Design & Identity Guideline

www.marcuswhitney.com

Table of Contents

01 Brand Introduction 03

02 Brand Voice & Tone 05

03 Brand Story 08

04 Logo Elements 09

05 Logo Safezone 11

06 Logo Backgrounds 13

07 Logo Placements 15

08 Incorrect Applications 17

09 Brand Typography 18

10 Brand Colors 20

11 Brand Icons 22

12 Brand Imagery 23

13 Logo Usage 25

14 The Summary 27

Brand Introduction

How To Fit In This Guideline

The guidelines that direct communications for the Marcus Whitney brand are part of an understanding and preference for the Marcus Whitney brand, products and services in the markets in which we participate. To build a brand that endures.

The Marcus Whitney brand including the logo, name, colors and identifying elements are reserved as company assets.

We are responsible for protecting the company’s interests by preventing unauthorized use of the Marcus Whitney brand name and marks.

Our Mission

To inspire others to live a creative, purposeful life, to overcome adversity and break through their boundaries.

Our Vision

A world in which people are empowered with their knowledge of self and the agency they have to create the reality they want to experience.

Our Values

1. Ambition and Self Belief
2. Creativity
3. Rebelliousness
4. Hard Work
5. Ingenuity
6. Learning for Life

Brand
Voice & Tone

- Our Voice Should Always Be
- Words that describe our brand
- Words that Do Not describe our brand personality
- Brand tone

Brand Voice

We are passionate about relationship building. We at Marcus Whitney believe that through relationships, a better experience can happen. Like talking to a good friend, we forge great relationships with people on the go and stay relevant in communication.

Our Voice Should Always Be:

- Inspiring
- Exciting
- Challenging the status quo
- Authentic

Words That Do Not Describe Our Brand Personality:

1. Corporate
2. Typical
3. Judgmental
4. All Knowing
5. Condescending

Words That Describe Our Brand:

- Courageous
- Resilient
- Ambitious
- Inspired
- Alive
- Human / Imperfect
- Empathetic
- Engaged
- Loving

Brand Tone

Our tone is Personal and Honest.

With confidence, we dare to be bold, going out of the way to ensure an exceptional experience through being:

Warm but not **conforming**

Confident but not **cocky**

Smart but not **stodgy**

Informal but not **sloppy**

Helpful but not **overbearing**

Brand Story

Marcus Whitney is a self-taught entrepreneur, technologist, venture capitalist healthcare innovator, and digital marketer. A college dropout, Whitney used the motivation of his two young children to cease making excuses and utilize all his gifts and resources to become one of the most important entrepreneurs in Nashville, TN over the last two decades.

Whitney's accomplishments are undeniable, having gone from a waiter living in a week to week efficiency hotel to the most active venture capitalist in healthcare in the country and co-owner of Nashville's newest professional sports franchise. And the accomplishments don't stop there.

Whitney now seeks to use his story to inspire others to reach their potential and overcome limiting beliefs and difficult circumstances.

Logo
Elements

What My Logo means:

It is my signature. It is my mark, my unique creation. It reflects me in a way that I am proud of. It symbolizes me, and everyone has their own mark that they should be proud of that symbolizes them. We are all our own most important hero.

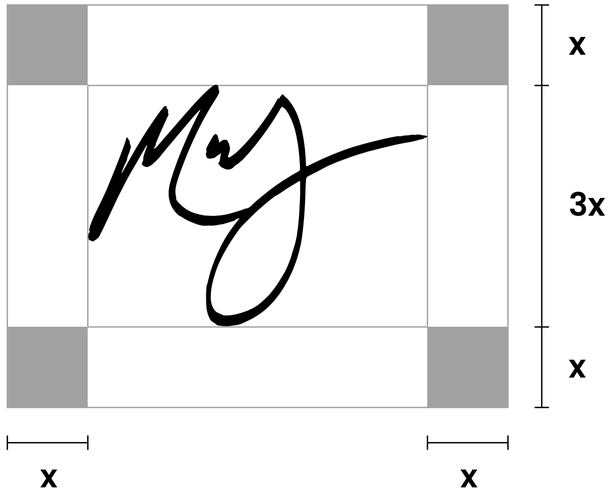
Logo
Safezone

- To fit in with clear Space
- Minimum size of Logo

To Fit In With Clear Space

To ensure the legibility we let the logo breathe by giving it some clear space.

If the logo is of 3x height then minimum spacing of x should be kept around the logo. Sup pose that the height is 150px then the safezone size must 50px The logo must always fit into the clear space area and can not be intervened by other graphical elements.



