

MARCHAY

BRAND IDENTITY GUIDELINES

September 2013

03 — LOGOTYPE

- Logotype and icon
- Placement, spaces and sizes
- Favicon and avatar

08 — COLOURS

- Colour palette for print
- Colour palette for screen

11 — TYPOGRAPHY

- Type for print
- Type for screen

14 — VISUAL ELEMENTS

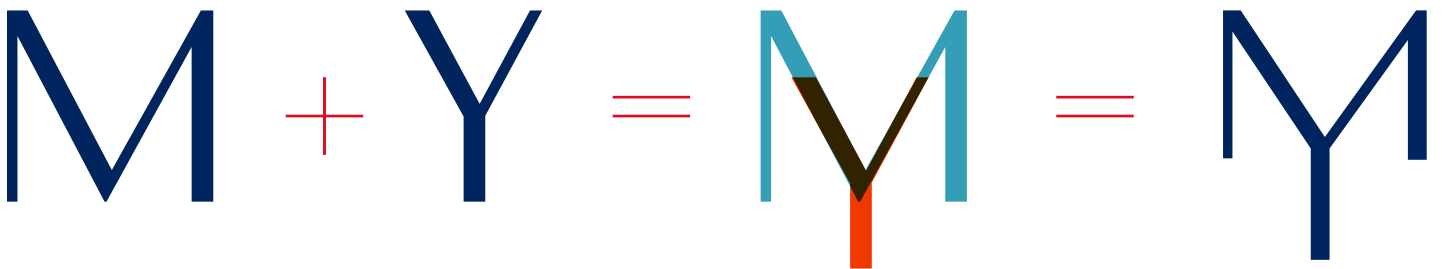
- Photography
- Pattern

17 — COLLATERALS

- Stationary option 1
- Stationary option 2
- Promotional package
- Brochure
- Poster

LOGOTYPE AND ICON

Marchay Logotype is an alternate to the History typeface with a larger letter spacing



The first and the last letter of MARCHAY compose the monogram/brand icon.



Dark blue

Pantone: 2767 U
CMYK : 100 78 0 55
RGB: 0 36 93

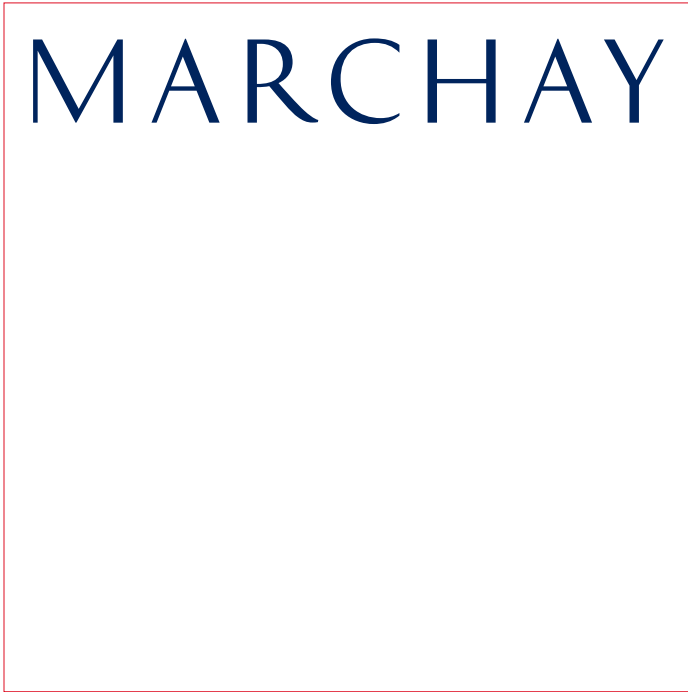


Black

Pantone: Process Black U
CMYK : 55 55 65 100
RGB: 0 0 0

The logo colour is black or dark blue
(See print colour palette p.9)

PLACEMENT, SPACES AND SIZES 1/2



Marchay's logotype can be displayed horizontally and vertically.



Vertically, the logo must always be left aligned with the "M" at the bottom. See illustration above.

MARCHAY

Minimum size is 4mm.

