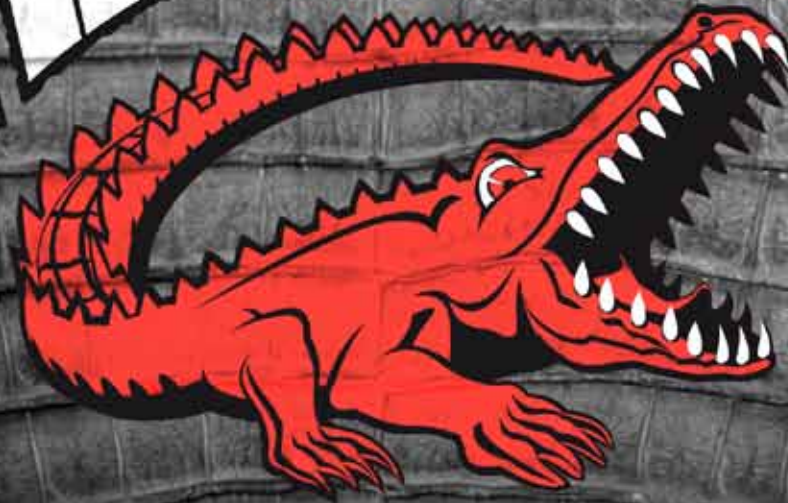


MAD-CROC®



BRAND GUIDELINES

PREFACE

A new era begins.

MAD-CROC Energydrink & Gum, the well-known product with the one-of-a-kind taste now has an entirely new look. With these guidelines we present an outstanding redesign of MAD-CROC and its complete product range. Come with us and enter the new and exciting world of MAD-CROC. Enjoy good taste!



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INTRODUCTION

Everything will remain different.

These guidelines contain specifications and rules for the usage of the artworks and materials concerning MAD-CROC as a coherent brand.

In this book you will find directions which will help you apply all elements of MAD-CROC properly, including the logo, typography, artworks and graphic designs. Understanding the concept and identity of the brand will help to protect the brand identity and new design of MAD-CROC. The following explanations should be obtained for preserving the artwork of MAD-CROC.



IDENTITY

MAD-CROC has always been a strong and representative brand and more than ever will remain so in the future. A brand which appears anything but ordinary and has always had a hint of wildness to it. The redesigned logo has in a new look, more ragged than the rather clean version before. The time has come for MAD-CROC to become more aggressive and crazy.

Crocodiles are an ancient lineage and they survived great extinction events for more than 200 million years old.

As in nature, only the strong will survive and this step will take MAD-CROC as a brand to a whole new level.



LOGO

The MAD-CROC logo consists of the MAD-CROC typeface and the crocodile.

The MAD-CROC namestyle is not a written type, it is a specially created artwork. It is to be used either in this combination or with the line energydrink & gum below the logo.

There are 2 versions of the logo, one of which has an angle of $-13,5^{\circ}$.

You can use either the horizontal version of the logo or the tilted one.

When using the logo artwork, use master artwork only!



Never distort the logo in any way.
Never attempt to redraw or alter its proportions.
The Logo must be placed on uncluttered backgrounds,
photographs or pictures.



Minimum size of the logo

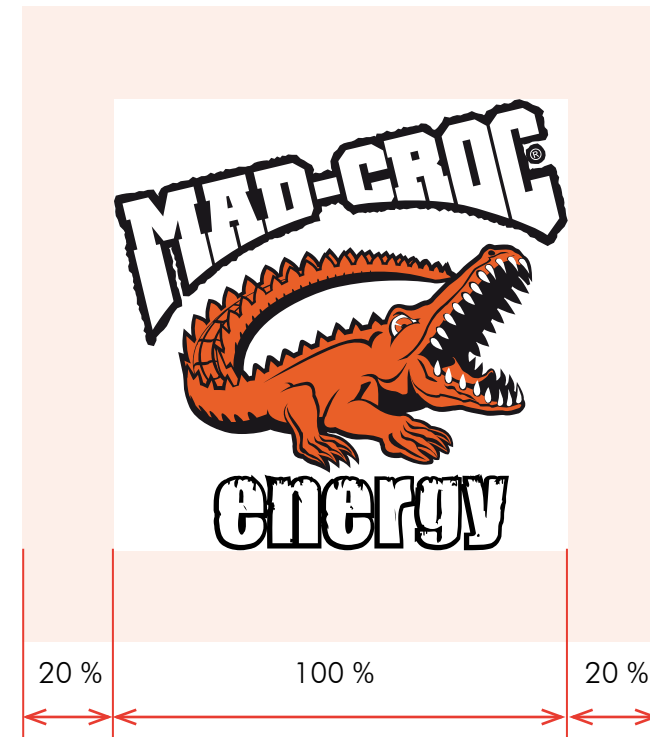
The logo artwork should never have a size less than 40mm of width when using a logo version with the lines ,energy drink caffeine taurine + vitamins' or ,energy'. When using a single version with typeface the artwork should maintain a size of at least 40mm width also.

