Brand Guidelines

Version 1.0

Marvel

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Introduction

Our brand guidelines give you a greater understanding of our visual identity and how to make the best use of the Marvel brand.

The following pages describe the elements that make up our visual identity and show how to bring everything together to create a compelling and distinctive brand.

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Celebrate simplicity

It's our mission to create and build a platform that makes design more inclusive and collaborative. Eliminating the complexity of traditional tools and processes makes design more accessible and is why Marvel is loved by its users.

We always look to achieve something with one less click. Our users just want to get stuff done, so let's get out of their way.

This mindset is where Marvel started and has evolved into a core strategic approach, resulting in a platform driven and recognised by simplicity.

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Inclusive by design

At Marvel, inclusivity isn't a box ticking exercise. It's our mission with the product.

The more people included in the design process, the better products we'll create. We must create software that is not only accessible to the world, but also representative of it. From illustrations, copy to font sizes and colour.

We are in the amazing position of being able to influence talented designers from some of the most popular products in the world. By leading the way, we can help the industry move forward.

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Delightful

From our illustrations, to our product interactions and even our tone of voice - we aim to make the Marvel experience one our users will enjoy.

Creative

We're a bunch of makers, movers and shakers, striving to ideate, create and build innovative software that stands out from the crowd.

Human Centric

We design with our end-user in mind and are advocates of design thinking, striving for simplicity, good UX and creating an accessible space for design.

Helpful

Whether it's a support ticket, an enquiry about the product or a contributor writing for our blog - it's our goal to create and maintain a supportive design community.

03

Marvel Logo

Our logo

Our logo is a handdrawn logotype that, like our company, is **friendly, fun yet professional** with lots of personality and energy. The Marvel type also has a stand-alone “M” character for smaller display usage.

Our symbol and wordmark are bold and strong enough to be used individually, but generally speaking, **our logo should only be used in it’s extended form.**

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Extended logo

This is our extended logo. It’s clean, bold and friendly. This is the official and only version of the logo and it should never be locked together with our symbol.

Symbol

This is our ‘M’ symbol. It must be used as a standalone symbol without our wordmark only on really small sizes where the extended logo would be illegible.

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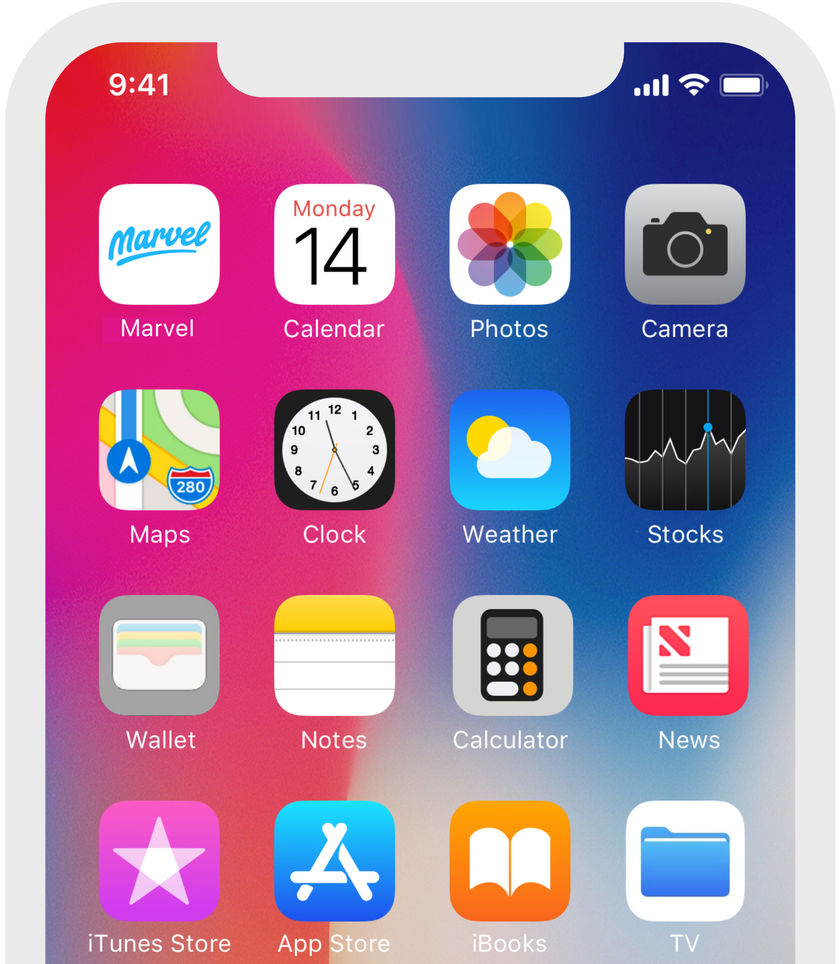
In avatars and app icons we use our full logo. This is our master logo and **it's great for big and small sizes**



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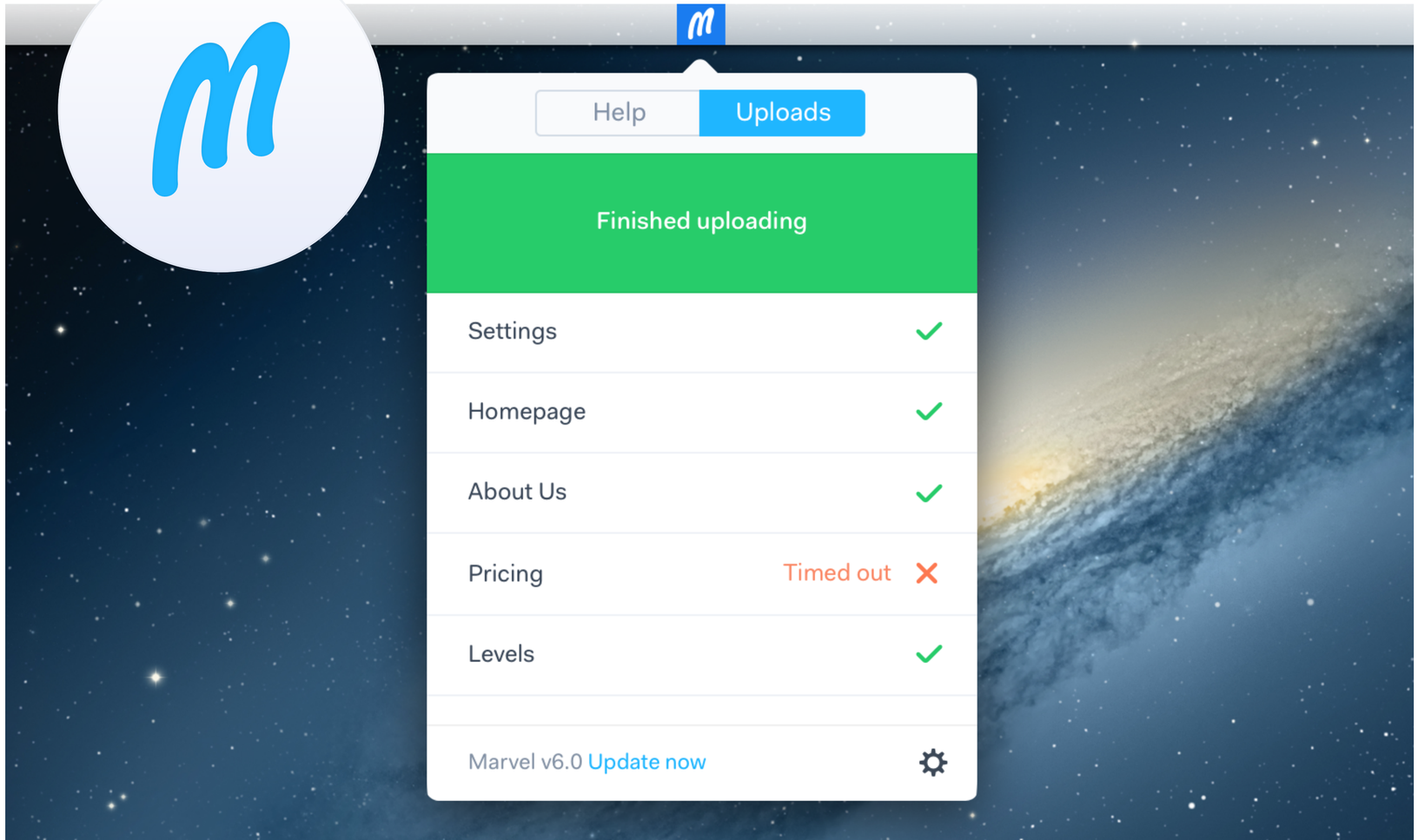
In Fav Icons and the MacOS Bar we use our symbol so the legibility is not compromised. It’s best to keep our “M” symbol **below 30px.**



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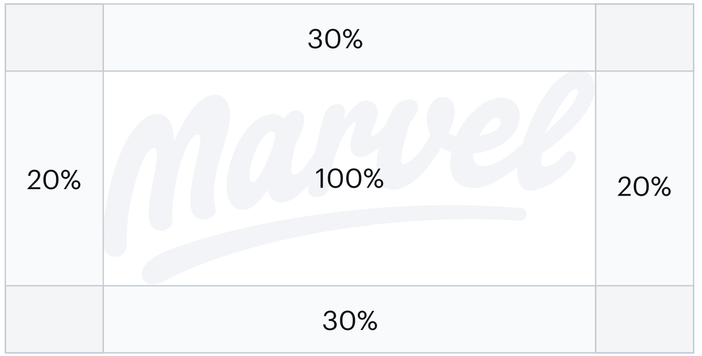
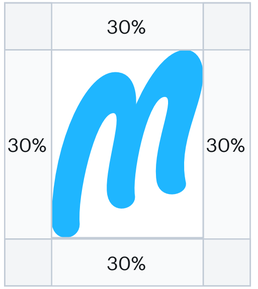
Clear spaces

We have defined clear zones around our logo to ensure our logo is protected and never crowded by other elements.





