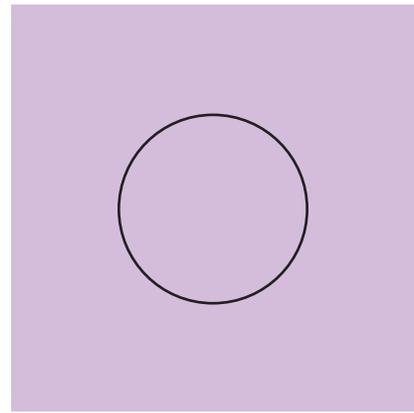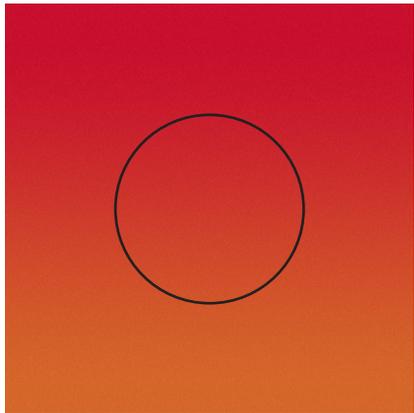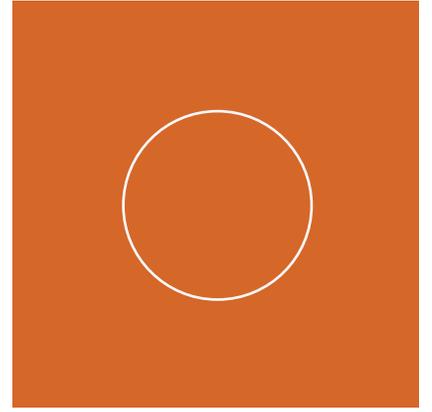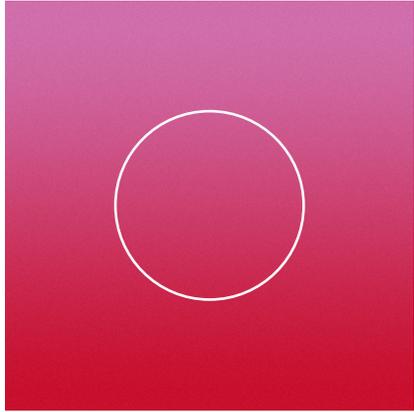# The 2022 Morgan Chaney Brand Guide

Assembled by Lisa Hanard, Chris Mellott, and Alexander Danieli
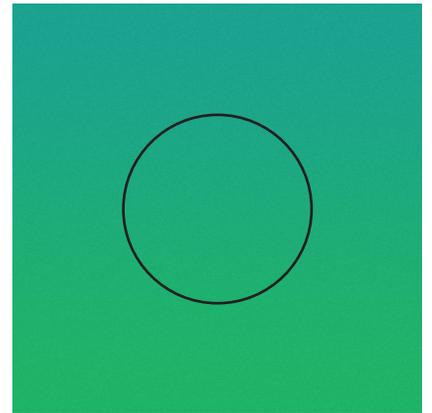
The Morgan Chaney brand was created with a focus on clean design, modern aesthetics, and bold use of color to convey our confidence and style across all of our products and services. It pays tribute to the design ethos we've had in the past while making room for a more unified style and more creativity in the content we produce.

The creative expression of our brand supports our belief that custom packaging elevates a great product by giving it a narrative which reflects people's own stories, beliefs, and opinions about the world. In short, packaging exists in large part to tell a story about what's inside - we like to think that our branding does the same for us.

Our branding framework creates a visual language that is sleek, contemporary, and extremely easy on the eyes. Structural elements, like our logo, brand colors, and typography keep our brand grounded, and other elements, like film and photography, give us room to create interesting and eye-catching pieces.

These core components work together to create a harmonious, welcoming brand that reflects who we are as a company and as a team.

Contents

01.

Mission and principles

Morgan Chaney's Mission

"

Our main goals are to offer quality, service, value, and integrity to our customers.

Morgan Chaney's primary business efforts are concentrated in the marketing and distribution of custom-printed packaging products. Our success has been by doing what we do better than anyone else in our market and by adding value and customer service to the products that we sell and distribute.

