



BRAND BOOK

June 2018



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OUR BRAND

4 **Welcome Note**

5 **Brand Tone**



Welcome

We've read, and have used a number of style guides through the years. We've realized there really isn't a perfect way to communicate design direction. We've used 300 page behemoths (information overload), to single-paged "briefs" (maybe too little info to run with if you need to design a banner or a booth environmental). However, there may be circumstances outside of the design groups control that may have warranted these approaches.

Hopefully, we've found a nice median. A mix of thoroughness, while keeping it brief enough to make it easily digestible.

– Marin Design Team, June 2018

Brand Tone

We're back! And we're taking the industry by storm. Our search-and-social-together solution gets digital marketers more customers, more revenue, and more insightful transparency across their digital marketing than any other option—and saves them time doing it.

Our customers are, once again, delighted. We, once again, own the market. Customers and competitors look to us to see what's next. We deliver it time and time again with pivotal solutions and service that define the industry standard and defy customer expectations.

We couldn't be more excited—or more proud.

LOGO

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C56 M13 Y0 K0 R98 G181 B229 2195 C #62B5E5 : MARIN BLUE



C78 M67 Y39 K22 R69 G79 B105 289 U #454f694 : NAVY

Our Logo

Inspired by the peaks of Marin County's Mount Tamalpais, the logo's form has stayed the same since it's conception. Futura Bold is used for the "Marin" text, while "Software" uses Century Gothic Bold is used with exaggerated tracking to align the outer edges of the two lines. Classic typefaces that have endured the test of time. Futura was designed and released in 1927, Century Gothic in 1991.

Versions

90% of the time, you should be using our normal/standard logo - Navy with the lighter "Marin" blue for the top line except for the navy second ascender on the M. However, there times with dark backgrounds and unique colors schemes where a more neutral color or a reverse version (white) of our logo will work better.





Logo Spacing

Use the x height as spacing to surround the entire form of the logo.

Minimum Size: Digital

100 px wide • 30 px high

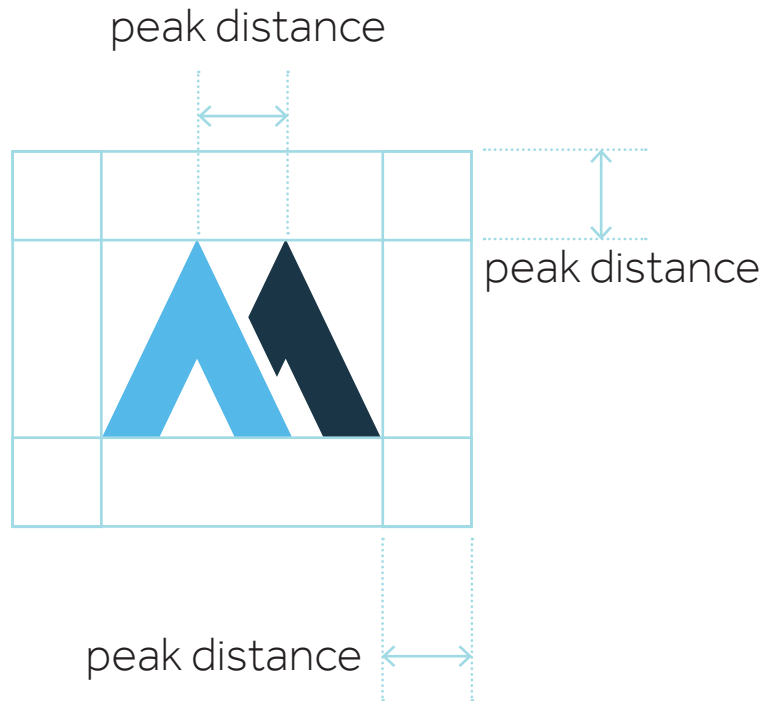
Minimum Size: Print

2.5" wide • 1" high



M mark icon

Use the Marin M mark when the entire logo is unwieldy. Prime example of using this in infographics where you want to suggest that an item or feature is tied to Marin, but the entire logo would disrupt the composition of the piece. The M mark should also be used when there's limited real estate, or if the standard logo doesn't scale well (too small, making it hard to read).



M Mark Spacing

Use the distance between the peaks/apexes of the M to surround the form of M mark.

