



MONSTER
ENERGY

BRAND STYLE GUIDE

3.0



VERTICAL LOCK-UP

The lock-up is comprised of 3 elements.

1. The Icon - **CLAW**
2. The Logotype - **MONSTER ENERGY**
3. Registered trademark

The Monster Energy logo is literally in the hands of every one of our consumers and fans worldwide, and it's one of the most recognizable marks in the world. It reaches more consumers more often than any other logo we employ. For that reason, this lock-up is considered the ideal mark to use when making our presence known and when relating to the product or brand, especially in emerging markets.

The configuration of this lock-up should never be compromised or altered in any way as the proportional relationships have been "locked" to what is seen here.

NOTE:

The lock-up should always be displayed on a black background. The logotype should never be displayed without the claw icon. Potential exceptions will be covered later in this the guide.



HORIZONTAL LOCK-UP

The lock-up is comprised of 3 elements.

1. The Icon - **CLAW**
2. The Logotype - **MONSTER ENERGY**
3. Registered trademark

The horizontal lock-up is reserved for more landscape situations where the vertical lockup may not fit the application as well.

Please choose the mark that best fits the composition or application.

NOTE:

The lock-up should always be displayed on a black background. The logotype should never be displayed without the claw icon. Potential exceptions will be covered later in this the guide.



THE CLAW ICON

The Claw Icon is one of the most recognizable brand icons in the world. We hold it very close to our hearts and we don't like to see it altered in any way.

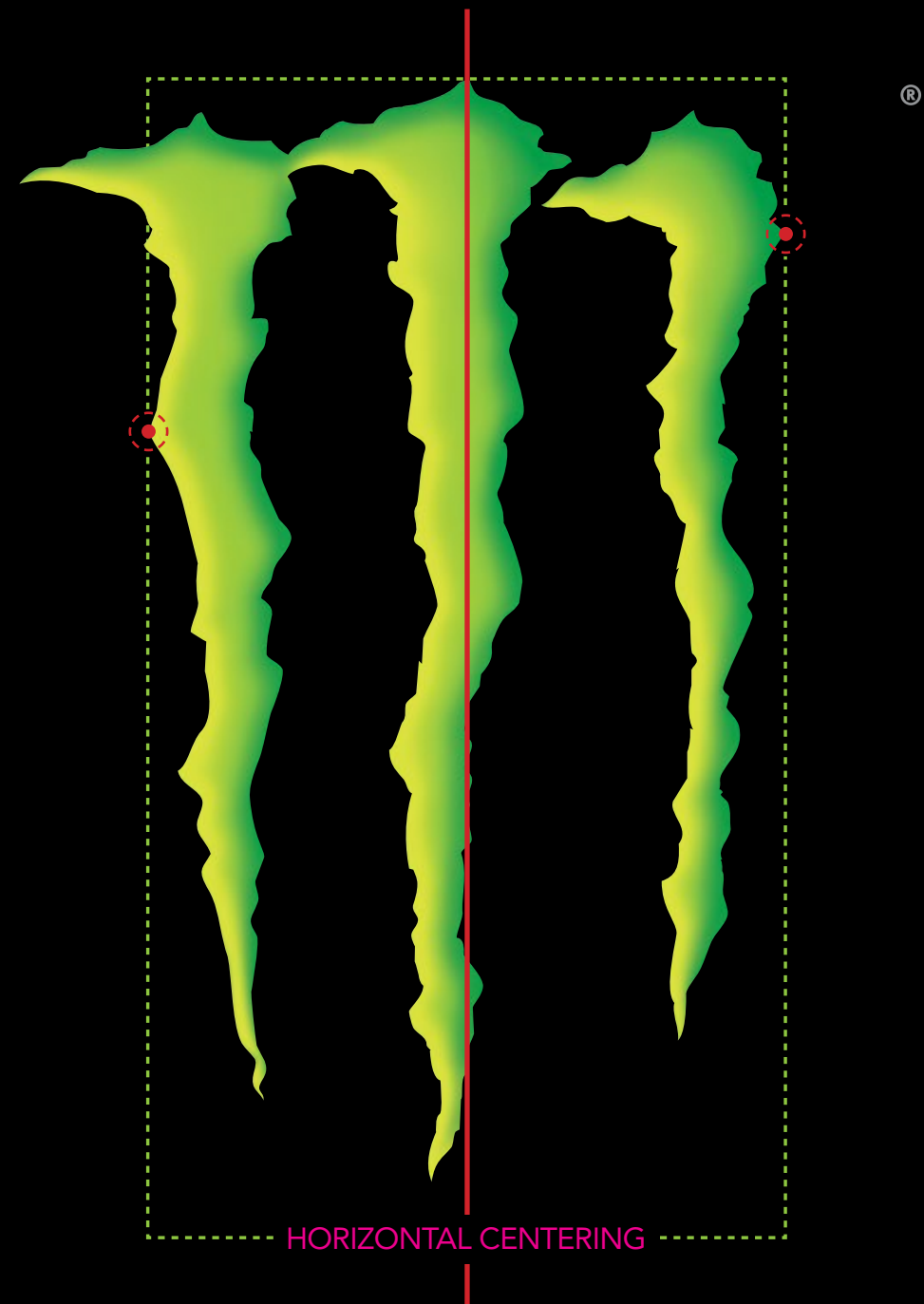
In special situations in the US, the claw icon has been permitted to be used without the logotype. It's often seen on its own when supporting lifestyle and sports and never when supporting product or branding.