Minimum Size Of Logo

In print, the vertical logo should never appear smaller than 1” (25mm).

On screen, the total logo should be a minimum of 70 pixels wide.

There is no maximum size for Marcus Whitney brand.

Height: 70 px

Logo Background

Perfect Background To Choose

Marcus Whitney's logo can be used on various color backgrounds. For dark backgrounds use white logo for light backgrounds use black.

This is not to say it can not be displayed on top of an image, however when using on image it should be used at 10-15% watermark.

Rules Of Logo Usage

- The logo cannot be reproduced under any conditions for commercial or private use without written permission of Marcus Whitney.
- The logo must always be reproduced complete and unmodified with all of its components intact.
- Some limited variation in the color of the logo is permitted as shown in next page. Variations should be used to improve readability for print and digital communication.

Acceptable Varients Of The Logo

Watermark Logo’s

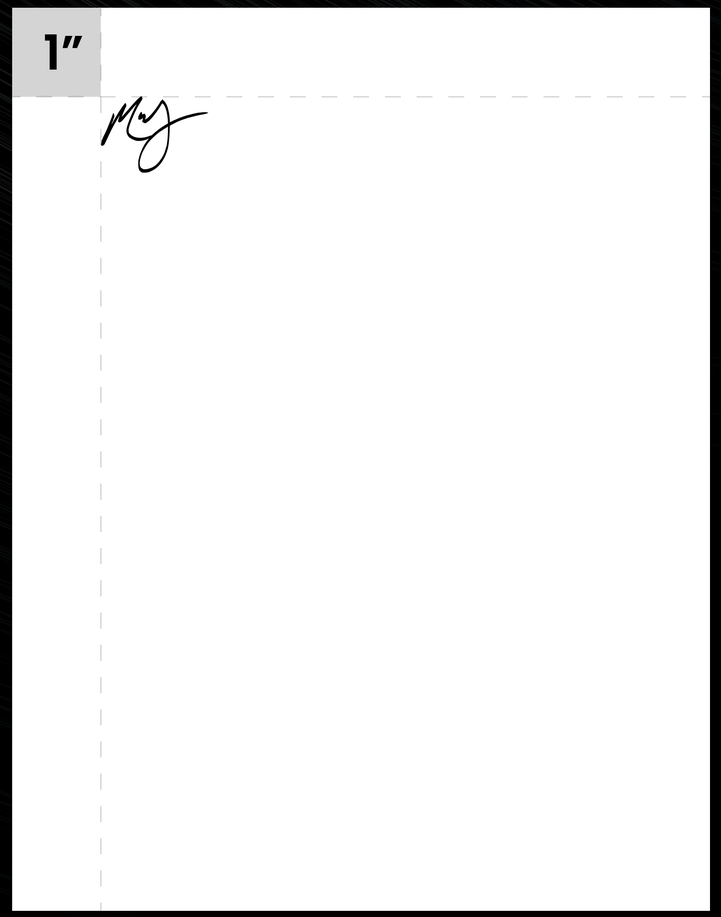
Logo Placement

Clear Spacing For The Logo Placement

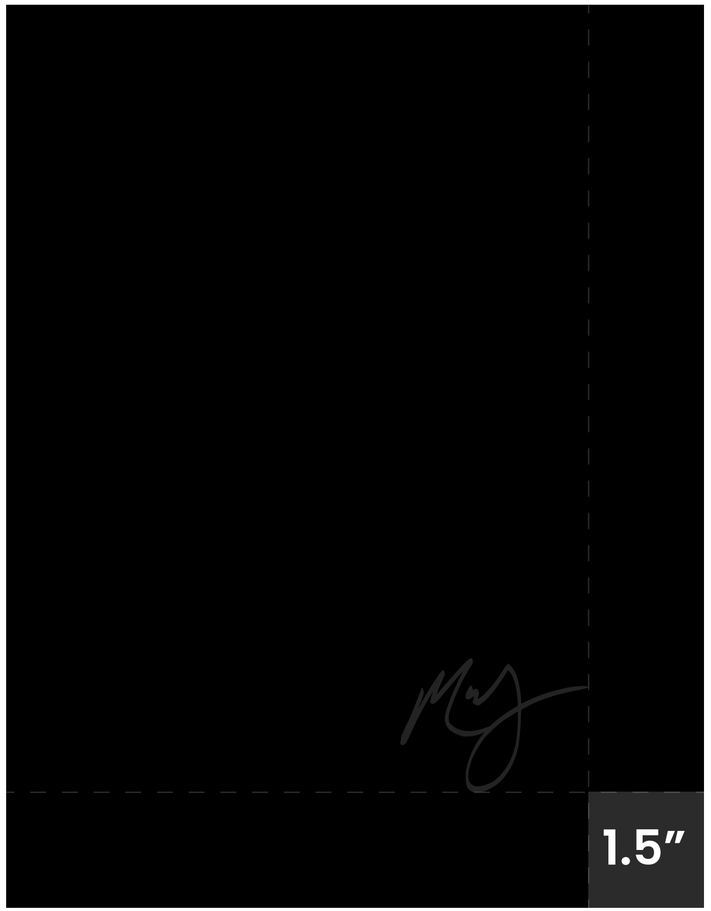
Try to make sure that Marcus Whitney's logo appears in the top left in print and digital materials, using 100% color on a white background. The proper placement in this location for communication purpose helps to build Marcus Whitney's brand-awareness. How do you measure the proper clear space?