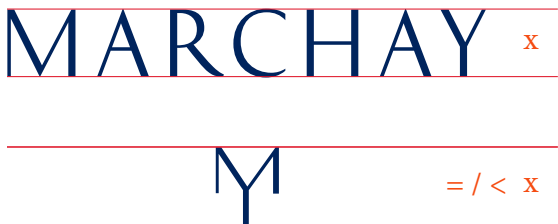
PLACEMENT, SPACES AND SIZES 2/2



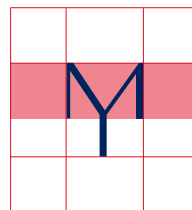
The logotype and the monogram work together or indepently. Together the monogram is centered underneath.



The space between Logo and monogram equals the height of the logo.



The height of the monogram can be the same as the logo height or smaller.



Minimum space around monogram equals the height of "M" part.
See illustration above.

FAVICON AND AVATAR



Favicon



Avatar

PRINT COLOUR PALETTE

Colours

REF



Dark blue

Pantone: 2767 U
 CMYK : 100 78 0 55
 RGB: 0 36 93

Secondary
Colour

Pantone: 307 U
 CMYK : 100 55 20 0
 RGB: 0 107 159



Pantone: 632 U
 CMYK : 100 55 20 0
 RGB: 71 157 184

Colours

REF



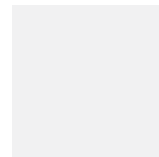
Black

Pantone: Process Black U
 CMYK : 55 55 65 100
 RGB: 0 0 0



Beige

Pantone: 427 U
 CMYK : 19 15 16 0
 RGB: 205 204 203



Pantone: 7541 U
 CMYK : 0 0 0 5
 RGB: 241 241 242

SCREEN COLOUR PALETTE

Colours

REF



Dark blue
(branding)

RGB: 0 36 93
0D2756



Deep blue
(background)

RGB: 17 75 108
114B6C



Blue
(background)

RGB: 24 107 155
186B9B



Bright blue
(link)

RGB: 68 155 220
449BDC



Orange
(accent
colour)

RGB: 255 116 79
FF744F

Colours

REF



Black (text)

RGB: 0 0 0
#262626



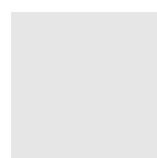
Dark grey

RGB: 102 102 102
#666666



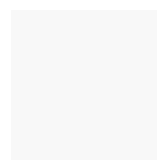
Grey (text)

RGB: 153 153 153
#999999



Light grey
(line)

RGB: 230 230 230
#E6E6E6



Softer grey
(text)

RGB: 248 248 248
#F8F8F8

11 — TYPOGRAPHY

TYPE FOR PRINT

HEADLINES 01

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

History 02 — Regular

All caps, only for headlines and titles

Leading 50pt

HEADLINES 02

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Premier Pro

BODY TEXT

Both body text fonts are acceptable. Choice will be made in view of the global design.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fakt Pro Blond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Premier Pro

