

A large, faint, light blue stylized 'W' logo is positioned on the left side of the slide. It consists of a large 'V' shape with a smaller 'V' nested inside it, creating a 'W' effect. The logo is partially obscured by the text.

Brand Guidelines



Table of Contents

Introduction	03
Our Brand	04
Our Logos	05-09
Our Colors	10
Our Fonts	11
Our Look	12
Graphic Elements	13-14



Introduction

These brand guidelines provide clear direction for cohesive, impactful work that represents our brand across all platforms and mediums.

By following these guidelines, we can maintain clarity, consistency and authenticity in everything we create.



Our Brand

We are curious, clever and tenacious.

We believe in authenticity over arrogance. Some agencies are desperate to be perceived as “the cool agency”. At Marriner, we want every member of our team to be authentically themselves. It’s why our halls are filled with data nerds and visionaries, artists and analysts, grammar geeks and wordsmiths. But what unites us all is a strong spirit of generosity and an innate curiosity that drives our quest for Clarity. We question our questions. We dig deeper. And we each study our clients’ businesses, and the personas of their targets, through our own unique lenses. Because it’s that powerful collection of perspectives that leads to truly authentic and effective work.

Our Logos

Primary Logo

This is our primary logo. When the primary logo doesn't fit your composition, use one of the secondary logos.



The space around the logo should be at least the space of one “m” at two times the size of the itself.

Our Logos

Secondary Logo with Tagline

Use one of these secondary logos when the primary logo primary logo may not be suitable for the composition. The logo inclusive of the tagline should be prioritized, where possible



Secondary Logo



Our Logos

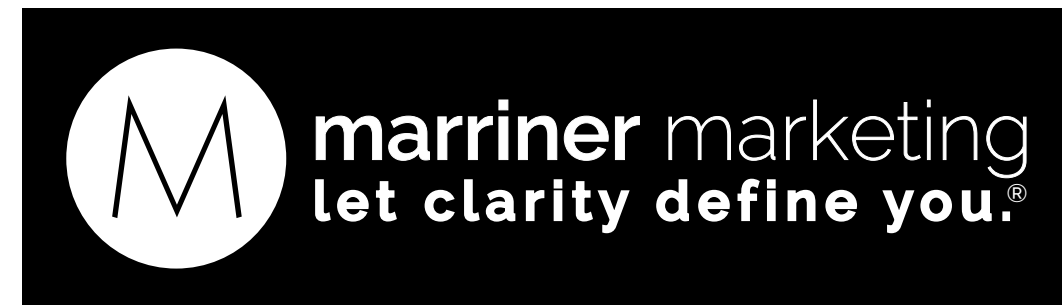
Color Variations

On white/light background



Note: Never use a Marriner logo with yellow text on a white/light background

On black/dark background



Don'ts



Do not squish, bend or warp



Do not change any colors



Do not put the logo in a container



Do not add any shadows or reflections



Do not adjust the proportions of any element in the logo



Do not use yellow text on a white/light background

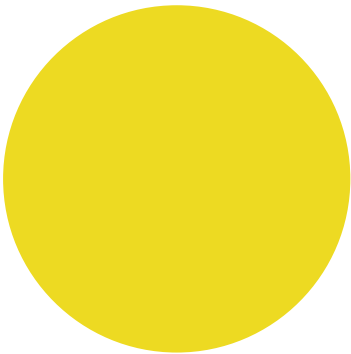
Other Logos

Cababilities and Blog Treatments

Food, Beverage and Hospitality Treatment

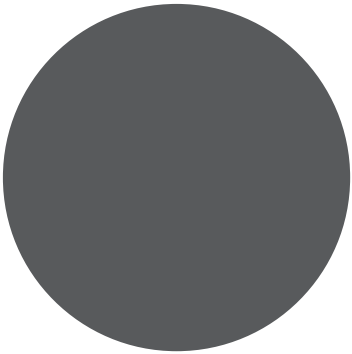


Our Colors



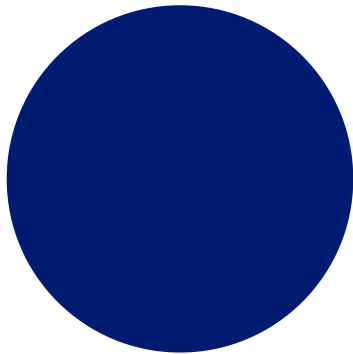
#edda22

R: 237 C: 0
G: 218 M: 8
B: 34 Y: 86
 K: 7



#585a5c

R: 88 C: 4
G: 90 M: 2
B: 92 Y: 0
 K: 64



#001b71

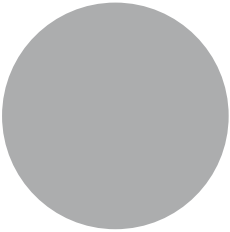
R: 0 C: 100
G: 27 M: 76
B: 113 Y: 0
 K: 56

Primary

Our primary colors make up the majority of our creative executions. These colors can be used together or paired individually with a secondary color.

