



# **MAMMOTH**

Brand Guidelines



# IDENTITY TOOLKIT

The core of the Mammoth brand is the same. We are shifting to Black and White as main colors. Bright Green will still be used minimally. Blue can be used in certain applications. Please consult with Mammoth Creative Co. for approval.

## Main Combo Lockup



## Main Wordmark Lockup



## Wordmark



## Icon Variations



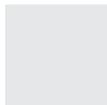
## Color Palette



### White



### Light Gray



### Bright Green (minimal use)



### Dark Navy (special applications only)



### Black



CMYK: 0, 0, 0, 10  
RGB: 230, 231, 232  
#DFDEDE  
\*Pantone P 179-2 C

CMYK: 18, 0, 82, 0  
RGB: 219, 228, 66  
#DBE442  
Pantone 380 C

CMYK: 100, 71, 39, 90  
RGB: 8, 31, 44  
#081F2C  
Pantone 5395 C

\*A direct Pantone color match does not exist. The Pantone closest to the brand color has been provided.

# MAIN COMBO LOCKUP

Uses and guidelines.

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## Clearspace

In order to maintain the integrity of the logo, it is important that no other logos, type or graphical elements infringe on its space.



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## Minimum

The minimum size of the logo that may be used for print application is 1" high x 1.5" wide.



# MAIN WORDMARK LOCKUP

Uses and guidelines.

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## Clearspace

In order to maintain the integrity of the logo, it is important that no other logos, type or graphical elements infringe on its space.



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## Minimum

The minimum size of the logo that may be used for print application is .5" high x 2.4" wide.

**MAMMOTH**  
SPORTS CONSTRUCTION

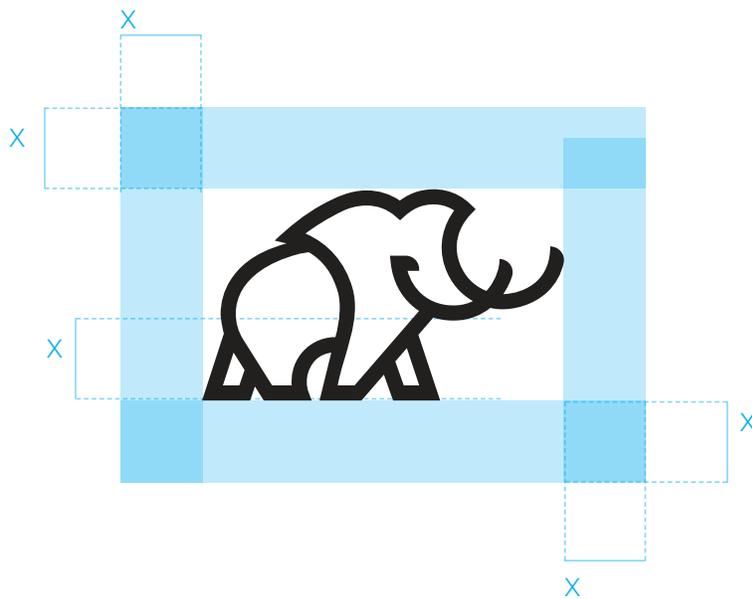
# ICON

Uses and guidelines.

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## Clearspace

In order to maintain the integrity of the icon, it is important that no other logos, type or graphical elements infringe on its space.



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## Minimum

The minimum size of the icon that may be used for print application is .5" high x .85" wide.



# VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved logos, lock ups and color combinations. These potential violations apply to all Mammoth Sports Construction visual elements.

Do not use unapproved colors



Do not distort or skew.



Do not rotate in any manner.



Do not outline.



Do not add any effects.



Do not crop.



Do not recreate or rearrange.



Do not alter size ratios.



Do not alter color pairings.



# TYPOGRAPHY

NTF - Grand Bold is the primary typeface for titles and headers.  
Rift is used for all sub headers and Montserrat for all body copy.

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## Typefaces

### NTF-GRAND BOLD

ACDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### RIFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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## Usage Example

Header ———— | **NTF - GRAND BOLD**

Sub Headings ———— | RIFT

Body Copy ———— | A field is never just a field. It is a symbol of pride for a community. It is a battleground where virtues instilled by years of hardwork unfold. It is a point of pride that is unmatched. A field is never just a field.