Brand Book



ONLY MONSTER

Logotype



Logotype

Main Version







Logotype

Main Version

✕ Avoid placing logo on color backgrounds.



✕ Do not recolor the wordmark in the full logo in other colors. Always white or black



✕ Monster symbol is always brown



Logotype

Variations



For extremely small or large sizes



Main version for most cases



Can be used for merch or internal communication materials.

Different variations of the logo were designed to fit all possible layouts.

Logotype

ONLY
MONSTER

In the corner

ONLY
MONSTER

Central alignment

Wordmark



Wordmark can be used separately.
Depending on the layout different
versions can be used.

Logotype

Wordmark



Logotype

Additional

ONLYMONSTER

Unofficial version of the logo
can be used for merch, internal
communication, etc.

Logotype

Safe zone & minimal size







Avoid placing any objects
in the safe zone.

Logotype

Restrictions

✕ Keep given proportions in the logo elements



✕ Do not use more than one color in a wordmark



✕ Avoid random placement of elements in the logo layout



✕ Do not change the angle of the logo



✕ Do not add a drop shadow



✕ Avoid using stroke



✕ Avoid disproportionate scaling



✕ do not use plastic or any other deformation



Mascot



Monster is the main character of the visual identity.

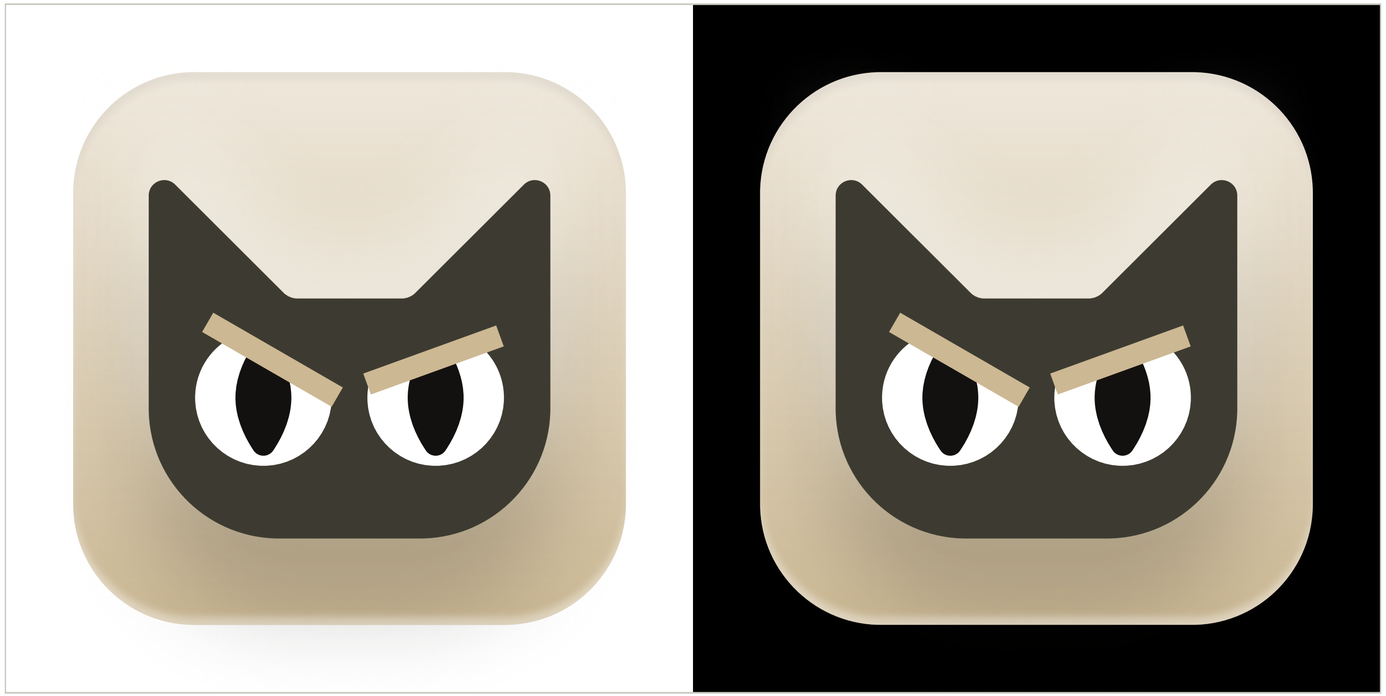
Mascot

Emojis



Monster has emotions,
his mood changes
according to the context.