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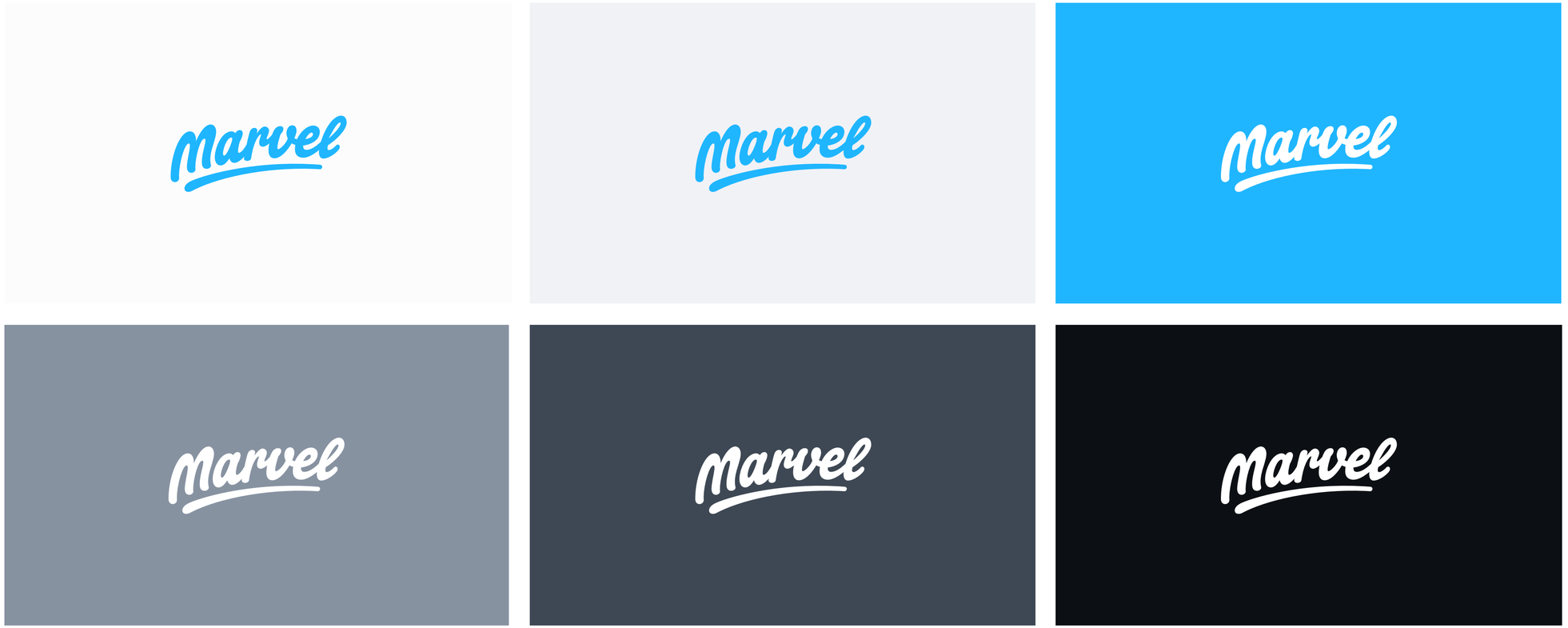
Logo Usage

Our logo is flexible, and can live on a variety of colours from our colour palette. The logo itself can either be used in blue on light background or white on dark backgrounds.



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Even though our standard brand colour is Blue (on light background) or White (on dark background), we often use Liquorice over light shades of our secondary colours.

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Partnership

When using a partner’s product logo together with the Marvel logo, please always display the symbol “+” equally distanced between the 2 lockups.

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Marvel API

Products are the only sub-brand logos within our system. **Marvel | Developers** should be used for all material related with the API platform.

Marvel for Enterprises

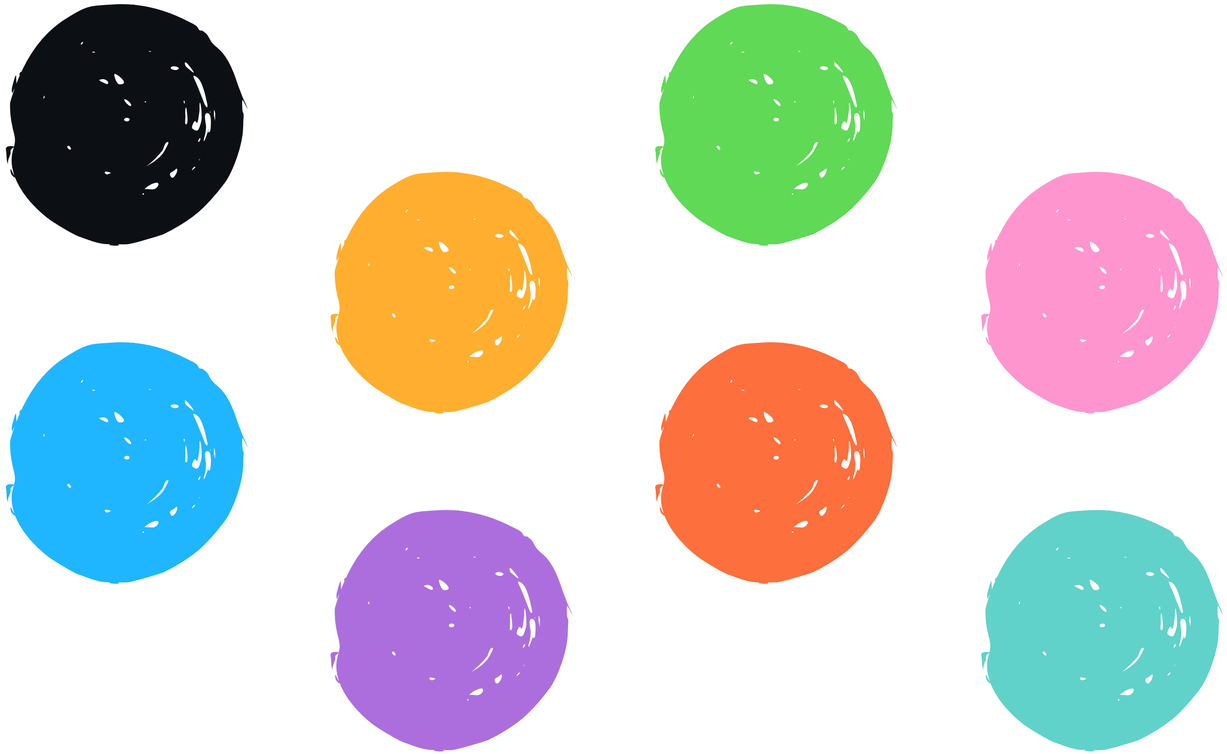
Products are the only sub-brand logos within our system. **Marvel | Enterprise** should be used for all material produced for Enterprise businesses.

04

Colour Scheme

Marvel Colours

The colours in our palette are vibrant, confident and eye-catching. They allow us to be more informal to engage customers in marketing communications, but also appear professional and functional to enhance user experience. This flexibility adds an overall sophistication and depth to our brand.



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Primary Colours

Our primary palette is made up of blacks, white and the Marvel Blue to bring boldness to our brand. We are committed to complying with AA standard contrast ratios, so please choose colour combinations that support usability by ensuring sufficient colour contrast between elements.

