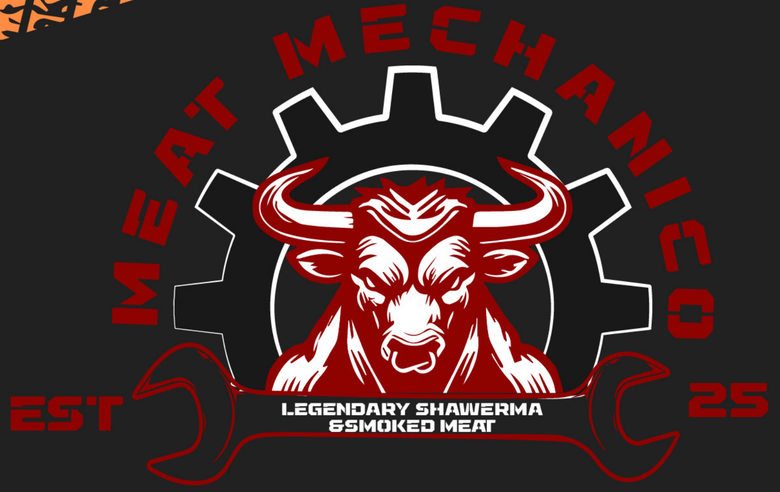
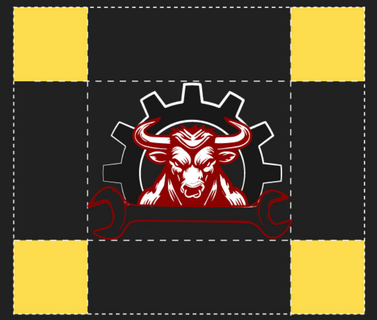
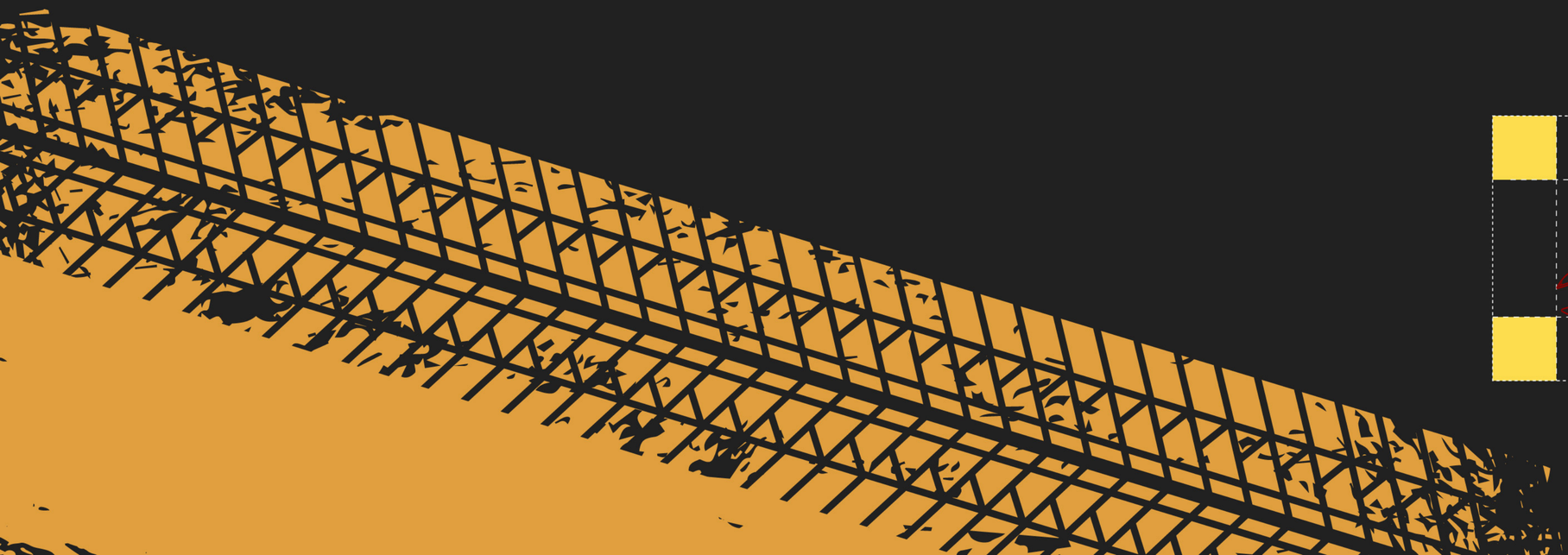


