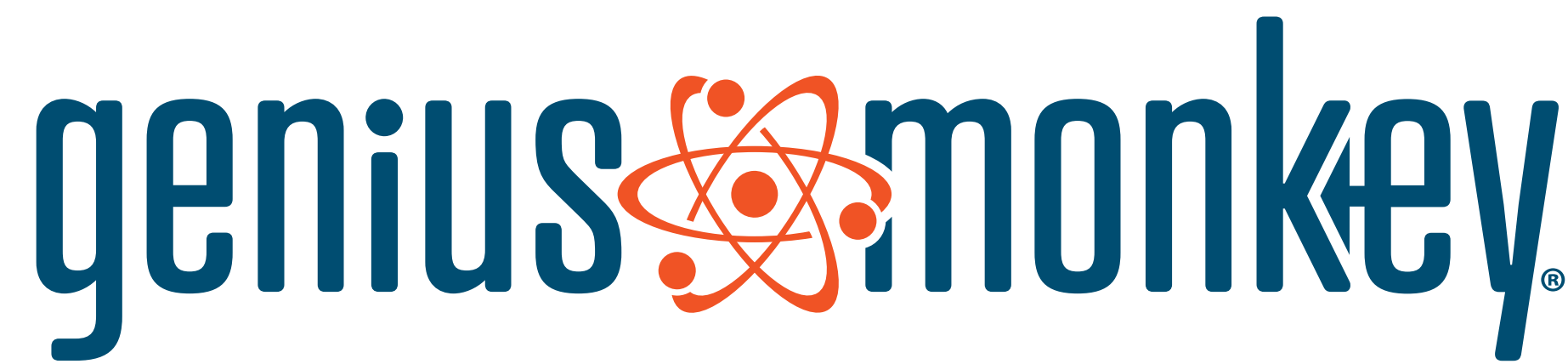
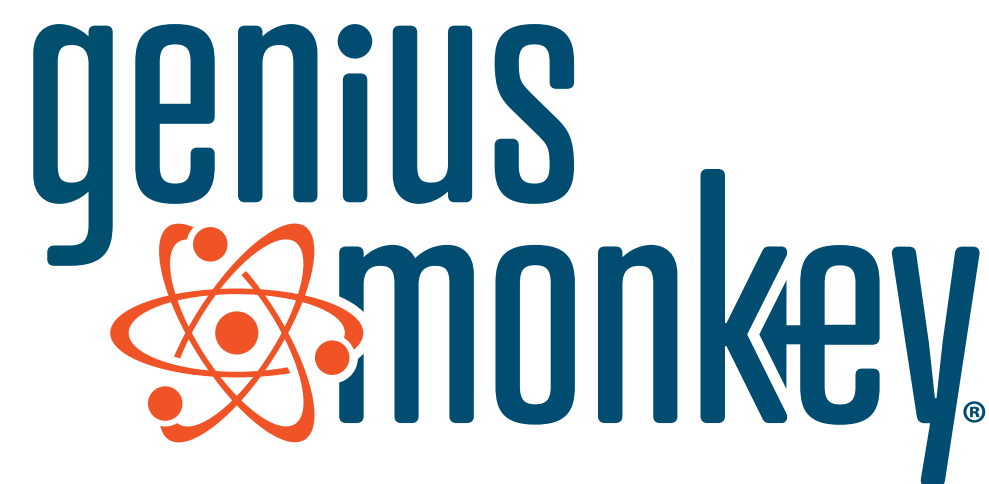


