

Version 1.0 | March 2025

Brand guidelines



Logo

Corporate logo

Primary logo

Our corporate logo is the single most visible and important expression of the Monterro brand and is the constant that represents Monterro in every communication. The Monterro logo should be treated as an image, not a word. The logo must not be redrawn or modified in any way.

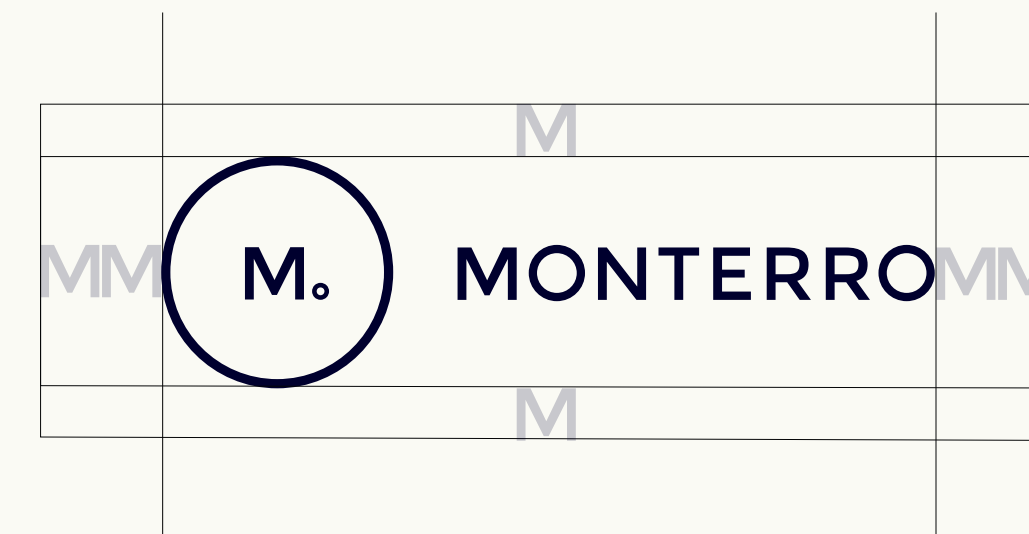
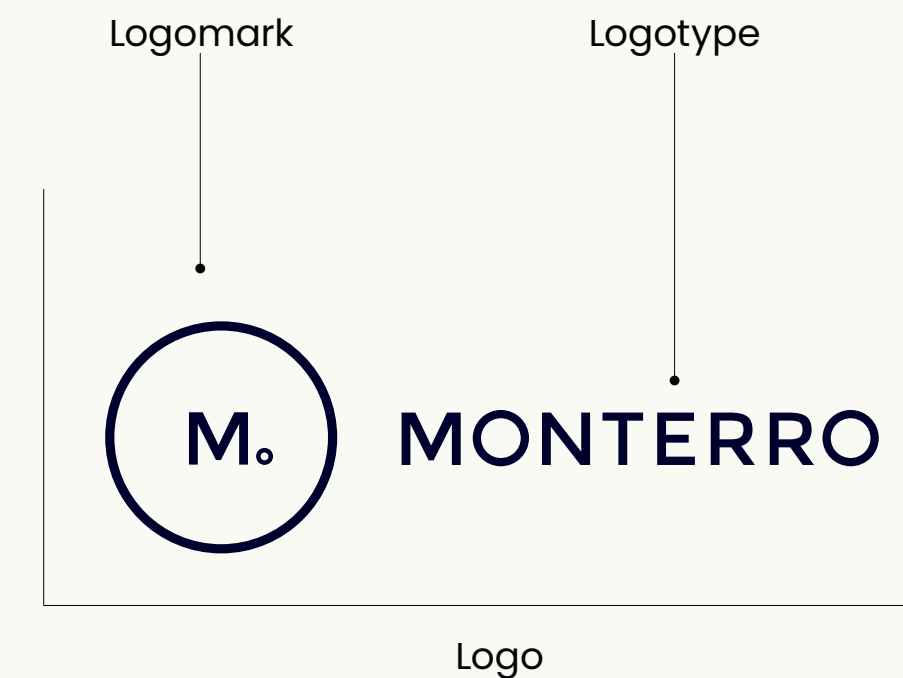
The Monterro logo is comprised of a custom mark and type set in the Monterro primary Navy. This color version is the preferred logo.

