Ultra-Trail Monarque

ULTRA-TRAIL MONARQUE

GRAPHIC GUIDELINES

BY LEEROY
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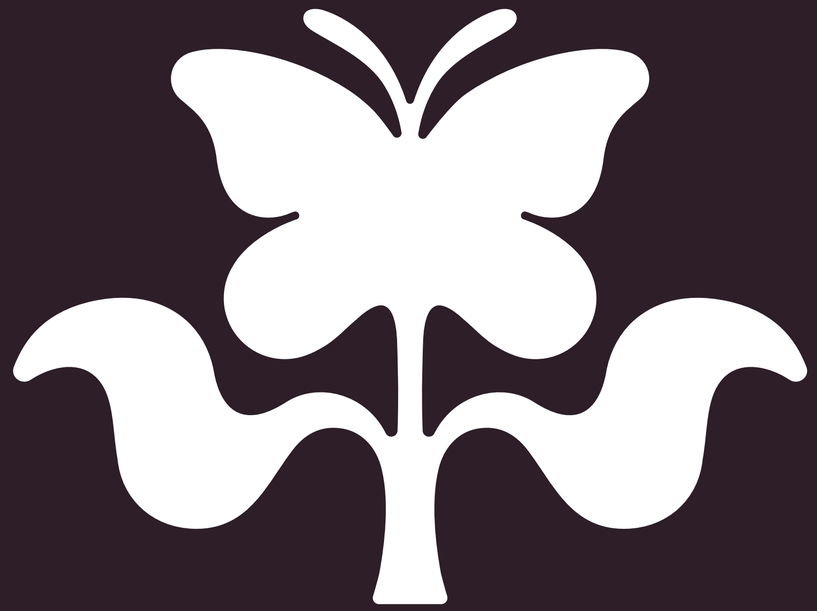
BRAND BOOK



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1. LOGOTYPE

Logotype

The logotype is available in specific colour versions (CMYK, HEX and RGB) for printed and digital platforms.

To ensure consistency and absolute brand recognition through all platforms, these versions must always be used.

Ultra-Trail
Monarque

Logotype - Black & White

The black and white Ultra-Trail Monarque logotype is to be used only in circumstances when colour representation is not an option.

Note: Never use the black and white version of the logo when the core colour is available.

Ultra-Trail
Monarque

Logotype - Colour

The Ultra-Trail Monarque logotype is primarily used in the Monarch brown. This is for applications on the secondary colour backgrounds and on light background images.

For secondary colours, the logotype can be used in these colours when the background is dark, for maximum readability.

Note: Never use colourful logos on background photos that don't contrast with logo. Readability is very important to the brand.

Primary logo colour - use on light backgrounds and images.

Ultra-Trail
Monarque

Secondary logo colours - use on dark backgrounds and images

Ultra-Trail
Monarque

Ultra-Trail
Monarque

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Monarque

Ultra-Trail
Monarque

Logotype - Restricted use

Ultra-Trail Monarque

Do not cut or crop logo

Ultra-Trail Monarque

Do not change or add to the brand colours

Ultra-Trail Monarque

Do not change the size ratio

Ultra-Trail Monarque

Do not add items over/or under the logo

Ultra-Trail Monarque

Do not use yellow logo on light background. Readability is important.

Ultra-Trail Monarque

Do not add visual items (e.g., a shadow)

Ultra-Trail Monarque

Do not change the transparency

Ultra-Trail Monarque

Do not deform

Do not put logo on backgrounds that don't contrast with logotype. Readability is important.

2. SYMBOLS

Symbol 1

Butterfly trail

The symbol is available in specific colour versions (CMYK, HEX and RGB) for printed and digital platforms.

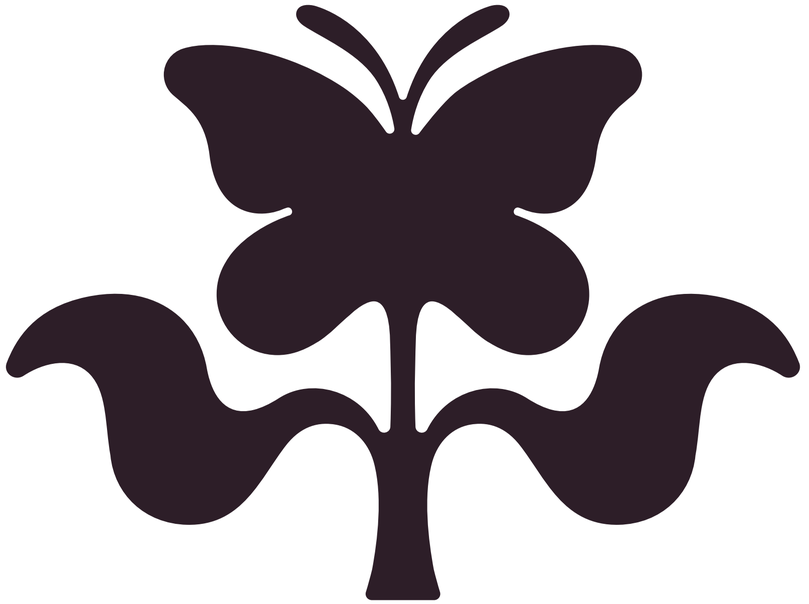
To ensure consistency and absolute brand recognition through all platforms, these versions must always be used.

