



# Brand Guidelines

# The Overview

Consistency is the backbone of an authentic, trustworthy, and recognizable brand and customer experience. This means consistency in the way you look, speak to, and service your customers and target audience.

Staying consistent involves awareness, focus, and it also involves rules. That's where brand guidelines come in. Use these guidelines to ensure a cohesive look and feel for the The Suburban Monk brand across all mediums.

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Logo

# Primary Logos

These are our primary logos and the appropriate version (horizontal or square) should always be used when circumstances call for it.

The trademark symbol should always be present wherever the logo is used.



Horizontal version



Square version

# Reverse Logos

Reverse logos are the white version of the logo and should only be used on the TSM Dark Purple (see p. 12), black (such as on the Little Syd box) or a TSM approved photo where it is easily readable.



# Greyscale Logos

For use on greyscale/b&w, embossed, foiled or other one color materials.



# Division Logos

Logo versions for the affiliate  
and wholesale programs.



# Clear Space

Always maintain a clear space equal to the size of the O in the logo. For visual centering, the trademark symbol falls outside of the guideline.



# Minimum Size

Logo should never be scaled so small it renders illegible.



smallest is 3" wide



The SUBURBANMONK

smallest is 1.5" wide



# Syd Icon Graphic

Syd, the Buddha illustration, from the primary logo also comes as a standalone icon on white or in the “seal” graphic.

The trademark symbol should always be present wherever the logo is used.



# Misuse

No changes should ever be made to the logo, icon, tagline or hashtag graphics. Here are some ground rules to make sure the logo is always used correctly and consistently. These rules apply to all versions of the logos and graphics.



**THE SUBURBANMONK**

Do not—  
Apply Outlines



**THE SUBURBANMONK**

Do not—  
Apply Shadows



**THE SUBURBANMONK**

Do not—  
Change Colors



**THE SUBURBANMONK**

Do not—  
Squish/Skew



**THE SUBURBANMONK**

Do not—  
Stretch



**The Suburban Monk**

Do not—  
Adapt the logo



Do not—  
Rotate

**THE SUBURBANMONK**



# Color Palette

# Colors

## PRIMARY COLOR

Our Primary Color is TSM Dark purple and “white space” + photos of Syd!

## SECONDARY COLORS

Our Secondary Colors are TSM Light Purple and TSM High Vibe Green; used minimally.

## ACCENT COLOR

TSM Gold Gradient, used very rarely. Visually match for web applications.

## TSM ROYAL PURPLE

PMS: 2105 CP  
cmyk: 87, 99, 17, 5  
rgb: 76, 46, 123  
hex #: 4b2d7b

## TSM LIGHT PURPLE

PMS: 2665CP  
cmyk: 61, 72, 0, 00  
rgb: 120, 94, 168  
hex #: 775ea8

## TSM HIGH VIBE GREEN

PMS: 2400 CP  
cmyk: 79, 8, 58, 0  
rgb: 0, 168, 138  
hex #: 00a88a

## TSM GOLD GRADIENT

cmyk 1: 0, 24, 100, 4  
cmyk 2: 0, 24, 80, 22  
cmyk 3: 0, 33, 100, 36

# Little Syd Colors

## STATUE PMS COLOR

What the manufacturer matches.

## PRINT CMYK

When using graphics or words (such as for the color meaning cards and color guide).

## WEB COLORS

RGB and Hex numbers for use on digital materials.