Morgan Chaney will always aggressively promote "graphically-oriented packaging" products or various other products that can be efficiently marketed or distributed within our existing structure. This marketing and distribution plan will only progress and develop through the combined efforts, cooperation, and trust of each member of the company.
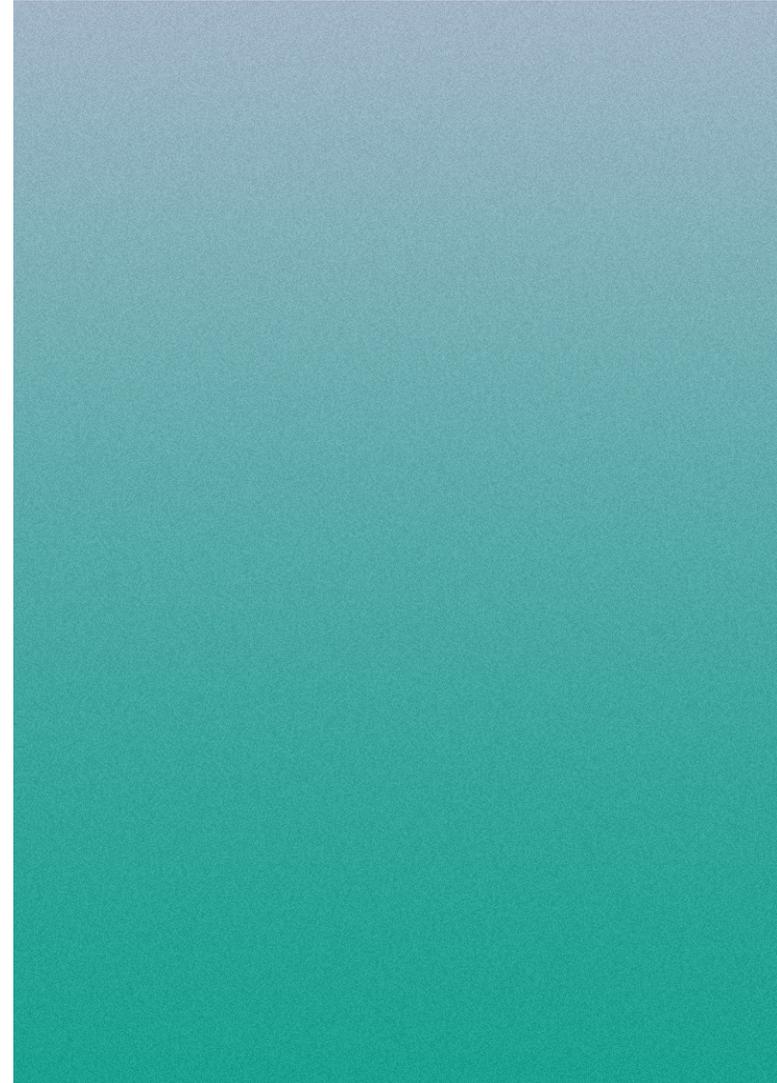
02.

Brand voice

How We Speak About Ourselves

Morgan Chaney has a long history of providing customers with excellent customer service and quality packaging. Our success has been by doing what we do better than anyone else in our market and by adding value to the products that we sell and distribute. All this to say - we speak proudly about our track record. In terms of tone, we keep it light and friendly but professional.

The four tenets of our brand voice: authenticity, helpfulness, friendliness, and wittiness.

Authenticity

We're confident about who we are as a brand, as a company, and as a team. We don't need to overpromise anything because we understand that our end products are industry-leading.

Helpfulness

We listen to our customers' needs and go out of the way to help them find solutions - even if we may not be the best one for their current project, we know that good service earns repeat customers and word-of-mouth recommendations.

Friendliness

We aspire to be confident, cordial, and outgoing in all of our communications, particularly when they're outward-facing.

Wittiness

Particularly on social media, our brand voice is infused with witty (but still professional) banter that can help engage our audiences.

Do:

- Stick to your promises
- Own up to any mistakes
- Listen before you speak
- Use fun (but appropriate) references and examples
- Make the best recommendation (even if it's not ours)
- Avoid cliches and corporate jargon.

