

Pure. Liquid. Courage.



Hey, man

We've made this brief guide to outline the do's and don'ts of utilizing Stunt Double brand elements, encompassing word and design marks, creative tools, and associated designs. Please adhere to these guidelines and refrain from using our brand in any manner not specified here.

Thanks and enjoy Stunt Double!



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The Script

Behind every show-stopping stunt, there's a Stunt Double making it real.

They hustle twice as hard to make the impossible look effortless.

From taking the hits to sharing the glory—it's all part of the role.

Because when it comes to getting it done, there's a little Stunt Double in all of us.



The Rules

Please utilize only the brand elements specified in these guidelines. Avoid using any Stunt Double brand assets sourced from third parties.

Please don't:

- Use the brand elements in a manner that implies a partnership, sponsorship, or endorsement by Stunt Double.
- Incorporate Stunt Double brand elements, or anything confusingly similar, into your own trademark, logo, product or service name, or domain name.
- Alter any part of the Stunt Double brand elements.
- Modify the word "Stunt Double" in any way.
- Monetize Stunt Double brand elements, such as selling Stunt Double-themed merchandise.
- Copy the Stunt Double look and feel, including imitation of the product, promotional, or advertising design.
- Feature Stunt Double brand elements in connection with any activity or material that violates our guidelines.



The Logo

If you'd like to use the Stunt Double logo, please follow these guidelines:

Do:

- Only show the logo as defined
- Follow the clear space guidance

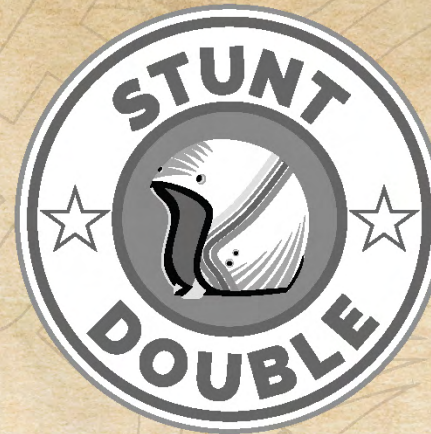
Don't:

- Alter, rotate, or modify the logo
- Obstruct the logo
- Surround the logo with other characters or elements
- Use the logo to refer to any product other than Stunt Double