Clear space

There must always be sufficient clear space surrounding the logo to avoid competition from other graphic elements and to maintain the visual impact. At minimum, the clearspace around the logotype should equal two M's left and right, and 1 M top and bottom.

Minimum size

The logo should be large enough to be legible. This is important especially in small format communications such as banner advertisements. The minimum size of the logo should be at least 150 pixels wide for online applications, and 40mm in offline applications.



min height 36 px

Logo

Alternate logo use

Logomark

As a design element, the logomark provides a versatile mark to use on various applications. It should only be used as a supporting element to the corporate logo.



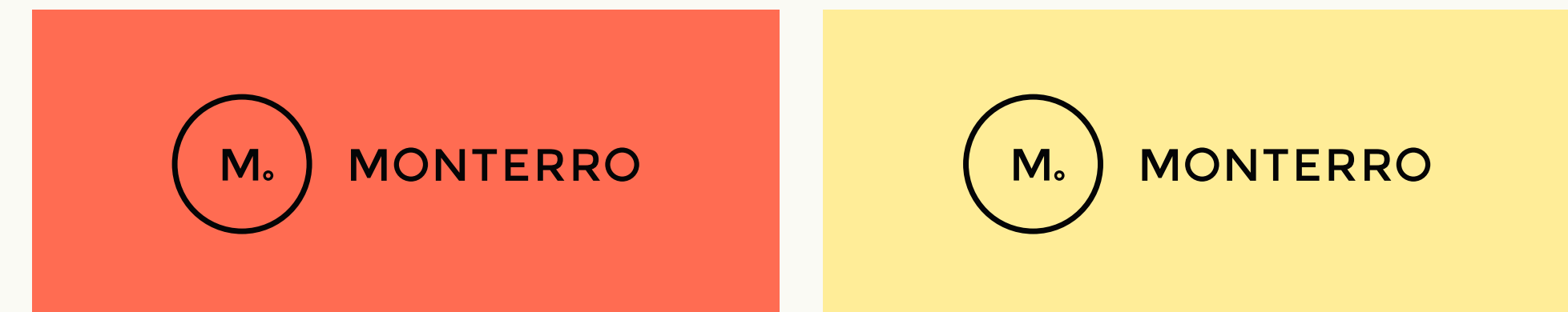
Usage on backgrounds

Please do...

Use combinations with high contrast.
Apply Primary Navy, Primary Orange
or Primary Off White.

Please don't...

Use low contrast combinations.



Greyscale

Black and white logos available when color isn't.



Color

Color palette

Monterro palette

Consistency of color is necessary to communicate Monterro’s brand effectively. The main color palette should be used in all corporate communications.

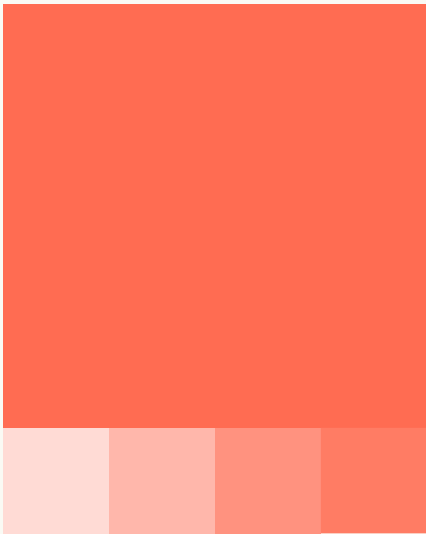
All graphic elements including type, backgrounds, bars, buttons and icons must be based on one of these approved color families with consistent hue, saturation and brightness for all communications.

Secondary Gradient



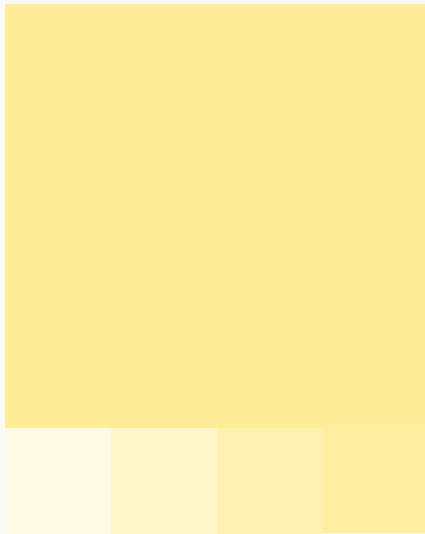
Tints

	#fedad4		#fffae6		#c0bfcf		#fff7f4		#e3faf9		#fedad4
	#fdb6aa		#fff6cd		#808098		#ffefe8		#c7f6f5		#b1b8fa
	#fd917f		#fff1b4		#414064		#ffe7dd		#abf1f0		#8b94f8
	#fc7b65		#ffeea5		#1b1a46		#ffe2d6		#9aeedd		#747ef7