Meat Mechanico
Brand Guideline

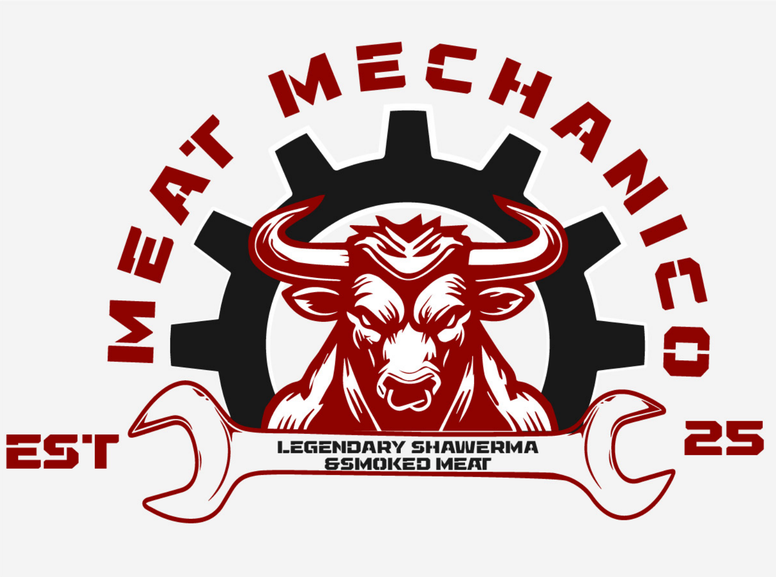
LOGO USAGE

Layout measurement with professional scale.
Do not change position or change scale
which has been set.
Make sure that the logo have empty space
between other logos or objects.





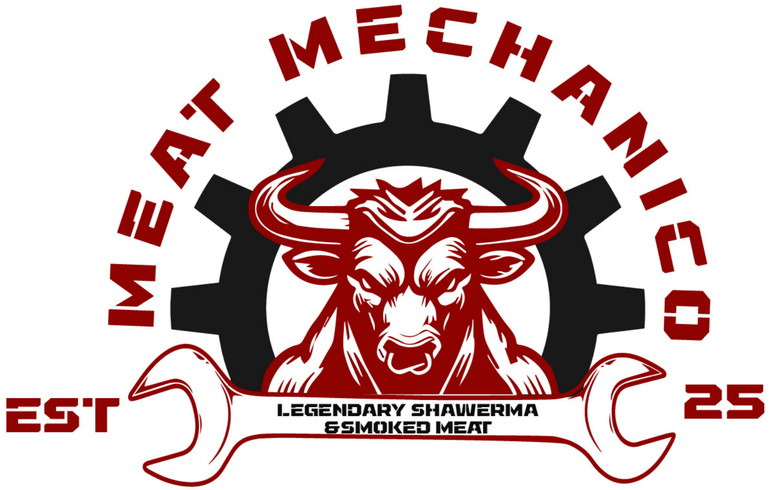
FULL LOGO



MINIMAL LOGO

Logo application and placement in various media.
The logo should be at certain angles.

