


*Mr.*  
**Marten**

**BRAND GUIDE**





These guidelines describe the visual and verbal elements that represent Mister Marten identity. This includes the name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our brand.

These guidelines reflect Mister Marten commitment to quality, consistency and style.

The Mister Marten brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interest by preventing unauthorized or incorrect use of Mister Marten name and marks.

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# LOGO DESIGN

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name they have a fixed relationship that should never change in any way.



ATLAS