A A **A** A

PASS PASS FAIL FAIL

HEX
#B7EAFB

PANTONE
TBD

RGB
31;182;255

CMYK
63;13;0;0

A **A** A

FAIL FAIL PASS PASS

HEX
#0C1014

PANTONE
Black6C

RGB
12;16;20

CMYK
77;69;64;82

A A

PASS PASS FAIL FAIL

HEX
#FFFFFF

PANTONE
WHITE

RGB
255;255;25;;

CMYK
0;0;0;0

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Marvel Blue Dark	**#009EEB**
Marvel Blue	**#1FB6FF**
Marvel Blue Light	**#89DCFF**
Marvel Blue Extra Light	**B7EAFB**

Liquorice	**#0C1014**
Black	**#222D39**
Steel	**#2A3440**
Slate	**#3E4854**

Silver	**#8792A1**
Extra Dark Smoke	**#AAB5C5**
Dark Smoke	**#C3CCD7**
Smoke	**#D5DCE3**

Extra Dark Snow	**#E6E9EF**
Dark Snow	**#F0F2F6**
Snow	**#F9FAFB**
White	**#FFFFFF**

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Secondary Colours

Our secondary palette contains a variety of colours to keep things fresh and interesting. We lean on these colours more frequently in brand and marketing material.

Please note:

Please refer to the Brand Application section to learn about the colour application on UI elements and marketing assets.

A	A	A	A
PASS	PASS	FAIL	FAIL

HEX **#FFAE30**
PANTONE **123U**
RGB **255;174;48**
CMYK **0;36;91;0**

A	A	A	A
PASS	FAIL	PASS	PASS

HEX **#AD6EDD**
PANTONE **2577C**
RGB **173;110;221**
CMYK **42;63;0;0**

A	A	A	A
PASS	PASS	FAIL	FAIL

HEX **#FD6F3C**
PANTONE **16-1361TCX**
RGB **253;111;60**
CMYK **63;13;0;0**

A	A	A	A
PASS	PASS	FAIL	FAIL

HEX **#60D956**
PANTONE **7488U**
RGB **96;217;86**
CMYK **59;0;89;0**

A	A	A	A
PASS	PASS	FAIL	FAIL

HEX **#60D2C9**
PANTONE **325C**
RGB **96;210;201**
CMYK **55;0;27;0**

A	A	A	A
PASS	PASS	FAIL	FAIL

HEX **#FF95CF**
PANTONE **16-933C**
RGB **255;149;207**
CMYK **0;52;0;0**

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	Yellow	**#FFAE30**		Purple	**#AD6EDD**
	Light Yellow	**#FFC772**		Light Purple	**#C896EA**
	Extra Light Yellow	**#FFD79B**		Extra Light Purple	**#D6AFF1**
	Extrs Extra Light Yellow	**#FFE3B7**		Extra Extra Light Purple	**#DFC7F0**
	Carrot	**#FFAE30**		Dark Green	**#C896EA**
	Light Carrot	**#FFC772**		Green	**#AD6EDD**
	Extra Light Carrot	**#FFD79B**		Light Green	**#D6AFF1**
	Extra Extra Light Carrot	**#FFE3B7**		Extra Light Green	**#DFC7F0**
	Teal	**#FFAE30**		Pink	**#FF95CF**
	Light Teal	**#FFC772**		LIght Pink	**#FDB2DB**
	Extra Light Teal	**#FFD79B**		Extra Light Pink	**#FBD1E8**
	Extra Extra Light Teal	**#FFE3B7**		Extra Extra Light Pink	**#FFE9F7**

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We have two extra shades of green and blue which have been optimised for background usage and have frequently been used in brand and marketing material.

Extra Extra Light Green **#D5F4CE**

Extra Extra Light Blue **#DEF4FF**

Extra Light vs Extra Extra Light

This shows the subtle differences between our extra light green vs our extra extra light green. Make sure you use the extra extra light version when used as a pale background.

Extra Light vs Extra Extra Light

This shows the subtle differences between our extra light blue vs our extra extra light blue. Make sure you use the extra extra light version when used as a pale background.

05

Typography

Typography

We use one single font family, Graphik LC Web, for almost everything brand, product and marketing. Graphik is incredibly versatile and, thanks to the wide range of weights, it can move effortlessly between being a central design element or playing a supporting role in our user interface.

Aa

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Throughout our platform and marketing material, we use Graphik in three different font weights: Regular, **Medium** and **Semibold**.

Please note:

An additional weight, Graphik Bold, is sometimes used on some brand and marketing applications but it is not part of our official styleguide.

Graphik LC Web

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz @ & £ % ? !
( ) + = # 0 1 2 3 4 5 6 7 8 9

Regular

Graphik LC Web

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz @ & £ % ? !
( ) + = # 0 1 2 3 4 5 6 7 8 9

Medium

Graphik LC Web

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz @ & £ % ? !
( ) + = # 0 1 2 3 4 5 6 7 8 9

Semibold

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Please refer to the following as the baseline **font sizes** for Marvel web marketing properties.

Graphik LC Web 60px

Graphik LC Web 46px

Graphik LC Web 36px

Graphik LC Web 25px

Graphik LC Web 19px

Graphik LC Web 17px

Graphik LC Web 15px

Graphik LC Web 13pz

Graphik LC Web 11px

Colour application

Please make sure to follow the application guidelines below when pairing headline and body copy as it has been specifically tested for accessibility.

Headlines

Licorice	#0C1014
White	#FFFFFF

Body

Slate	#3E4854
Silver	#8792A1
White	#FFFFFF

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Please respect the following weight combination and kerning style when using Graphik as it ensures that it is **optimized to be highly legible** and **look consistent** across all the different channels of communicaiton.

H1 Semibold

Subline is Regular

Headline
Subline

LIQUORICE **#0C1014**
SLATE **#3E4854**

H1 Semibold

Subline is Regular

Headline
Subline

WHITE **#FFFFFF**
WHITE **#FFFFFF**
SILVER **#8792A1**

Correct Kerning -0.2

Kerning

There's a -0.2 kerning space between each character.

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TYPOGRAPHY USAGE ON SPECIFIC BACKGROUNDS:

Headline Subline	WHITE **#FFFFFF** WHITE **#FFFFFF**	**Headline** Subline	LIQUORICE **#0C1014** SLATE **#3E4854**
Headline Subline	WHITE **#FFFFFF** WHITE **#FFFFFF**	**Headline** Subline	LIQUORICE **#0C1014** SLATE **#3E4854**
Headline Subline	WHITE **#FFFFFF** WHITE **#FFFFFF**	**Headline** Subline	LIQUORICE **#0C1014** SLATE **#3E4854**
Headline Subline	WHITE **#FFFFFF** WHITE **#FFFFFF**	**Headline** Subline	LIQUORICE **#0C1014** SLATE **#3E4854**
Headline Subline	WHITE **#FFFFFF** WHITE **#FFFFFF**	**Headline** Subline	LIQUORICE **#0C1014** SLATE **#3E4854**
Headline Subline	WHITE **#FFFFFF** WHITE **#FFFFFF**	**Headline** Subline	LIQUORICE **#0C1014** SLATE **#3E4854**
Headline Subline	WHITE **#FFFFFF** WHITE **#FFFFFF**	**Headline** Subline	LIQUORICE **#0C1014** SLATE **#3E4854**

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Keeping consistent and sticking to logical hierarchies ensures that typography **is easily readable** when scanning the page. Text sizes and font weights were selected to balance content and UI and to foster familiarity.

Headline

Subline

Semibold 60px | Liquorice

Regular 25px | Slate

Headline

Subline

Semibold 46px | Liquorice

Regular 25px | Slate

Headline

Subline

Semibold 46px | Liquorice

Regular 17px | Slate

Headline

Subline

Semibold 36px | Liquorice

Regular 17px | Slate

Headline

Subline

Semibold 25px | Liquorice

Regular 15px | Slate

Headline

Subline

Semibold 19px | Liquorice

Regular 15px | Slate

Headline

Subline

Semibold 15px | Liquorice

Regular 15px | Silver

06

Illustration

Illustration

Our illustration style represents delight, humanity and quirkiness with an encompassing narrative of connectivity. By working as a team, we seek accomplishment and empowerment with the right tools.

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Illustration Principles

We don't want any part in perpetuating the narrative that what makes a human, well human, is being a western male. Our aim is to broaden our worldview and uplevel inclusivity. Please refer to these basic principles when creating new illustration work.

Embrace differences

Accurately represent different races, ages, abilities, and body types.

Reflect everyone

Consider all types of diversity, including the disabled community who makes up 15% of the world’s population.

Keep it real

Cast characters who aren’t all white men, and reference photos for every person drawn

Make it delightful

We don’t like to take ourselves too seriously, and we love to reflect that in our illustrations.

Be Specific

Make characters specific, rather than generic – think about their clothing, facial features, body types, and so on.

Together it’s easier

We like to portray that when we work together, anything is achievable.

