



BRAND STYLEGUIDE





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PURPOSE & PRODUCT PRINCIPLES

mari. is a creative buearu that provides holistic services. By providig a creative take to our services , we aim to create the best solutions for the customer. We stand for that through-
out our branding too-
creativity.

Joyful, outside of the box, and creative - needs to shine through as it is our value, and should be practiced with pride, radiating through our colors, media, fonts, and message.

Adjectives		Slogans & Taglines
MODERN	PROFESSIONAL	mari.
UNIQUE	TRUSTWORTHY	WE DO IT BETTER.
ENTICING	RULE-BREAKING	THE CREATIVE RIPPLE.
CRAZY	CONFIDENT	
FUN	COCKY	

The dot is part of the slogan and is mandatory.



LOGOTYPE





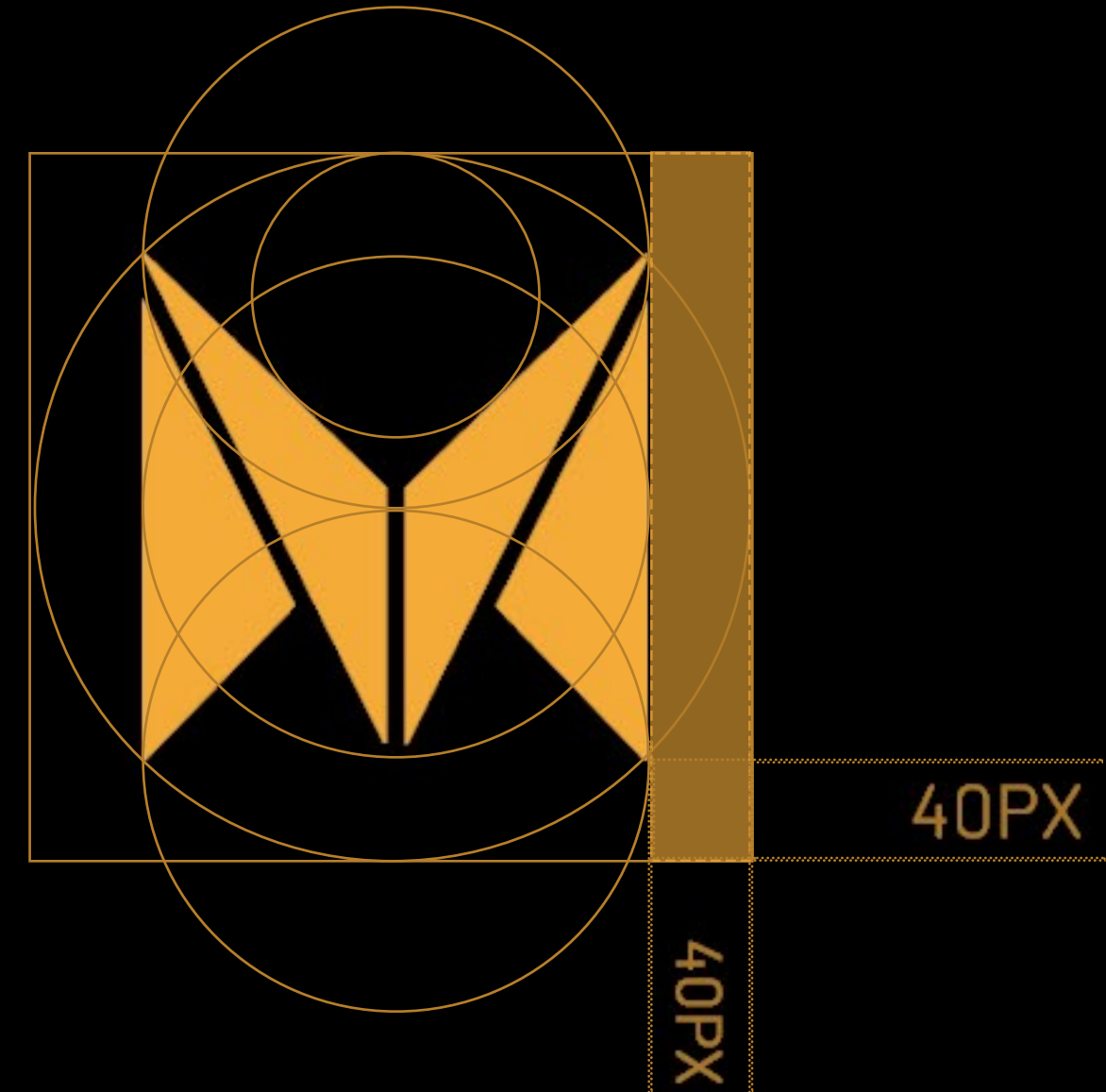
LOGOTYPE

The exclusion space for the logotype is $\frac{1}{5}$ of the logos length and width *minimum*. This is a mandatory clearing space if other elements are to be next to the logotype, or in example, borders are going to be added.

Example: If the logo is 200px long = $200/5 = 40$. Add the result as a square outside of the logos area. All pictures on this page uses the example of 40px.

If a catchphrase or text is to be positioned *horizontally* next to the logotype, add $\frac{2}{5}$ extra pixles. Se example below.

If a catchphrase or text is to be positioned *vertically* underneath or above the logotype, add $\frac{1}{5}$ extra pixles. Same applies for headlines, text with text, and other elements. Se example below.



Minimum logo width: 90 px
(Except favicon)

Maximum width: No limit

mari.
40PX
WE DO IT BETTER.
40PX
THE CREATIVE RIPPLE.



CLEARING SPACE



WE DO IT BETTER.

The text is to be on the middle of the logotype.



Feel like you
don't fit in?
Come to the
dark side.

mari.



THE CREATIVE RIPPLE.



