

**The  
Brian  
Moun+**  
**Identity  
Guidelines**

**The Logo:**  
**M Brian Moun+**

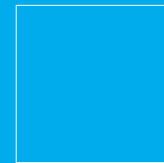
**Designed  
by the  
man himself.**

Logo should always go  
wth bacon,  
but never  
with mayonnaise

# The Color:

Brian  
Moun+

Process  
Blue →



Cyan: 100  
Magenta: 0  
Yellow: 0  
Key (black): 0

=

Awesomeness: 100%

The Typeface:

Helvetica

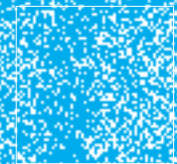
Helvetica  
Helvetica  
Helvetica  
Helvetica  
Helvetica  
Helvetica  
Helvetica  
Helvetica  
Helvetica

Neue 75 Bold  
to be exact.

From Switzerland  
to Jersey.



**The Dude:**



**Donzo!** 