The Do's



Primary Logo

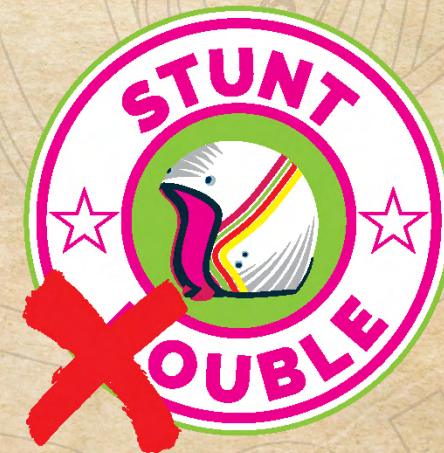


Grayscale Logo



1-Color Logo

The Don'ts



The Clear Space

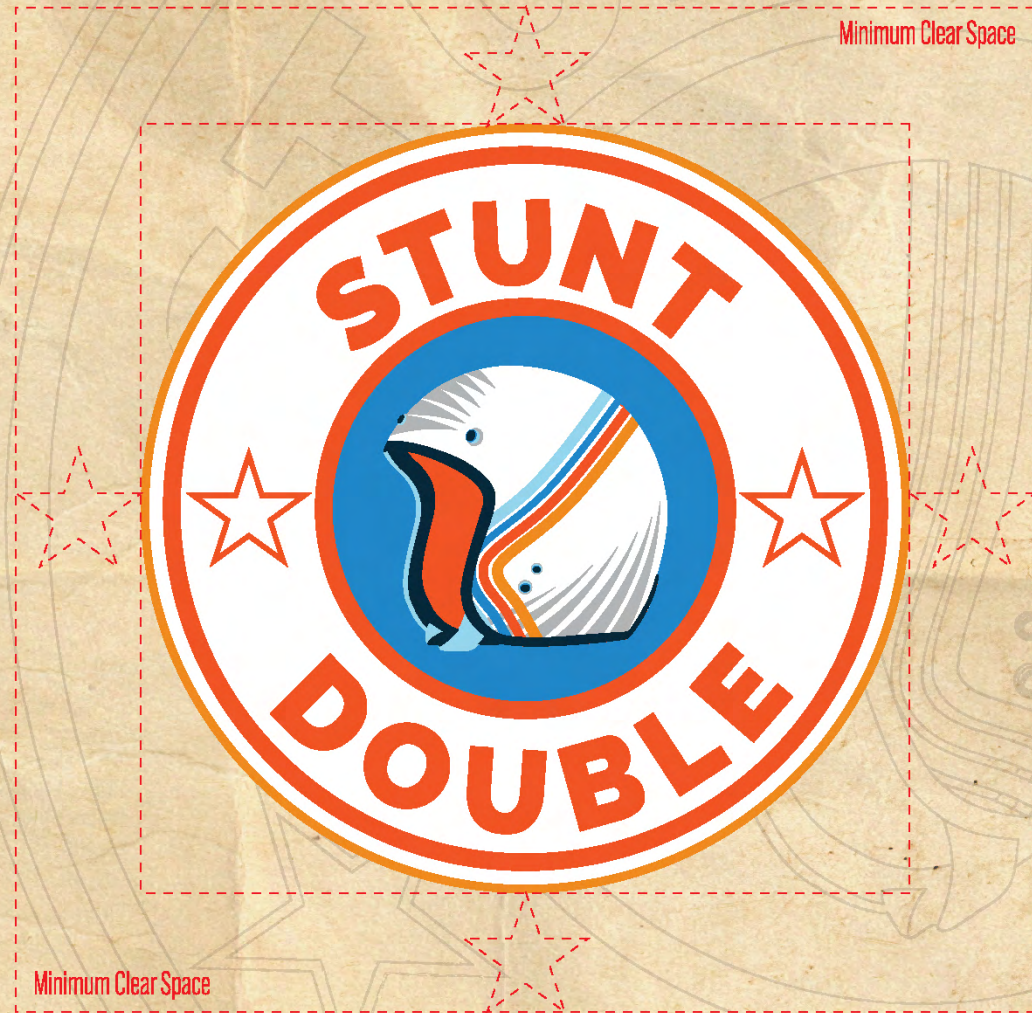
When incorporating the Stunt Double logo with other graphical elements, ensure it has adequate space around it. The empty space on each side of the Stunt Double should be at least 100% of the height of the star in the logo.

Do:

- Display the Stunt Double logo side-by-side with other logos, maintaining consistency in size.

Don't:

- Enlarge the Stunt Double logo beyond the size of your own marks or branding.



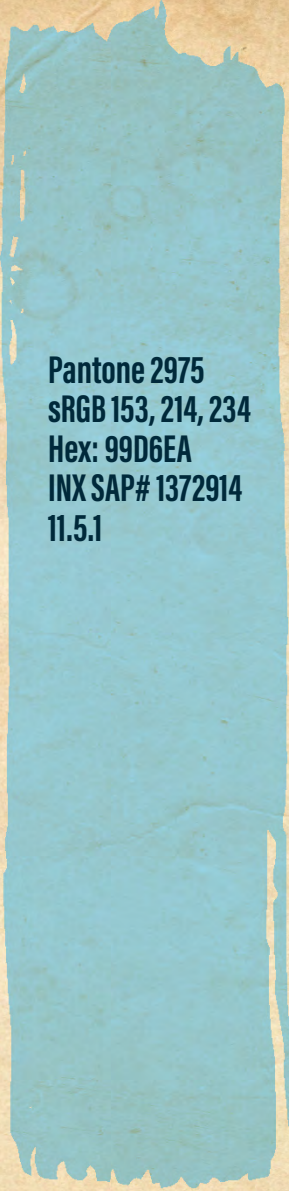
The Colors

Do:

