BRAND

Marsel brand and press kit

Logos, colours and a few simple rules for writing about Marsel or showing it in articles, videos and social posts. Take what you need; you do not have to ask.



Logos



Wordmark, for light backgrounds

The main logo. Use it wherever you can.

SVG PNG



Wordmark, for dark backgrounds

The same logo with light letters, for dark photos and dark mode.

SVG PNG



Square mark

For small spaces where the wordmark will not fit: app icons and favicons.

SVG PNG



Square mark, rounded

The square mark with rounded corners, for places that do not round it for you.

SVG



Header image, 1500 × 500

A banner for X, LinkedIn and similar profile headers.

SVG PNG

Colours

Click a colour to copy its hex code.

Copy hex

Marsel red
#C8332C
The logo block. Use it for the logo and very small accents, not for large areas.

Copy hex

Ink
#0A0B0F
Text, and the MAR half of the logo on light backgrounds.

Copy hex

White
#FFFFFF
Backgrounds, and the SEL letters inside the red block.

Copy hex

Bone
#F7F7FB
The MAR half of the logo on dark backgrounds.

Typography

Aa

Inter
Text · weights 400, 500, 600, 700

Aa

Same as text (Inter)
Headings · weights 400, 600, 700

Aa

System font
Code and figures · weights 400, 600

Headline in Marsel's voice

Section heading

Body text is set in the text face at the regular weight, with headings at weight 700. Use these faces when you write about Marsel; never retype the logo in them.

Clear space and minimum size



The dashed line marks the logo's clear space: keep text, images and edges outside it. The exact distance and the smallest size allowed are in the rules below.

Using the logo

Right





Wrong



× Stretched



× Rotated



✕ Recoloured



✕ Shadow or glow added



✕ On a busy background

Do

- Use the files on this page exactly as they are.
- Leave empty space around the logo at least as wide as the letter M.
- Use the dark-letter wordmark on light backgrounds and the light-letter one on dark backgrounds.

Don't

- Stretch, squash, rotate or outline the logo.
- Change its colours or move the red block.
- Separate MAR from SEL, or retype the wordmark in another font.
- Add shadows, glows or gradients, or place it on busy photos.

- Keep the wordmark at least 60 px wide on screen and 20 mm wide in print.
- Write the name as “Marsel” in running text: capital M, the rest lower case.
- Use the logo in a way that suggests Marsel endorses you without our written permission.

Downloads

All logo files (ZIP) **Brand guidelines (PDF)**

Questions about the brand, or need something not on this page? Write to support@marsel.app.