

M **RINEVERSE**®

What is the brief?

Evolve the existing logo for MarineVerse and create
a modern and professional new approach.

Concept Foundations

01

Modern Look

The first foundation for this concept was to give MarinveVerse a bit of facelift. Give it a new modern look that can fit into both the tech and sailing communities.

02

Graphical Integration

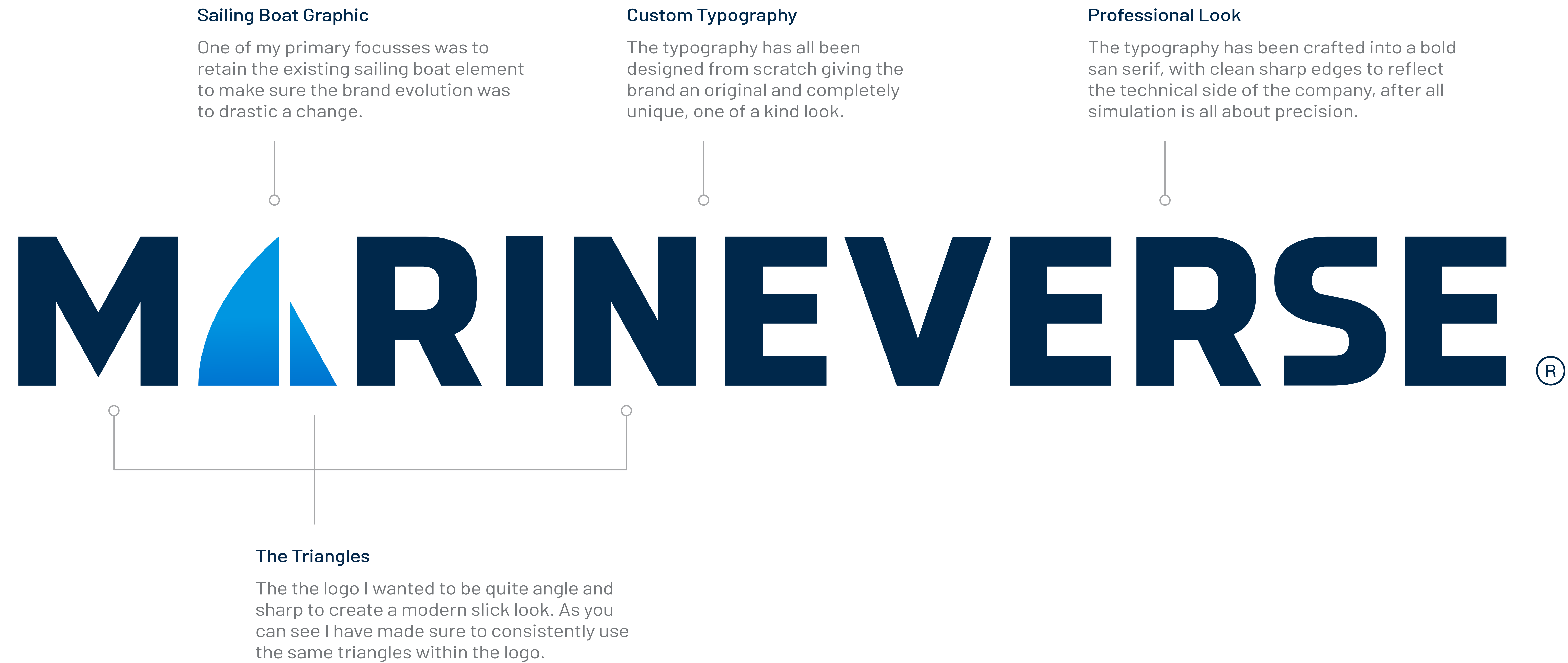
The second foundation was to continue the logos existing approach of in-cooperating a graphic into the logo that relates to the brand.

03

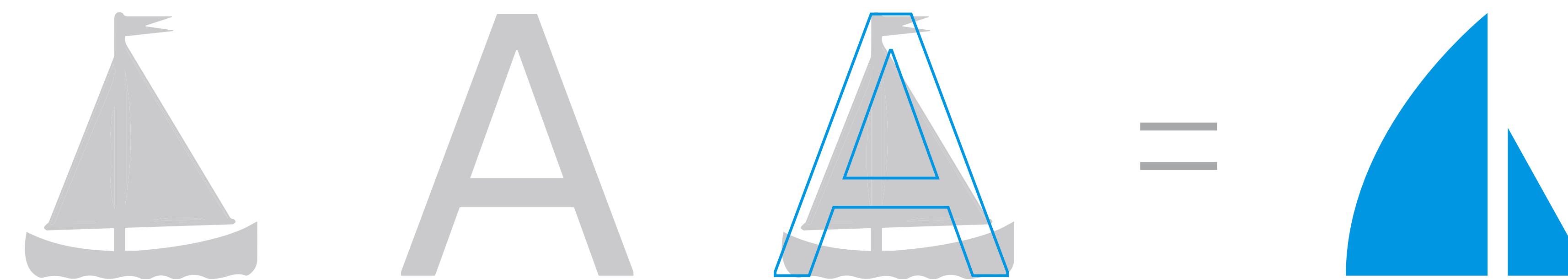
Iconic

The third and final foundation was to make sure the logo design is both clear, easily recognisable and iconic. Simplicity is key.

