



MARKETING IN COLOR

Brand Guidelines

think in color

Philosophy

Each organization, regardless of its industry or area of expertise, is constantly communicating with the audience around it. A logo, a website, each social media post, every email delivered, every business card handed out, and every smile from a team member are all reflections of the brand.

This impression can be defined as the organization's brand. At Marketing In Color, we strive to make that impression a colorful one; one that communicates the heart and values that make us unique and set us apart from the rest. We wish for our brand to better lives, make someone's day, and positively impact every client we engage with. We strive to inspire, challenge, and show our true colors in everything we say and do. And that, ladies and gentlemen, is what it means to Think In Color.



our true colors

Be A Partner

We help brands grow and pride ourselves on being more than “order-takers.” Our team conducts research to assess needs, then crafts and executes a strategic plan to fulfill those needs. All with a focus on collaboration and open communication.

We are always honest and fair, because to us, personal integrity is more important than financial gain.

Cultivate Growth

We believe that to be alive is an opportunity to grow and learn. Our team is encouraged to continue their educations, learn new skills, and think entrepreneurially. Whether through our monthly Lunch N' Learns or third-party webinars, employees are encouraged to share their knowledge with the rest of the class. Ideas are listened to, not just heard, and each team member is truly integral to the success of MIC.

Stay Creative

Creativity is the lifeblood of our work – from the creation of a brand to how we maximize resources. We challenge ourselves to remain current with industry best practices, not settling for cookie-cutter or trendy solutions. We breathe color into black and white situations and we're not afraid to color outside the lines.

Give Back

MIC is grateful for the opportunities we have enjoyed over the years. To reciprocate, our goal is to make a lasting difference in our community through the businesses and organizations we support.

Prosper

Only a prosperous business can be a partner, cultivate growth, stay creative, and give back. MIC values the honest, effective management of funds and resources, as well as a healthy work-life balance.



brand personality

If Marketing In Color were a person, what would others have to say about him? What sense of humor would he have? How would MIC behave in business settings? How about in a social gathering? Would MIC be someone fun to speak to? Would he bore you with technobabble and industry-speak, or be down-to-earth and easy to understand?

Our everyday goal is for MIC to be a reflection of the kind of people that make up our awesome organization. For that reason, we inject certain key personality traits into every piece of communication we put out, whether written, recorded, or designed.

MIC is a creative brand, always showing playfulness and ingenuity every time its voice is “heard.” And even though the MIC brand is fun and easy-going, when it comes down to business, it demonstrates its expertise in a clear way. We take care of the intricacies and complexity in-house, and communicate it in laymen’s terms. We know what we’re doing. We have no need to constantly flaunt or show-off what we know... we simply do. We execute. We give results. We’re quietly confident that way. We don’t rush into a task; we plan and strategize to ensure the success of our clients. We’re the go-to guy for those we deal with; resourceful and results-driven.

MIC strives to be a trust-worthy solution and asset for our people. And we’re deeply grateful for every brand and organization we have a chance to impact with our energy and talent. We take the dull and drab, and bring in the color!

brand voice

Marketing In Color expresses its personality through every communication, whether in print or online. It's important to maintain the same tone throughout all communications for brand consistency. For example:

This is MIC's voice...

"We are a 'Type A' company with a 'no BS' approach."

Not this...

"We pursue aligned thinking on market-driven initiatives seeking to manage the day-to-day matrix of challenges."

This is MIC's voice...

"When MIC projects and meetings jam up and begin to look like London's Piccadilly Circus at rush hour, Lindsey is the sure and steady traffic cop."

Not this...

"Lindsey ensures maximum workflow efficiency."

This is MIC's voice...

"Homelessness, joblessness, hopelessness. None of these things are limited to Tampa. But my hope is that as a company, and as human beings, Marketing In Color can somehow be a part of the solution here in our little corner of the world."

Not this...

