



# Brand Guidelines

February 2023

# Markerstudy Group Logo suite

At Markerstudy, we have a unique approach to business, and as part of Markerstudy Group of Companies, put 'fun into insurance' whenever we can. We also understand the importance of treating our customers fairly and providing the best service possible.

Our brand identity represents who we are, the services we provide, and the value we offer. Our company brand signature, encapsulates our personality. It is an instantly recognisable mark that evokes our character and service, consisting of the purple and green lozenge brandmark and black Markerstudy Group logotype.

There are two formats that may be used. The preferred usage is the stacked master logo, but there is a landscape and small stacked for where space is at a minimum.

## STACKED MASTER LOGO



## STACKED LOGO FOR USE BELOW 25MM HEIGHT



*Note: Increase in relative size of 'Group' for legibility.*

## LANDSCAPE MASTER LOGO



# Markerstudy Group Logo suite

The logo may be used black on white only if limited to black and white print.

The white logo version is permitted for use on dark colours or images for maximum contrast.



## Markerstudy Group Logo exclusion zone

Please do not invade the exclusion zone of the Markerstudy Group logo formats as shown.

Clear space prevents other imagery or text interfering with the legibility of our logo.

- The clearance space for the stacked logo is equal to the green square of the brand mark around all sides.
- The clearance space for the landscape version is equal to the 'M' height and width on all sides.



# Markerstudy Group

Logo correct usage

DO NOT CHANGE OR SWAP THE COLOURS



FOR MAXIMUM CONTRAST USE THE WHITE VERSION ONLY ON DARK BACKGROUNDS



DO NOT CHANGE THE RELATIVE SCALE OR POSITION OF THE ELEMENTS



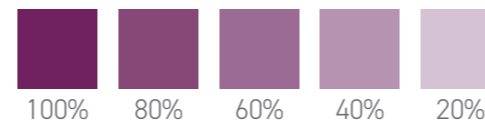
DO NOT USE A DIFFERENT FONT FOR THE LOGOTYPE WITH THE BRAND MARK



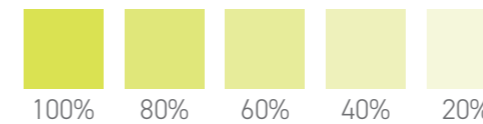
# Markerstudy Group Colour Palettes

## PRIMARY COLOURS

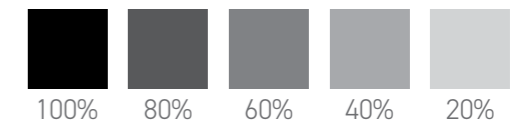
**PURPLE**  
CMYK: 30, 87, 0, 47  
RGB: 127, 40, 96  
Pantone: Solid Coated 249c  
Hex: #7F2860  
Websafe: #672A5A



**GREEN**  
CMYK: 18, 0, 83, 0  
RGB: 206, 224, 7  
Pantone: Solid Coated 389c  
Hex: #CEE007  
Websafe: #E0DF51



**BLACK**  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
Pantone: Black  
Hex: #000000  
Websafe: #000000



## SECONDARY COLOURS

CMYK: 0, 59, 94, 0  
RGB: 240, 128, 26  
Pantone: Solid Coated 151c  
Hex: #F0801A

CMYK: 81, 15, 0, 0  
RGB: 0, 160, 221  
Pantone: Solid Coated 299c  
Hex: #00A0DD

CMYK: 38, 84, 0, 100  
RGB: 171, 67, 146  
Pantone: Solid Coated 246c  
Hex: #AB4392

CMYK: 89, 18, 23, 2  
RGB: 0, 146, 180  
Pantone: Solid Coated 632cv  
Hex: #0092B4

CMYK: 19, 25, 51, 4  
RGB: 209, 185, 135  
Pantone: Solid Coated 7502c  
Hex: #D1B98

CMYK: 7, 16, 57, 1  
RGB: 240, 211, 130  
Pantone: Solid Coated 7403c  
Hex: #F0D382

CMYK: 22, 16, 18, 1  
RGB: 207, 206, 205  
Pantone: Cool Grey 2c  
Hex: #CFCECD

# Markerstudy Group Typography

## HEADLINES – SIGNIKA FONT

Signika is readily available for print and web via Google fonts, has personality and brand recognition.

Signika Bold contrasts well with the body copy DIN 2014 and has softer, friendly elements.

- Use Bold or Semi Bold for headlines.
- Use Light or Regular as a contrast or subhead.
- Use for size 18pt and over.
- Leading: minimum of 1pt more than character size.

Signika Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\*<>()\$%&!

Signika Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\*<>()\$%&!

Signika Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\*<>()\$%&!

Signika Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\*<>()\$%&!

# Markerstudy Group Typography

## BODY COPY AND CAPTIONS - DIN 2014

DIN 2014 is a contemporary version of a well-known DIN font family. The Regular and Light perform well in long text settings, while Demi Bold and Bold faces offer good contrast for minor sub heads or to highlight sections of text.

- Use Regular or Light for main body copy.
- Use for size 18pt and under.
- No smaller than 6pt for print.
- Leading: minimum of 2pt more than character size.
- Tracking: 0.
- Highlight words and phrases in Bold or Italic.

Din 2014 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\*<>()\$%&!

Din 2014 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\*<>()\$%&!

Din 2014 Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\*<>()\$%&!

Din 2014 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910@#\*<>()\$%&!



