

MULCH BROS

BRAND STYLE GUIDE

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Logo Variations

PRIMARY LOGO



The primary logo features a clean serif wordmark paired with a subtle icon to reflect the brand's balance of precision and friendliness. It should be used most frequently across digital and print materials, ideally centered for visual balance. Alternate logos may be used when space is limited or a horizontal layout is required.

Logo Variations

SECONDARY LOGO



The secondary logo should be used for layouts that require a more compact logo or when a horizontal layout is required. It is stacked to provide a bigger impact at a smaller scale.

Logo Variations

ICON



The icon logo can be used when the layout doesn't require the full brand name to be spelled out (examples: Website favicon, social media avatars).

Alternatively, it can be paired with the primary or secondary logo when additional impact is needed (example: Front of print piece shows primary logo, back of piece shows icon).

Usage Guidelines

PRIMARY LOGO



Full Color

Use this version on a dark or light background.



1 Color on Light

Use this version when the project requires a one color black/dark logo on a light background.



1 Color on Dark

Use this version when the project requires a one color reversed logo on a dark background.

Usage Guidelines

SECONDARY LOGO



Full Color

Use this version on a dark or light background.



1 Color on Light

Use this version when the project requires a one color black/dark logo on a light background.



1 Color on Dark

Use this version when the project requires a one color reversed logo on a dark background.

Usage Guidelines

ICON



Full Color

Use this version on a dark background.



1 Color on Light

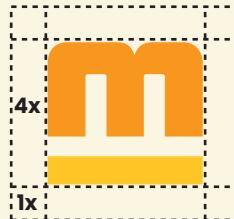
Use this version when the project requires a one color black/dark logo on a light background.



1 Color on Dark

Use this version when the project requires a one color reversed logo on a dark background.

Logo Clear Space



Please allow ample clear space around the Mulch Bro's logo. To measure the minimum clear space allowed per logo, measure the height and divide by 2 or 4 depending on the logo you are using.

Incorrect Use



Do not change any colors.



Do not outline or add outline to any element.



Do not shear, skew, distort or rotate.



Do not change opacity.

When using the Mulch Bro's logo, keep the integrity of the logo design for all logo variations. This page shows examples of what not to do.

Typography

Headline fonts are Russo One.

SUBHEADS ARE POPPINS BOLD IN ALL CAPS

Body copy is Poppins.

We use Russo One as a headline font. This font mimics the precise, blocky style in our logo and helps convey a bold, video game-inspired brand feel while remaining clean and easy to read.

Poppins is used for subheads and body copy. It is a modern, sans-serif typeface that is extremely versatile and easy to read.

Both Russo One and Poppins are free fonts available on Google Fonts.