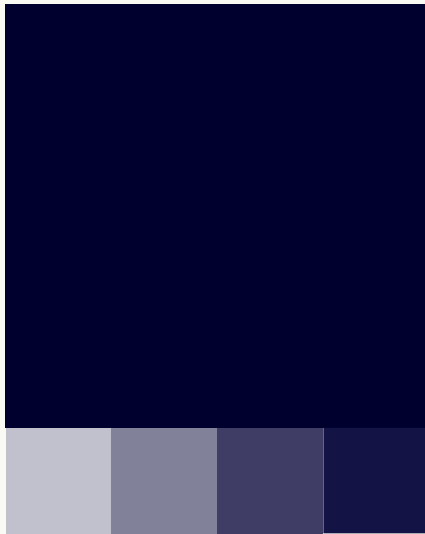
Primary Orange

Hex. #FC6C54
RGB. 252 108 84
CMYK. 0 70 60 0
Pantone. 171 C



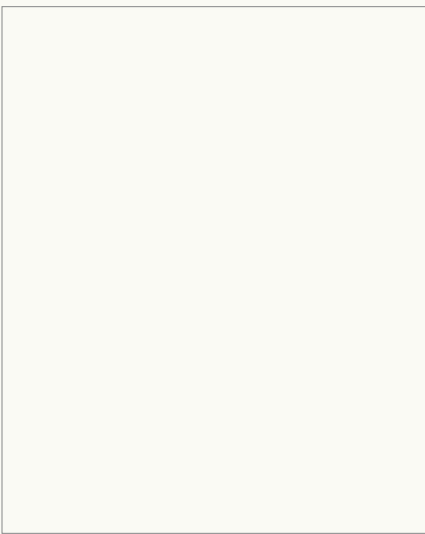
Primary Yellow

Hex. #FFEC9B
RGB. 255 236 155
CMYK. 0 5 50 0
Pantone. 1205 C



Primary Navy

Hex. #010031
RGB. 1 0 49
CMYK. 100 90 40 70
Pantone. 2965 C



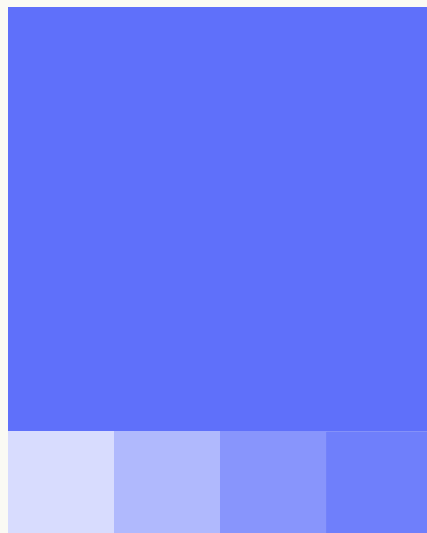
Primary Off White

Hex. #FAFAF4
RGB. 250 250 244
CMYK. 0 0 0 0
Pantone. White



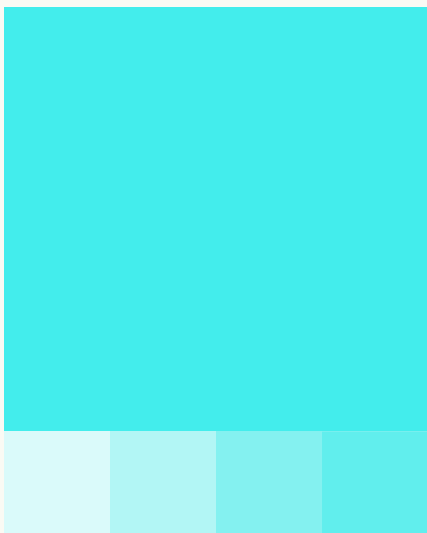
Secondary Sand

Hex. #FFDFD1
RGB. 255 223 209
CMYK. 0 15 15 0
Pantone. 2309 C



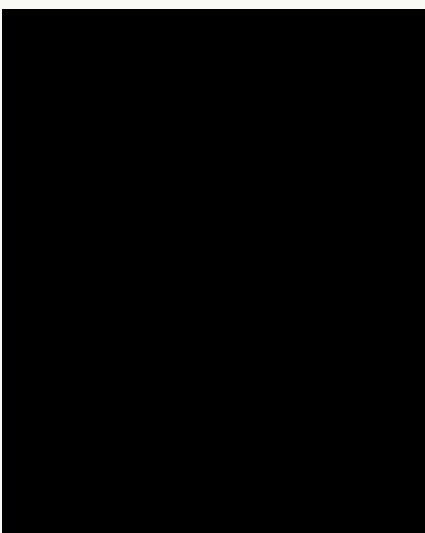
Secondary Aqua

Hex. #6470F6
RGB. 100 112 246
CMYK. 60 50 0 0
Pantone. 2124 C



Secondary Teal

Hex. #8FCECB
RGB. 143 236 235
CMYK. 40 0 25 0
Pantone. 3245 C



Text Black

Hex. #000000
RGB. 0 0 0
CMYK. 0 0 0 100
Pantone. Black

Color

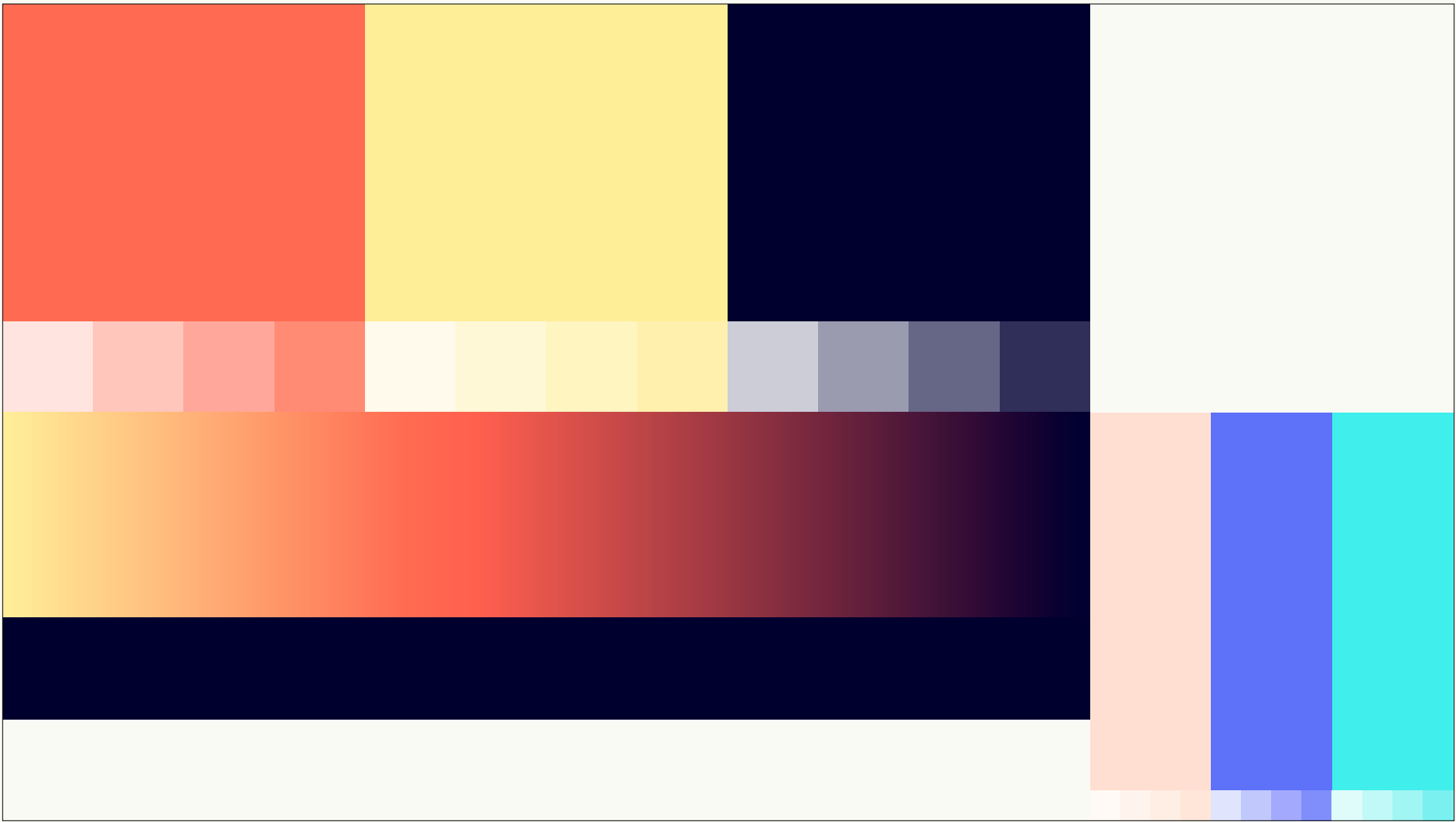
Color usage

Note on color usage

Monterro Primary Navy is to be used as a contrasting color. Used inside and alongside the Secondary gradient. Not to be used singularly in full floods on slides and full page backgrounds.

