Fresh Results® Identity Guide

The Michael D. Brown Company, Inc.

Table of Contents

Logo Guidelines 2
Color Guidelines 4
Spanish Translation 5
Typeface Guidelines 6
Use with other Logos 7
Incorrect use of the Logo 8
On the World Wide Web 9

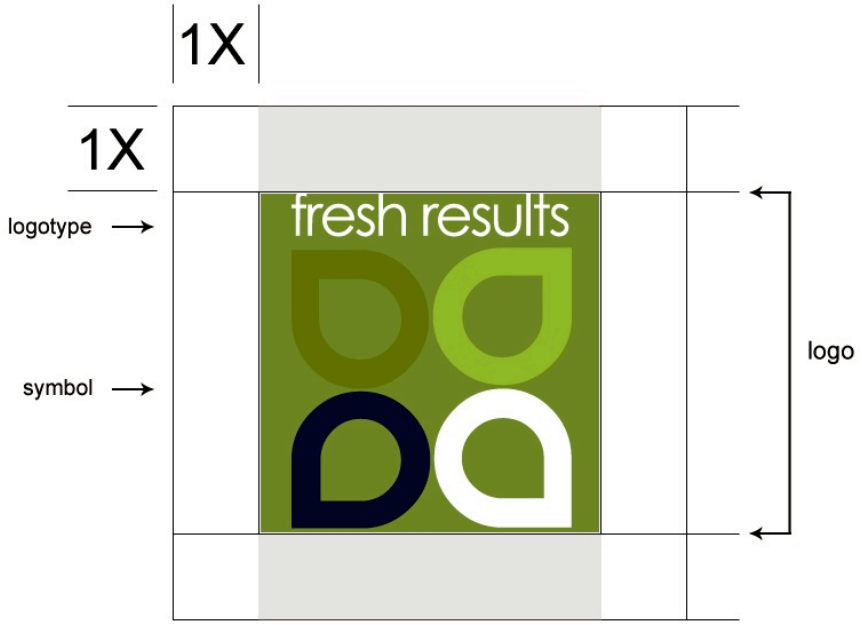
Fresh Results® Identity Guide

© 2007- 08 The Michael D. Brown Company, Inc. All Rights Reserved.

Any use of this publication, including reproduction, modification, distribution or republication, without the prior written consent of Michael D. Brown Company is strictly prohibited.

Fresh Results® Identity Guide

The Michael D. Brown Company, Inc.



Use art on the CD, or download logos and slogans at www.themichaeldbrown.com/bio/logos/brand.htm

Fresh Results® Identity Guide

The Michael D. Brown Company, Inc.

Honoring Our Logo

It is up to everyone to correctly use one of our most valuable assets—a logo that stands as a worldwide symbol of fresh results. Each time we violate our logo guidelines, we weaken the irreplaceable value of our symbol. And why should we alter one of the most recognized symbols in the world? Would a neighborhood Jack in the Box® restaurant replace the signature logotype with a font they liked on their computer? Of course not. A trusted and respected emblem is invaluable, and by using it consistently, the organization is strengthened and communicates a unified message.

It is important that we feature our logo on our materials. Splash it everywhere, The graphic files are available on the ***CD (MDBA69285CD)*** or online. Tell the world about Fresh Results!

Copyright & Trademark

The Michael D. Brown Enterprises owns rights in many trademarks, including *Fresh Customer Service, Major + Fresh Passion = Six Figures* and the fresh results emblem, consisting of a multicolor mint leaf. The Michael D. Brown name and emblem are also trademarks registered at the U.S. Patent and Trademark Office.

If you have questions about using the logo, please contact Francisco Bennett, Director, Creative Services, at (909) 419-6564, or **sirfranco76@yahoo.com.**

Use art on the CD, or download logos and slogans at www.themichaeldbrown.com/bio/logos/brand.htm

One-line vertical logo

Horizontal logo

These are the 2 acceptable configurations of the logo. White space equal to at least the length of one arm of the leaf emblem (1X) must me left all the way around the logo

Logo Guidelines

Shown above are the correct logo (leaf symbol and type together) and the signature with the leaf and type. The logo guidelines are as follow:

- You may enlarge or reduce the logo, but do not later the **relationship between the elements**, and do not recreate the logo. **Use the artwork from the CD**.
- **The fresh results logo may never be used without the fresh results type**, with a few exceptions, such as jewelry and architecture, **the leaf like symbol** must always be made up of 4 equal circles with triangular points.
- **The logo must always appear on a dark green or black background,** with a few exceptions, such as lapel pins and jewelry. **White space equal to at least one arm of the leaf must be left all the way around the logo.**
- The logotype alone should be used very rarely, and only when it is impossible to print on a black or when colors other that the official colors are used. One use would be on a multipart form, where colored appears are used. Clothing should have the full logo on a dark green, black, or white background, but if you absolutely cannot afford it, the logo may be a single solid color either green or black.

