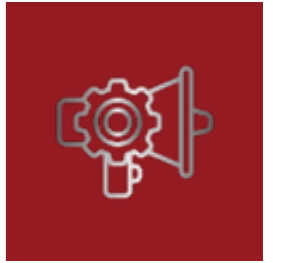




BRAND GUIDELINES

ABOUT



At Marketing Head Outsource, we don't believe in cookie-cutter marketing solutions. We are "Your Outsourced In-House Marketing Solution"

We tailor our solutions to meet each client's unique business needs. Be it senior management strategic solutions, middle management implementation and supplier management solutions, marketing audit services, or fulfillment level services through our affiliate network.

Our team of marketing, branding, print, packaging and digital specialists have decades of experience. We work with clients from a diverse range of industries.

THE LOGO

Our logo is an integral part of our brand, and should be used thoughtfully and consistently. Our logo is often displayed in it's full-color format and in it's entirety.



LOGO LEGEND

What does our logo mean, and what is the promised service delivery?



- Upward arrowhead - Executive solutions
- Downward arrowhead - Middle management solutions
- Gear - Process driven, relevant, deliberate, functional, bespoke, control
- Bullhorn - Consistent communication, communication management and recognition
- Aperture - Message and communication nature and volume
- Logo elements positioned within the arrowheads - Incorporated into, and operating as part of, your internal business team for internal staff and stakeholders, as well as external service providers

LOGO VERSIONS

Our full-color logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or colored background, use the white or black version.



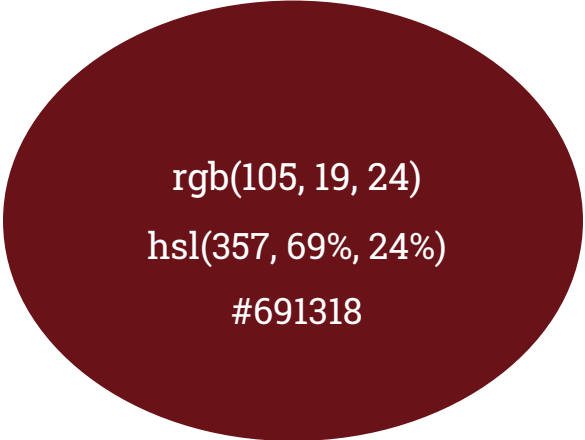
LOGO USAGE

Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo

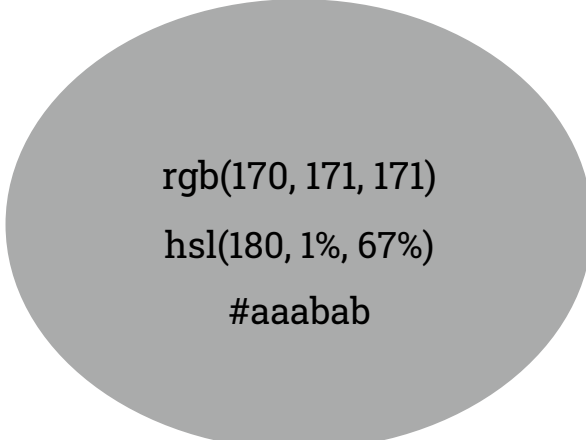


COLOURS


Our brand is made up of the following colors. Any colors outside of this palette must be used with discretion and subject to prior written approval.



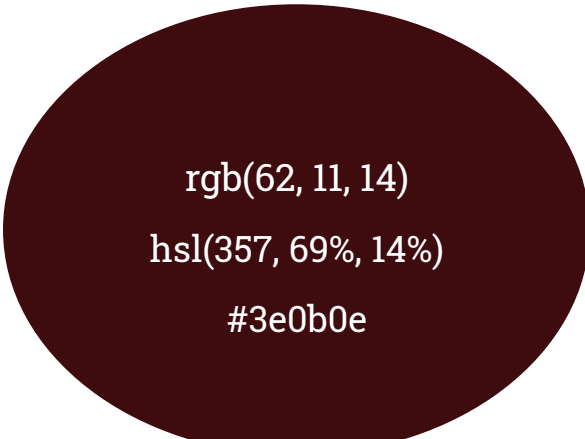
rgb(105, 19, 24)
hsl(357, 69%, 24%)
#691318



