

Complete Logo

The Monster logo must always have a safe area free from any other elements. Do not go inside the dotted lines.



Kraken Displayface

MONSTER
ENERGY

Montserrat SemiBold

DO NOT

- Fill logo with a texture or image
- Skew or distort logo in any way
- Use a 3D version of the logo unless creating a physical version. (i.e. signage etc)
- Do not use the logo in any other color except the approved colors
- Do not change the proportions or elements of the lockup
- Do not add or attach any taglines as a lockup

Logo Usage

White Logo on
Dark Background





Black Logo on
Light Background

Monster has a voice. It sounds something like this.

Youthful
not
~~**immature**~~
Embracing a youthful spirit without compromising maturity

Proud
not
~~**Prideful**~~
We know we've created something great. We also know that perfection is a process, not an achievement.

Bold
not
~~**reckless**~~
We believe in navigating uncharted territories with confidence and purpose

Daring
not
~~**foolsih**~~
pushing boundaries intelligently, embodying a spirit of adventure

Enthusiastic
not
~~**bombastic**~~
Our passion is based on actual potential, not hyperbole.

Witty
not
~~**goofy**~~
Our humor is smart. Not silly, childish, or slapstick.

Typography

Montserrat Bold
Semi Bold
Medium
Regular
Light

Montserrat

Aa

AaBbCcDdEeFfGgHh
IiJjKkLlMnNnOoPpQq
RrSsTuUuVvWwYyZz
0123456789!@#$%&

Color scheme - Palette

KRAKEN	TIGER	WHITE	DARK GRAY	BLACK
HEX 00A79D	**HEX** EF552C	**HEX** FFFFFF	**HEX** 2D2D2D	**HEX** 000000
C 79	**C** 01	**C** 00	**C** 70	**C** 100
M 11	**M** 82	**M** 00	**M** 64	**M** 50
Y 45	**Y** 94	**Y** 00	**Y** 63	**Y** 50
K 00	**K** 00	**K** 00	**K** 64	**K** 100

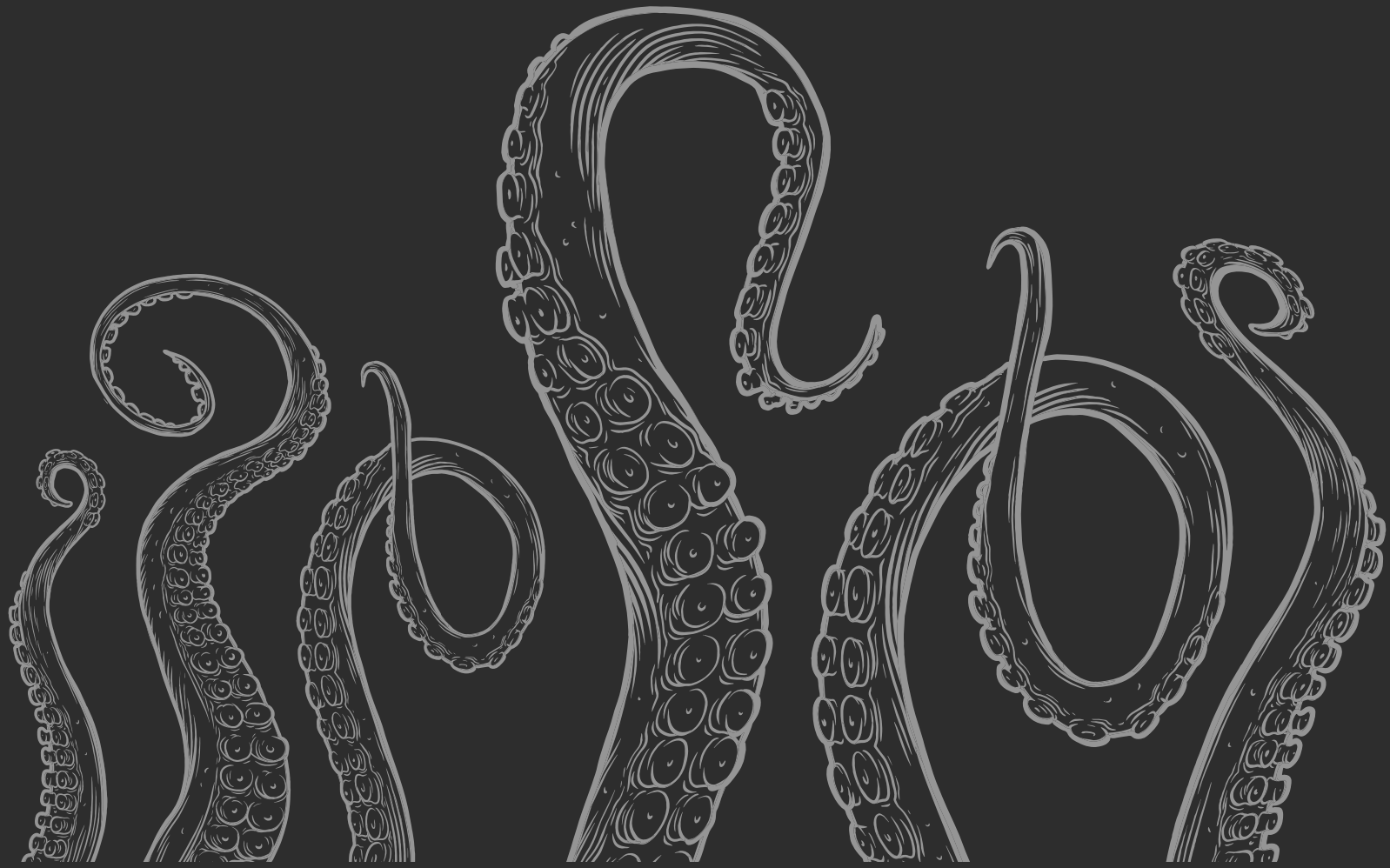
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Secondary Elements

Tentacle Illustrations

Embracing the theme of the Kraken, design elements similar to those on right can be used in combination with the logo and other brand designs.



Brand use examples