When there is anything needed below this size you should refer to the MAD-CROC branding team.



Exclusion area

When using the logo artwork, regardless of the version you may choose for your needs, please adhere to the directions we give you in this guide. Around the logo there must be an exclusion area, which is defined by the MAD-CROC logo size. Whichever logo you use, the area around the logo should be 20% of the complete MAD-CROC logo width.



Registered trademark symbol ®

The logo must be declared pristine and must be obtained only for its original aim!

No other graphic or type should exist in the area of exclusion.

The registered trademark symbol ® must be used whenever the MAD-CROC logo is used. No other combinations or deviations with other words or text are acceptable.



Web & Multimedia

Follow the same rules as described before.

Because of opportunities to animate or visually distort a logo in multimedia applications and presentations, please refer to the rules concerning logo use in the previous section.

Individual decisions can be made on a case-by-case basis to avoid any degradation of the integrity of the brand message or the integrity of the logo as a whole.



Logo applications

There are certain ways to utilize the MAD-CROC logo. Either you use the horizontal version or the tilted one as described before. Whatever your needs are, you may choose between the single logo or the version with the additional lines ,energy or energy drink & gum' as shown below and as follows.



Logo in conjunction with crocskin background

Logo must be placed inside the spotlight! The crocodile skin pattern fades out into black to all sides of the format.

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MAD-CROC typeface without logo mark

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This element is basically used for merchandise products, promotion and sponsoring actions where the logo type art and crocodile have to be separated to fit the design. When in doubt of usage, please contact the MAD-CROC branding team.



COLOURS

For new designs concerning MAD-CROC use only colours of the MAD-CROC palette appearing on the right. Please see previous sections for the use of colours in the logo.



PANTONE	805 if possible
PANTONE	warm red
CMYK	0/86/80/0
RGB	247/64/58
Web colour	F7403A

On real objects prepared for shots please use Pantone 805 foil.



BLACK



WHITE



TYPOGRAPHY

Please use the following fonts when designing new pieces of MAD-CROC. Capitalize the wording MAD-CROC when these words are used in body copy or headlines.

DISINTEGRATION

„Disintegration“ is used for headlines. Its character represents the urban dynamic and a more modern style which is cutting-edge. It is highly visible, it appears strong and its damaged feature makes the font step out of the ordinary.

Futura Medium BT

„Futura Medium BT“ is primarily used for subheadlines and copy text. It is clearly visible and helps to demonstrate a balance to the rather heavier „Mark“ font.

Futura Light BT

„Futura Light BT“ appears a little less outstanding in comparison to „Futura Medium BT“ and basically used for giving information on product cans. It is light but still properly readable and clear.



MAD-CROC typeface in web and multimedia

When creating electronic communications such as PowerPoint presentations or web-based pages please use ‚Arial‘ as the second typeface. For this typeface is slightly bigger in its character height, please use a type size of one point smaller in ‚Arial‘ than in ‚Futura‘.

It is a standard font on PC's and is a similar design to MAD-CROC ‚Futura Medium BT‘. It provides the best choice when our corporate typeface for subheadlines and copy text is not available.

In certain instances, please contact the MAD-CROC branding team for final approval.

