



————— BRAND STYLE GUIDE —————

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PURPOSE

This Brand Style Guide has been created to help our customers, partners, licensees, outside vendors, and other third parties understand how to use our brand elements correctly, including Mean Green logos and icons. You are permitted to use the Mean Green name, logos, artwork, and other brand elements only in accordance with our Brand Style Guide. Any use of Mean Green brand elements contrary to our Brand Style Guide is prohibited.

The Mean Green logo is the visual anchor for the brand and one of its most valuable assets.

The preferred and primary ways to render the logo are as follows:

2-Color

Green (Pantone 369C) and White over a dark background

3-Color

Green (Pantone 369C), Light Grey (Pantone 422C) and White over a dark background

When the design calls for a white/light background, please use the **Light Background** versions of the logo (Pg. 4). There are subtle differences in weight that help it render better on a white/light background.



LIGHT BACKGROUND VERSIONS

When the design calls for a white/light background, please use the **Light Background** versions of the logo. There are subtle differences in weight that help it render better on a white/light background.



BLACK & WHITE VERSIONS

When print media requires a single color in black and white, please use the **Black & White** versions of the logo.



Please observe the Clear Space around the logo to maximize visual effectiveness. Nothing should intrude into this specified Clear Space. Clear Space can be calculated by dividing the total height of the logo by 4.



INCORRECT LOGO USAGE

DO NOT:

Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and outlines.

Scale the logo unproportionately.

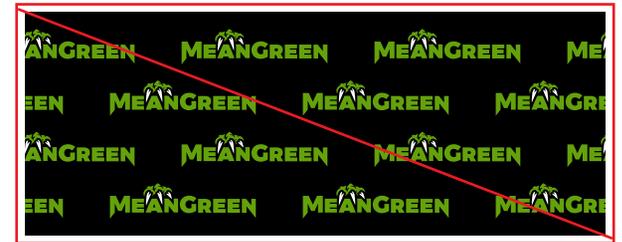
Place the logo over busy photography.

Attempt to recreate the logo with other typefaces.

Change the logo colors.

Use the logo as a repeated pattern, "wallpaper," or other decorative device.

Use the Light Background version on a dark background or vice versa.



TAGLINE

THE FUTURE IS GREEN

THE FUTURE IS GREEN

SECONDARY LOGOS

The Mean Green brand is designed to work as a system. The Secondary Logos are intended to be used for instances like badges, social media accounts, apparel, favicons, etc.



LIGHT BACKGROUND VERSIONS

When the design calls for a white/light background, please use the **Light Background** versions of the logo. There are subtle differences in weight that help it render better on a white/light background.



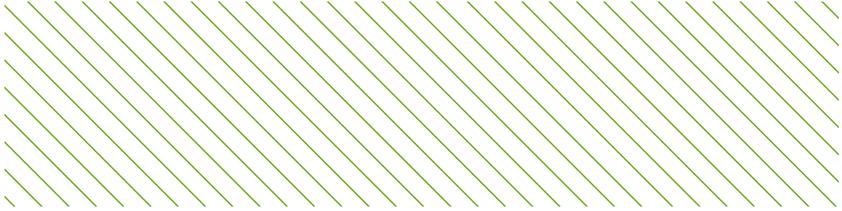
TEXT ONLY



FAVICON



DIAGONAL LINES



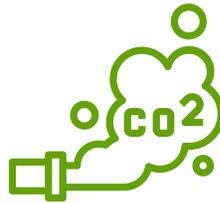
DARK GREEN GRADIENT



FEATURE BENEFIT ICONS



LOW NOISE



ZERO EMISSIONS



ZERO GAS



LOW MAINTENANCE



Typography is a key element to communicate Mean Green's unified brand stance. MONTSERRAT, ROBOTO and ROBOTO CONDENSED are the primary fonts to use for print and web applications.

FONTS (AVAILABLE AT FONTS.GOOGLE.COM)

HEADINGS: MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

300 LIGHT WEIGHT

700 BOLD WEIGHT

800 EXTRA BOLD WEIGHT

PRIMARY BODY COPY: ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

400 REGULAR WEIGHT

700 BOLD WEIGHT

SECONDARY BODY COPY: MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

300 LIGHT WEIGHT

400 REGULAR WEIGHT

SUBHEADINGS: ROBOTO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

300 LIGHT WEIGHT

700 BOLD WEIGHT

USAGE EXAMPLE:

**LOREM IPSUM
DOLOR SIT AMET
CONSECTETUR.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat pulvinar ullamcorper. Aliquam commodo, sapien at ullamcorper ornare, massa dui mollis dui, quis rutrum erat arcu quis enim. Quisque diam felis, accumsan sed mauris vel, pulvinar sodales tortor.