Minimum Size: Digital

100 px wide • 30 px high

Minimum Size: Print

2.5" wide • 1" high

Single line

Your Ally in Digital.

Two lines

**Your Ally
in Digital.**

“Your Ally in Digital” Promise / Word Mark

An ally works hard to help you achieve your goals. The concept of “ally” plays to one of our biggest differentiators—profound, profitable connections with your customers. At the same time, it gives you a unique brand voice and suggests dedication, action, and a high level of skills. It also speaks to your openness and objectivity, traits that are unique only to Marin.



Wordmark Spacing

The word mark needs a little more spacing compared to our other marks.

Mostly from the lower case y and g where their kaj;lkj;lj drops.

Minimum Size: Digital

100 px wide • 30 px high

Minimum Size: Print

2.5" wide • 1" high

Common Mistakes



Don't add drop shadows, glows, bevels or distortions



No gradients

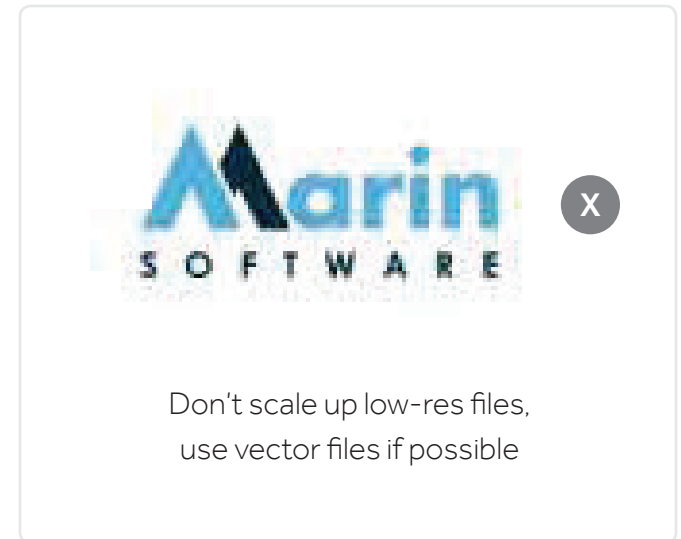
No Marin on its own as a logo



Don't get creative with the colors, stick to our standard set



Don't dilute the brand with plays on words. These can be easily misinterpreted. Marin-Novation. Mar-Ingenuous.



An essential skill in graphic design is to know when to break the rules. However, there's some rules that should not be broken, and non-designers often break them.

Mind the Details

1. Do not overlay the logo, make sure edges don't intersect the form of the logo
2. Do not place the logo over graphic elements
3. Do not use the logo or the M in a sentence
4. Do not use the M mark as bullets
5. Use the logo only once on a page
6. Do not stroke the logo
7. No abbreviations
8. Whatever that comes to you naturally, don't do it

1




2



3

Some of the best features of  include Budget Reallocation, , TruePath, and Analytics-to-Action.

4

-  Best in class
-  Top of the market
-  Incredible customer service
-  Forward thinking innovation

5



6



7



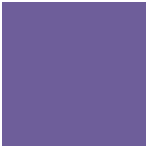
COLOR PALETTE

- 17 Primary Colors
- 18 Secondary Colors
- 19 Color Blends

Primary Palette

	C56 M13 Y0 K0	R98 G181 B229	2915 C	#62B5E5	: Marin Blue
	C78 M67 Y39 K22	R69 G79 B105	289 U	#454F69	: Navy
	C27 M90 Y0 K0	R183 G63 B151	246 C	#BA3F97	: Magenta
	C53 M3 Y83 K0	R132 G191 B94	7488 C	#84BFSE	: Green
	C82 M57 Y0 K0	R58 G109 B181	2683 C	#3A6D85	: Royal
	C19 M97 Y1 K0	R202 G217 B236	657 C	#CAD9EC	: Powder

Secondary Palette

	C72 M60 Y49 K31	R72 G79 B89	7540 C	#484f59	: Slate
	C6 M3 Y2 K0	R237 G239 B242	Cool Gray 1C	#edeff2	: Cool Gray
	C64 M69 Y5 K0	R114 G98 B163	2195C	#767676	: Purple
	C191 M0 Y14 K0	R110 G199 B218	3115 U	#6ec7da	: Aqua
	C2 M26 Y99 K0	R252 G192 B18	123 C	#fcc012	: Yellow
	C0 M68 Y98 K60	R244 G116 B36	158 C	#f47424	: Orange