**BLISSFUL BRONZE**  
Statue PMS:  
Print: 38c 54m 79y 21k  
Web: 138r 103g 65b  
Web hex: #8a6741



**SAT NAM SILVER**  
Statue PMS:  
Print: 39c 30m 29y .18k  
Web: 161r 165g 168b  
Web hex: #a1a5a8



**LUCKY PINK**  
Statue PMS:  
Print: 0c 55m 0y 0k  
Web: 255r 146g 190b  
Web hex: #ff92be



**INSPIRING INDIGO**  
Statue PMS:  
Print: 100c 94m 13y 6k  
Web: 0r 35g 139b  
Web hex: #00238b



**WONDROUS WHITE**  
Statue PMS:  
Print: 39c 30m 29y .18k  
Web: 161r 165g 168b  
Web hex: #a1a5a8



**ELEGANT EBONY**  
Statue PMS:  
Print: 0c 0m 0y 100k  
Web: 0r 0g 0b  
Web hex: #000000



**VICTORIOUS PURPLE**  
Statue PMS:  
Print: 69c 93m 2y 0k  
Web: 112r 56g 146b  
Web hex: #703892



**PRETTY PERIWINKLE**  
Statue PMS:  
Print: 66c 47m 0y 0k  
Web: 92r 131g 219b  
Web hex: #5c83db



**TRIUMPHANT TEAL**  
Statue PMS:  
Print: 85c 30m 39y 4k  
Web: 0r 135g 147b  
Web hex: #008793



**ABUNDANT GREEN**  
Statue PMS:  
Print: 89c 32m 100y 24k  
Web: 1r 108g 39b  
Web hex: #016c27



**ROCKIN' RASPBERRY**  
Statue PMS:  
Print: 13c 100m 45y .68k  
Web: 211r 29g 95b  
Web hex: #d31d5f



**RADIANT RED**  
Statue PMS:  
Print: 13c 96m 100y 3k  
Web: 207r 45g 27b  
Web hex: #cf2d1b



**OPTIMISTIC ORANGE**  
Statue PMS:  
Print: 0c 54m 96y 0k  
Web: 254r 141g 32b  
Web hex: #fe8d20



**JOYFUL YELLOW**  
Statue PMS:  
Print: 0c 19m 100y 0k  
Web: 255r 203g 0b  
Web hex: #ffcb00

A background image of a man in profile, drinking water from a glass bottle. The image is overlaid with a semi-transparent purple filter. The man is smiling and giving a thumbs up.

# Typography

# Primary Typography

Our typography family is Avenir Next, and is used in all cases possible such as print and other static graphics (where a web friendly typeface isn't needed). The Suburban Monk owns license to the Avenir Next family from FontShop.com.

## Avenir Next Bold - Headlines

*Avenir Next Demi Bold Italic -  
sub-header large*

**AVENIR NEXT BOLD - SUB-HEADER SMALL**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Avenir Next Regular - body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

# Website Typography

Web friendly (meaning they are viewable across various devices and platforms) google fonts are used on the website. Various settings of Lato for the heading styles and an easy to readable Source Sans Pro for the body copy.

**H1: Lato Normal 400,  
Size: 70px, Line Height: 30px**

**H2: Lato Bold 700  
Size: 35px, Line Height: 42px**

*H3: Lato Bold 700 Italic, Size: 24px, Line Height: 30px*

**H4: Lato Bold 700, Size: 24px, Line Height: 30px**

**H5: Lato Normal 400,  
Size: 30px, Line Height: 34px**

**H6: LATO BOLD 700, SIZE: 12PX, LINE HEIGHT: 12PX,  
UPPERCASE, LETTER SPACING: 1, USED FOR CAPTIONS**

**Body Copy: Source Sans Pro Normal 400,  
Size: 18px, Line Height: 30px**

# Email Typography

Web friendly (meaning they are viewable across various devices and platforms) google fonts are used in the mailchimp email marketing.

**H1: Lato, Size: 40px, Style: Bold  
Line Height: Normal, Spacing -1,  
Color: #ffffff**

**H2: Lato, Size: 26px, Style: None,  
Line Height: Slight, Spacing 0, Color: #ffffff**

**H3: Lato, Size: 20px, Style: Bold,  
Line Height: Slight, Spacing 0, Color: #4b2d7b**

**Bold Subheaders: Source Sans Pro Bold  
Size: 16px, Line Height: 1 1/2 spacing, Color: #000000**

Body Copy: Source Sans Pro  
Size: 16px, Line Height: 1 1/2 spacing, Color: #000000

A purple-tinted background image showing a man in profile on the left, looking thoughtful with his hand to his chin. On the right, a hand is shown giving a thumbs-up gesture. The overall mood is positive and contemplative.

# Imagery

# On White Photography

One way Little Syd is shown is on white in full color, ordered in as close to rainbow as possible, leading with bronze & silver. The matte photos are used for all colors except bronze, silver, white and ebony.



# Environmental Photography

Big Syd, Little Syd, and Mo' Syd love to play in various natural environments. This showcases that Big and Mo' Syd are made for the outdoors as well as indoors. Mo' Syd should always be shown with something for scale so how large he is may be recognized.



# Ellen Photography

Typically Ellen is shown with Syd so that there's a lead-in back to the brand. Additionally, Syd and Ellen are typically shown in her favorite "suburban" spots.



# Fan Photography

When sharing images of Syd taken by customers, do your best to choose images that meet the guidelines. Often they need to be cropped or adjusted.



# Photography Misuse

All photography should be as clear, showing Syd in his full color and joy. To the left are some common mistakes to look out for and avoid when possible.



Do not– use imagery with bad/confusing reflections or unclear face.



Do not– change imagery to b&w.



Do not– use pixelated (low resolution) imagery.



# Graphic Elements

# Word Graphics

The Live.Laugh.Monk! tagline and #getmonked hashtag graphics should only be used via the graphic file.

The website URL should never include "www." at the beginning.

The typeface used for those graphics is not to be used as a typeface on any random item. It is very specifically used for these brand assets.

The text "Live.Laugh.Monk!" is written in a black, elegant, cursive script font.

Live.Laugh.Monk! tagline graphic

The text "#getmonked" is written in a black, elegant, cursive script font.

#getmonked hashtag graphic

The text "TheSuburbanMonk.com" is in a bold, black, sans-serif font, followed by "#getmonked" in the same cursive script font as the other graphics.

website plus hashtag combo

# Background Textures

Environmental images of Syd may be set to a low opacity over full TSM colors (generally the TSM royal purple), and used as a background texture.



# Highlight Shapes

Highlight shapes with background textures has a 10% image opacity. The shapes have two rounded corners and two square corners (except for when the shape bleeds off the edge as shown on the right in the quote example).

