Monarch's Glen
APIARY

IDENTITY
STANDARDS
GUIDELINES

COMPANY PROFILE

COMPANY HISTORY

Monarch's Glen is a small family-owned apiary located in Ellicott City, Maryland. The family has been in the bee-keeping business since 1962 producing and harvesting honey by hand. Their products are all natural and made with honey and/or beeswax, flowers, herbs, and plants.

ABOUT THIS GUIDE

Monarch's Glen Apiary encourages you to adopt these guidelines to ensure an accurate, consistent and professional representation of Monarch's Glen Apiary.

The identity standard guidelines include usage information pertaining to color palette, deployment of the logo (both screen and print), our icon and the general look and feel associated with the Monarch's Glen Apiary brand identity. You will also find examples of what not to do, please explore these at your leisure.

If you have any questions, please contact Christina Glorioso at (410) 345-8765.

SITUATIONAL ANALYSIS

Monarch's Glen was in need of a rebranding, starting with their logo.

They are in competition with other small apiary companies as well as other spa treatment product companies.

By creating branding for Monarch's Glen, they can market their brand to the local market and an online store.

OBJECTIVE AND SOLUTION

The goal is to create a vector logo, scalable, to provide better visibility and usability for the company and the products it offers. The logo should include color theory to emote joyfulness, elegance, and tradition.

The company will use the logo to as the starting point to rebrand their business. They plan to use it as the base for their first web site where they will sell their products reaching a broader audience. It will also be used on stationary, business cards, brochures, swag, product labels, and any local marketing materials such as ads in bee keepers' magazines, newspapers and industry journals.

BRANDING

Monarch's Glen's values include:

- Quality
- Integrity
- Organic
- Tradition
- Family

Their focus is on creating all-natural quality honey and honey/beeswax products at reasonable prices.

THE LOGO

The Monarch's Glen Apiary logo is a graphic representation of their brand, products and location. It identifies the products they provide. This logo is an asset to their business and should be seen as such.
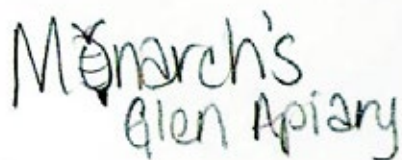
The logo is made up of two elements: an icon and type. To prevent dilution of this identity, they ask that you use the approved logos provided and follow the established guidelines.
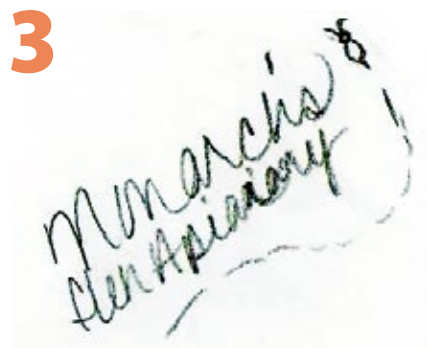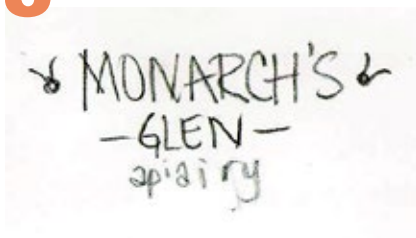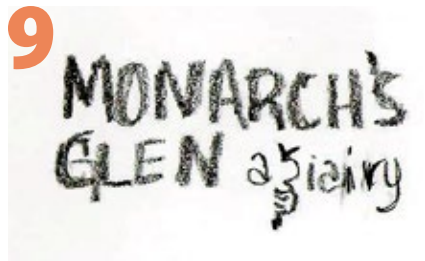
LOGO PROCESS — SKETCHES