When creating electronic communications such as PowerPoint presentations or web-based pages please use
arial

**When creating electronic communications such as PowerPoint presentations or web-based pages please use
arial bold**



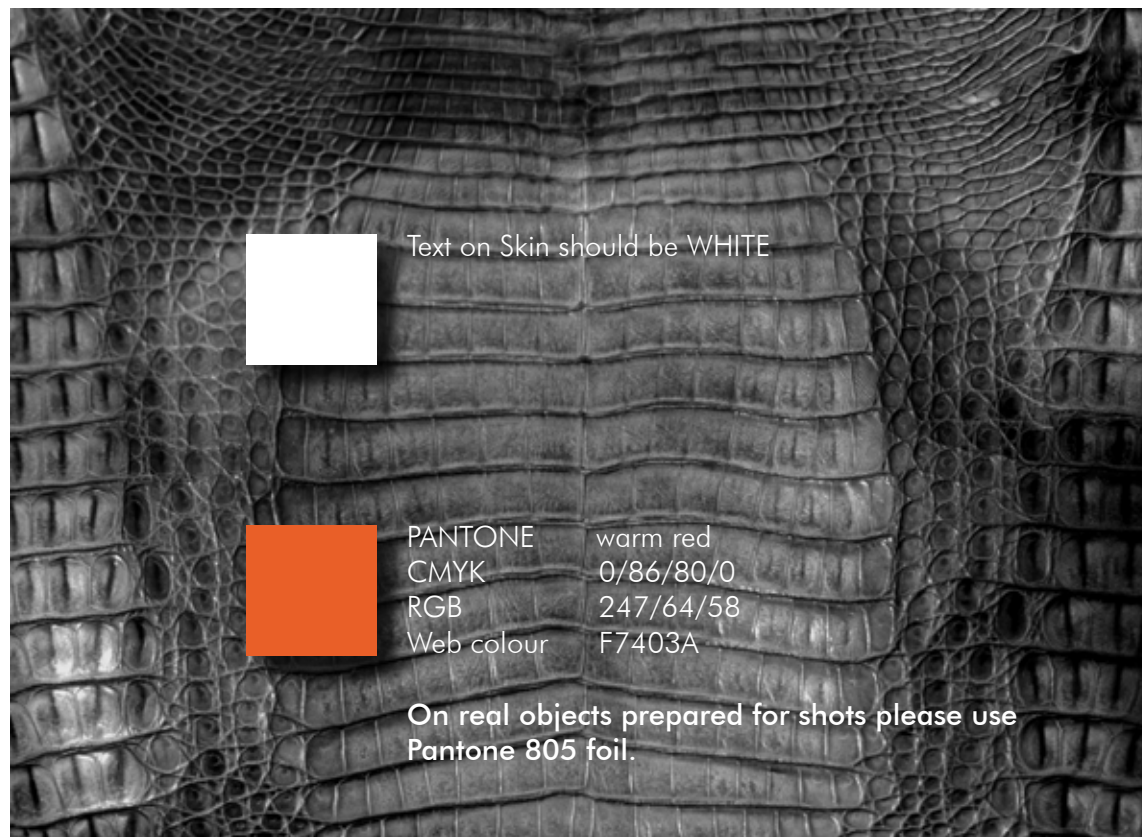
THE PRODUCT COLOURS