WE DO IT BETTER.

20° Tilt. The graphical element may bleed out but must be connected to the opposite side by 1/5.



TYPOGRAPHY





BARLOW

Bold

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
!"#€%&/()=?.,

AaBbCc123

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna

Medium

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
!"#€%&/()=?.,

AaBbCc123

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor inc-
ididunt ut labore et dolore magna aliqua.

Regular

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
!"#€%&/()=?.,

AaBbCc123

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor inc-
ididunt ut labore et dolore magna aliqua.

Thin

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
!"#€%&/()=?.,

AaBbCc123

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor inci-
didunt ut labore et dolore magna aliqua.



BARLOW CONDENSED, LATO & FUTURA

Barlow
Condensed
Regular

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
!"#€%&/()=?.,

AaBbCc123

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices

Barlow
Condensed
Medium

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
!"#€%&/()=?.,

AaBbCc123

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse

Lato
Regular

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
!"#€%&/()=?.,

AaBbCc123

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lato
Italic
Light

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
!"#€%&/()=?.,

AaBbCc123

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum



COLOR PALETTE





OUR COLOR PRINCIPLES

We have primary colors, and secondary ones.
There are primary colors set and a guideline for the main things like logo, website, etc:
but we encourage some rule-breaking of the primary's a *tiny bit* as long as it follows the rules:

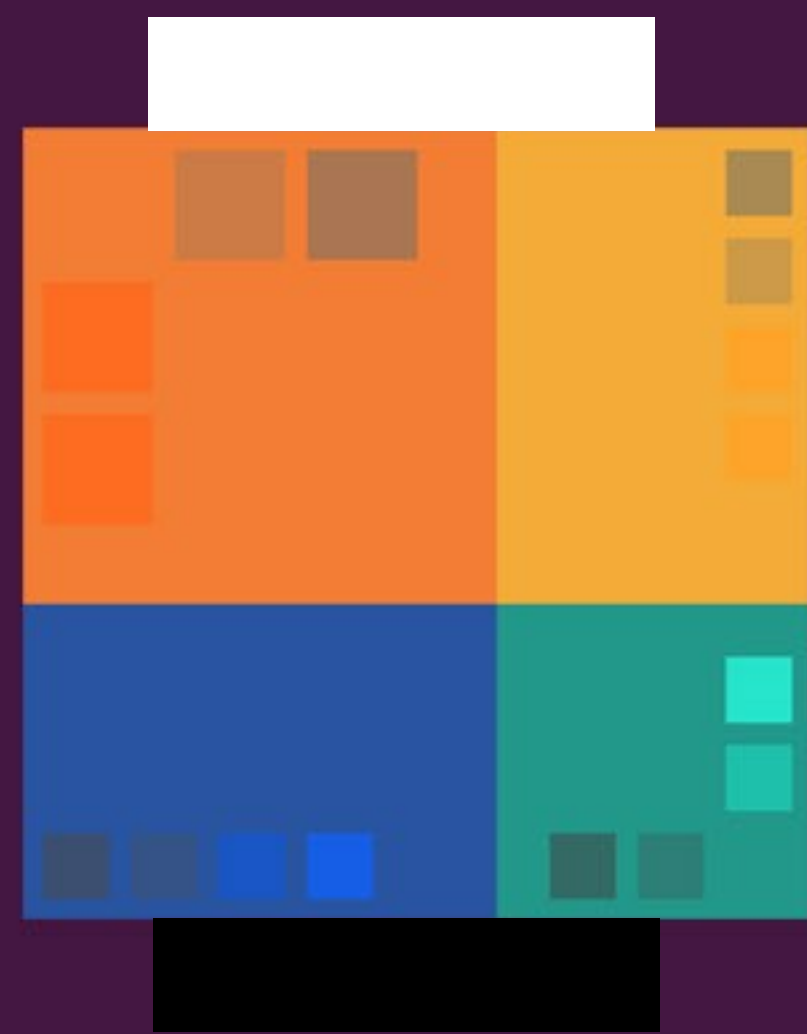
- Easy to read and print colors
- Match well with the opposite color on the color wheel
- You have an argument for it - matching a background or texture
- Respect color blindness

We focus HARD on the color wheel and contrasting colors if we bend the rules.
Take this page as an example! Purple is not one of our primary colors, but it matches the purple smoke on the previous page.
AND WHAT DOES PURPLE MATCH WITH?
Yes, yes. Our primary yellow.



PRIMARY COLORS

Web colors



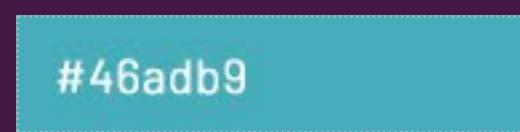
Print/Logo



#f57e25



#ffa935



#46adb9



#008cc1



#004e7c



SUPPORTIVE COLORS

Darker tones

#fc537b

#29917f

#1f374d

#221c61

#5b2481

Example





TRANSPARENCY

Transparency and gradients is allowed.

DO:

- Burn-ins with max 45% opacity is allowed
- Gradients of the primary and supportive colors is allowed
- The logo can be fully transparent but needs to connect back to the main element (see example)

DONT:

- Loose the appearance of logo or text. Needs to be distinct at all times
- Burn-ins/watermark in screens may not disrespect the spacing rules
- Disrespect printing rules , logo and text must still be perceived correctly from a far.





TEXTURES & ICONS

Clean and crisp.