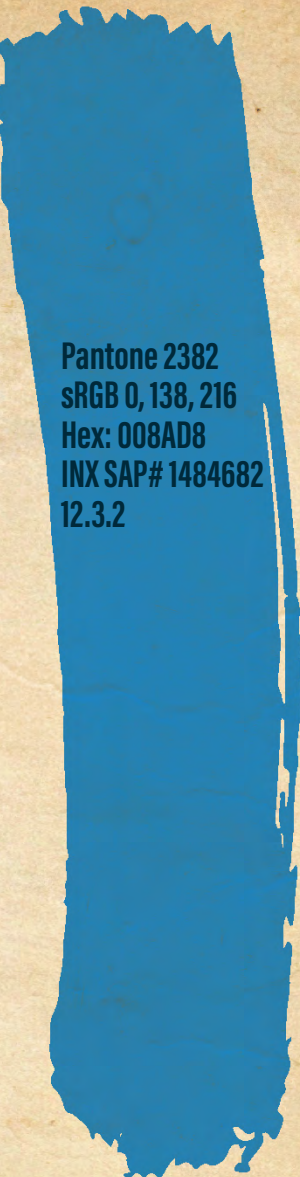
- Please utilize only the Stunt Double brand colors specified in these guidelines.

Don't:

- Modify, change or substitute the Stunt Double colors in any way.



Pantone 2975
sRGB 153, 214, 234
Hex: 99D6EA
INX SAP# 1372914
11.5.1




Pantone 2382
sRGB 0, 138, 216
Hex: 008AD8
INX SAP# 1484682
12.3.2




Pantone 1655
sRGB 252, 76, 2
Hex: FC4C02
INX SAP# 1018852
34.1.2



Pantone 144
sRGB 237, 139, 0
Hex: ED8B00
INX SAP# 1340107
33.1.4



Pantone 303
sRGB 0, 42, 58
Hex: 002A3A
INX SAP# 1427634
17.2.3



WHITE
INX SAP# 1682891
Not in Book



Super groovy headline using “Cooper Black”

Far out body copy using “Acumin Variable Condensed”. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

