



Marine Care

Brand Guideline

July 2018



MARINE CARE

The image shows a 3D gold-colored logo mounted on a wall of large, rectangular stone tiles. The logo consists of the words "MARINE CARE" in a bold, sans-serif font. Above the word "MARINE" is a stylized graphic element made of three parallel, curved, gold-colored bands that sweep upwards and to the right, resembling a wave or a stylized 'M' shape. The lighting is from the upper left, casting soft shadows on the wall.

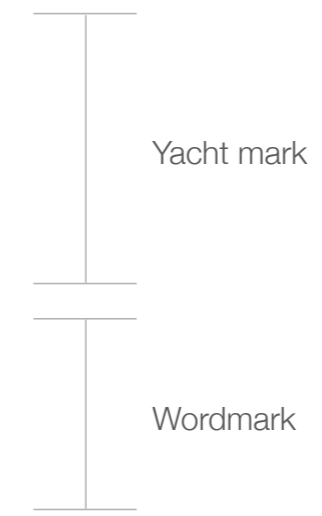


Section One

Brand Elements

1.1 Brandmark - Overview

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Yacht mark

Wordmark

1.2 Brandmark - Color variations

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01



02



03



04



01, Full color version

02, Black & White

03, Reverse - Whiteout on Dark Blue

04, Reverse - Whiteout on Black

1.3 Brandmark - Clear space & minimum size

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Clear space

To ensure prominence and legibility, the brandmark is always surrounded by an area of clear space which remains free of other elements, such as type and graphics. The clear space is the minimum and should be increased wherever possible.

Minimum size

To maintain maximum clarity at small sizes, the brandmark should never be used at a size smaller than 20mm.

1.4 Brandmark - Incorrect use

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Correct



Incorrect



The brandmark should always be reproduced from master artworks. They should never be altered, redrawn, recolored or manipulated in any way.

Please ensure that the brand is used correctly at all times. Although not shown these examples also apply to all versions of the brandmark.

Strict usage of brandmark:

- Never create a new color version
- Never be distorted
- Never use at an angle
- Never add other elements
- Do not frame brandmark
- Do not create unauthorized brandmark lock-ups

1.5 Brandmark - On photographic backgrounds

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When using the brandmarks with a photographic image, care must be taken to ensure that the area of the image behind and around the brandmark is of an even tone, to provide sufficient legibility.

There should also be sufficient contrast between the brandmark and background image to further enhance legibility.

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1.6 Brandmark - Color palette

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Primary colors



Marine Dark Blue

Pantone 654C
C-100 M-78 Y-5 K-30
R-0 G-57 B-119



Marine Light Blue

Pantone 312 C
C-76 M-15 Y-10 K-0
R-0 G-166 B-207

Gradient Color



Marine Gradient

Secondary colors



Pantone 7620C
C-18 M-100 Y-100 K-10
R-188 G-47 B-44



Pantone Cool Grey 7C
C-0 M-0 Y-0 K-37
R-173 G-175 B-178

Marine Care brand is represented by two color palettes, the primary and secondary colors, shown opposite.

1.7 Brandmark - Typography – Latin primary

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Gotham Bold
Headlines/Titles

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Gotham Book
Body copy

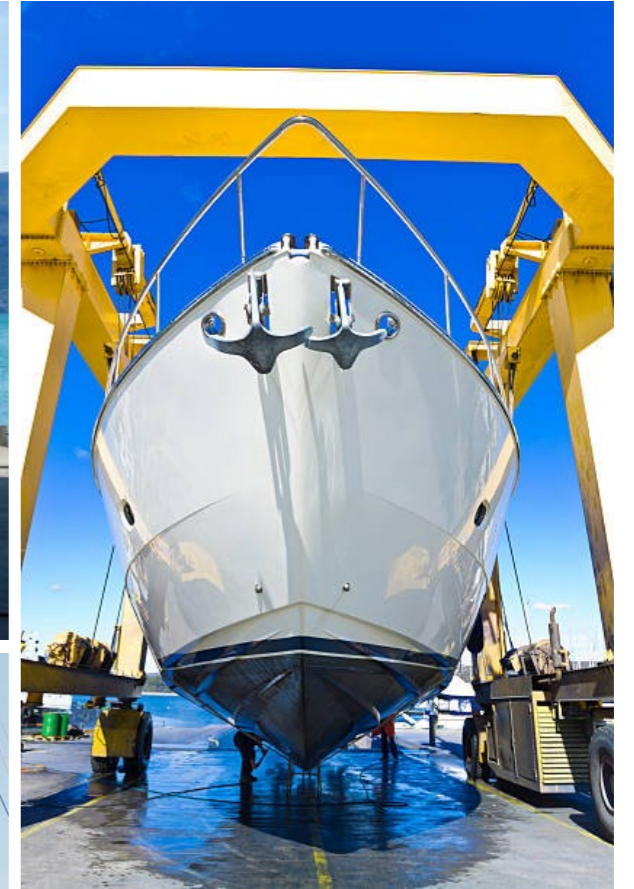
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The primary typeface is Gotham which has been chosen for its friendly quirky appearance.