M **RINEVERSE**®



Why as the 'A' been chosen to be turned into a graphic?



The letter 'A' shares Similarities to the sails on a boat

Now that we have established that for the best perceptive reading, the letter that should be to turned into a graphic is between the first and last letter the letter 'A' would be the obvious option. This is because It's pointed structure is the closest match to that of sails on a boat.

Why as the 'A' been chosen to be turned into a graphic?

MARINEVERS3 

M4RINEVERSE 

Top-Down Processing in Cognitive Psychology

To start, top-down processing is the information that we get from our knowledge, expectations, and experience with the world around us.

Our brain does not read every letter by itself, but the word as a whole. So to ensure maximum readability in an abstract word such as 'MarineVerse' it's important that the structure of the word remains intact, therefore the first and last letters should remain as letters.

Logo

The logo is more than a name in a cool font and fun colour.
It's the brand brought to life in a single word, and it's designed
to convey the brands energy and technicality.



Logo Variants

Here you can see both the primary logo type and the two alternative logo mark, that can be used for small format or the brand icon. Logo mark 01 is recommended for its fun and intriguing graphic.

Logo Type
Primary



Logo Mark 01
Recommended Option



Logo Mark 02
Ill-advised Option





Minimum Size: 40mm (250pixels)



Clear Space & Size

Such an important brand element deserves ample space to shine. Allow enough clear space so it's not crowded by other elements and has room to stand out on the page. Use the boat graphic in the brand logo to define the minimum clear space.





Logo Variants

The primary colour use for the logo is full colour on a light background however if this format is not available there are alternatives.

Full Colour on Light Background)



Monotone on White Background



Full Colour on Dark Background



Monotone on Black Background



The Don'ts

Protect the logo and you protect your brand.
Remember that incorrect and inconsistent use of the logo can undermine the impact of your communications and cheapen your brand integrity.

 Medium Gray is used for body copy in both web and print

Poor contrast of logo on a photo background



Do not outline the logo

Do not change the colour to an unapproved colour



Do not manipulate, distort or apply effects to the logo



Acceptable Backgrounds

The navy logo on white is the preferred colour use, as it provides the best impact. However when suited for better contrast use the white standard or monotone logo.

Preferred Use



Preferred Use



Acceptable Use

Acceptable Use



Brand Structure

As you can see I have created the MarineVerse as the primary brand logo mark however I have created an example as to how the word mark can be adapted to fit different sub-brands.

Brand Logo



Sub-Brand Logos
B2C (Business to Customer)



Sub-Brand Logo
B2B (Business to Business)



MARINEVERSE®

Brand Architecture

MARINEVERSE®

MARINEVERSE® LEARN

MARINEVERSE® PLAY

MARINEVERSE® TEACH

Colours

The colour palette has been given a bit of facelift with its new contemporary colours. The palette also comes with vibrant accent colours to deliver the brands vibrant ethos, of being fun, modern and smart .



Navy Blue

I've chosen navy for the predominant colour within the logo as navy is commonly associated with intelligences and technicality. The navy gives the logo a sense of professionalism and reliability.



Light Blue / Dark Blue Gradient

In the sailing boat graphic I have implemented a gradient to not only give the logo a more modern look, but to also reflect the depth in water.

Core Colours

The core colours reflect the brands
fun, modern and vibrant energy:
Navy, Light Blue and White.



