



Visual Identity Guideline

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01 Logo

01.1 Logo Introduction

The MARTE logo is inspired by the essence of marine technology and the natural forces that shape our seas. The symbol reflects dynamic elements such as wind, waves, currents, and the graceful motion of marine life moving in harmony. These visual cues come together to form the MARTE symbol, which represents both innovation and the vitality of the ocean.

The symbol is not only central to the logo but also functions as a versatile graphic element across various design materials, strengthening brand recognition and visual coherence.

There are two versions of the logo: the master logo with the full project description (tagline) and a simplified version without the tagline.



01.2 Logo Versions

The gradient version is our primary logo. Use the solid blue version as a secondary option when the gradient logo lacks sufficient contrast with the background. Use the white version of the logo on dark or multi-colored backgrounds. Use the black version on white or light backgrounds. Always use the appropriate version of the logo to ensure sufficient contrast and legibility.



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01.3 Logo Clear Space

The clear space around the MARTE master logo is equal to half the height of the logo. Always ensure that the logo has sufficient space around it.



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The clear space around the MARTE logo is equal to half the height of the logo. Always ensure that the logo has sufficient space around it.



01.4 Logo Size

The MARTE master logo must always be at least 125 px width in digital materials and at least 45 mm width in printed materials. Always ensure that the logo has sufficient space around it.



The MARTE logo must always be at least 80 px width in digital materials and at least 30 mm width in printed materials. Always ensure that the logo has sufficient space around it.



01.5 Logo + EU emblem

The MARTE logo and the European Union emblem are presented together in a way that highlights the partnership and complies with the visual requirements for EU-funded projects. The size, placement, and spacing of both marks must be balanced, and neither may be visually altered. When using the EU emblem, the European Commission's branding guidelines must be followed.



02 Symbol

Symbol

The MARTE symbol is derived from the logo and functions as an independent graphic element. It is primarily used as a background element in various layouts. The symbol's opacity can range between 20–100%, depending on the context and design requirements.

The symbol should never overpower the main content – its role is to support the visual language by adding depth and enhancing brand recognition.

Usage recommendations:

- Position the symbol so that it does not interfere with text or primary visual elements.
- Avoid excessive contrast – especially when using high opacity levels.
- Adjust the symbol's size and placement to match the proportions of the layout.
- Always use a version of the symbol that visually suits the content and background tone.

You can find usage examples in the Brand Applications chapter.



Symbol with 20% opacity



Symbol with 40% opacity



Symbol with 60% opacity



Symbol with 80% opacity



Symbol with 100% opacity

03 Color palettes

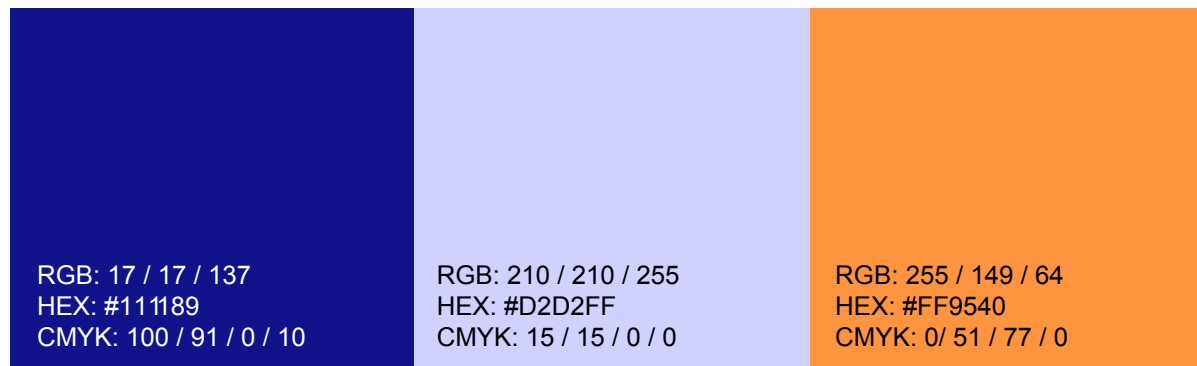
Color Palettes

The primary colors are central to MARTE's visual identity and should be used consistently across all materials to ensure brand recognition.

- **Deep sea** is ideal for backgrounds, headlines, or call-to-action elements where a strong, trustworthy presence is needed.
- **Sea holly** supports lighter visual compositions and is well-suited for backgrounds or larger shapes.
- **Safety equipment** brings warmth and emphasis, best used for highlights, accents, or important buttons.
- **Extra colors**, black and white, support layout structure, contrast, and legibility.