"At Marketing In Color, we strive to help solve problems in our community."

first instance

When compiling a written document, present the full name of our company – "Marketing In Color" – in the first instance it's mentioned. For example:

- The first paragraph on page one of a single or multi-page document
- The first paragraph in the first page of each section of a larger document
- The first mention on each page of a website
- The first mention in a recorded message (i.e. video script, radio spot, or on-hold message)
- The first mention in a live presentation or on the phone

After a first mention, it can be referred to as "MIC" for each instance after that.



color values



Tree Poppy

C: 2 R: 242 PMS Hex
M: 54 G: 139 144 C #f28b00
Y: 100 B: 0 130 U
K: 0



Wisteria

C: 38 R: 164 PMS Hex
M: 67 G: 107 2577 C #a46bad
Y: 0 B: 173 2577 U
K: 0



Zest

C: 10 R: 222 PMS Hex
M: 62 G: 121 716 C #de791b
Y: 100 B: 27 716 U
K: 1



Eminence

C: 73 R: 103 PMS Hex
M: 92 G: 58 2587 C #673a88
Y: 11 B: 136 7442 U
K: 2



Sushi

C: 39 R: 169 PMS Hex
M: 20 G: 173 383 C #a9ad00
Y: 100 B: 0 583 U
K: 1



Jumbo

C: 51 R: 131 PMS Hex
M: 42 G: 132 Cool Gray 8 C #f28b00
Y: 40 B: 135 Cool Gray 10 U
K: 5



Olive

C: 50 R: 129 PMS Hex
M: 38 G: 124 392 C #817c00
Y: 100 B: 0 399 U
K: 15



Emperor

C: 65 R: 80 PMS Hex
M: 57 G: 80 Cool Gray 10 C #505050
Y: 56 B: 80 2336 U
K: 35

color palette

Marketing In Color uses its color palette to convey key aspects of our brand personality.

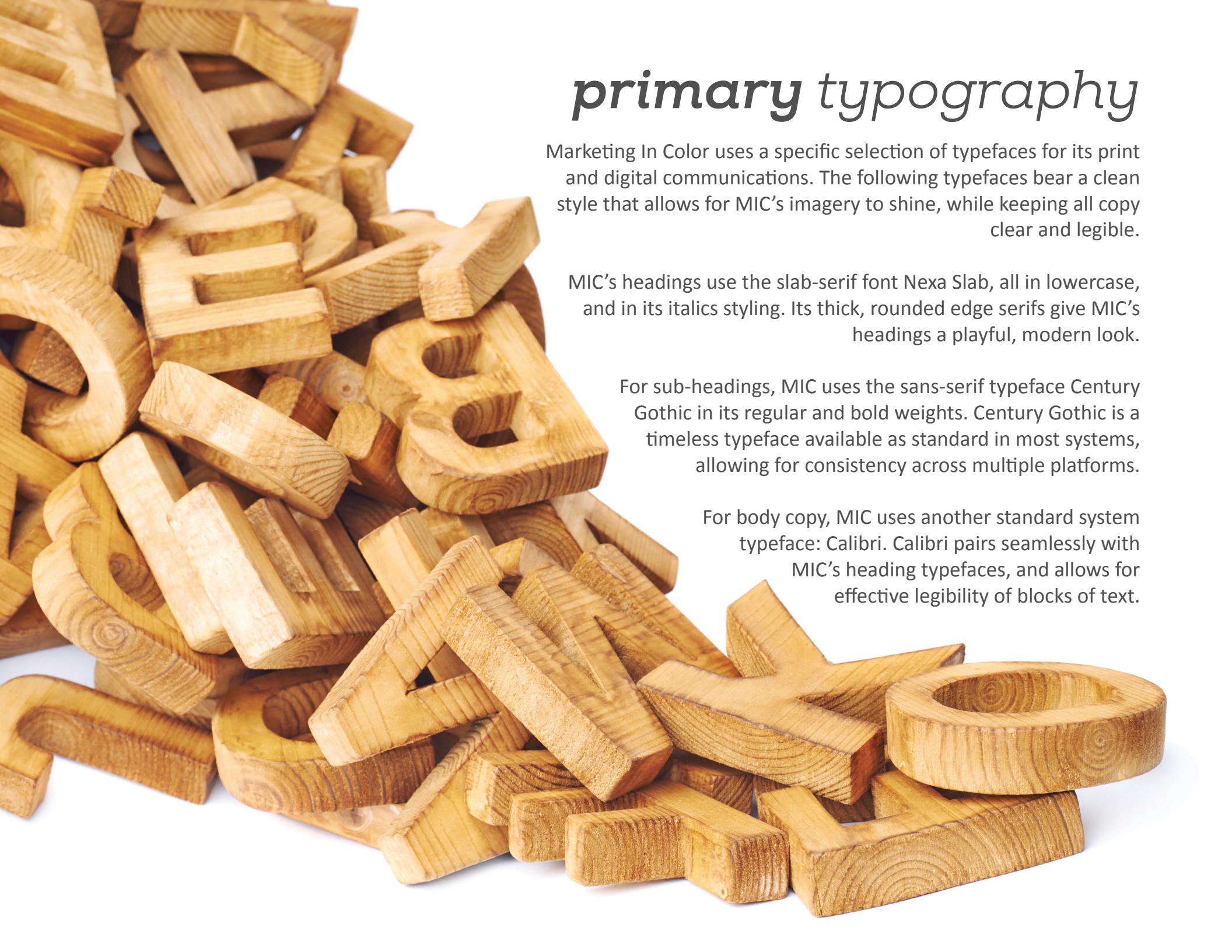
Orange is a warm, vibrant color. It's energy combined with fun, the color of the risk-taker, the extrovert, and the uninhibited. Orange means optimism, confidence, and sociability. Physiologically, orange vitalizes, inspires, and creates enthusiasm.