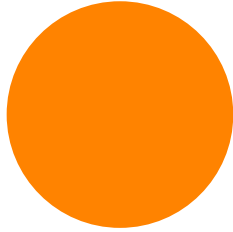


#edda22 - #ff8300



#acadae

R: 172 C: 1
G: 173 M: 1
B: 174 Y: 0
 K: 32

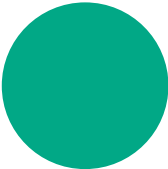


#ff8300

R: 255 C: 0
G: 131 M: 49
B: 0 Y: 100
 K: 0

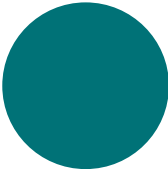
Accent

The secondary palette is used as a complementary splash of color to be used with a primary brand color.



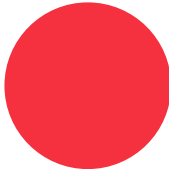
#01a886

R: 1 C: 99
G: 168 M: 0
B: 134 Y: 20
 K: 34



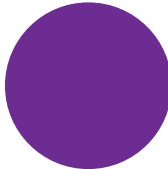
#007277

R: 0 C: 100
G: 114 M: 4
B: 119 Y: 0
 K: 53



#f5313f

R: 245 C: 0
G: 49 M: 80
B: 53 Y: 74
 K: 4



#6d2c91

R: 109 C: 27
G: 44 M: 70
B: 145 Y: 0
 K: 43

Highlight

The tertiary palette supports instances where additional palettes are needed such as templates, presentations and icons.

Web Gradient
When creating the gradient, start yellow to orange (left to right). Add a -45° to the gradient.

Our Fonts

Typeface 1 *Lora*

Lora Regular
Lora Italic
Lora Bold
Lora Bold Italic

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz
0123456789

Typeface 2 *Montserrat*

Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat Bold
Montserrat Black

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz
0123456789

Layout on Web

Headlines are set in Lora Regular, subheadings are set in Lora Bold and body copy is set in Montserrat Regular

Headlines should be initial cap
in regular weight in Marriner’s
primary blue

**Subheads should be initial cap in bold
weight in Marriner’s primary gray**

Body Copy should be initial cap in regular weight in
Marriner’s primary gray.

Our Look

Marriner Blog

Marriner’s thought leadership articles in The Clear Space blog will be supported with relevant photography.

Colors should be vibrant, vivid and saturated, with crisp lighting. The composition of images should follow the rule of thirds. People featured in imagery should be candid and genuine, not posed or staged. Be sure to choose the best fitting photography for the subject matter at hand, with a focus on diversity and authenticity as much as possible. Avoid busy backgrounds.



Graphic Elements

Powerpoint Refresh

Our presentation template includes unique graphic elements that represent the Marriner brand. The angled design comes from the “M” in the Marriner logo, while the yellow-orange gradients add energy and highlight key content. The outline logo is used as a background texture to create visual interest. To use, create a copy of the new [MMC Master Template](#).

Let clarity define you.

FY25 Fall Campaign Plan
August 31, 2024

M

+

DISCOVER BALTIMORE COUNTY



FOOD
BEVERAGE
HOSPITALITY

our expertise

“

"Harford County comes together so strong when times are tougher, when things are in need. They also know how to celebrate and have a great time. So I would definitely say community would be the first thing that came to mind."

”

"Harford County comes together so strong when times are tougher, when things are in need. They also know how to celebrate and have a great time. So I would definitely say community would be the first thing that came to mind."

Agency Capabilities

Marriner is a brand transformation and activation Agency that has been specializing in Clarity-driven marketing solutions for more than 30 years. While we always lead with strategy, we have assembled a talented, cross-functional team with a robust suite of in-house capabilities to achieve all our customer's goals.