Don't:

- Make promises that can't be kept
- Be too pushy with products and services
- Ignore the problems the customer might be facing
- Take yourself too seriously
- Be dishonest about products
- Use inappropriate or off-color humor

Key Messaging

BRAND MESSAGING/TAGLINE
Use this messaging judiciously. It's our tagline and it's found in some iterations of our logo, and in some headings and footers on the website.

Packaging that people notice.

VALUE PROPOSITION
Use this if you're creating copy that connects our products with a larger company narrative.

Custom packaging doesn't have to be difficult to create, prohibitively expensive, or bad for the environment. Since 1955, Morgan Chaney has provided industry-leading custom packaging creation and design services to brands from all kinds of industries.

COMPANY DESCRIPTION (ELEVATOR)
Use this if you're describing the company to someone informally or trying to convey what we do quickly.

Morgan Chaney is a custom packaging company that provides emerging and established brands with package manufacturing, design, and support designed to improve product sales and brand experience.

COMPANY DESCRIPTION (FULL)
Use this full description for press, website «About Us» pages, and anywhere we may need to give a formal explanation for who we are.

Morgan Chaney has been helping brands define their styles and elevate their customer experiences since 1955 by providing premium custom packaging that people really notice. Today, Morgan Chaney works with their clients throughout the packaging creation process, guiding them through the complex world of packaging materials while providing them with crucial insights on design, sustainability, and brand building. Morgan Chaney packaging is designed to sell, protect, and elevate products in beautiful ways. The company as it exists today was conceived and built in Phoenix, Arizona, and has worked globally with over 1,500 brands. Learn more at www.morganchaney.com.
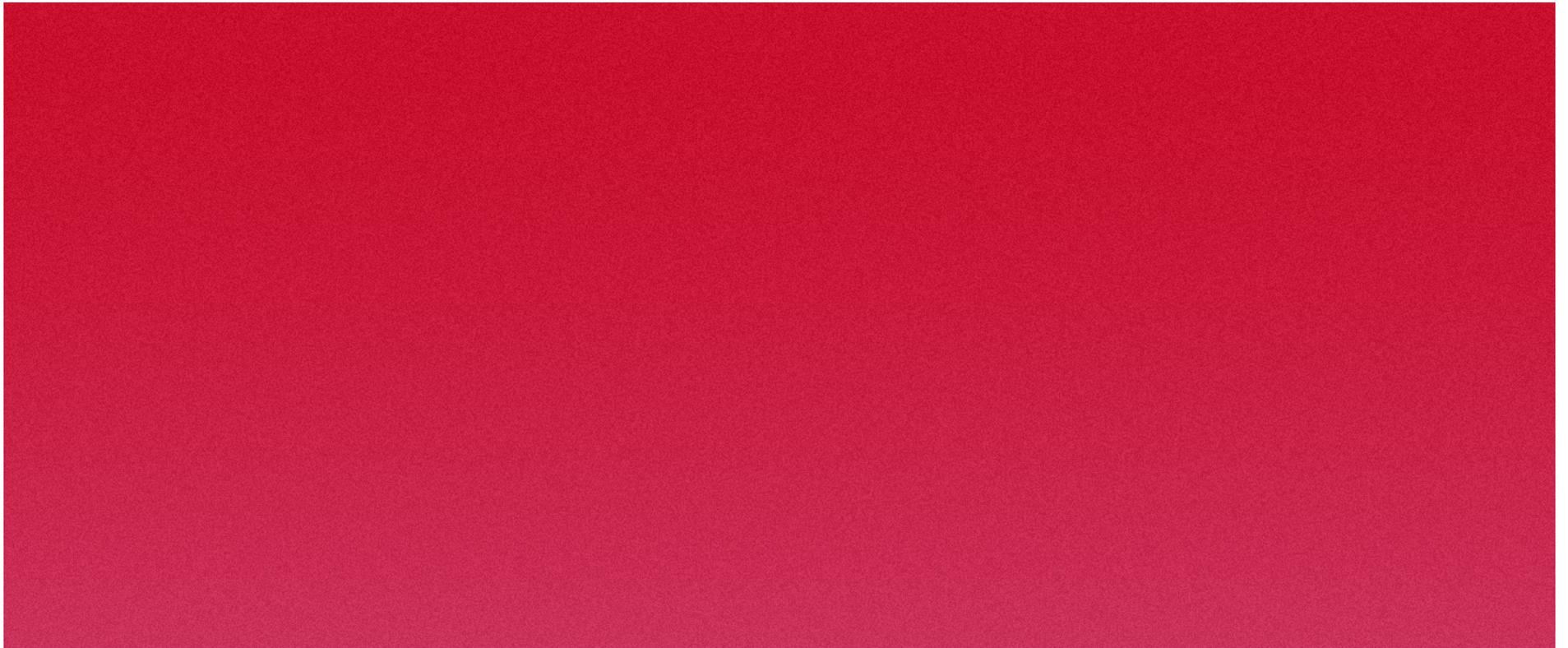
How We Speak To Others

