

DESIGN AND BRAND GUIDELINES

CORPORATE COLOR SYSTEM

PRIMARY COLORS



R 251
G 183
B 24

C 1
M 30
Y 99
K 0

#F9B719



R 0
G 0
B 0

C 0
M 0
Y 0
K 100

#000000

ACCENT COLORS



R 89
G 89
B 92

C 63
M 56
Y 52
K 27

#59595B



R 222
G 222
B 222

20% TINT:
C 63
M 56
Y 52
K 27

#59595B

EXTERNAL

Marco's style guide has been developed to provide and ensure consistent use of graphics and copy elements in all sales and marketing communication to help strengthen Marco's brand identity.

Use as a reference when creating Marco branded graphics, documents, presentations, videos, etc. or when sending logos, ads and/or photos to publications or charities.

LOGO VARIATIONS

STANDARD LOGO



Full color on light background

REVERSE LOGO



Full color on dark background

ONE-COLOR LOGOS



Black on light background



White on dark background

DEFINITION:

Scale proportionally, do not distort or stretch the logo. Proper logo size depends on the use, but should always appear large enough to be legible. Do not attempt to recreate the logo.

Only use formats available on marconet.com.

CORPORATE TYPOGRAPHY

DESIGN FONT

GOTHAM FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ACCENT FONT

BEBAS NEUE FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DEFINITION:

Design font is used for all external marketing material.

Accent font is used for headlines in advertisements, presentations, website, etc.