This is to avoid the brand becoming too dark.

Usage



Text Black

Body copy should be set to this color and for print please make sure that CMYK is C0 M0 Y0 K100

Main titles and special use can be set in Primary Navy. But overall main copy to be set in Text Black.

Body copy



Text Black

Hex. #000000
RGB. 0 0 0
CMYK. 0 0 0 100
Pantone. Black

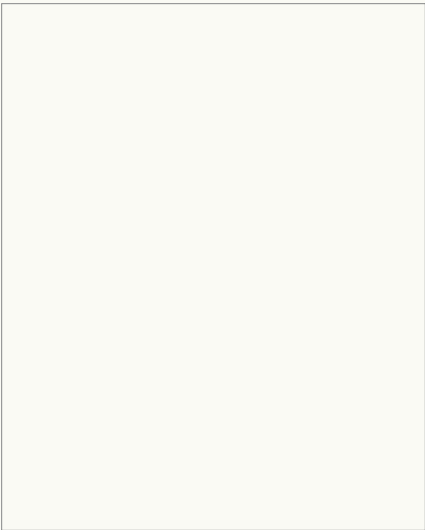
Main titles



Primary Navy

Hex. #010031
RGB. 1 0 49
CMYK. 100 90 40 70
Pantone. 2965 C

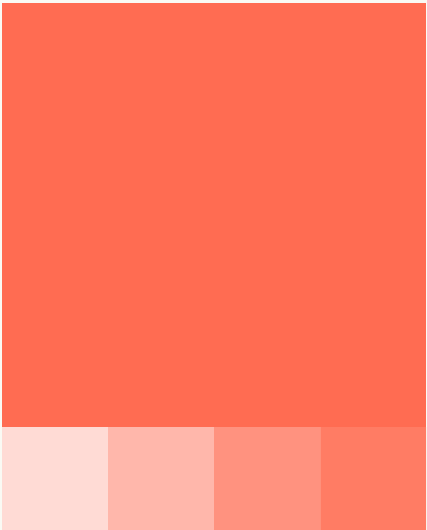
Backgrounds/ White text



Primary Off White

Hex. #FAFAF4
RGB. 250 250 244
CMYK. 0 0 0 0
Pantone. White

Highlights/ Headings



Primary Orange

Hex. #FC6C54
RGB. 252 108 84
CMYK. 0 70 60 0
Pantone. 171 C

Poppins SemiBold
Poppins Medium
Poppins Regular
Poppins Light

**We're doers,
not just backers.**

Morbi ac ipsum felis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris viverra sem nec massa luctus, a interdum metus lobortis. Ut at arcu nunc. Curabitur at convallis urna, et pharetra velit. Morbi ac ipsum.

You can download Poppins from Google Fonts:

<https://fonts.google.com>

Headlines

Main titles use Poppins Medium and are set to optical. Headlines use sentence case and, where possible, are left aligned on two lines. Leading set to 10pt larger than font size and to be adjusted where necessary. Text size scaled up at x1.618 ratio from body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$\$%&*{} _

Body

Standard body copy is set in Poppins Regular or Light and subheadings in Poppins SemiBold all set to metrics with a kern of 0. Leading between lines should be between 5 or 10pt more than font size.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$\$%&*{} _

Substitution

When Poppins is not available, Arial Regular should be used for headlines and body copy. Use Arial Bold for subheadings. Always use Arial in Microsoft Word, Powerpoint & Excel.

Any questions?

Reach out to: monterro@monterro.com