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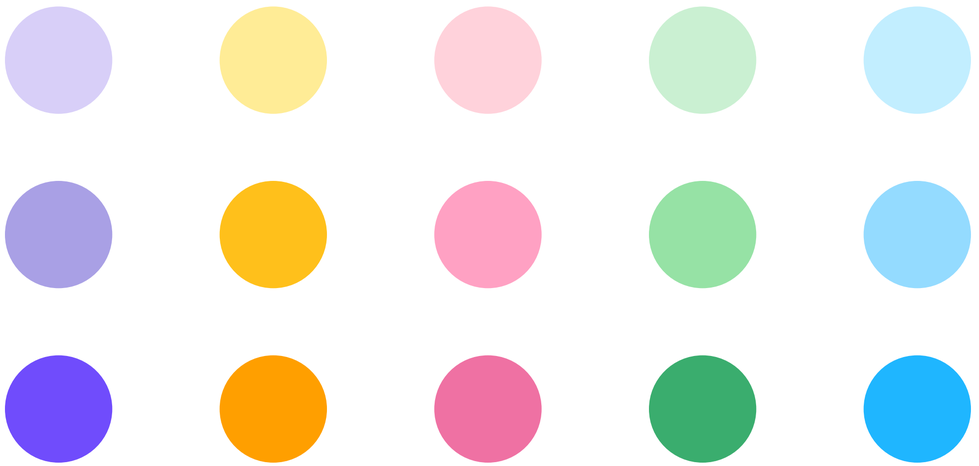
Colour Palette

The illustration palette is made up of subtle pastels combined with dark accent lines and loose grain textures.



Skin Tones

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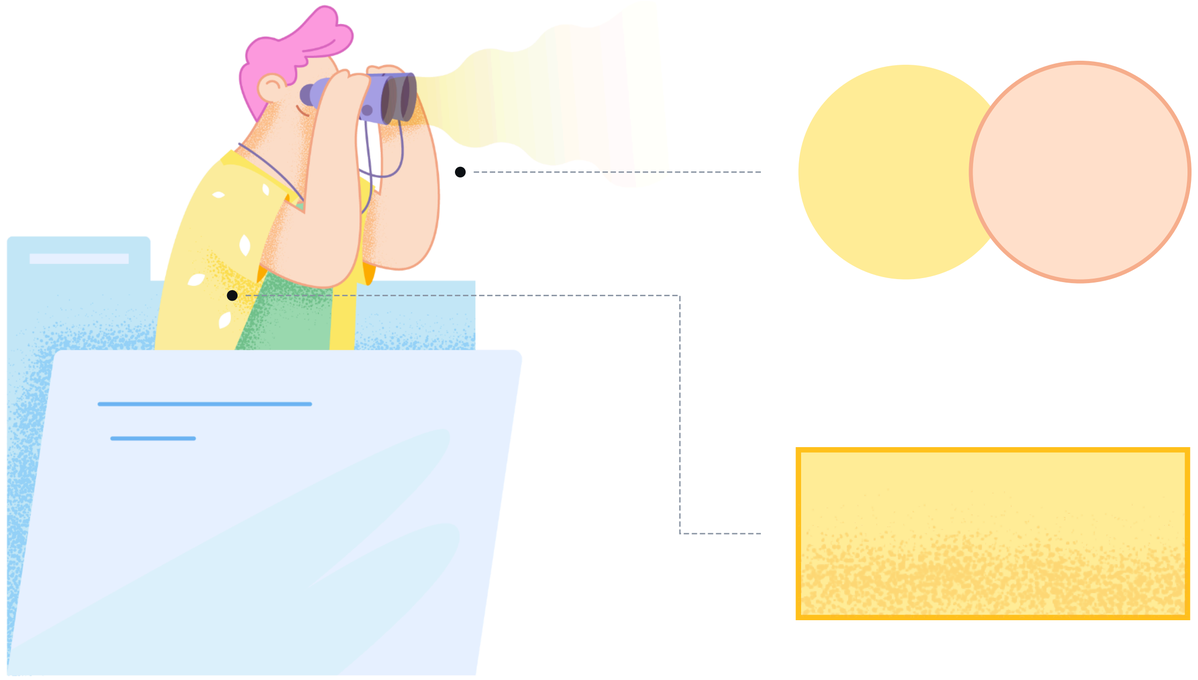
Style Technique

Marvel's illustration style is comprised of filled and outlined shapes combined with simplified textured brushes.



Mixed Style

We normally mix filled and outlined shapes to make our illustrations more vibrant.

Grain Brush

We use a grain brush to create a sense of depth on our illustrations.

07

Photography

Photography

We use photography to showcase Marvel being used in our customer's everyday working life.

Embracing and capturing what it's like to work for a company through photography is at the core of our style. We aim to demonstrate their company culture in the most vivid and visual way possible.

Ask yourself questions like: What are the working days like? How does Marvel enhance productivity and collaboration between their employees? What is their downtime like?

It's best to avoid staged pictures as we prefer our imagery to look and feel natural along with representing diversity.

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Embrace differences

Accurately represent different races, ages, abilities, and body types.

Make it look real

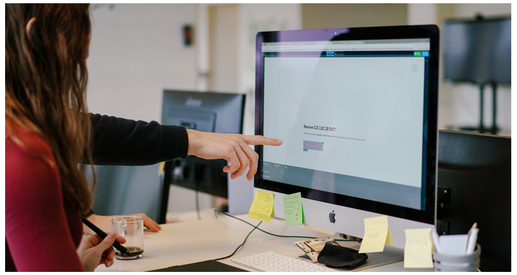
Make sure you capture people acting natural and not posing in front of the camera

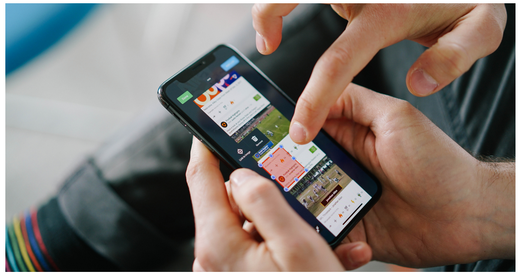
Together it’s easier

We like to portray that when we work together, anything is achievable.

Mix people and devices

Pictures are more effective if they bring across the idea of productivity - make sure you showcase Marvel being used.



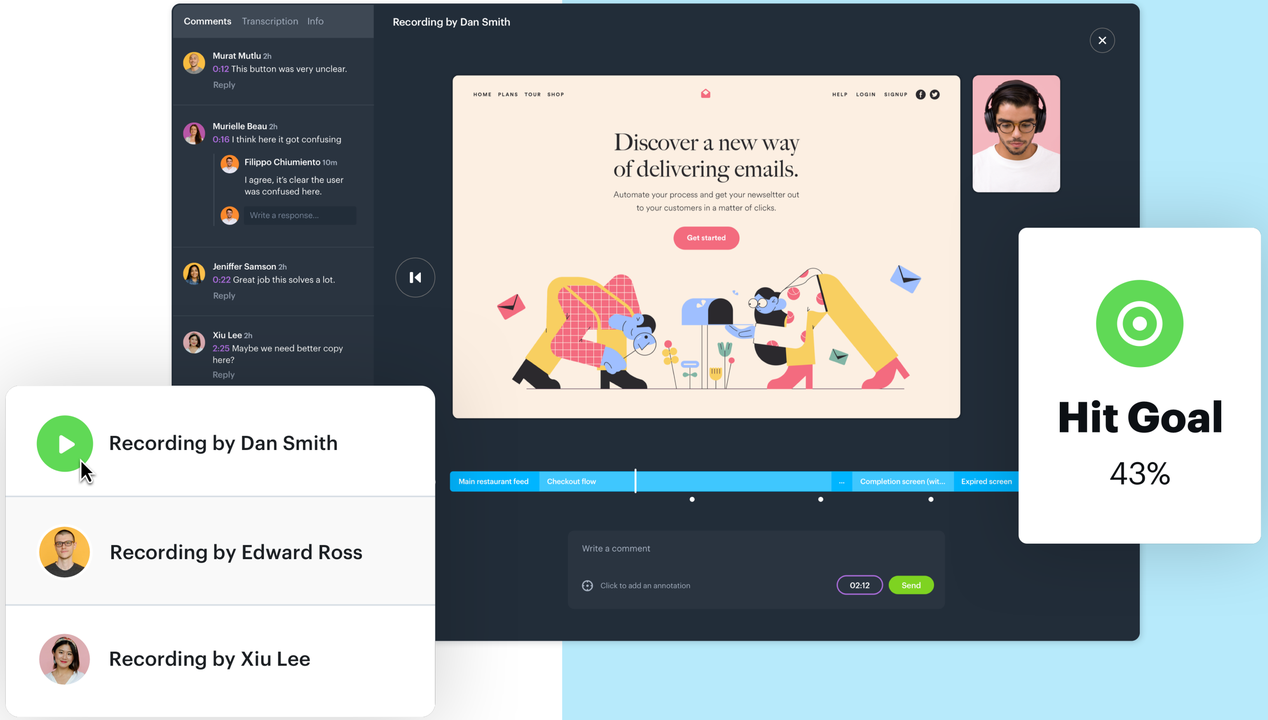


08

Brand Application

Brand Application

We use Graphic Elements to frame and support product visuals, inject brand voice, and create continuity throughout all of our brand's touchpoints. Here are our guidelines for best practice.