A circular brush stroke frame is also used to highlight certain images at times.



*The minute Syd arrived all the **positive energy started flowing** into the store.*

DIANE, MY HOUSE OF STYLE, MICHIGAN



# Syd Pattern

The Syd pattern should always:

- be on a white background

The Syd pattern should never:

- be faded

When including graphic elements:

- use the logo or tagline  
(for brand recognition)
- do not overlap on the Syds



Do not—  
fade Syds or overlap with graphics

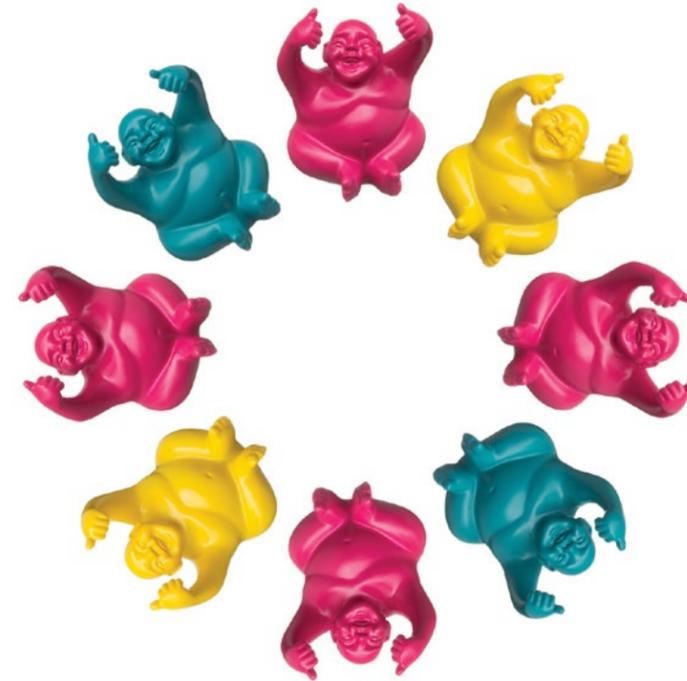
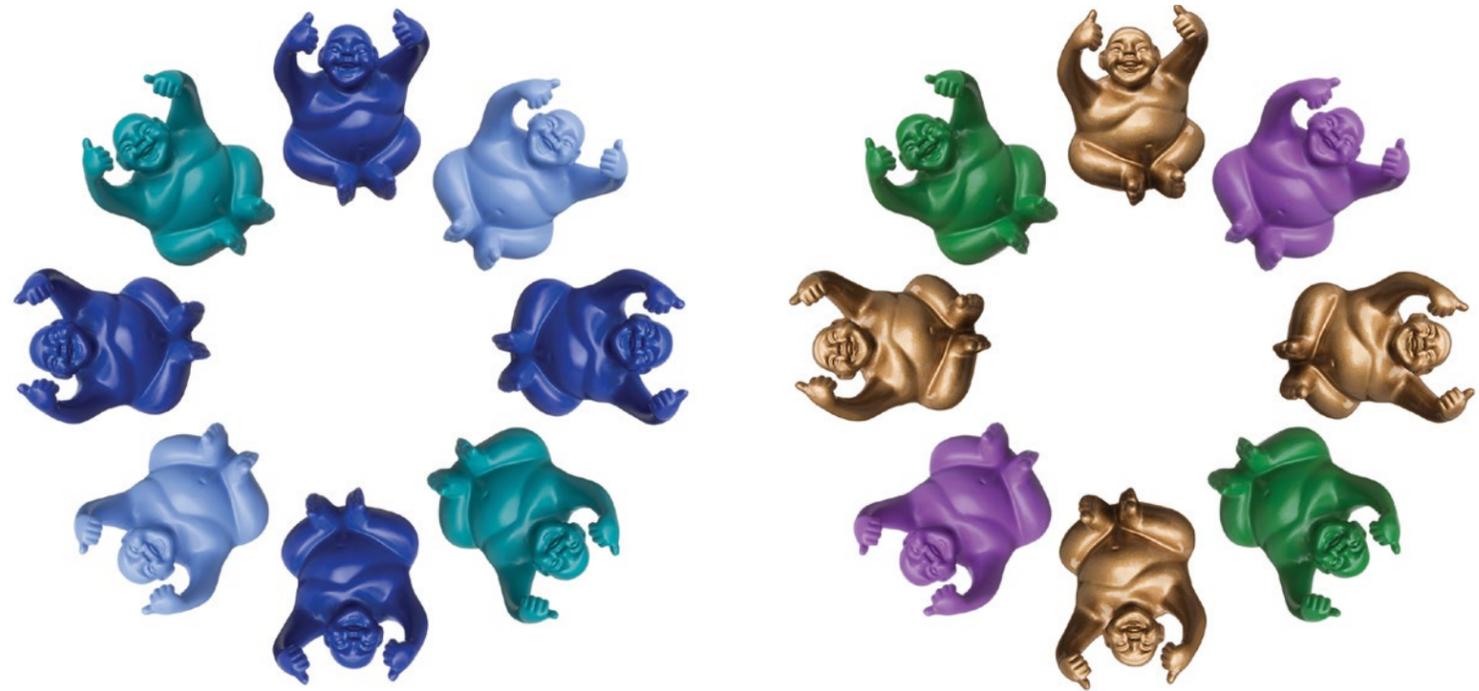
# Syd Full Mandala

