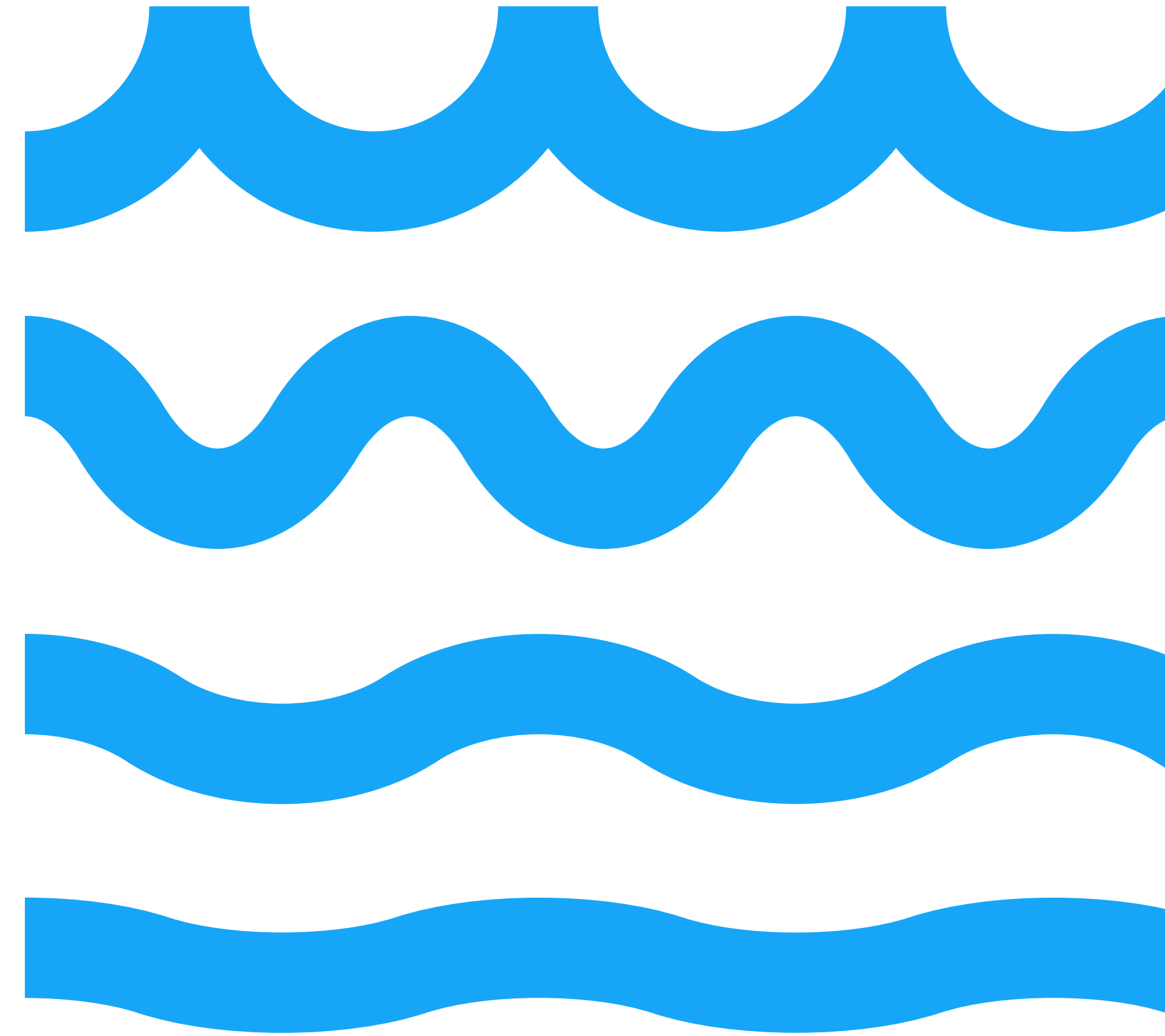


MARMARA SEA DAY

2026 DESIGN GUIDELINE



01.THE LOGO

Primary Logo

Positive / Negative Logo Usage

Logo Badge

Icons

Pattern

01. THE LOGO

Primary Logo

Our logo consists of the Marmara Sea Day wordmark and geometric wave icons that reflect the identity of Marmara.