1

2

3

4

5

6

LOGO PROCESS — SKETCHES

7
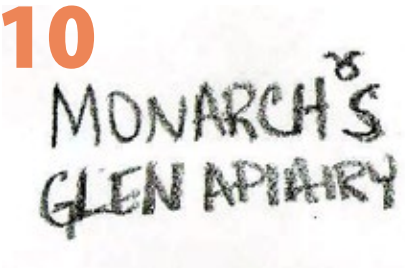
MONARCH'S GLEN APIAIRY

8

MONARCH'S —GLEN— apiairy

9

MONARCH'S GLEN apiairy

10

MONARCH'S GLEN APIAIRY

11

mga monarch's glen apiairy mga

12
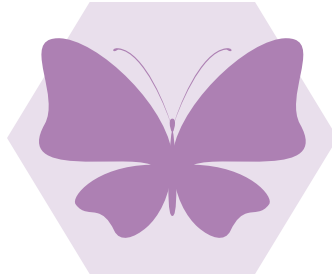
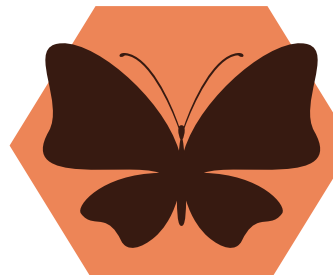monarch's GLEN apiairy

Monarch's Glen
APIARY

Monarch's Glen
APIARY

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CONCLUSION

Through trial and error with colors, there was a breakthrough to use a tan-orange color for the hexagon shape and brown for the butterfly icon. The logo also includes script and a san-serif typography which is also in the brown color.

The script font shows sophistication and feminine while the san-serif font emotes strong and crisp. The combination of two fonts work for Monarch's Glen branding.

The orange color represents fun, modern-thinking, affordability and pleasure while the brown color represents comfort, strength and outdoors.

FONTS USED FOR LOGOTYPE
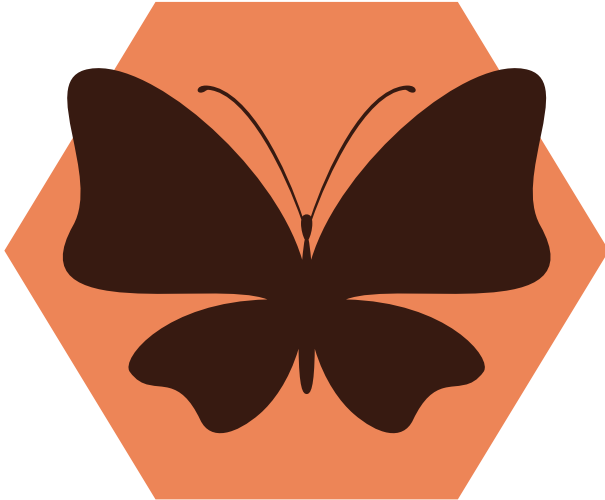
GREAT VIBES

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=
!@#$%&*()_+

MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=
!@#$%^&*()_+

Great Vibes

Myriad Pro Regular

MINIMUM CLEARANCE SPACE

1x

1x

1x

1x

Clearance space determined by:

A in Apiary = x height

A

1x

We advise that you adhere to the clearance space option you see to the left in all Monarch's Glen Apiary branding in order to ensure maximum visual impact.

SMALL BRANDED LOGO

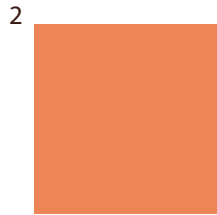**Monarch's Glen**
APIARY

0.5"

In the event the area in which the logo is being applied is too small, please opt for the branded logo without the Monarch's Glen Apiary text underneath the graphic symbol.

The logo will be considered too small to display the smaller text if it is smaller than 0.5" high.

opt

MONARCH'S GLEN APIARY CORPORATE COLORS

Whenever possible, use these 2 Pantone colors: PMS 4975 C and PMS 150 C for all print materials.

Use the key to the left to tell which color value goes with which part of the logo. When production or cost restraints restrict your from printing using these 2 Pantone colors, please refer to the CMYK conversion values as the next best option.

CMYK values can be used when digital printing is necessary.

RGB values can be used for web and screen.