LOGO USAGE



PRIMARY LOGO — HORIZONTAL

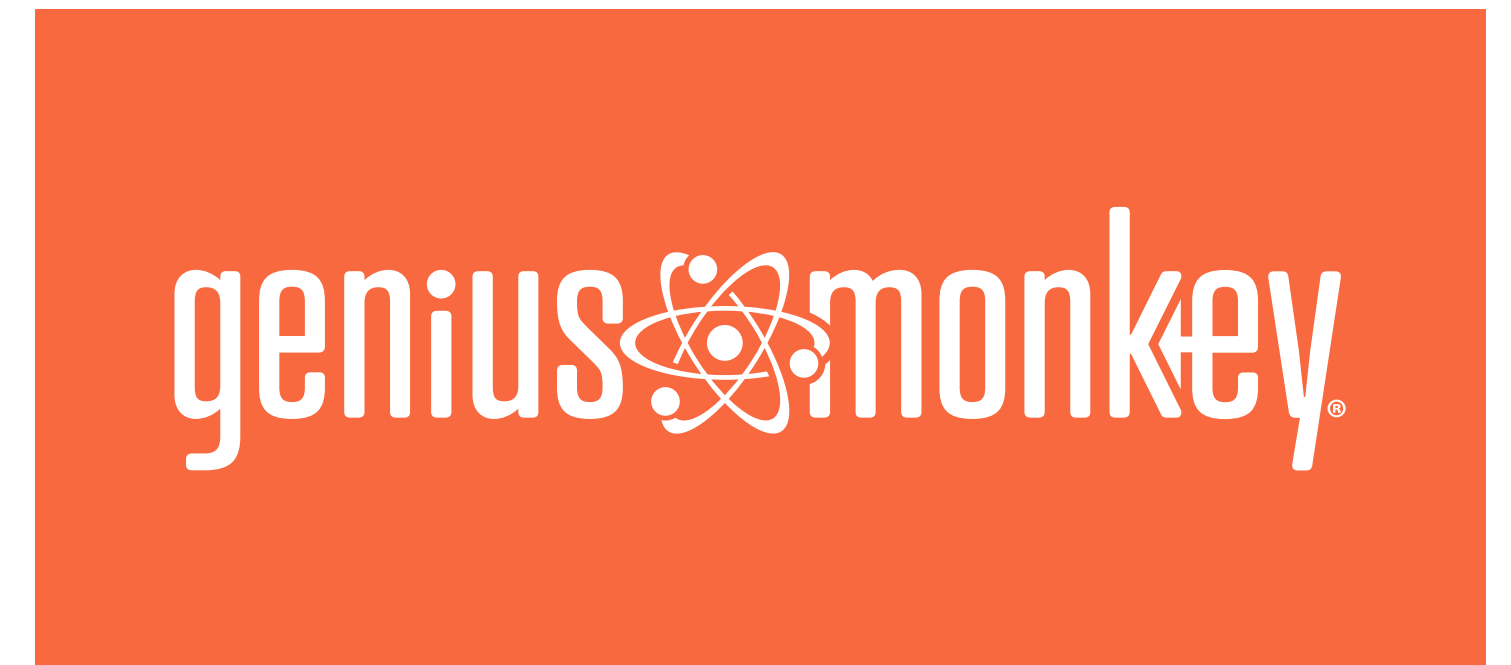
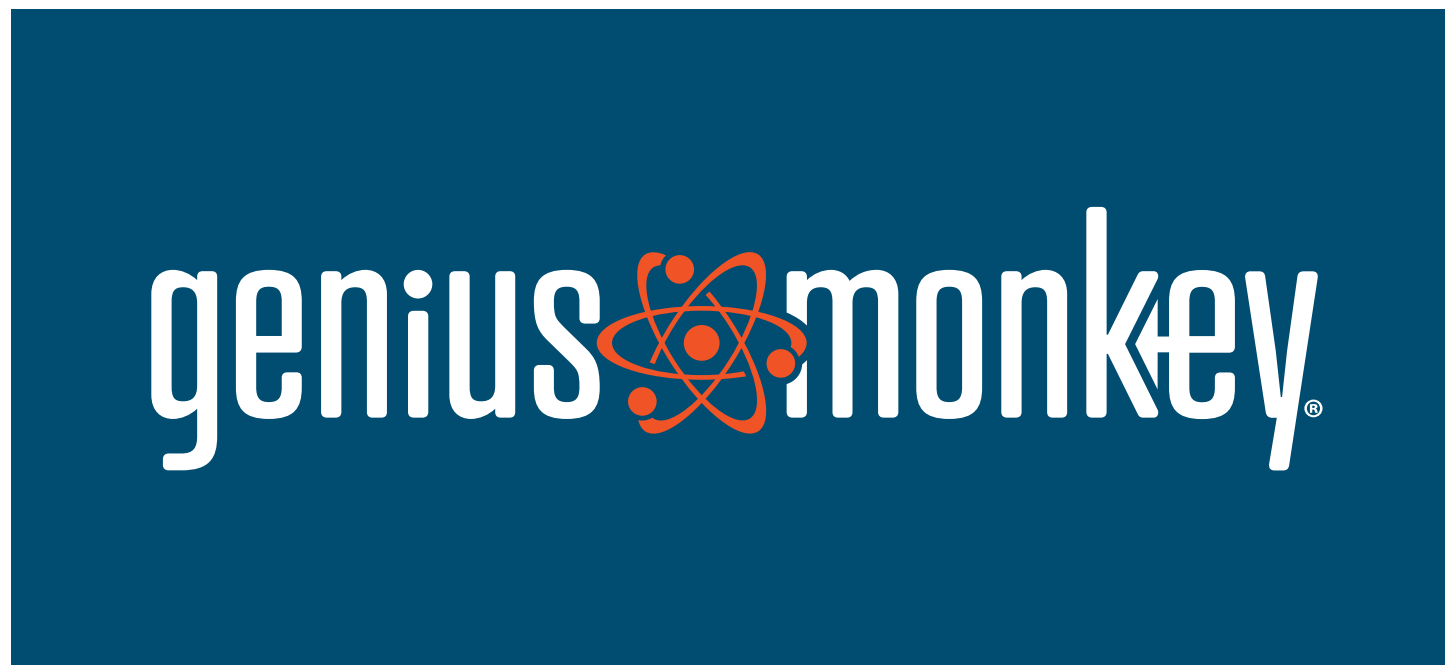
The horizontal version of the Genius Monkey mark is the go-to standard for all usage. Works well in small or large applications.