It has been carefully designed to preserve its distinctive and recognizable qualities, ensuring instant recognition across all media.



01. THE LOGO

Positive / Negative Logo Usage

To ensure the logo remains consistent and legible across different backgrounds, attention should be paid to its use on light and dark backgrounds.

The colored logo version should be used on light backgrounds, while the light-colored version should be used on dark backgrounds to increase contrast.

8 JUNE
MARMARA
SEA
DAY

8 JUNE
MARMARA
SEA
DAY

01. THE LOGO

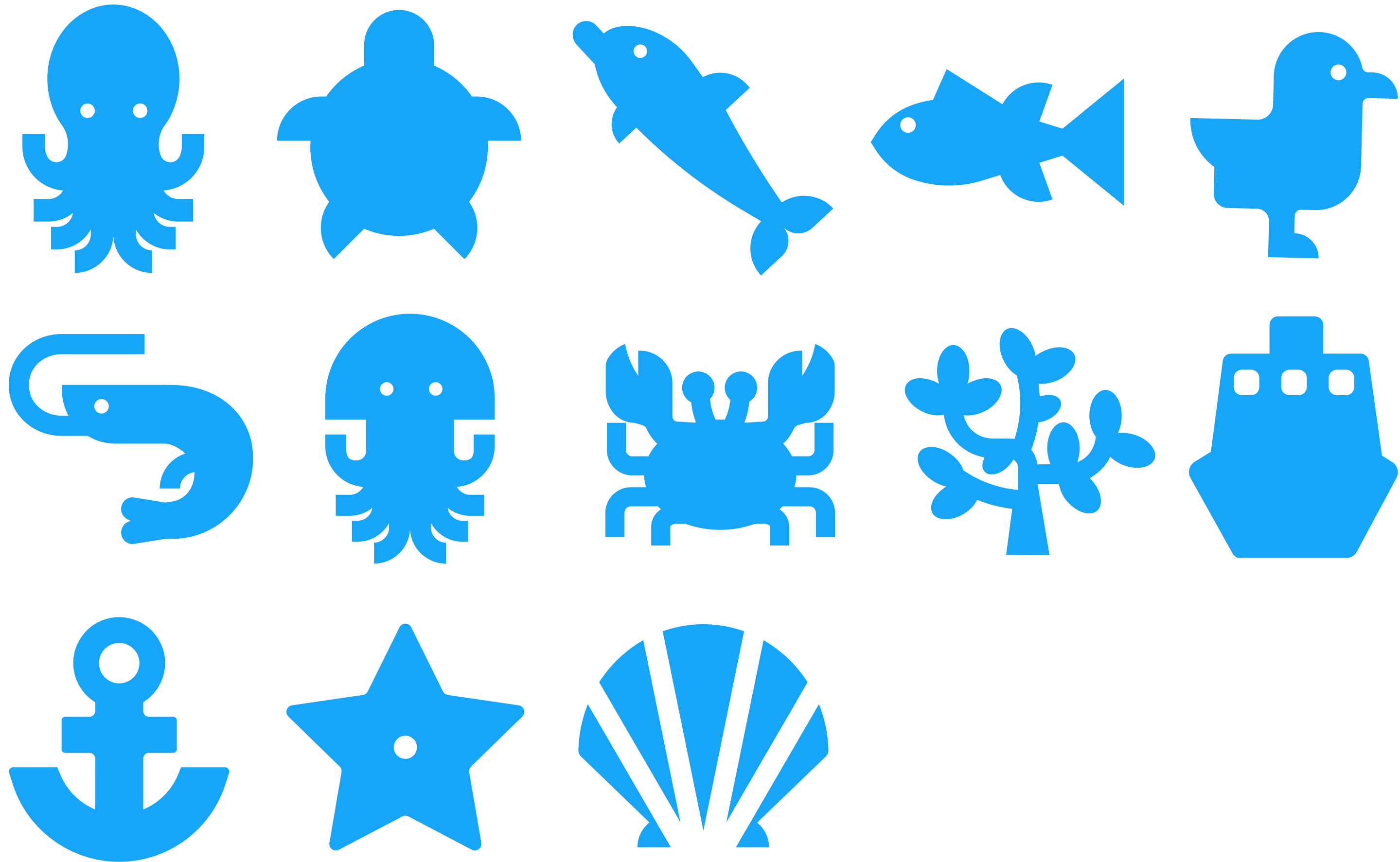
Logo Badge



Depending on the application area, the logo badge may be used on its own as a secondary logo when necessary.