Color Blends



#2b96d0 #62b5e5 #7ec7ef #a8d8f3 #79e2fb



#232c42 #454f69 #646f8e #8590ae #65c0ec



#a21e7e #bA3f97 #d362b4 #ef89d3 #65c0ec



#5e9e37 #84bf5e #98d773 #aee28f #60e260



#22508b #3a6d85 #4c86cf #5f9cea #65c0ec



#e24601 #f47424 #ed8d51 #ebad87 #ff491a



#34383d #464e58 #6d7784 #a0a8b3 #cbd2dc

TYPOGRAPHY

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22 Type Styling



Our Typeface – Effra

Designed by Jonas Schudel, Effra has a family history tracing back to Caslon Junior, a member of the Caslon family and foundry that's been around since the 1700s.

Effra solves everyday design and communication problems by providing a unique look-and-feel that can be applied to a wide range of media. Named after the river that runs through Brixton, Effra takes its inspiration from some of the early commercial sans serif font designs, but has an updated interpretation for contemporary use.

Af

Effra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

Effra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

Effra Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

Effra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

Ready to Play?

Headlines

Initial caps • 55pt • 65pt leading, -10 tracking
other detail • other detail

Top of the Morning

Subheadlines

Initial caps • 55pt • 65pt leading, -10 tracking
other detail • other detail

You're fighting for customers in a digital landscape where Google and Facebook command nearly 80% of internet time and over 60% of online ad dollars. We're on your side. Our independent platform unites advertising across search and social, connecting you to customers.

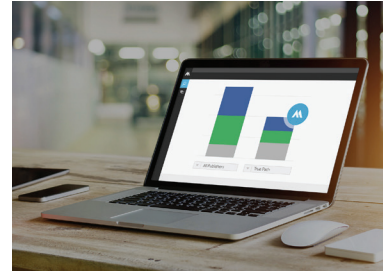
Body Copy

Initial caps • 55pt • 65pt leading, -10 tracking
other detail • other detail

PHOTOGRAPHY

24 Examples and Approach





Examples & Approach

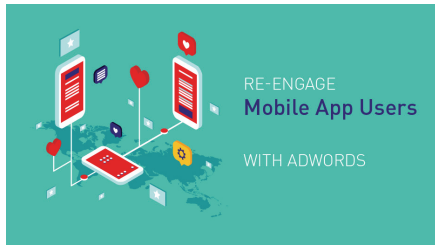
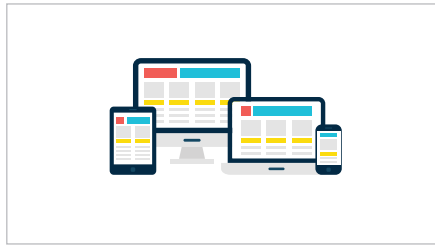
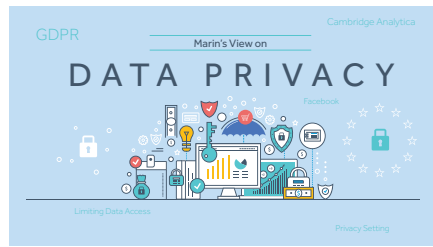
The photographic style of Marin Software mirrors the welcoming nature and trustworthiness of the Marin Brand. A brighter atmosphere with vibrant colors should be used. Avoid over saturation. Most subjects should be playing it straight and not hamming to the camera. Common shots include: working on a phone, laptop, computer in office settings.

Viewers should engage with the photography as if they were in the photography themselves. The photography should remind them of the work situation they are in.

ILLUSTRATION

26 Examples & Approach





Examples & Approach

The lighter side of Marin. Most of our illustration work is used in heroes for our blog posts and white papers. Primarily a flat style, there's room for flexibility introducing isometric and line art technique. The goal of these is to differentiate the content through customized unique heroes, so that each piece has its own personality.

