

Design & Brand Guide



marconet.com

Marco's brand guide has been developed to ensure consistent use of graphics and copy elements to help strengthen Marco's brand identity.



Brand Colors

Gold Standard

Pantone 123C
CMYK 0 16 89 0
RGB 255 201 55
Hex FFC937

Marco Blue

Pantone 2955C
CMYK 100 84 34 23
RGB 24 59 103
Hex 183B67

Whitesmoke

Pantone White
CMYK 0 1 0 2
RGB 247 245 246
Hex F7F5F6

Black

Pantone Black 6 C
CMYK 100 61 32 96
RGB 1 1 1
Hex 010101

Font System

A g

HEADLINES

Space Grotesk - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web Fonts
Arial - Bold

SUBHEADINGS

NEXA - BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana - Bold

BODY COPY

Nexa - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana - Regular