

MARIGOLD LANE

LOGO GUIDES

PHASE 1

marigoldTM
LANE



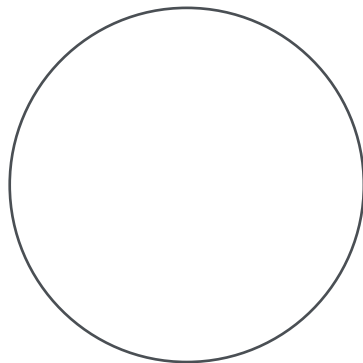
L A n E

The “n” of Lane is to be used as the constant exclusion space

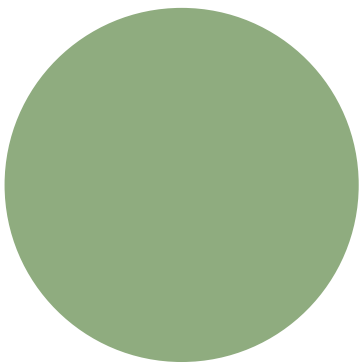
LOGO USAGE SPECIMEN



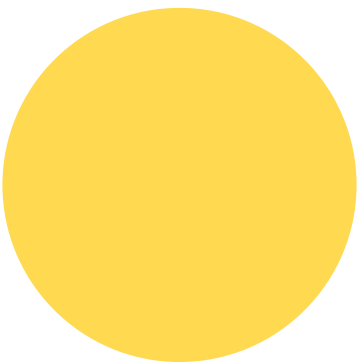
BRAND COLOURS



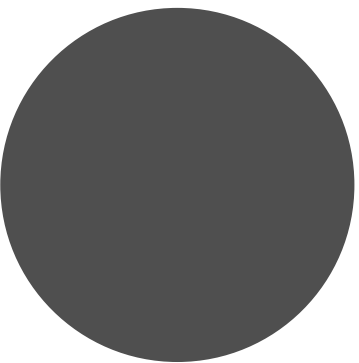
C 0 R 255
M 0 G 255
Y 0 B 255
K 0



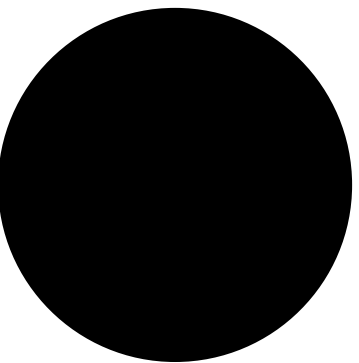
C 48 R 143
M 19 G 172
Y 60 B 127
K 0



C 0 R 255
M 13 G 217
Y 80 B 079
K 0



C 65 R 078
M 57 G 079
Y 56 B 079
K 35



C 100 R 000
M 100 G 000
Y 100 B 000
K 100



WHITE



GREEN



YELLOW



GRAY



BLACK

marigoldTM
LANE

marigoldTM
LANE

marigoldTM
LANE

marigoldTM
LANE

THE TITTLE



In certain use cases, the dot above the 'i' (tittle) may be used in white on certain backgrounds.



LOGO OFFENSES



Do not use gradients in the logo



Do not use compress the logo



Do not use colours outside the palette



Do not use a drop shadow



Do not rotate the logo



Do not use a colour patch behind the logo



Do not skew the logo



Do not modify the logo elements or colours



Do not use incorrect backgrounds

MINIMUM SIZE

SCREEN

WIDTH 100 PX



PRINT

WIDTH 3.5 CM



Futura EF

Fashion Quickly

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsštuvwxyzž
абвгґдҕеёёжзсиіїйкльмнňопрстћуўфхццшщтъьбяюя
ĂÂÊÔÕŮǺăêôõů1234567890’?‘”“(%)[#][]{@}/&\\<-+÷×=>©\$€£¥¢;,:,.*

Weights

- Regular
- Medium
- Bold
- Demibold
- ExtraBold
- Heavy

Specimen

The spectacle before us
was indeed sublime.

Apparently we had reached a great height in the
atmosphere, for the sky was a dead black, and
the stars had ceased to twinkle.

Apollo

Fashion Quickly

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsštuvwxyzž
абвгґдҕеёёжзсиіїйкльмнňопрстћуўфхццшщтъьбяюя
ĂÂÊÔÕŮǺăêôõů1234567890’?‘”“(%)[#][]{@}/&\\<-+÷×=>©\$€£¥¢;,:,.*

Weights

- Regular
- Regular Italic*

Specimen

The spectacle before us was
indeed sublime.

Apparently we had reached a great height
in the atmosphere, for the sky was a dead
black, and the stars had ceased to twinkle.

— *Spotlight on fashion*

Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit.

Lorem ipsum dolor sit amet, con-
sectetur adipiscing elit. Fusce
viverra ipsum luctus, tincidunt
justo at, blandit nibh. Nullam elit
mi, fringilla ac hendrerit in, porta
ac nulla.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Fusce
viverra ipsum luctus, tincidunt
justo at, blandit nibh.



*Lorem ipsum dolor sit
amet, consectetur*

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Fusce viverra ipsum luctus,

*Lorem ipsum dolor sit
amet, consectetur*

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Fusce viverra ipsum luctus,

*Lorem ipsum dolor sit
amet, consectetur*

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Fusce viverra ipsum luctus,

*Lorem ipsum dolor sit
amet, consectetur*

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Fusce viverra ipsum luctus,