Always ensure good contrast and visual balance when combining colors. Use color purposefully to guide attention and reinforce the brand tone.

Primary colors

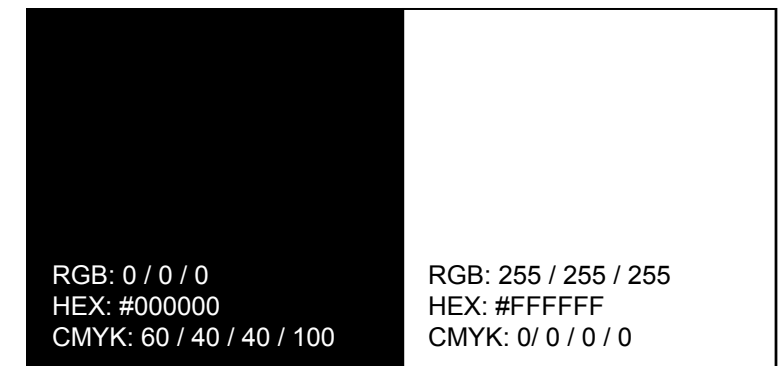


Deep sea
calmness and trust

Sea holly
innovation and elegance

Safety equipment
warmth and hope

Extra colors



Black

White

04 Typography

Typography

The chosen font type for Marine Technology Excellence Hub for Sustainable Blue Economy in the Baltics communication is Arial (regular and bold). This standardised font of the Microsoft Office packages should be available to all MARTE partners to ensure a uniform typeface across all communication formats.

Arial Regular

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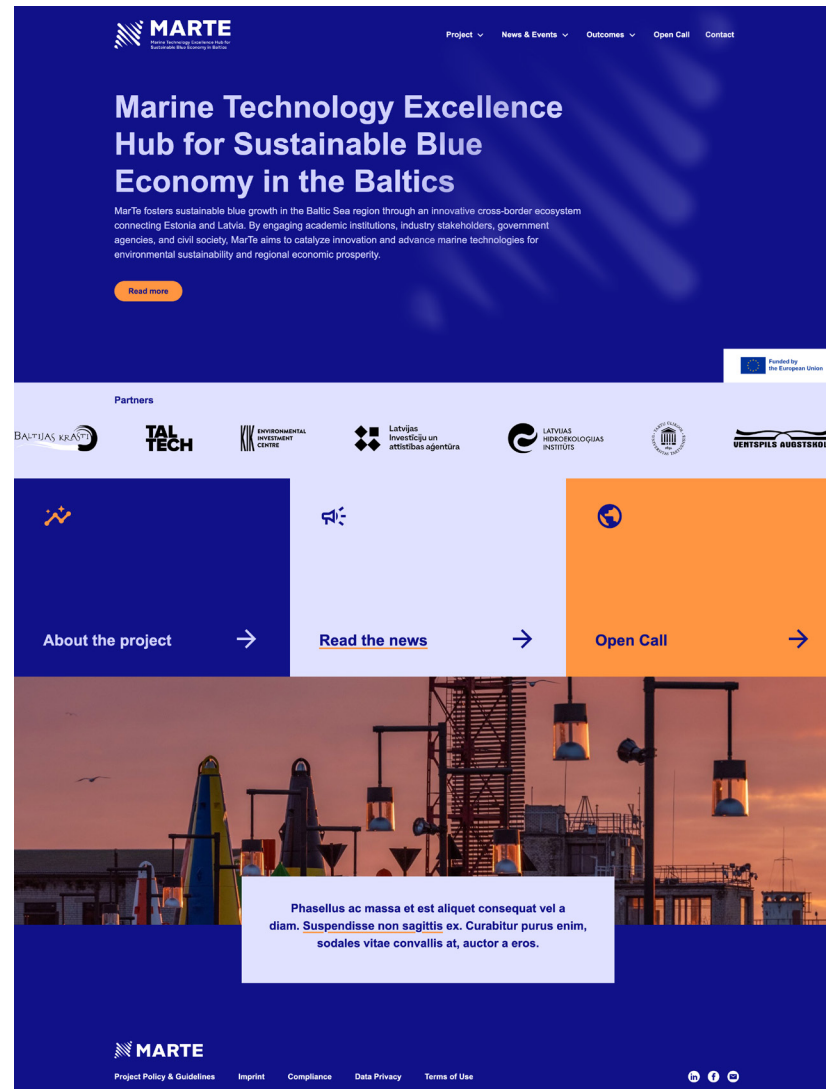
Arial Bold

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05 Brand applications

Brand Applications

How MARTE's brand is used on our website, combining all visual brand elements from colors and typography to text formatting.