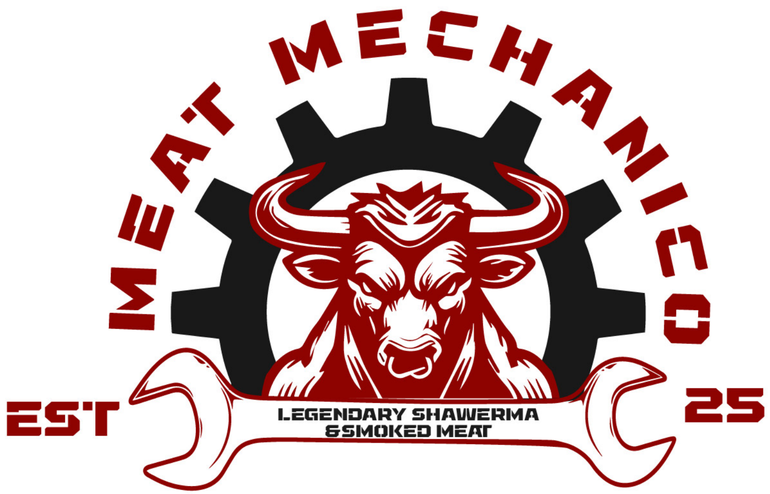
COLOR PALETTE



Color Pallete

The Main Pallete

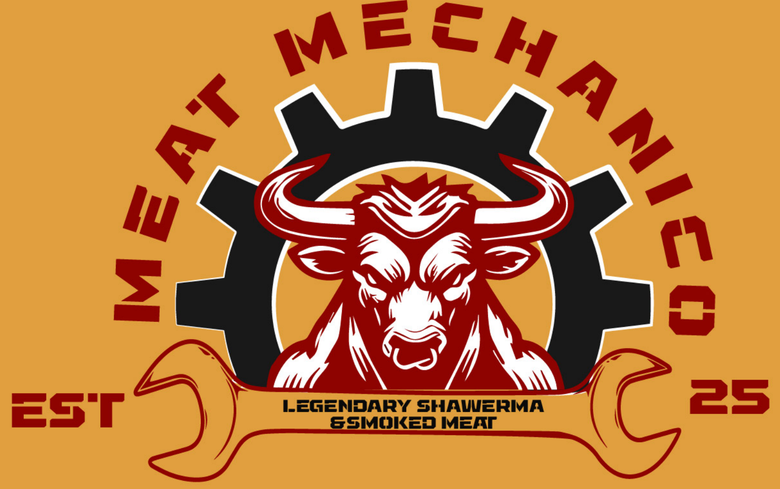
# 8E0300	#E09F3E
#FF8C42	#22223B
#7A7D7D	
# FFFFFF	#000000



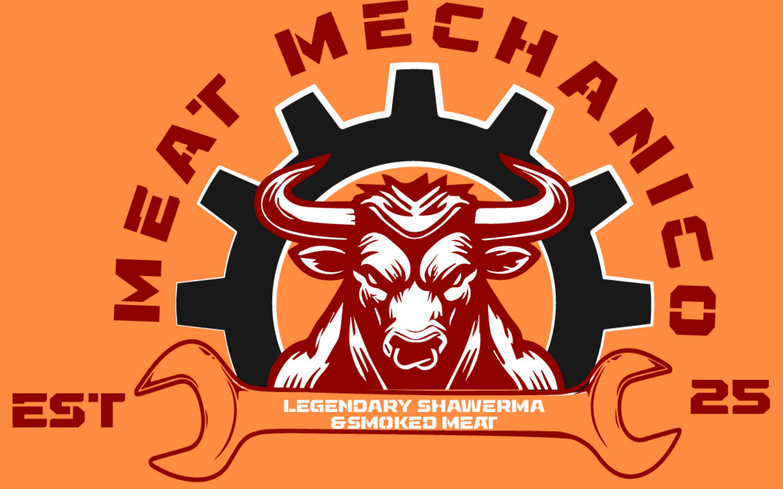
On white Background

On space cadet Background

On mustard Background



On Pumpkin Background



FONTS

MAIN TYPOGRAPHY

The main typography is
NCL Monster Beast applied to the logo.
Must use this typography as logo name identity.