The psychographic and demographic audience of Morgan Chaney is extremely varied, as we work with a wide variety of clients in many different industries. A large percentage of our audience understands fully what good marketing looks like; as such, in order to inspire trust in our brand, our marketing needs to be just as -- or more -- refined than that of even the best businesses with whom we work.

In an industry of sameness, Morgan Chaney opts to provide unique, high quality packaging at highly competitive costs and in a stylized, streamlined manner. Our wide customer base inspires us to keep our language inclusive, high-brow, and contemporary. We respect all, and we always aim to exceed customer expectations of what a packaging company can be.

03.

Logo usage

Our Logo

Philosophy

Our logo, like our brand, is simple and straightforward.

It incorporates only two simple shapes: a boxy square (the package), and an enclosed sphere (the product.) We like to think that we make custom packaging as easy as this logo.
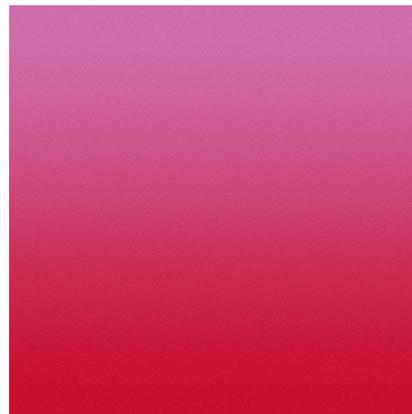
EXHIBIT A:
THE PACKAGE

EXHIBIT B:
THE PRODUCT

When displaying our logo, make sure you keep it as you'll see elsewhere in this guide: it's our classic Ink and Brick look, and we use it everywhere. But we like to get playful with patterns and colors - so if you're creating social media posts or cover designs, play around with the product and package motif for inspiration.

Proper Sizing

Logo sizing

Use our full-sized logo in places where the tagline is easily legible - like covers, about pages, social media banners, and posters.

Use our medium-sized logo in places where the tagline can't be easily read, like in social media images.

Use our small logo in tight spaces like email signatures and smaller social posts.

Use our icon alone only where text can't or won't easily fit, like in small website headers, or as a navicon.

MorganChaney®

PACKAGING THAT PEOPLE NOTICE®

MorganChaney®

MorganChaney®

Correct Usage

Proper uses

Place the logo on an uncluttered background (or better yet - a flat color or simple gradient) wherever possible. When creating social media posts, keep the logo in the bottom right corner.

Improper uses

Never place the logo on a busy background or in low contrast settings.

Correct Usage

When using the logo on an image or color, it's important to make sure that there's a significant amount of contrast between the two. For light backgrounds, use the black text version of the logo. For bright, saturated colors (excluding yellow, in which case you should use black text) use the white text version of the logo.

We don't use a light version of our company icon. In all cases, please use the standard black square icon.

04.

Brand colors

Main colors

Brick

We use Brick to point out important details, for vibrant social media posts, and for links.

RGB 200 16 46
Hex C8102E
CMYK 15 100 100 0
PMS 2035 U, 2035 C

Ink

Ink is a cool-toned charcoal that's used for text, dark images, and places where extra contrast might be needed.

It's shown here alongside a couple of different variations: 75%, 50%, and 25% opacity.

RGB 21 33 42
Hex 152029
CMYK 60 40 30 100
PMS 5463 U, Black 6 C

Smoke

We use Smoke's very neutral light gray as a canvas for text.

Below are several alternatives for situations where even more contrast is needed: 75% and 50% opacity. In many scenarios, using white is also acceptable.

