

martz

BRANDBOOK

■ **TABLE OF CONTENTS**

- **Basic form of the sign**
- **Basic color scheme**
- **Monochromatic and achromatic version of the logo**
- **Logotype construction**
- **Modular grid**
- **Protective field**
- **Minimum size of the logo**
- **Prohibited forms of logo use**
- **Typography**
- **Examples of logo application forms**
- Additional slogan**
- Additional color**

BASIC FORM OF THE SIGN

The mark is the main element of visual identity. With its form and color scheme, it provides visual distinctiveness.

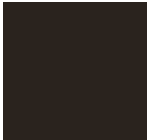



BASIC COLOR SCHEME

The color scheme of the sign is an important factor shaping the identity and perception of the company. The colors of the sign and elements of the identification system should be as close as possible to CMYK colors, regardless of the reproduction technique.

The following list defines the parameters of basic materials and printing techniques


BASIC COLOR - MONOCHROMATIC


 C: 65, M: 65, Y: 68, K: 71
R: 43, G: 36, B: 32
PANTON:

 C: 0, M: 0, Y: 0, K: 0
R: 255, G: 255, B: 255
PANTON:



BASIC COLOR - ACHROMATIC

 C: 0, M: 0, Y: 0, K: 0
R: 255, G: 255, B: 255
PANTON:

 C: 65, M: 65, Y: 68, K: 71
R: 43, G: 36, B: 32
PANTON:



MONOCHROMATIC AND ACHROMATIC VERSION OF THE LOGO

Color variants of the logo are applicable in those areas of communication where the use of a full-color version is impossible for technological reasons (e.g. embossing, engraving, etc.). Another acceptable - variant is brown color.