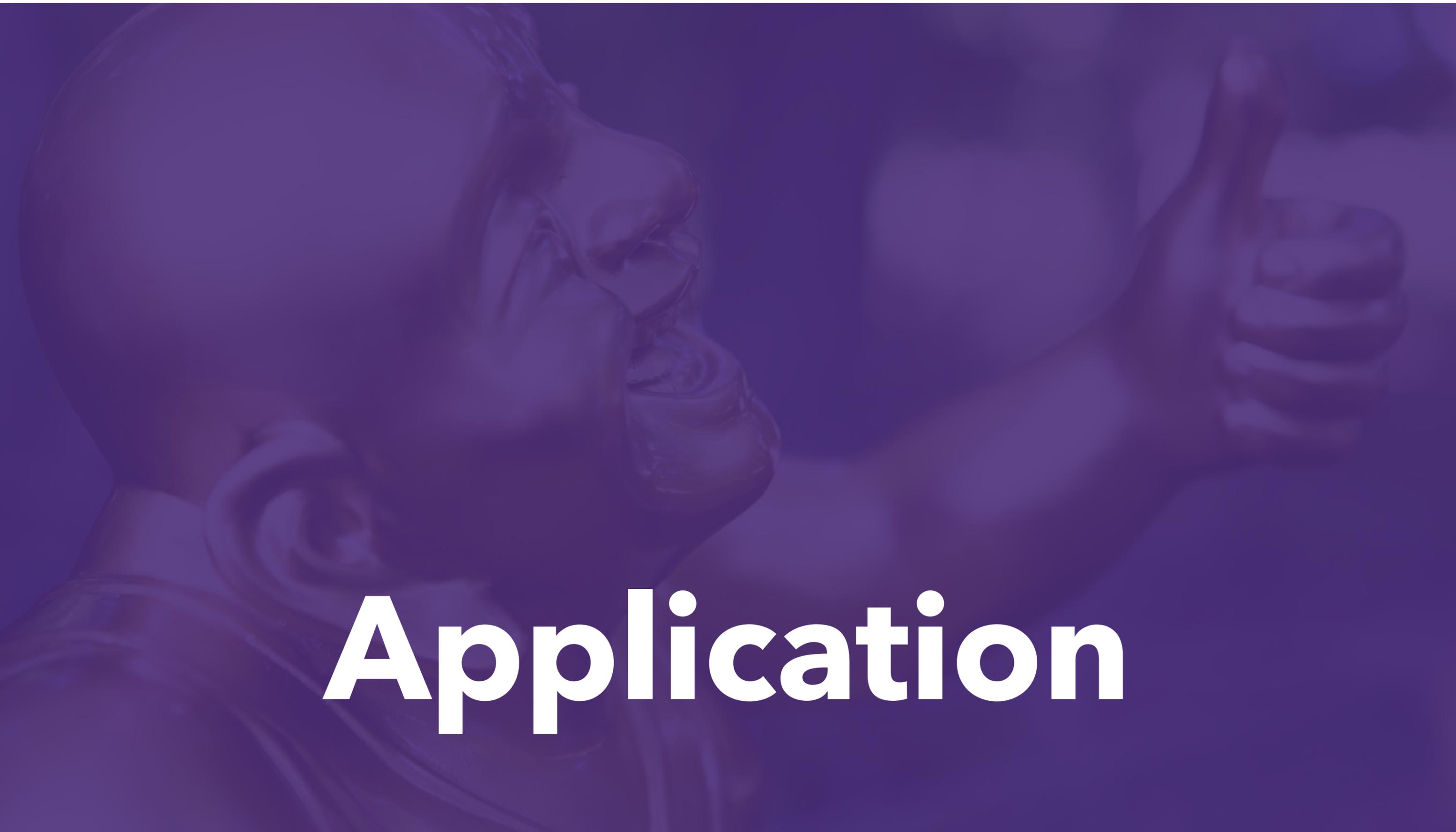
The Little Syd Full Mandala shows all 14 colors of Little Syd in rainbow order. The graphic shown on the right may always be used, except for the words in the middle may not be wanted or changed depending on the design. If the words are changed, Avenir Next Bold or Demi-Bold may be used as the typeface.



# Syd Mini Mandalas

Mandalas featuring any color combo.





# Application



**Syd Warms Hearts & Homes Across the World**  
 See what's new and learn more about Little Syd, Big Syd and Monumental Syd at [TheSuburbanMonk.com](http://TheSuburbanMonk.com).



