



Brand Guideline

About
Marketing Extention

Marketing Extension is a consulting and outsourcing company that helps businesses use marketing to drive meaningful, measurable progress. We offer strategic direction, build high-performing teams, and execute tailored campaigns—leveraging a network of Africa's top marketing talent. Whether you need short-term support or full-scale leadership, we deliver the clarity, people, and execution to help you compete and grow with confidence.



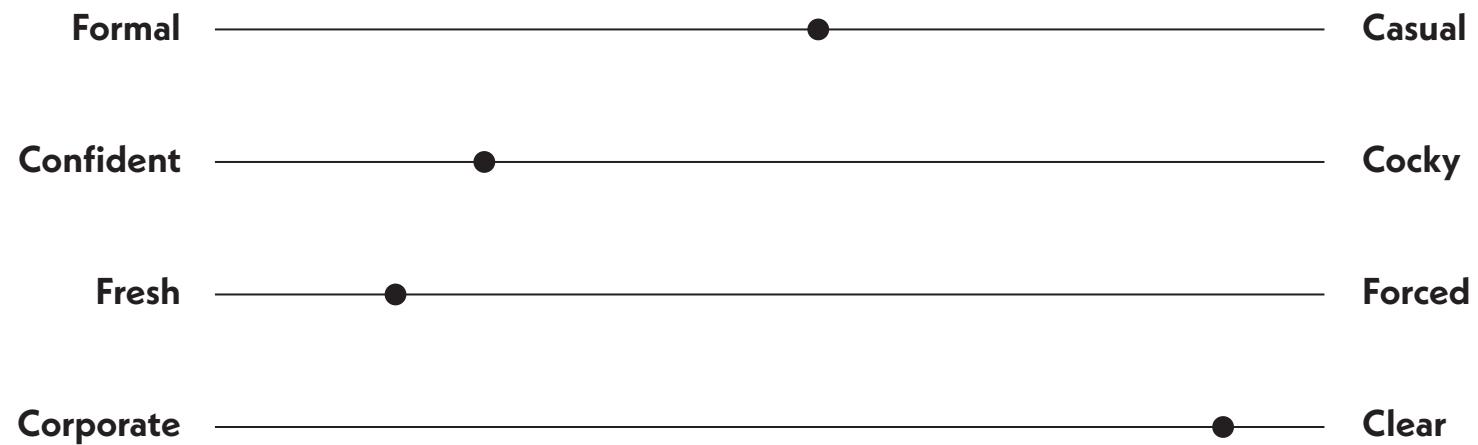
Helping businesses grow smarter by delivering sharp strategy and the right marketing people at the right time.

Our Statement

Marketing Extension is defining a new category: Growth Marketing-as-a-Service (GMaaS). A hybrid model that combines strategic consulting, on-demand talent, and execution support—delivered fast, flexibly, and affordably.

– Let's Fix Your Marketing. For Real.

Tone of Voice



Content

1. Logo
2. Colour
3. Typography
4. Iconography
5. Stationary
6. Media Identity
7. Mockup
8. Pattern & Brand Elements

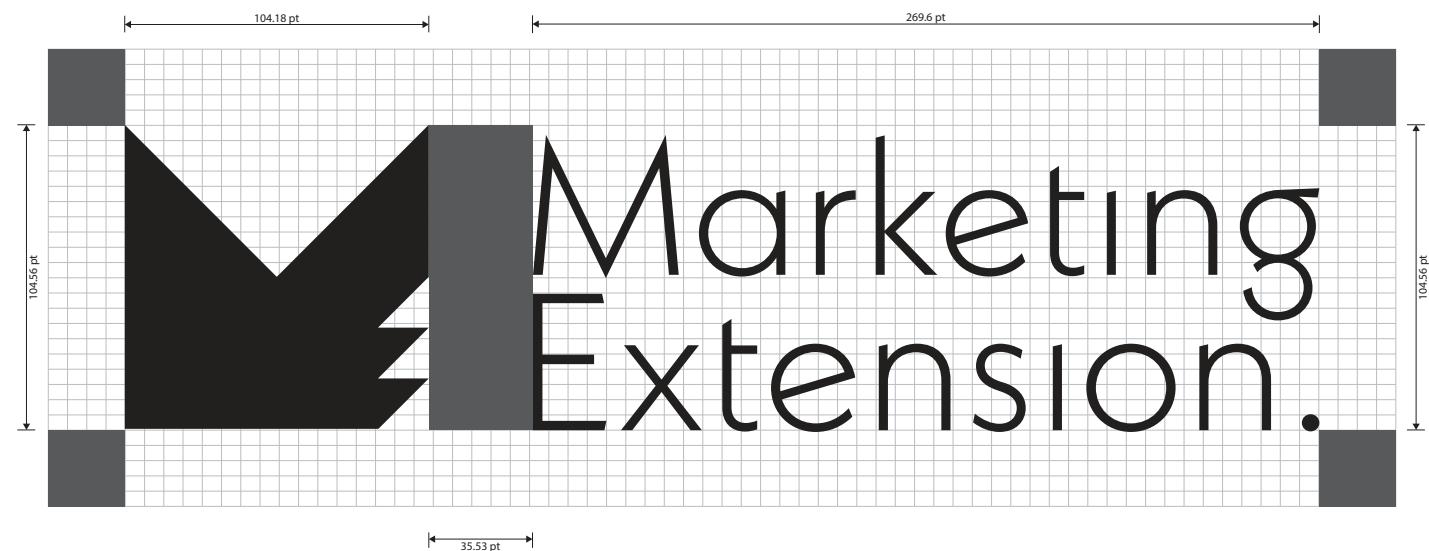
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Logo