LOGO VERSION - MONOCHROMATIC

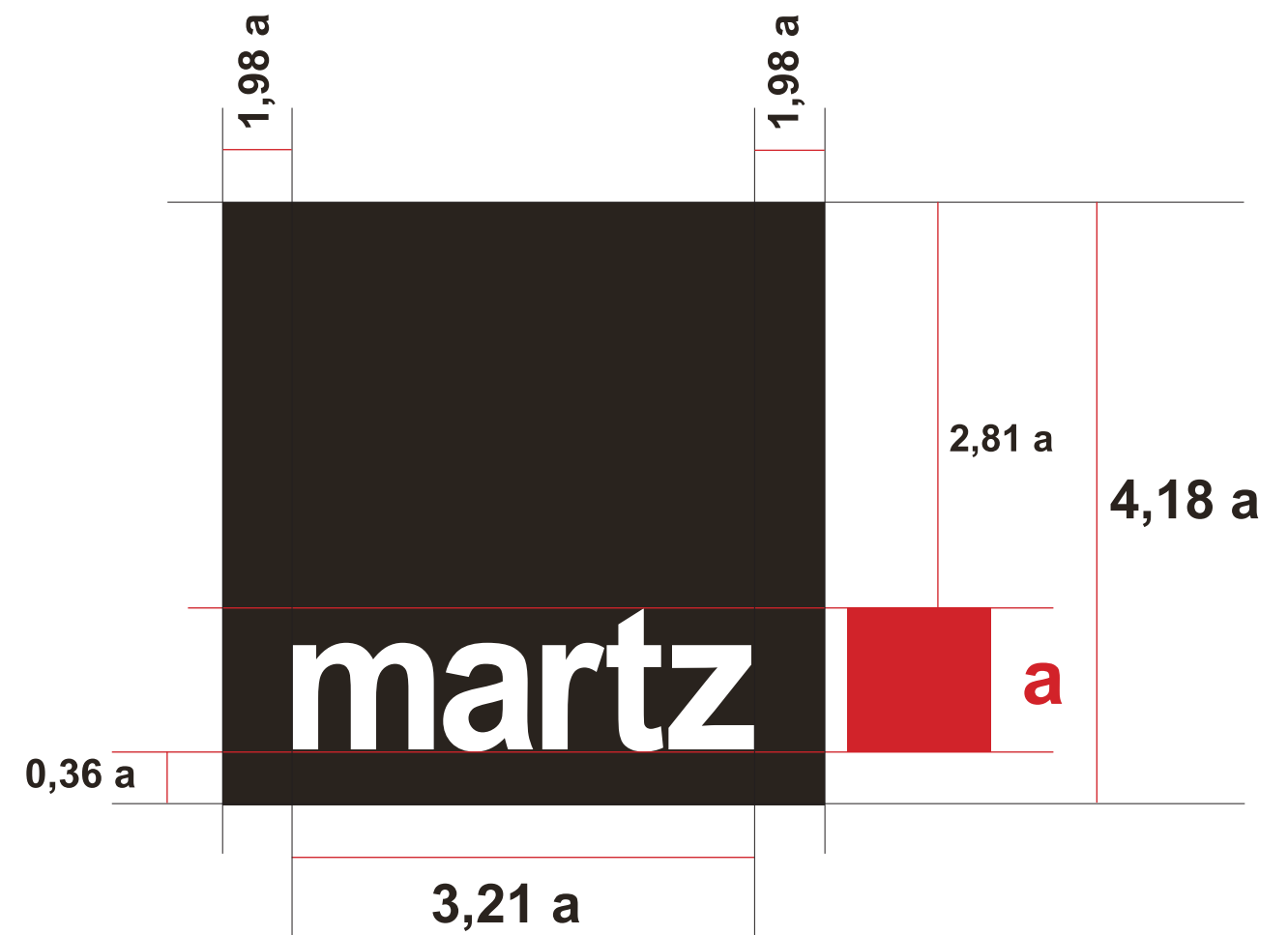


LOGO VERSION - ACHROMATIC



LOGOTYPE CONSTRUCTION

To describe the design of the logo used the size "a" height of the text block "martz".

