

marchuska

Brand usage guidelines
2008

marchuska

Marchuska represents trust, value, quality
and commitment to its costumers,
so maintaining brand intergrity
is essential.

The logo should appear consistently and without alteration as shown.



- 1 2-color on black or dark background
- 2 white on black or dark background
- 3 2-color on white or light background
- 4 black white or light background

Marchuska Green

PMS 355
CMYK C94 M0 Y100 K0
RGB R0 G169 B79
Web 339966

At small sizes, the logo's letterforms may become illegible. To avoid this, printing the logo at .1875" or larger is preferred. Never alter the logo that affects its proportions.

Space around logo should be equal to its height. Logo should be freestanding and separated from all copy and graphics.

.1875" 
minimum size



example of minimum space around logo

Be sure that image behind logo is uniform in tone and does not obscure logo.

If the background image is dark, the logo should drop out to white

If the background image is light, the logo should be black or 2-color



The Marchuska logo is a visual representation of the brand. Here are examples of how **not** to use the logo as these applications diminish the brand.

marchuska 

There is no outline version of logo.

marchuska 

Incorrect color usage.

marchuska 

Do not distort logo in any way.

XYZ Industries
marchuska 

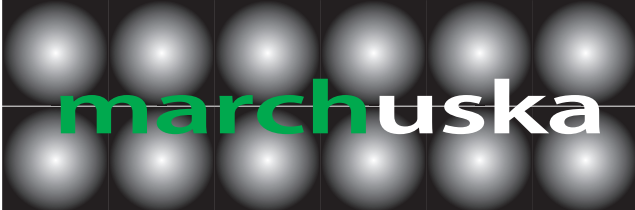

Do not use any other company logo to become part of Marchuska logo, even in a dominant position.

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Do not link a product line or service with logo.

marchuska Makes headlines 

Do not use the logo in a headline or in text.

Do not place logo over a patterned background.