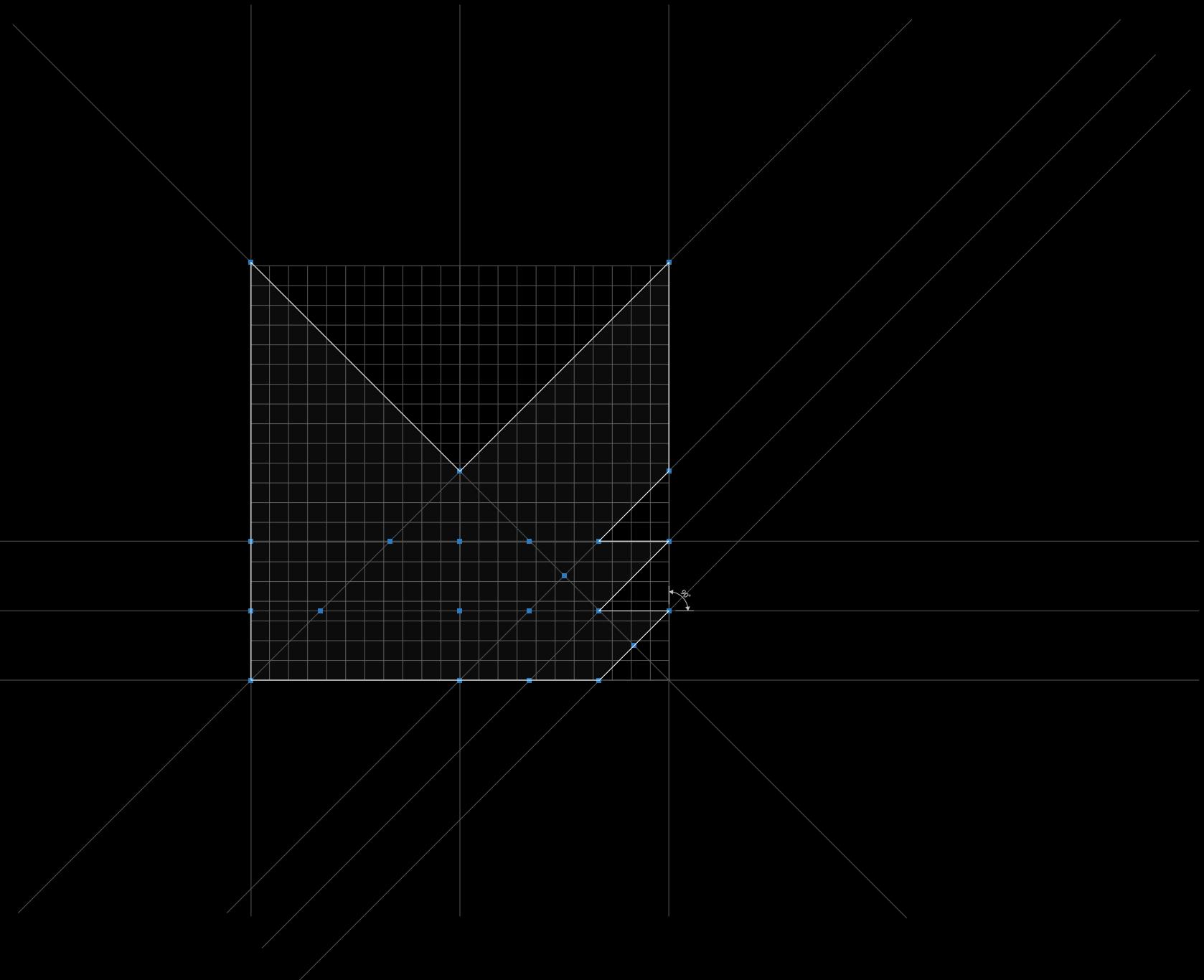
1.

Logo Construction

Mark construction ensures the visual balance, clarity, and recognition of the logo's graphic symbol or icon. It ensures scalability, adaptability across different sizes and mediums, reinforcing brand identity and leaving a memorable impression on audiences.