	1	2
PANTONE	PMS 4975 C 100%	PMS 150 C 100%
CMYK	C: 51 M: 75 Y: 77 K: 74	C: 2 M: 58 Y: 71 K: 0
RGB	R: 54 G: 26 B: 16	R: 241 G: 134 B: 86
HEX	# 361A10	# F18656

COLORS: WHITE LOGO

1a

1b

1c

DO's

When production constraints restrict you to using only one color, use one of these three colors as the background and reverse the Monarch's Glen Apiary logo to white. The hexagon will be switched to match the background color with a white outline.

Logo 1a is white on a black background.

Logo 1b is white on the Monarch's Glen Apiary's brown background.

Logo 1c is white and placed on the Monarch's Glen Apiary's orange background.

DONT'S

Do not reproduce the one color logo in colors other than those specified in this document.

COLORS ON WHITE

1a

1b

1c

DO'S

When production constraints restrict you to using only one color on a white background.

You have the options of using the logo in black (1a), the Monarch's Glen Apiary brown (1b) or the Monarch's Glen Apiary orange (1c).

DONT'S

Do not reproduce the logo in colors other than those specified in this document.

BLACK / WHITE LOGO

When production restraints or design choice leaves you with the option of using the black or white version of the logo, use one of the two options to the left.

When working on a white background, make the Monarch's Glen Apiary logo black with the exception of the hexagon. The hexagon will be switched to transparent with a black outline.

When working on a black background, the majority of the logo will be white, the exception of the hexagon. The hexagon will be switched to transparent with a white outline.

GREYSCALE
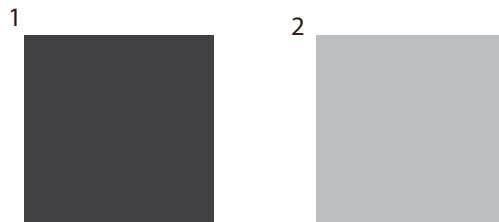
When using greyscale, use the key to the left to tell which color value goes with which part of the logo.

CMYK values can be used when digital printing is necessary.

RGB values can be used for web and screen.

	1	2
BLACK TINT	90%	30%
CMYK	C: 72 M: 66 Y: 64 K: 72	C: 30 M: 24 Y: 24 K: 0
RGB	R: 35 G: 35 B: 35	R: 181 G: 181 B: 181
HEX	# 371A0E	# B5B5B5

IMPROPER USE OF LOGO

To ensure the identity's strongest impact, do not modify or distort the logo. The uses shown to the left are all unacceptable treatments to the logo. Most questions about logo usage will be answered by reviewing the improper examples.

BUSINESS CARD SPECS

Monarch's Glen
APIARY

CHRISTINA GLORIOSO
OWNER & OPERATOR

P.O. Box 781 · Ellicott City, MD 21041 · (410) 345-8765
christina@monarchsglen.com · www.monarchsglen.com

FRONT

Name: Myriad Pro , **Size**: 14pt, **Color**: PMS 4975 C 100%

Title: Myriad Pro, **Size**: 7pt, **Color**: PMS 4975 C 100%

Contact: Myriad Pro, **Size**: 9pt, **Color**: PMS 4975 C 100%

BACK

Background Color: PMS 150 C 100%

Butterfly: PMS 4975 C 100%

LETTERHEAD SPECS

8.5" Width

11" Length

Footer text is Myriad Pro, 9 pt font and PMS 4975 C 100% color.

Monarch's Glen
APIARY

Wendy Cordova

3974 West 74 Avenue

Arvada, CO 80004

Dear Ms. Cordova,

It's easy to spend $10 or more on lunch in New York City without thinking twice. You may be surprised to know that in the hands of City Harvest, that same $10 can help provide lunch for 40 children in our city who regularly face hunger.

I encourage you to join me in the fight against hunger. This May, I am fundraising for Skip Lunch Fight Hunger, City Harvest's citywide campaign which asks individuals to donate what they would normally spend on lunch to help feed New York City's hungry children and their families. In today's difficult economic climate, more than 20% of New Yorkers are living in poverty, including one in three children.

