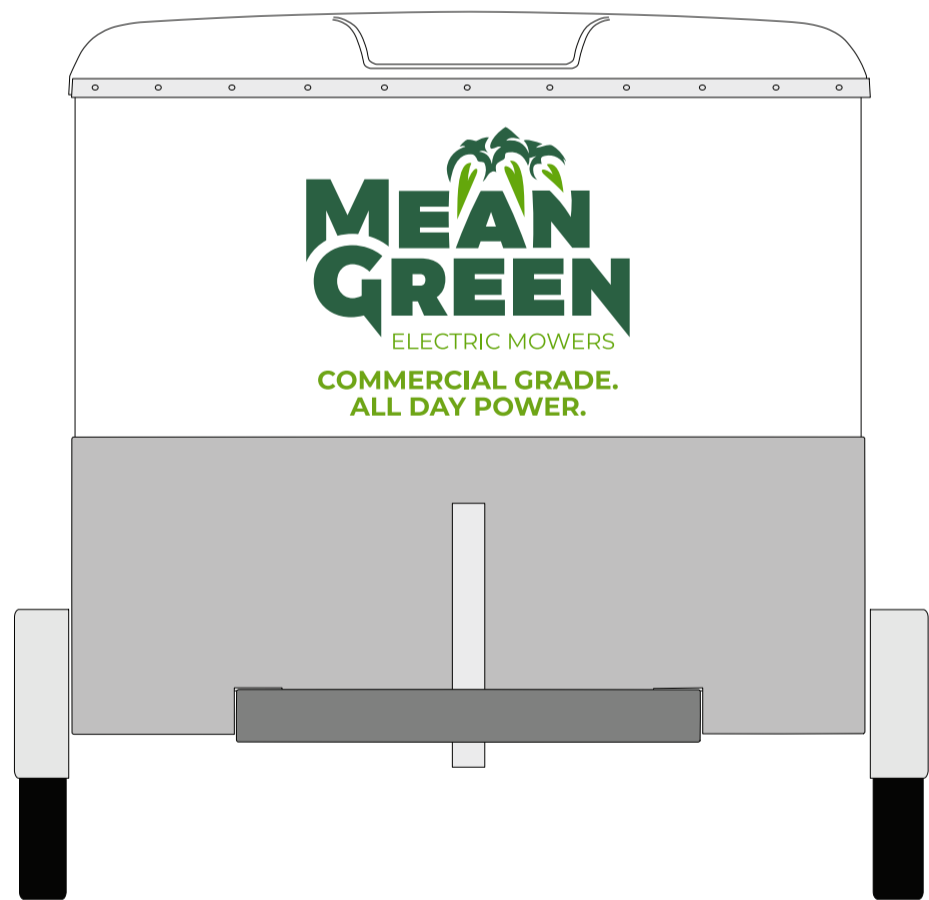
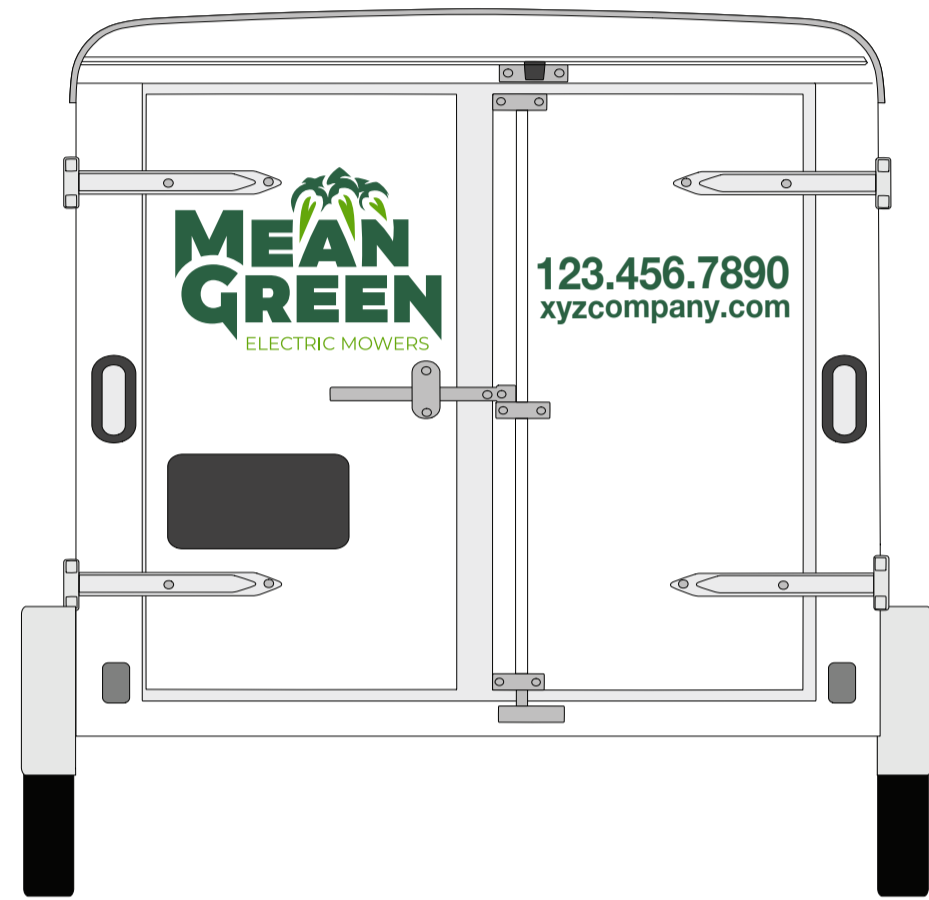


NOT TO SCALE



LOGO KIT B

Note: black and white vehicles and can be partial or full wraps



NOT TO SCALE