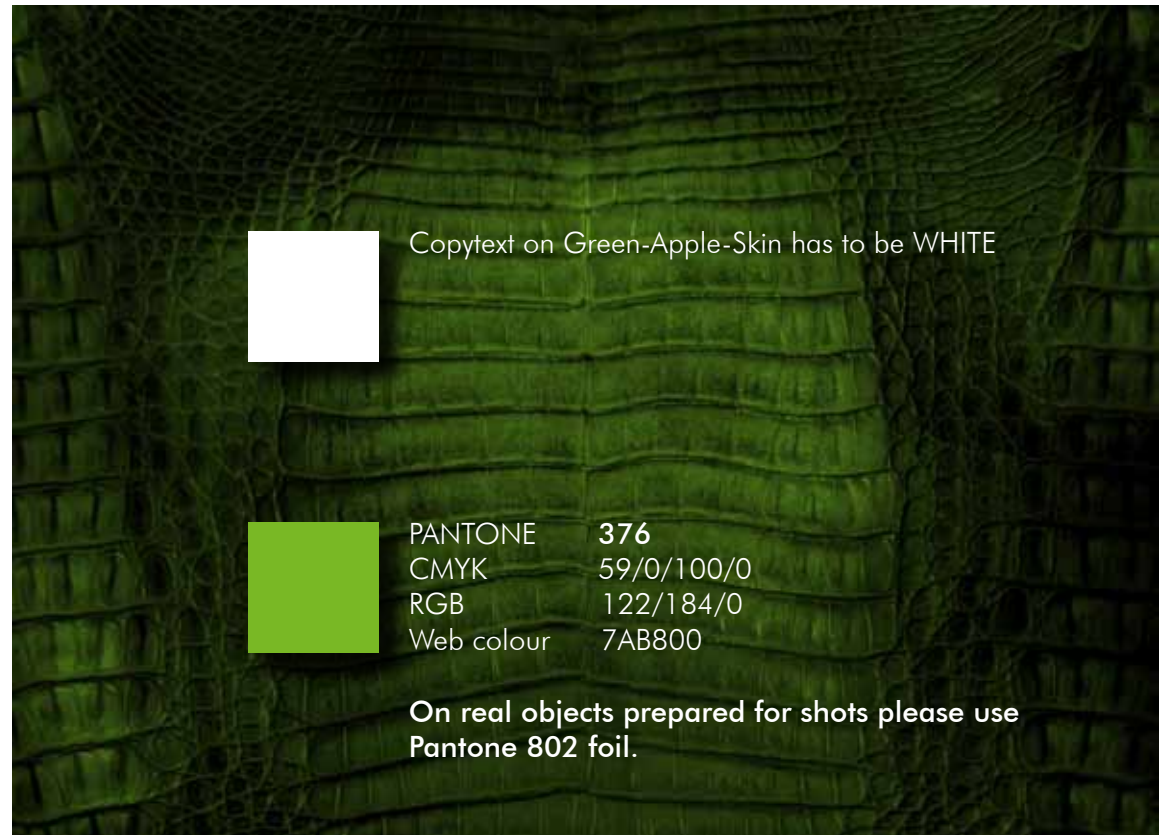
The MAD-CROC-Family continues to grow.
So does the Brand-Communication.

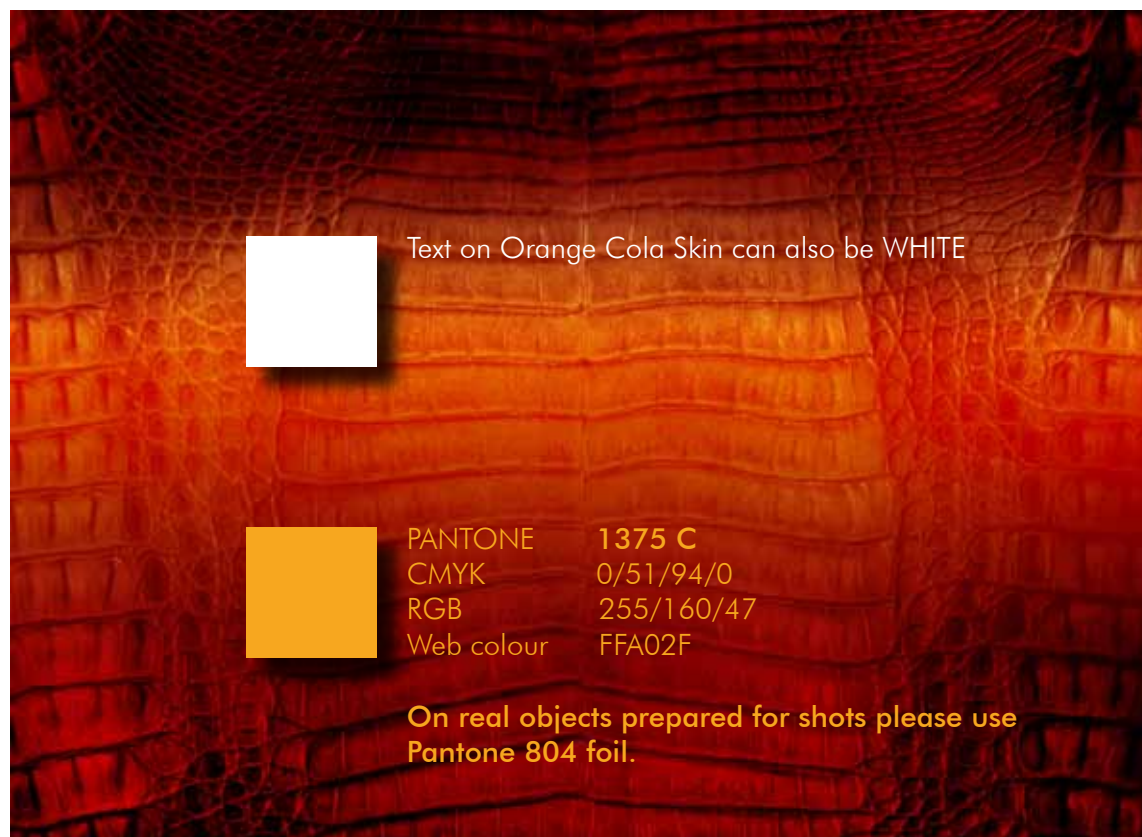
To promote the single Mad-Croc products specifically, the respective logos can be used in conjunction with the appropriate COLOR-SKIN and an ADDITIONAL COLOR.

