MAMMOTH NATION
BRAND GUIDELINES

UPDATED JUNE, 2024

BRAND STRATEGY & MARKETING INFORMATION

Brand Story

Shopping online is challenging when searching for retailers who don't push a woke agenda. Mammoth Nation is your trusted marketplace of fully vetted American companies that offer special deals on a variety of everyday products. You don't have to trade your values for convenience.

Mammoth Nation Intellectual Property

- Mammoth Nation Vendors & Sub-Contractors are proprietary to Mammoth Nation

- Any sharing of resources must be approved in advance

- Introductions must happen via Mammoth Nation management

Communication Procedures

- Send all business-related analytics, budgets, scripts, changes to site content, etc. to Mammoth Nation management email addresses, and not text

- Keep texting to more conversational or urgent needs

BRAND VOICE

Promoting conservative values and Christian-based beliefs is at the heart of Mammoth Nation. All public-facing communication will reflect these core values. Mammoth Nation proudly stands up for its strong beliefs and will not cave to any "woke" trends. We believe in equality—not equity. Although most of our members are Conservative, we invite anyone to shop at our marketplace, with a goal to enlighten any Liberals or those 'on the fence' to understand the importance of Conservative values.

Communication Guidelines:

- We want to be viewed as Leaders, not Antagonists

- No verbal or written attacks on individuals, who are not leading the Establishment or Cabal
  - Even then, we would prefer to call out the Establishment as a whole, and not individuals
  - Exception is Biden or Biden Administration

- We will never defame an individual, rather to point out and criticize the causes and groups (such as outside governments, Socialism, groomers, CRT, DEI, etc.)

- No name calling
  - Avoid negative statements like "Make a Liberal Cry"

- No use of videos or imagery with LGBTQ individuals

- No use of the word "boycott"

- No sexual content (nothing pornographic)

- No profanity

- Nothing vulgar

- No blaspheming

- All content must be approved as Christian
  - o Our imagery should never contain content that others find disturbing or anti-Christian

- Pictures with direct quotes are all fair game

- Always reflect the appearance of being a Fortune 500 company, but for Conservatives.

- When in doubt, think Cabela's / Bass Pro Shops

- No publicly disparaging remarks about our competition
  - o Unless they are breaking the law or there are newsworthy elements to be covered

- Need to protect our Legacy for the future of the business

- Don't want to be perceived as a pop-up business that sells t-shirts based on a movement, for a moment in time

- Our promotions and writings should always elevate Mammoth Nation and not drag us down to meet the standards of those against our messaging or cause

BRAND LOGO & USAGE

Enterprise Logo

The Mammoth Nation logo represents the entire Mammoth Nation enterprise. It is the umbrella logo that reflects all facets of the organization and hierachically supercedes the America's Conservative Marketplace logo.

X

Allow at least 1/2X distance between any
Mammoth Nation logo and

A) any other design element

B) the edge of the layout.

Note:

The Mammoth Nation logo works for both light background and dark background applications.

BRAND LOGO & USAGE

America First Marketplace Logo

The AFM logo represents the e-Commerce side of the Mammoth Nation enterprise. This logo should be used whenever relating to JUST the ecommerce (marketplace) platform.

Drugstore & Over-the-Counter Products Logo

BRAND COLOR PALETTE

Primary Colors

	R	196
	G	22
	B	28

Mammoth Red
#c4161c

	R	0
	G	87
	B	168

Mammoth Blue
#0057a8

	R	0
	G	0
	B	0

Mammoth Charcoal
#000000
(Body Text)

Secondary Colors

	R	158
	G	11
	B	15

Dark Red
#9e0b0f

	R	0
	G	67
	B	135

Dark Blue
#004387

	R	150
	G	148
	B	146

Medium Gray
#969492

Accent Colors

	R	248
	G	186
	B	73

Text Highlight Color
#f8ba49

|	R	94
	G	177
	B	70

Web Link Box Color
#5eb146

Color Allocation

The Mammoth Nation color palette relies heavily on clean design, white space and typography. Mammoth Red represents the Conservative elements that make up the Mammoth Nation brand.

The basis of design starts with plenty of WHITE space. Then, we add elements of red, then blue to convey patriotism. Dark Red and Dark Blue may be used in place of Mammoth Red and Mammoth Blue if the color scheme is appearing too vibrant for a classice, corporate look and feel.
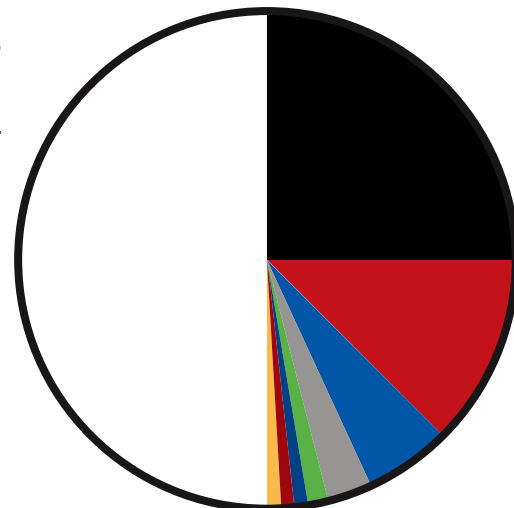
BRAND TYPOGRAPHY

GOTHAM
The Gotham font family is the primary font face for Mammoth Nation. The usage of Gotham Book, Gotham Medium and Gotham Black (or Ultra) offer great opportunities to accentuate key words by using vastly different font weights in close correlation.

IMPACT
Impact is the the font face for the "Mammoth Nation" text portion of the enterprise logo. Impact may be used in some cases for headlines or short phrases that work as a headline with a layout.

Shop your values

Here we use Gotham Black in Mammoth Red to pull out the key word in the above phrase.

We like to accentuate 1-3 words using Gotham Black in conjuction with Gotham Book a black or dark charcoal font folcor.

If the Gotham family of fonts is not available, please use a sans-serif font offering various weights to help accentuate key text elements. Examples of acceptable alternative fonts include:

Century Gothic

Raleway

Futura

Franklin Gothic

Roboto

IMAGERY

The Mammoth Nation brand conveys **patriotism, faith, family, community and the support of Conservative values**. The best images depict positive American ideals and lifestyle. While it's not always possible, showing people (who are not looking at the camera) helps convey a "slice of life" flavor that conveys that the subject is real and not staged.

The marketplace is the crux of the Mammoth Nation enterprise. Product images should reflect a well-thought composition. Showing **people enjoying the products and services we showcase** help elevate the products our e-commerce web site has to offer.

Many of the products our vendors offer reflect a **positive, happy, healthy and productive lifestyle**. Therefore, images showing joy, health and a sense of values help convey the essence of what Mammoth Nation is and what we offer.

Product images should always be clean and clearly depict what the product is. All product images should either be on a white or plain background OR can also be shown within an environment that helps convey what the product or service is and its usage.