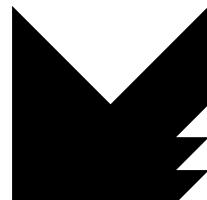
Logo Mark



Logo Mark

Horizontal Logo Mark

This is our Masterbrand logo and it is meant to be used at most times.



Icon

Marketing Extension.

Work Mark

Vertical Logo Mark

In cases where our Masterbrand logo cannot be used in its horizontal alignment, the vertical variation can be used instead.



Icon

Marketing Extension.

Work Mark

Logo Scaling

Scaling is essential for brand guidelines as it ensures the logo maintains its integrity and legality across various sizes and platforms. It guarantees that the logo's elements are proportionately adjusted, preserving its visual impact. Effective mark scaling helps maintain consistency and recognisability, reinforcing the brand's presence in different contexts.

Bold Scaling



80px

Medium Scaling



64px

Small Scaling



48px

Additional Scaling



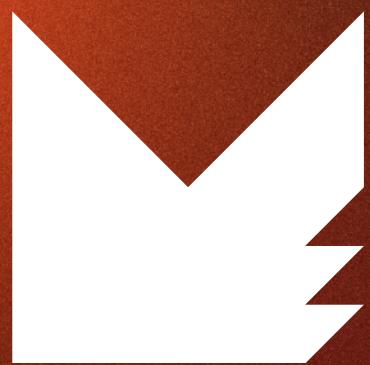
32px

Minimum Scaling



16px

Main Logo



Marketing
Extension.

Clear Space

A clear and well-organised logo is crucial for instant recognition, memorability, versatility, and maintaining brand consistency. It communicates professionalism, adapts to changes and effectively represents the identity of a business or organisation.



Partnerships



Marketing
Extension.

Epsilon®



Do's

Logo usage guidelines:

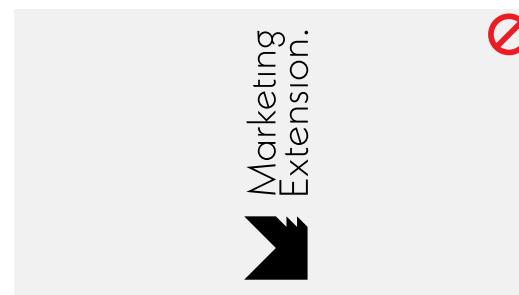
- Maintain proper spacing around the logo to ensure visibility and clarity.
- Use the logo in its original colors and proportions; avoid distorting or altering it.
- Ensure the logo is legible by using it against backgrounds with adequate contrast.
- Use high-resolution versions of the logo for crisp reproduction across various mediums.
- Avoid placing the logo in crowded or visually cluttered areas to maintain its impact.
- Do not combine the logo with other graphics or elements that may detract from its visibility or meaning.

Always refer to the brand guidelines for specific rules and restrictions regarding logo usage.



Dont's

- Use only Brand Colours
- Do not distort
- Do not change the Opacity
- Do not space out the logo
- Do not add extra copy
- Do not place at an angle
- Do not add stroke
- Do not add Shadow
- Do not add Blur



1. Logo
2. Colour
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Colour

2.

Colour

Colors for a company are essential for brand recognition and evoke specific emotions or associations. The choice of colors should align with the brand's identity, target audience, and industry standards.

Consistent use of colors across branding materials fosters a cohesive and memorable brand image.

The colour palette features sophisticated shades of grey complimented by vibrant brown and orange highlighting the application audacity and boldness making it stand out from the competition.

Flame Orange

RGB
(230, 82, 38)

CMYK
(0%, 64%, 84%, 10%)

HSV
14°, 83%, 90%

Fire Engine Red

RGB
(192, 32, 38)

CMYK
(0%, 83%, 80%, 25%)

HSV
358°, 83%, 75%

Ghost White

RGB
(248, 249, 250)

CMYK
(1%, 0%, 0%, 2%)

HSV
210°, 1%, 98%

Granite Gray

RGB
(100, 101, 101)

CMYK
(1%, 0%, 0%, 60%)

HSV
180°, 1%, 40%

Dark Charcoal

RGB
(51, 51, 51)

CMYK
(0%, 0%, 0%, 80%)

HSV
359°, 0%, 20%

Branding Gradient (HEX)

Black

RGB
(0, 0, 0)

CMYK
(0%, 0%, 0%, 100%)