Green is a color of growth, vitality, new life, and renewal. It relates to harmony of the mind, the body, and the emotion. Green balances emotions, creating a sense of calm. It encourages generosity, kindness, and sympathy, and is of course a color closely associated with prosperity.

Purple suggests fantasy, dreams, and enlightenment. It is often used in creative fields, as it heightens people's sense of beauty and their reaction to more creative ideas. Purple is often used to denote high quality or a superior product. It conveys sophistication and power.

Gray suggests security, reliability, modesty, and maturity. It serves as a solid base to complementary vibrant colors.





primary typography

Marketing In Color uses a specific selection of typefaces for its print and digital communications. The following typefaces bear a clean style that allows for MIC's imagery to shine, while keeping all copy clear and legible.

MIC's headings use the slab-serif font *Nexa Slab*, all in lowercase, and in its italics styling. Its thick, rounded edge serifs give MIC's headings a playful, modern look.

For sub-headings, MIC uses the sans-serif typeface *Century Gothic* in its regular and bold weights. *Century Gothic* is a timeless typeface available as standard in most systems, allowing for consistency across multiple platforms.

For body copy, MIC uses another standard system typeface: *Calibri*. *Calibri* pairs seamlessly with MIC's heading typefaces, and allows for effective legibility of blocks of text.

Nexa Slab

Regular Italic

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
& 1 2 3 4 5 6 7 8 9 0 (\$.,!?)

xBold Italic

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
& 1 2 3 4 5 6 7 8 9 0 (\$.,!?)

Century Gothic

Regular

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
& 1 2 3 4 5 6 7 8 9 0 (\$.,!?)

Bold

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
& 1 2 3 4 5 6 7 8 9 0 (\$.,!?)

Calibri

Regular

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
& 1 2 3 4 5 6 7 8 9 0 (\$.,!?)

Bold

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
& 1 2 3 4 5 6 7 8 9 0 (\$.,!?)

Italic

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
& 1 2 3 4 5 6 7 8 9 0 (\$.,!?)

online typography

In order to maintain consistency across the many screens and operating systems that display modern-day websites, Marketing In Color has a selection of web-friendly typefaces for use on its website. The following Google Fonts were selected as the closest matches to MIC's primary typefaces.

The slab-serif typeface Arvo is used for headings in its Regular Italic and Bold Italic formats. Arvo is used as a match for primary font Nexa Slab.