In countries where Monster Energy is still an emerging brand, it is paramount that the lock-ups (vertical and horizontal) remain the most important marks to reinforce the relationship between the name and the icon. In countries where Monster Energy is still an emerging brand

If an exception arises, approval will need to be established prior to using the claw on its own at Proof@MonsterEnergy.com.

NOTE:

The Icon should always be displayed on a black background. Potential exceptions will be covered later in this the guide.



THE CLAW ICON HORIZONTAL CENTERING

Use points as shown for horizontal centering.

BRANDING

REGISTERED TRADEMARK

The trademark markings ®/TM are to be used with the lock-up. They require a certain amount of attention as far as size and relationship to the logo. As seen on the actual product, they create a subliminal rectangle around the vertical lock-up. This is by design.

MOST APPLICATIONS:

For most lock-up applications the trademark is designated to be 2% of the height of the claw icon and will be provided as such in our asset library.

SMALLER APPLICATIONS:

In situations where the lock-up will be too small for the ®/TM to be legible, it is considered acceptable to display the ®/TM no smaller than 6pt type.



® Trademark proportionately scaled to 2% of the height of the claw

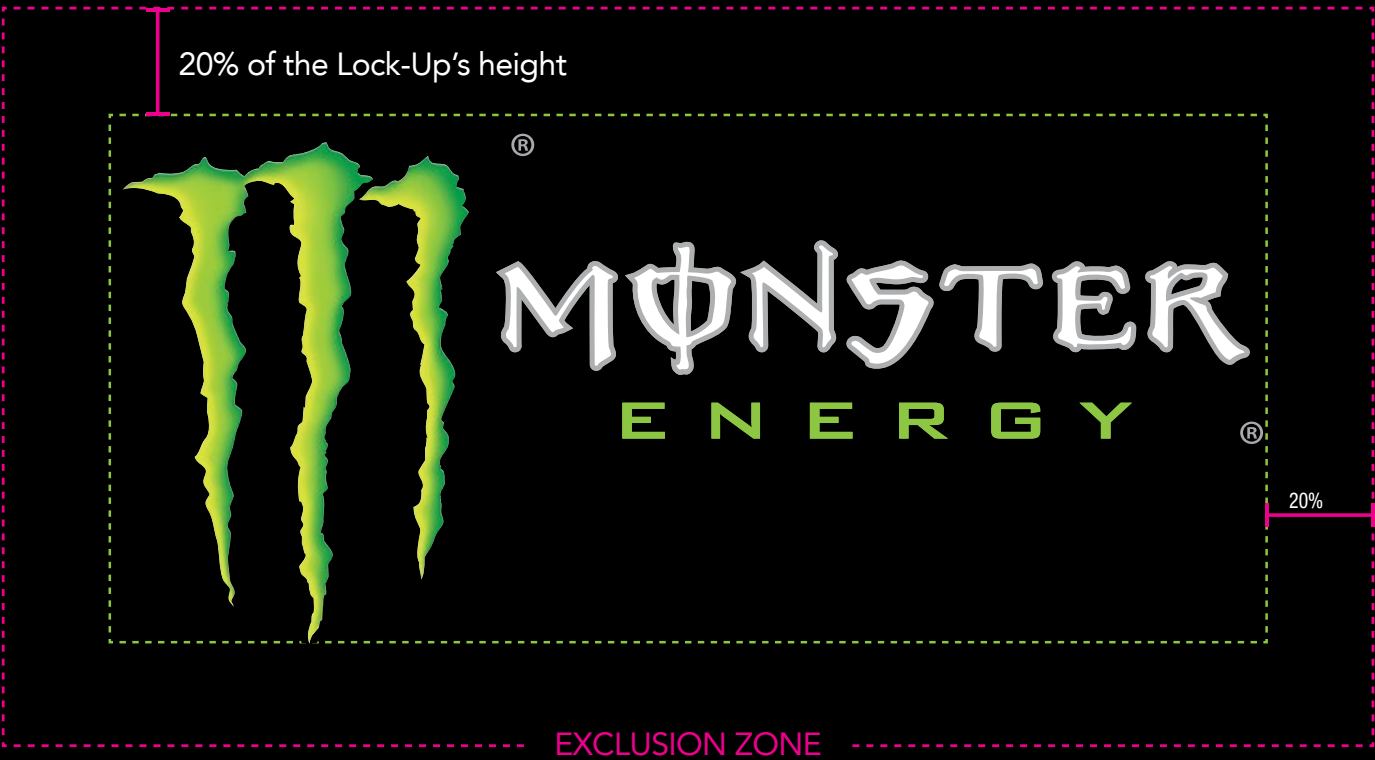
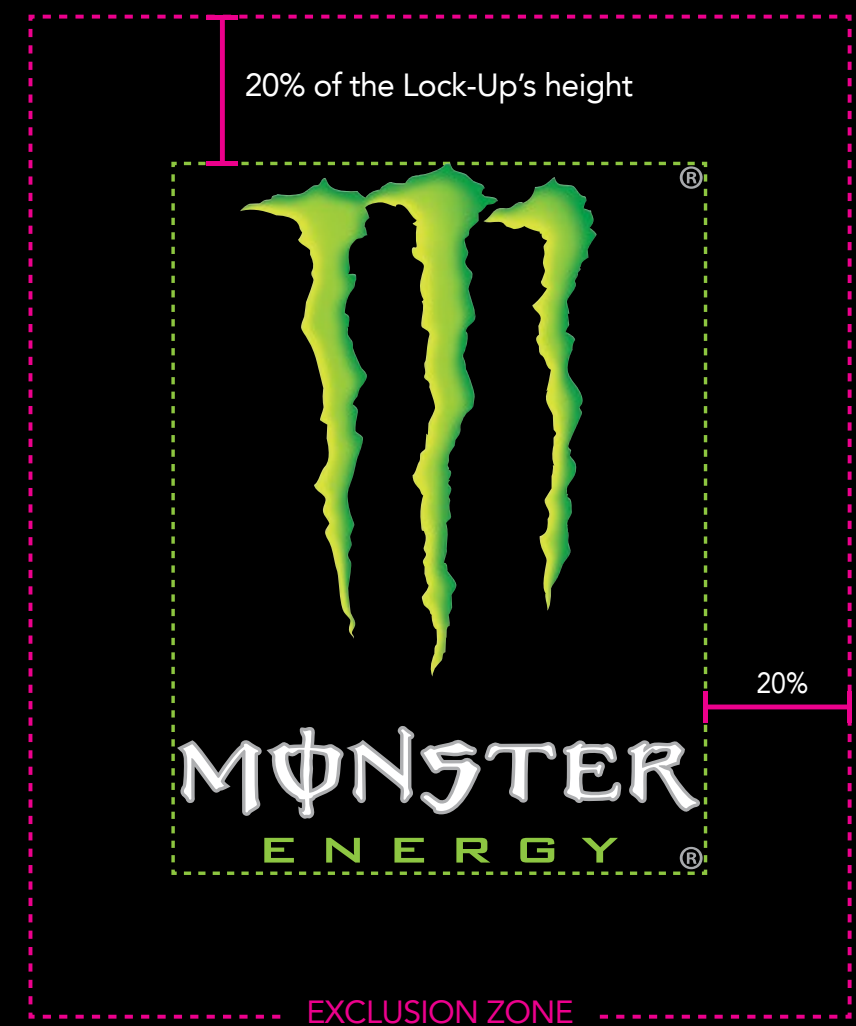