HSV
359°, 0%, 0%

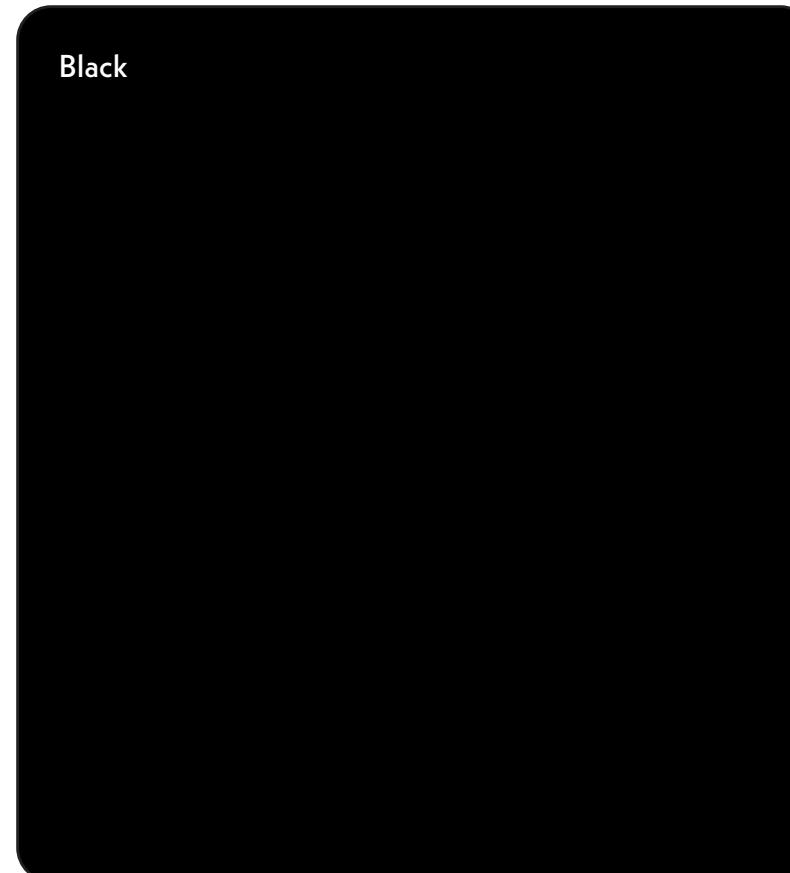
Colour 2 (Primary)

Colors for a company are essential for brand recognition and evoke specific emotions or associations. The choice of colors should align with the brand's identity, target audience, and industry standards.

Consistent use of colors across branding materials fosters a cohesive and memorable brand image.

The colour palette features sophisticated shades of grey complimented by vibrant brown and orange highlighting the application audacity and boldness making it stand out from the competition.

Black



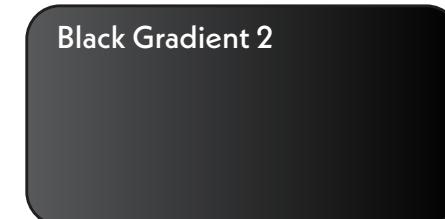
Black Gradient



Blck and Grey Branding Gradient (HEX)



Black Gradient 2



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Typography

3.

Typography

Primary Typeface

Typography hierarchy for a company involves organizing text elements to prioritize information. This is achieved through variations in font size, weight, and style to guide readers' attention and convey the importance of different content. It enhances readability and helps communicate messages effectively.

Neue Kabel

Light

A B C D E F G H I J K L M N
O P G 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 a r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ? ! ^ # *

Regular

A B C D E F G H I J K L M N
O P G 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 a r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ? ! ^ # *

Book

A B C D E F G H I J K L M N
O P G 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 a r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ? ! ^ # *

Medium

A B C D E F G H I J K L M N
O P G 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 a r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ? ! ^ # *

Bold

A B C D E F G H I J K L M N
O P G 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 a r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ? ! ^ # *

A

A

A

A

A

Typography

Typography hierarchy for a company involves organizing text elements to prioritize information. This is achieved through variations in font size, weight, and style to guide readers' attention and convey the importance of different content. It enhances readability and helps communicate messages effectively.

Secondary Typeface

Windsor Pro

Light

ABCDEFGHIJKLMN
OPGRSTUVWXYZ

abcdefghijklmno
parstuvwxyz

0123456789?!^#*

Regular

ABCDEFGHIJKLMN
OPGRSTUVWXYZ

abcdefghijklmno
parstuvwxyz

0123456789?!^#*

Book

ABCDEFGHIJKLMN
OPGRSTUVWXYZ

abcdefghijklmno
parstuvwxyz

0123456789?!^#*

Medium

ABCDEFGHIJKLMN
OPGRSTUVWXYZ

abcdefghijklmno
parstuvwxyz

0123456789?!^#*

Bold

ABCDEFGHIJKLMN
OPGRSTUVWXYZ

abcdefghijklmno
parstuvwxyz

0123456789?!^#*

A

A

A

A

A

Hierarchy

Typography hierarchy for a company involves organizing text elements to prioritize information. This is achieved through variations in font size, weight, and style to guide readers' attention and convey the importance of different content. It enhances readability and helps communicate messages effectively.