TYPE FOR SCREEN

HEADLINES

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

History 02 — Regular

All caps, only for headlines and titles

H1 = 43px/60px, letter-spacing : 5px

H2 = 30px/40px, letter-spacing : 4px

H3 = 16px/22px, letter-spacing : 2px

BODY TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fakt Pro Blond

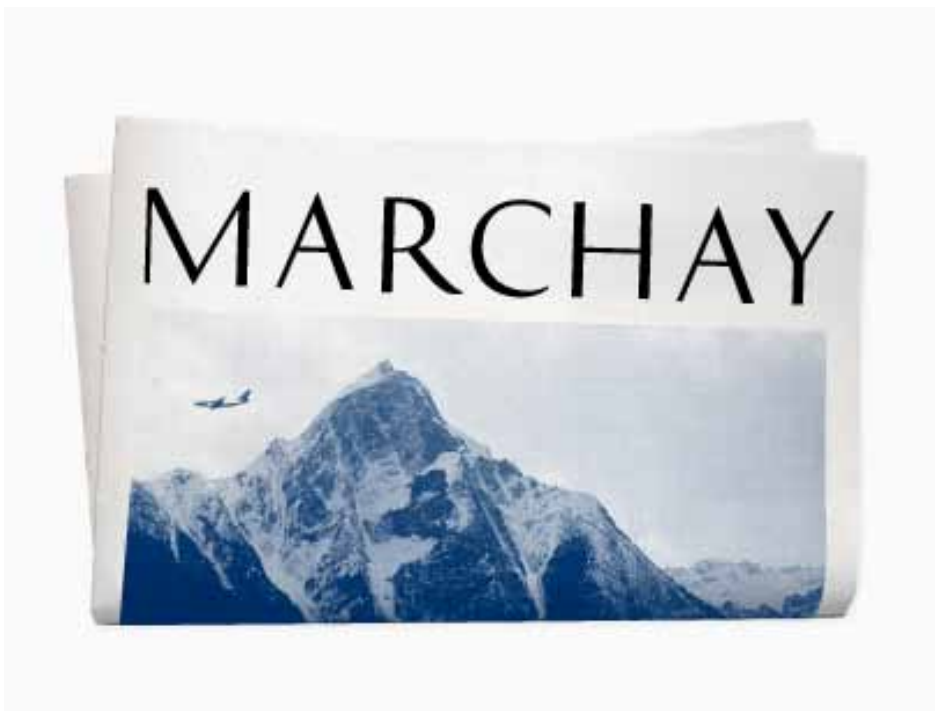
16px/18px

14 — VISUAL ELEMENTS

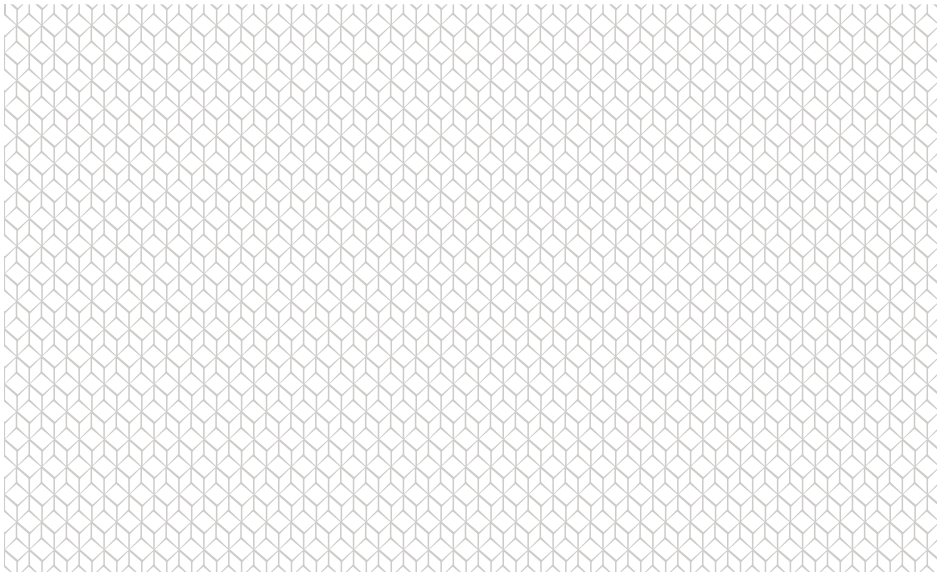
PHOTOGRAPHY



- Vintage travel feel
(use of vintage airline pictures)
- Monochrome treatment of pictures, using the brand's dark blue (see print colour palette p.9)



PATTERN

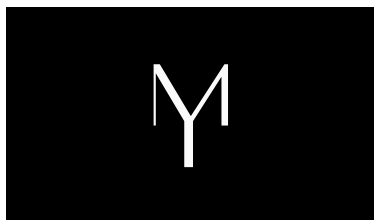


- Pattern made of the Marchay monogram
- Colour: beige (see print colour palette p.9)



To be used discretely.
See example with Pattern
inside the envelope.