Sans-serif font Lato is used as a sub-heading font in its Regular and Bold formats. Lato is used as a match for primary font Century Gothic.

Open Sans is used as a body copy font in all its forms. Open Sans is used as a match for primary font Calibri.



Arvo

Regular Italic

A**B****C****D****E****F****G****H****I****J****K****L****M**
O**P****Q****R****S****T****U****V****W****X****Y**
*a**b**c**d**e**f**g**h**i**j**k**l*
*n**o**p**q**r**s**t**u**v**w**x**y*
‐&1234567890(\$.,!?)

Bold Italic

A**B****C****D****E****F****G****H****I****J****K****L****M**
O**P****Q****R****S****T****U****V****W****X****Y**
a**b****c****d****e****f****g****h****i****j****k****l**
n**o****p****q****r****s****t****u****v****w****x****y**
‐&1234567890(\$.,!?)

Lato

Regular

A**B****C****D****E****F****G****H****I****J****K****L****M**
O**P****Q****R****S****T****U****V****W****X****Y**
*a**b**c**d**e**f**g**h**i**j**k**l*
*n**o**p**q**r**s**t**u**v**w**x**y*
‐&1234567890(\$.,!?)

Bold

A**B****C****D****E****F****G****H****I****J****K****L****M**
O**P****Q****R****S****T****U****V****W****X****Y**
a**b****c****d****e****f****g****h****i****j****k****l**
n**o****p****q****r****s****t****u****v****w****x****y**
‐&1234567890(\$.,!?)

Open Sans

Regular

A**B****C****D****E****F****G****H****I****J****K****L****M**
O**P****Q****R****S****T****U****V****W****X****Y**
*a**b**c**d**e**f**g**h**i**j**k**l*
*n**o**p**q**r**s**t**u**v**w**x**y*
‐&1234567890(\$.,!?)

Bold

A**B****C****D****E****F****G****H****I****J****K****L****M**
O**P****Q****R****S****T****U****V****W****X****Y**
a**b****c****d****e****f****g****h****i****j****k****l**
n**o****p****q****r****s****t****u****v****w****x****y**
‐&1234567890(\$.,!?)

Italic

A**B****C****D****E****F****G****H****I****J****K****L****M**
O**P****Q****R****S****T****U****V****W****X****Y**
*a**b**c**d**e**f**g**h**i**j**k**l*
*n**o**p**q**r**s**t**u**v**w**x**y*
‐&1234567890(\$.,!?)



our logo

Marketing In Color's logo tells our story. We are a team of professionals in various marketing techniques, using our expertise to obtain results for our clients... and we do so with unmatched passion, creativity, and imagination. That's the color we bring to all our work, and our logo reflects these ideas.

The word "MARKETING" is colored in the sober color Jumbo Gray. This represents the professionalism with which we do business. Our clients' success is our number one priority, and we make sure we're equipped with the latest and most effective marketing knowledge and tools to ensure that success.

The words "IN COLOR" bring in the playfulness to our logo, encasing the expression in our bright Tree Poppy Orange. This element represents what differentiates us as a marketing company: a spark of ingenuity and creativity that gives our clients the edge their business needs to succeed and grow.

MARKETING IN COLOR

our bug

Though there are no unnecessary components to our logo, we recognize the need in today's 100 x 100 pixel world to give our logo the flexibility to adapt to various spaces. For this reason, we created a bug variation to our identity.

When watching network television, you'll notice a small ID icon on the bottom-right of the screen. This is called a "bug," and it's an unobtrusive branding technique widely adapted in modern-day branding, giving a brand's logo the flexibility to exist in the smallest (or squarest) of spaces, such as an app icon or a social media profile image, for example. This allows for our brand identity to be responsive in a sense, to whichever space it is placed on.

Not only does Marketing In Color's bug exist for horizontally tight spaces, but it also embodies the name by which our company is commonly known: MIC (pronounced "em, eye, see").



logo spacing + size

When using the Marketing In Color's logo with other graphic elements, make sure you give our logo some breathing room. The empty space around our logo should be at least equal to the height of the "in color" block. Also, the minimum height of the logo should be 20 pixels, with proportionate width, to maintain legibility.