SECONDARY LOGO — STACKED

The stacked version of the logo is only to be used when the space allotted for placement is not ideal for the primary logo.

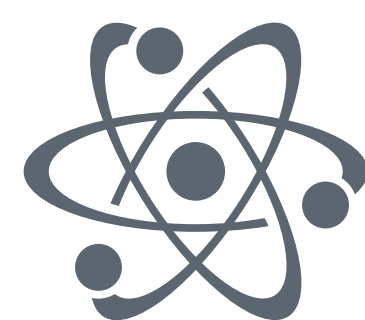
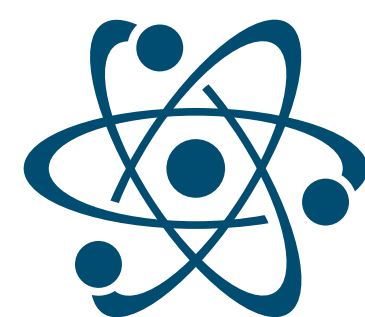
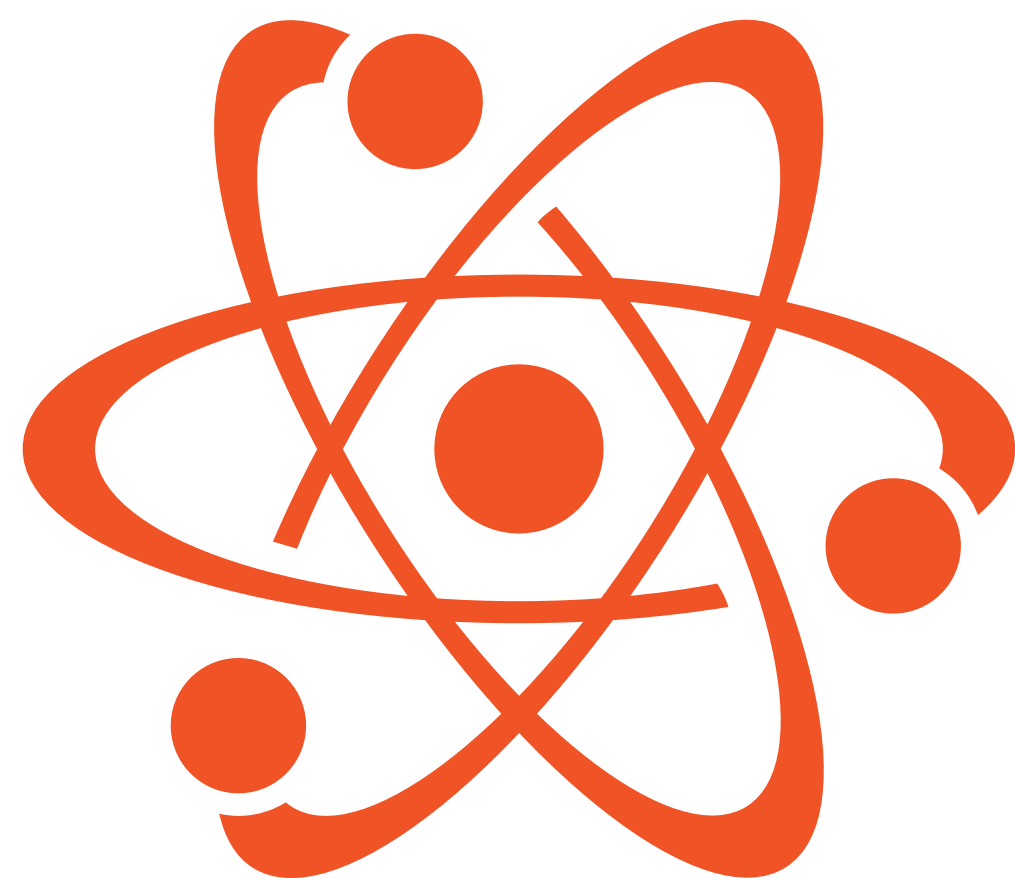
LOGO USAGE