Use the logotype when you cannot print on a black background or when colors other than the official colors are used.

Use art on the CD, or download logos and slogans at www.themichaeldbrown.com/bio/logos/brand.htm

Logo Guidelines (continued)

Color—Green, Blue and White makes a visual statement!

The Michael D. Brown fresh results logo colors are dark green, light green, blue and white . The *fresh results* type should be black or white and in lower case. The official colors can be achieved in two ways:

- When printing in full-process colors, specify **CMYK** color process.
    - Dark Green 62% 28% 100% 10% .....(left top leaf)
    - Light Green 43% 3% 96% 0% .....(right top leaf)
    - Dark Blue 100% 89% 42% 49% .....(left bottom leaf)
    - White 0% 0% 0 % 0% .....(right bottom leaf)
- When preparing the logo for the web, specify **RGB** color mode process.
    - Dark Green # 6B8A22 .....(left top leaf)
    - Light Green # A0C743 .....(right top leaf)
    - Dark Blue # 0E1F42 .....(left bottom leaf)
    - White # FFFFFF .....(right bottom leaf)

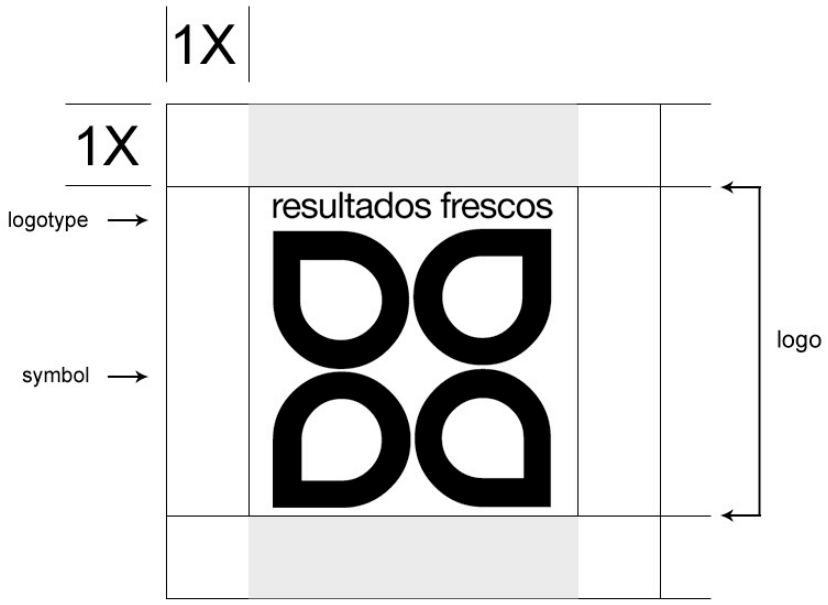
The multicolor leaf logo should be used very rarely, and only if two-color printing is not in your budget, It must appear on a dark colored background with the exception of red, gray, yellow, brown, or white. The all-black logo was created for use in all-black ads, such as newspaper. It may be used for strictly internal documents when all colors is not an option. It must appear on a white background.

Green, Blue and White makes a visual statement!	
When you must use one color, this is preferable	
The logo may appear in all-black for newspaper ads or other all-black ads or for strictly internal use when color is not an option.	