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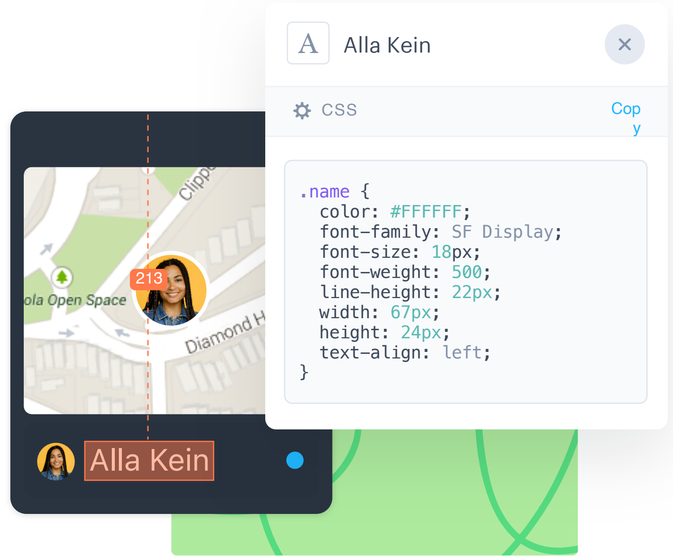
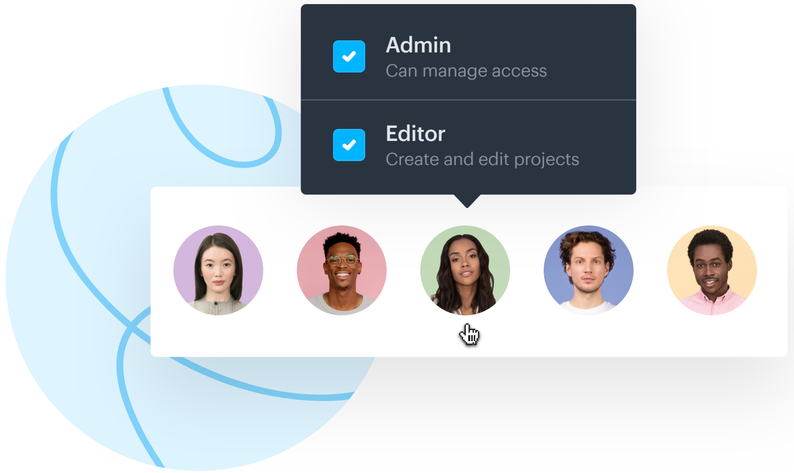
Simplicity is key

Don't pile on too many elements, patterns or harsh shadows - try instead to maintain the overall “flat” style. Use simple elements to compose artwork that can represent what the supporting text is narrating.





Make it inclusive

Our goal is to represent the change we want to see in the world. Make sure you choose a varied range of ages, genders, races and body types and pay attention to roles or order of appearance you assign.

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Pale geometrical shapes help frame and set the stage for product visuals. The Product UI is contained within **overlapping shapes** and it's often "abstracted" in order to trascend devices and build a story that communicates the selling points of what is representing.

Please note:

Where possible, do not frame the product visuals within specific devices as it could suggest that a feature is only available for Mobile or Web expeirence.

Distant	X:**0**Y:**20** | Blur: **50** Opacity: **10%**
Close	X:**0**Y:**2** | Blur: **40** Opacity: **8%**
Subtle	X:**0**Y:**1** | Blur: **5** Opacity: **15%**

Backgrounds: Extra Extra Light shades of our colors

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Patterns

Here are two different style of patterns that can be found throughout our branding material.

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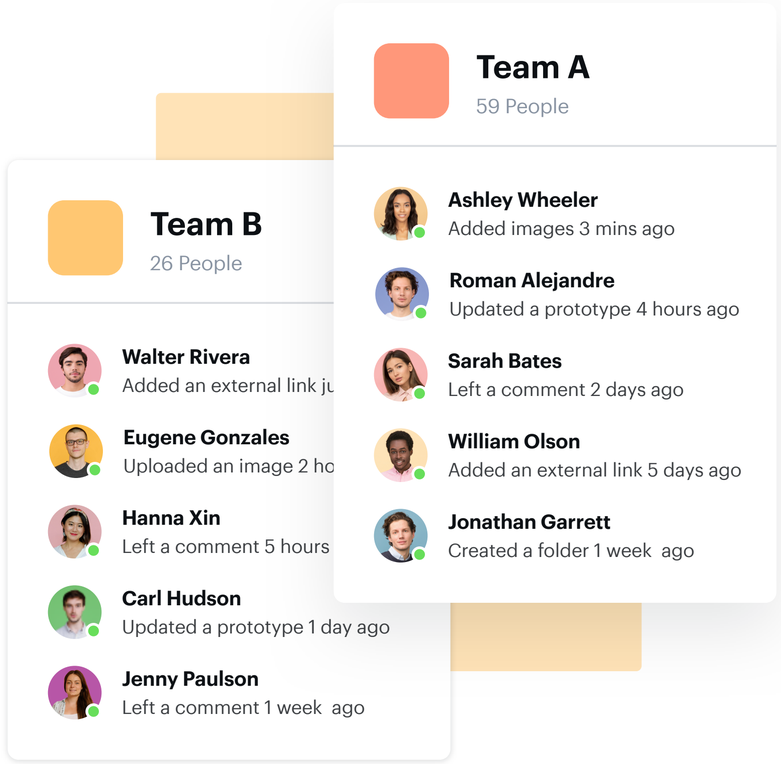
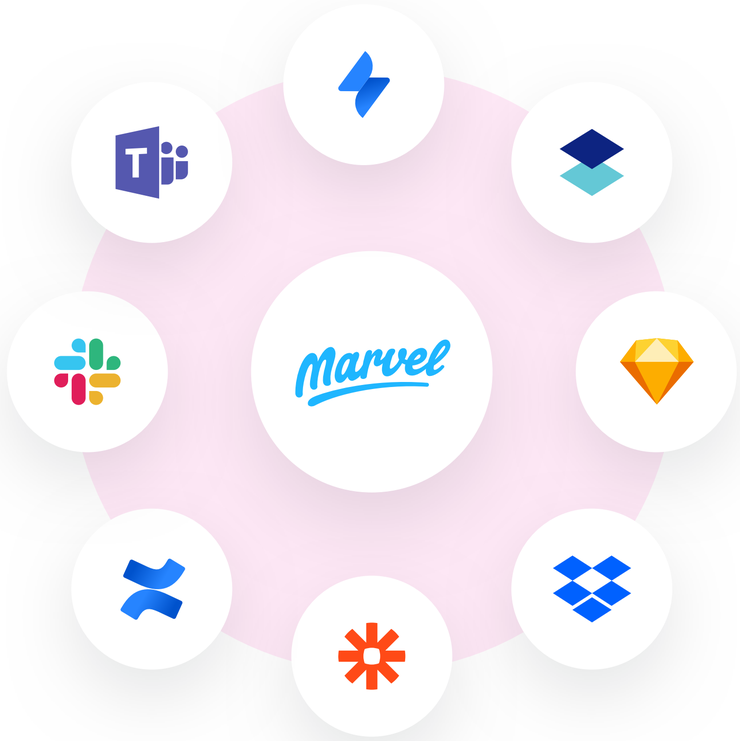
Bringing it to life

The following examples and applications show best practice of the Marvel brand.