WHITE LOGO

For use on color backgrounds or photography. The white + orange version is the primary option followed by all-white where the orange atomic icon does not have enough contrast.

ICON USAGE



ATOMIC ICON

The atomic icon can be used as a simple, graphic representation of the Genius Monkey brand or logo. Can be used in orange, blue, gray or white. Also can be used a screened back element for visual interest.



MONKEY ICON

Harkening back to the legacy logo, the monkey head can be strategically placed to add character or fun to an otherwise, "too dull" layout. Can be used in orange, blue, gray or white. Also can be used a screened back element for visual interest.

KEY SOLUTIONS BRANDING

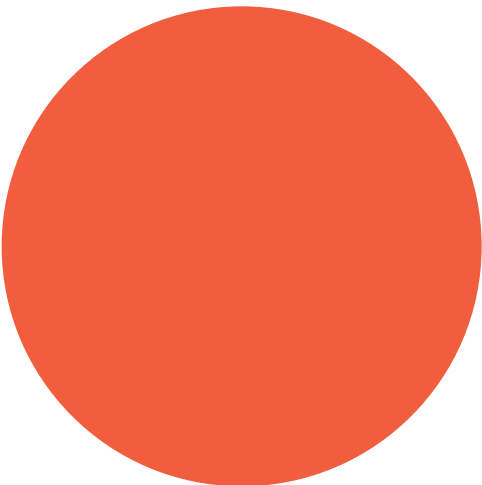
The logo for Key Solutions, featuring the word "key" in orange and "solutions" in dark blue. The "key" is stylized with a white arrow pointing left from the dot of the "y".The logo for Business Key, featuring the word "business" in dark blue and "key" in orange. The "key" is stylized with a white arrow pointing left from the dot of the "y".The logo for Enterprise Key, featuring the word "enterprise" in dark blue and "key" in orange. The "key" is stylized with a white arrow pointing left from the dot of the "y".The logo for Agency Key, featuring the word "agency" in dark blue and "key" in orange. The "key" is stylized with a white arrow pointing left from the dot of the "y".The logo for Genius Monkey Key, featuring the words "genius" and "monkey" in light blue, separated by a stylized orange atom icon. The word "key" is in dark blue and stylized with a white arrow pointing left from the dot of the "y".**KEY SOLUTIONS**

The Key Solutions for marketing services to different tiers of businesses.

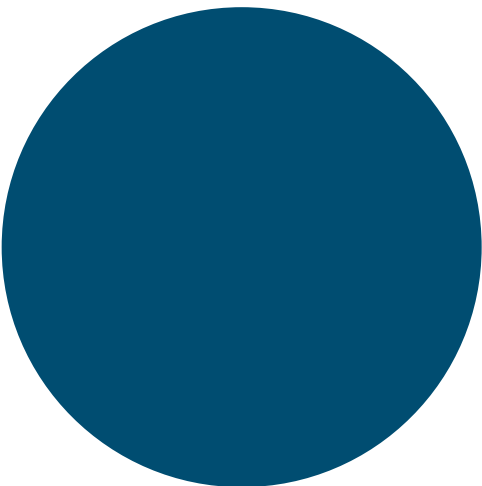
The 'key' logo mark connects to the Genius Monkey logo

COLOR USAGE

PRIMARY COLORS

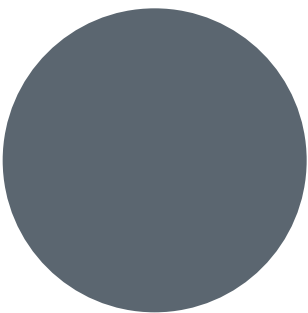


Genius Monkey Orange
PMS: 171 Coated
HEX: #f05325
RGB: R240 / G83 / B17
CMYK: 0 / 79 / 82 / 0