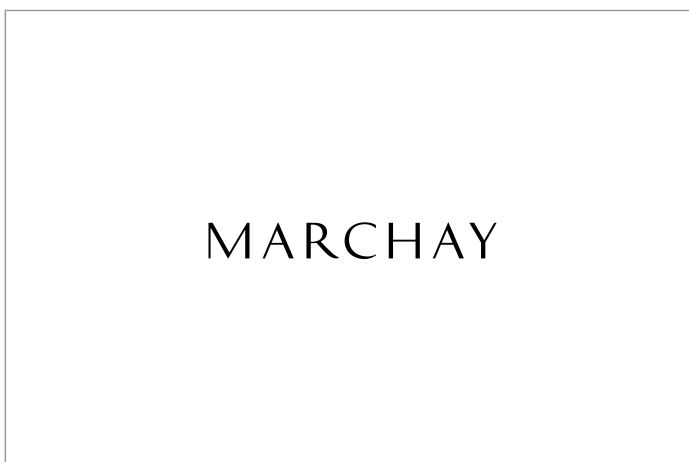
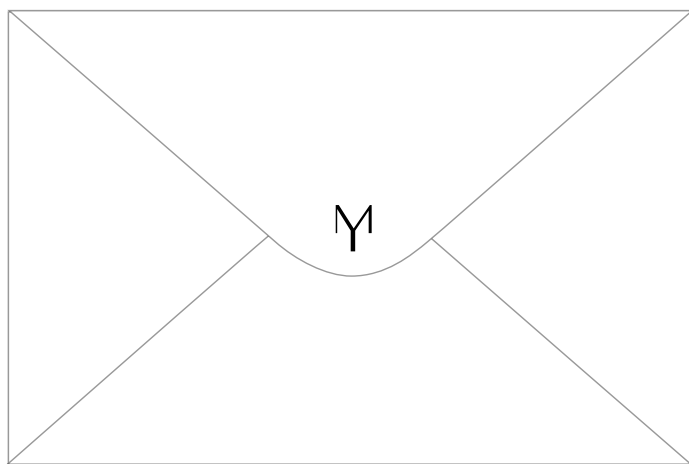
STATIONARY OPTION 1



Note:
Monogram is embossed
on top card

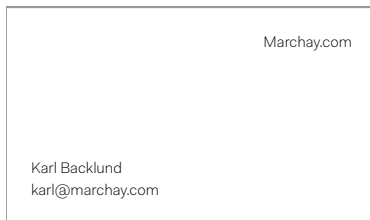


STATIONARY OPTION 1

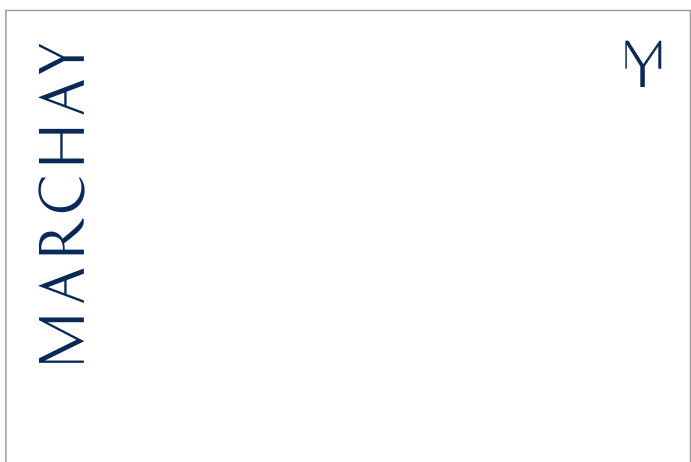
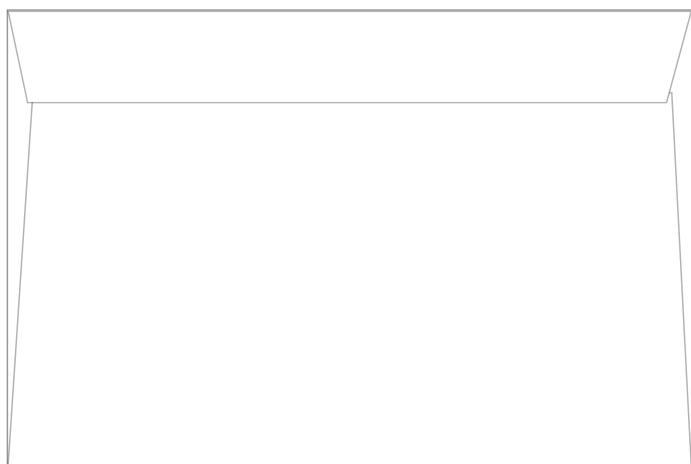


Envelopes

STATIONARY OPTION 2



STATIONARY OPTION 2



Envelopes

Vertical headlines
layout and one unique
colour: dark blue (see
print colour palette
p.9)