Clear space from the top and left and right edge is minimum 1” as illustrated in the demo in next page. If the logo placement is not applied in the top left, an alternate placement can be applied in the bottom right corner with a minimum edge of 1.5”. When in the bottom corner it should be used as a watermark with low opacity.

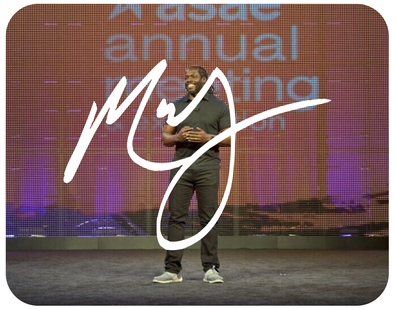
Preferred



Alternate



Incorrect Applications



Only use with color overlay on Image.

Don’t change the Logo Color.

Don’t Stretch the Logo.

Don’t change the Angle of Logo.

Brand
Typography

- Title Fonts - Poppins
- Body Font - Mulish
- Type Hierarchy

Title Fonts – Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

~ ! @ # $ % ^ & * _ + , . / < > ? : " | ( ) { } [ ]

1 2 3 4 5 6 7 8 9 0

Body Fonts - Mulish

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

~ ! @ # $ % ^ & * _ + , . / < > ? : " | ( ) { } [ ]

1 2 3 4 5 6 7 8 9 0

Type Hierarchy

Heading level 1 48px

Heading level 2 36px

Heading level 3 24px

Heading level 4 20px

Heading level 5 18px

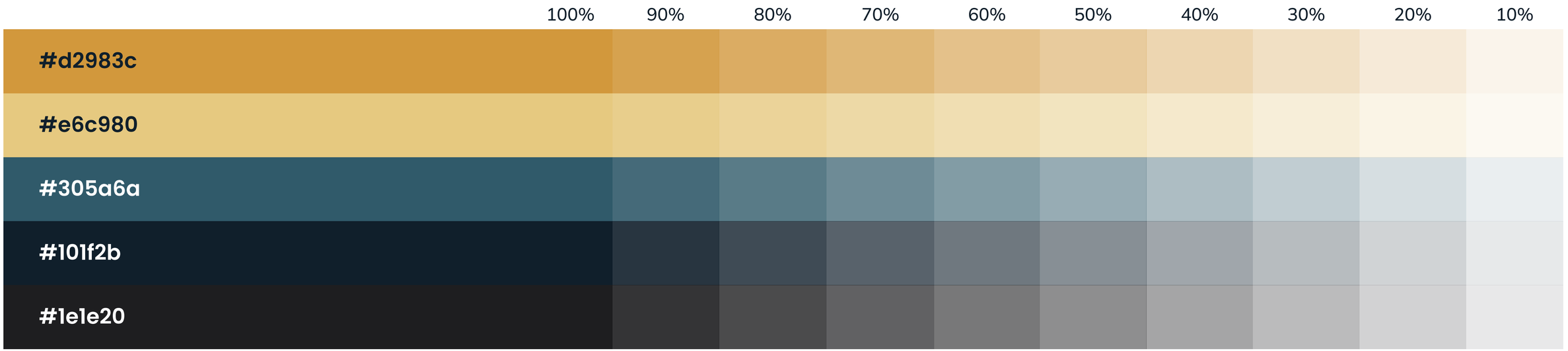
Heading level 5 14px

Brand Colors

About Color Pallet

Color can bring the rhythm in a design. It inspires and connects people all together. Bright, pure and energetic colors play a vital role in representing the brand identity. A palette of primary colors has been developed which gives an extraordinary look for Marcus Whitney and represents the brand identity to our relevant media. Choose the core colors (Gold and Dark Navy) as the primary color in your layout. The lighter and darker tints may be used as highlights and accents. Please check out with the designer and printer while using the brand core colors.