## Live. Laugh. Monk!



**BLISSFUL BRONZE**  
wealth, success, abundance

**Hi! I'm Syd!**  
I want to help color your world.  
Get ready for some magic!  
[TheSuburbanMonk.com](http://TheSuburbanMonk.com)



**SAT NAM SILVER**  
reflection, insight, wisdom, new doors open



**LUCKY PINK**  
compassion, nurturing, love, kindness, hope



**WONDROUS WHITE**  
purity, innocence, faith, light, angels, safety



**INSPIRING INDIGO**  
intuition, perception, higher mind, third eye



**ELEGANT EBONY**  
power, elegance, protection, discipline



**VICTORIOUS PURPLE**  
enlightenment, nobility, ambition, royalty, dignity



**PRETTY PERIWINKLE**  
peace, equanimity, soothing, true voice



**TRIUMPHANT TEAL**  
freedom, openness, depth, imagination, trust, loyalty



**ABUNDANT GREEN**  
abundance, money, renewal, rebirth



**ROCKIN' RASPBERRY**  
the heart, open, bright, pure, powerful love



**RADIANT RED**  
passion, action, survival, leadership



**OPTIMISTIC ORANGE**  
uplifting, rejuvenating, spontaneity, positivity



**JOYFUL YELLOW**  
joy, hope, happiness, fun, enthusiasm



### Hello! Meet Syd, the jolly, thumbs up monk!

Carlos Santana Has one. So does the Dalai Lama. He's even had an audience with the Pope! Born in 2012, Syd was created by The Suburban Monk herself - Founder & CEO, Ellen Atkins. Ever since, he has been sweeping the world and sharing his magic. He comes in two sizes, a variety of colors, and soon will be accompanied by a range of accessories. Your customers are just going to love him!

Syd's uses are endless. The small version, Little Syd, comes in 14 different colors, each with a color meaning card. Customers use him as a meditation buddy, take him on vacation, and put him on their dashboard for good luck. Also, his thumbs-up design makes him the perfect ring holder.

The large version, Big Syd, is offered in 2 colors - stunning gold and clean white. Big Syd is ideal for the table or counter and his weatherproof design makes him a patio showpiece. His open hand holds key, jewelry, candles and inspirational messages. He can also be dressed in different outfits - both kids and adults love him!

#### Current retailers are raving about Syd!

*"The minute Syd arrived all the positive energy started flowing into the store."*  
 - DIANE, MY HOUSE OF STYLE, MICHIGAN

*"Putting Syd in my office led business to BOOM! I now have a waitlist."*  
 - DR. KELLY MATTHEW L.AC

*"Syds are selling like crazy and we've also noticed that wherever we put him, everything around him sells as well."* - CARMEN, THE GRAND SALON

**FOR MORE INFORMATION, CONTACT:**  
 Ellen Atkins / [team@thesuburbanmonk.com](mailto:team@thesuburbanmonk.com) / (973) 446-5575

#getmonked   [thesuburbanmonk.com](http://thesuburbanmonk.com)

The Suburban Monk invites people to create a life that makes sense, feels good and is so much fun! Our cornerstone product, Syd, is a smiling thumbs-up buddha like statue who is a universal symbol of encouragement and joy.



**Live. Laugh. Monk!**  
 (973) 446-5575  
[team@thesuburbanmonk.com](mailto:team@thesuburbanmonk.com)  
[TheSuburbanMonk.com](http://TheSuburbanMonk.com)





To Be Updated: Redesign in process for box and maybe cards, update logo with trademark version, update typeface to Avenir Next.

# Little Syd Packaging

Little Syd comes in a box with three cards: a color meaning card, a welcome mandala card, and a fun with Syd card.



# Little Syd Packaging

White box option for packaging that requires no card insert.

An additional option, would be to include a QR code that goes to a webpage about the color (instead of the color description printed on the box).



To Be Updated: Update logo to most current version, update typeface to Avenir Next, replace website on front with word graphic URL + hashtag (p25).

# Big Syd Hang Tag

2.7165" square in size.



To Be Updated: Update logo to most current version,  
Update typeface to Avenir Next.

# Color Meaning Cards

Box insert cards with color meaning on one side and logo on the other. Note the current typeface



**BLISSFUL BRONZE**

Bronze is the color of wealth, and success. The psychology of this color implies affluence, material wealth & elegance.

Optimistic and positive, bronze adds richness and warmth to your life. It is perfect for drawing in money and abundance.

TheSuburbanMonk.com



**OPTIMISTIC ORANGE**

Orange is optimistic. It uplifts and rejuvenates our spirit. Orange brings spontaneity and a positive outlook. It is a perfect color to use during tough economic times, keeping us motivated to look on the bright side of life.

Orange is associated with the 2nd Chakra, which is the center of creativity.

TheSuburbanMonk.com



**ABUNDANT GREEN**

Green is the color of abundance and money. It is also the color of spring, renewal and rebirth. Green provides the sanctuary away from the stresses of modern living, restoring us back to a sense of well-being.

Green is associated with the 4th Chakra and helps to open the heart.

TheSuburbanMonk.com



**WONDEROUS WHITE**

White is associated with light, goodness, innocence, purity, safety and faith. It is associated with angels, truth and considered to be the color of perfection.

In the aura, it signifies a higher level soul who is here to help others.

