



MARCEL OLSEN

Brand Identity

Rules and guides for the
design elements of our brand

info@marcelolsen.com

www.marcelolsen.com

+34 966 180 158





MARCEL OLSEN

“ Clean and timeless designs, handcrafted in the traditional way for a lifetime of use. Designed in Spain, made for you. ”

■

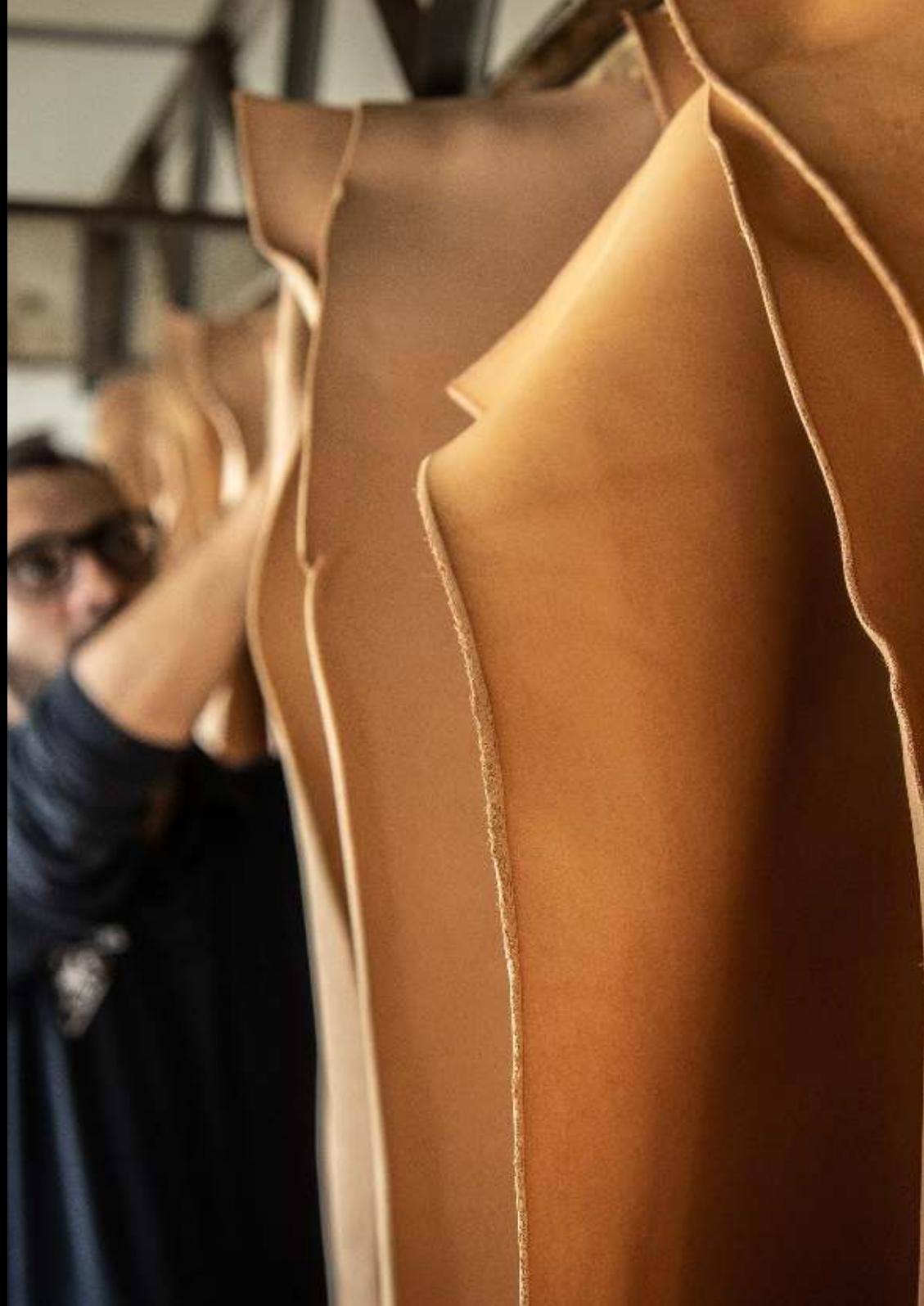
Marcel Olsen



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MARCEL OLSEN

**Traditional values, Modernist design
With an ethos centred around style, quality construction and
functional design.**

**Marcel Olsen is a symbol of creativity, expert craftsmanship and
traditional techniques.**



MARCEL OLSEN

Launched in 1975.

Our family company has grown
designing and manufacturing
sophisticated modernist furniture.





MARCEL OLSEN



MARCEL OLSEN



MARCEL OLSEN

Concept Storytelling.

Marcel
Olsen

+



+



+

M O

Business Name

Designer

Handcrafted

Initials

=



MARCEL OLSEN

Dark Grey

–
Sophistication
Elegance
Confidence
Corporate

Hex #5A5959

Gold

–
Preciousness
History
Exclusivity
Trusted

Hex #B59968

Light Grey

–
Minimal
Balanced
Honesty

Hex #EBEAE4

Black

Hex #000000

Cool Grey

Hex #949393

White

Hex #FFFFFF



MARCEL OLSEN



Clear Space.



We've defined an exclusion zone that stops other graphic elements interfering with the Marcel Olsen logotype and make sure the logo is easy to read. Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

Legibility.



70mm | A2



45mm | A3



30mm | A4/A5



20mm | 60px

App Icon / Favicon



32 x 32px

The logo should never be too small to read.

It is not recommended to use the logo at less than 20mm or 60 pixels in width.

The Marcel Olsen favicon graphic is linked with the website: it is a smaller representation of the brand for the browser and for the mobile interfaces. Take into account that the favicon is not the brand logo and should never replace the logo.

Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+="/*)\$%&

Regular

Marty, is that you? That's right. No, it was
The Enchantment Under The Sea Dance.
Our first date. It was the night of that terrible
thunderstorm, remember George? Your father
kissed me for the very first time on that dance
floor. It was then I realized I was going to spend
the rest of my life with him. Listen, I gotta go but
I wanted to tell you that it's been educational.
How's your head?

Semibold

Marty, is that you? That's right. No, it was
The Enchantment Under The Sea Dance. Our
first date. It was the night of that terrible
thunderstorm, remember George? Your father
kissed me for the very first time on that
dance floor. It was then I realized I was going
to spend the rest of my life with him. Listen,
I gotta go but I wanted to tell you that it's
been educational. How's your head?

Extra Bold

Marty, is that you? That's right. No, it was
The Enchantment Under The Sea Dance.
Our first date. It was the night of that
terrible thunderstorm, remember George?
Your father kissed me for the very first time
on that dance floor. It was then I realized I
was going to spend the rest of my life with
him. Listen, I gotta go but I wanted to tell
you that it's been educational. How's your



For a strong corporate image, all email messages should identify the sender in a standard and clear manner. Please follow the example shown. To keep a professional look and to minimize file size, do not add any additional graphics, logos, slogans, or messages to your e-mail signature.



MARCEL OLSEN

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