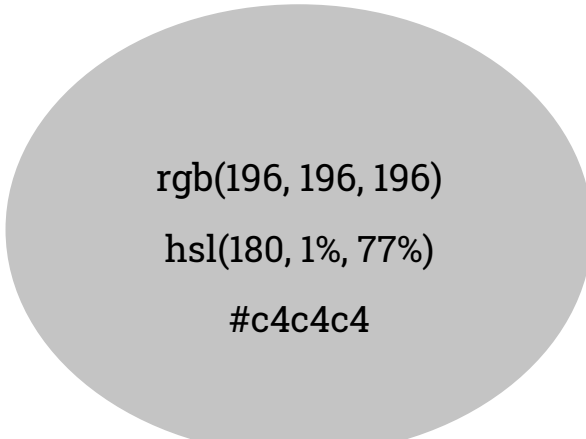
rgb(170, 171, 171)
hsl(180, 1%, 67%)
#aaabab



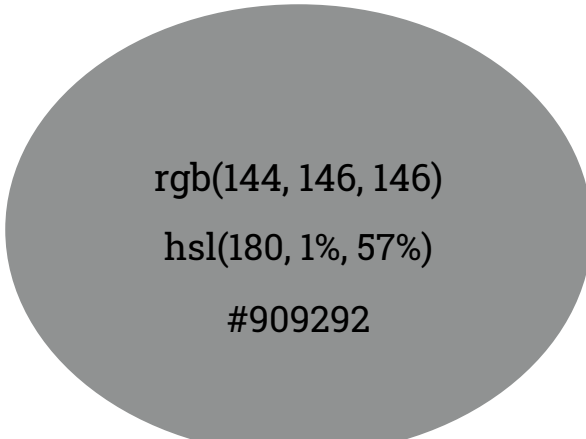
rgb(148, 27, 34)
hsl(357, 69%, 34%)
#941b22