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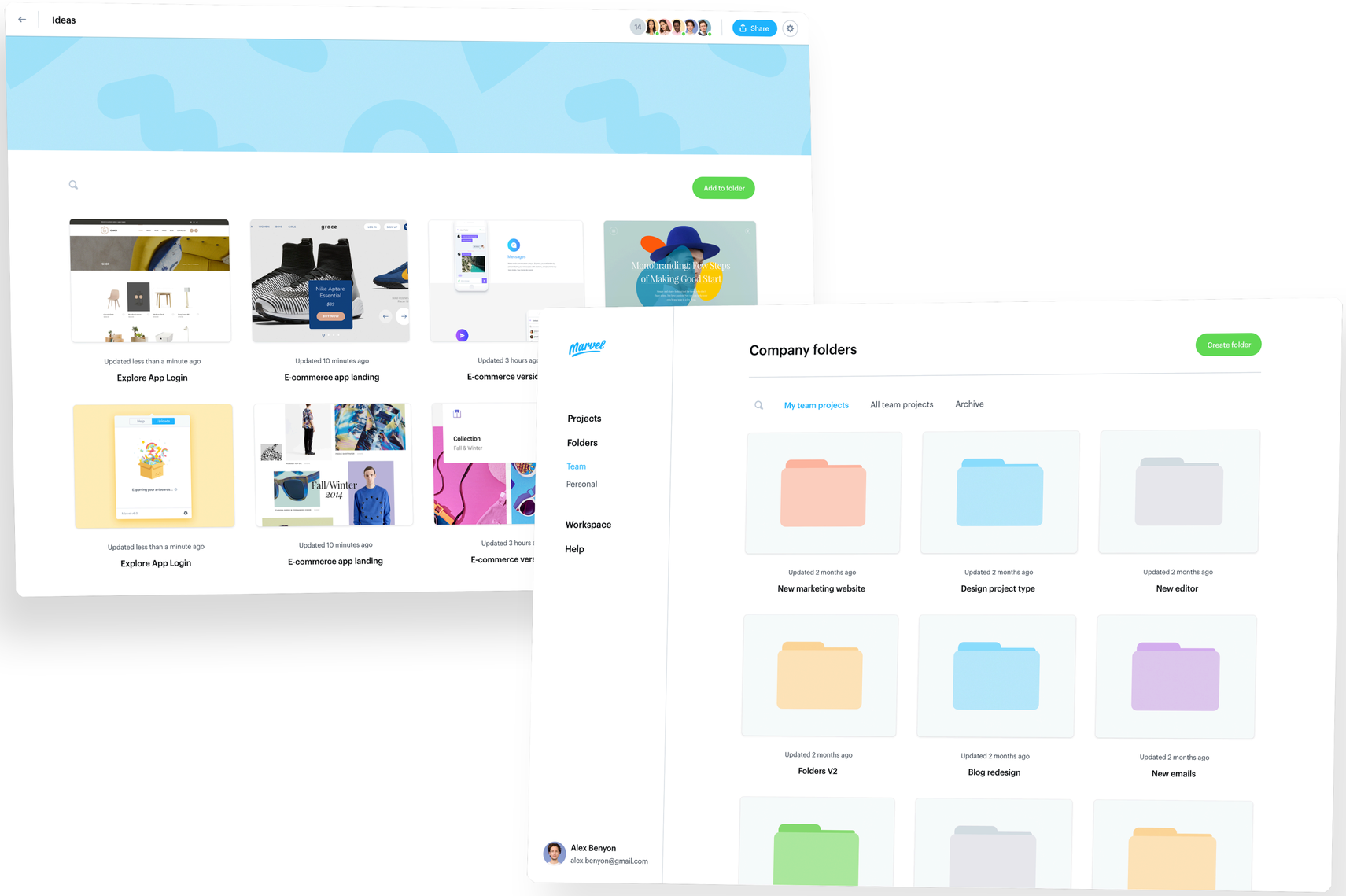

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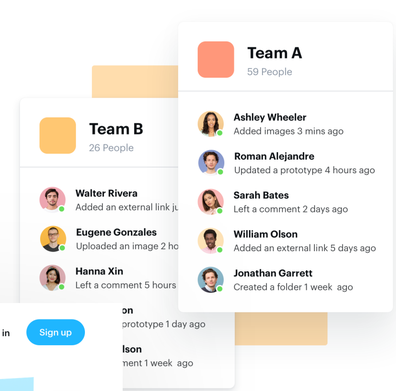
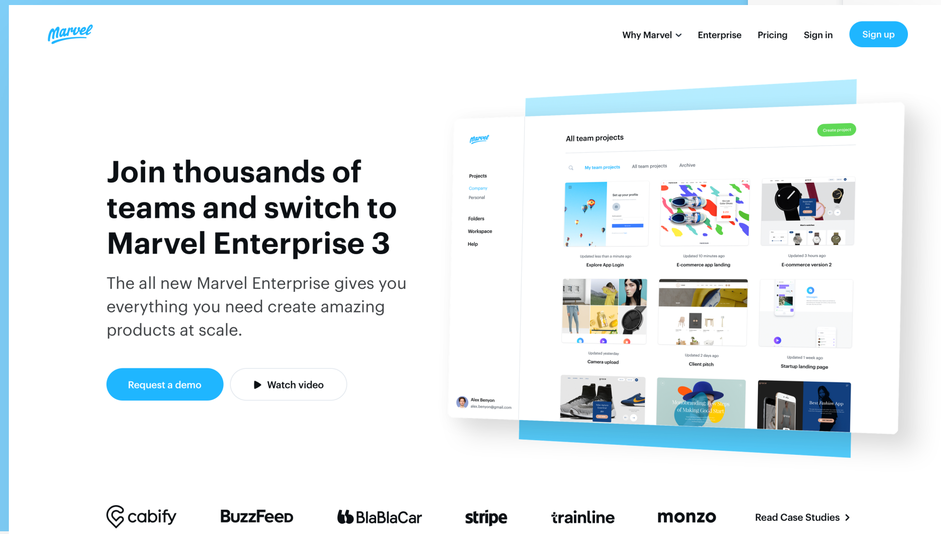


Full visibility into what's new, what's in progress and what's finished

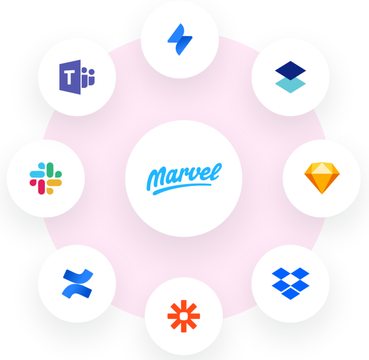
Marvel Enterprise centralises all team members and their stream of work, meaning management and members can quickly see what's in motion and stay on the same page.

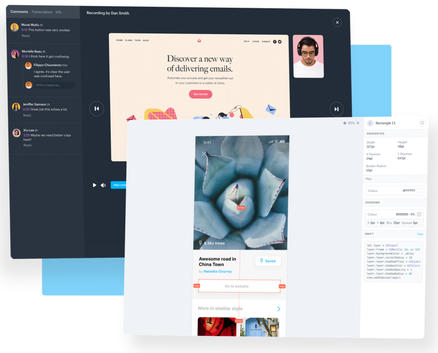
Request a demo



d with the tools or build your own API or Zapier

orkflow is different, that's why Marvel works h, JIRA, Slack and much more. If you need m, our powerful GraphQL API allows you to s. No devs? No problem, Zapier integrates and services.





Brainstorm, Design, Prototype, User Test and Developer Handoff in one place

Consolidate your tools and give every team the power to problem solve together. Each step of your process in a connected workflow, accessible by designers, developers, researchers and stakeholders in a few clicks.

Request a demo

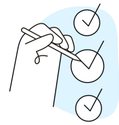
A customer exprience you'll love

partner now, and e future

ly contribute to the We work tomers, creating a feedback pe the product and solve and e or it looks weird.

Supporting you all the way, all the time 24/7

Our friendly Customer Support and Experience team is on hand from day one to help brilliant companies like yours get up and running with the answers, training and resources you need.



Scalable pricing that makes sense, no surprises

Our product drops jaws, not our pricing. It doesn't matter if you're starting to grow your team or transforming , our pricing structure is fair and based on how your teams operate.