TheSuburbanMonk.com



**SAT NAM SILVER**

Silver opens the mind and lights the way forward. It is reflection, insight and wisdom.

From a psychology viewpoint, it signals a change in direction as it illuminates the path. It assists in opening new doors and lights the future.

TheSuburbanMonk.com



**PRETTY PERIWINKLE**

Periwinkle represents peace and equanimity. It soothes and calms the nerves, especially for those with heightened sensitivities.

Periwinkle is associated with the 5th chakra and helps us to speak our truth.

TheSuburbanMonk.com



**LUCKY PINK**

Pink is the universal color of LOVE. This color represents compassion and nurturing. Pink is intuitive and insightful, showing tenderness and kindness. Pink is a sign of HOPE. Pink calms and reassures our emotional self.

Pink is associated with the 4th chakra and helps open the heart.

TheSuburbanMonk.com



**VICTORIOUS PURPLE**

Purple represents enlightenment and combines the stability of blue and the energy of red. It symbolizes power, nobility, luxury, and ambition. Purple represents royalty, wisdom, dignity, creativity, mystery, and magic for those who resonate with the color.

Purple is associated with the 7th chakra, which is the center of our Higher Self.

TheSuburbanMonk.com



**RADIANT RED**

Red is energy, passion and action. It is associated with physical needs and our will to survive. It provides confidence to those who are shy or lack willpower. It excites the emotions and motivates us to take action. Red signifies a pioneering spirit and leadership qualities.

Red is associated with the 1st Chakra and provides a sense of stability and home.

TheSuburbanMonk.com



**JOYFUL YELLOW**

The color yellow is the color of JOY, hope, happiness & fun. Yellow is the best color to create enthusiasm for life.

Yellow is associated with the 3rd Chakra, which is all about personal power and confidence.

TheSuburbanMonk.com



**TRIUMPHANT TEAL**

Teal represents both the sky and the sea. It is associated with freedom, intuition and expansiveness.

Teal also represents depth, confidence and intelligence.

Teal is associated with the 5th chakra and helps us to speak our truth.

TheSuburbanMonk.com



**INSPIRING INDIGO**

The color of intuition, perception and the higher mind. Indigo promotes concentration during times of introspection and meditation, helping you achieve deeper levels of consciousness. It relates to the ability to see beyond the normal senses. Service to humanity is one of the strengths of the color indigo. Powerful and dignified, indigo conveys integrity and sincerity.

TheSuburbanMonk.com



**ELEGANT EBONY**

Ebony is associated with power, elegance, and protection. It implies self-control, discipline, independence and a strong will. It gives an impression of authority and power.

The color ebony absorbs negative energy. It is useful to carry something black to protect you from harm and negativity when traveling or going about your usual daily activities.

