

Marquee Exclusive

Logo use: a one-page guide for press and partners



Full colour: dark backgrounds, ideally the brand purple.



White: photos, dark backgrounds, single-colour print.



Purple: light backgrounds.



Black: merch, emboss, newsprint.



Icon: full M (180 px and up) and the bulb-free M for favicons (16–64 px).

Which file to use

Need	File
Websites, social, slides	PNG: <i>-transparent</i> to place on your own dark background, <i>-on-purple</i> as a finished tile
Design work, any size	SVG or marquee-logos.pdf (all vector, scales without limit)
Commercial print	marquee-logos-cmyk-print.pdf (PDF/X-4, U.S. Web Coated SWOP v2)
One colour	one-colour/: white (dark backgrounds), purple (light backgrounds), black (merch, emboss). PNG, SVG, PDF
Website icon / app icon	icon/: favicon.ico, favicon-32.png, apple-touch-icon.png, icon-192/512.png, SVGs

Rules

- Full colour on dark only.** The bulb lettering is designed to glow on dark. On light backgrounds use the purple or black one-colour logo, or place the full-colour logo on a purple panel.
- Clear space:** keep space at least the height of the E in EXCLUSIVE free on every side.
- Smallest size:** full colour 160 px / 1.25 in wide; one colour 220 px / 1.5 in wide. Below that, use the icon.
- Don't** recolour, stretch, rotate, outline, add effects, or retype the words. Use the supplied files only.

Colours

■ Purple	#32103C	RGB 50, 16, 60	CMYK 80 / 95 / 42 / 53	Pantone: to match
■ Bulb gold (rim)	#F2B416	RGB 242, 180, 22	CMYK 5 / 31 / 100 / 0	Pantone: to match
■ Amber (face)	#EE940C	RGB 238, 148, 12	CMYK 4 / 48 / 100 / 0	Pantone: to match
■ Teal	#05AEBD	RGB 5, 174, 189	CMYK 75 / 8 / 26 / 0	Pantone: to match
■ Orange	#E97307	RGB 233, 115, 7	CMYK 5 / 66 / 100 / 0	Pantone: to match
■ Star gold	#F3B80C	RGB 243, 184, 12	CMYK 4 / 28 / 100 / 0	Pantone: to match

CMYK via U.S. Web Coated (SWOP) v2. Pantone spot matches pending: confirm with a coated Formula Guide before ordering spot-colour print. **Type:** Brothers OT (display), Figtree (body); the logo words are outlined, so no fonts are needed.