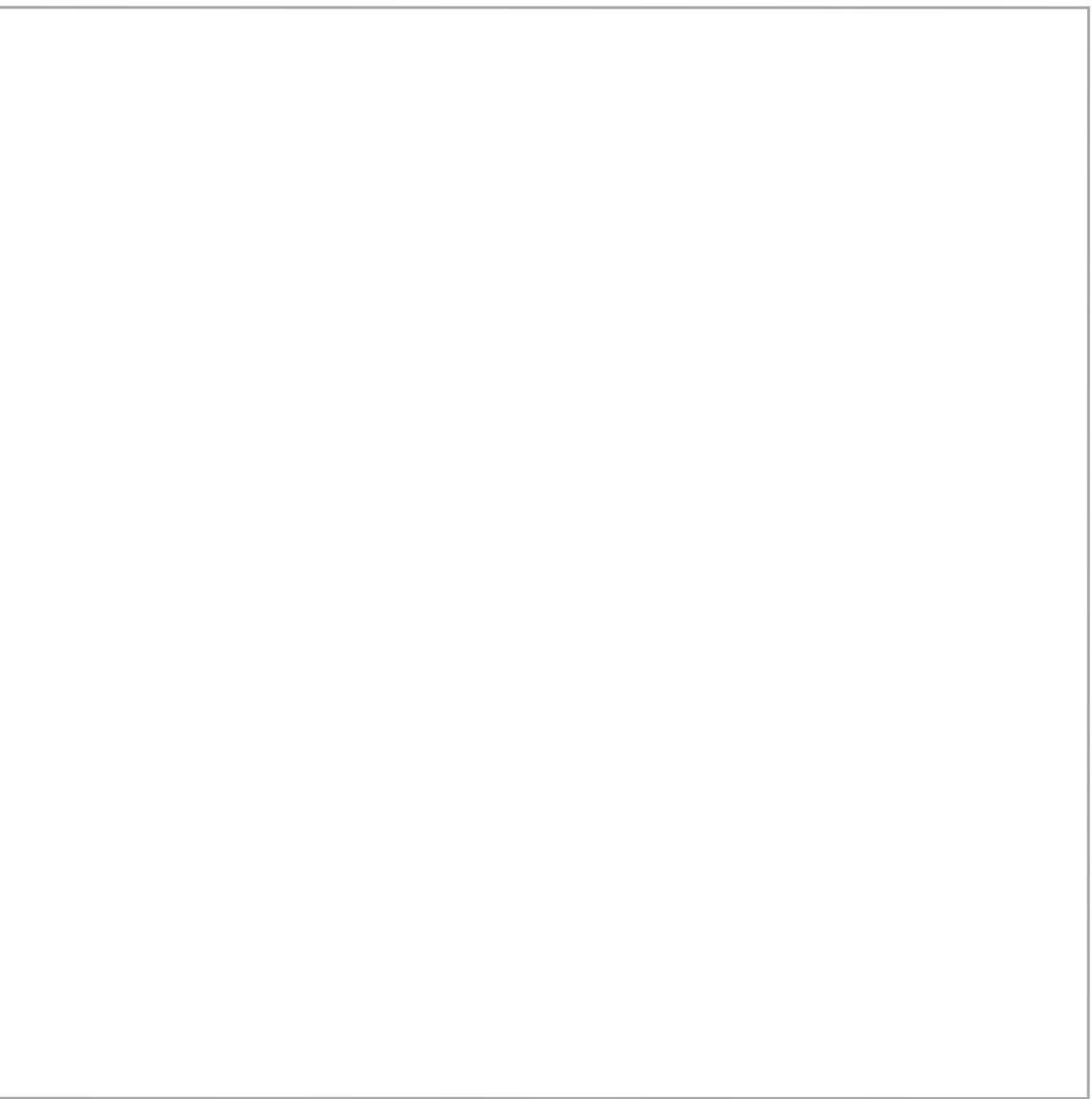
Navy

R0 G40 B75
C100 M50 Y0 K75
Pantone 289 C



Light Blue

R0 G150 B225
C70 M10 Y0 K0
Pantone 299 C



White

#FFFFFF
R255 G255 B255

Supporting Colours

The colour palette consists of neutral supporting colours to work together with the core palette.
}The supporting colours are typically used for copy.
These colours should be used in moderation.
MarineVerse is not a “gray” brand.



Dark Gray

R99 G102 B106
C0 M0 Y0 K80
Pantone Cool Gray 10 C



Medium Gray

R117 G120 B123
C0 M Y0 K65
Pantone Cool Gray 9 C



Light Gray

R167 G168 B170
C0 M Y0 K40
Pantone Cool Gray 6 C

A Medium Gray is used for body copy in both web and print

Logo Graphic Gradients

The logos that have been designed for the potential sub brands come with various colour gradients to ingest vibrancy and character into the design. The colour palette revolves around the primary colours to allow viewers to clearly identify the different sectors.



Light Blue

R0 G150 B225
C70 M10 Y0 K0



Dark Blue

R0 G100 B200
C95 M60 Y0 K10



Logo Graphic Gradient



Light Yellow

R255 G210 B0
C0 M18 Y100 K0



Dark Yellow

R255 G170 B15
C0 M33 Y95 K0



Logo Graphic Gradient



Orange

R240 G90 B30
C0 M62 Y88 K0



Red

R240 G30 B45
C0 M88 Y81 K0



Logo Graphic Gradient



Light Green

R130 G190 B0
C55 M0 Y100 K0



Dark Green

R80 G160 B0
C75 M20 Y100 K0



Logo Graphic Gradient

Typography

The chosen typeface for MarineVerse is Barlow, a modern typefaces designed for today's digital world.

Brand Font

Barlow has been purposely select for the brand due to its legibility, modern and technical look.

 Download the font Barlow from Google Fonts Here:
<https://fonts.google.com/specimen/Barlow>

Barlow

Barlow Light	AaBbCcDd	0123456789
Barlow Regular	AaBbCcDd	0123456789
Barlow Medium	AaBbCcDd	0123456789
Barlow Bold	AaBbCcDd	0123456789



System Font

Arial Regular and Arial Bold are the system fonts to use these in a “desktop” environment for PowerPoint presentations, Word documents, stationery, and other general use templates.

Arial

Arial Regular	AaBbCcDd	0123456789
Arial Bold	AaBbCcDd	0123456789



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