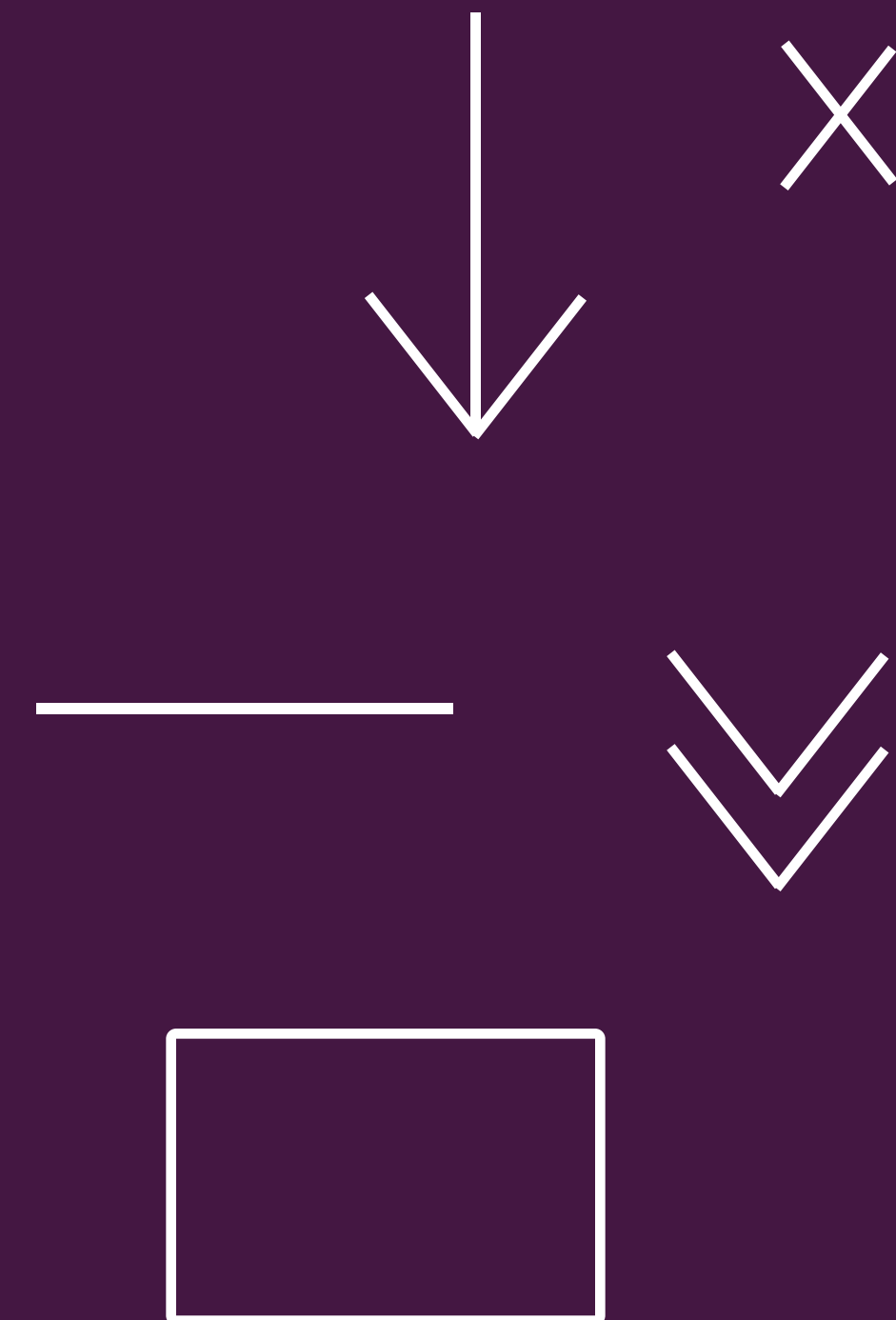
We focus on separation of elements. Mostly, white space is very effective, but in the case of headlines, separation of categories (as in example, web-pages) is split by a crisp line.
In the case of scrolling, vectors, etc: we guide the viewers eye to follow it by lines.
If border radius is to be used, max 4px too.
All textures keep the clean, clear look, with 4px size.

DO:

- Use lines. They may have a max width of 4px. Length is optional, but keep consistency for the same type of elements
- Indicate things, scroll, next, etc.

DONT:

- Overdo it. If white space separates stuff, you don't need lines
- Use a similar color. The border is there to separate and be distinct





TEXTURES & ICONS

Exciting and abstract. Sexy, if we may.

Backgrounds, textures; we want it to look alive and make the viewer feel so too. We highly encourage asymmetrical patterns, smoke, paint strokes and overall dynamic textures. Diagonal lines, cutting through also makes us weak in the knees.