SUB-HEADLINE

Small Headline

Large Headline

Typography hierarchy for a company involves organizing text elements to prioritize information. This is achieved through variations in font size, weight, and style to guide readers' attention and convey the importance of different content. It enhances readability and helps communicate messages effectively.

Get Started

Windsor Pro
All Caps

Neue Kabel
Title Case

Neue Kabel Bold
Title Case

Windsor Pro Regular
Sentence Case

Neue Kabel Bold
Button

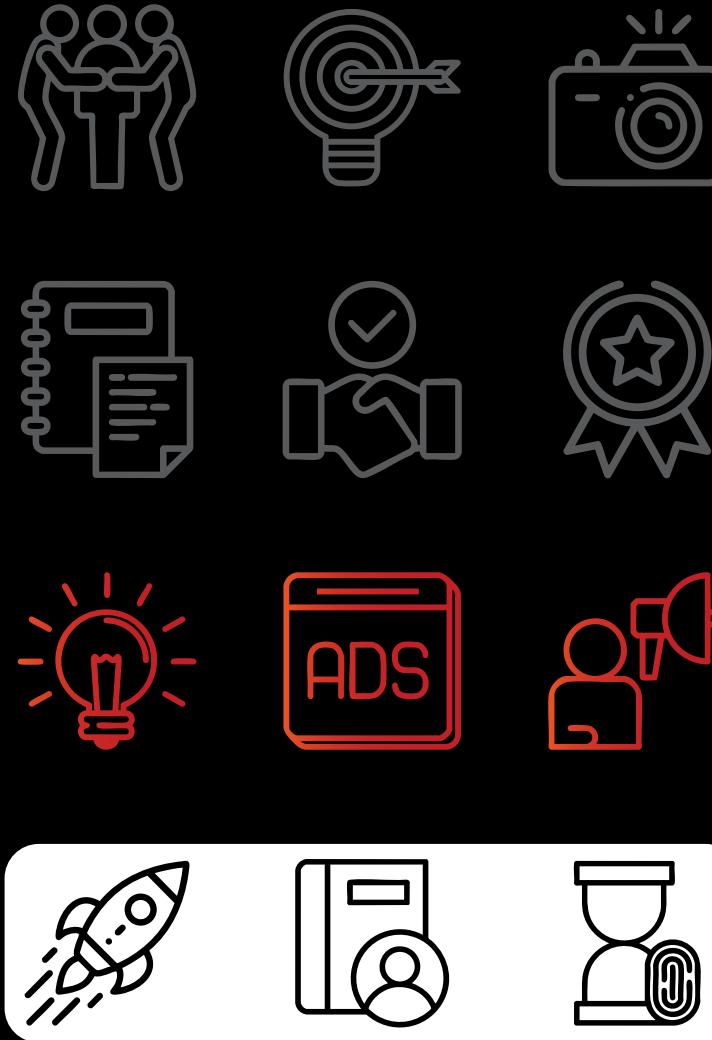
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Iconography

4.

Iconography

Typography hierarchy for a company. Iconography strengthens brand identity by visually conveying messages in a simple, memorable way. Consistent icons enhance recognition, improve communication, and unify the brand across all platforms, making it more effective and visually appealing.



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Stationary

5.