TheSuburbanMonk.com



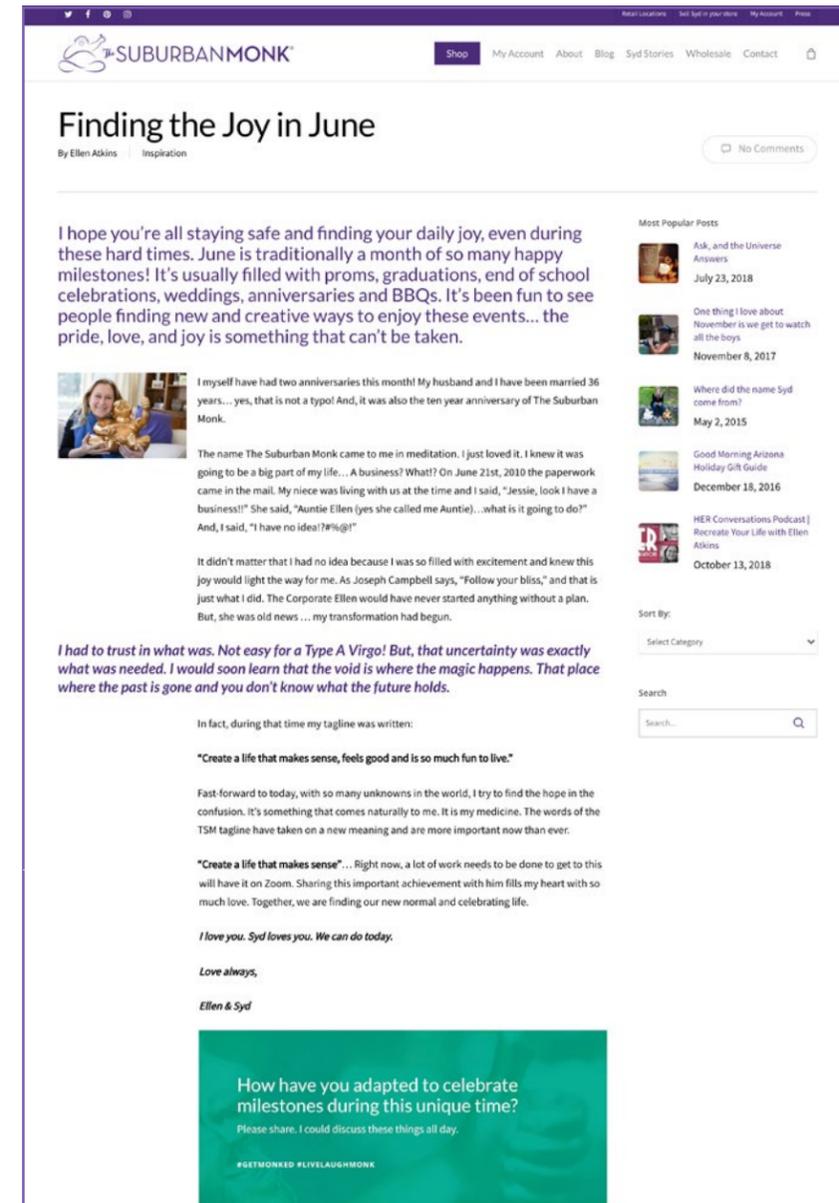
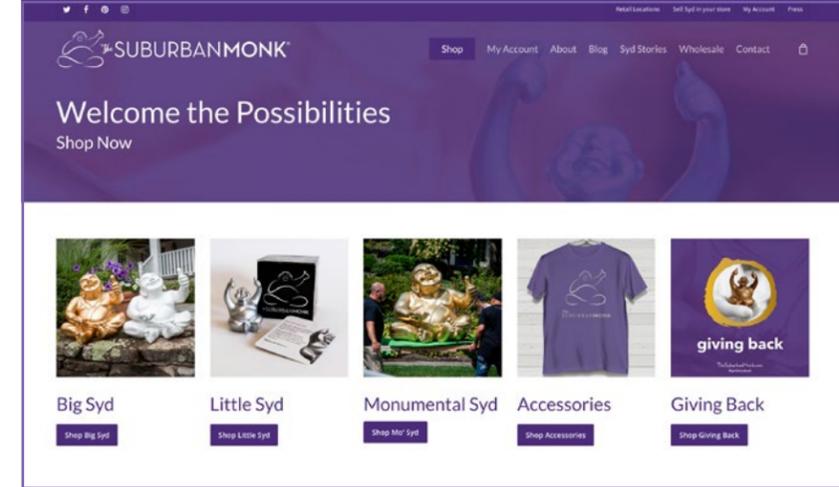
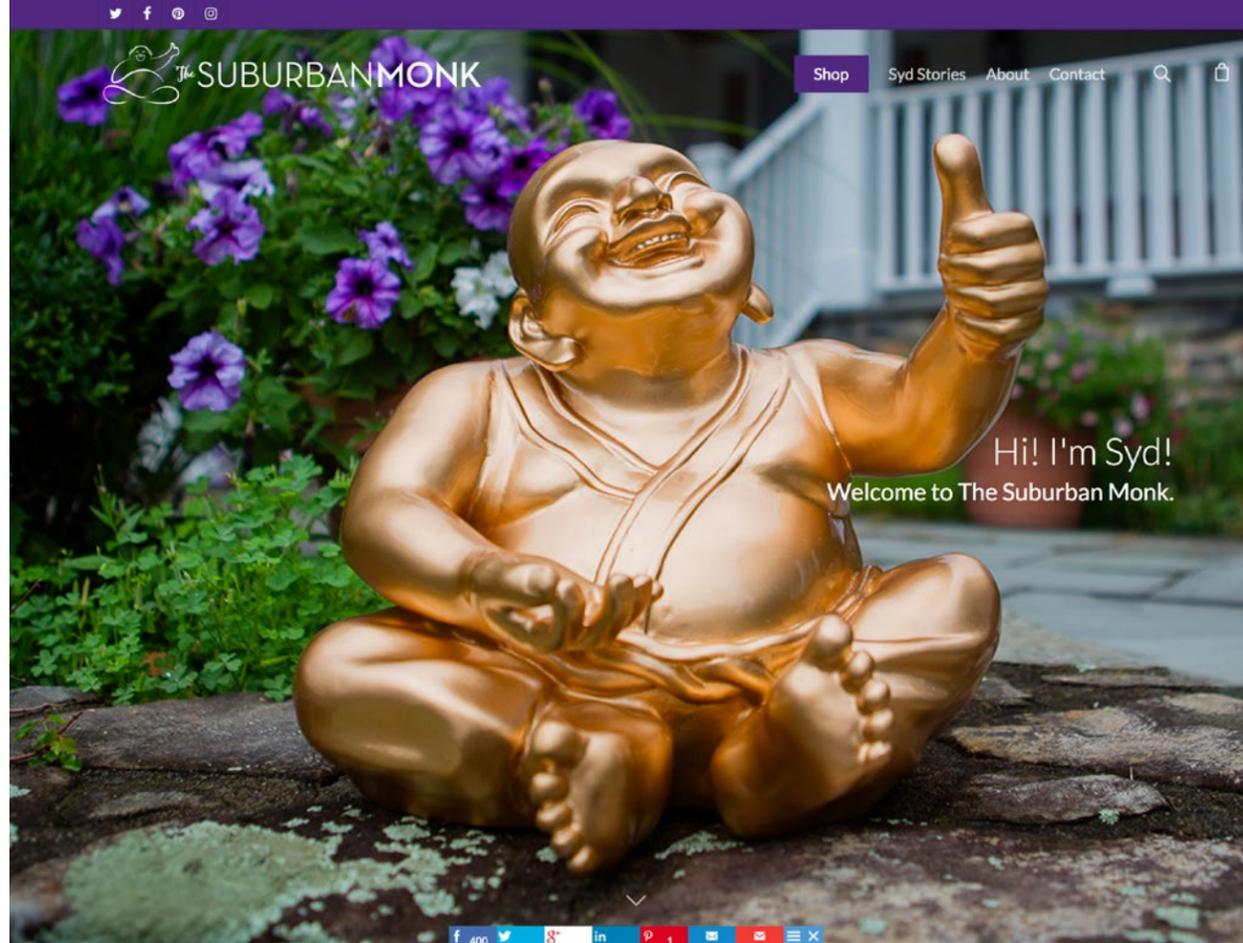
**ROCKIN' RASPBERRY**