rgb(62, 11, 14)
hsl(357, 69%, 14%)
#3e0b0e



rgb(196, 196, 196)
hsl(180, 1%, 77%)
#c4c4c4



rgb(144, 146, 146)
hsl(180, 1%, 57%)
#909292

TYPOGRAPHY

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Roboto Slab

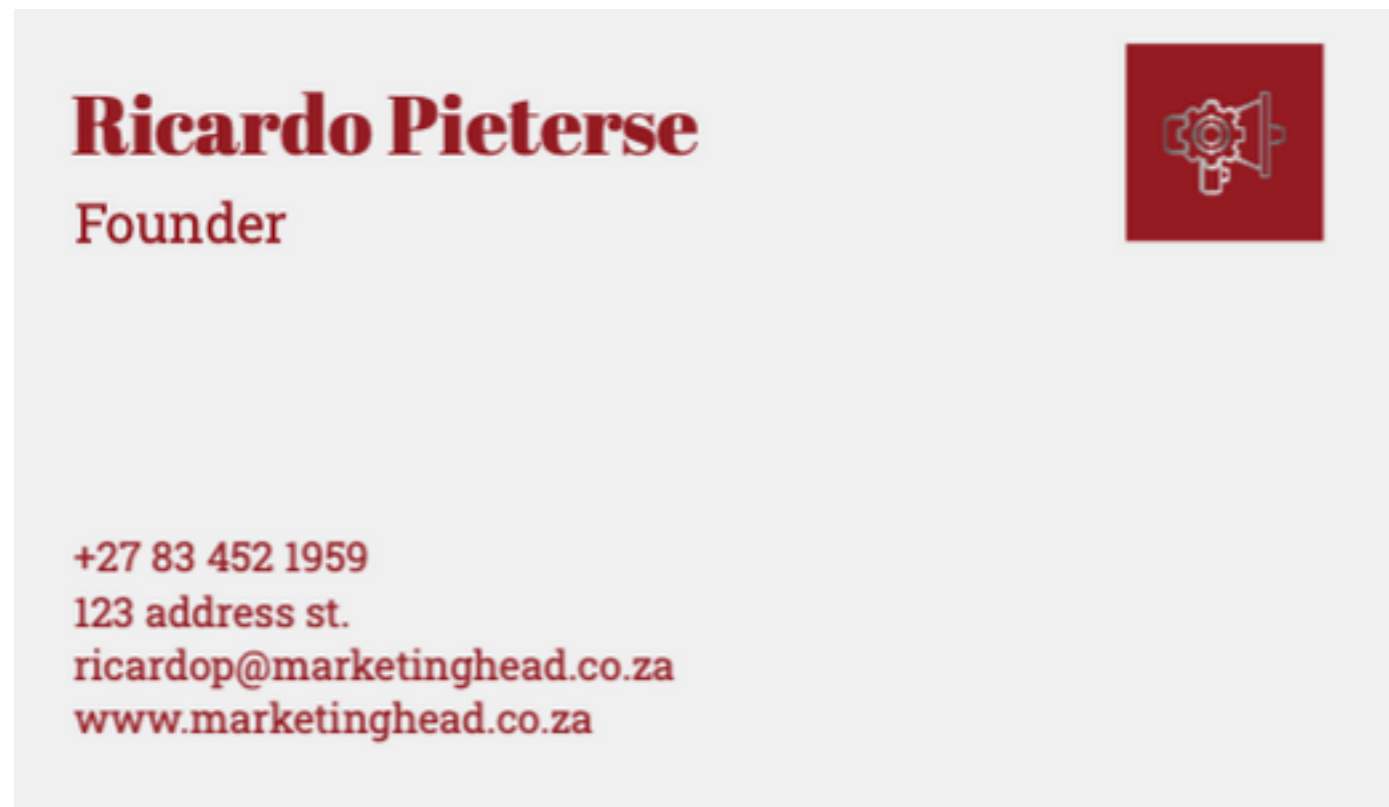
Header text example

Roboto Slab

Body font example. In publishing and graphic design, Lorem ipsum is a placeholder text commonly used to demonstrate the visual form of a document or a typeface without relying on meaningful content. Lorem ipsum may be used as a placeholder before the final copy is available.

TYPOGRAPHY

Buisness Card



Abri Fatface

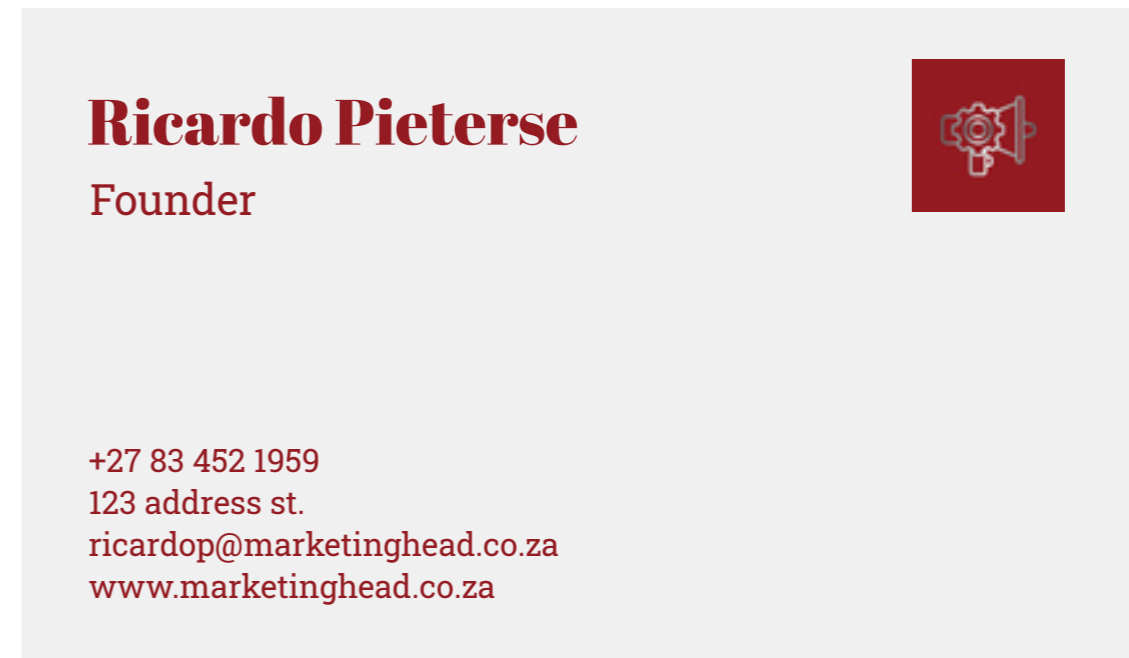
Name

Roboto Slab

Balance of text on card

APPLICATION

This is an example of how the logo and brand elements may be used in brand applications such as business cards.





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