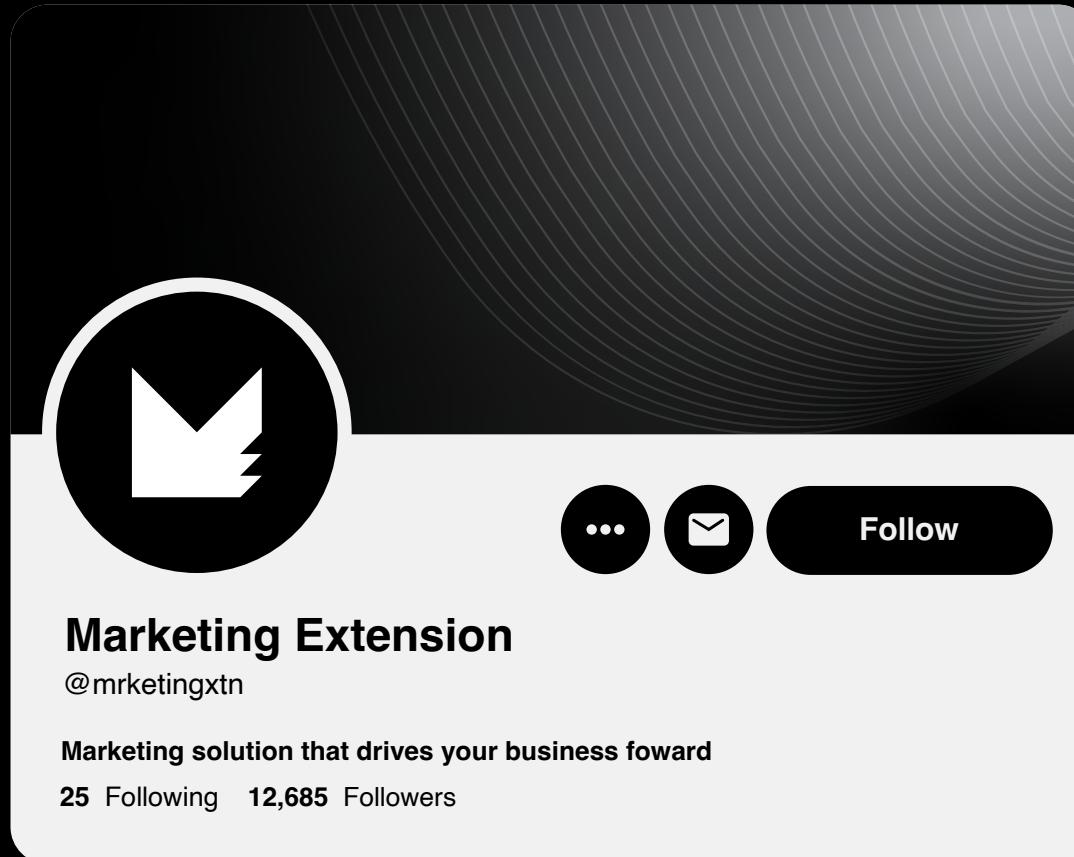
Business Card



1. Logo
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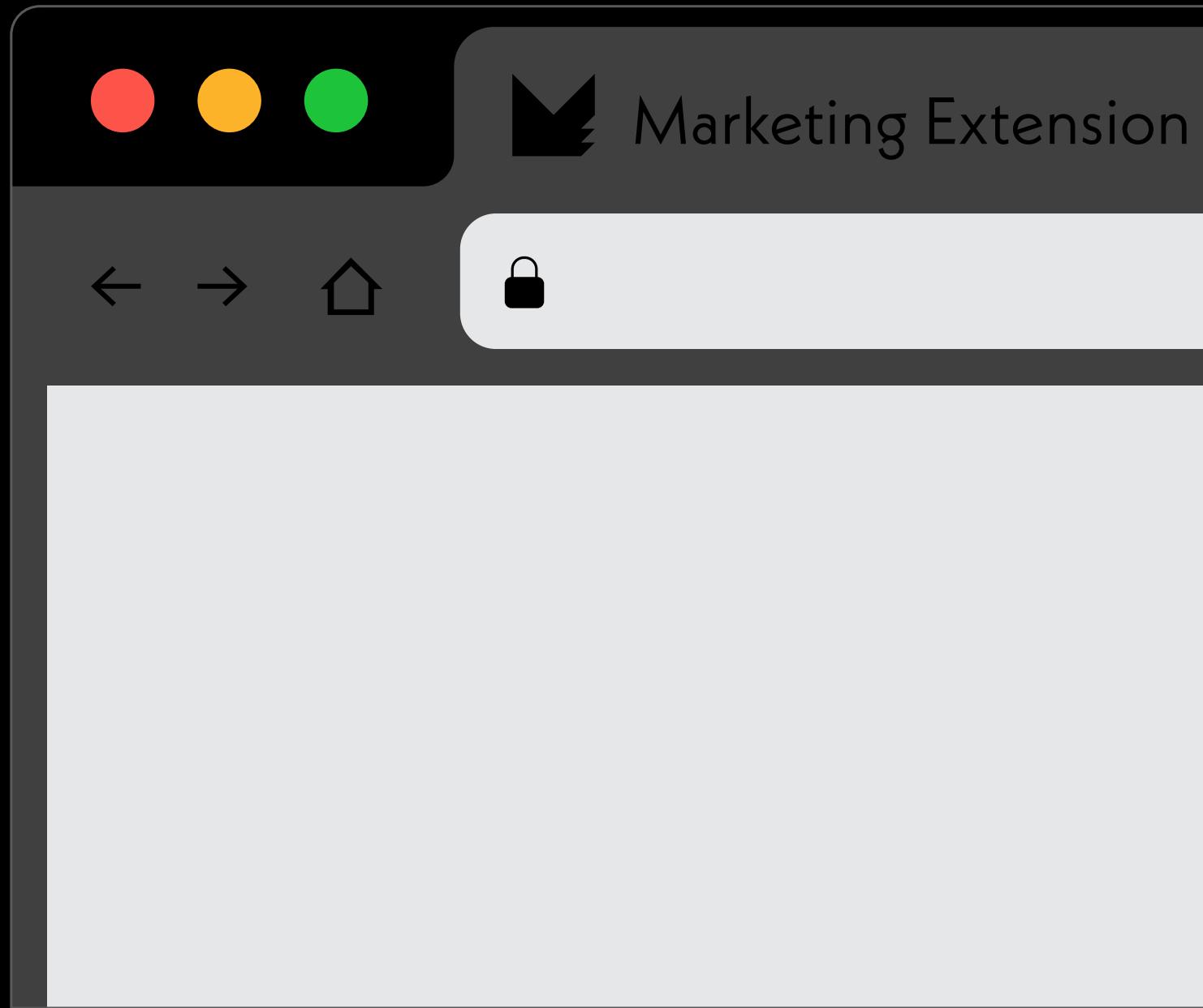
Media identity

6.



