



# 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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# BRANDING LOGOS

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MARR / LASER  
& SKIN

# Branding Logos

Strap Logo

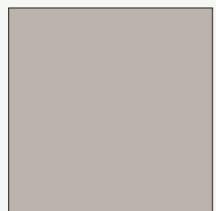
Brand Guidelines

MARR  
LASER & SKIN

logo



background



Optional branding colour options

MARR / LASER  
& SKIN

# Branding Logos

## Alternative Logo

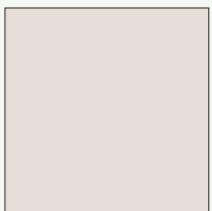
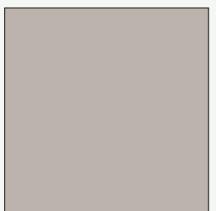
Brand Guidelines



logo



background



Optional branding colour options

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& SKIN

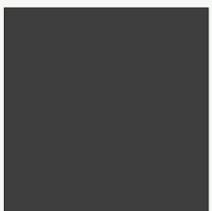
# Branding Logos

## Submark Logo

Brand Guidelines



logo



background



Optional branding colour options

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& SKIN

# Branding Logos

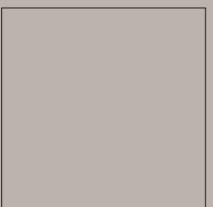
Strap Logo

MARR  
LASER & SKIN

background



logo



Optional branding colour options

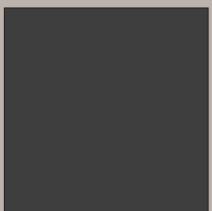
# Branding Logos

Brand Guidelines

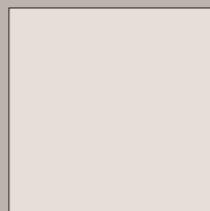
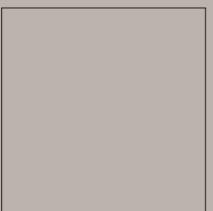
Strap Logo



background



logo



Optional branding colour options



# Branding Logos

Brand Guidelines

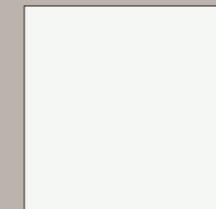
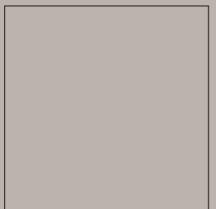
## Strap Logo



background



logo



Optional branding colour options

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# Branding Logos

Application Guidelines - Applies to all logo variations

Brand Guidelines



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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MARR / LASER  
& SKIN

# Typography

## Typefaces

Brand Guidelines

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#

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:

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

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

#3C3C3B

RGB: R60 G:60 B:59

CMYK: C:0% M:0% Y:0% K:90%

#C6BCB3

RGB: R198 G:188 B:179

CMYK: C:27% M:25% Y:29% K:0%

#ECE5E0

RGB: R236 G:229 B:224

CMYK: C:9% M:10% Y:12% K:0%

#F9F9F8

RGB: R249 G:249 B:248

CMYK: C:3% M:2% Y:3% K:0%

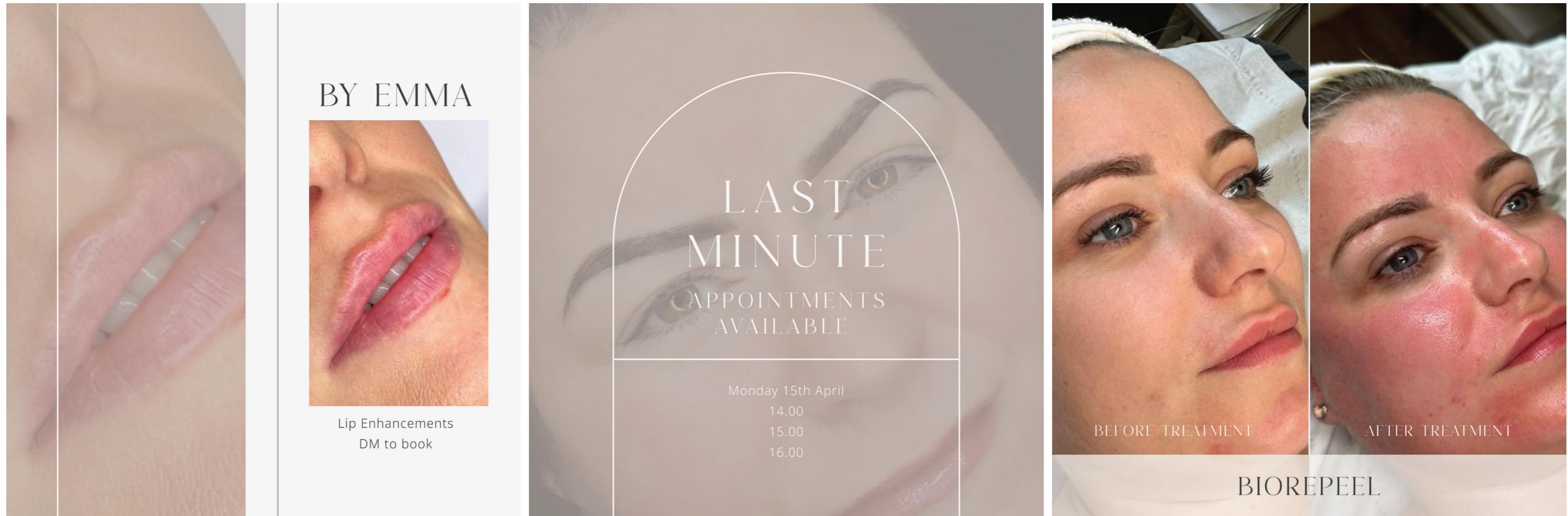
# SOCIAL CONTENT EXAMPLE

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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

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