



Mental

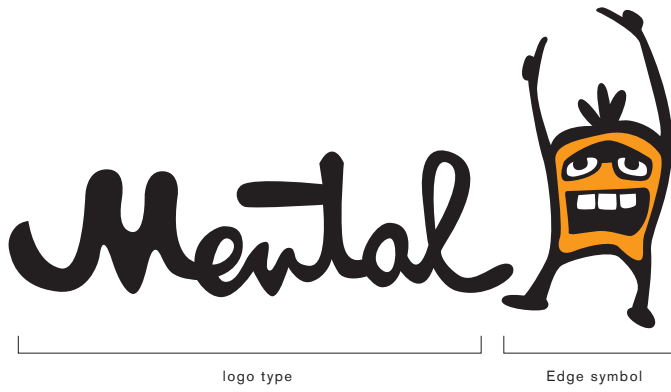
Mental 118 Ava Drive Hewitt, TX 76643



Mental Gear Graphic Standards Manual 2004

Introduction

These guidelines are intended to help anyone who is authorized in writing Mental to use Mental's logo in accordance with Mental's adopted standards. The intent of the Mental style guide is to create a common understanding of how the Mental logo can help present a cohesive, distinctive and relevant visual identity.



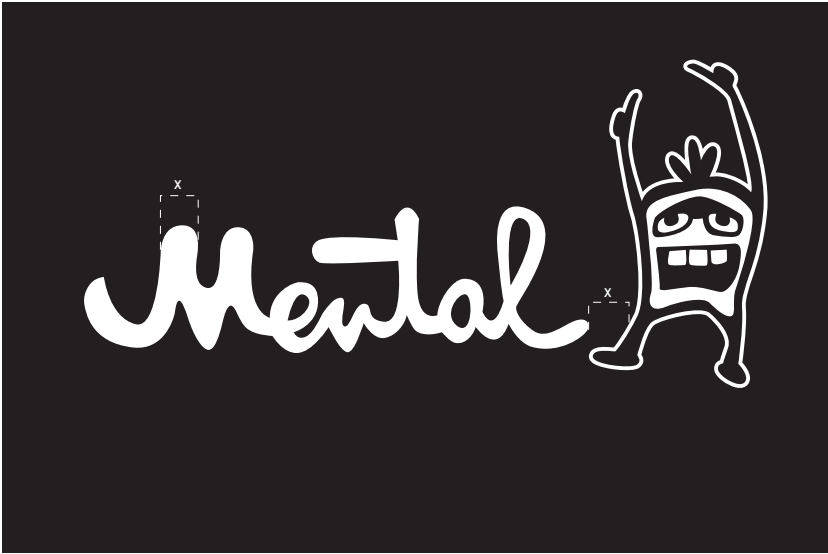
Logo Unit

The Mental logo unit consists of the Edge symbol and the logotype "MENTAL." Both symbol and logotype may appear together or seperately.



"Edge" Symbol

The Mental logo's "Edge" may be separated from the main logo unit and used on its own.



Black & White Reversed Logo

When the Mental logo is reversed, a white border measuring 0.02" must be used around the Edge symbol. When using the border, Edge must not be placed any closer to the logotype than the width of the left bend of the letter M (distance x). No gray screen can be used in place of color.



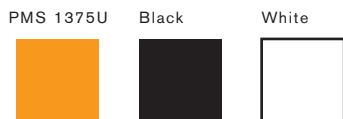
Black & White Logo

When the Mental logo is in black and white, no gray screen can be used in place of color.



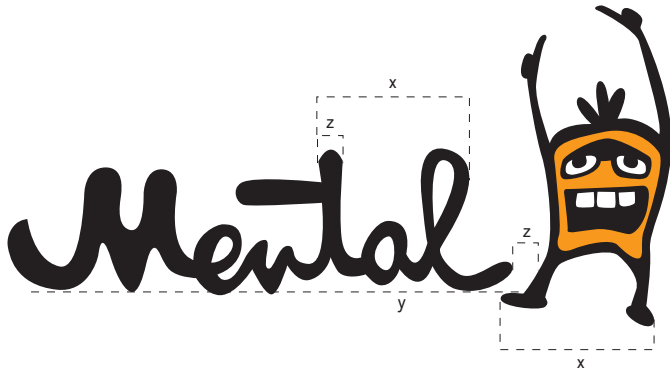
4-Color Process Logo

Cyan/Magenta/Yellow/Black



2-Color Logo (Uncoated)

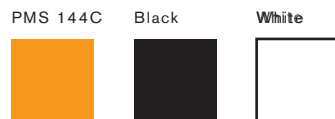
The Mental logo's primary PMS colors are PMS 1375 and black on uncoated stock.



Sizing & Space Relationships

Proper steps to determine the size of "Edge" in relation to the Mental logotype:

1. To correctly size Edge in relation to the logotype, first measure the distance between the T and L (distance x). The width of Edge's feet should be no wider than distance x.
2. Position the bottom of the letter L so that it is aligned horizontally with the top of Edge's left foot. (Line y)
3. Edge is never positioned closer to the logotype than the width of the stem of letter T (distance z).



2-Color Logo (Coated)

When printing on coated material, use PMS 144C for the orange.



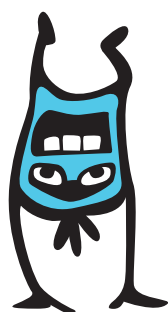
1-Color Logo

Examples of 1-color applications. PMS 144C, PMS 1375U or Black are acceptable.

6



PMS 2573C



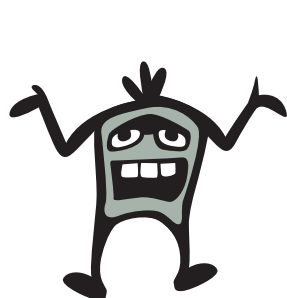
PMS 2985C



PMS 102C



PMS 144C



PMS 443C



PMS 1664C



PMS 144C

Variant Edge Poses

These poses may be used when "Edge" is featured individually. These poses are variations that may appear individually but are not meant to replace the Edge symbol in the Mental logo.

Secondary Typeface Examples

Examples of secondary typeface applications based on business card design.

Shinn Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (&.' ,;-/!?*@)



Primary typeface examples

Primary Typeface for Applications

The Mental logo unit's primary typeface is Shinn book. It is available from Red Rooster® typefaces for use in desktop publishing applications. Shinn is used for all main body copy.

Shinn is a Red Rooster® typeface and consists of:

light book medium condensed

bold bold italic extra bold

book italic extra bold italic

light italic medium italic

The Entire Shinn Font Family

Trade Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (&.';,-/!*@)

Trade Gothic Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (&.';,-/!*@)*



Mental Headquarters
118 Ava Drive Hewitt, Texas 76643 USA ----- Secondary typeface example

**Secondary Typeface
for Applications**

The Mental logo's secondary typefaces are Trade Gothic Medium and Trade Gothic italic. It is available from Adobe Systems for use in desktop publishing applications. The secondary typeface is used for informational copy.