



Monocle Communications



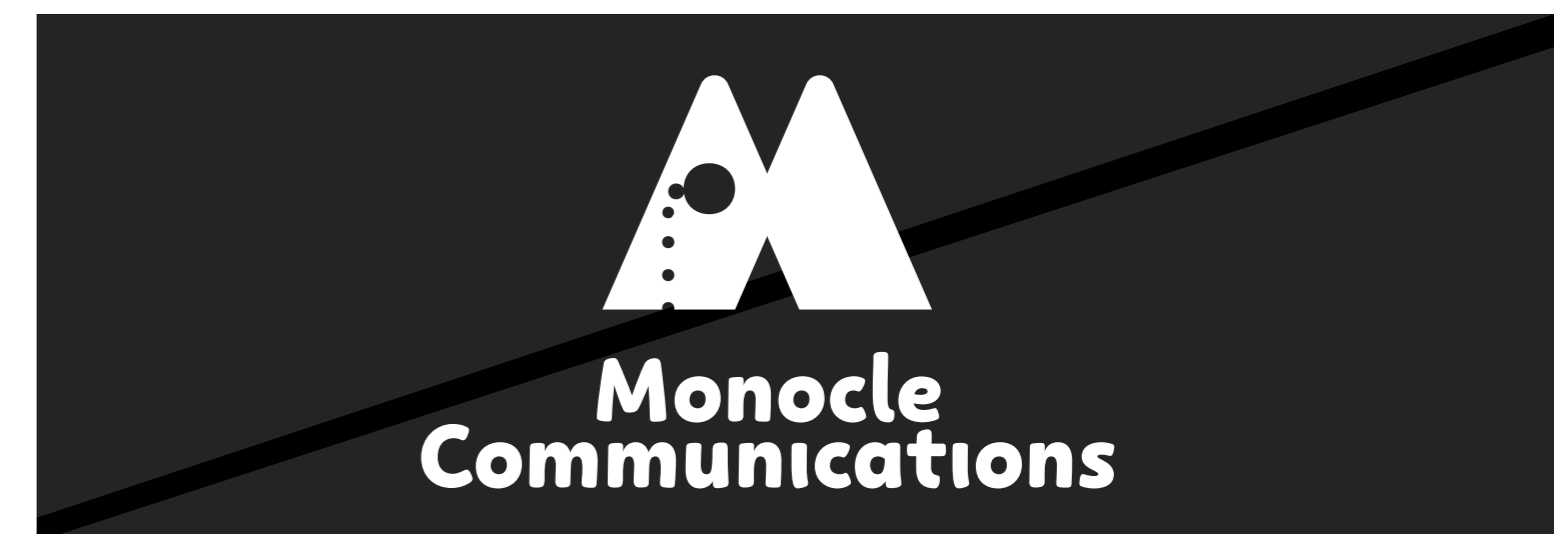
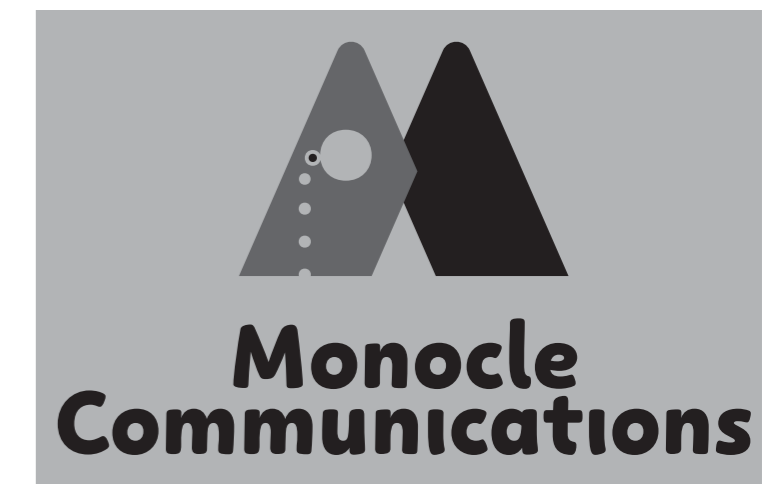
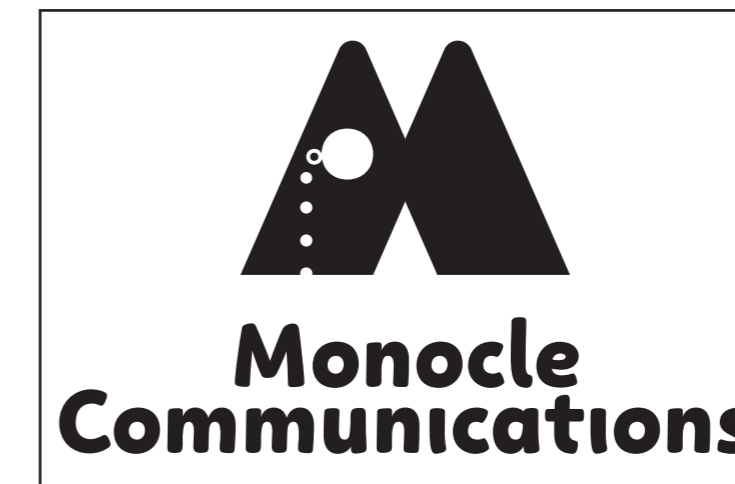
Logo

Our logo has a level of iconography that indicates the work is ours, while also maintaining a professional, organized look.

The monocle located inside the 'M' in the logo that gives the impression of an eye and allows a viewer to better recognize our company.

The two pillars of the 'M' demonstrate that we and our client can lean on and trust each other.

The colors give a sense of strength and reliability, but the logo can still be viewed in black, white, and greyscale.



Typography

Our typography seeks only to accomplish a few goals: maintain consistency and professionalism.

As we rarely release things to the public under our own name, we seek to please our clients. Our primary clients are in the medical and scientific fields, so our typography serves to be easily read and non-distracting.

FOR **DIGITAL** RELEASE

Headlines

Neue Haas Grotesk Display Pro Bold

Body

Neue Haas Grotesk Display Pro Medium

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FOR **PRINT** RELEASE

Headlines

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Body

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Color Guide

Our colors give a sense of strength, wealth, and put-togetherness. The gold and black are reminiscent of the outfit and prestige of one who would be expected to wear a monocle.

The colors are designed to match each other and give an impression that stays with the mind

R38 G35 B36 C70 M67 Y64 K71 HEX #262324	R251 G176 B64 C0 M35 Y85 K0 HEX #FBB040	R255 G255 B255 C0 M0 Y0 K0 HEX #FFFFFF	R35 G31 B32 C0 M0 Y0 K100 HEX #231F20
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R154 G156 B206 C39.63 M35.57 Y0 K0.04 HEX #9A9CCE	R71 G158 B215 C68 M25 Y0 K0 HEX #47ED7	R291 G36 B62 C20 M100 Y81 K0 HEX #C9243E
R81 G184 B72 C70 M0 Y100 K0 HEX #51BB48	R95 G46 B104 C71.14 M94.54 Y28.95 K16.2 HEX #5F2E68	R10 G89 B132 C95.61 M65.76 Y26.82 K8.55 HEX #0A5984

