



# MARR

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Brand Guidelines

# OVERVIEW

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This brand identity document outlines a set of rules that define the overall look and feel of your brand - MARR, Laser & Skin Clinic. They will help you build a brand identity that your audience can recognise across all platforms.

The power of a guided brand will ensure any messaging you send out will feel more whole and connected and in turn allow your customers to engage and trust the authenticity of your brand.

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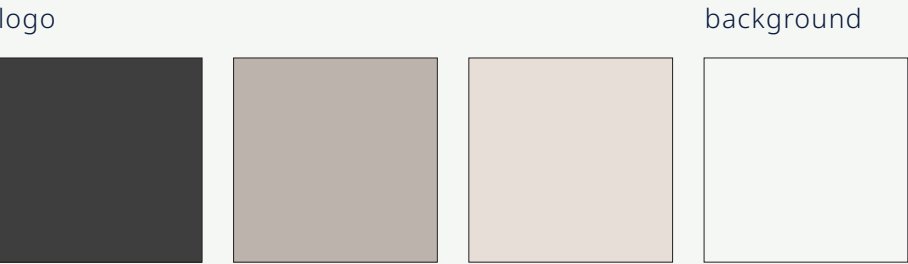
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# BRANDING LOGOS

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Strap Logo

MARR  
LASER & SKIN



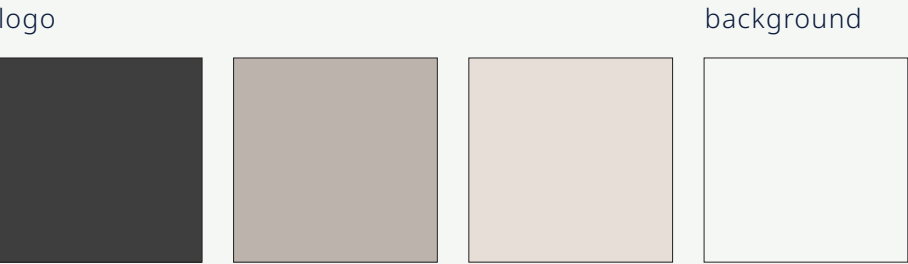
logo

background

Optional branding colour options



Alternative Logo

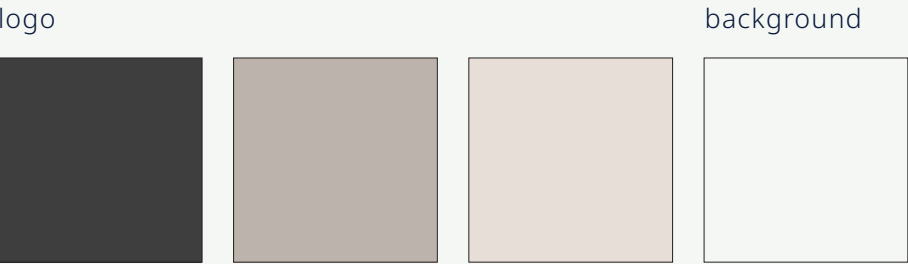


Optional branding colour options



# Branding Logos

Submark Logo



Optional branding colour options



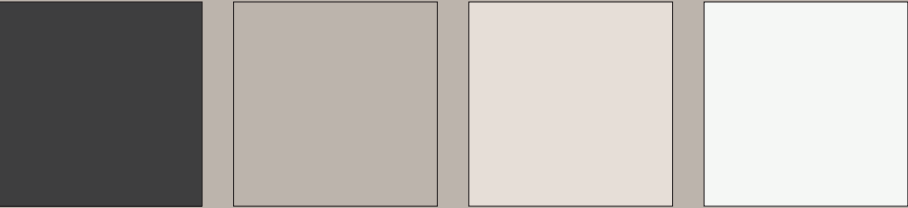
Branding Logos

Strap Logo

MARR  
LASER & SKIN

background

logo



Optional branding colour options

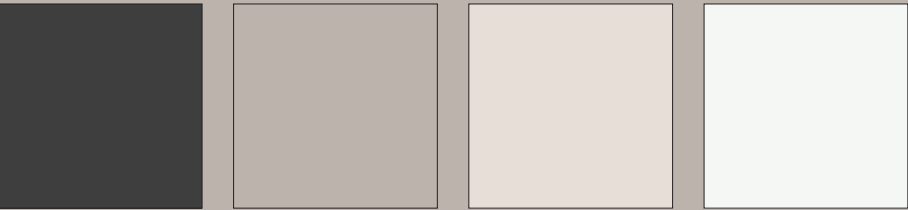


Strap Logo



background

logo



Optional branding colour options



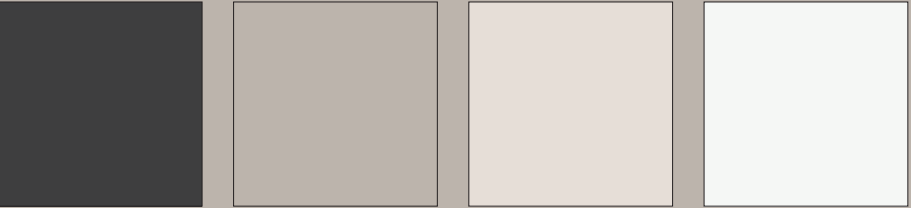
# Branding Logos

Strap Logo



background

logo



Optional branding colour options



# Branding Logos

Application Guidelines - Applies to all logo variations



Do not alter the transparency of your logos



Do not alter the colour of your logos to any shade out with your branding colours



Do not distort the scale of your logo



Do not alter the size, spacing or positioning of the type in your logos



Do not alter outlines and fills



Do not re-create your logos using an alternative typeface



Do not apply any drop shadow or effects to your logos



# TYPOGRAPHY

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Headings / sub-headings

CANGSTE

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
. , \ / ? ! £ % & \* 3 #

- Typeface guidelines:
- To be used only in UPPERCASE lettering
  - Tracking (letter spacing) set to 100

Body text / information

Noto Sans Light

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q  
r s t u v w x y z  
. , \ / ? ! £ % & \* 3 #

- Typeface guidelines:
- Should be used as standard sentence format ie. Capitalisation  
(Caps ONLY used as first letter of sentence)
  - Tracking (letter spacing) set to 50

# COLOUR SCHEMES

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# Colour Schemes

Primary Branding Colours

Brand Guidelines

<div>#3C3C3B</div> <div>RGB: R60 G:60 B:59</div> <div>CMYK: C:0% M:0% Y:0% K:90%</div>	<div>#C6BCB3</div> <div>RGB: R198 G:188 B:179</div> <div>CMYK: C:27% M:25% Y:29% K:0%</div>	<div>#ECE5E0</div> <div>RGB: R236 G:229 B:224</div> <div>CMYK: C:9% M:10% Y:12% K:0%</div>
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<div>#F9F9F8</div> <div>RGB: R249 G:249 B:248</div> <div>CMYK: C:3% M:2% Y:3% K:0%</div>
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# SOCIAL CONTENT EXAMPLE

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# Social Content

Example Instagram Posts

Brand Guidelines



Maximising content quality through engaging visual posts

Branding colours used for opaque fills over clinic photos

Noto Sans Light font used for supplementary text across posts

Cangste brand font used for main typeface across posts

