



Brand Manual & Guidelines 2025



Design : Logo & Brand Identity Guidelines
Company : Market

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Logo

Primary Logo

Logo is a brand's defining symbol and is one of the key elements in the brand style guide.

Our logo must be used correctly.

Primary logo should be used whenever feasible.



Logo

Secondary Logo

Secondary logos can be used in place of the primary logo (but should never be used directly next to the primary logo to avoid repetition).

market

Logo

Logomark

The logomark can be used on spaces where the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the icon could be used as a profile picture on Instagram since the username will be adjacent to it in plain text.



Correct Logo Application

Logo should be contrast against the photo background at all times. Dark layer can be multiplied on top of the photo to enhance the logo when necessary.



Correct Logo Application

Please refer to this guide when applying logo on different backgrounds.

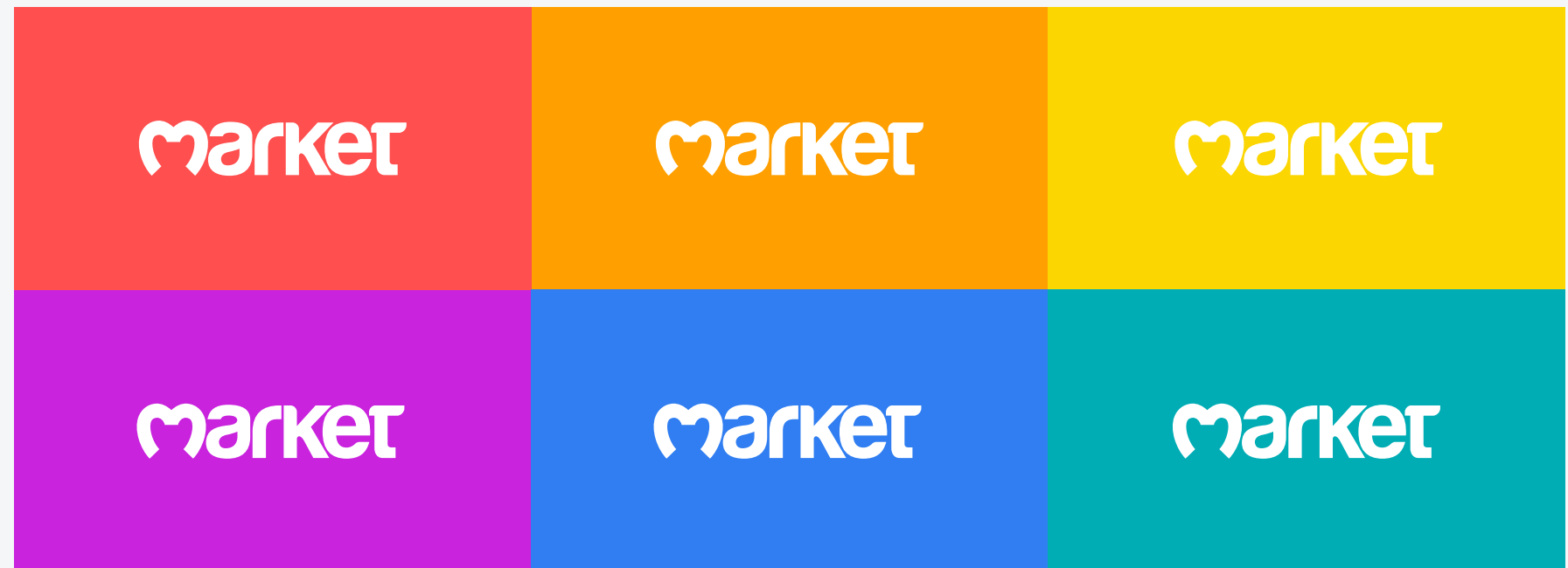
This is how the logo should be primarily displayed whenever feasible.

The acceptable background colors are only those from the main palette.



Correct Logo Application

Always use the white logo on the colored backgrounds.



Correct Logo Application

On circumstances where colors are restricted, always use the wordmark in single color, either black or white

The wordmark 'market' is displayed in white on a solid black rectangular background. The 'm' is stylized with a heart-like shape in the center.The wordmark 'market' is displayed in black on a solid white rectangular background. The 'm' is stylized with a heart-like shape in the center.

Exclusion Zone

To ensure the logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the graphic marked with grey colour.

Logo rules to consider:

- **Sizing** – Establish a minimum size for your logo's text to be legible.
- Size in relationship to other assets, like taglines.
- **Clear space** – Handle the space surrounding the logo to avoid interference.



