



MARS

Manufacturing Architecture for
Resilience and Sustainability

STYLE GUIDE

MARS



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Project funded by

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Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

Logo – with background



#3C422F



#CDD7B9



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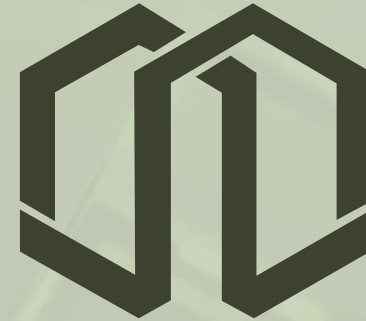
Logo – without background



#3C422F



#FFFFFF



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Logo – black and white



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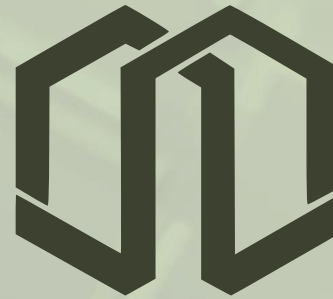
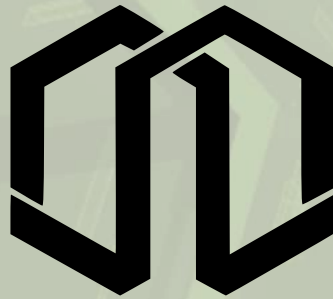
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Logo –symbol

Can be used as an icon (e.g. website)



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Color Palettes



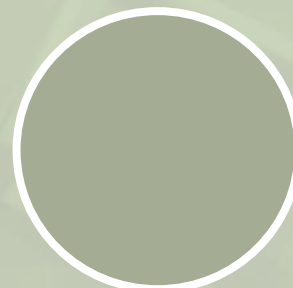
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#848B74



#8C947B



#A4AD94



#ACB49A



#CDD7B9



#ECECDC



#F2F4EE



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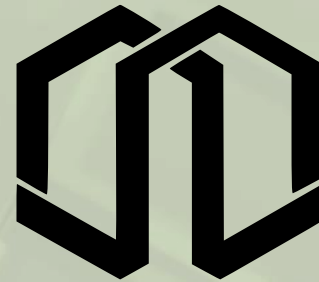
Typology



Project's Typeface

MARS **Primary Font** is Code Bold, this font is used for the logo body.

MARS **Secondary Font** is Spartan MB regular, this font is used for the tag line of the logo.



MARS



Primary Font

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Secondary Font



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Dont's



don't apply the black logo variation on a black/dark background

don't modify the logo fill or add stroke to the logo

don't use the logo on an angle

don't apply the logo on the dark green background



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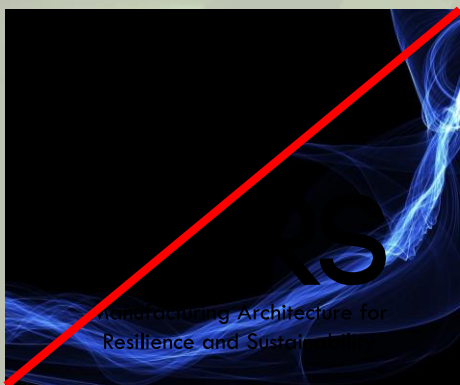
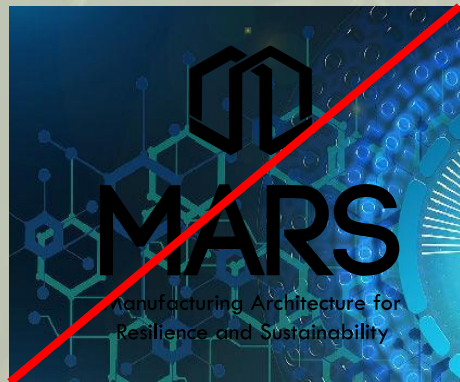
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Dont's



Black version of logo on black/dark background:



Better

Use white logo!



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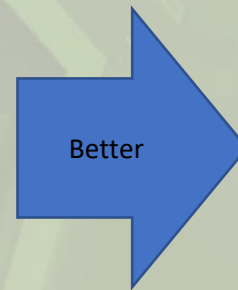
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Dont's



Logo on dark background:



Use white logo!



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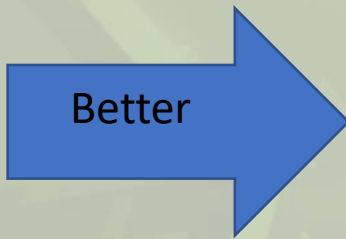
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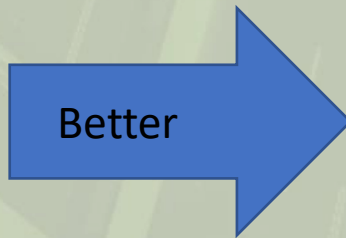
Dont's



White version of logo on white/light background:



Use black logo!



Size

Small (max.1,5cmx1,5cm)



use only symbol + MARS



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