01. THE LOGO

Icons

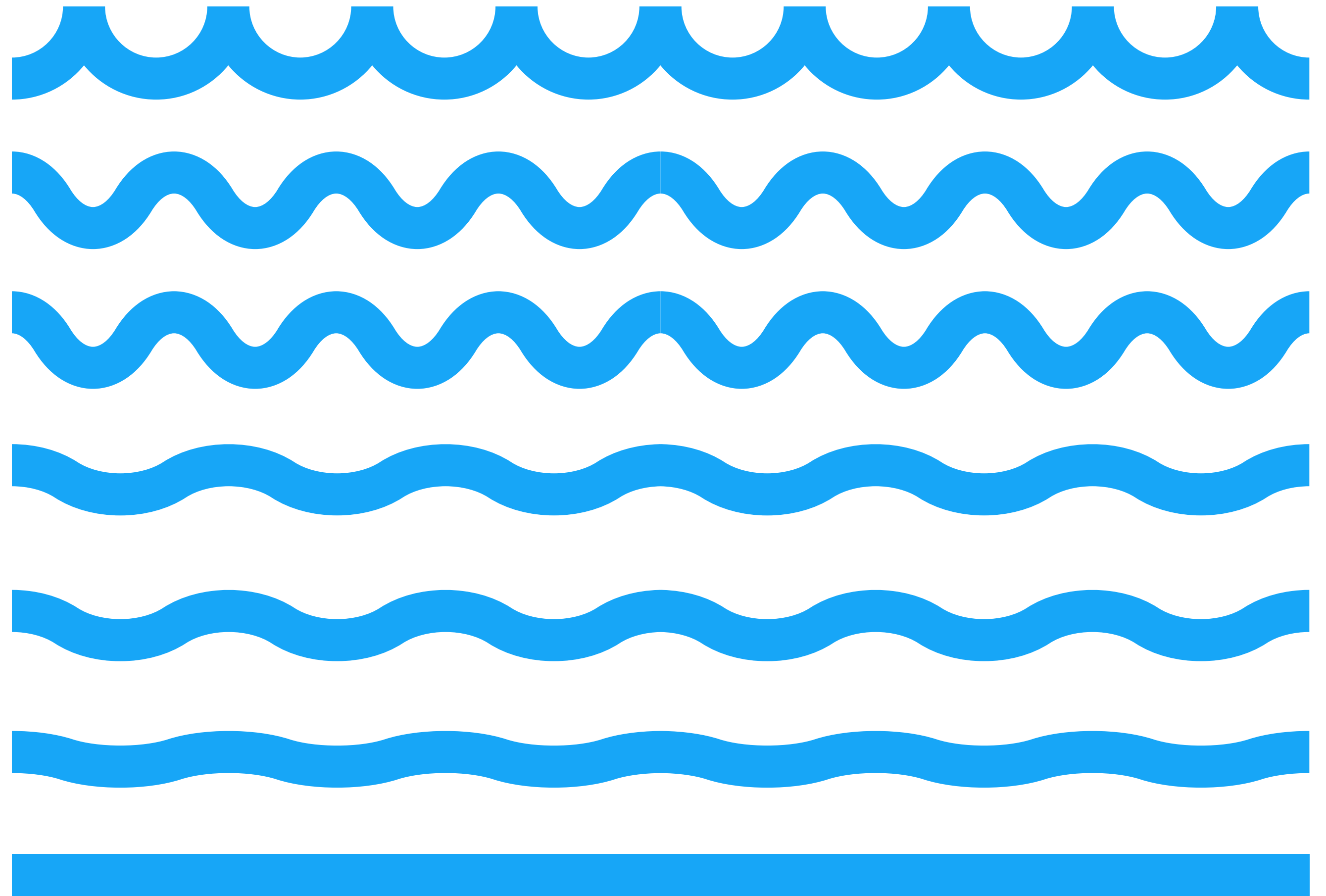


The icon set consists of simple geometric forms that evoke the Marmara Sea and its marine life. Used in harmony with the brand colors, it supports the visual language.