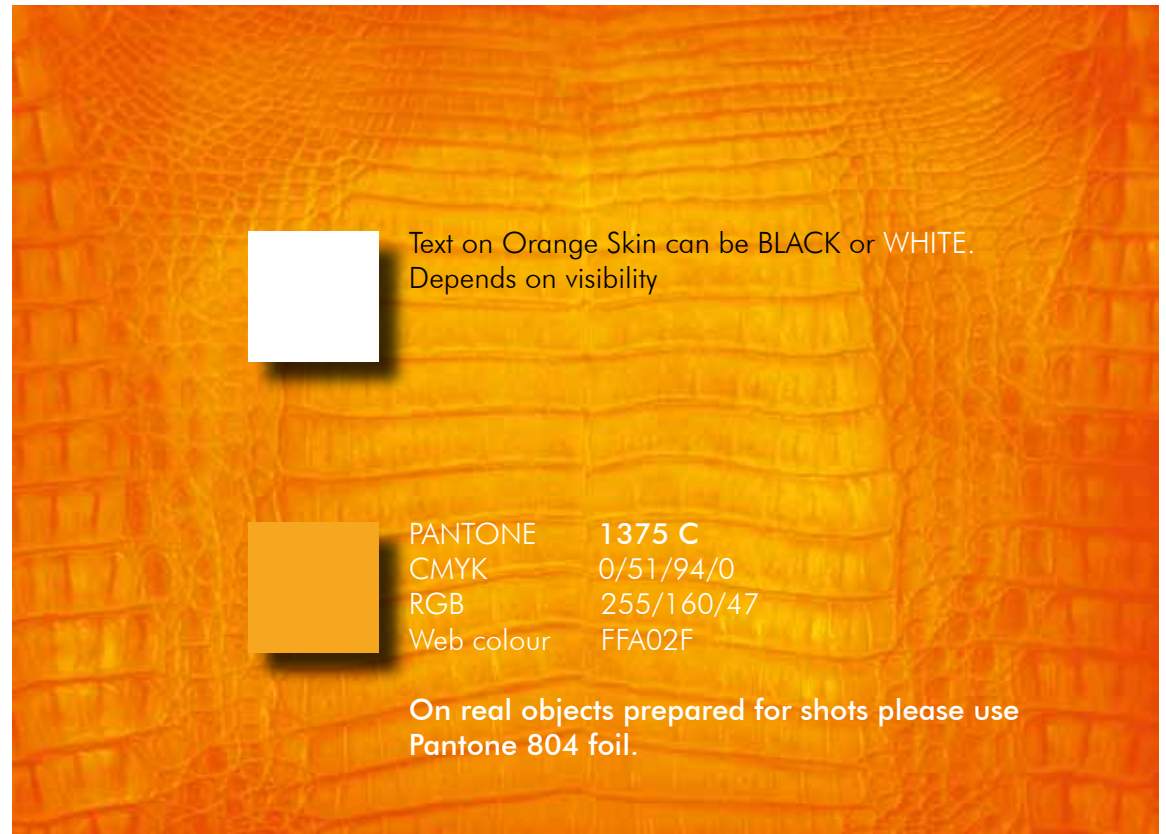
On the following pages, the different colors are presented. The LOGOS and COLOR SKINS are available in the download area.







