



BRAND GUIDE

DISTINCTIVE ASSETS

PRIMARY



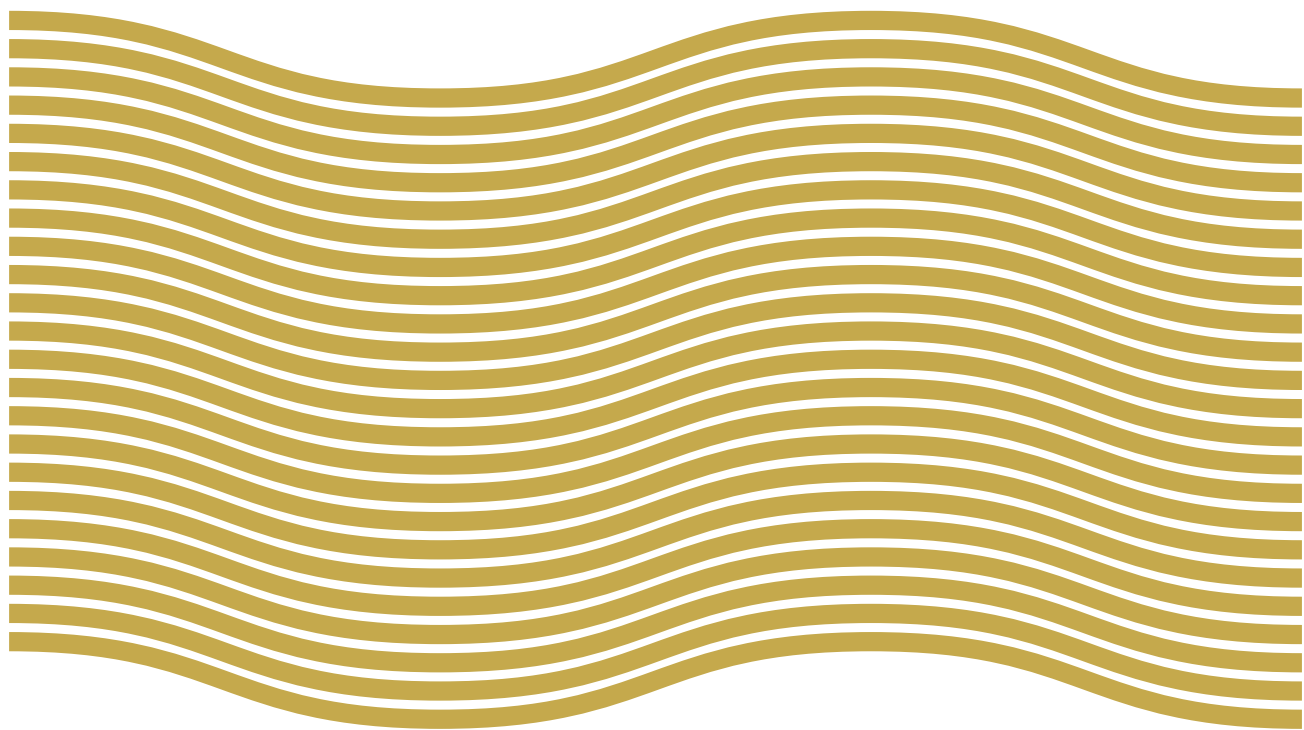
LOGO

MARÉE

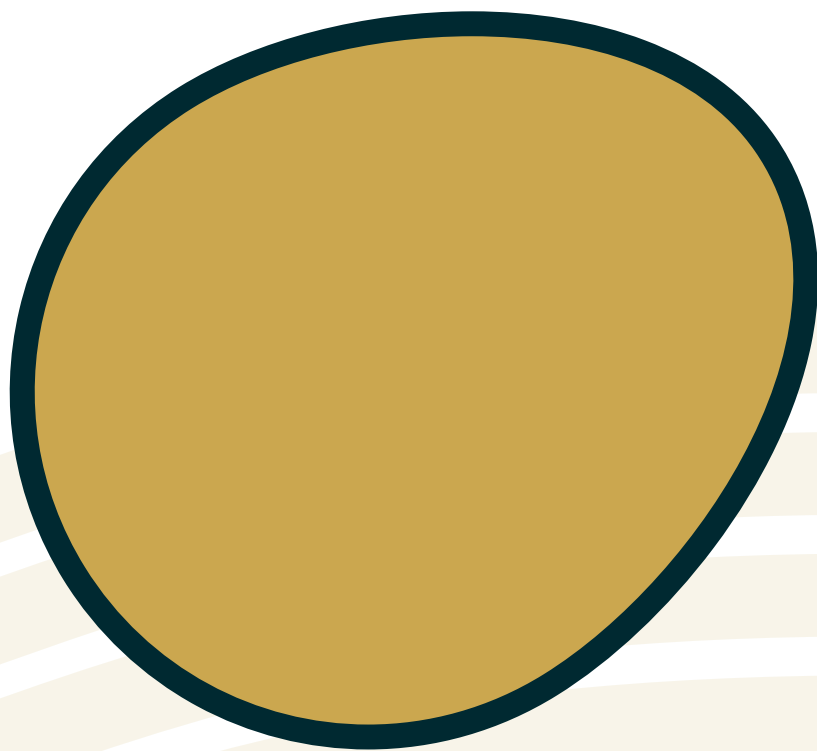
KITCHEN + BAR

WORDMARK

SECONDARY

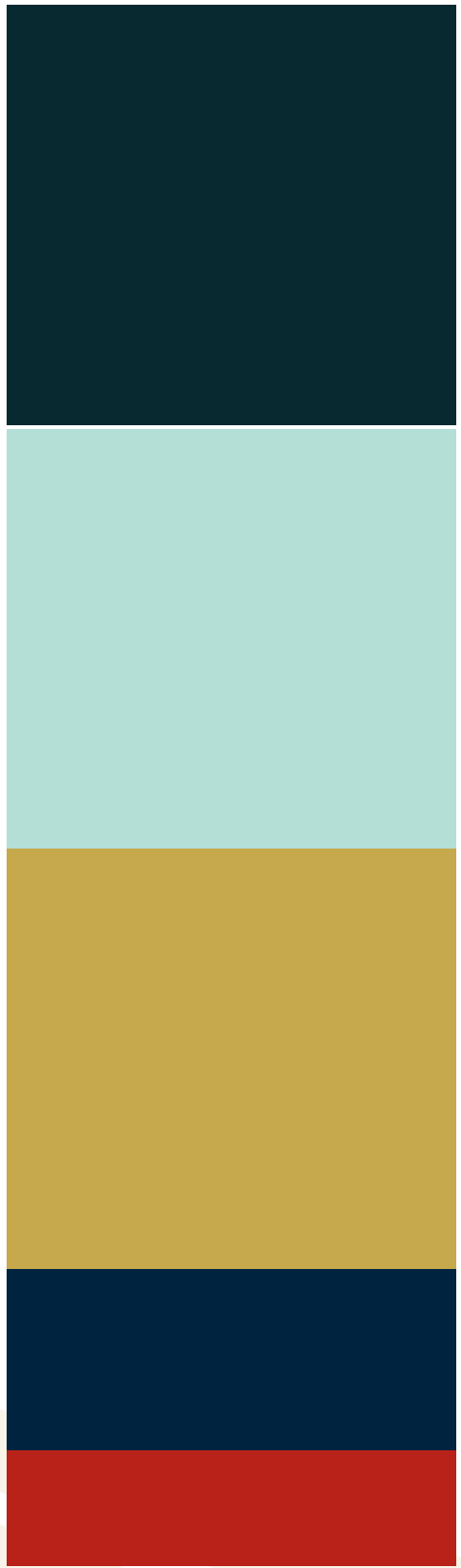


'WAVE' ICON



'THE EGG' FRAME

SUPPORT



COLOR
PALLETE

COLOR PALLETE

BRAND PALLETE

DEEP GREEN (546C)
HEX: 072a31
CMYK: 91, 65, 59, 63
RGB: 7, 42, 49

SEA FOAM (573C)
HEX: b2e1d8
CMYK: 29,0, 18, 0
RGB: 179, 223, 215

FRENCH GOLD (4019C)
HEX: c3a74d
CMYK: 25,30, 84, 1
RGB: 196, 168, 76

BASE TONES

OFF WHITE
HEX: f7f6f0
CMYK: 2,1,4,0
RGB: 248, 247, 240

OFF BLACK (-5%)

SUPPORT

*USE SPARINGLY

MIDNITE OCEAN (289C)

ANTIQUE RED (2350C)

WORDMARK AND SPACING GUIDELINES

MARÉE

MARÉE

KITCHEN + BAR

- Keep elements a safe distance from the wordmark to allow breath
- General Guide: If leg width is 1em, Padding Box is 1.75em
- Spacing is equivalent to 60pt, or 1/3 of width of safe zone
- When including Kitchen + Bar, this line lands .5em below the wordmark at the base of the padding