Favicon

Favicon or web icons are integral to brand guidelines as they represent a condensed version of the logo, optimized for digital platforms. They enhance brand recognition and consistency across web browsers and mobile devices, ensuring visibility and usability. Favicon design ensures that the brand identity is effectively communicated in a small, recognizable format, complementing the overall digital presence.





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Mockup

7.











**We know African markets
inside-out—and help global
companies win in them.
Why it matters: Because global
brands need local insight.**







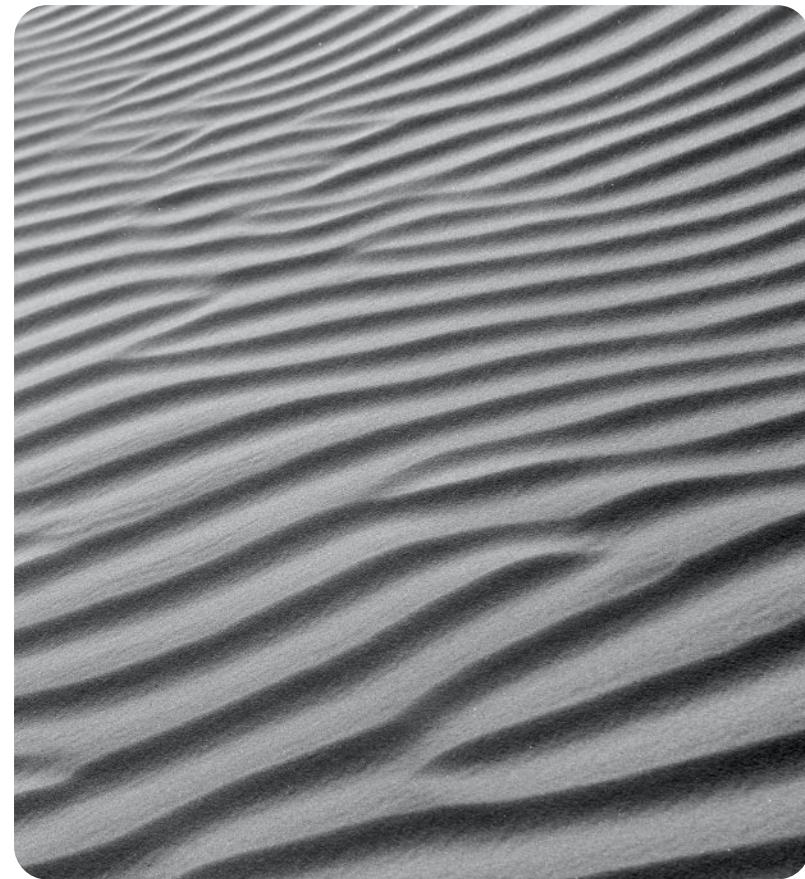
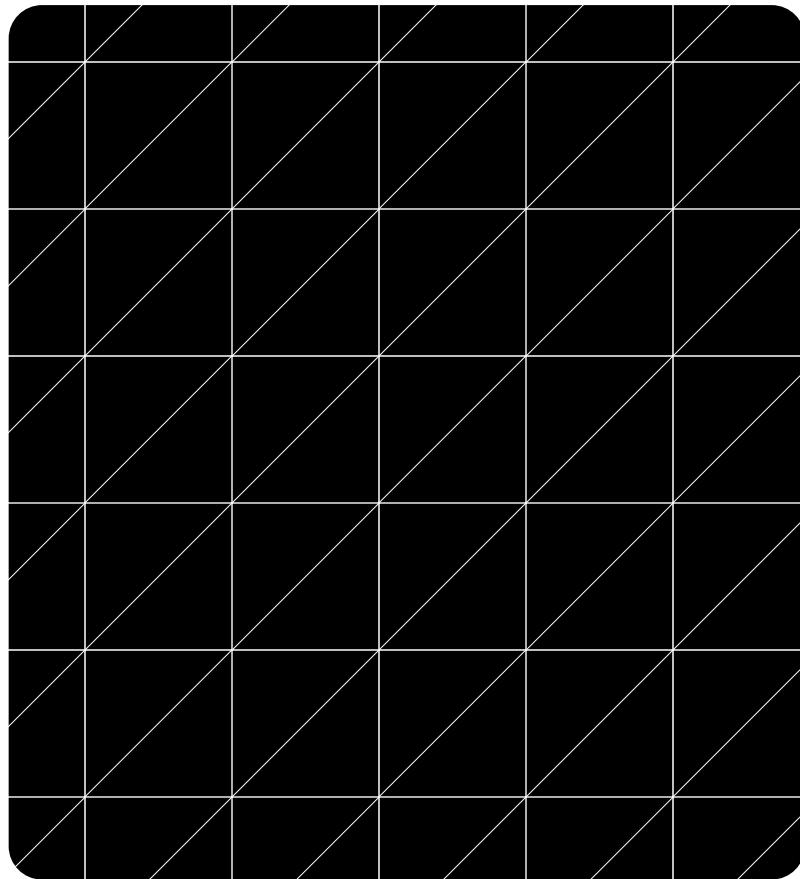