Symbol 2

Butterfly flower

The symbol is available in specific colour versions (CMYK, HEX and RGB) for printed and digital platforms.

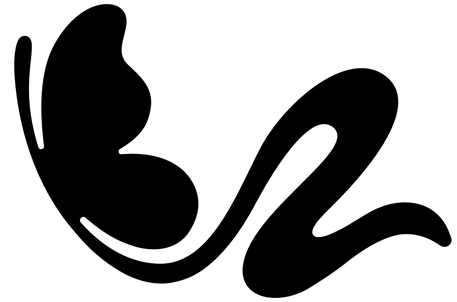
To ensure consistency and absolute brand recognition through all platforms, these versions must always be used.

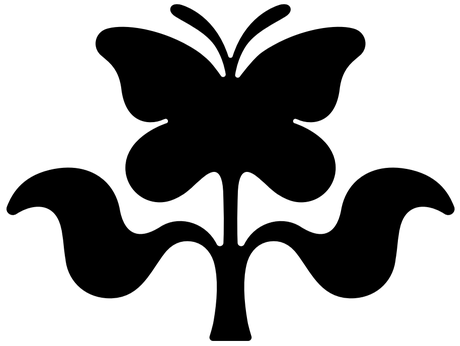


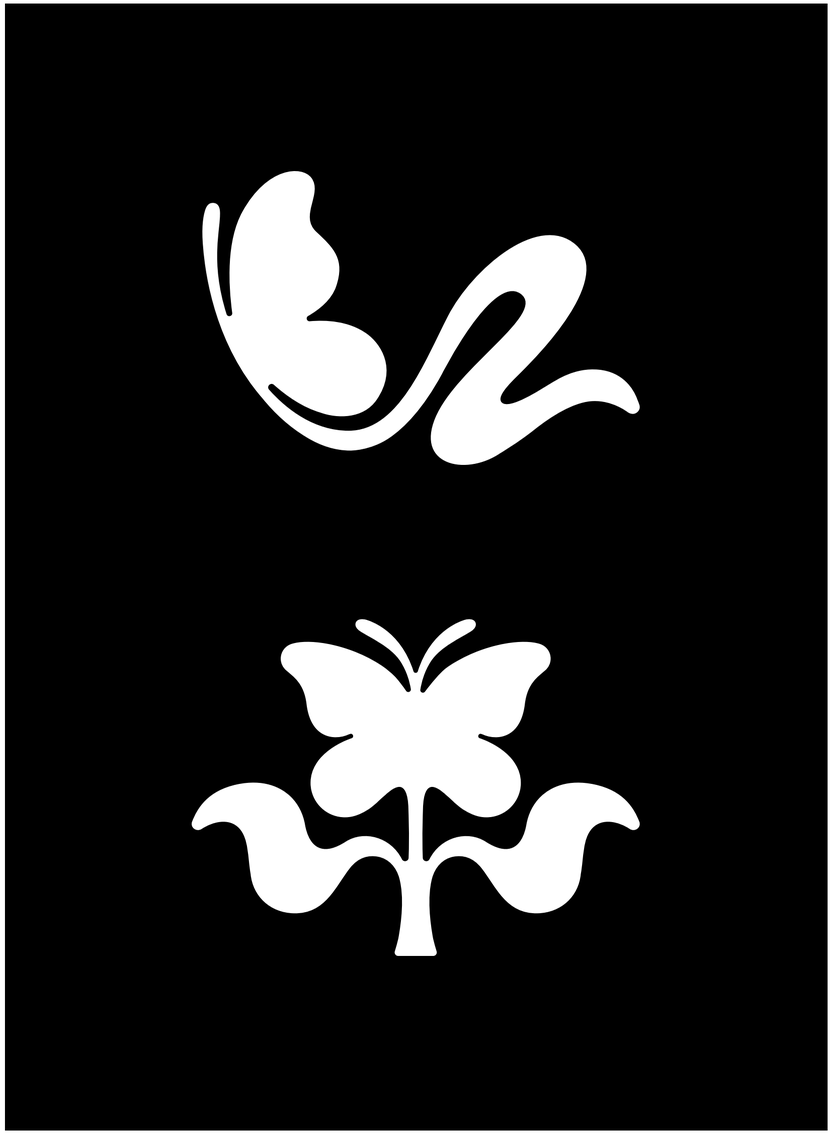
Symbols - Black & White

The black and white butterfly trail and butterfly flower symbols are to be used only in circumstances when colour representation is not an option.

Note: Never use the black and white version of the symbols when the core colour is available.





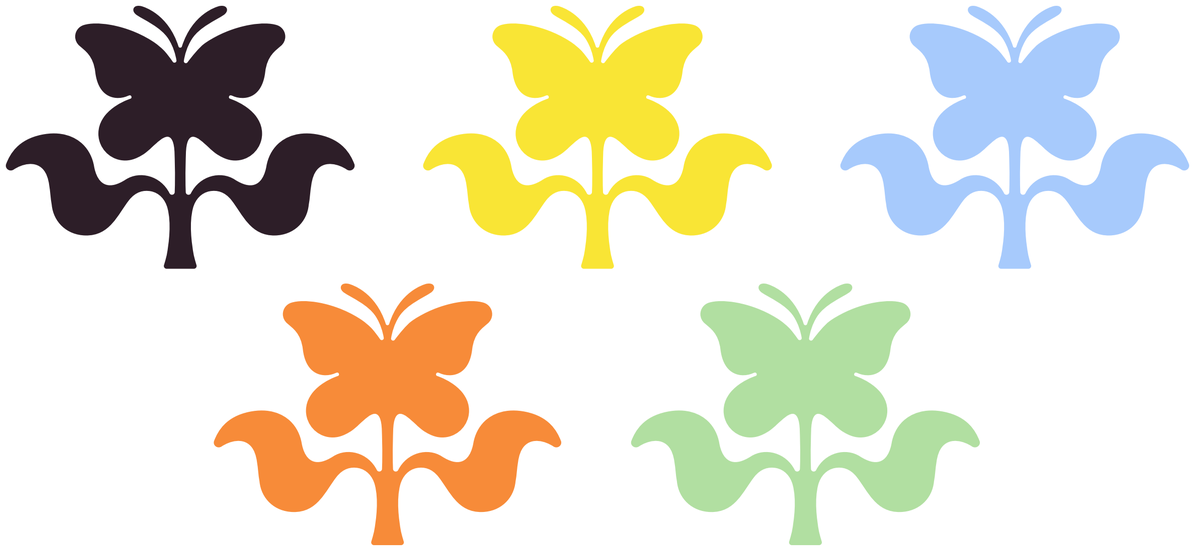


Symbol - Colours

Symbols 1 & 2 in brand colours.

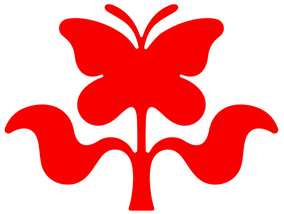
Symbols will be in brown when alone or accompanying a design, as a small statement for the brand.

Symbols will be in colour for impactful reason, can be colour on colour for background, in large.



Symbols - Restricted use

Do not cut or crop the symbol