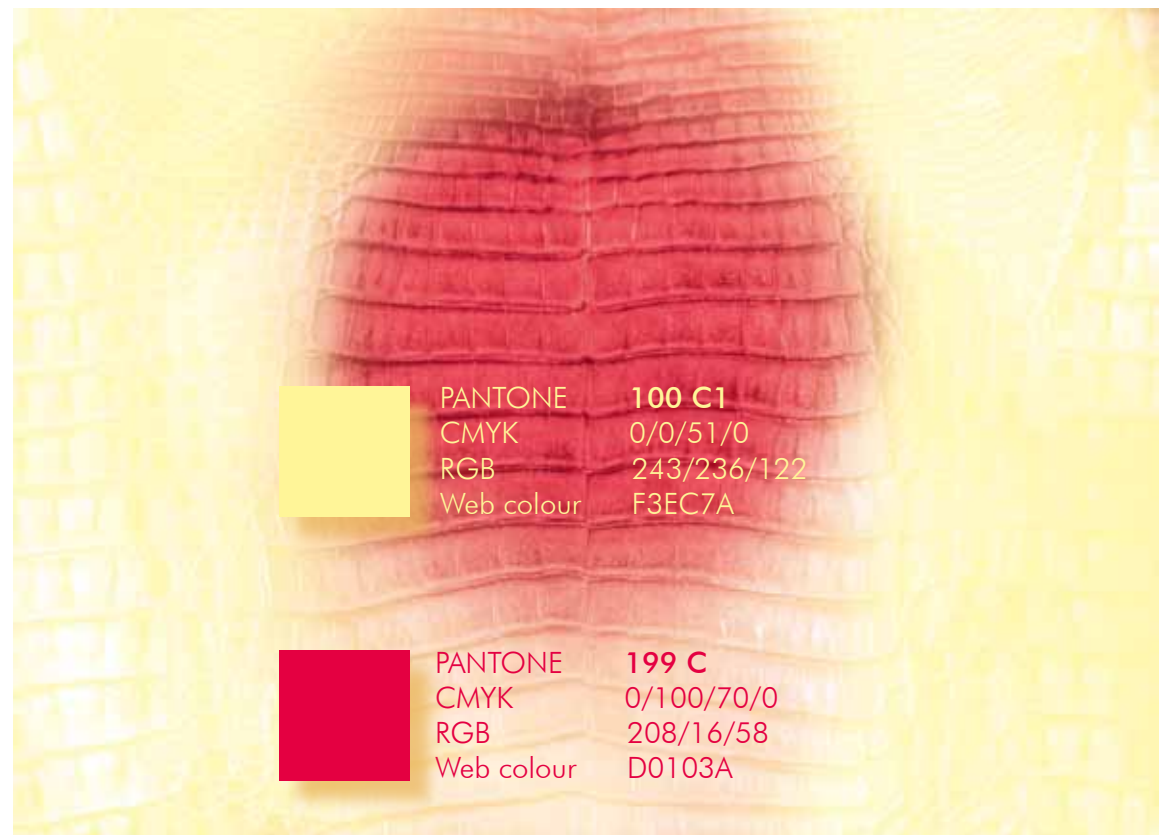




Text on Orange Skin can be BLACK or WHITE.
Depends on visibility

PANTONE 1375 C
CMYK 0/51/94/0
RGB 255/160/47
Web colour FFA02F

On real objects prepared for shots please use
Pantone 804 foil.



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Peach Tea has a gradient on skin which is made of two colours + white.
Logo on skin has to be made with lighter skin color.
The Logo must be placed on red part of the skin.
Text has to be on lighter parts of the skin.



Text on Cola Skin should be WHITE



PANTONE	warm red
CMYK	0/86/80/0
RGB	247/64/58
Web colour	F7403A

On real objects prepared for shots please use
Pantone 805 foil.