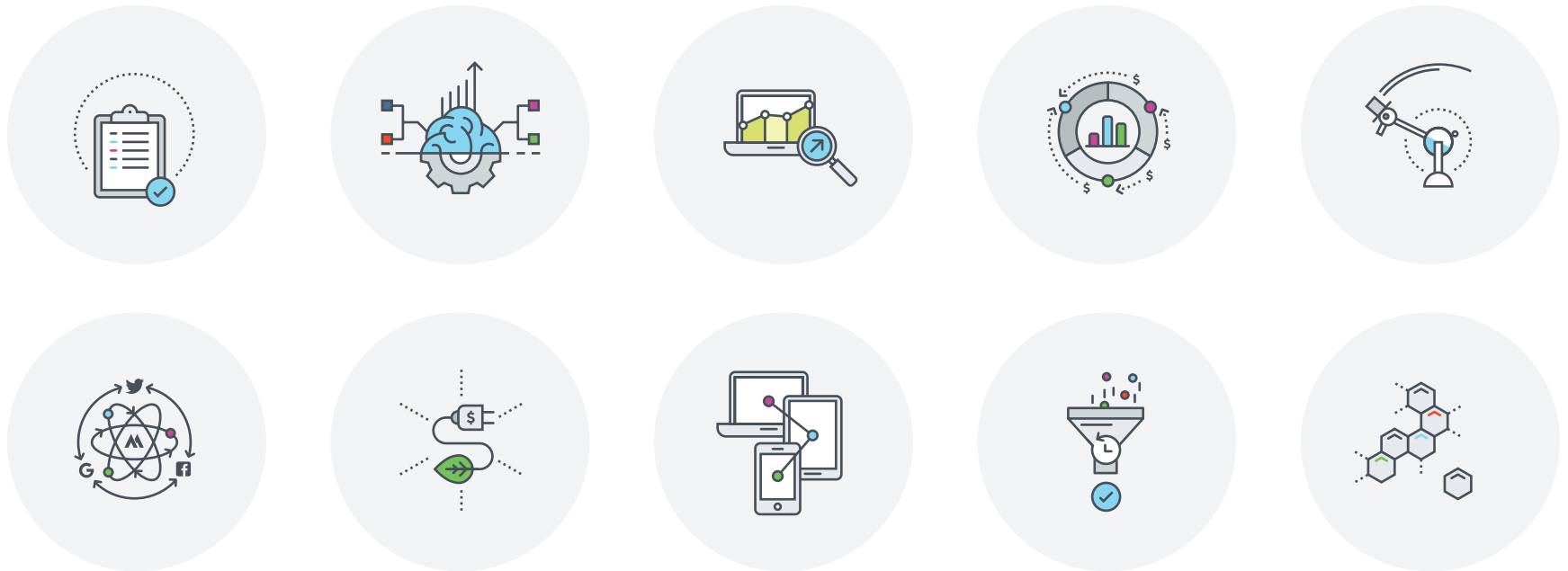
ICONOGRAPHY

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Approach

We use 4 types of icons here at Marin Software: feature icons, deck icons, product icons and product/feature badges. They are lined, have flat nuances, and tend to have soft/rounded corners. Representation without being realistic nor skeuomorphic