Gotham is available for use on both Mac and PC, the weight to use is Bold and Light.

1.8 Brandmark - Photography Style

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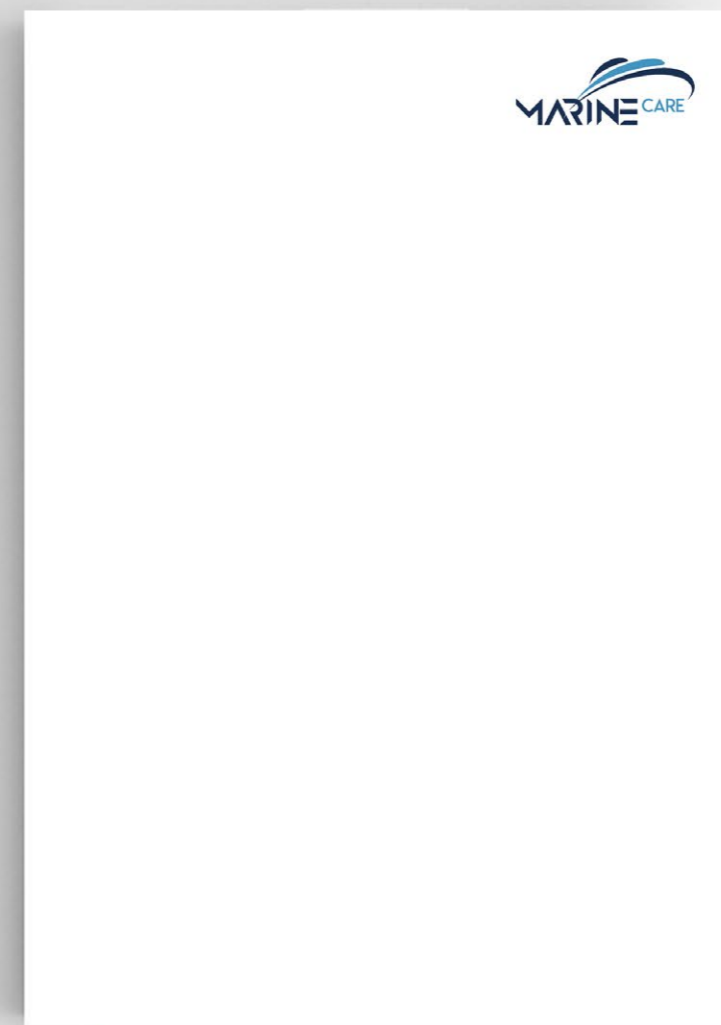
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MARINE CARE

Section Two

Applications



**Business Card**

Size: 90 x 55mm.
Paper stock: To be advised.
Examples shown at actual size.
All measurements are in millimeters.

Letterhead

Size: 210 mm (W) x 297 mm (H)
Paper stock: To be advised.

Continuation Sheet

Size: 210 mm (W) x 297 mm (H)
Paper stock: To be advised.

All measurements are in millimeters.



Name goes here
Address line one
Address line two
Address line three

July 2018

Subject: Lorem ipsum dolor sit amet

Dear Sir/Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris fringilla pede id sem. Quisque mattis magna sit amet metus. Vivamus diam nisi, dignissim quis, hendrerit sed vestibulum vel, enim. Quisque vestibulum tincidunt enim. Mauris imperdiet erat in orci.

Ded id mauris in mi aliquam consequat. Phasellus urna orci, convallis sed, laoreet ac, laoreet ac, mi. Pellentesque ullamcorper, tortor vitae viverra scelerisque, ante neque accumsan justo, in fermentum ipsum sem eget erat. Vivamus tincidunt libero at justo.

Fstibulum nunc diam, aliquam in, sollicitudin at, accumsan laoreet, metus. Mauris orna. Donec imperdiet scelerisque augue. Pellentesque non diam. Nullam ac pede.


Libero. Phasellus vel lacus. Donec eros neque, tincidunt id, viverra non, pellentesque id, arcu. In interdum, felis ut egestas faucibus, ipsum purus consequat velit, sed euismod quam mi sed urna. Vestibulum id metus nec nulla dictum tincidunt.

Vrabitur eu metus sit amet ligula interdum tempus. Nulla venenatis augue quis consequat mauris nisl vitae nulla.

Kind Regards

Name Surname

P.O. Box: 1234, Dubai, U.A.E. T +971 4 1234567, M +971 50 123 4567, E name@webaddress.com
www.website.com





Compliments Slip

Size: 210 mm (W) x 100 mm (H)
Paper stock: To be advised.

All measurements are in millimeters.



**DL Envelope**

Size: 220 mm (W) x 110 mm (H)
Paper stock: To be advised.

All measurements are in millimeters.



P.O. Box: 1234, Dubai, U.A.E. T +971 4 1234567, M +971 50 123 4567, E name@webaddress.com
www.website.com



A4 Envelope

Size: 230 mm (W) x 325 mm (H)
Paper stock: To be advised.

All measurements are in millimeters.

