



M A R L E Y

STYLE GUIDE

TABLE OF CONTENTS

INTRODUCTION

VERBAL BRAND EXPRESSION

Personality

Brand Name

Headlines

Who and When (voice application)

How We Talk About Bob Marley

Materials

VISUAL BRAND EXPRESSION

Visual Story Overview

Tenets

Branding Elements

Photography

Typography

Colors

INTRODUCTION

HOUSE OF MARLEY BRAND EVOLUTION

Bob Marley the man stands for global justice, fighting inequalities,
and spreading peace, love, and positivity.

He Was - Human rights.
He Was - Equality for all.
He Was - One Love.

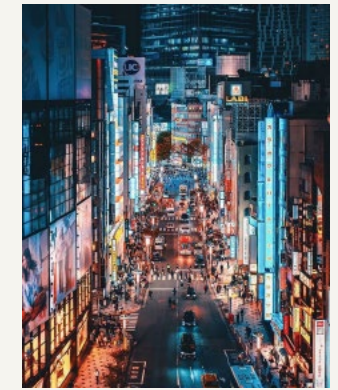
BRAND EVOLUTION



JAMAICA



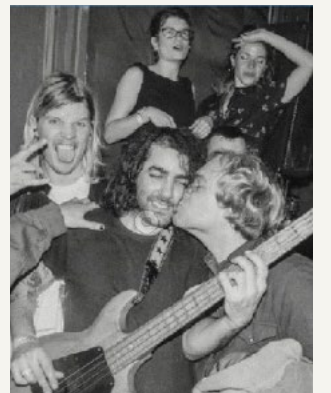
GLOBAL



REGGAE



MULTI-GENRE



SUSTAINABILITY



GIVING BACK



BRAND PILLARS

INSPIRED BY THE MARLEY LEGACY

House of Marley's identity was created in collaboration with the Marley family to carry on Bob Marley's legacy of love for music and planet.

TAKING ACTION

WE ARE COMMITTED TO SUPPORT GLOBAL MOVEMENTS DEDICATED TO THE PLANET.

CRAFTSMANSHIP AND SUSTAINABILITY

Our design ethic is rooted in ecological balance, focusing on earth-friendly materials.

SUPERIOR SOUND

We strive to create products that deliver the highest audio quality, with realistic and powerful performance.

VERBAL BRAND EXPRESSION

PERSONALITY

We are a uniter.

Like Bob, we're multidimensional. We're passionate, optimistic and aren't afraid to disrupt the industry or be the occasional rebel. Our voice aligns with the environmental activist. We stand for love, unity, peace and perseverance, and believe music has the power create positive impact.

However, we aren't only about the serious stuff. While we educate and inform, we are also playful and lighthearted. Our multifaceted personality finds the appropriate tones to rise to any occasion.

BRAND NAME

HOUSE OF MARLEY

HOUSE OF MARLEY IN WRITING

House of Marley is our company name. This should appear in all social handles, URLs, and within copywriting when describing the company. It is essential to use the full House of Marley name rather than the shorthand “Marley”, as to avoid any confusion with Marley- the family name relation to Bob and his family, and other Marley licensed brands.

01. When we refer to ourselves we use House of Marley.
02. On social we say House of Marley.
03. We let the Marley shorthand come from our fans.

Example sentences:

House of Marley releases zero waste product line.

At House of Marley we are doubling down on sustainability.

Turn up the volume and drop in with House of Marley.

MARLEY WORDMARK IN VISUAL BRANDING

Just the Marley Logo elements should appear on product and in artwork, the full company name "House of Marley" should never appear as a logo or logo lockup.

HEADLINES

SUPERIOR SOUND.
SUSTAINABLY CRAFTED.

Primary headline for the brand that conveys our unique environmental story, and our passion to create high quality audio products..

LIVE MARLEY

An umbrella headline that allows us to explore and tell stories that are important to House of Marley. Our work with One Tree Planted and Surfrider through Project Marley, our Blog, and our Materials.

MATERIALS MATTER

A direct headline when describing the the materials we choose to use for our curated audio products. Their unique qualites and their importance.