RGB 246 246 246
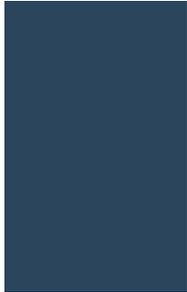Hex f5f5f6
CMYK 0 0 0 3
PMS 656 U, 656 C

Mint

We use Mint as a compliment to Brick. It can be used in the same image, as a background, or as a highlight.

RGB 28 163 144
Hex 1ca390
CMYK 79 13 53 0
PMS 3265 U, 2402 C

Velma

Accent color

RGB 213 104 32
Hex d5672a
CMYK 15 72 100 0
PMS 3564 U, 717 C

Woodstock

Accent color

RGB 221 182 38
Hex dcb526
CMYK 15 26 100 0
PMS 7405 U, 7406 C

Kermit

Accent color

RGB 32 180 104
Hex 1fb468
CMYK 77 0 81 0
PMS 7480 U, 7479 C

Raven

Accent color

RGB 43 69 94
Hex 2b445d
CMYK 100 88 64 0
PMS 2965 U, 2189 C

Leela

Accent color

RGB 211 189 220
Hex d2bcdb
CMYK 15 26 0 0
PMS 263 U, 530 C

Panther

Accent color

RGB 208 11 172
Hex d06eab
CMYK 15 69 0 0
PMS 252 U, 237 C

Secondary colors

Secondary colors add vibrancy to the brand, but should be used sparingly. Use them in places where variety would make a post, section, or key phrase stand out. When using them, make sure that they match to one of the primary colors - Brick or Mint. (It's a rare occasion, for example, that you'll use Brick and Leela together, but Brick and Woodstock work rather nicely.)

05.

Typography

Typography & Morgan Chaney

"

Readability, presentation, and quality are paramount symbols of Morgan Chaney's style.

We use three different typefaces in Morgan Chaney's brand. The two major ones are Futura and Roboto. Use Futura for titles and headers. Roboto is great for body text and longer paragraphs. Each font's use - and proper relative sizes - are laid out later in the guide.

We also occasionally use Brandon Grotesque. Currently, its most prominent use is in the iteration of our logo that features our tagline. It shouldn't be used for website font or in social media graphics unless it's as a part of our logo.

Later in the guide, you'll see a deconstruction of how to use these fonts in a variety of different settings.

A note on line width and spacing.

Spacing is crucial both for aesthetic design and for readability. Proper font sizes and spacing can depend on the usage of the copy - is this a marketing email? Is it a blog post? - so when in doubt, go for more spacing and larger text sizes.

For reference, our blog uses 14pt copy, >18pt headers, and >30pt titles.

Futura

Futura

Bold

ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890
!@#$%^&*()-+

Black

**ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890
!@#$%^&*()-+**

AaBbCc123

Futura Now Bold

Sphinx of black quartz, judge my vow. The five boxing wizards jump quickly. Amazingly few discotheques provide jukeboxes.

AaBbCc123

Futura Now Black

Sphinx of black quartz, judge my vow. The five boxing wizards jump quickly. Amazingly few discotheques provide jukeboxes.

AaBbCc123

Futura Now Bold Italic

Sphinx of black quartz, judge my vow. The five boxing wizards jump quickly. Amazingly few discotheques provide jukeboxes.

AaBbCc123

Futura Now Black Italic

Sphinx of black quartz, judge my vow. The five boxing wizards jump quickly. Amazingly few discotheques provide jukeboxes.

Roboto

Roboto

Regular

ABCDEFGHIJKLNOPQ
RSTUVWXYZ1234567890
!@#$%^&*()-+

Bold

ABCDEFGHIJKLNOPQ
RSTUVWXYZ1234567890
!@#$%^&*()-+

AaBbCc123

Roboto Regular

Sphinx of black quartz, judge my vow. The five boxing wizards jump quickly. Amazingly few discotheques provide jukeboxes.

AaBbCc123

Roboto Bold

Sphinx of black quartz, judge my vow. The five boxing wizards jump quickly. Amazingly few discotheques provide jukeboxes.

AaBbCc123

Roboto Italic

Sphinx of black quartz, judge my vow. The five boxing wizards jump quickly. Amazingly few discotheques provide jukeboxes.

AaBbCc123

Roboto Bold Italic

Sphinx of black quartz, judge my vow. The five boxing wizards jump quickly. Amazingly few discotheques provide jukeboxes.