Main Theme: Black & White



Gredients

Gold Gredient

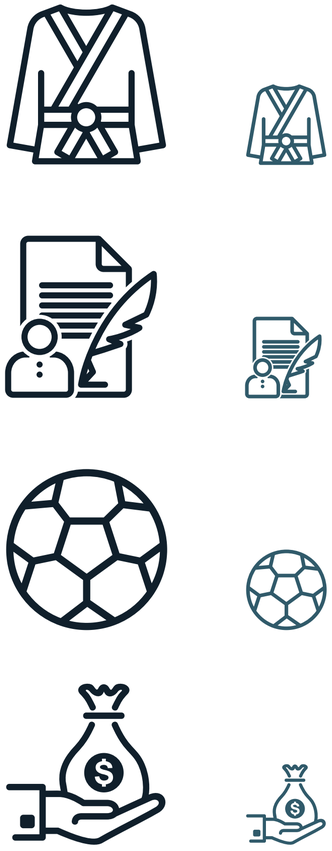
#d2983c #e6c980

Blue Gredient

#101f2b #305a6a

Brand Icons

Icon Style



Brand Imagery

Marcus Whitney brand should have a spread of world-class images. Showing our ideals and principles, we will be able to communicate a collective vision all over the world.

Requirements

- High Contrast
- High Quality Image
- Vibrant Colors
- Professional Look

Photography Guidelines

Narrow Depth of Field :

Close-up images of models should have a narrow depth of field to enhance that warm, personal and candid feeling.

High Contrast :

Full color are enhanced by adding contrast and a vignette to give a warm and energetic appearance.

Natural Lighting :

It is important to light any photogra phy with natural lighting to give it a warm and natural feeling.