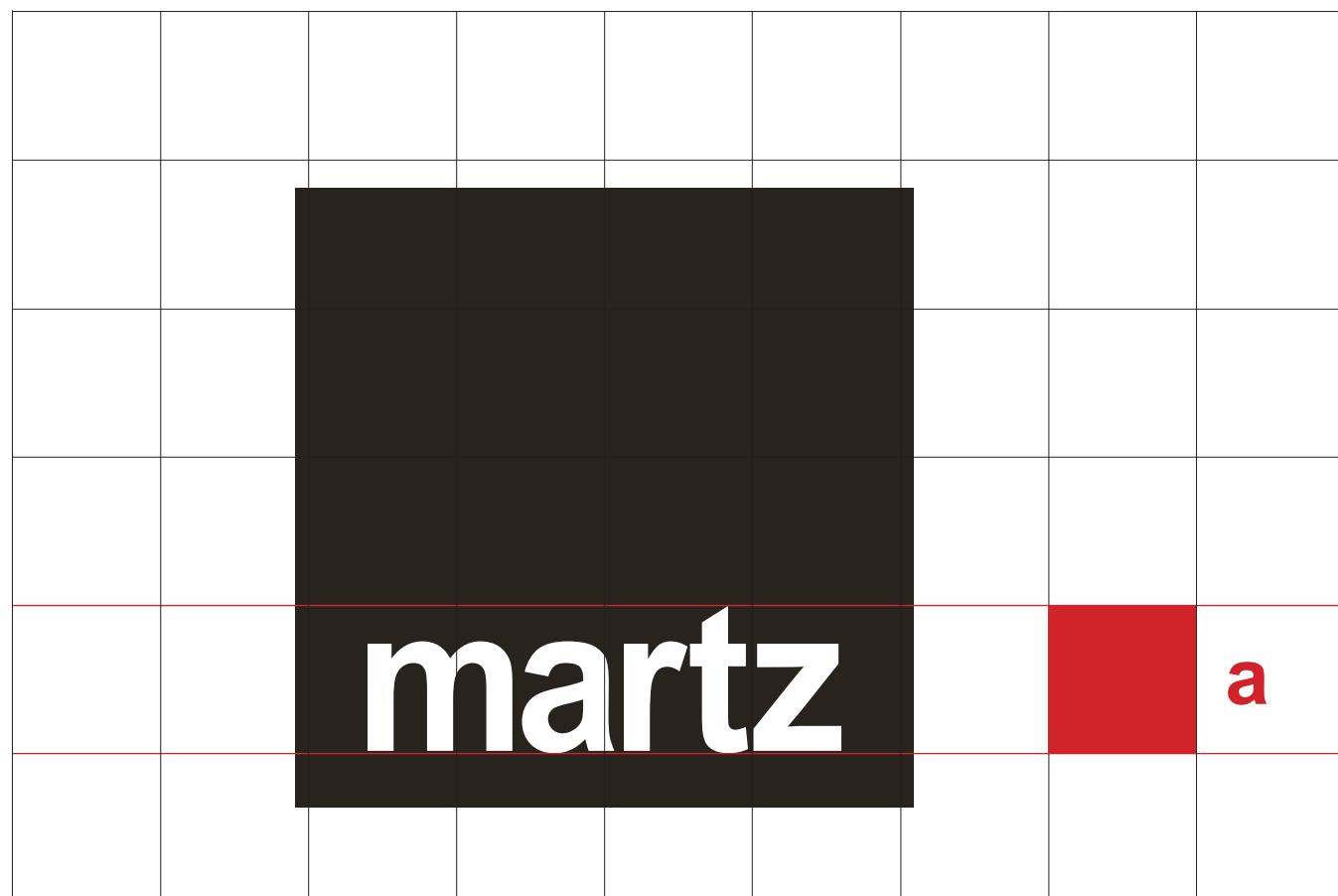


MODULAR GRID

An example inscribed in a modular grid.

The modular grid determines the proportions of the mark and defines the relationship between the various elements. This is used when transferring the sign during non-polygraphic reproductions such as multi-format wall painting or graphics on large-size objects.

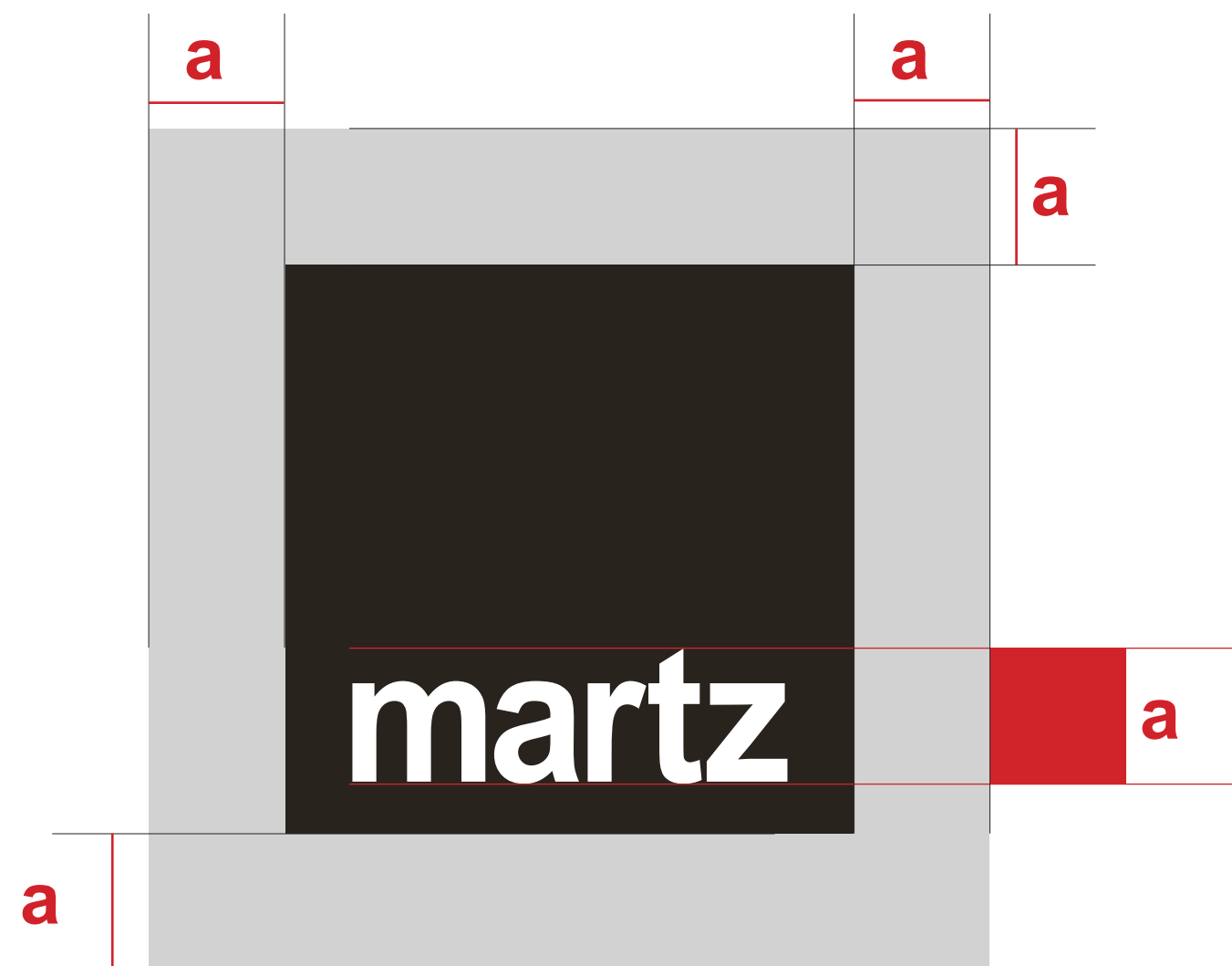
The grid was constructed from squares of side length “a” - equal to the height of the text block “martz”.