NCL MONSTER BEAST

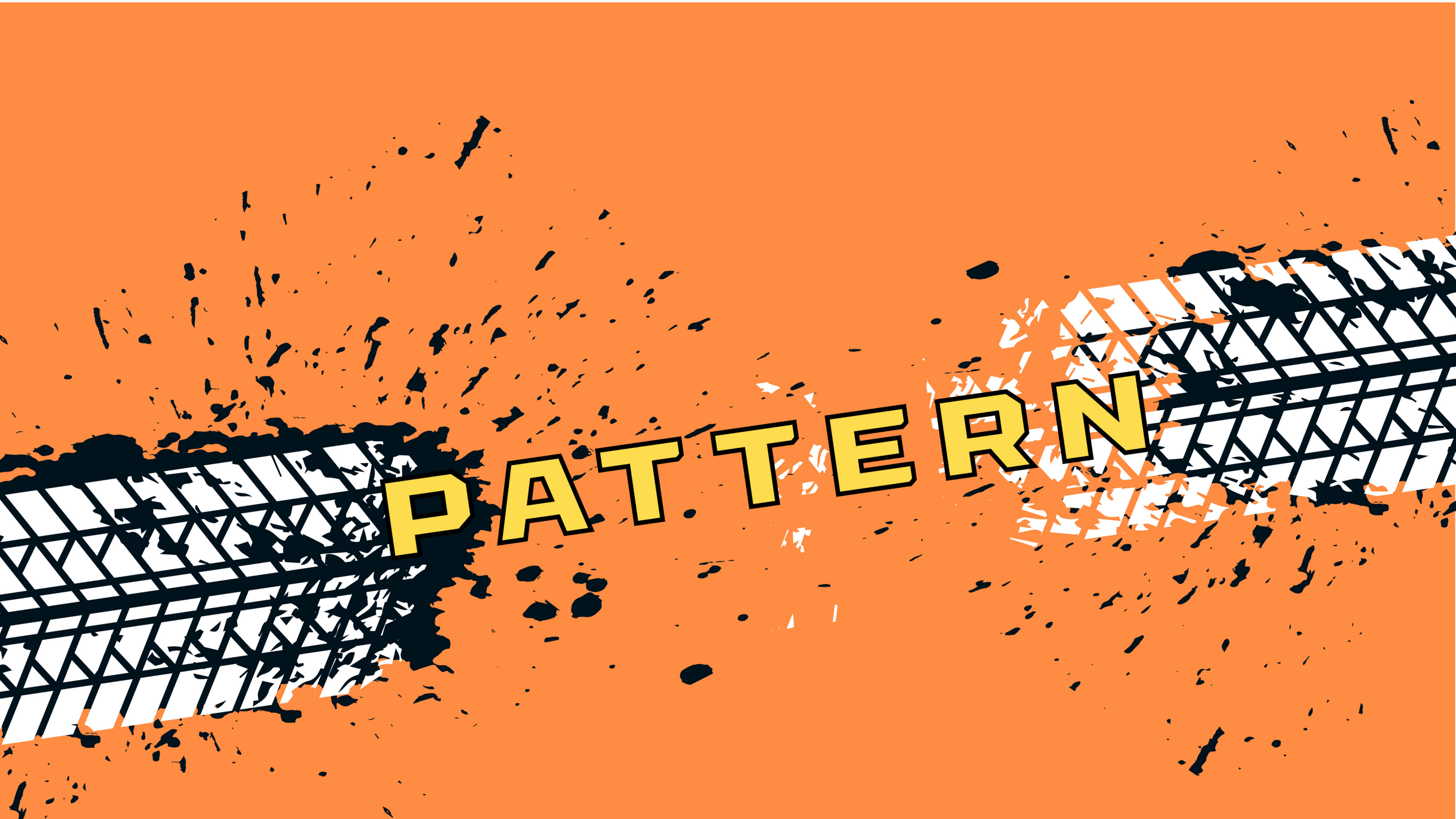
AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0 #@!? “: <>{}

SECOND TYPOGRAPHY

The second typography is monterserrat regular , applied to various media as content or description. Don't use other typography.