<https://fonts.adobe.com/fonts/cooper-black>

<https://fonts.adobe.com/fonts/acumin-variable>

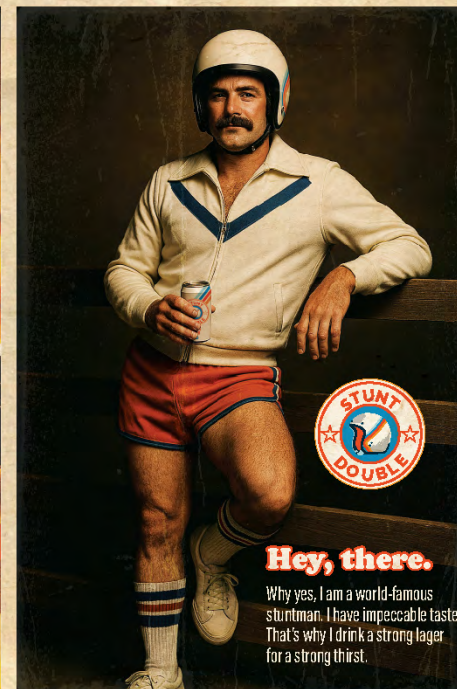
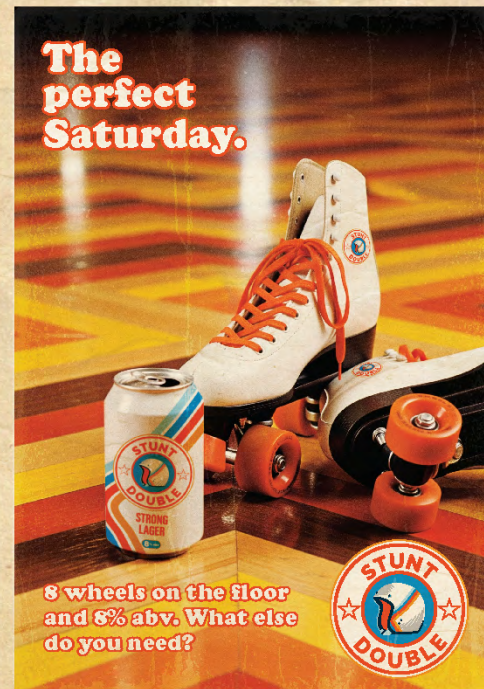
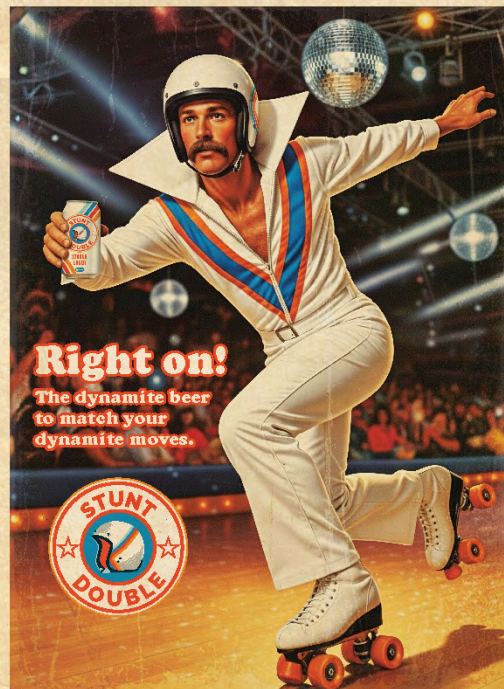
The Imagery

Stunt Double is there for every occasion—whether it's a daring stunt, a silly antic, or a fun moment—always with a vintage 70's daredevil flair.



The Looks & The Tone

The Stunt Double brand is a trip straight back to the '70s. We've got the look and the lingo to match, as if we were ripped from a vintage magazine or a movie poster from the era. Our message is simple: Stunt Double is the perfect partner for any occasion. We don't take ourselves too seriously—unless the moment calls for it. If it's cool, makes you laugh, or both, you've found the heart of what Stunt Double is all about.



We use distressed overlays to give our images and messages that authentic, aged feel.

The Swag & Merch

Please utilize only the brand elements specified in these guidelines to produce any branded apparel or items.

We're bringing back that 1970s swagger, one piece of branded merch at a time. Every Stunt Double item, from a classic tee to a modern gadget, is designed to feel as authentic and fearless as the era that inspired it. We're all about that vintage vibe, so you won't find us chasing fleeting trends (lookin' at you Hammer pants). Just pure, unadulterated cool.



The Links

Brand Assets



<https://brandfolder.com/monster-brewing-co-brands/stunt-double>

Adobe Library



<https://shared-assets.adobe.com/link/6ae2ad79-c434-4c82-4872-e7edc2d7cf22>

**You too can be a
Stunt Double
master by using
these resource links!**



[Instagram.com/StuntDoubleBeer](https://www.instagram.com/StuntDoubleBeer)



[Facebook.com/StuntDoubleBeer](https://www.facebook.com/StuntDoubleBeer)



[Youtube.com/@StuntDoubleBeer](https://www.youtube.com/@StuntDoubleBeer)



[X.com/StuntDoubleBeer](https://www.x.com/StuntDoubleBeer)



[Tiktok.com/StuntDoubleBeer](https://www.tiktok.com/StuntDoubleBeer)



[StuntDoubleBeer.com](https://www.StuntDoubleBeer.com)