Do not change the colours

Do not flip or slant the symbols

Do not use these symbols beside each other

Do not use yellow symbol on light background.
Readability is important.

Do not add visual items (e.g., a shadow)

Do not change the transparency

Do not deform

3. COLOURS

Colour palette

Monarch muse brown

CMYK	66 / 78 / 56 / 68
RGB	48 / 29 / 41
HEX	301D29

Sunshine yellow

CMYK	4 / 4 / 100 / 0
RGB	252 / 230 / 0
HEX	FCE600

Positive periwinkle

CMYK	33 / 12 / 0 / 0
RGB	159 / 202 / 255
HEX	9FCAFF

Monarch orange

CMYK	0 / 55 / 86 / 0
RGB	255 / 133 / 18
HEX	FF8512

Trail green

CMYK	36 / 0 / 52 / 0
RGB	145 / 228 / 146
HEX	91E492

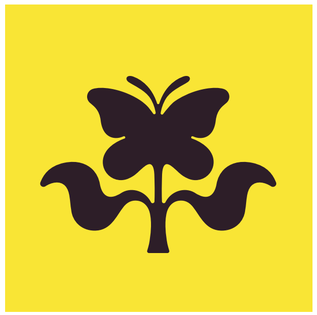
Application examples

Monarch muse brown:

This colour is taken from the dark brown veins of the monarch butterfly wing. Due to its dark hue, we will use this primarily on the logotype / symbols and typography for maximum readability. For use on the light colour background or on photos with light colours for maximum contrast.