App icon



Colors

Main brand colors

#	FFFFFF
CMYK	0, 0, 0, 0

#	000000
CMYK	60, 40, 40, 100

#	2F2B2C
CMYK	0, 9, 6, 82

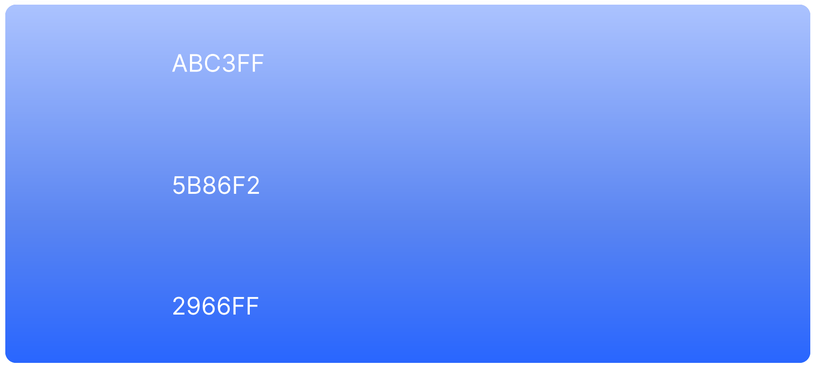
#	CCB994
CMYK	0, 9, 27, 20

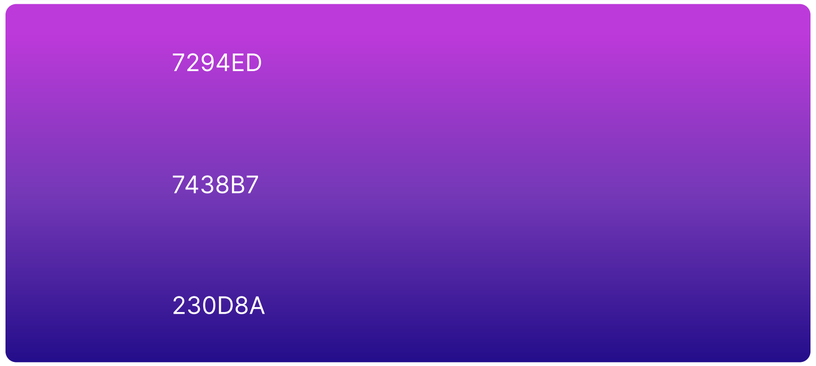
Main colors used for communication materials are black and gold.

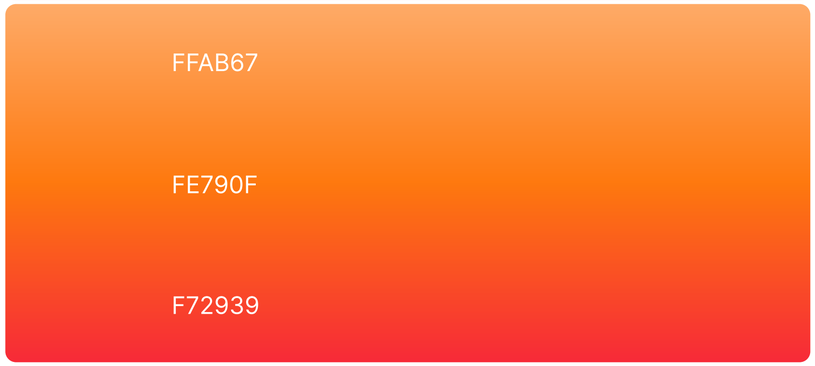
Colors

Additional palette

# ABC3FF	# BD3ADA	# FFAB67
CMYK 38, 22, 0, 7	CMYK 13, 73, 0, 15	CMYK 0, 33, 60, 0
# 5B86F2	# 7438B7	# FE790F
CMYK 70, 50, 0, 0	CMYK 37, 69, 0, 28	CMYK 0, 52, 94, 0
# 2966FF	# 230D8A	# F72939
CMYK 85, 63, 0, 0	CMYK 75, 91, 0, 46	CMYK 0, 83, 77, 3







Additional colors can be used in creating digital banners, infographics or UI elements.

Typogrpahy

Fonts

Headlines & Titles

Maison Neue

Body txt

Inter

Maison Neue and inter are the only fonts used in visual identity.

Typography

Fonts in use

Maison Neue
Extended Medium
for titles

Revenue growth

Boost your earnings with OnlyMonster

With OnlyMonster, ramp up your OnlyFans cash flow using our AI-driven features and smart earning tricks, leading you to better profits

Start Free Trial

Revenue growth

Boost your earnings with OnlyMonster

With OnlyMonster, ramp up your OnlyFans cash flow using our AI-driven features and smart earning tricks, leading you to better profits

Start Free Trial

Inter
for all
other text