

marlo  
hydroponic skincare™

**official brand and style guide**

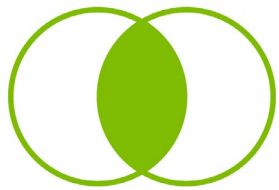


our official marlo fonts are:

- Nimbus Sans Light
- Nimbus Regular
- **Nimbus Bold**



in addition to our interlocking rings, we have a *stacked vertical* and *horizontal* logo lock-up



RINGS



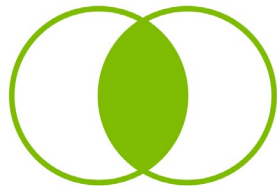
STACKED VERTICAL LOGO



HORIZONTAL LOGO



our primary marlo color palette is green and blue



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HEX: 80BC00

Primary Green for Logo

RGB: 132 189 0

HEX/HTML: 84BD00

CMYK: 54 0 100 0



HEX: 21145F

Primary Blue:

RGB: 36 19 95

HEX/HTML: 24135F

CMYK: 100 100 0 22



our carton, jar, and cap are 100% recyclable





our product packaging is a combination of orange and greens



bloom

Pattern

Carton  
Background



HEX: FF5C35

PANTONE  
171 C

Orange

RGB: 255 92 57  
HEX/HTML FF5C39  
CMYK: 0 61 72 0



HEX: 93D500

PANTONE  
375 C

Green for Circle Pattern

RGB: 151 215 0  
HEX/HTML: 97D700  
CMYK: 46 0 90 0



HEX: CBE880

PANTONE  
373 C

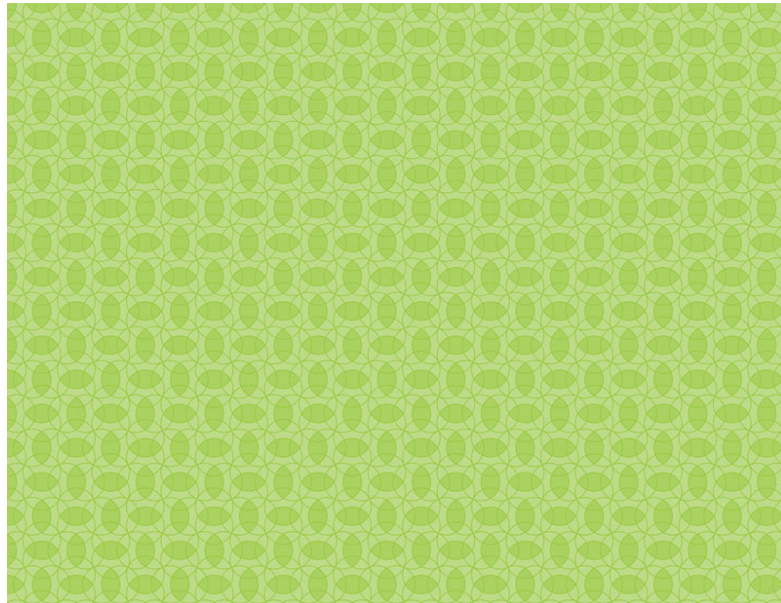
Light Green

RGB: 205 234 128  
HEX/HTML: CDEA80  
CMYK: 21 0 48 0

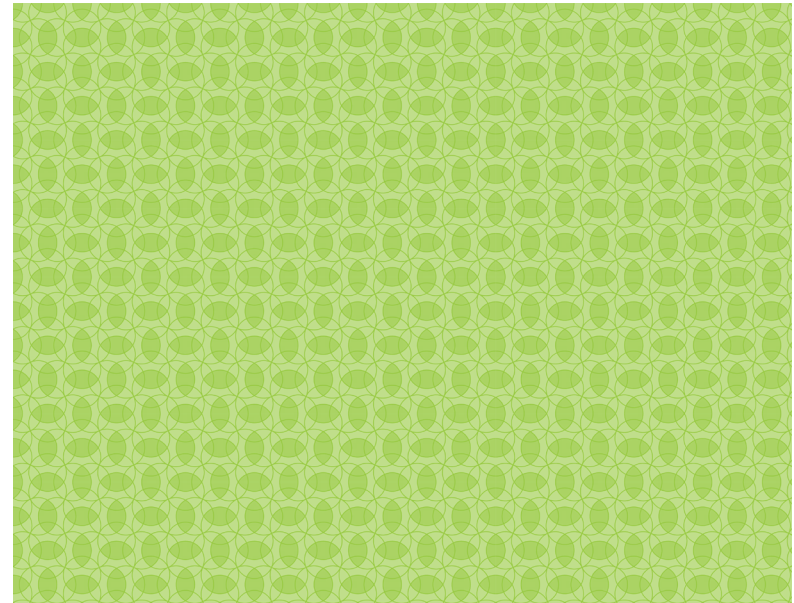


our color block is a repeat interlocking ring pattern

*GBG\_RGB\_800W*



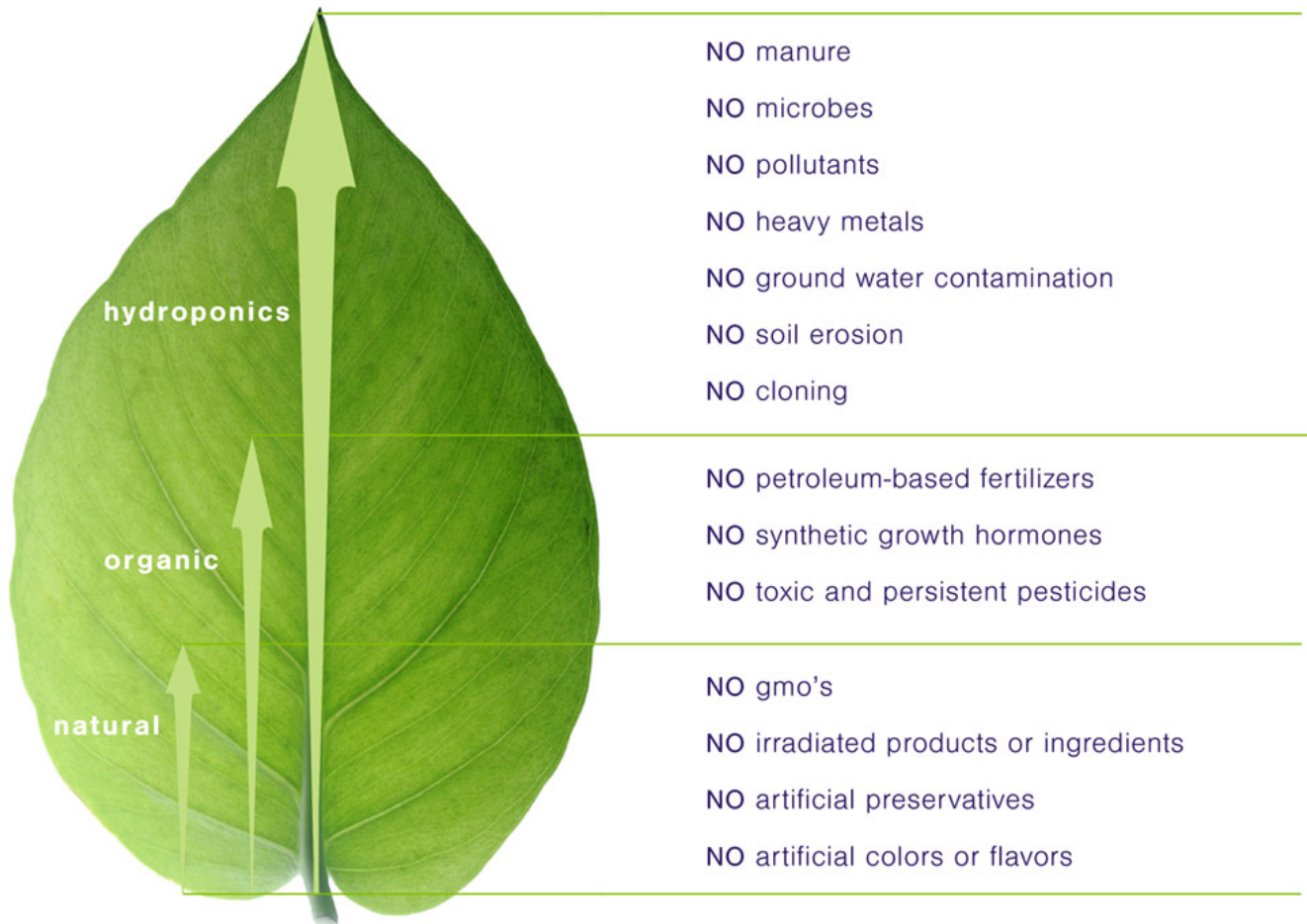
*GBG*





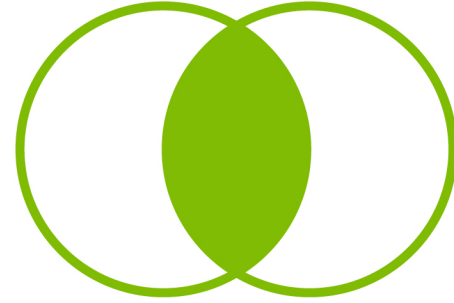


## why hydroponics goes beyond the rest



we use this for a visual  
representation of  
why hydroponics goes  
beyond the rest





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Need help? Have Questions?

Please contact Nancy Loh

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