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Logo and Signature

Our mark signifies the OUTDOOR EXPERIENCE and the COMMON BOND of dedicated outdoorsmen and land owners. The creator of America's most effective camouflage is now in the business of bringing outdoorsmen and great outdoor properties together.

It is our goal that Mossy Oak Properties franchise offices will serve as the real estate listing agencies for the best rural and recreational lands available in America.

The Mossy Oak Properties mark is a combination of the Tree Symbol and the Mossy Oak Properties Logotype.

The Mossy Oak Properties mark should always be given visual space around it to separate it from nearby elements which may cause distraction.

This imaginary visual clear space is equal to the height of the Mossy Oak Logotype (as shown).
Logo and Signature

The words “Mossy Oak” should never be stacked and when used with the Tree Symbol, they must always appear in one line, under the Tree Symbol always in conjunction with the word “Properties” as one mark. You are not authorized to use the Mossy Oak mark or the tree by itself.

The Mossy Oak Properties Logotype is specially created and the spaced letterforms must not be changed in any way.

The Mossy Oak Properties mark must only appear in these 2 arrangements. The logo must be used as artwork.

With Tagline

MOSSY OAK PROPERTIES
America's Land Specialist

Without Tagline

MOSSY OAK PROPERTIES
The Mossy Oak mark has been created to hold its readability and character over a wide range of sizes in positive applications. However, there are minimums that must be maintained. For most applications, the minimum height is to be 1/2” and no less. There is no maximum reproduction size of the mark. For applications requiring enlargement or reduction, always reproduce the mark photomechanically or by digital means using the artwork provided at the conclusion of this standards manual.

CLOTHING AND OTHER GARMENTS:
Application of the Mossy Oak Properties mark to items of clothing must follow the guidelines outlined in this standards manual.

It must be embroidered whenever possible, with colors which consistently match those listed in the Color Reproduction section of this standards manual.

As mentioned in the Logo and Signature section, the arrangement of the Mossy Oak mark must never be altered in any way for any reason. This would adversely affect its readability and its consistent impact on the world wide audience. If there is a usage situation that requires another format than outlined in these standards, it should be approved by the Mossy Oak Properties Home Office (662) 494-4139.
Color Reproduction

Just as color is at the heart of Mossy Oak Brand Camouflage’s effectiveness, true and consistent reproduction of our color mark must always be achieved. Always communicate these correct colors to any suppliers that you choose to use. As shown below, three custom colors and black combine to make up the Mossy Oak mark. No other colors would ever be used.

The Pantone Matching System (PMS) is a world wide ink system. Close colors are not acceptable when printing such artwork.
Vectored Logos without tagline

4 Color Versions

3 Color Versions

2 Color Versions

1 Color Versions
Vectored Logos tagline

4 Color Versions

3 Color Versions

2 Color Versions

1 Color Versions
Business Cards

Business cards are an important component of Mossy Oak Properties graphic identity system, but are very small fields for conveying complex information. The current business cards have the following specifications, but may change as printing styles and reordering suggestions change.

You will find pricing for business cards within the print services section of the website. Of course, you may use other suppliers, subject to our approval.

4 COLOR BUSINESS CARDS

- 3.5” x 2”
- The logotype should appear at the top of the card.
- The bearer’s name, title, address and e-mail address (if they have one) are to be set in various weights and sizes as specified. The typeface is Helvetica Condensed. The type should be a vertical format with a flush left format.
- The logotype must be printed in Mossy Oak official Green (PMS 350), Black, Red (PMS 484), Tan (PMS 452).
- The background can be a 4 color process full bleed of the Mossy Oak Properties Oak Leaf Style (see example A below) OR no background (see example B below).
- The statement “Each Mossy Oak Properties Office is Independently Owned and Operated” should appear on all business cards.
- Mossy Oak should be “®”.

![Sample A](image1)
![Sample B](image2)

The Mossy Oak Properties mark should be placed as shown in these samples.

Specialty items displaying the Mossy Oak Properties mark should follow these same guidelines. Questions should be directed to the Mossy Oak Properties Home Office (662) 494-4139.
Letterhead

Letterhead is an important component of Mossy Oak Properties graphic identity system. The current letterhead has the following specifications, but may change as printing styles and reordering suggestions change.

You will find pricing for letterhead within the print service section of the website. If approved by us, you may use other suppliers.

4 COLOR LETTERHEAD

- The full-color Mossy Oak Properties logo is printed in the upper left portion of the sheet. The background of the letterhead should be printed on Classic Crest stock - color, Natural.
- www.mossyoakproperties.com should be printed directly under the Mossy Oak Properties logo.
- The logo must be printed in Mossy Oak Properties official colors. (see mechanical guide)
- The official company name, address, phone number, fax number and website address are printed at the top right corner of the page in BLACK in the typeface Helvetica Condensed.
- Mossy Oak should be “®”.

The Mossy Oak Properties mark should be placed as shown in these samples.
Envelopes

Envelopes are an important component of Mossy Oak Properties graphic identity system. The current envelopes have the following specifications, but may change as printing styles and reordering suggestions change.