OFFER	
EXCLUSIVE TO DELIVERING ALPHA DELEGATES ANNUALLY (VS. \$1000)	
ONE COMPLEMENTARY NIGHT AT MONTAGE BEVERLY HILLS VALUED AT \$700	
Please fill out the information on the back of this card and leave it at the conference registration desk or email to memberships@marjay.com	
*The complementary night is only transferable to spouse and valid until 3/12/2014	
APPLY	
YOUR FULL NAME _____ ASSISTANT'S FULL NAME _____ HOME CITY _____ HOTEL NIGHTS / YEAR _____ MAIN DESTINATIONS _____	YOUR EMAIL _____ ASSISTANT'S EMAIL _____ SIGNATURE _____
<input type="checkbox"/> Apply for a membership at \$500/annually and receive a complimentary night at Montage Beverly Hills. <input type="checkbox"/> Request more information	

Please fill out and leave at the conference registration desk or email memberships@marjay.com

The image shows a dark blue envelope with a white card inside. On the left side of the envelope, the word "MARCHAY" is written vertically in a large, white, serif font. On the top right corner of the envelope, there is a large, white, stylized letter "M". The white card inside the envelope contains the following text:

Dear Delegate,

If you, like us, travel constantly for work and stay at the best places, but are tired of paying \$1000/night at the Mandarin while your friend at an investment bank has his corporate rate, you need to carefully go through this envelope.

We put together Marchay as a members-only, luxury corporate travel platform available to senior executives and business owners. We harness our collective volume and buying power to negotiate discounted corporate rates at one or two of the best hotels in the major cities globally.

In addition to our rates, our members get obsessive service, highly curated travel intelligence for each destination, and access to exclusive and fun membership clubs in select locations.

More than just a travel program, Marchay is an exclusive community of accomplished professionals united by our need to travel globally for work and our desire to make that travel more convenient, fun, and interesting.

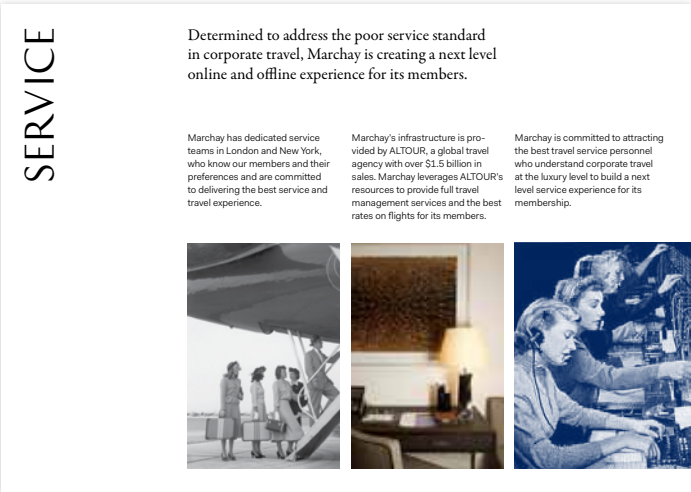
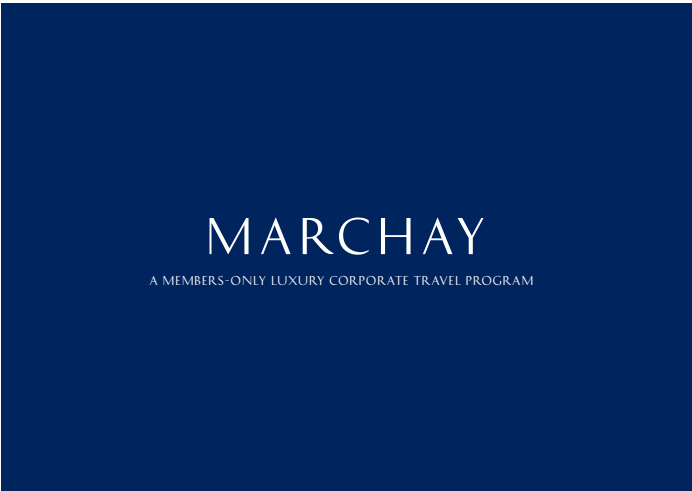
As the travel sponsor for Delivering Alpha, we are extending to the delegates our Founding Members' rate of \$500 for your first year, which pays for itself in savings on one or two hotel nights. In addition, you will receive a complimentary night at Montage Beverly Hills, valued at \$700.

To join Marchay, please fill out the application card and leave it at the registration desk or email membership@marchay.com.

The Marchay Team

BROCHURE

Example of layout for Marchay brochure, promotional pdf presentation.



POSTER

Other layouts examples for publication and poster, with a vintage feel.

