MARATHON KIDS
Asset Guidelines
Asset Guidelines

Image & Video

Use of images or videos from our galleries should be credited to Marathon Kids unless otherwise specified.

Images and videos may be used by accredited media for non-commercial editorial purposes, with appropriate attribution.

For questions or requests, contact anna@marathonkids.org
Logo Guidelines
Clear Space

Clear space refers to the area immediately surrounding the identity that must remain clear of visually competing typography or graphics that might compromise legibility. The cap-height of the logotype in the identity provides the basic unit (X-measurement) of the proportional system in determining the clear-space area.
Black & White

When use of color is not available, produce the logo in black. When printing on a black, dark, or photo background, the logo should print in reversed out white.
Primary Mark Color

The logo can be printed in Primary - Royal or Default - Black. Never use two different colors for the mark at one time.
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Primary Mark Color

The logo can be printed in Primary - Royal
Never use two different colors for the mark at one time.
Primary Mark — Incorrect Use

Do not alter the alignment or arrangement

Do not use gradients or patterns

Do not use unapproved colors

Do not distort the logo

Do not use two different colors

Do not alter the kerning (letterspacing) or leading (linespacing)

Do not alter the size of one word

Care must be taken to ensure correct and consistent reproduction of the mark in every application. Incorrect use of the mark compromises its integrity, value and effectiveness. Although the examples above do not represent every misuse, they reflect situations to avoid.