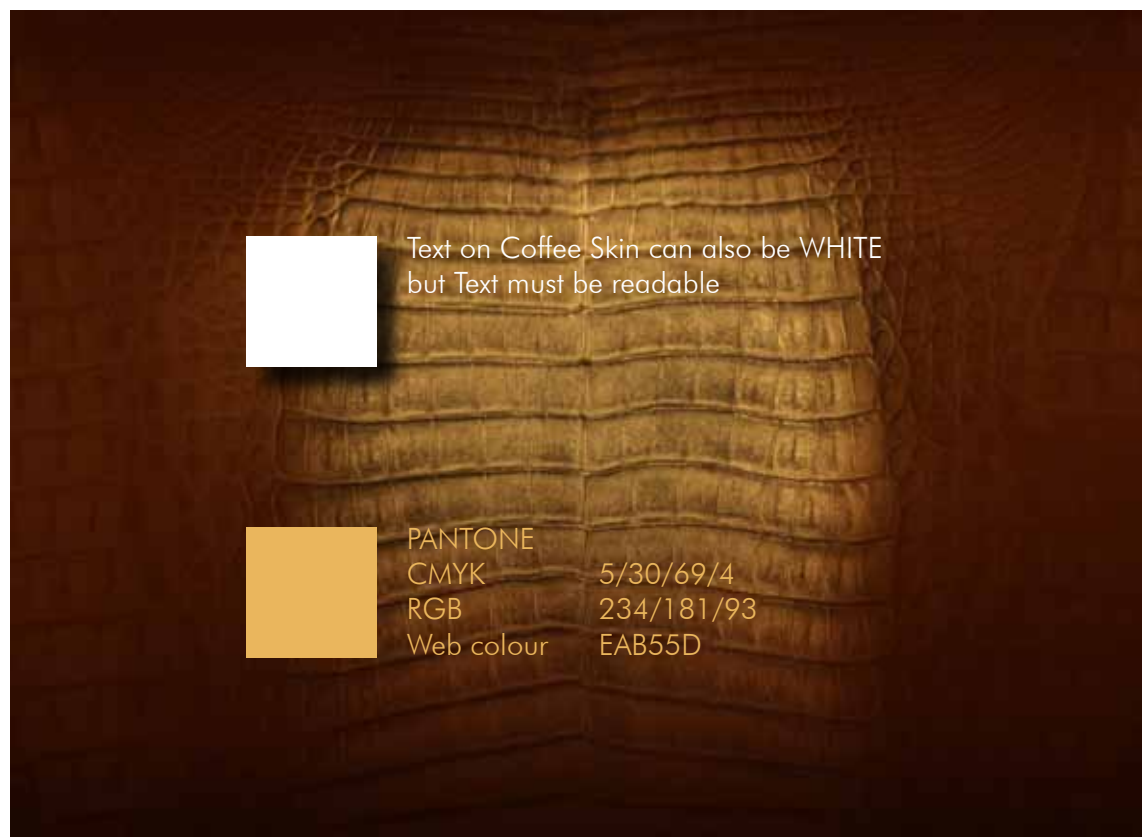


Text on Sugarfree Skin can also be BLACK

PANTONE	warm red
CMYK	0/86/80/0
RGB	247/64/58
Web colour	F7403A

On real objects prepared for shots please use
Pantone 805 foil.





ALWAYS REMEMBER

10. In all instances, consult the MAD-CROC branding team.
09. Always use the correct logo artwork.
08. Never modify or recreate the logo artwork...
or fear the vengeance of the crocodile.
07. Do everything you can to maintain clear space around the logo.
06. Always use the fonts depicted in this brand guideline.
05. Always use the MAD-CROC colour palette.
04. If in need of a sub-brand logo, call the branding team.
03. Did we mention NEVER modify the logo artwork?
02. Unfortunately, these rules are not flexible.
01. When in doubt, ask.



CREDITS

Always include the following credit line in legal notices when using the MAD-CROC logo:

„MAD-CROC Energy Drink“, „MAD-CROC Sugarfree“ and „MAD-CROC Energy Cola, MAD-CROC Energy Coffee, MAD-CROC Energy Croc Choc and MAD-CROC Juiced Energy “ are trademarks of „MAD-CROC“, registered through World International Property Organisation - WIPO.

For more information:

Visit mad-croc.com to obtain the „MAD-CROC“ logo trademark license agreement and downloadable artwork files.



CONTACT

For any information or enquiries concerning ‚MAD-CROC‘ marketing communications strategy, usage guidelines and print and motion assets, please feel free to contact the ‚MAD-CROC‘ branding team at any time.

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Christian Tölg

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