STRATEGY	<ul style="list-style-type: none">Brand ArchitectureBrand DevelopmentBrand StrategyContent StrategyDigital Ethnography	<ul style="list-style-type: none">Email StrategyIntegrated Performance Planning & InsightsOptimization & Testing Methodology	<ul style="list-style-type: none">Persona DevelopmentQualitative ResearchQuantitative ResearchUser Journey Mapping
CONTENT CREATION	<ul style="list-style-type: none">3D Modeling and EnvironmentsArt DirectionBrand/Identity DevelopmentCampaign DevelopmentCollateral/Sales Tools	<ul style="list-style-type: none">Concept DevelopmentCopywriting/EditingDigital/Interactive DesignDigital/Print ProductionEmail DevelopmentMultimedia Animation	<ul style="list-style-type: none">Multimedia DevelopmentPackaging DesignTrade Show/Space DesignVideo Production/EditingWebinars/Presentations
CONTENT DISTRIBUTION	<ul style="list-style-type: none">Digital DisplayEmailExperiential/GuerrillaInfluencer ProgramsLinear/Connected TV	<ul style="list-style-type: none">NativeOnline VideoOOHPrint MediaPublic Relations	<ul style="list-style-type: none">Radio (terrestrial, satellite, streaming)Search Engine MarketingSocial Media - Organic & Paid
TECHNOLOGY	<ul style="list-style-type: none">AR/VRCRMDashboarding & Performance Tracking	<ul style="list-style-type: none">Data ManagementMarketing AutomationMarketing Tech Activation	<ul style="list-style-type: none">Platform IntegrationsSearch Engine Optimization

Are you ready for YOUR BRAND to be powered by Clarity?

David Melnick | Partner/EVP, Brand Integration | 410.336.1000 | davidm@marriner.com

The world is bursting with information, misinformation, data, expert opinions and crowd-sourced reactions.

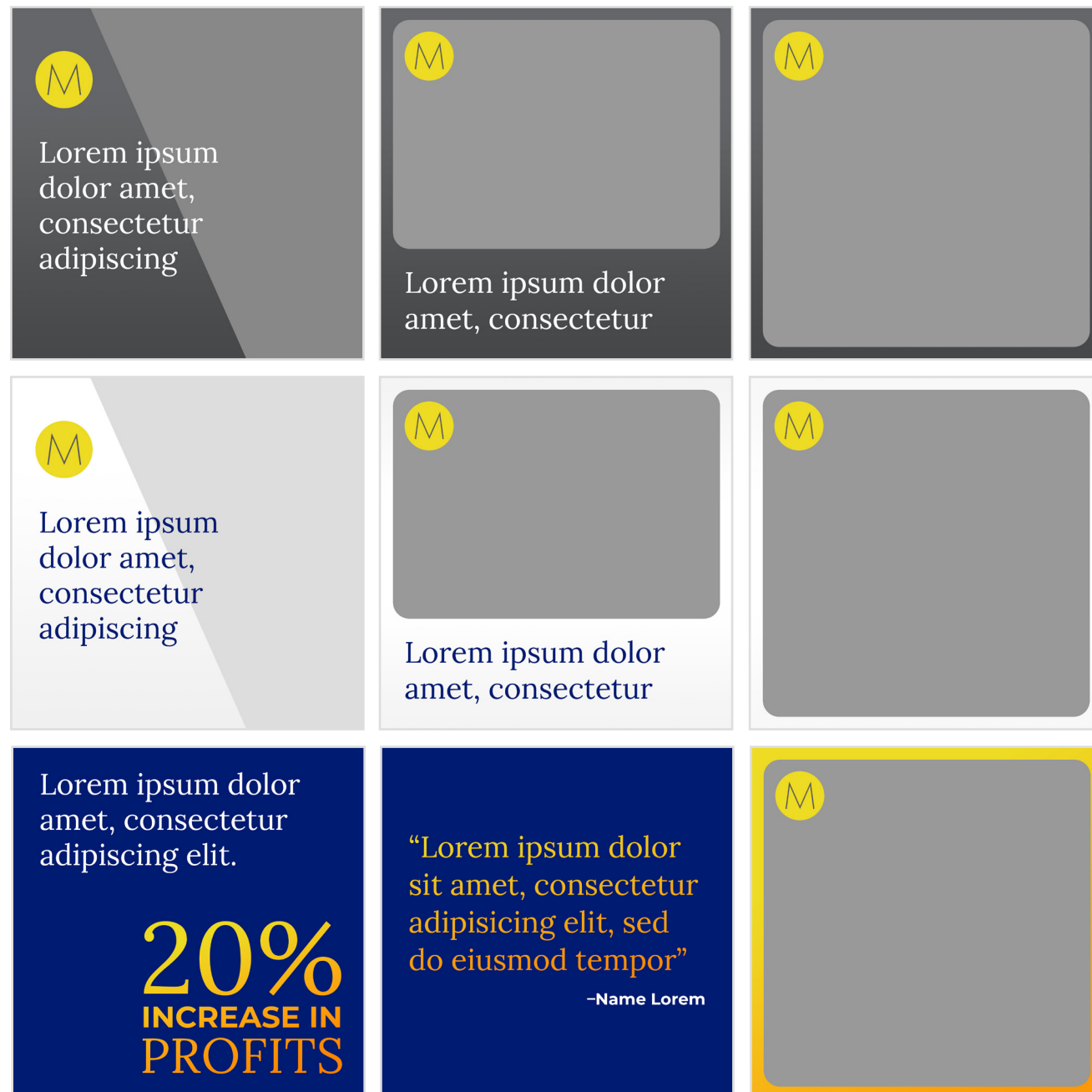
Wouldn't it be refreshing to sift through the distractions and give your brand a competitive advantage?