You will find pricing for envelopes within the print service section of the website. If approved by us, you may use other suppliers.

4 COLOR ENVELOPES
- The logo must be printed in Mossy Oak Properties official colors. (see mechanical guide)
- The address is printed centered under the logotype in 9 pt all caps Helvetica Condensed font in BLACK. Mossy Oak should be “®”.
- The envelopes should be printed on Classic Crest stock - color, Natural.

The Mossy Oak Properties mark should be placed as shown in this sample.

Specialty items displaying the Mossy Oak Properties mark should follow these same guidelines. Questions should be directed to the Mossy Oak Properties Home Office (662) 494-4139.
Signage

BANNERS ON A ROLL

Banners on a roll are used at trade shows, in-store promotions, and anywhere else a temporary logo is needed.

• Suggested Sizes: 18” x 24” OR 24” x 36”.
• The logo must be printed in Mossy Oak Properties official colors. PMS 350 Green, Black, PMS 484 Red, and PMS 452 Tan.
• Mossy Oak Properties colors should also be used when printing. “Close” colors are not acceptable when printing such artwork.

PROPERTY YARD SIGNS

Property yard signs are used to advertise the availability of properties until the property is sold or the bid opening is held.

• Suggested Size: 18” x 24”
• The logo must be printed in Mossy Oak Properties official colors. PMS 350 Green, Black, PMS 484 Red and PMS 452 Tan.
• Mossy Oak Properties colors should also be used when printing. “Close” colors are not acceptable when printing such artwork.
• Additional franchisee information may be added to these signs in black.
LARGE PROPERTY SIGNS

- Suggested Sizes: 4’ X 8’
- The logo must be printed in Mossy Oak Properties official colors. PMS 350 Green, Black, PMS 484 Red, and PMS 452 Tan or Black only.
- Mossy Oak Properties colors should also be used when printing. “Close” colors are not acceptable when printing such artwork.
- Property description and phone number may be added in black.

Suggested Materials for 4 Color Graphic Signage
4’ x 8’ Alumalalite Panel with 4-5 year rated vinyl graphics
4’ x 8’ Vinyl Banner franchisee attaches to locally obtained plywood or other materials.

Suggested Materials for 3 color Graphic Signage
4’ x 8’ Alumalalite Panel with 4-5 year rated vinyl graphics
4’ x 8’ Vinyl Banner franchisee attaches to locally obtained plywood or other materials.
Suggested Materials for 1 color Graphic Signage
Note: 1 color graphics may be PMS 350 or Black.

4’ x 8’ Alumalite Panel with 4-5 year rated vinyl graphics
4’ x 8’ Vinyl Banner franchisee attaches to locally obtained plywood or other materials.

Suggested Materials
Aluminum 4 color double face panels in welded steel.
BACK LIGHTED SIGNS

- Each exterior lighted sign must be in proportion to the building and meet city ordinances.
- The logo must be printed in Mossy Oak Properties official colors. PMS 350 Green, Black, PMS 484 Red, and PMS 452 Tan, or Black Only.
- Mossy Oak Properties, Inc. colors should also be used when printing. “Close” colors are not acceptable when printing such artwork.

The distributor can customize one of the official signs to fit your needs. However, all signs must be approved in writing by Mossy Oak Properties, Inc. prior to installation.

Suggested Materials

3’ x 6’ Double Face center Pole Mount Lighted Cabinet with Pan Formed and Embossed Solar Grade Lexan Faces and Radius Corners

3’ x 6’ Double Face center Pole Mount Lighted Cabinet with Pan Formed and Embossed Solar Grade Lexan Faces and Square Corners

3’ x 6’ Single Face Wall Mount Lighted Cabinet with Pan Formed and Embossed Solar Grade Lexan Faces and Radius Corners

3’ x 6’ Single Face Wall Mount Lighted Cabinet with Pan Formed and Embossed Solar Grade Lexan Faces and Square Corners
Decals

STORE WINDOW DECALS

- Below you will find an example of a store window decal using the official logo.

- While designs of these decals may change over the years, graphic standards for the logos should remain the same if used in such artwork.
- The logo must be printed in Mossy Oak Properties official colors. PMS 350 Green, Black, PMS 484 Red, and PMS 452 Tan, or Black Only.
- Mossy Oak Properties, Inc. colors should also be used when printing. “Close” colors are not acceptable when printing such artwork.
- These are die cut signs and are only printed on one side.
- Mossy Oak should be “®”. 
Decals

TRUCK DOOR DECALS
Below you will find an example of a truck door decal using the official logo.

- While designs of these decals may change over the years, graphic standards for the logos should remain the same if used in such artwork.
- The logo must be printed in Mossy Oak Properties official colors. PMS 350 Green, Black, PMS 484 Red, and PMS 452 Tan, or Black Only.
- Mossy Oak Properties, Inc. colors should also be used when printing. "Close" colors are not acceptable when printing such artwork.
- Mossy Oak should be “®".
Logo Apparel

Below you will find examples of caps, shirts with digitized images properly using the official logo. Logo apparel and caps can be found in the Print Section of the website under promotional items.