SCALED FOR PRESENTATION PURPOSES

Feature Icon Examples

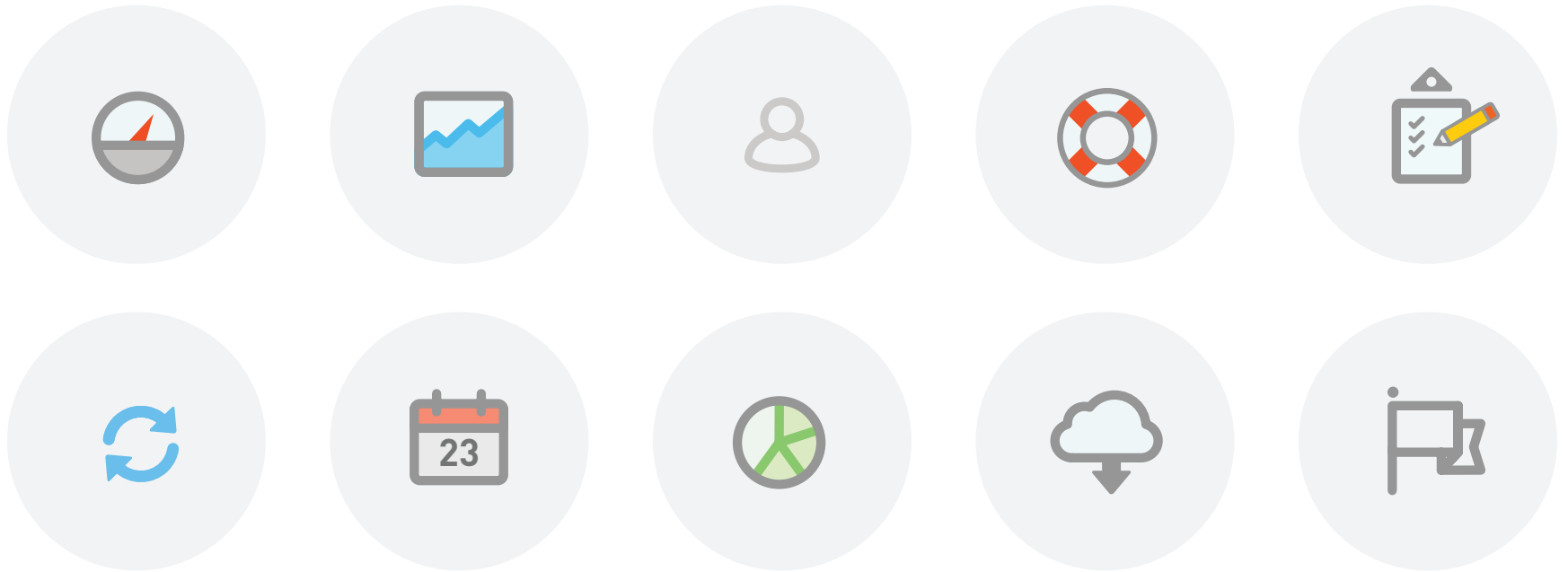
Scaled for this presentation, these icons are thin-lined, 2 pixel wide dark gray with minimal splashes of color. We added more saturation to the color to allow the minimal colored elements to pop more. These icons are almost always animated and animation should be kept in mind while illustrating these.



SCALED FOR PRESENTATION PURPOSES

Deck Icon Examples

Less complex than the feature icons. These are monochromatic and are usually placed on a colored circle. They have the same thickness as the feature icons (2px), but they do not use the dotted lines, nor the circle elements of those icons.



SCALED UP FOR PRESENTATION PURPOSES

Product Icon Examples


Same stroke weight as the other icons, but smaller in form. Not as ornamental as the feature icons, but more complex than the deck icons. These are currently in our old look. Once we change the look of the Marin|One platform, the colors will roll up to our current overall branding/look direction.



Product & Feature Badge Examples

Very similar to the deck icons. These are monochromatic in form and are placed into a hexagonal “badge”. These badges have subtle gradients within the same hue.

LANGUAGE & COPY

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- 

On Writing

Keep it brief. Aim for sentences that are no more than 30 words (long sentences slow comprehension). On sentence length:

<https://www.aje.com/en/author-resources/articles/editing-tip-sentence-length>

Inform — don't sell.

Be consistent in use of tense. If you start with past tense, be consistent throughout.

For example, avoid: Symantec **needed** a robust and scalable paid search management application to manage its growing search program. One that **offers** automated bidding, campaign management, optimization and sophisticated reporting.

Instead use: Symantec **needed** a robust and scalable paid search management application to manage its growing search program. One that **offered** automated bidding, campaign management, optimization and sophisticated reporting.

Shoot for delivering content in one brand voice, which is different from authorial voice. All notable publications feature content from renowned, distinctive authors, while the publication itself relies on a style guide (such as the one The Economist uses:

<http://www.economist.com/styleguide/introduction>).

Grammar and Style

COMMAS

Serial comma: in a series of three or more, place a comma after the second to last term.

This avoids confusion.

For example: To my parents, Ayn Rand and God. (Is the dedication to three different entities, or does your family have a bloated sense of self?)

Instead, if it's a dedication, say: To my parents, Ayn Rand, and God.

When there are **multiple "ands"** in compound sentences, use a comma to separate the compounds.