BRANDING

CLEAR SPACE GUIDELINES

Using the lock-up as a reference point, the rule is described as the space surrounding the lock-up should be no less than 20% of the lock-up's height.

This should provide the minimum amount of space around the lock-up to clearly avoid any surrounding partner branding or design elements in the immediate vicinity of the logo.



1. LOCK-UP HOLDING SHAPES

DISTRESSED



2. STROKE LOCK-UP - NOT IDEAL



3. CORNER FRAMING DEVICES



U.S.use



International use

LIGHT BACKGROUND SOLUTIONS

1. HOLDING SHAPES:

In light background situations where a black background is not an option, the lock-up should be placed in an approved holding shape. A distressed version will be provided.

2. STROKE:

This set of lock-ups provided with the approved stroke may require further approval for use at Proof@MonsterEnergy.com. The stroke should be applied to every element of the lock-up as seen here.

3. CORNER FRAMING DEVICES:

The corner framing devices shown are examples of how the icon is contained when applied to athlete promotional materials such as signing cards and poster kits. The source files can be requested by emailing Media.Assets@MonsterEnergy.com Reference Job#28005

• BRIGHT COLORS

STROKED LOCK-UP

NOT ACCEPTABLE

NOT ACCEPTABLE

NOT ACCEPTABLE



DISTRESSED LOCK-UP HOLDING SHAPE

ACCEPTABLE

ACCEPTABLE

ACCEPTABLE



STROKED LOCK-UP

ACCEPTABLE

ACCEPTABLE

ACCEPTABLE



• TONAL SHADES

• COMPLEX TEXTURED

ACCEPTABLE

NOT ACCEPTABLE

NOT ACCEPTABLE



COLOR BACKGROUND

We advise to avoid displaying the stroked lock-up on bright colors, light tones above a certain value and complex or textured backgrounds. Maximum visibility and legibility of the branding are key when displaying the mark successfully.

1. COLORS:

Avoid displaying the lock-up on bright colors altogether.

2. TONAL:

Avoid displaying the lock-up on gray tones lighter than 80% black.

3. COMPLEX:

Avoid displaying the lock-up on complex or busy textures or images lighter than a certain value. In this case it would be better to use one of the provided holding shapes.

1.



2.



3.



4.



5.



