Fervor
MARKETING CONCEPTS

Men of Iron
Brand Standards – Rev 08.2016

BRAND SIGNATURE
BRAND VERSIONS
STANDARD STAGING
COLOR PALETTE
COLOR STANDARD
BRAND MISUSE

Brand Signature / Logo

MEN OF IRON

These guidelines serve to ensure consistent and proper use of all brand elements that define and communicate the Men of Iron brand. Please review them carefully and follow their recommendations.

The Men of Iron brand signature consists of both design elements and custom type.

Consistent and exact use of the signature maintains a unified appearance throughout our brand. The design elements and type relationship have been carefully customized as a cohiesive whole, and should be used as vector artwork from the digital files provided.

They should never be modified in any way.

Primary Version

MEN OF IRON

Horizontal Version

MEN OF IRON

Icon Only Version

Secondary Usage

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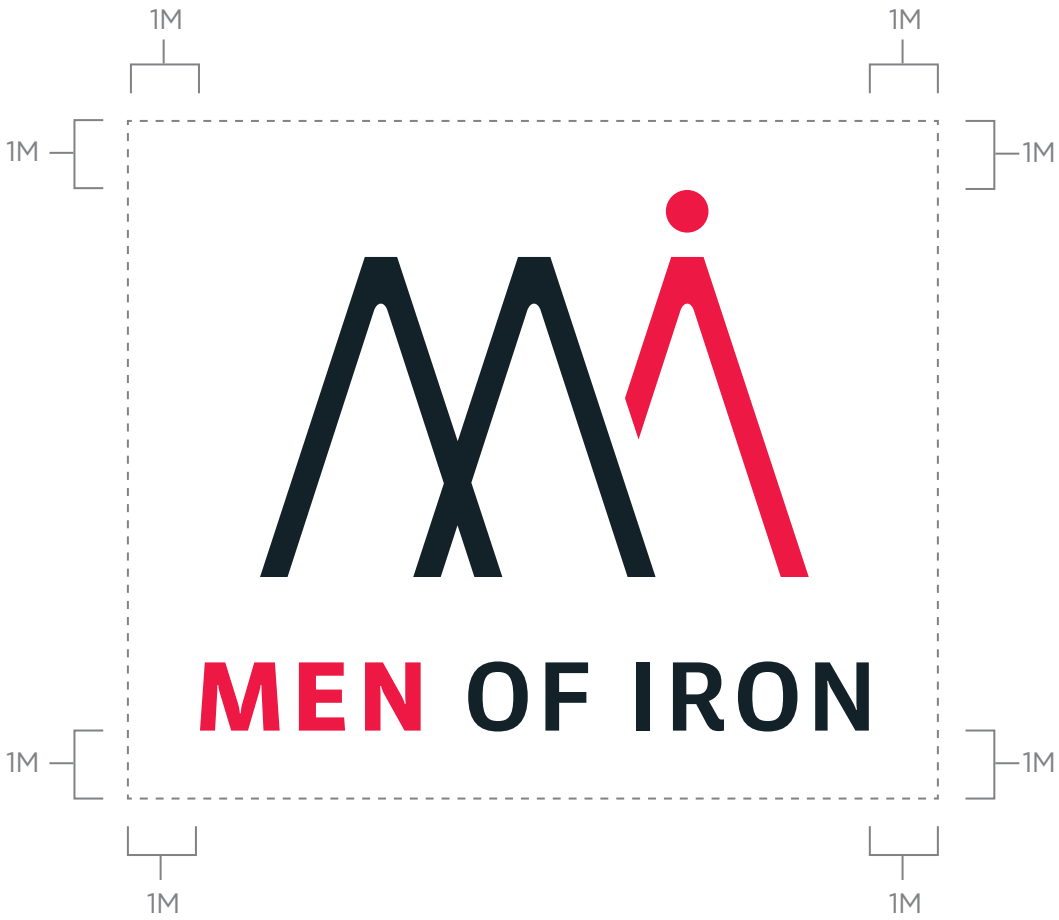
The logos illustrated at left show the acceptable variations of the Men of Iron logo. These are the only official versions of the brand.

These different versions will allow some flexibility of the brand within different usage applications.



M = Height of the M in Men **M**

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A buffer zone provides relief to the signature, visually distancing it from other elements that might confuse its clarity. This area allows the signature to stand apart from its surroundings and facilitates rapid recognition.

Certain **minimum** distances between the signature and other graphic elements must be maintained to ensure consistency and clear legibility.

The illustration at left indicates the minimum space around the signature that should remain free of other elements. The buffer zone is based on the height of the plus in the wordmark.

The rule is applicable to all official versions of the logo.

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Red

PMS = PMS 199
CMYK = 0c 100m 72y 0k
RGB = 213r 0g 50b

Dark Grey

PMS = PMS 433
CMYK = 35c 0m 0y 95k
RGB = 19r 34g 41b

The color palette works in concert with other visual elements to create a look that is strong and bold.

Please note the the color combinations do shift from the default Pantone color bridge conversions. Please follow the numerical color combinations provided. Do not use screened colors not delineated here.

Additional colors may be added to this pallet as further brand voice is established by the Fervor team.

FULL COLOR

MEN OF IRON

ONE COLOR

MEN OF IRON

MEN OF IRON

REVERSED

MEN OF IRON

REVERSED - OR - ON BLACK

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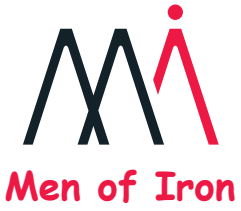
Correct and consistent use of our color palette maintains a unified appearance for all Men of Iron materials and is critical to the brand.

Please use approved colors only and do not deviate from these specifications.

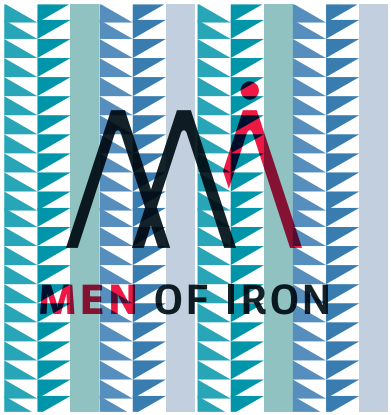
DO NOT ALTER COLORS

DO NOT DISTORT LOGO

DO NOT ALTER TYPE



DO NOT PLACE ON DISTRACTING BACKGROUNDS



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Care should be taken to observe as many areas of this standards guide as possible.

Logo misuse not only doesn't help strengthen Men of Iron's visual voice, but it can actually be detrimental to well being of the Men of Iron brand.

This guide cannot address every possible use of the identity, the examples are shown to serve as models for identity applications. If questions arise regarding the interpretation of information in this guide or if subjects are not discussed, contact Mike Farag at mike@createfervor.com.