Note: These are guidelines designed to help the Marée logo stand as the most valuable asset breathe. As always, there are exceptions to the rule.

Explore with purpose.

FONT USAGE

Hierarchy example:

MARÉE

KITCHEN + BAR

*Inspired By The Spirit Of
Southern France*

Located conveniently in the center of downtown Spring lake, NJ.....Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

FOLLOW ME TO MARÉE

TITLE: POPPINS – BOLD

AaBbCcDdEeFfGgHhIiO

SUBHEAD: BICYLETTE-BOLD

AABBCCDDDEEFFGGHHI

BODY: Open Sans

AaBbCcDdEeFfGgHhIi012345

BODY (support): Baskerville

AaBbCcDdEeFfGgHhIi01234567

‘FOLLOW ME TO MARÉE’

**‘FOLLOW ME TO MARÉE’ SERVED AS THE
DEFACTO MOTTO OF THE RESTAURANT
BRANDING. IT SHOULD BE USED AS A
PUNCTUATIVE ASSET**

ALTERNATE LOGO EXPLORATIONS



MARÉE BRAND GUIDE – ONE SHEET

LOGO



WORDMARK

MARÉE
K I T C H E N + B A R

OFF WHITE

HEX: f7f6f0
CMYK: 2,1,4,0
RGB: 248, 247, 240

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