For example: We traveled to India and Asia, and we had a blast.

Use a comma after **"i.e." and "e.g."**.

For example: I like all kinds of movies, e.g., dark comedies, chick flicks, and coming-of-age dramas.

SPACES AND HYPHENS

Use one space after periods. Modern word processing programs automatically account for space after a period.

So, use one space.

Avoid using a hyphen with a modifier.

For example: Densely-packed should be densely packed. **Or:** Appropriately-labeled should be appropriately labeled.

NUMBERS

Spell out one through nine, and use Arabic numerals from 10 on. However, it's okay and customary to use numbers in a "listicle" title.

For example: 3 Benefits of Paid Search Beyond Direct Response. **Or:** Nine years ago, the population of San Francisco was less than 800,000.

BULLET LISTS

If you have a series of three or more terms, make it bullet list. Parallel construction: When you have a bullet list, make sure the first words are consistently either all verbs or all nouns.

For example:

Throw the ball.

Catch it in a mitt.

Tag the player out.

Win the game.

SYMBOLS AND ACRONYMS

AP style tip for ampersand (&): Use when it's part of a company's name or in a composition title: Proctor & Gamble, House & Garden. Otherwise, spell out **"and"**.

Some accepted abbreviations: B&B, R&B. Part of a brand designation, such as Bidding & Optimization

Define the first use of an acronym parenthetically, and then use the acronym thereafter.

For example: The Department of Motor Vehicles (DMV) is widely known as a generous, compassionate, and efficient organization. You can always get great service at the DMV. (Bonus guideline: Be sure to fact-check.)

EMPHASIS

For emphasis use bold (italics and all caps are hard to read online and slow comprehension).

Capitalize when it's part of a brand.

For example: MR PORTER or FLOODGATE

Use underlining only for [hyperlinks](#).

Content

Be personable: use “you” and “your” instead of “they” and “their”.

For example: Identifying and reaching high value customers has become an increasingly complex endeavor for you to grow your programs.

Use contractions (the way actual people speak), i.e., haven't, hasn't, won't, hadn't

Avoid overuse of the same word in a sentence.

For example, avoid: We went to the store, and at the store we found lots of great store deals.

Present information in the order it'll be understood (i.e., in order of logical operation or thought process).

For example, avoid: Turn on the light before you enter the room.

Instead use: Before you enter the room, turn on the light.

Use active voice in a subject-verb-object format.

For example, you would say: “I love you” instead of “You are loved by me.”

Another example, **Avoid:** A new password will be generated.

Instead say: The platform generates a new password.

And finally: Always be sure to end with a spelling and grammar check. Typos are like spinach in the teeth of a supermodel.

Additional Resources

THESAURUS.COM

Whenever you can't quite find the right word, Thesaurus.com can help. Back in the day, this resource was called Roget's Thesaurus; this site is officially titled Roget's Thesaurus Alphabetical Index. <http://www.thesaurus.com/>

AP STYLEBOOK

A yearly subscription is \$26. You can also get answers to many of the most common style questions at https://www.apstylebook.com/?do=ask_editor&pg=faq

THE CHICAGO MANUAL OF STYLE

Subscriptions are \$35 for 3-5 people, per person (see <http://www.chicagomanualofstyle.org/home.html>). Like the AP Stylebook, though, there's a great, free FAQ: <http://www.chicagomanualofstyle.org/qanda/latest.html>

MICROSOFT STYLE GUIDE

Microsoft is now charging for its style guide, but you can get around that here:

<https://ptgmedia.pearsoncmg.com/images/9780735648715/samplepages/9780735648715.pdf>

Technical writers mostly use this, but it's useful for little things like proving "email" is now preferred over "e-mail."

GRAMMAR GIRL

Grammar Girl promises “quick and dirty tips.” <http://www.quickanddirtytips.com/grammar-girl>

COMMON GRAMMAR MISTAKES

See:

<http://www.inc.com/christina-desmarais/10-common-grammar-mistakes-even-smart-people-make.html>

<http://grammar.yourdictionary.com/grammar-rules-and-tips/5-most-common.html>

<https://writing.wisc.edu/Handbook/CommonErrors.html>

<https://blogs.constantcontact.com/grammar-mistakes/>

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