Raspberry Syd represents the heart; open, bright & tender.

Hold Syd against your heart and feel the blush that comes from pure, powerful love.

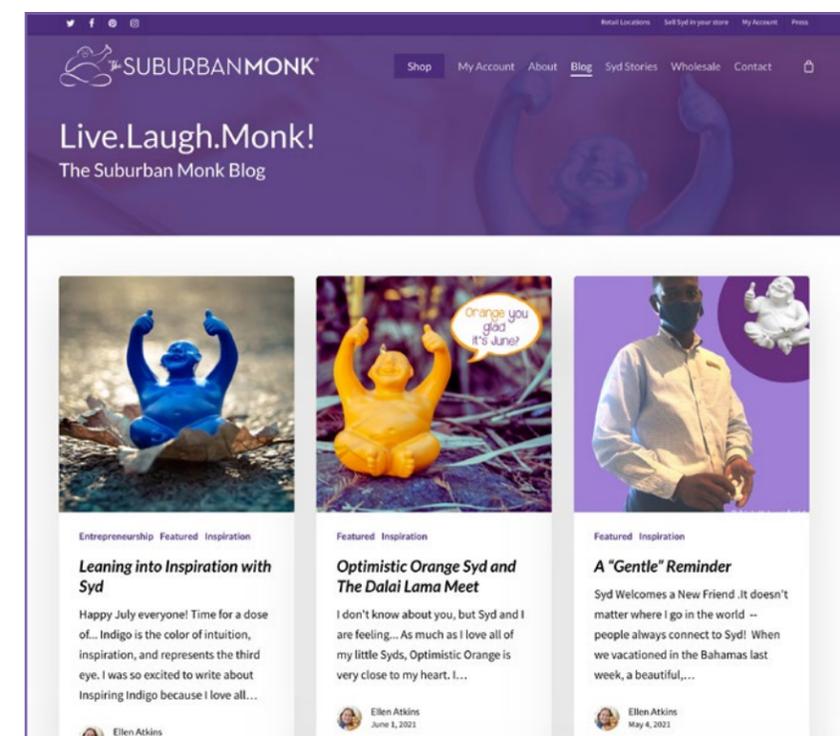
TheSuburbanMonk.com





# Website Application

The landing (home) page, shop page, blog page and blog post are shown here as examples of the website headers and styles. The blog post features an intro paragraph, pull quote and engagement prompt at the end.



# Email Application

The email is designed to be clean, simple, and easy to read, allowing the brilliance of the messages expressed and the imagery shown to shine.

[View this email in your browser](#)



"It was in that void when the past was over and the future was not clear yet that the magic happened."

ELLEN ATKINS



Hello Beautiful People,

What a week. What a month. What a year!!!! Just wow!!

Thank Goodness for Syd. He has been by my side through all of it, calming me by the hour some days. I just look at that smiling face and right away he brings back the magic, hope and joy that I simply can't live without (in case you haven't noticed). I realize now, that when I was creating Syd, he was the one who guided me to the qualities inside of myself that matter most. The ones that often get buried by adulthood and responsibility... and 30 years in corporate! And, trust me... magic, joy and hope were buried pretty deep! It's clear to me that Syd was here to guide my transformation. I didn't realize he would mean so much to the world. That was a bonus gift! Now everyone gets to enjoy him and the magic is contagious.

If someone had told corporate Ellen that she was about to go through a "transformation", she'd probably think that Oprah was going to pop out from behind a curtain with all of her top stylists. Transformation?!

## Syd Sightings

Magical moments we can all share.



Share your magical moments with Syd and tag us @thesuburbanmonk #getmonked

Make Syd Part of Your Holidays



Shop Now

## Spread the Word and Earn!

Join us in creating a life that makes sense, feels good and is so much fun!



TSM Affiliate Program



TSM Wholesale Ordering



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# Thank you!

We appreciate you taking the steps to help us protect The Suburban Monk brand.  
If you have any questions, please reach out to [Team@TheSuburbanMonk.com](mailto:Team@TheSuburbanMonk.com).