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PURPOSE

Without knowing it, every day you are cultivating your own brand. The cold, hard, definition of a brand is the perceptions, ideas, concepts, and visuals that distinguish one product from others in the same market. So, when you think about it, the way you speak, work, communicate and write, it all adds up to create a personality that distinguishes you from others, thus establishing your own personal brand.

Maramin's job is to effectively communicate the intended message of the project at hand visually to a specified audience. The designer does this through arranging type, symbols, color, and imagery to create a brand "feel" related to the business they are working with for the project at hand. A graphic designer works on: visual brand identity which includes: logo designs, business cards, brochures, flyers, folders, print advertisements, postcards, company letterhead & envelopes, booklets, catalogs, packaging design, greeting cards and invitations, social media pages including Facebook, Twitter, Google+, as well as web advertisements, and web graphic elements.

MaRamin

The standard logotype is always used in black, white or textured shiny black. Only use the logotype as a design/identity element in specified instances and sizes. It cannot be used as text or inserted in body copy.

LOGO OVERVIEW

COMPLEMENTARY LOGOTYPE

BLACK & WHITE

MATTE BLACK

The logotype can be used within a circle in black or in white. Circled logos can appear on all Maramin print content. But, again, their use must conform to the Guideline requirements—and they should not be used within body copy.

CLEARSPACE

0.5   0.5

MaRamin

0.5   0.5

BACKGROUND CROWD RATIOS

The Clearspace has been established to ensure logo visibility and impact. Maintaining the Clearspace zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

MINIMUN SIZES

HEIGHT: 1CM

LOGOTYPE

HEIGHT: 2.6CM

CIRCLED LOGOTYPE

When reproducing the logo, be conscious of its size and legibility. The logotype is designed for a great majority of uses. In print, the logotype or wordmark should be at least 0.5" height.

Do not use the logo below these size ranges. These guidelines also apply to minimum and small-size versions in boxed or molecule decoration formats.

IMPROPER USE

DO NOT STRETCH

DO NOT ALTER COLOR

DO NOT ADD SHADOW

DO NOT ADD OBJECT

COLOR

Black is associated with power, mystery, strength, authority, elegance, formality, aggression, authority, and sophistication. The color black affects the mind and body by helping to create an inconspicuous feeling, boosting confidence in appearance, increasing the sense of potential and possibility.

C 0
M 0
Y 0
K 96

C 0
M 0
Y 0
K 0

White is an inherently positive color, is associated with purity, light, goodness, heaven, safety, brilliance, illumination, understanding, cleanliness, faith, beginnings, possibility, humility, sincerity, protection, softness, and perfection. The color white affects the mind and body by aiding in mental clarity.

#262424
PANTONE BLACK C

#FFFFFF
PANTONE WHITE

TYPOGRAPHY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"·$%&/()=?-+*

ABCDEFGHIJKLMNOPQRST
UVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"·$%&/()=?-+*

HOW IT'S APPLIED

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