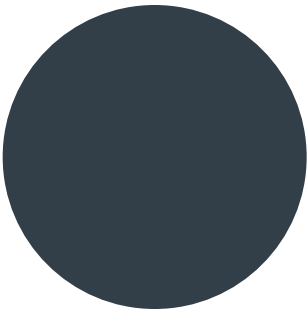


Genius Monkey Blue
PMS: 3025 Coated
HEX: #004d71
RGB: R0 / G77 / B113
CMYK: 100 / 65 / 37 / 20

SECONDARY COLORS

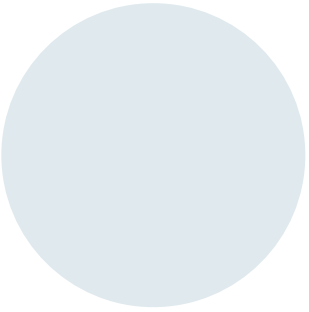
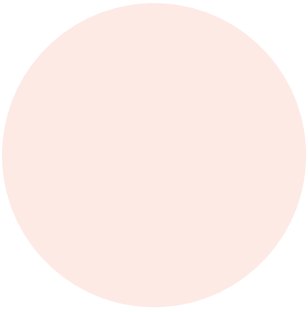
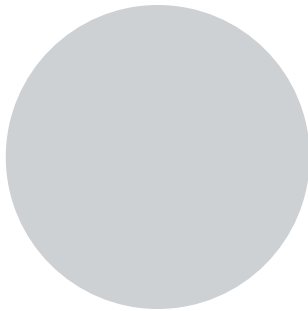
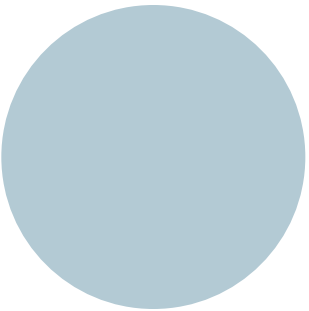
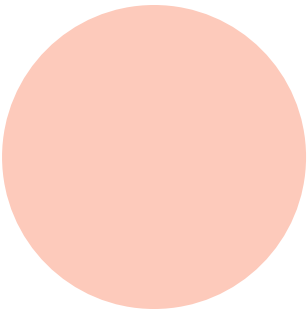
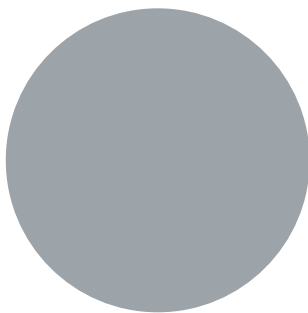
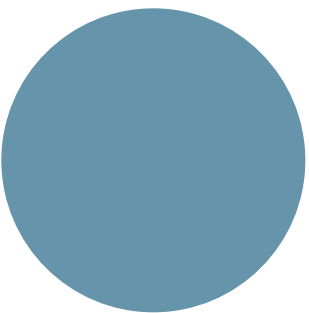
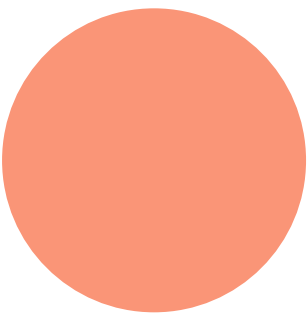


Genius Monkey Gray
PMS: 431 Coated
HEX: #5b6670
RGB: R91 / G102 / B112
CMYK: 67 / 52 / 44 / 17



Genius Monkey Dark Gray
PMS: 432 Coated
HEX: #323e48
RGB: R50 / G62 / B72
CMYK: 78 / 65 / 52 / 44

SCREENS OF COLOR



FONT USAGE

HEADLINE & SUBHEADS

Headline & Subheads

ATRAMENT FONT FAMILY

For use in headlines and subheads. Can be all-caps or title-case depending on usage. Regular or Semibold.

Subhead Usage

SECONDARY SUBHEADS

Body copy font usage. Otate ne in pa
verfere ndisqua ectecep edionserum
invelitis eatem expliqu idebis ex eum.

MUSEO SANS FONT FAMILY

For use in non-web use subheads and body copy. Can be all-caps, title-case or sentence case depending on usage. 300, 500 or 700 font weights..

Subhead Usage

SECONDARY SUBHEADS

Body copy font usage. Otate ne in pa
verfere ndisqua ectecep edionserum
invelitis eatem expliqu idebis ex eum.

OPEN SANS FONT FAMILY – WEB USE

For use in web use subheads and body copy. Can be all-caps, title-case or sentence case depending on usage. Regular or bold font weights..