MONARCH INITIATIVE

LOGOS

LOGOS 2

COLORS 4

TYPOGRAPHY 5

NICOLE SKILLERN DESIGN
nicoleskillern.com

CLIENT	DATE	PROJECT	VERSION
Monarch	8.06.13	LOGOS	FINAL

LOGOS

HORIZONTAL

Monogram

Descriptor

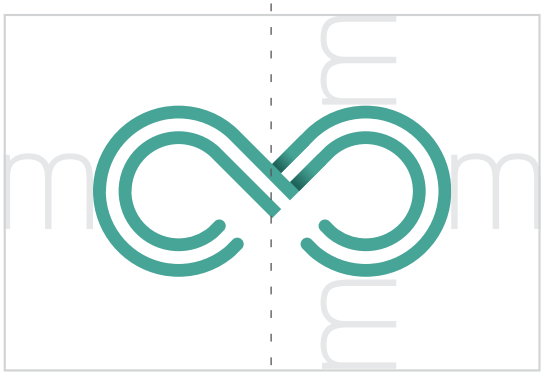
Clear Space

Kelson Sans Light

STACKED

Centered

MONOGRAM



NICOLE SKILLERN DESIGN
nicoleskillern.com

CLIENT	DATE	PROJECT	VERSION
Monarch	8.06.13	LOGOS	FINAL

Centered

LOGO RULES

PLEASE DO NOT...

...tilt

...use non-monoarch colors

...stretch or squash

...use different type

...place over busy imagery

...apply effects

...alter relationship to descriptor

...make up your own gradients

Monarch initiative

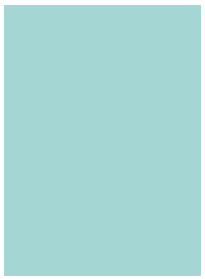
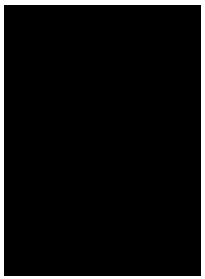
monarch

NICOLE SKILLERN DESIGN
nicoleskillern.com

CLIENT	DATE	PROJECT	VERSION
Monarch	8.06.13	LOGOS	FINAL

COLORS - WEB/DIGITAL

Monarch...

...Blue	Orange	Gray	Light Blue	Dark Red	Red	Black	White
							
# 44 A2 93	# EA 76 3B	# E5 E5 E5	# A4 D6 D4	# 46 13 13	# DD 38 35	# 00 00 00	#FF FF FF
RGB: 68/162/147	RGB: 234/118/59	RGB: 229/229/229	RGB: 164/214/212	RGB: 70/19/19	RGB: 221/56/53	RGB: 0/0/0	RGB: 255/255/255

ABCDEFGHIJKLMNOPQRSTUVWXYZ
,:?#&012345678
abcdefghijklmnopqrstuvwxyz

Kelson Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
,:?#&012345678
abcdefghijklmnopqrstuvwxyz

Kelson Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
,:?#&012345678
abcdefghijklmnopqrstuvwxyz

Kelson Sans Bold

Download, donate and find our more about information about Kelson Sans at http://fontfabric.com/kelson-sans/