Sunshine yellow, Positive periwinkle, Monarch orange and Trail green:

These happy colours are inspired by nature, the colours of the monarch and the trail Anthony will be on. Due to these colours being lighter, they will be used primarily for background colours and photo frames. For secondary uses, we can use these colours on logotype, symbols and typography when the background is dark, in exchange for the usual brown - for maximum readability. For cropped symbols use in background, this will be a colour-on-colour application.



Primary use:

- Logotype
- Symbols
- Typography

Primary use:

- Background
- Photo frame
- Symbol cropped
- Layered shapes

Secondary use:

- Logotype
- Symbols
- Typography

4. FONTS

Headline font

NEUE MONTREAL MEDIUM

USE IN ALL-CAPS

ABCDEFGHIJKLMOPQRSTUVWXYZ
012456789
€$@#?!
www+-x=①%❶
←↑↓→&©¶∅

Bodycopy font

Neue Montreal Regular

Use in sentence / lowercase

ABCDEFGHIJKLMOPQRSTUVWXYZ
abcdefghijklmopqrstuvwxyz
012456789
€$@#?!
www+-x=①%❶
←↑↓→&©¶∅

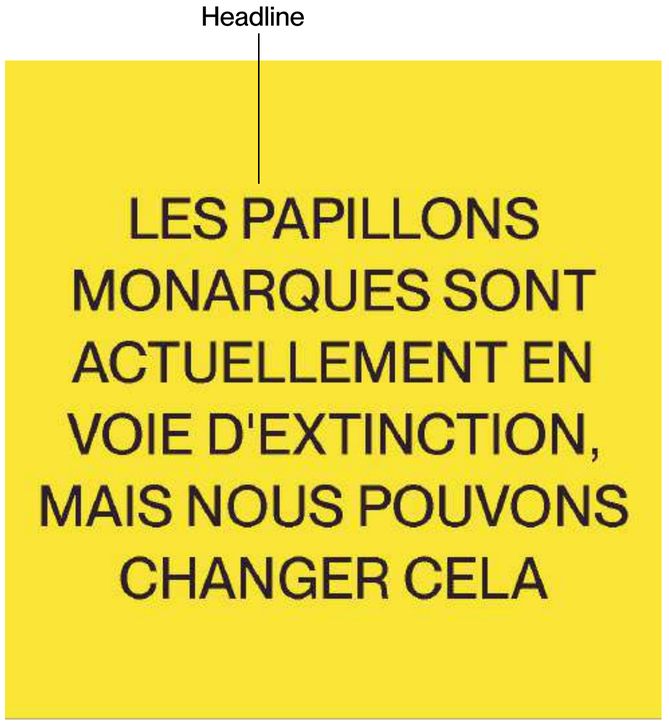
Application examples

Headline font: Neue Montreal Medium

- Titles & Headlines
- Short quotes and intro texts
- All caps, ex: CANADA

Bodycopy font: Neue Montreal Regular

- Descriptive text
- Paragraphs of text
- In sentence case, ex: Aout 2023

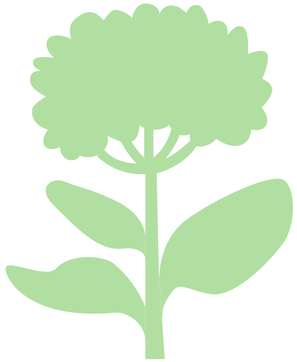


5. GRAPHIC ELEMENTS

Graphic elements - Vector

Butterfly wing frames / trails & roads

Nectar flower & milkweed icons



Organic shapes

Butterfly wing background

Graphic elements - Half-tone photos

Application examples

These graphic elements add depth, colour and form to the visuals. They are used as:

- Graphic, butterfly wing inspired frames overlay on top of images of nature / butterflies / flowers
- Organic shapes for images of Anthony running or of locations. Overlay on top of image.
- Icons of flowers to overlay on top of flower image
- Background pattern for sponsor posts

6. APPLICATIONS

ciele™
ATHLETICS

ciele
Ultra-Trail
Monarque

M.M.
Ultra-Trail
Monarque

SEED THE WAY