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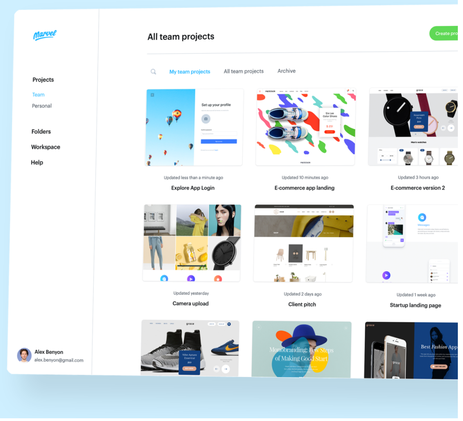
Marvel | Enterprise

Design, test and scale with Marvel 3

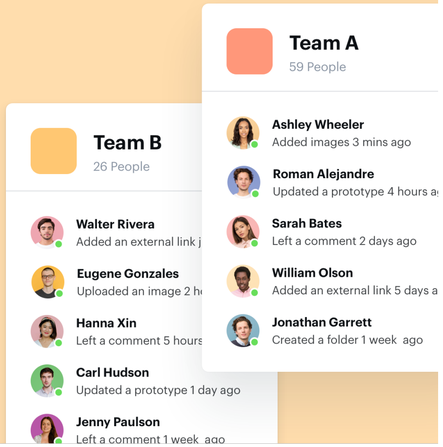
Find out more →



Marvel | Enterprise

Get full visibility of new, ongoing and completed projects in Marvel 3

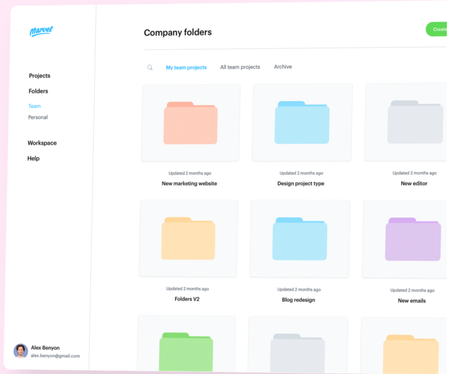
Find out more →



Marvel | Enterprise

Organise your work, design systems and documentation in Marvel 3

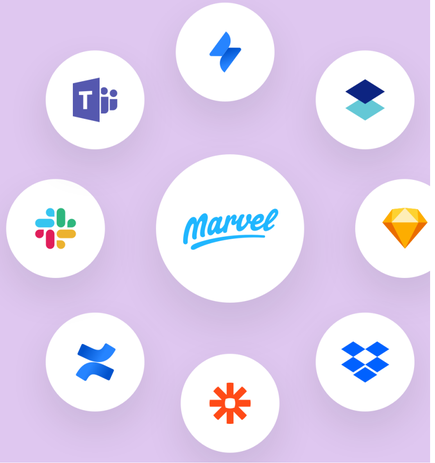
Find out more →



Marvel | Enterprise

Integrate, automate or build with your favourite tools in Marvel 3

Find out more →



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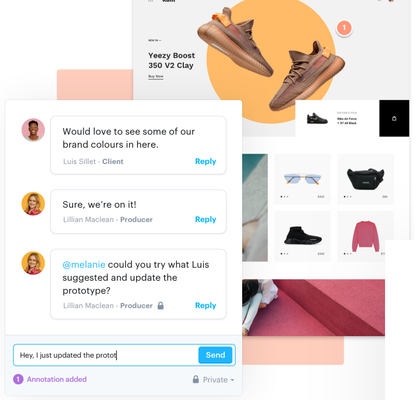
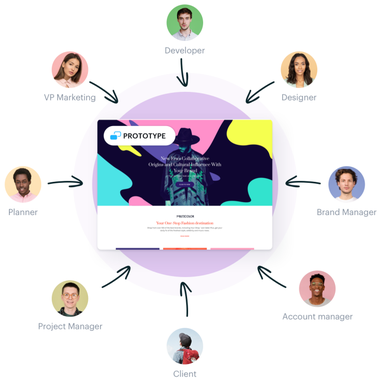
Bridge communication gaps with clients

Client work should be an ongoing collaborative process, but often feedback can get lost in email chains or left undeciphered in meeting notes. Marvel's commenting features mean both your team and your external stakeholders can leave annotated notes across designs - so feedback is clear, documented and all in one place. Our dedicated 'External Reviewer' role sets restrictions on access, without exclusion.

Request a demo





Speed up time to sign off

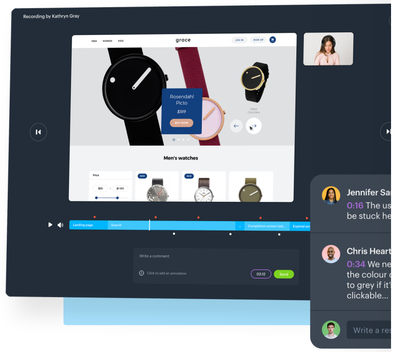
We know it can be difficult to get the right people in the same room at the same time. With Marvel, you can share prototypes and design work with a simple and secure URL. Clients and teams can quickly leave feedback through comments and annotations directly on designs to move projects to sign off fast.

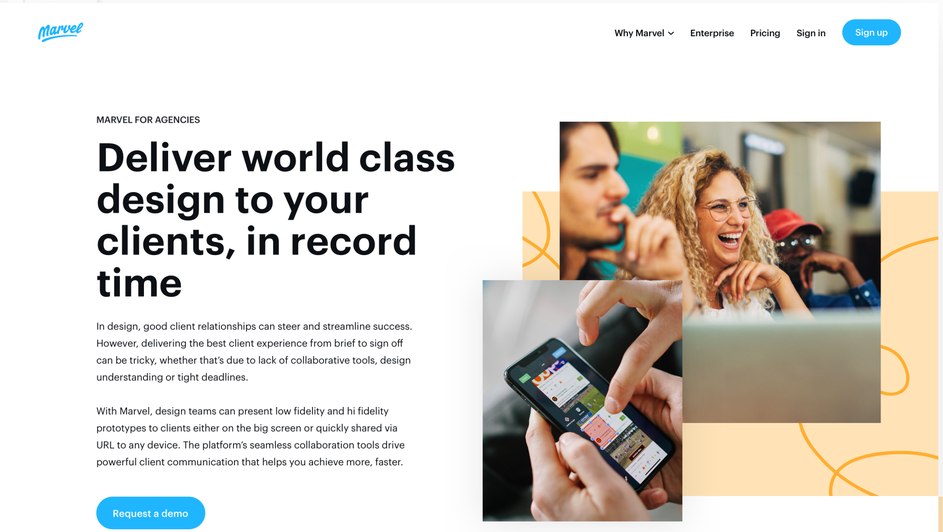
Request a demo

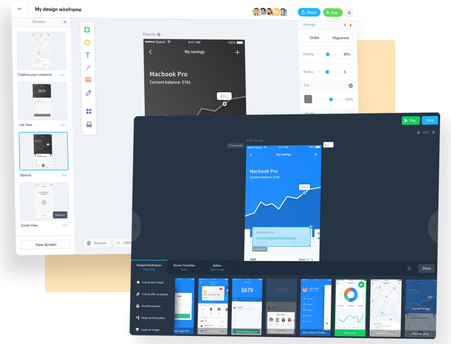
Test work with internal and external stakeholders

Every product or feature is designed with a goal in mind that you want the end-user to achieve. Marvel helps you hit that goal through our User Testing tools where you can improve the experience for your clients end-users or customers. Gather audio, visual and analytical data on prototypes to guide your iterations and create a fantastic user experience.

Request a demo







Democratise design by giving every team access to the right tools

From designers to researchers and analysts, Marvel consolidates and simplifies dozens of professional, creative workflow tools - enabling every department to wireframe, design and prototype.

We strive to lower the entry barrier for design and creative tooling. That's why it takes less than 30 minutes to onboard and complete your first project with Marvel. With no learning curve, our platform empowers every team to drive a design-led culture.

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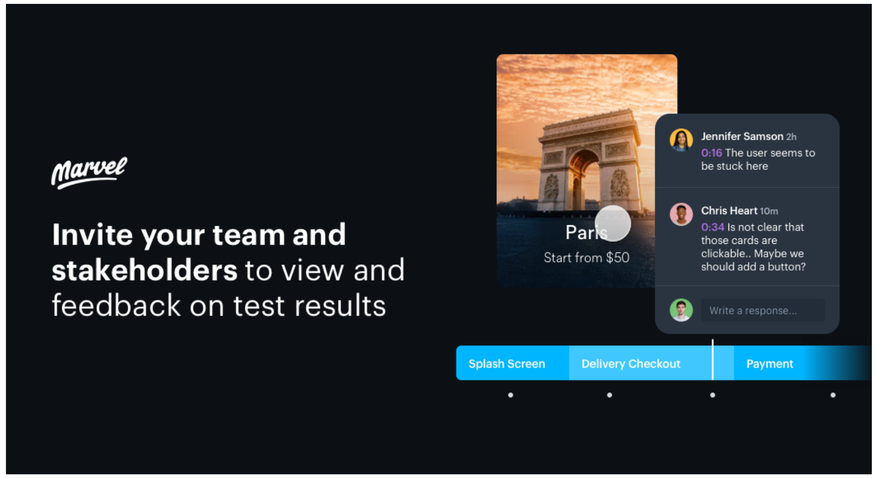