MARKETING IN COLOR

IN COLOR

IN COLOR

MARKETING IN COLOR

do's

MARKETING IN COLOR



MARKETING IN COLOR

MARKETING IN COLOR



Marketing In Color's logo can be used in its **full color version**, set over white or light backgrounds that offer strong enough contrast. To remain consistent with the colorful theme of our brand, the **black version** of our logo should only be used for black and white documents and publications. The **white or “reversed” version** of our logo can be used over solid color or photographic backgrounds, again, ensuring proper contrast. MIC's logo can be used in **stylized fashion** (see previous page), only under art direction from MIC's creative department.

don'ts

~~MARKETING IN COLOR~~

- Don't stretch or distort our logo
- Don't change our logo's colors
- Don't rotate or tilt our logo
- Don't add drop shadows to our logo
- Don't add effects to our logo

bug spacing + size

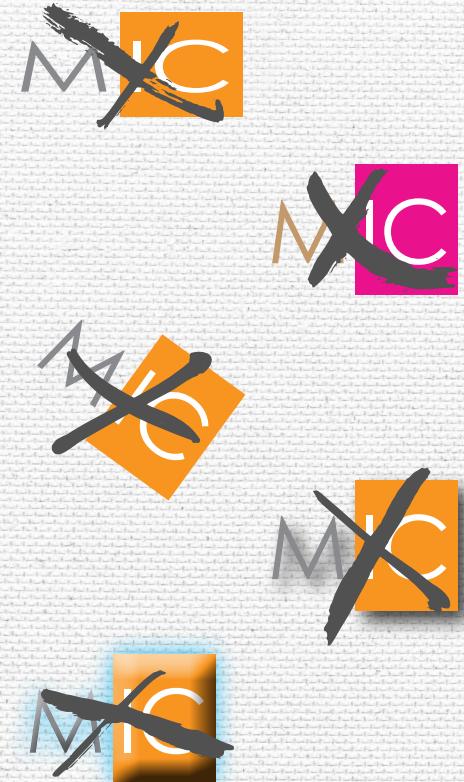
When using the Marketing In Color's bug with other graphic elements, make sure you give it some breathing room. The empty space around our bug should be at least equal to the height of the "IC" block. Also, the minimum height of the bug should be 20 pixels, with proportionate width, to maintain legibility.



do's



don'ts



Marketing In Color's bug can be used in its **full color version**, set over white or light backgrounds that offer strong enough contrast. To remain consistent with the colorful theme of our brand, the **black version** of our bug should only be used for black and white documents and publications. The **white or "reversed" version** of our bug can be used over solid color or photographic backgrounds, again, ensuring proper contrast. MIC's bug can be used in **stylized fashion** (see previous page), only under art direction from MIC's creative department.

- Don't stretch or skew our bug
- Don't change our bug's colors
- Don't rotate or tilt our bug
- Don't add drop shadows to our bug
- Don't add effects to our bug



imagery

When selecting stock photography and other imagery for use with Marketing In Color's brand, a few aspects should be kept in mind.

MIC's brand imagery should always be vibrant and colorful, communicating what we're about: bringing life and energy to everything we do. The only instance in which muted color-schemes should be utilized is to communicate the notion of bringing color to black and white circumstances.

MIC uses imagery that summons the creativity and playfulness of childhood. Think crayons, color pencils, markers, finger painting, chalk art, pastels, water colors, and other forms of colorful painting.

Human presence in our imagery should be used with caution. While we strive to include a human feel to all our imagery, we stay away from using specific faces, unless it is to purposely focus on facial expressions to communicate emotion. Think body movement, body gestures, and interaction with colorful elements when using people in any design.

MIC also uses object imagery throughout much of its designs. Much can be communicated through a zoomed-in shot of an everyday object, especially if it's one used for creative purposes (i.e., an old typewriter, camera, or coloring tools).

If the imagery selected brings a smile to your face and causes a good memory or feeling, chances are it'll cause the same in our audience.

Let that good feeling guide your selections :)





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