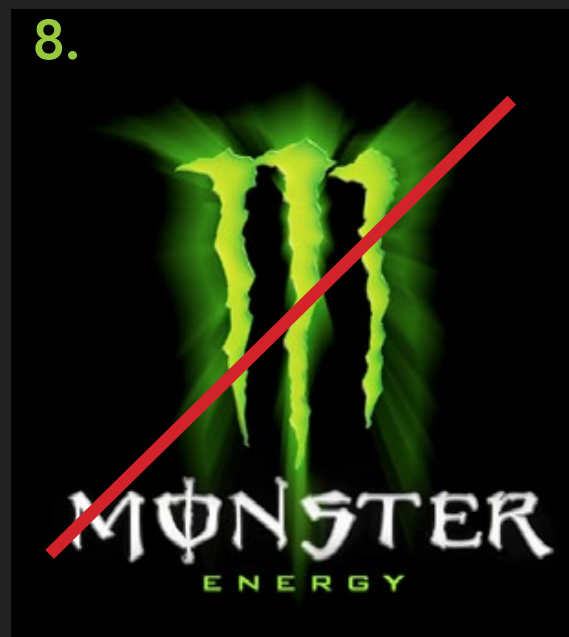
6.



7.



8.



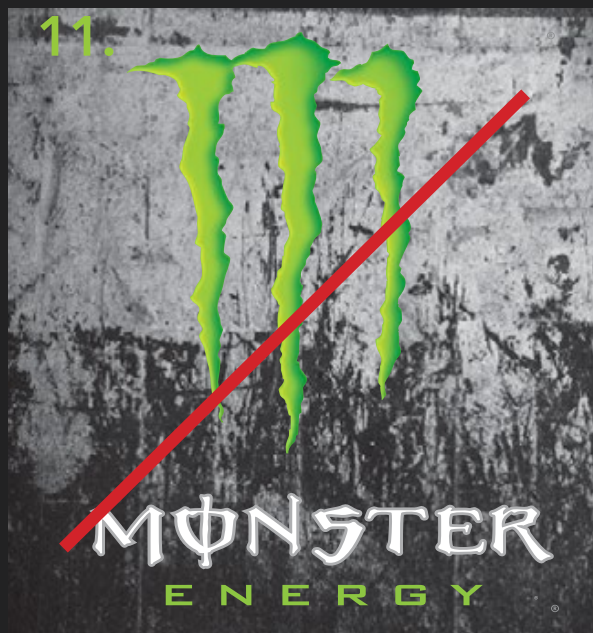
9.



10.



11.



12.



BRANDING

VIOLATIONS

Configurations other than what's been directed are incorrect.

1. Nothing, including the logotype, should ever overlap or obscure the claw icon.
2. Never skew or tilt the lock-up.
3. Never place the logotype above the claw icon.
4. Never reconfigure the distance or relationship between the icon claw and logotype.
5. The logotype never precedes the claw.
6. Never reconfigure the distance or relationship between the icon claw and logotype.
7. Never distort, skew, squash, stretch or tilt the lock-up.
8. Never add any effects such as glows, shadows or light effects.
9. Do not re-color or display the lock-up as a one color logo.
10. Never add embellishments or effects such as a glow, drop shadow or design elements, to the lock-up.
11. Do not display the lock-up on a complex background without a holding shape.
12. The logotype should never be displayed without the claw icon.

BRANDING

USAGE VIOLATIONS

1. Do not use the logotype in a headline or body copy to represent Monster Energy.
2. Do not use the Claw to substitute for a letter in a word in a headline or body copy.



VIOLATIONS CONTINUED

MONSTERS, GHOULS and GOBLINS

Monster has never been about using actual creatures in its imagery like Ghouls or Goblins to represent the brand. Nor do we use elements like Torn Metal or people with "Monster-ized" Glowing Eyes.

We're about the monster that exists within. More of a state of mind or an ideal, we are a brand that represents being the best at what you do. So, in a sense, you are a monster at being the best. Refrain from using imagery of this sort.