Colors

PRIMARY COLORS



#FF9700

CMYK
0, 48, 100, 0

RGB
255, 151, 0



#FFC522

CMYK
0, 24, 100, 0

RGB
255, 197, 34

ACCENT



#00DE83

CMYK
81, 0 80, 0

RGB
0, 222, 131

BASE COLORS



#FCF7E4

CMYK
1, 2, 12, 0

RGB
252, 247, 228

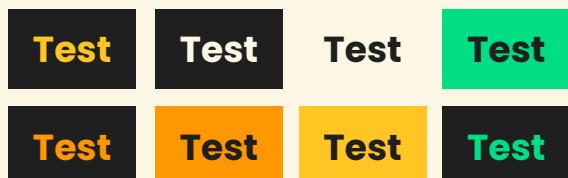


#1F1F1F

CMYK
72, 66, 65, 75

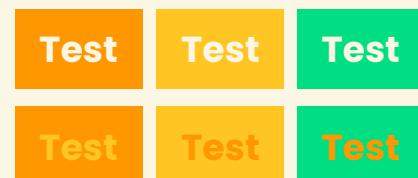
RGB
31, 31, 31

Approved Combinations



Unapproved Combinations

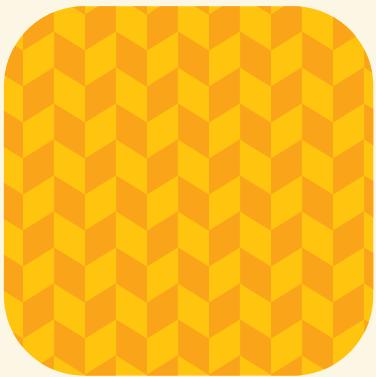
DO NOT USE



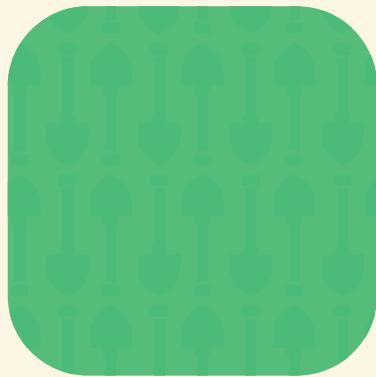
Patterns & Illustrations



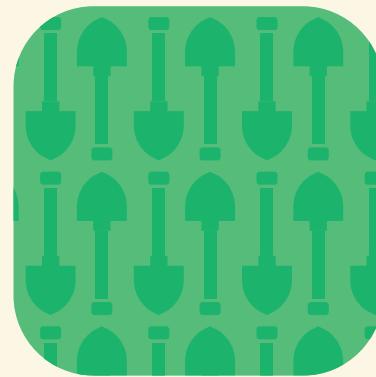
**CUBE
PATTERN
(SUBTLE)**



**CUBE
PATTERN
(BOLD)**



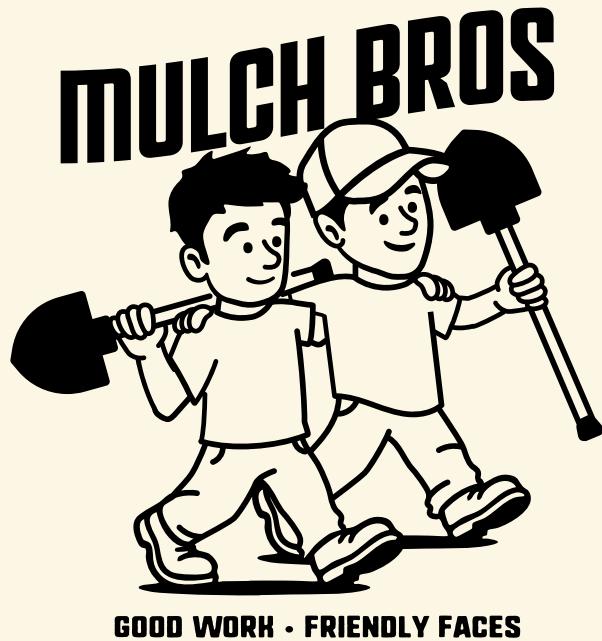
**SHOVEL
PATTERN
(SUBTLE)**



**SHOVEL
PATTERN
(BOLD)**

Subtle patterns can be used as a background element behind logo and/or text. Bold patterns should be used as an additional design element when extra impact is needed. Do not layer text or logos on top of bold patterns.

Patterns & Illustrations



MASCOT ILLUSTRATION
(FULL)



MASCOT ILLUSTRATION
(SIMPLIFIED)

The mascot illustration can be used to enhance brand personality. For best results, keep the illustration in a dark color, as inverted versions do not maintain legibility.

Files Types Cheat Sheet

FILE TYPE	COLOR MODE	APPLICATION
.png	RGB	Web
.eps	CMYK	Print

Each file type in your brand package serves a purpose – from high-quality print materials to web graphics. If you need additional file types, please reach out!

Contact

If you have any questions or concerns regarding the correct usage of the Mulch Bro's logos and assets, please contact:

Mulch Bro's Marketing

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Brand Strategy & Design

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