PROTECTIVE FIELD

Proper perception of the mark requires a free space around the mark, in which it is forbidden to place other graphic elements or text.

The space determined by the protective field allows to maintain the legibility and clarity of the logotype. To describe the size of the protective field 1 used the size “a” equal to the height of the text block “martz”.







MINIMUM SIZE OF THE LOGO

The minimum size determines the acceptable size of the logo at which it retains proper legibility.

The minimum height of the logo for all basic print media is h=10 mm.

In electronic media (for the screen version), the minimum height is 28,346 px.

14 mm	
12 mm	
11 mm	
10 mm	



PROHIBITED FORMS OF LOGO USE

In order to maintain the uniformity of the identification, the rules of use and reproduction of the mark must be observed. Any deviation from the established rules and independent modifications negatively affect the overall visual image of the identification. Typical mistakes associated with reproduction and use of the mark. It is forbidden to:

1. adding other text or graphic forms;



2. Moving the components of the sign;



3. Changing the sign's color scheme;



1. changing the proportions of the components;



2. mechanical distortion (pulling and stretching);



3. use of mirroring;



4. placement of extraneous forms within the protective field.



For the creation of the logotype “martz” letter typeface was used Arial Bold with dedicated modifications to individual letters.

Arial Bold

a ą b c ć d e ę f g h i j k l ł m n ŋ o ó p q r s ś t u v w y z
 ź ż A Ą B C Ć D E Ę F G H I J K L Ł M N Ń O Ó P Q R S
 Ś T U V W Y Z Ź Ż

SAMPLE FORMS OF LOGO APPLICATION



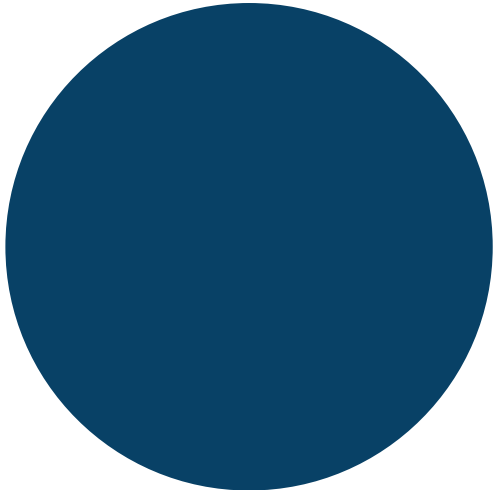
■ ■ ■ ADDITIONAL SLOGAN

The brand's logo also comes in an extended version that includes the slogan “hit the road.” This variant emphasizes the dynamic nature of the brand and its association with travel and adventure. It is used in mate-materials, where the additional message reinforces the visual communication.



■ ■ ■ ADDITIONAL COLOR

The brand's visual identity includes an additional color - a shade of blue. This color was introduced as a complement to graphic pro-design and design elements, but is not used in the logo itself.



HEX: #153D63

RGB: 21, 61, 99

CMYK: 79%, 38%, 0%, 61%