Headline Title Here

Subtitle
Date



Headline Title Here

13
Partners

3
Countries

40
Impactful projects

4
Years to go



Headline Title Here


















Headline Title Here

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Project Timeline

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Q2 APR—JUN
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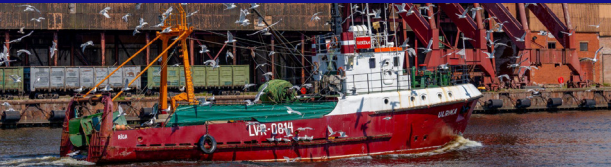


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Big Headline Divider Slide

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TITLE HERE

Lorem Ipsum Text

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Project Name

Contact Name

(000) 000-00000

Email

Headline

Add an optional subheadline to provide additional context

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www.marinetechub.eu



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Heading 2

Subtitle as heading 4

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Heading 3

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Fusce	> 0.9%	no

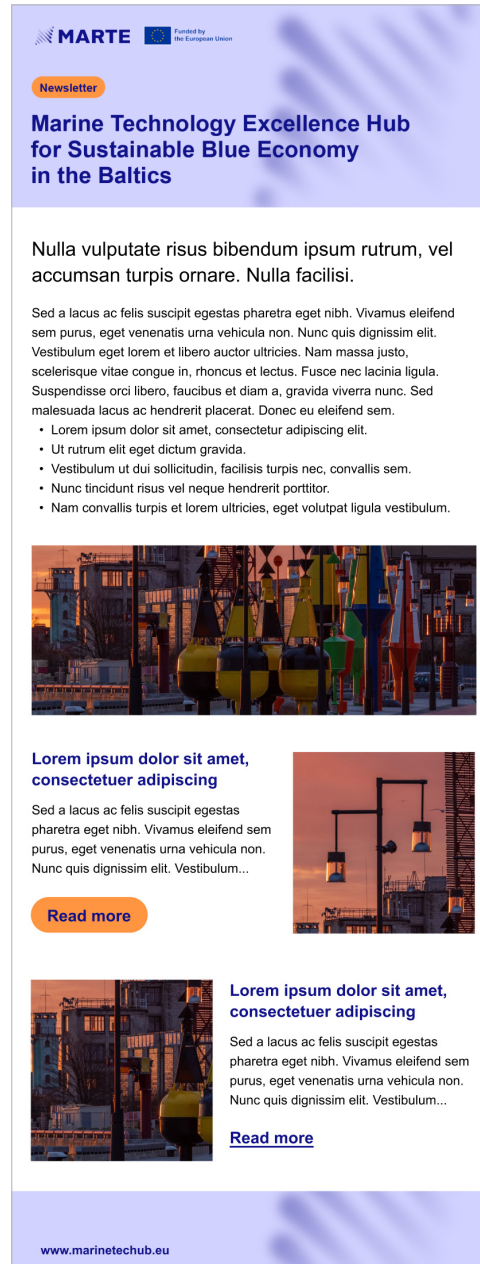
www.marinetechub.eu



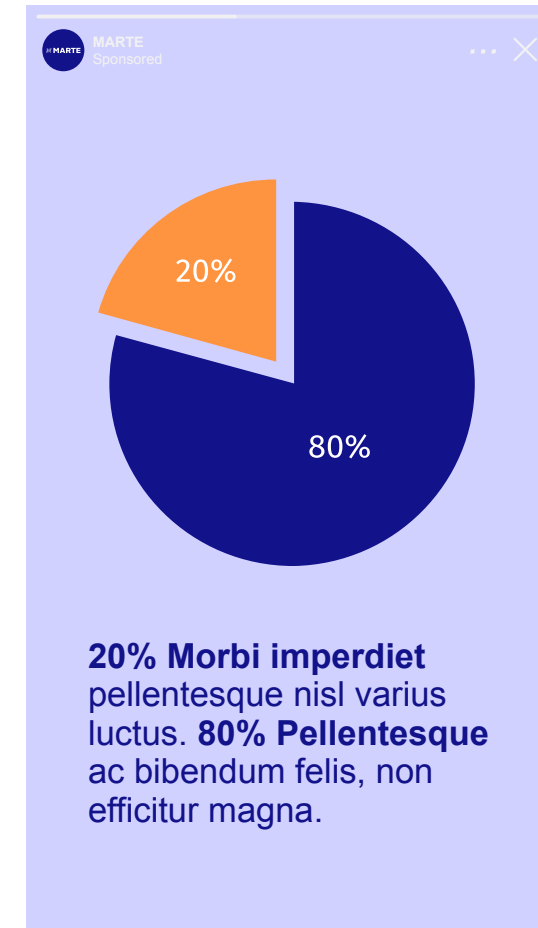
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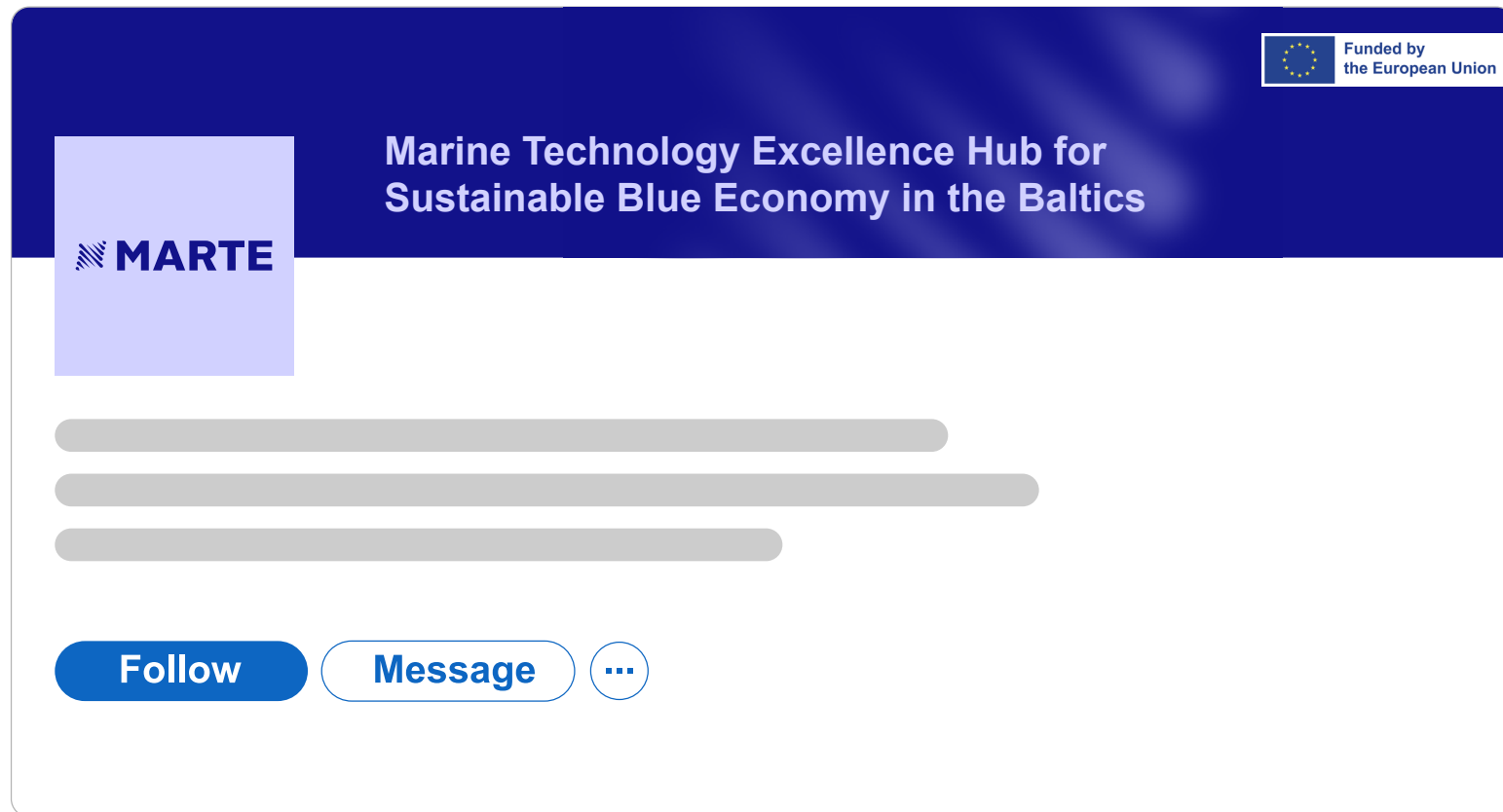
2



Social Media Posts Examples



Social Media Cover Image Example

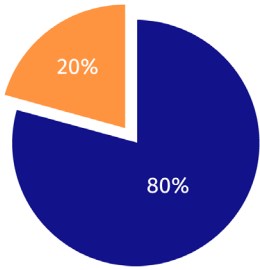


MARTE

Funded by the European Union

A longer title that exceeds two lines

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Vivamus laoreet

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Visual Identity Guideline / Brand Applications

23



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