



SEARCH
MONSTER

Search Monster Brand
Guidelines

BRANDING PURPOSE

Search Monster is an SEO company sharing its products and services nationally. Its sole focus is local SEO designed to maximize website exposure, increasing a brand's experience, and leading to more reach to the desired target audience and more sales.

Search Monster's SEO is powered by AI, which analyzes on-page SEO. The SEO is optimized so that after initial set-up, it becomes a passive process controlled by powerful programs that perform website schemas and online reputation defense. Duplicate suppression, backlinks, and writing SEO articles are also constantly worked on by a knowledgeable technician.

The brand emphasizes product-driven results. The goal is to generate an SEO boost, ranking a website to the top of Google Search pages and letting it continuously grow through constant SEO optimization.

BRAND MESSAGE

Take Your business to New Heights with Local SEO

Boost your brand exposure to your audience powered by advanced technology and AI that optimizes your website for Google Search. Through Search Monster innovation, you will boost website visitors, leading to more interest in your brand, services, and products. The result is us putting you at the top of Google Search, maximizing your business growth and position in the online market. Get ready to create your impact through the power of Search Monster!

BRAND LANGUAGE

Brand language should make the client feel big in their local SEO reach. These emotions of feeling big are symbolized by the monster and reflected in the client's passion for boosting their website reach. The focus should be on elevating the client and making them think about how they can grow.

With the feeling of elevation, the nature of Search Monster's use of technology and AI should bleed throughout its brand as well. Technology and AI are associated with innovation and progress. Therefore, the brand balances between the passion of an entrepreneur's business growth and the innovative growth of advancing technology.

Keywords: Unleash, Boost, Maximize Progress, New Heights, Impact, Power

LOGO

Main Logo

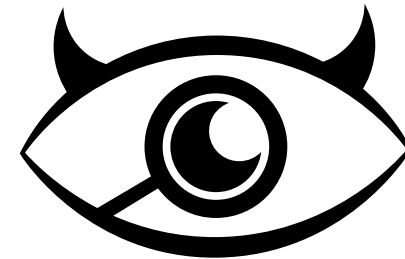


The logo is designed with a monster in mind. Because of the brand's drive to give its client's business a powerful boost, the monster appears big. But it is also not coming across as intimidating to appear as the friendly, powerful monster that takes businesses to the top of Google Search.

It also evokes the constant presence of technological involvement. The type in the logo is designed to be geometric and sharp, alluding to both the monster horns and the programmatic nature of its technology

Finalizing the logo, is its focal point, the magnifyer. It shows the monster in the logo as analytical, constantly monitoring and inspecting SEO. It draws the viewer to the iris, reminding them of its watchful eye.

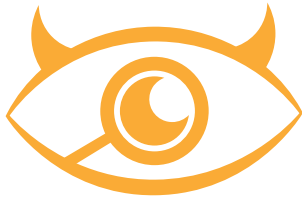
Alternative Logos



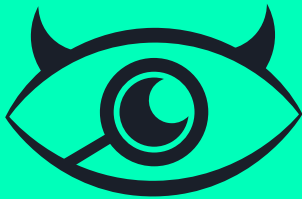
COLOR VARIATIONS



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ALT APPEARANCES

The logo has different appearances depending on how it is applied. In each version, the focal point of the logo which is the iris varies between the default in the dark logo and the inverted in the light logo maintaining the optical illusion of appearing like a natural eye.

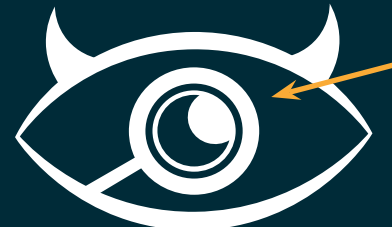
Version 1.



Iris takes on a crescent moon shape in the center when a dark logo is applied to a light background

**S E A R C H
M O N S T E R**

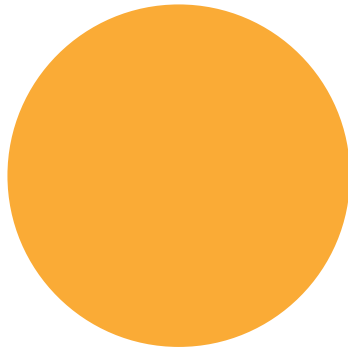
Version 1.



Crescent shape is inverted when applied a light logo is applied to a dark background