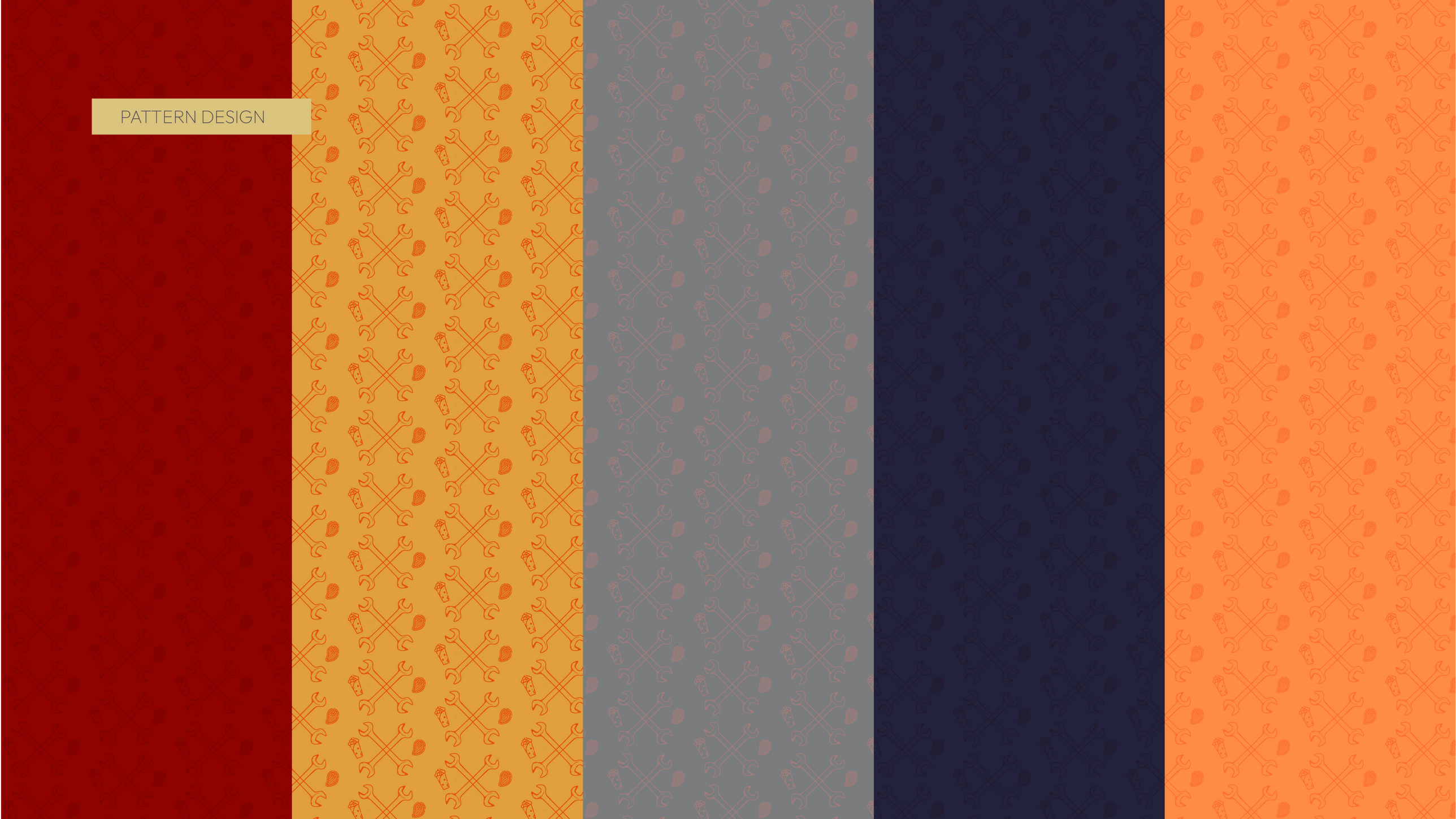
monterserrat regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 #@!? “: <>{}


PATTERN

PATTERN DESIGN

PATTERN DESIGN



MEAT MECHANICO
EST
25
LEGENDARY SHAWERMA
&SMOKED MEAT

ADDECTIVE
CAUTION
FOOD AHEAD
MEAT MECHANICS
EST
25
LEGENDARY SHAWERMA
& SMOKED MEAT
ARE YOU
CRAZ
LIKE ME
EAT
SLEEP
RIDE
REPEAT

MEAT MECHANICO
EST 25
LEGENDARY SHAWERMA & SMOKED MEAT
ADDICTIVE
CAUTION
FOOD AHEAD
LIKE ME
EAT
SLEEP
RIDE
REPEAT
Yummy!
KEEP IT TWISTED
ARE YOU CRAZY LIKE ME