During summer months, access to free school meals may become limited, adding strain to families who already struggle to put food on the table. You can make a difference by donating to my team's fundraising efforts. The team, [your team name], will be collecting donations [fundraising date(s)] [online/offline/both].

With your support, [your team name] hopes to raise [your goal]. Even a small amount helps City Harvest rescue and deliver good food for hungry children and their families.

Please support me and join in this critical fight against childhood hunger by making a tax-deductible contribution here: [hyperlink to your fundraising page]. Share this link with friends and family! You can also make a cash or check donation (check made payable to City Harvest, Inc.).

Thank you in advance for your generosity and your contribution to City Harvest. I look forward to updating you on our team's progress.
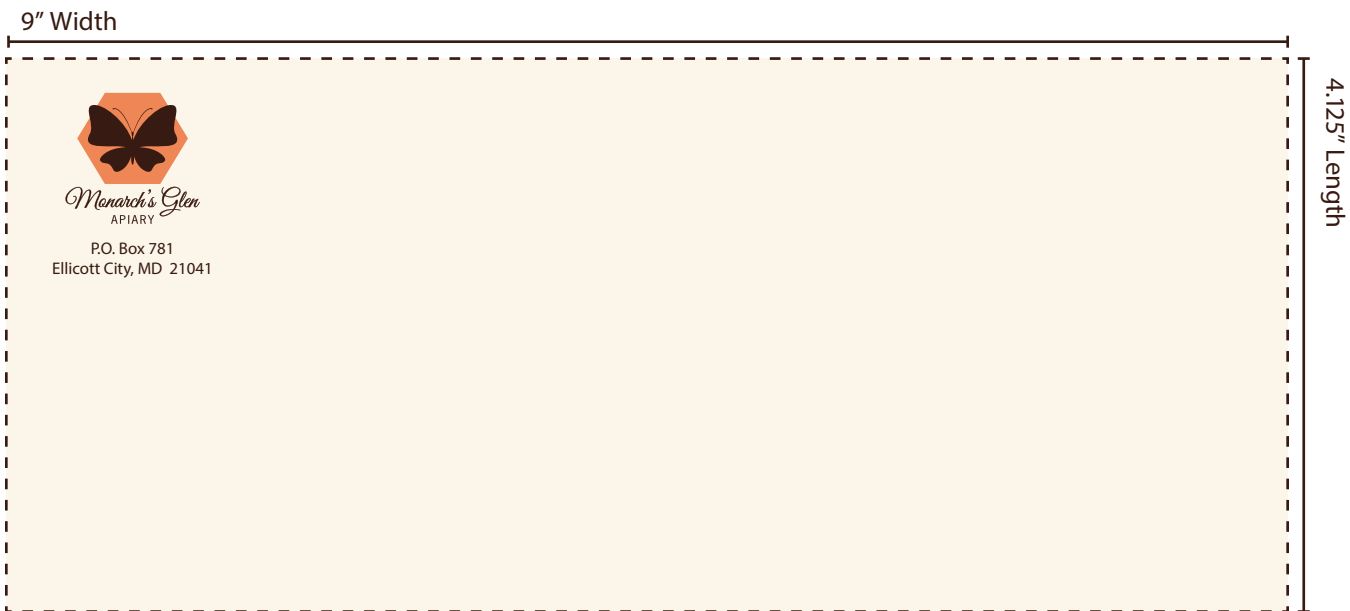
With sincere thanks,

Christina

P.O. Box 781 · Ellicott City, MD 21041 · (410) 345-8765
www.monarchsglen.com

#10 ENVELOPE SPECS

Envelope text is Myriad Pro, 9 pt font and PMS 4975 C 100% color.

9" Width

4.125" Length

Monarch's Glen
APIARY

P.O. Box 781
Ellicott City, MD 21041

PACKAGING

BODY BUTTER

SUGAR SCRUB

EXTRACTED HONEY

SWAG (STUFF WE ALL GET)

T-SHIRT

COASTER