Brand
Guidelines

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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
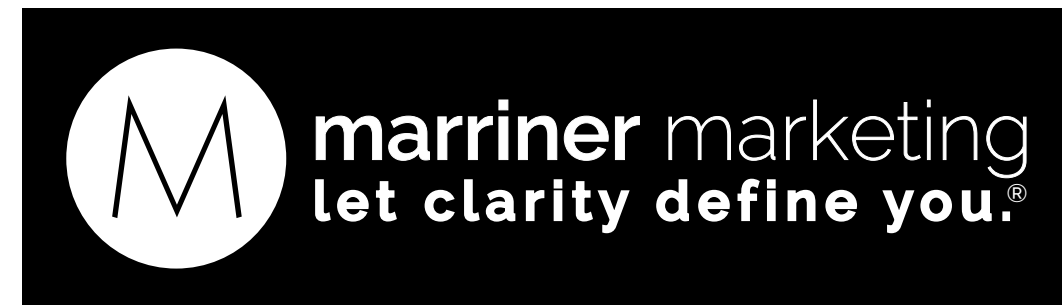

Secondary Logo

Our Logos

Color Variations

On white/light background

On black/dark background

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

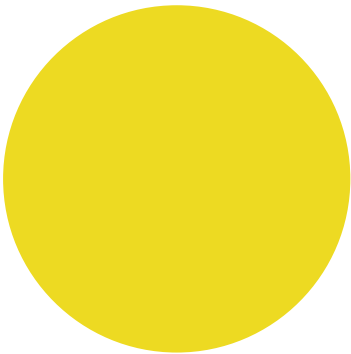Do not use yellow text on a white/light background

Other Logos

Cababilities and Blog Treatments
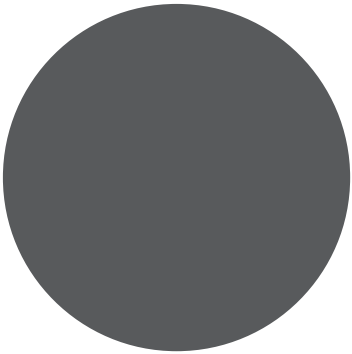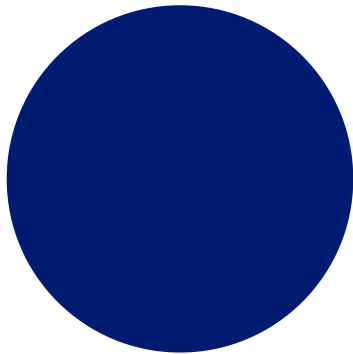
Food, Beverage and Hospitality Treatment

clarity catalyst

clarity 365

clarity capture

clarity in action

the **clear** space

FOOD BEVERAGE HOSPITALITY

Our Colors

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.
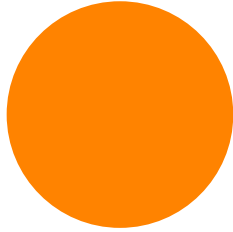
#edda22

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

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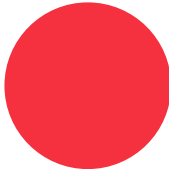The secondary palette is used as a complementary splash of color to be used with a primary brand color.

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

#edda22 - #ff8300
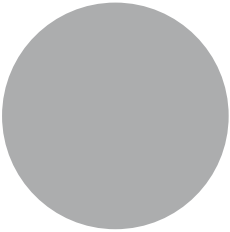
#acadae

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

Highlight
The tertiary palette supports instances where additional palettes are needed such as templates, presentations and icons.
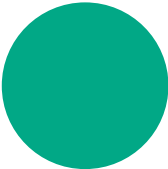
#01a886

R: 1	C: 99
G: 168	M: 0
B: 134	Y: 20
	K: 34
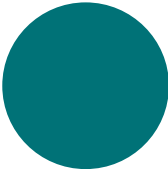
#007277

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
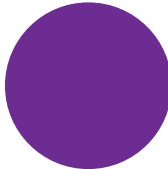
#6d2c91

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

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.

Graphic Elements

Marriner Templates

Social Posts

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20%
INCREASE IN
PROFITS

"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor"

–Name Lorem

Social Header

let clarity define you.®

marriner marketing
569 likes · 562 followers

Message   Liked   Search

Thank You