WEST MECHANICS
EST
EAT
SLEEP
RIDE
REPEAT
ARE YOU CRAZY LIKE ME
KEEP IT TWISTED
ADDICTIVE CAUTION FOOD AHEAD

CAUTION
CAUTION
Yummy!
KEEP IT TWISTE
ADDECTIVE
FOOD
ADDECTIVE

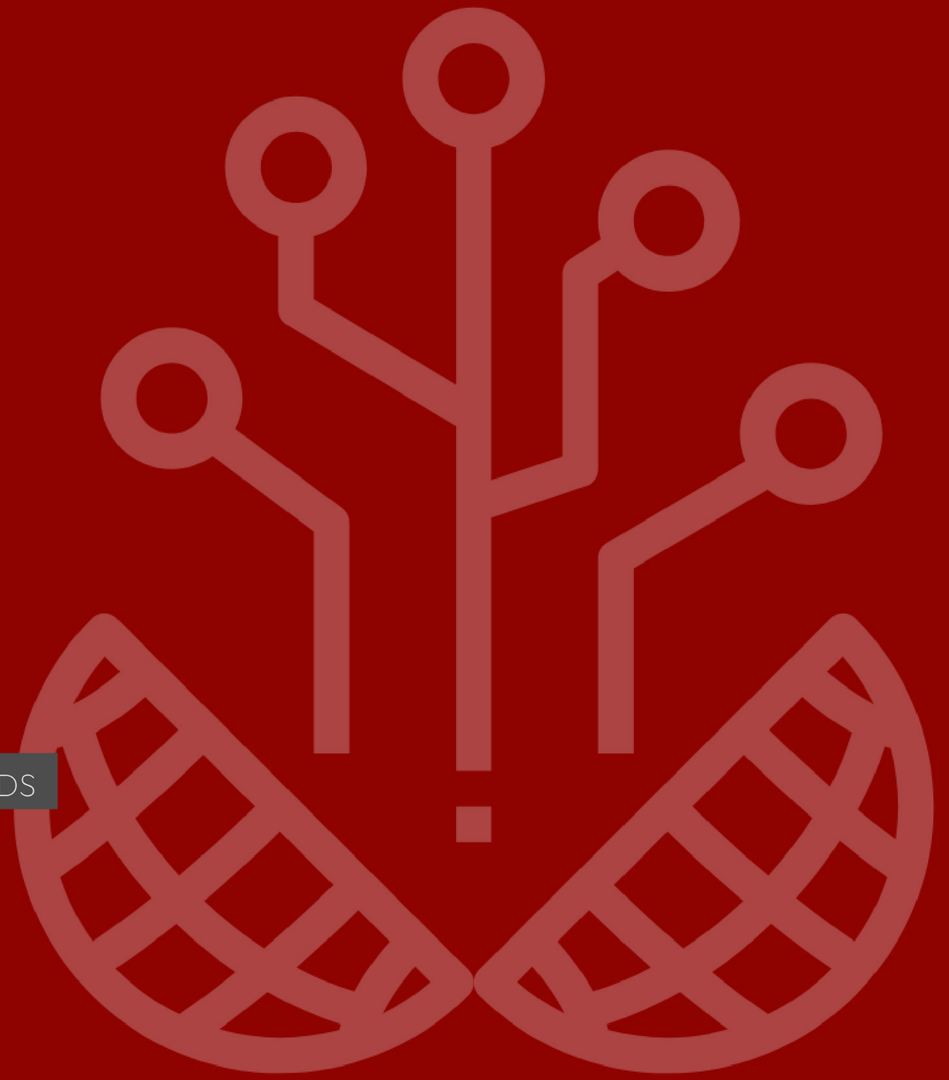
TWISTED
EAT
SLEEP
RIDE
MEAT MECHANICO
EST 25
Yum!
KEEP IT TWISTED
CRAZY
LIKE ME

KEEP IT
TWISTED
ARE YOU
CRAZY
LIKE ME
EAT
SLEEP
RIDE
REPEAT

KEEP IT TWISTED
ARE YOU CRAZY LIKE ME
EAT
SLEEP
RIDE
REPEAT
ADDECTIVE CAUTION FOOD AHEAD
Yummy!

MEAT MECHANICO
LEGENDARY SHAWERMA
& SMOKED MEAT

ADDECTIVE
CAUTION
FOOD AHEAD
ARE YOU CRAZY LIKE ME
KEEP IT TWISTED
Yummy!
ADDECTIVE

MEAT MECHANICO VISUAL IDENTITY DESIGN

BY MARKETING LEGENDS