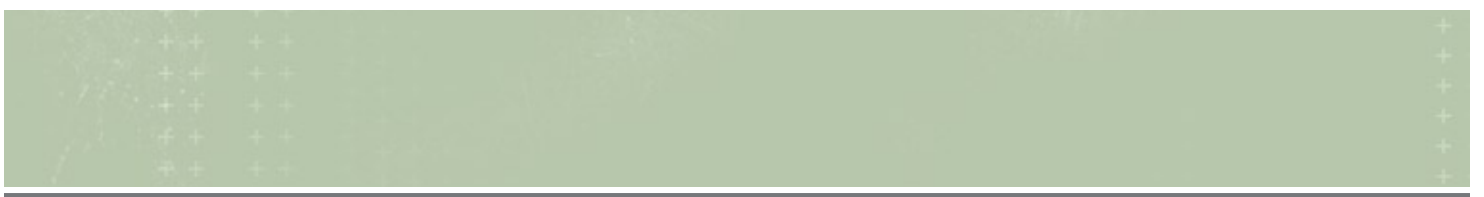


A58 7FC7 ÓÜÖP ÖÁVÖP ÖÖÜÖÜÁGEEJ



OUR BRAND STANDARDS HOW TO USE IT

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á[, }|| æá*É

OUR PACKAGING HOW IT WORKS

Packaging Logo

The packaging logo is often distressed and sometimes accompanied by a distressed call out of the product. This logo should not be used for advertising purposes.



Packaging in General

The packaging often has the distressed logo and slogan "Energy with a Wild Bite." Each product has its own corresponding color to the black. For all of our packaging photographs please go to the [image bank](#) on our web site at madcroc.com.



OUR LOGOS HOW TO USE THEM

Main Logo

This is our most standard logo and should be used for point of sale, outdoor signage and events. On white the “Mad-Croc” letters should be black and vice versa with a black background.



MC_LogoMain_B
EPS | JPEG



MC_LogoMain_W
EPS

Logo with Tagline

This logo is used on all advertising and can be used on any mediums except for any signage on display that, when viewed from a distance, is difficult to read the “what you need.” In these cases use the main logo.



MC_LogoTagline_B
EPS | JPEG



MC_LogoTagline_W
EPS

Logo with Slogan

This corporate logo should only be used in email sign-offs and sometimes in packaging. When used in packaging it is often distressed.



MC_LogoSlogan_B
EPS | JPEG



MC_LogoSlogan_W
EPS

Croc-Tail Logo

Never use this logo unless Croc-Tails are being showcased. This is mainly used only for on-premise applications.



MC_LogoCrocTail_B
EPS | JPEG



MC_LogoCrocTail_W
EPS

Black and White Logo

On white backgrounds, use this logo when color can not be used.



MC_LogoMain_Bw
EPS | JPEG



MC_LogoCrocTail_BW
EPS | JPEG

OUR SLOGANS AND EQUATIONS HOW TO USE THEM

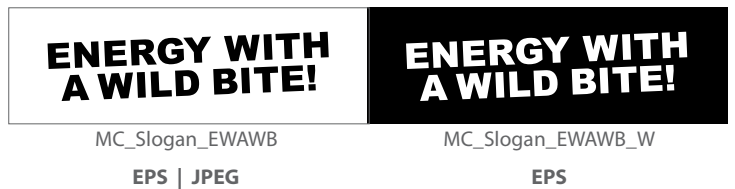
What You Need

This is our tagline. It should be used on all promotion and print applications. If standing alone without the logo there should be parentheses on each side, and always use lower case Santa Fe. Use 70% black and white for parentheses when on the green.



Energy with a Wild Bite

This is our main slogan. This should only be used on POS and Packaging. The font used is Arial Black in all capital letters.



Get Croc'd

This is an apparel slogan.



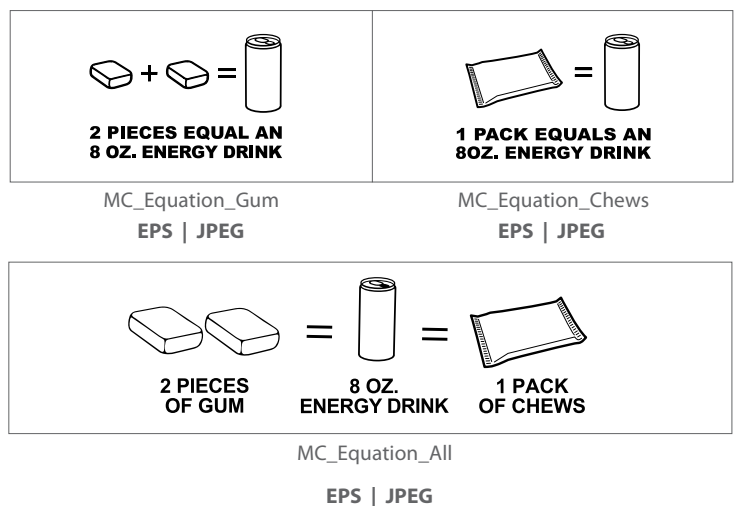
The Energy Drink You Chew

This should only be used on POS and Packaging. The font used is Arial Black in all capital letters.



Equations

This should only be used on POS and Packaging. The font used is Arial Black in all capital letters.



OUR FONTS HOW TO USE THEM

Print and Promotions Copy

Myriad Pro Family

This font is used in all advertising copy and should be used for all mediums except packaging. Use the italic for under the icons and for some body copy.

Myriad Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&*

Myriad Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&*

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&*

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&*

Myriad Pro Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&*

Myriad Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&*

Print and Promotion Statements

Santa Fe

This is only for headlines or taglines and should always be lowercase. An example of this is the "what you need," in parenthesis.

Santa Fe
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789 !?%&**

Packaging and POS

Arial Black and Arial

Only use this font on packaging and POS. When using it use all capital letters, unless it is body copy.

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&*

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&*

EMAIL SIGN-OFF HOW TO USE IT

Standard Corporate & Personal

The name is 10pt Arial Black. Mad Croc Brands and the rest of the content is 10pt Arial. Use the logo MC_EmailS



MC_EmailSignOff

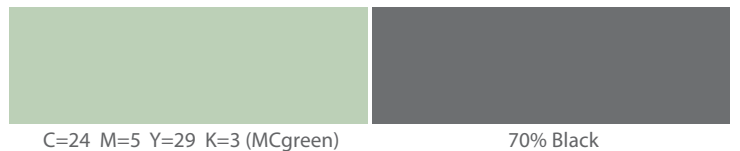
BMP | JPEG

OUR COLORS HOW TO USE THEM

Colors

Pantone 485, Pantone 484, and 100% Black are the colors that make the logo. Pantone 485 is also the red in the cinnamon gum packaging. Pantone 2995 is the peppermint gum blue and Pantone 376 is the Spearmint gum green. Pantone Yellow is used on both the Citrus gum and Drink packaging.

The C=24, M=5, Y=29, K=3 or better known as the MCgreen. Is the primary background color for print and promotions. When laying type on the MCgreen, always use 70% black.



Mad Croc Background

This background uses white distressed plus signs (energy) over the MCgreen color. Use this in print and promotions. Follow the same rules as the MCgreen when it comes to type.



MC_Background

JPEG

OUR LOGO INCORRECT USAGE

What Not to Do

Use these examples as what not to do.