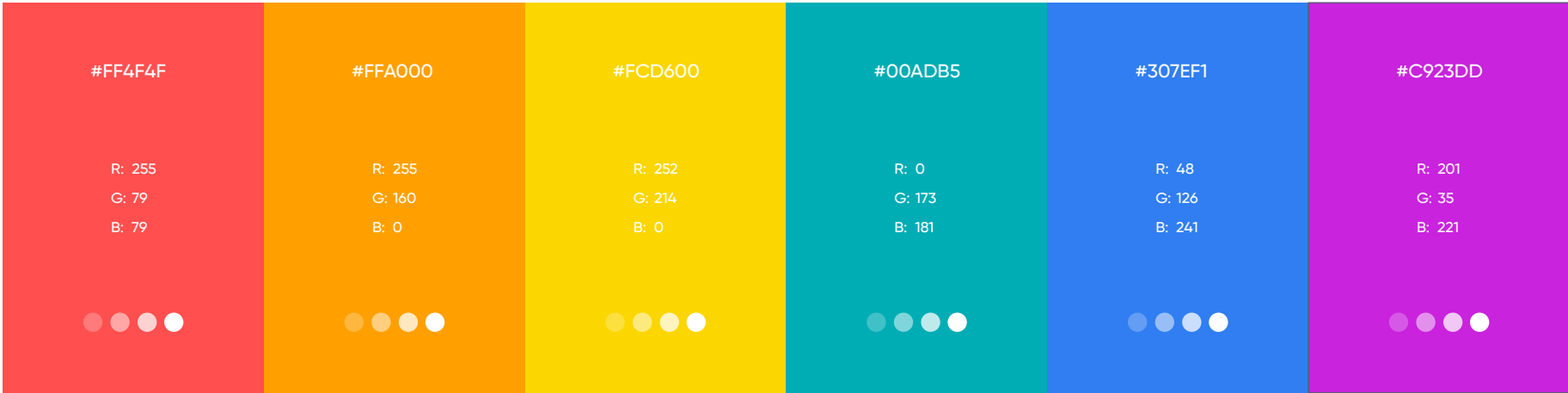
1/2 height of the logomark

Colour Palette

Primary Colour

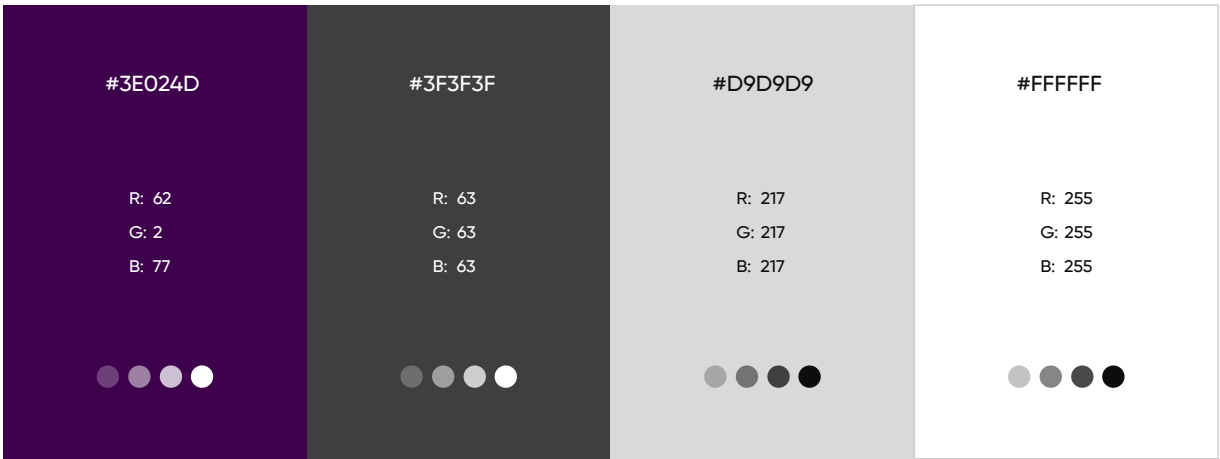
Colour should be used with careful consideration to maintain brand consistency throughout brand visual communication.

Primary colours should be dominant at all times.



Secondary Colour

The secondary colors are sophisticated and grounding tone that adds depth and balance, symbolizing stability and professionalism.



Typography

Poppins

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Type Hierarchy

Recommended system for using corporate fonts in different texts.

This headline is two lines long and set in Poppins Bold

THIS SUBHEAD IS 60% THE POINT SIZE OF THE HEADLINE AND SET POPPINS BOLD ALL CAPS

THIS SECOND SUBHEAD IS 30% THE POINT SIZE OF THE HEADLINE AND SET IN POPPINS BOLD ALL CAPS

"This body copy is 25% the point size of the headline and set in Poppins Regular Italic."

This body copy is 25% the point size of the headline and set in Poppins Light. This is where the most content usually goes in. It is important to organize typography in a hierarchical system according to the relative importance or inclusiveness through scale and function depending on communication.

This footnote is 20% the point size of the headline and set in Poppins Light.

market