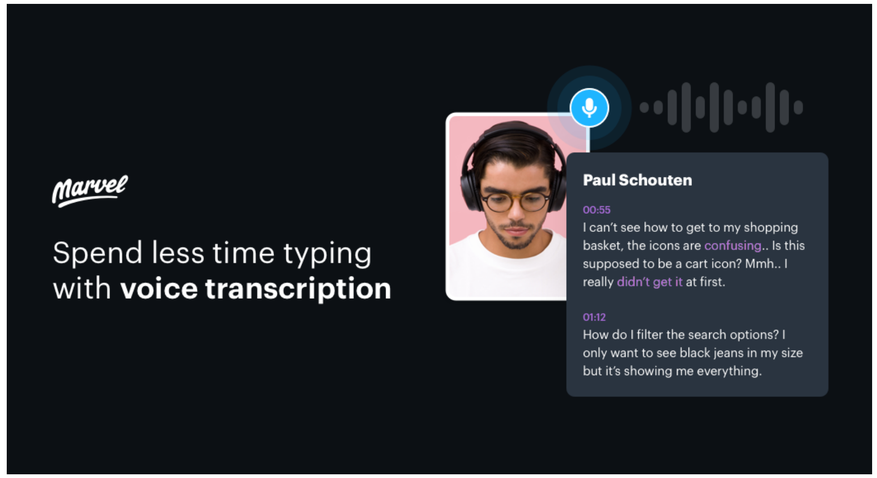

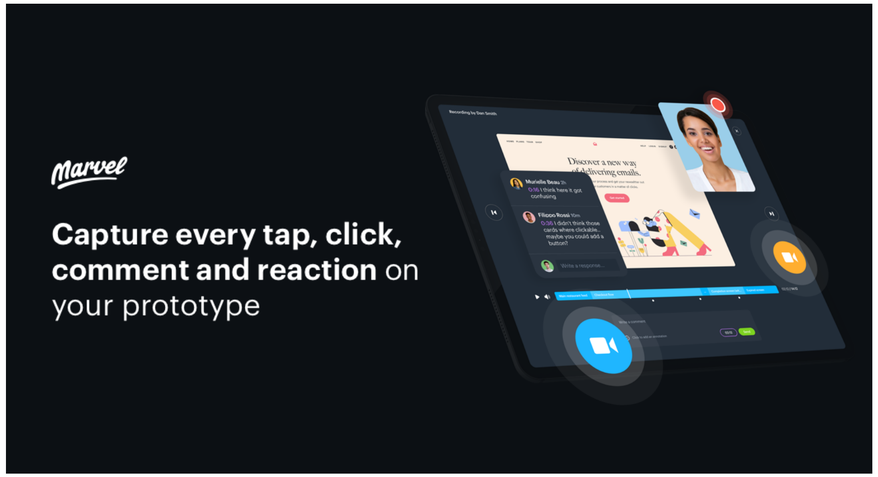

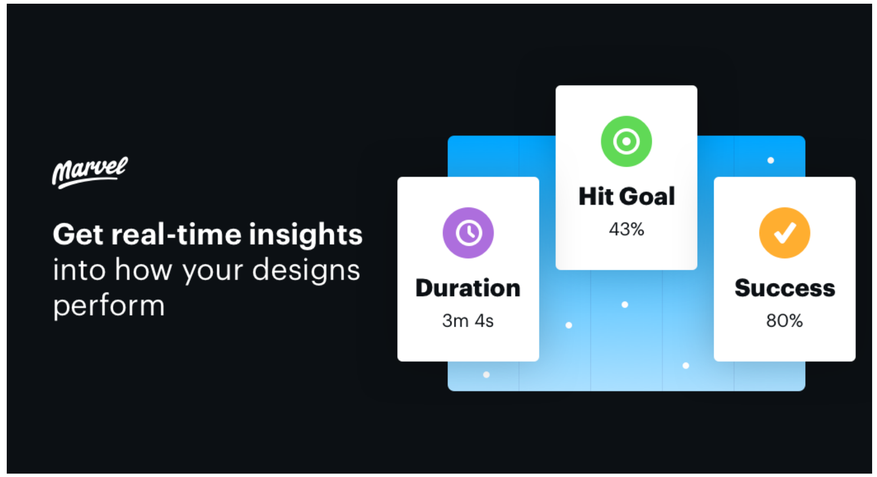

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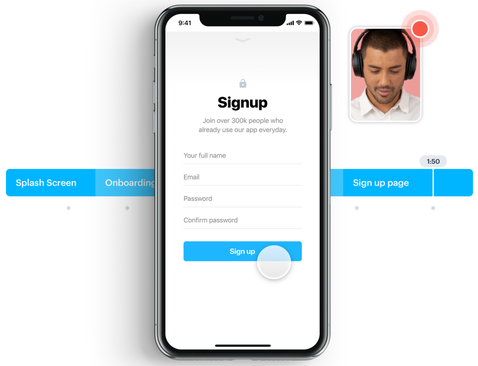
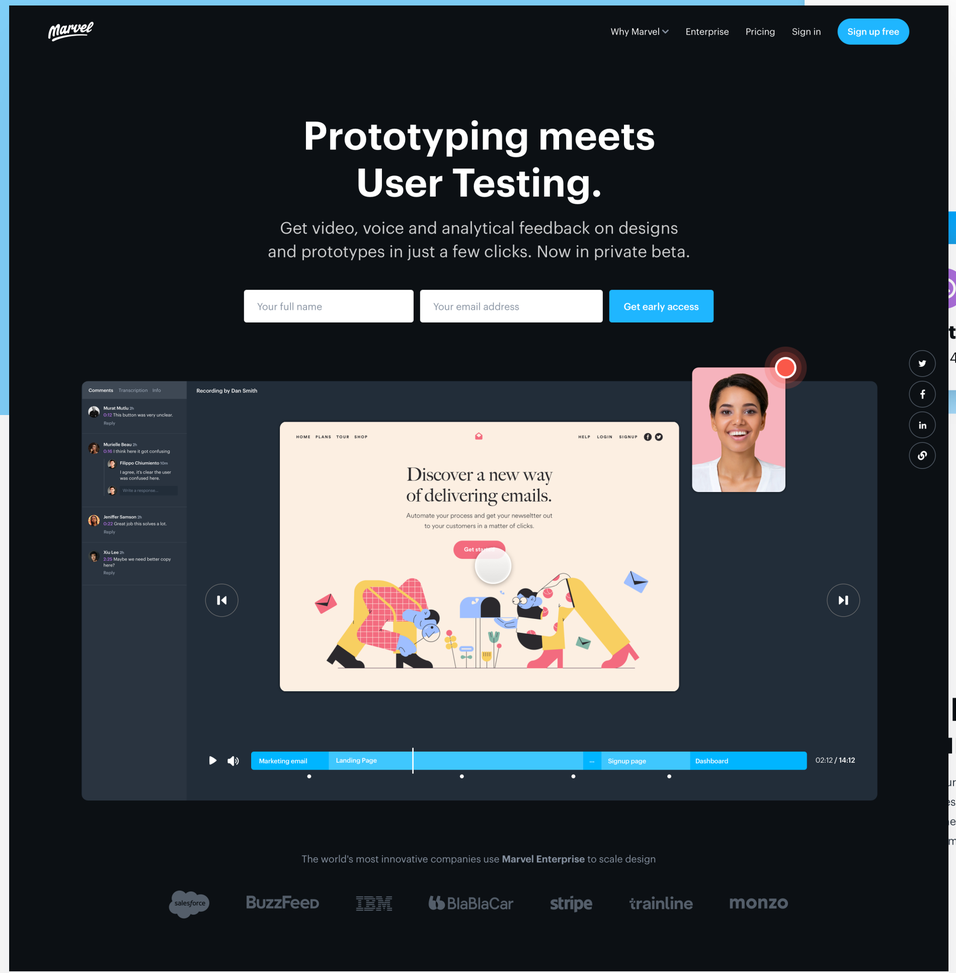
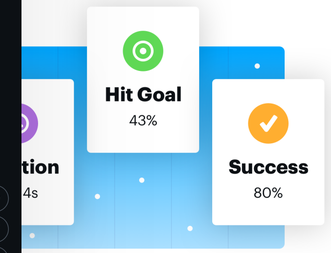
Capture user feedback through video and audio

Whether you're running an in-person user interview or a remote usability test, you can create goals for your customers to complete and easily record their screen, audio or video while they use your prototype. Ensuring you don't miss any feedback.

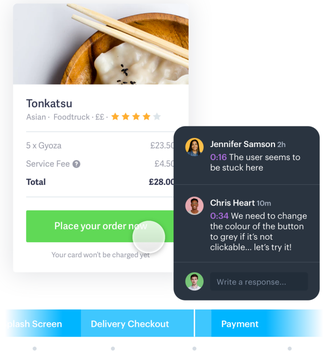






Get real-time insights into how your designs perform

Event tracking and insights allow you to quickly see which users had issues and surface designs that perform better. Eliminate guesswork and understand your users better than ever before.

laborate with r team on results

ur team and stakeholders to view and feedback esults. Highlight any issues and points of interest e stamped annotations and solve problems mping into development.