Hierarchy of Typefaces

Futura 36pt - Titles

Futura 30pt - Section Titles

Roboto 24pt - Section Subheadings

Futura 21pt - Headers

Roboto 18pt - Pull quotes

Futura 14pt - Attributions

Roboto 12pt - Body copy and block quotes

Futura 12pt - Meta & Captions

Roboto 10pt - Minor Details

Structure of Type

Detail
Lorem ipsum

Section
Typography

Attr.
Chris Mellott and Alexander Danieli

Body
Body paragraphs should have appropriate, open spacing and should never be too long or dense.

We use Roboto for longform text, like blogs, and anywhere you'd see a paragraph or text block. Titles, section headings, attributions, and headers all appear in Futura Bold. Bullets and block quotes appear as visible on this page.

Header
Futura Bold Again

Seeing a lot of Futura in your... future. Make sure there's plenty of space in between sections when writing. It helps things stay legible and accessible.

Bold
In hac habitasse platea dictumst. Tincidunt arcu non sodales neque. Ipsum nunc aliquet bibendum enim. Turpis massa sed elementum tempus. Odio eu feugiat pretium nibh ipsum.

Block Quotes
> Sed arcu non odio euismod lacinia at quis risus sed. Porta non pulvinar neque laoreet suspendisse interdum consectetur. Nulla pharetra diam sit amet nisl suscipit adipiscing bibendum est.

Mattis vulputate enim nulla aliquet porttitor lacus luctus accumsan tortor.

Malesuada fames ac turpis egestas maecenas. Convallis posuere morbi leo urna molestie at elementum eu. *Sem nulla pharetra diam* sit amet nisl suscipit adipiscing bibendum:

Bullets
- Eget sit amet tellus cras.
- Sed euismod nisi porta lorem mollis
- Simplitud cogito veritus sum

Color in Typography

Titles and headers

Ink
RGB 21 33 42
Hex 152029
CMYK 60 40 30 100
PMS 5463 U, Black 6 C

Body copy, longform text, headers and subheaders

Ink 50%
RGB 84 86 91
Hex 53555a
CMYK 66 57 51 29
PMS Pantone Cool Gray 11C

Links and hovering, social media headlines

Brick
RGB 200 16 46
Hex C8102E
CMYK 15 100 100 0
PMS 2035 U, 2035 C

Social media headlines, highlights

Mint
RGB 28 163 144
Hex 1ca390
CMYK 79 13 53 0
PMS 3265 U, 2402 C

06.

Audio and visuals

AV + MC

VOICEOVERS

Voiceovers should sound human. We use a combination of Speechelo and actual voices for our product videos and commercials. In our videos, voices take precedent, and should be clearly audible at all times.

A variety of vocal timbres are acceptable for our brand, since we represent a lot of different kinds of people. Above all, we want every voiceover to feel natural, and to sound clear and confident. Our voiceovers are the most obvious reflection of our brand voice: friendly, conversational, and clear. Record through a professional-grade microphone.

MUSIC

Music should be well-balanced and appropriately picked. Our brand plays well with modern low-key synth pop.

In general, we avoid music that's too busy when we're placing it under a voiceover. For voiceless videos, a mixture of virtual drums, synth, and bass is acceptable. Avoid dubstep, and try to stay current. When mixing music under a voiceover, use parallel compression to duck the sound of the music when someone is speaking.

VIDEOS

Video styles should adhere to our generally clean, polished aesthetic. Focus more on visuals than text, and when in doubt, add a voiceover to convey meaning.

Videos should adhere to brand colors and should feature clean lines. We generally favor dark videos to light ones.

Scriptwriting

Use informal language

Part of making voices sound human is understanding how to make a script sound natural. In an informal setting, nobody speaks in full sentences constantly. Use professional but warm language in your scripts.

Order your sentences

In general, it's easiest to retain information when you say the most important thing first and the least important thing last. Make sure that, like writing for a blog, your script starts with the headline and ends with the minor details.

Practice out loud

When writing, read it over out loud. If there's any particular word or phrase you stumble over, consider rewriting it to make it sound smoother.

Tell a story

Your customer has a problem, and they're willing to go on a journey to fix it. You're in a unique position to guide them. Show your audience how your product or service makes their lives easier by constructing a narrative.