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT.**

Aenean convallis eu nisl et ornare. Etiam a sem sed tellus volutpat laoreet. Nullam elementum enim nec turpis euismod, eu hendrerit risus sodales. Aenean convallis eu nisl et ornare. Etiam a sem sed tellus volutpat laoreet. Nullam elementum enim nec turpis euismod, eu hendrerit risus sodales.

COLOR PALETTE



DARK GREY

COATED

PANTONE 426 C

C94 M77 Y53 K94

UNCOATED

PANTONE 426 U

C94 M77 Y53 K94

RGB

R37 G40 B42

HEX

#25282A



MEDIUM GREY

COATED

PANTONE 425 C

C48 M29 Y26 K76

UNCOATED

PANTONE 425 U

C48 M29 Y26 K76

RGB

R84 G88 B90

HEX

#54585A



LIGHT GREY

COATED

PANTONE 422 C

C19 M12 Y13 K34

UNCOATED

PANTONE 422 U

C12 M5 Y8 K28

RGB

R158 G162 B162

HEX

#9EA2A2



DARK GREEN

COATED

PANTONE 2411 C

C72 M2 Y100 K76

UNCOATED

PANTONE 2411 U

C72 M2 Y100 K76

RGB

R28 G66 B32

HEX

#113819



MEDIUM GREEN

COATED

PANTONE 7734 C

C77 M0 Y82 K65

UNCOATED

PANTONE 7734 U

C87 M0 Y96 K29

RGB

R40 G97 B64

HEX

#286140



MEAN GREEN
RAL 6018 YELLOW GREEN

COATED

PANTONE 369 C

C68 M0 Y100 K0

UNCOATED

PANTONE 368 U

C52 M0 Y86 K0

RGB

R100 G167 B11

HEX

#64A70B



BRIGHT GREEN

COATED

PANTONE 2290 C

C34 M0 Y78 K0

UNCOATED

PANTONE 2290 U

C34 M0 Y78 K0

RGB

R170 G219 B30

HEX

#AADB1E



ELECTRIC GREEN

COATED

PANTONE 2297 C

C29 M0 Y78 K0

UNCOATED

PANTONE 2297 U

C29 M0 Y78 K0

RGB

R192 G223 B22

HEX

#C0DF16



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat pulvinar ullamcorper. Aliquam commodo, sapien at ullamcorper ornare, massa dui mollis dui, quis rutrum erat arcu quis enim. Quisque diam felis, accumsan sed mauris vel, pulvinar sodales tortor. Quisque in tellus sodales, volutpat diam eu, vulputate tellus. Ut massa ante, gravida at elit sit amet, mollis malesuada lorem. Aenean convallis eu nisl et ornare. Etiam a sem sed tellus volutpat laoreet. Nullam elementum enim nec turpis euismod, eu hendrerit risus sodales. Fusce placerat rhoncus purus et pretium. Nam sit amet mi eros.



Give Us A Call:
(513) 738-4736

Find Us Online:
MeanGreenMowers.com



DECK SIZE:
72 INCHES

BATTERIES:
3-6 EACH LEM48140

WEIGHT:
1450-1800 LBS.

MOW TIME
UP TO 9 HOURS

BLADES/DECK
4 EACH

RECHARGE TIME
6-12 HOURS FULL CHARGE (240V)

SPEED
12.5 MPH

OPERATIONAL SAVINGS
\$9.00 / HOUR

LEM LIFE
6000-9000 MOWING HOURS

SOUND LEVEL
78 dB(a)

COMPARABLE HORSEPOWER
38 HP

MOWER DIMENSIONS
88"L x 74"W x 68"H (WITH ROPS)

EVOLUTION SERIES:
LITHIUM POWERED ELECTRIC
COMMERCIAL EVO-72" ZTR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat pulvinar ullamcorper. Aliquam commodo, sapien at ullamcorper ornare, massa dui mollis dui, quis rutrum erat arcu quis enim. Quisque diam felis, accumsan sed mauris vel, pulvinar sodales tortor. Quisque in tellus sodales, volutpat diam eu, vulputate tellus. Ut massa ante, gravida at elit sit amet, mollis malesuada lorem. Aenean convallis eu nisl et ornare. Etiam a sem sed tellus volutpat laoreet. Nullam elementum enim nec turpis euismod, eu hendrerit risus sodales. Fusce placerat rhoncus purus et pretium.

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