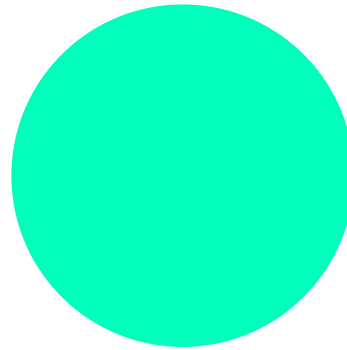
**S E A R C H
M O N S T E R**

COLOR PALLET



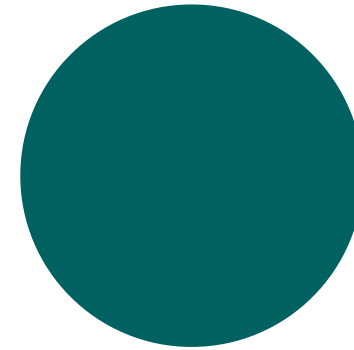
Power On

faab36
RGB: 250, 171, 54
CMYK: 0, 31.6, 78.4, 1.96



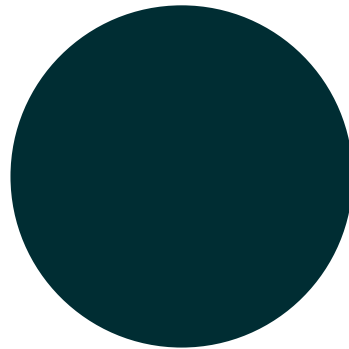
AI Memory

00ffba
RGB: 0, 255, 186
CMYK: 100, 0, 27.06, 0



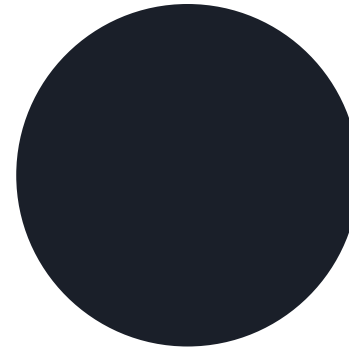
Computer Circuit

006061
RGB: 0, 96, 97
CMYK: 100, 1.03, 0, 61.96



System Starting Up

002d33
RGB: 0, 45, 51
CMYK: 100, 11.76, 0, 80



Abstract Concept

1a1e29
RGB: 26, 30, 41
CMYK: 36.59, 26.83, 0, 83.92

CORRECT LOGO USAGE



1. Never apply a logo designed for dark backgrounds onto a light background and vice versa.



2. Never apply a color to the iris that is different from the rest of the eye. The eye including the iris must all be the same color.



3. Never enlarge or shrink type in logo



3. Never invert the placement of the type for the vertical or horizontal logos

TYPOGRAPHY

Pragmatica Extended Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

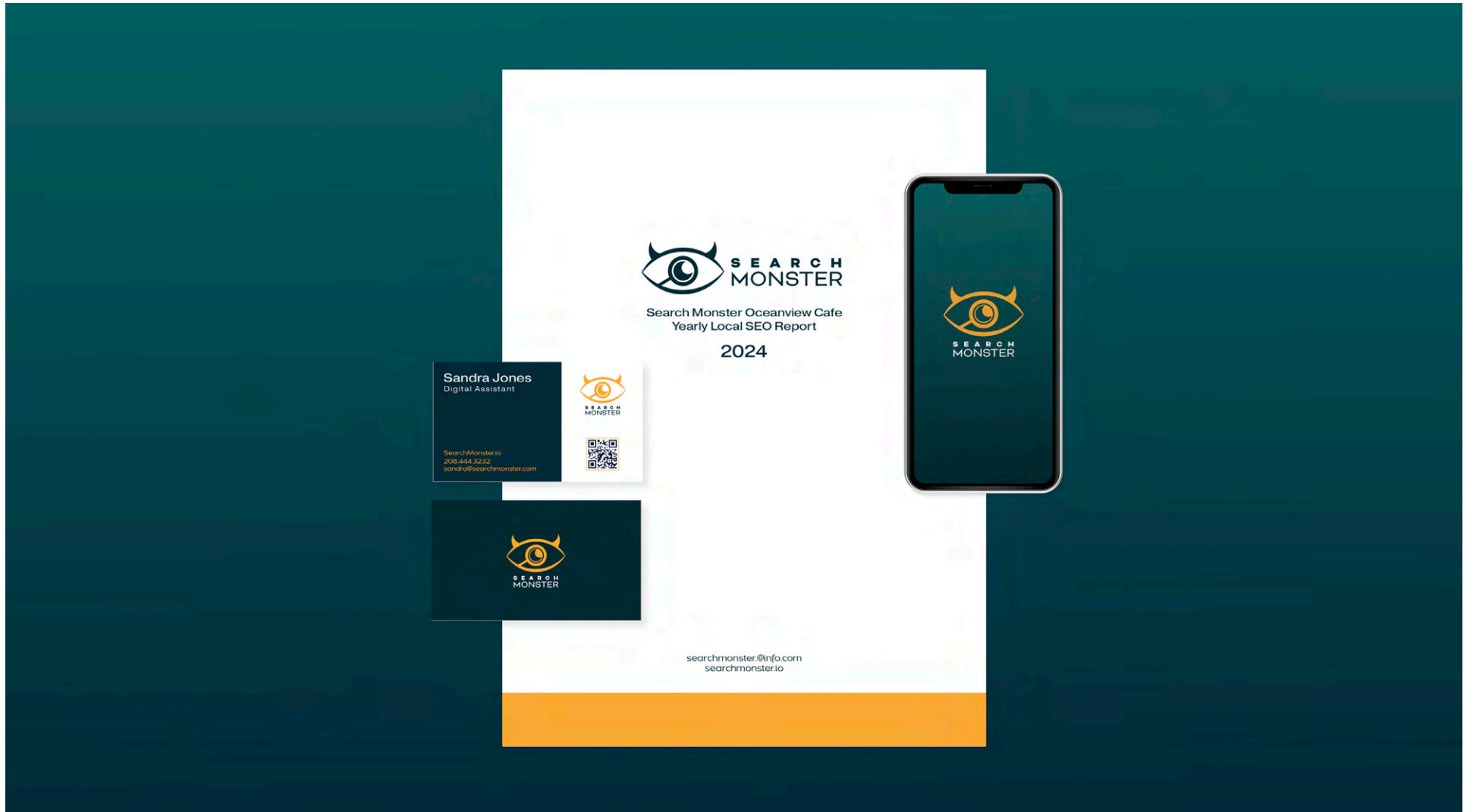
Dienstag Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BRAND APPLICATION



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