

The logo features the text "Mr. Marten" in a dark blue, elegant script font. The word "Mr." is written in a smaller, more delicate script above the "M". The word "Marten" is larger and more prominent, with a long, sweeping underline that extends to the right. The entire logo is centered within a light blue hexagonal frame.

Mr. Marten

Brandguide

# Kleurenpalet

Mr. Marten has three primary colours: Blue, Light blue and Red. These official colours are going to look like pastel colours and will be a recognizable identifier for the band. Use them as the dominant colour palette for all visual presentations of the band.

The secondary colours are complementary to the official colours, but are not recognizable identifiers for the band. Secondary colours should be used sparingly (less than 20% of the palette in one piece). Use them to accent and support the primary colour palette

## Pastel Red

#FF5A5F

R: 235  
G: 92  
B: 99

C: 0%  
M: 76%  
Y: 51%  
K: 0%

## Black Olive

#3C3C3C

R: 59  
G: 59  
B: 60

C: 67%  
M: 57%  
Y: 54%  
K: 60%

#235789

R: 34  
G: 88  
B: 138

C: 91%  
M: 63%  
Y: 22%  
K: 7%

## B'Dazzled Blue

#047E86

R: 4  
G: 126  
B: 139

C: 83%  
M: 29%  
Y: 38%  
K: 13%

## Metallic Green

#F5F5F5

R: 245  
G: 244  
B: 244

C: 5%  
M: 4%  
Y: 4%  
K: 0%

## White Smoak