That's Clarity.

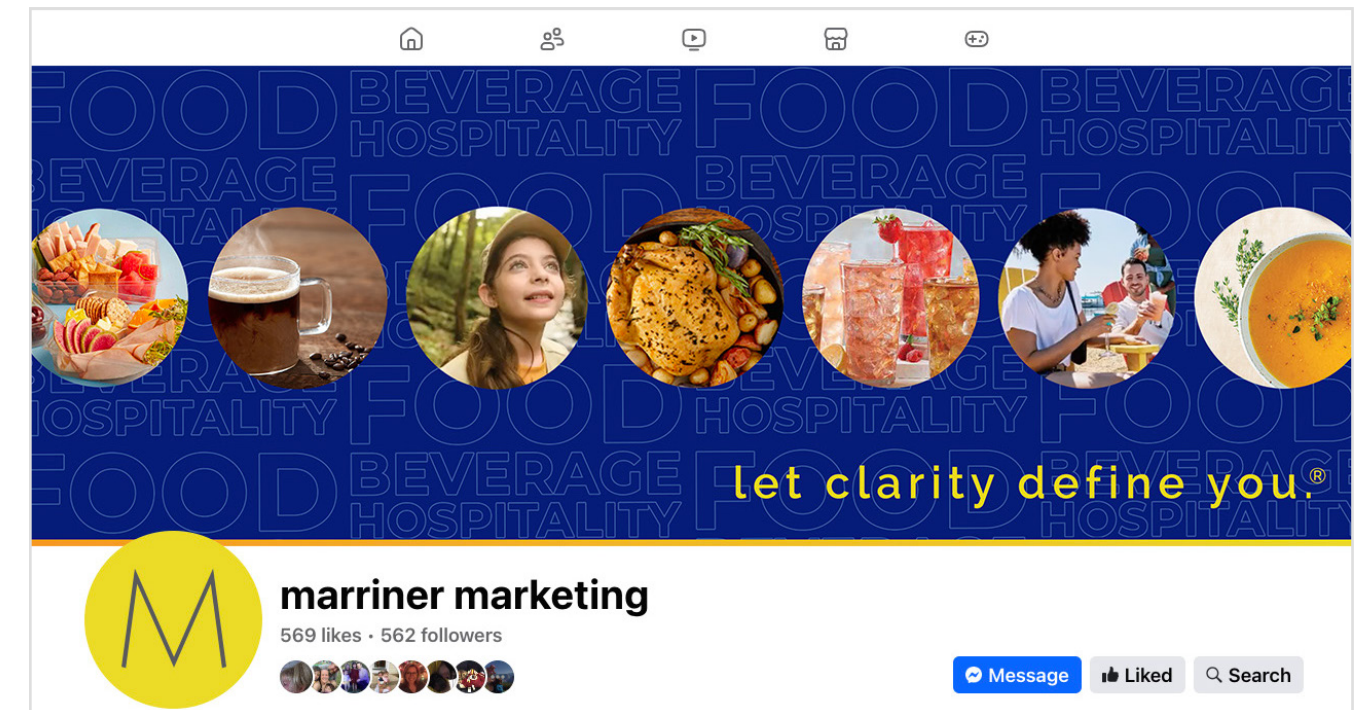
Graphic Elements

Marriner Templates

Social Posts



Social Header





Thank You