

Bull Moose Logo Usage Summary



Type 1: logo only (logo equals “bull moose” and moose icon in circle)

Type 1 logo should be used for non customer materials, paychecks, promotional materials, in-store signage and in advertising where products are described in such detail that the taglines becomes redundant.



Type 2: logo with tagline

For most external advertising, printed banners, letterhead, postcards etc.



Type 3: logo with tagline & .com

For use with items that do not confuse the marketing idea that we also have a website. Using the .com is fine for local advertising to let people know that we have a website and should be used in all materials related to marketplace orders such as address labels, bounceback cards, promotional stickers or printed items that would be produced as insertions for marketplace orders, etc.



Type 4: logo with store list (with dotcom or without)

Type 4 is for use in local but mass market print ads, or in advertising that reaches potential new customers who do not necessarily know who Bull Moose is or where the nearest store to them could be found

bull moose

Type 5: type only

Type 5 should only be used when another graphic or icon would make the moose in the circle icon become overshadowed. Use the Type 5 text only logo in producing highly graphic t-shirts, stickers, other apparel or graphically detailed promotional materials



Type 6: Moose icon only

Type 6 is used for branding internal posters, Bull Moose limited items such as hats, mugs and t-shirts as well as in situations where Bull Moose believes that the icon alone will sufficiently relay to the customer the identity of Bull Moose. The icon alone should not be used in any external marketing unless the advertising plan deems it necessary.

The following summary of Bull Moose's Logo Guidelines provides an overview for consistent usage worldwide.

Definitions

Corporate Colors

The approved colors for rendering of the Bull Moose Logo.

Legal Name

The full and formal designation of Bull Moose as a corporate entity, Bull Moose.

Bull Moose Logo

The combined use of the corporate symbol and wording.

Bull Moose Symbol

A visual identifier, such as Bull Moose's icon, which heightens the impact of the Bull Moose wording.

Bull Moose Wording

The letters that make up the Bull Moose name.

Bull Moose Logo

The Bull Moose Logo is comprised of three separate elements: The Bull Moose icon, wording and optional tagline or store list.

The Bull Moose symbol is represented by a circle with an iconic moose within, which is Bull Moose's corporate monogram. This monogram may be removed from the logo only when accompanied by another iconic piece of artwork which would conflict with the icon itself.

This icon may be used on its own without the words "bull moose" in cases where it makes a more striking visual, but is discouraged in external marketing. i.e. The icon alone is acceptable on a t-shirt, hat, sticker or on other internal marketing items such as announcement posters, employee documents etc.

The Bull Moose wording is proprietary and contains the letters that comprise the Bull Moose name. The symbol and wording should appear together. Requests to use only the symbol or only the wording must be approved by Bull Moose's [Creative Manager](#).

The rounded corner box should be used in most cases wherein the logo is light on dark but the logo may float on white when used on black & white letterheads, forms, documents, checks or when approved by the Creative Manager.

The Bull Moose Logo must be treated as a complete element and resized proportionally. To ensure readability, the logo should always appear on a contrasting background when not encompassed by the bounding box. When scaling the logo the font sizes should be proportionally resized. Do not add words or visual elements to the logo, including company subsidiaries, vendors or product names.

The tagline “Music . Movies . Video Games” should always be mixed caps and remain in the original font – Century Gothic - regular not bold. It should always be the same width as the words “bull moose” and each of the words should be separated by a bullet. It should not be altered unless deemed necessary for a specific event or campaign and alterations must be approved by the Creative Manager or Marketing Manager.

The tagline containing the store list should list the Main stores in alphabetical order with the New Hampshire stores compounded by an ampersand at the end of the list. This font should be bold and remain original and each word is to be separated by bullets and typed in mixed caps. The store list takes up two lines and should be justified on both sides and be the same width as the words “bull moose.”

Do not use the Bull Moose Logo, symbol or wording as part of a sentence or word phrase, or associate it with a nonrelated symbol or graphic element.

When reproducing the Bull Moose Logo, please use the authorized artwork provided. When referring to Bull Moose in body text, always use "Bull Moose" rather than "Bull Moose Music"

The Bull Moose Logo must *a/ways*:

- Appear in isolation, uncluttered by competing images
- Appear horizontally
- Be generated from high quality artwork
- Be positioned top left on stationary items; top left on printed envelopes; either as a full logo on bottom (middle justified) on any external marketing communications. For all internal marketing communications the icon may be used on its own and appear anywhere that makes it visible.
- In black & white print advertising it should be freestanding on the background (black on white) or incorporated into same-black areas (white on black).

Clear Space

The clear space is defined as the area surrounding the logo. The minimum distance of this space consists of one-fifth the height of the icon circle and pertains to all four sides. No written information or other company logos should appear within this space.

Corporate Colors



The use and consistency of Bull Moose’s corporate colors are important parts of our identity.

For the Bull Moose Logo, our authorized corporate color is deep blue (CMYK=100,90,10,0) (RGB= 16,16,119)

Accenting corporate colors are dark orange (CMYK=0,40,80,18) (RGB=208,126,33) and light sand gray (CMYK 8,8,15,0) (RGB=234,228,205)

The Bull Moose corporate colors for store fixturing extend to brick red/cherry red and black



In black & white applications the logo may appear in black floating on white, or in white on black (in standard rounded bounding box) as long as the .com is outlined in white as specified above or printed in 40% gray. The

circular area behind the moose icon may also appear as 40% gray as long as the moose icon is black and the circle surrounding the moose icon is white.

The logo can be reproduced on a white background or black background according to the aforementioned standards. However, using the logo on a colored background is highly discouraged unless the logo floats in high-contrast on that color or unless the white on black version is used.

Skins

Skinning the logo may be acceptable, but none of the type, line-weights, or spacing should be altered unless approved by the Creative Manager.

Typography

Never reproduce the Bull Moose wording by hand or substitute it with another typeface. Do not alter the letters, redraw them or respace the elements.

Appropriate Usage

To be visually effective, the Bull Moose Logo, symbol, and wording must be used consistently. A consistent identity is critical in attracting new customers, building a loyal customer base and redefining Bull Moose's commitment to excellence.

Reproduction

When reproducing the Bull Moose Logo in printed pieces, or electronically:

- Always use white on black when printing one-color and two-color pieces.
- Never use a screen tint or shade when reproducing the Bull Moose Logo.

All requests must be approved by Bull Moose's Creative Manager prior to printing.

Logo Usage in a 3D Format or Multimedia Environment

Requirements for this format are reviewed on a case-by-case basis. Please contact the [Creative Manager](#) for more details.

The Bull Moose Logo is a registered trademark of Bull Moose Corp. Any unauthorized use is strictly prohibited. Bull Moose reserves the right to modify its logo, symbol and wording at any time. Changes to the signature or guidelines may be made solely at the discretion of Bull Moose.

Additional Information

Bull Moose's Corporate Standards and Usage Guidelines are designed to maintain a consistent and unified treatment of the Bull Moose Logo. All vendor-created material that bears the Bull Moose Logo must be approved by Bull Moose. For questions concerning logo usage, contact the [Creative Manager](#).