WHO AND WHEN

How our voice will be applied across different mediums – social, digital, outreach, advertising, subjects – product, materials, activism, etc.

The House of Marley Brand shares real stories from real people with an Authentic editorial tone. This authenticity is upheld across everything we do.

We stand up for what we believe in and the people we believe in. We use positive language that uplifts.

We can be positive without being cheesy or corny. This helps the ethos of House of Marley shine through. This optimism shines through when we talk about all topics, products, tech, activism and more.

EXAMPLE:

Positive audio for positive change

HOW WE SOUND ON SOCIAL

TECH AND FEATURE SPECIFIC

We talk about our features and tech in a way that's relatable and conversational. We do not go too deep. We connect it back to how we interact with the world.

EXAMPLE:

Positive audio for positive change

PRODUCT SPECIFIC

We show, don't tell. Our products are beautiful, so we don't need to write dissertations. We can show what they look like and pair it with simple optimistic language that inspires.

EXAMPLE:

Bring natural elements into any environment and feel the sound that connects to your heart.

WHO AND WHEN

SERIOUS MOMENTS

We don't always need to insert ourselves into all conversations about social justice, politics and the like. But we aren't scared of inserting our thoughts into a conversation when we have something relevant to say. However when we do it's a way that unites people together with love and positivity.

EXAMPLE:

It's not what you hear, it's how you hear it. Let's turn up the volume and let these voices be heard.

CULTURAL MOMENTS

We are relevant and we can engage with culture, memes and more to show it. While we may have a sly wit about us, we never put anyone down.

EXAMPLE:

It started like this (show picture of Bob Marley performing) and now it's like this (show picture of House of Marley products)

HOW WE TALK ABOUT BOB MARLEY

At our roots we are born from Bob Marley. Whether directly mentioned or not his ethos is infused in everything we do. He is after all, in our name.

We reference him when speaking directly to our values: positivity, spirit of activism, forward thinking, sustainability.

We reference him when telling a heritage story: intimate & positive moments from his performances, of family and love.

We reference him with subtle plays on his lyrics in our product naming and quotes that inspire.

We must remember that small nods to Bob Marley are better than blatant callouts.

Our beliefs and vision are inspired and grounded by Bob's, but not limited by them. We believe in the transformational power of music – and how we apply that to crafting our future is our story to tell.

DO NOT

01. We are not a historical artifact, tribute brand, or a museum attraction built to the honor the memory of Bob Marley.

02. We are not dripping in rasta culture.

03. We are not overly spiritual.

We can channel Bob Marley in the stories we tell and how we tell them.

Bob Marley was a man with a robust sense of style and personality.

Bob Marley embraced difference and used it to uplift and incite change.

Bob Marley stood up for what he believed in.

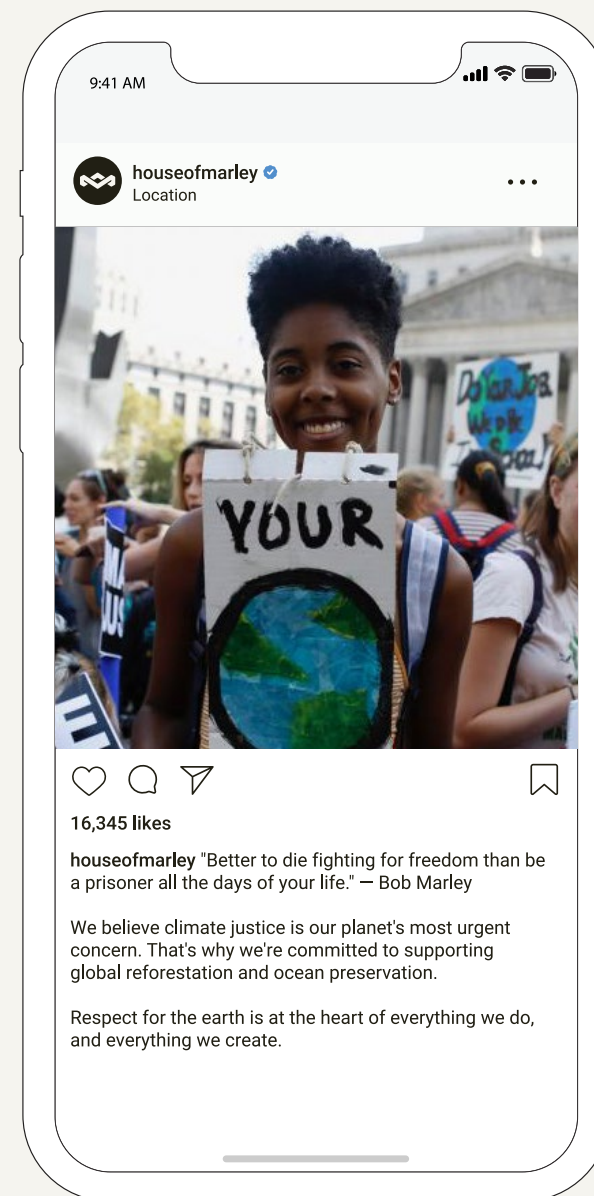
Bob Marley led with a do-no-harm attitude of compassion.