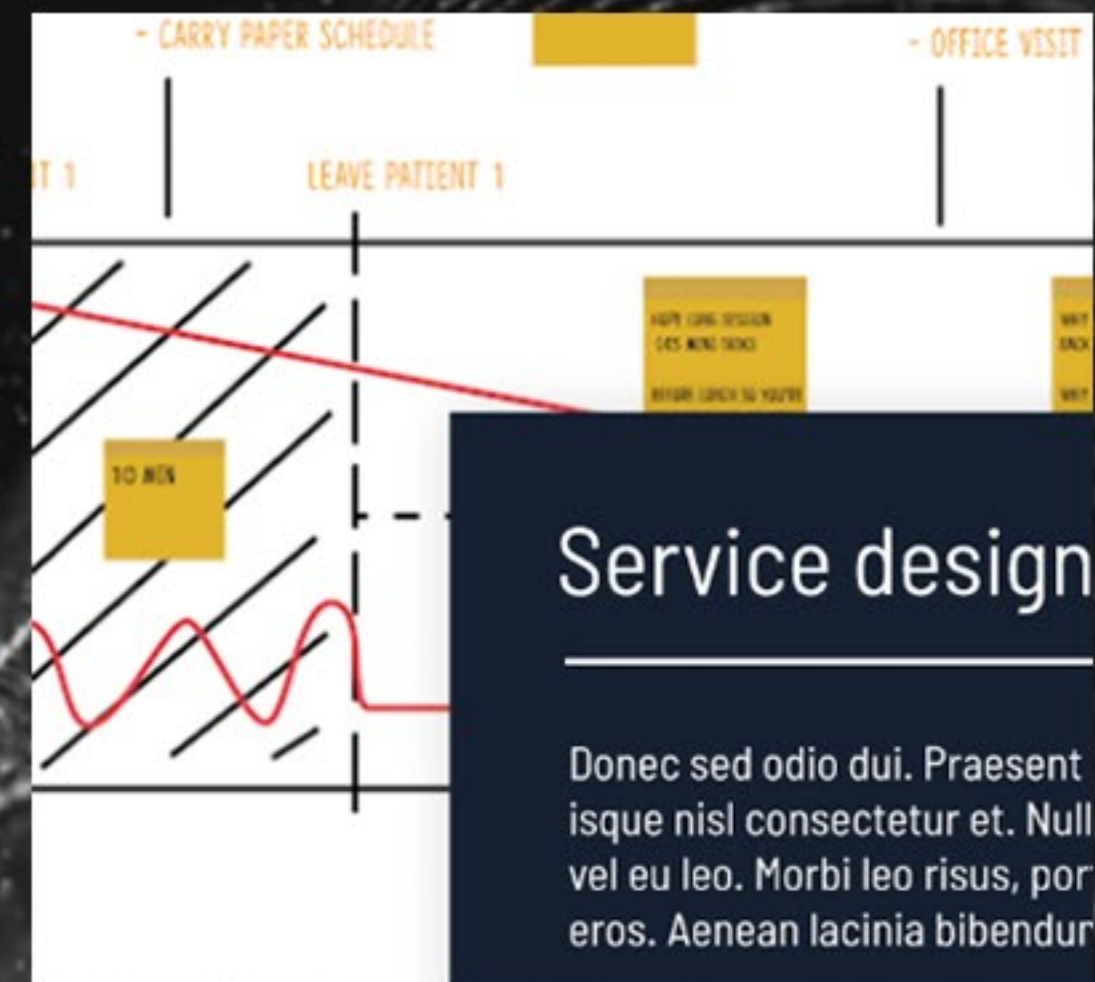
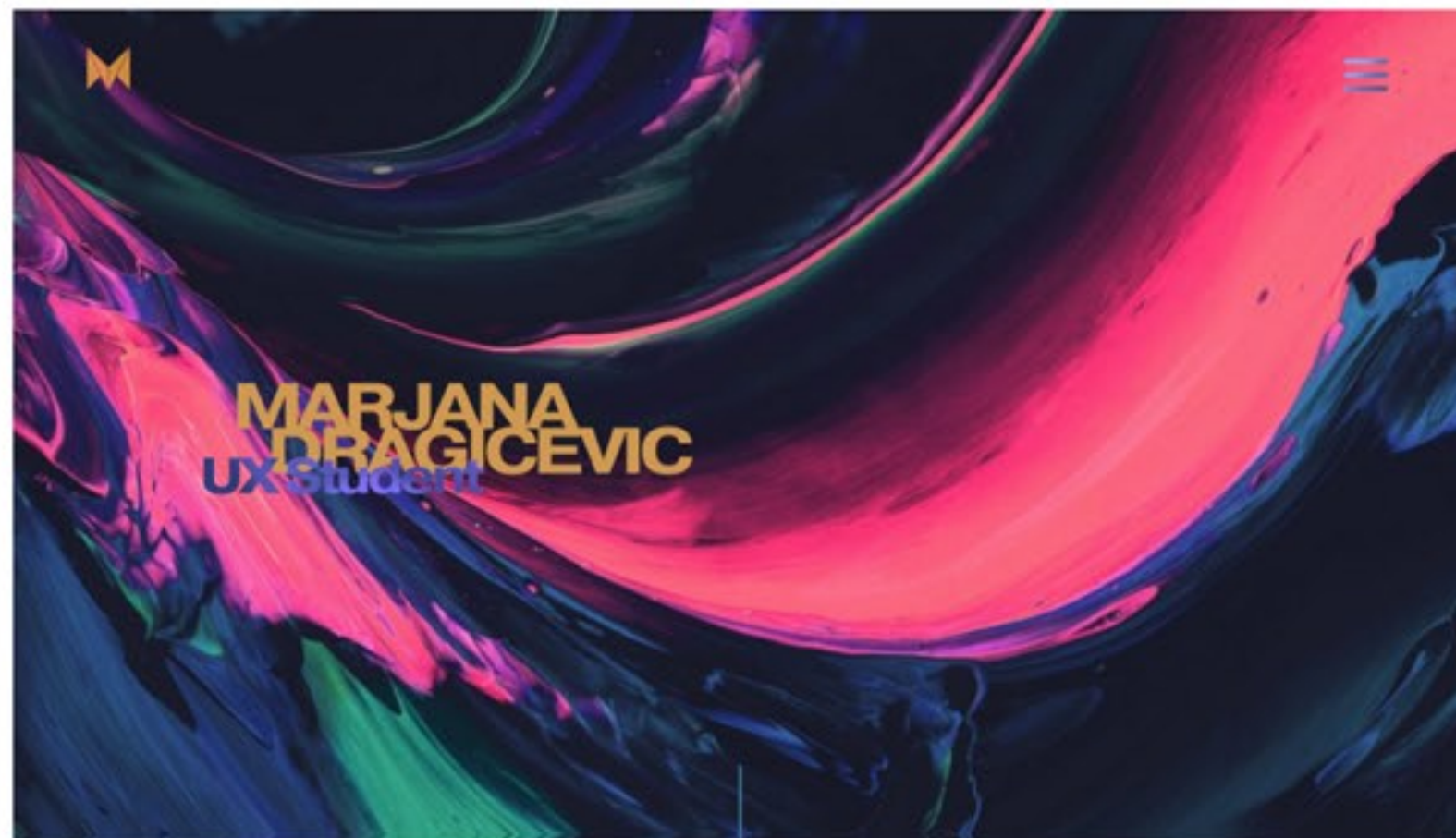
