

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.



PRIMARY LOGO



TAGLINE LOGO



SECONDARY LOGO



BRANDMARK

Color Palette

MARCO BLUE

CMYK 100 84 34 23
PMS 2955C
RGB 24 59 103
HEX # 183B67

MIDNIGHT

CMYK 85 71 45 36
PMS XXX
RGB 47 62 84
HEX # 2F3E54

MARCO BLUE

CMYK 75 59 39 17
PMS XXX
RGB 75 92 114
HEX # 596D88

LIGHT BLUE

CMYK 39 12 0 0
PMS 543C
RGB 146 196 243
HEX # 92C4F3

LIGHT YELLOW

CMYK 1 11 50 0
PMS 120C
RGB 255 224 146
HEX # FFE092

MARCO YELLOW

CMYK 0 16 89 0
PMS 123C
RGB 255 201 55
HEX # FFC937

WHITESMOKE

CMYK 0 10 2
PMS
RGB 247 245 246
HEX # F7F5F6

WHITE

CMYK 0 0 0 0
PMS
RGB 255 255 255
HEX # FFFFFFFF

Font System

Ag

POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789- =, > ? \$ % / ()

POPPINS REGULAR POPPINS SEMIBOLD POPPINS BOLD POPPINS EXTRABOLD

MICROSOFT FONT - ARIAL

Ag

INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789- =, > ? \$ % / ()

INTER LIGHT INTER REGULAR INTER BOLD INTER BLACK

MICROSOFT FONT - VERDANA

Brand In Use

Good technology
solves problems.

The right technology
prevents them.



Technology
Made Clear.