01. THE LOGO

Pattern – Wave Form

The wave form is a supporting pattern element used alongside the icons. To maintain brand consistency, it should be applied in a single blue color.



02. COLOURS

Primary Colours

Secondary Colours

02.COLOURS

Primary Colours

Our core palette is distinctly recognizable and should be used in brand-led communications.

DEEP BLUE

R:4 G:35 B:60
#04233c
Pantone 533 C

SHORE SAND

R:247 G:239 B:220
#f7efdc

BRIGHT BLUE

R:22 G:167 B:247
#16a7f7
Pantone 2995 C

02.COLOURS

Secondary Colours

Our secondary color palette is an extension of our primary colors and is used as a complement to primary colors.

SEA BLUE

R:10 G:121 B:196
#0a79c4
Pantone Medium Blue C

COASTAL GREEN

R:56 G:198 B:137
#38c689
Pantone 7479 C

CLOUD WHITE

R:255 G:255 B:255
#FFFFFF

CORAL

R:224 G:119 B:101
#e07765
Pantone 7416 C

03. TYPOGRAPHY

Typefaces

Weight & Styles

03. TYPOGRAPHY

Typeface

Aa Bb

Monotalic

The corporate typeface of
Marmara Sea Day is Monotalic.

03. TYPOGRAPHY

Weight & Styles

Bold

MONOTOLIC BOLD

Medium

MONOTALIC MEDIUM

Light

MONOTALIC LIGHT

The font weights on this page
can be preferred for use.

04. APPLICATION EXAMPLES

Posters

Merchandise Items (T-shirt, Cap, Sticker)

04. APPLICATION EXAMPLES

Poster Dark Version

The poster design includes alternative versions created with icons and the wave pattern, or with icons only. Both designs may be preferred in appropriate application areas.

Note: It is not recommended to use the dark and light poster versions together.



04. APPLICATION EXAMPLES

Poster Dark Version With Event Details

This version includes dedicated space for the event name, date, time, and location, in addition to the slogan.



04. APPLICATION EXAMPLES

Poster Light Version

The poster design is available in alternative versions, using either icons with the wave pattern or icons only. Both versions may be used in suitable application areas.



04. APPLICATION EXAMPLES

Poster Light Version With Event Details

This version includes dedicated space for the event name, date, time, and location, in addition to the slogan.



04. APPLICATION EXAMPLES

Cap



Cap designs may be used in light and dark color alternatives, featuring either the logo or animal icons.

04. APPLICATION EXAMPLES

T-shirt V1



FRONT



BACK

For T-shirt applications, different design variations may be used, featuring icons, the logo, and the wave form.

04. APPLICATION EXAMPLES

T-shirt V2



FRONT



BACK

For T-shirt applications, different design variations may be used, featuring icons, the logo, and the wave form.

04. APPLICATION EXAMPLES

T-shirt V3



FRONT



BACK

For T-shirt applications,
different design variations may
be used, featuring icons, the
logo, and the wave form.

04. APPLICATION EXAMPLES

T-shirt V4



FRONT



BACK

For T-shirt applications, different design variations may be used, featuring icons, the logo, and the wave form.

04. APPLICATION EXAMPLES

T-shirt V5



FRONT



BACK

For T-shirt applications, different design variations may be used, featuring icons, the logo, and the wave form.

04. APPLICATION EXAMPLES

Sticker Dark Version



Sticker designs may be used as complementary visual elements across event materials.

04. APPLICATION EXAMPLES

Sticker Light Version



Sticker designs may be used as complementary visual elements across event materials.

All designs and source files
featured in this guide are
available in the Marmara
Municipalities Union archive.

For any inquiries, please
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