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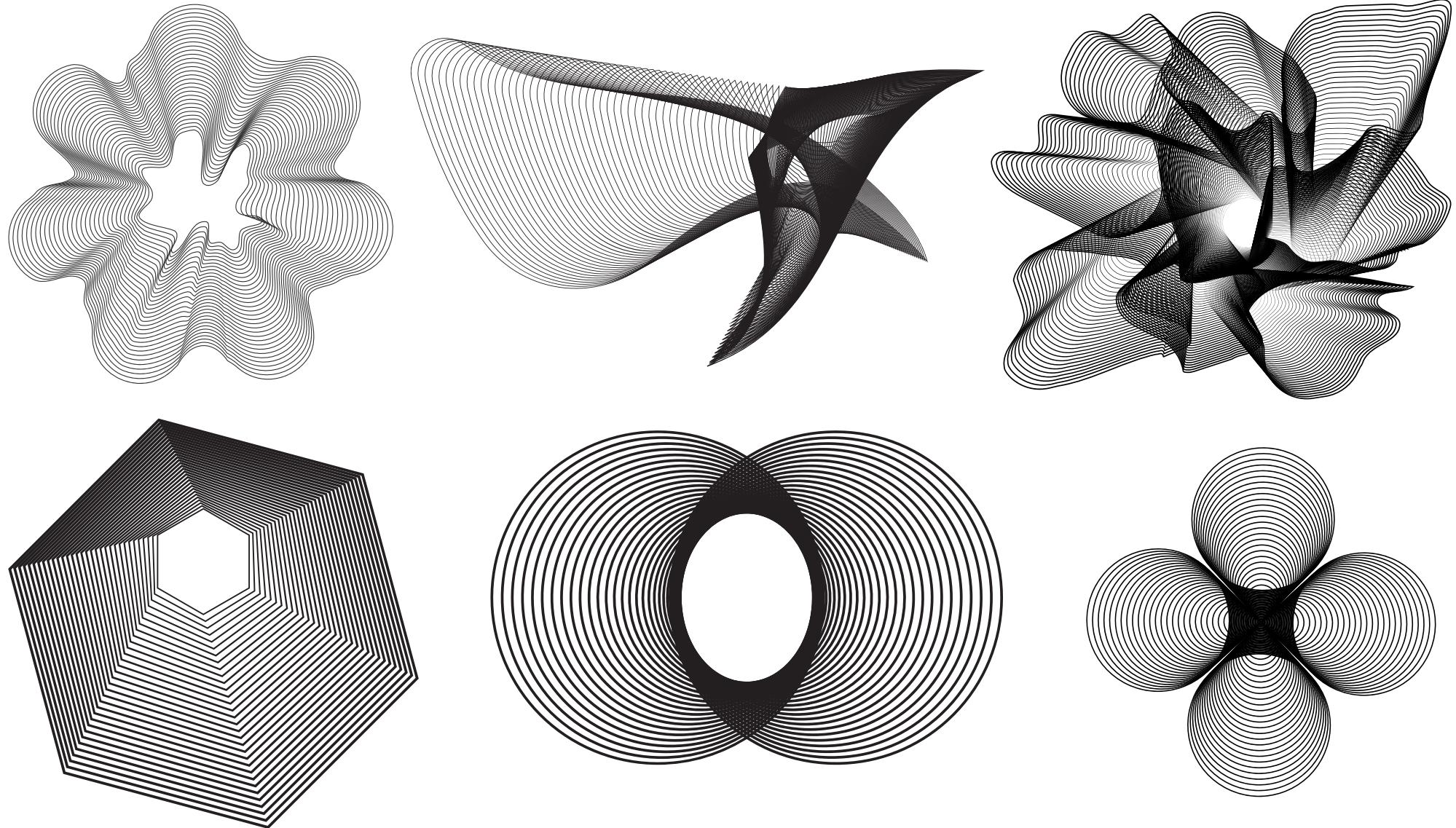
Pattern & Brand Elements

8.

Pattern and Brand Elements



Brand Elements





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