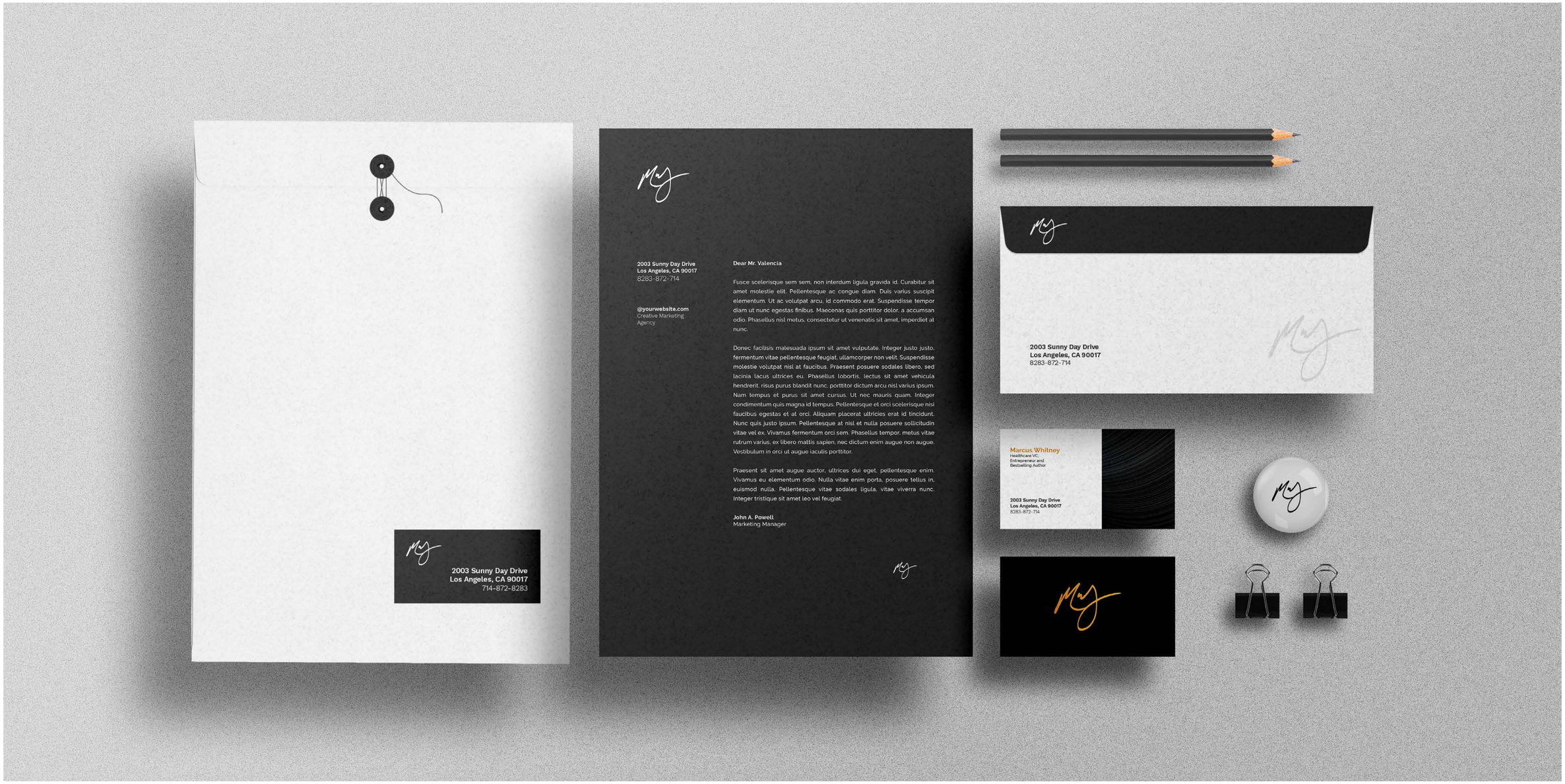
SXSL
UPSTANDERS

HCA
ed States: Past, Present,

BODY

Logo
Usage

- Envelope
- Letterhead
- Business Card
- Badge


2003 Sunny Day Drive
Los Angeles, CA 90017
714-872-8283
2003 Sunny Day Drive
Los Angeles, CA 90017
8283-872-714
@yourwebsite.com
Creative Marketing
Agency
Dear Mr. Valencia
Fusce scelerisque sem sem, non interdum ligula gravida id. Curabitur sit amet molestie elit. Pellentesque ac congue diam. Duis varius suscipit elementum. Ut ac volutpat arcu, id commodo erat. Suspendisse tempor diam ut nunc egestas finibus. Maecenas quis porttitor dolor, a accumsan odio. Phasellus nisl metus, consectetur ut venenatis sit amet, imperdiet at nunc.
Donec facilisis malesuada ipsum sit amet vulputate. Integer justo justo, fermentum vitae pellentesque feugiat, ullamcorper non velit. Suspendisse molestie volutpat nisl at faucibus. Praesent posuere sodales libero, sed lacinia lacus ultrices eu. Phasellus lobortis, lectus sit amet vehicula hendrerit, risus purus blandit nunc, porttitor dictum arcu nisl varius ipsum. Nam tempus et purus sit amet cursus. Ut nec mauris quam. Integer condimentum quis magna id tempus. Pellentesque et orci scelerisque nisl faucibus egestas et at orci. Aliquam placerat ultricies erat id tincidunt. Nunc quis justo ipsum. Pellentesque at nisl et nulla posuere sollicitudin vitae vel ex. Vivamus fermentum orci sem. Phasellus tempor, metus vitae rutrum varius, ex libero mattis sapien, nec dictum enim augue non augue. Vestibulum in orci ut augue iaculis porttitor.
Praesent sit amet augue auctor, ultrices dui eget, pellentesque enim. Vivamus eu elementum odio. Nulla vitae enim porta, posuere tellus in, euismod nulla. Pellentesque vitae sodales ligula, vitae viverra nunc. Integer tristique sit amet leo vel feugiat.
John A. Powell
Marketing Manager
2003 Sunny Day Drive
Los Angeles, CA 90017
8283-872-714
Marcus Whitney
Healthcare VC
Entrepreneur and
Bestselling Author
2003 Sunny Day Drive
Los Angeles, CA 90017
8283-872-714

The Summary

How To Fit In This Guideline

We have tried our level best to focus our brand’s look and feel through our extended brand guideline. Here you have gotten to know our brand tools and additional resources to use as guidance on the entire Marcus Whitney brand. If you have any questions please feel free to contact our team.

Contact Details

414 Union St, Suite 1900, Nashville TN 37219

hello@marcuswhitney.com

www.marcuswhitney.com

Social Media (@marcuswhitney)