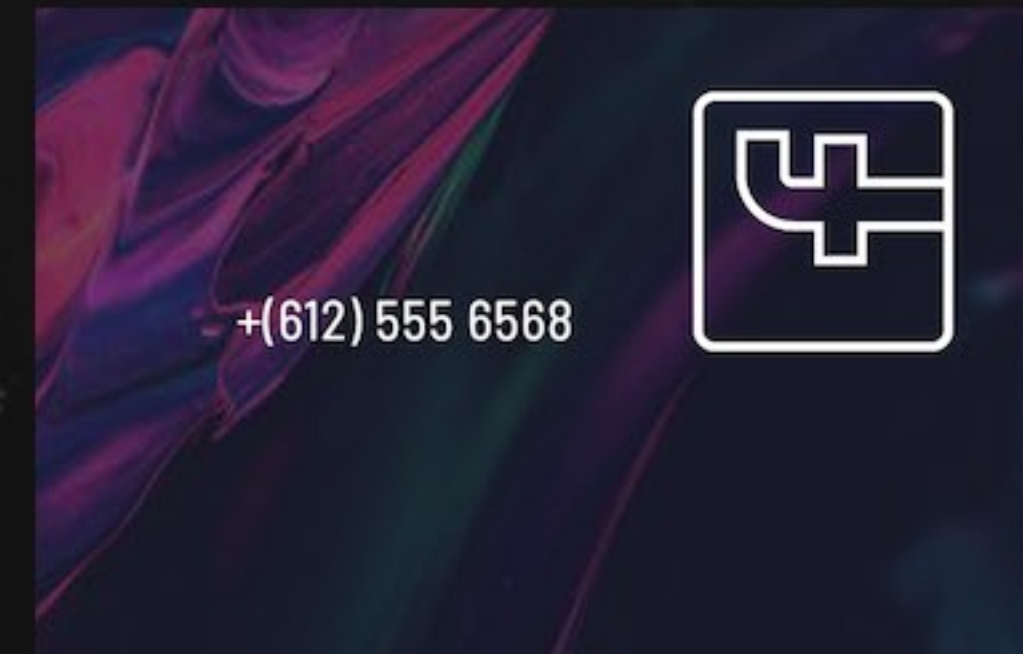
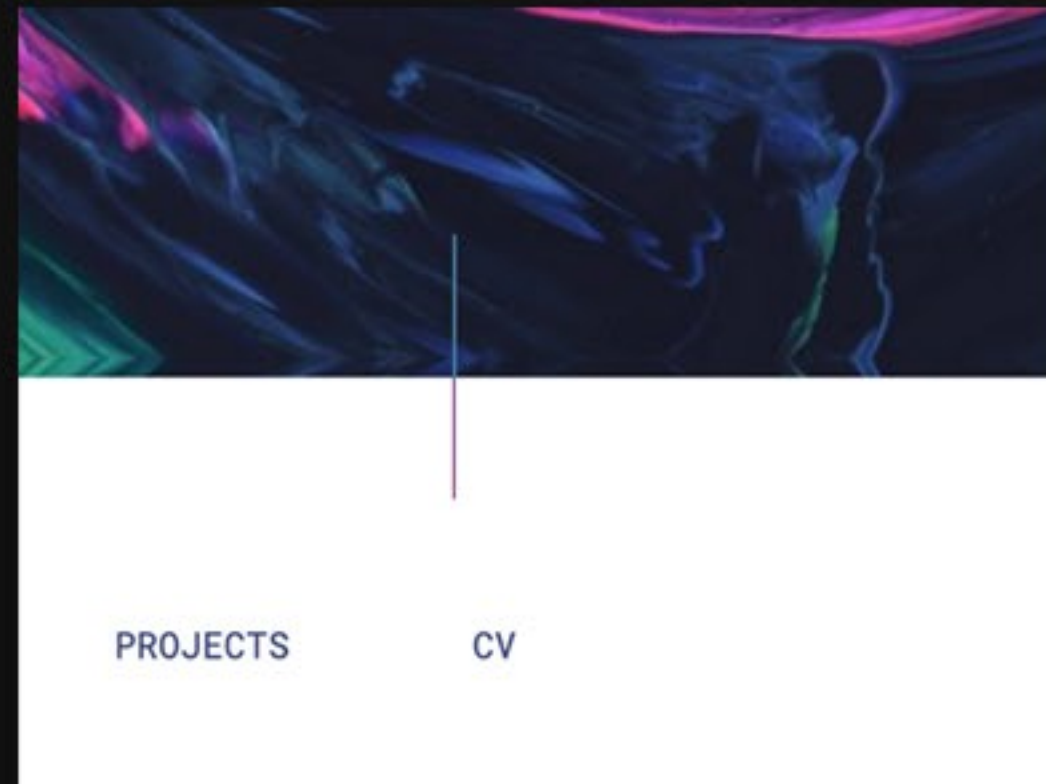


EXAMPLES





WEB





BUSINESS CARD





KEY CHAIN



KEY CHAIN



MUG



MUG



WEB BANNER & EMAIL SIGNATURE