Color Guidelines

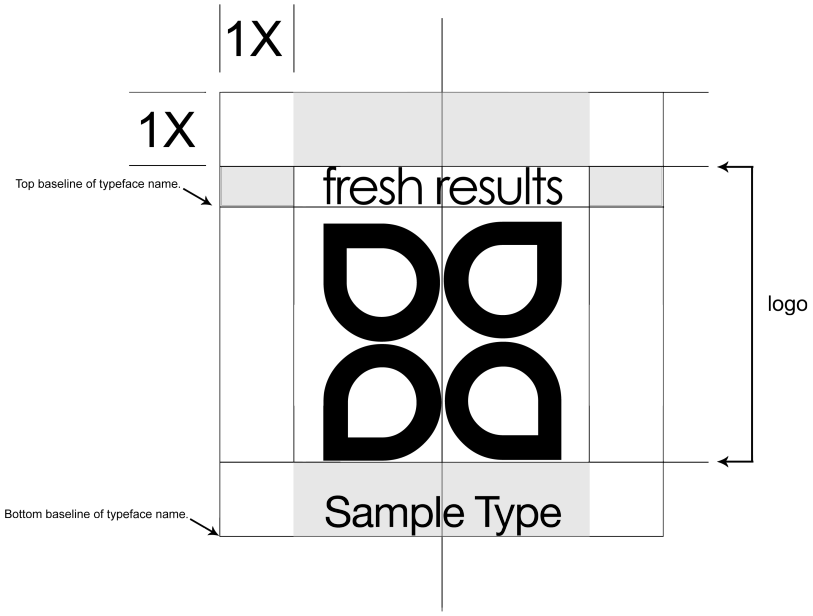
The chart above displays the acceptable uses of color, ranked in order of preference.

Use art on the CD, or download logos and slogans at www.themichaeldbrown.com/bio/logos/brand.htm



Spanish Translation

The fresh results logo is available in Spanish. This is the only non-English version of the fresh results logo. Many Spanish-speaking areas use the English version of the logo, and this is encouraged.



The typeface for fresh results name is Helvetica Nueue Regular; if you don't have this font, use Arial. Always use black or white. The type size should be spread evenly at the base of the leaf logo.

Typeface Guidelines

Build your typeface name by following the guides above. If your typeface runs over 30 characters, break it in an appropriate place to form two lines. Baseline of typeface begins one arm (1X) below the logo.

Leave appropriate space equal to the length of the leaf symbol. Unsure if your typeface meets graphic standards? Send a query to **speak@themichaeldbrown.com** *or contact Francisco Bennett, Director, Creative Services at* **sirfranco76@yahoo.com** for help.

Use art on the CD, or download logos and slogans at www.themichaeldbrown.com/bio/logos/brand.htm

fresh results

fresh results

PATHLESSART
DESIGN STUDIO

Use with other Logos

- When used in conjunction with other logos or symbols, the fresh results logo will almost always be larger or predominant by virtue of its position.
- In joint undertakings on a co-equal basis the fresh results logo and that of the other organization should be positioned to achieve visual balance.
- Under no circumstance should another organization's logo be larger than the fresh results logo

Use art on the CD, or download logos and slogans at www.themichaeldbrown.com/bio/logos/brand.htm

Never alter the original color scheme.

Never use a white background with the muticolor leaf.

Never outline the leaf symbol.

The leaf symbol should never be used alone, with a few exception such as jewelry or architecture layouts.

Never use red, brown, yellow or any other background not covered in the logo color guidelines.

Do not run type over the leaf symbol, or use other graphic devices to alter the logo in anyway.

Incorrect use of the Logo

Here are samples of the most common misuses of the logo, logotype and slogan. If you are unsure about whether a design meets graphic standards, e-mail us at **speak@themichaeldbrown.com** and we'll respond promptly.

Use art on the CD, or download logos and slogans at www.themichaeldbrown.com/bio/logos/brand.htm

On the World Wide Web

Web Basics

The rules for print regarding the logo and the typeface also apply for Web use.

- No part of the logo should ever rotate, blink or be used in other animations that would distort it, although the logo may fade in and out.
- Only the special effects fresh results logo should be used on the Web.

When placing the logo on Web pages, please use the PNG images on the CD or the Web. A large and small size of each configuration is provided on the CD.

Do not change the size of the PNG's in your HTML code. This will distort the image. Make sure the PNG's height and width attributes are listed in your HTML code. This will accelerate the loading of your HTML code. If you need a PNG in a size other than those provided, use graphics software (e.g., Photoshop, Illustrator) to manipulate the .eps, .psd, .jpg, .png or tiff files on the CD. Be careful not to distort the height and width ratio of the image.