



MARCEL OLSEN

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# Brand Identity

Rules and guides for the  
design elements of our brand

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[www.marcelolsen.com](http://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. ”**

■

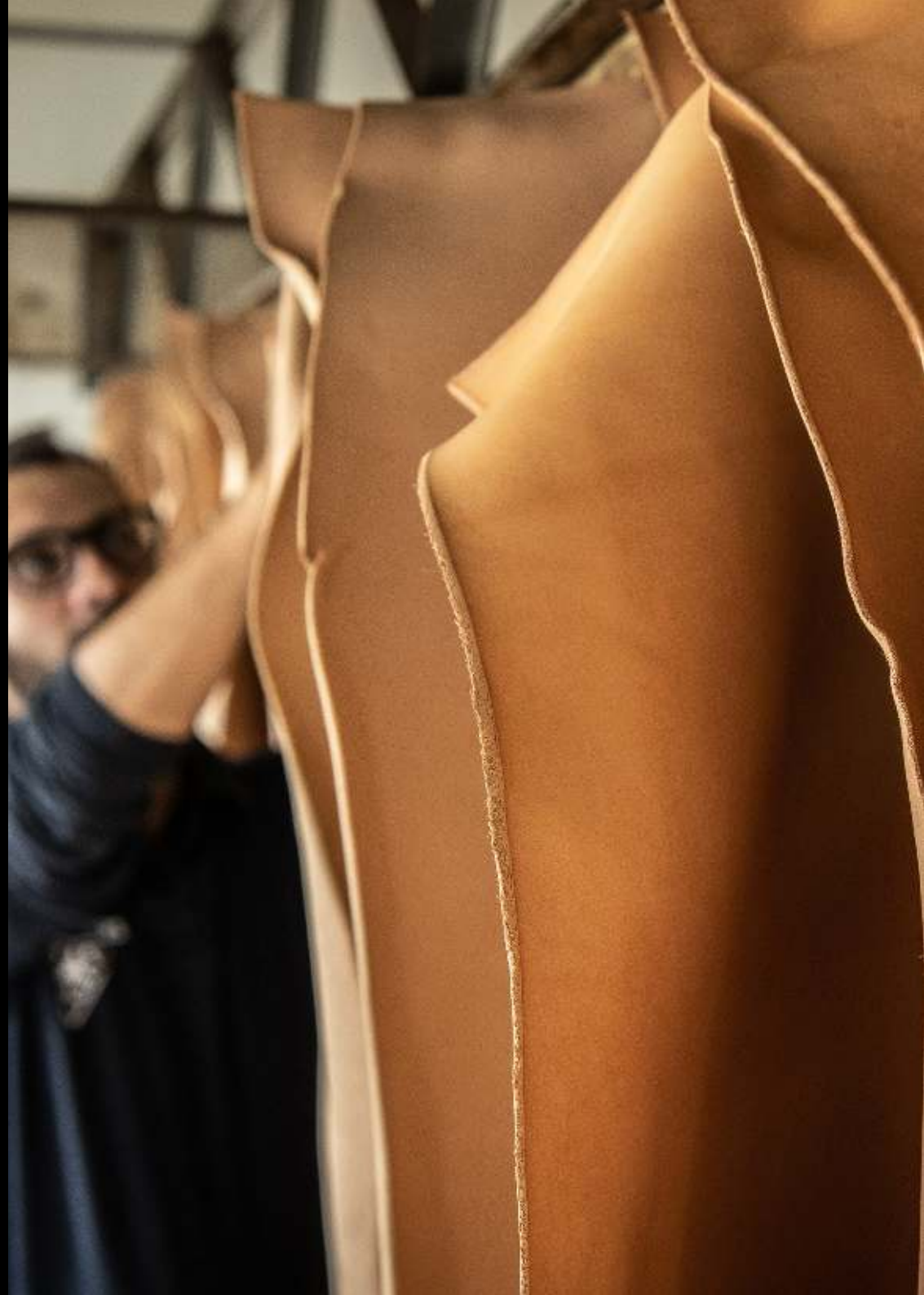
Marcel Olsen



MARCEL OLSEN



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**MARCEL OLSEN**



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

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## Regular

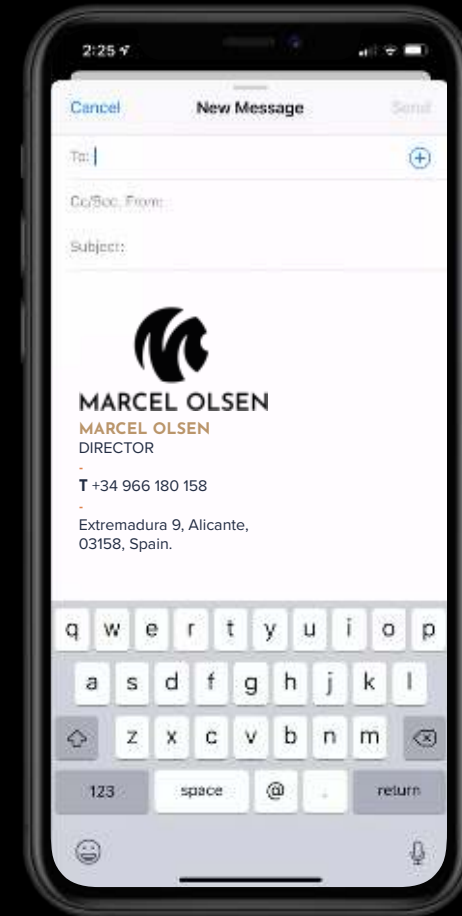
Marty, is that you? That's right. No, it was  
The Enchantment Under The Sea Dance.  
Our first date. It was the night of that terrible  
thunderstorm, remember George? Your father  
kissed me for the very first time on that dance  
floor. It was then I realized I was going to spend  
the rest of my 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.



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## Contacts.

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UPDATED 08/2022