Include a strong call-to-action

Your script doesn't need to come on too strong, but it should include a direct call-to-action. Keep it interesting: gone are the days of «Buy now!» and «This sale won't last!» Stick to our brand voice: calm, cool, friendly, professional.

Keep it simple

Above all, keep it simple. Scripts work best when they consider function as an equal to form. Keep it punchy, short, and direct.
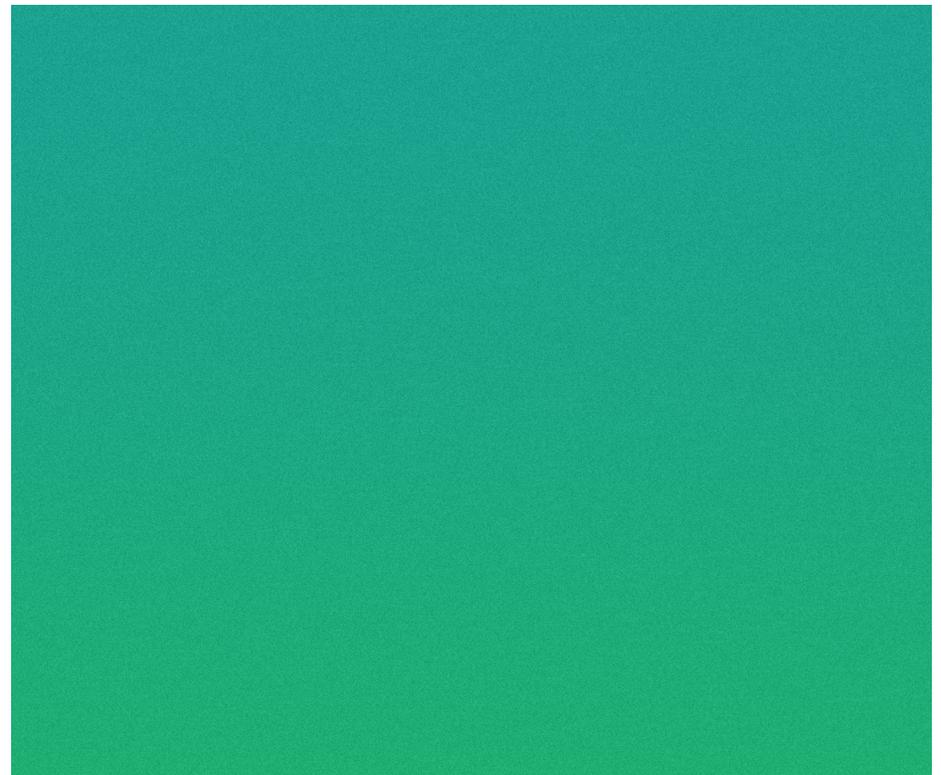
Video Editing

The Yesses

- Follow our guide on brand voice in videos. Videos should look, feel, and sound professional, friendly, and witty.

- Keep our logo in the bottom right corner if it's being displayed.

- Use brand colors: Ink, Smoke, Brick, and Mint should be primary colors. The rest may be used as secondary colors.

- Line transitions up with musical cues wherever possible. We've got rhythm.

- Wherever possible, make closed captioning and high contrast design a standard for better accessibility practices.

- Allow shots to breathe, but don't be too gratuitous. There's a balance between luxury and fluff.

- Trim the excess.

- End on a strong call-to-action.

The Nopes

- Don't use cheesy or overly-animated transitions. Opt for simple fades or hard cuts when needed.

- Don't use the logo excessively. A small logo in the bottom right corner or at the start and end of the video works well.

- Don't use shaky or poorly-lit footage.

- Slowed down footage can work judiciously.

- Don't use too much stock footage.

Other AV Considerations

Our logo has a sound

When our logo is revealed in a video sequence, it makes a noise. Make sure that at the end of product and promo videos you include this noise in the file.

Some sounds are best left unheard

There are some sounds that don't work with our brand. We love sound design, but avoid anything that's too cartoonish or outlandish. Stick instead to slicker, more analog sounds - things that you would hear in the real world.

Stock footage

We're not huge fans of stock footage, but if you're using it, make sure it's tonally appropriate for the brand, using suggestions from the brand voice pages of this guide.

Additionally, if it makes sense to add sound effects, keep them simple and realistic.