HOW WE TALK ABOUT BOB MARLEY

We can use quotes to inform and inspire as long as they are relevant to the current day and the future we want to create —

Example:

When speaking about the environment and other causes that align with our values we can pair impactful quotes with the modern day image/topic we are talking about. This ensures we show a present day attribution of Bob's words.



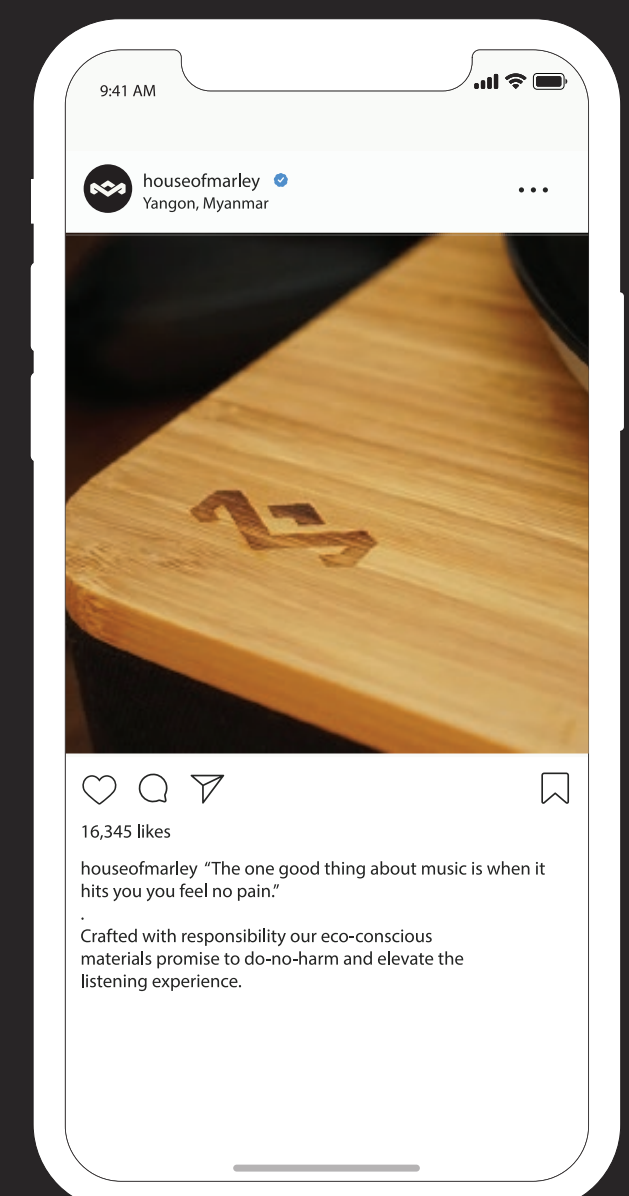
"Better to die fighting for freedom then be a prisoner all the days of your life."

- BOB MARLEY

- Addressing climate justice

Example:

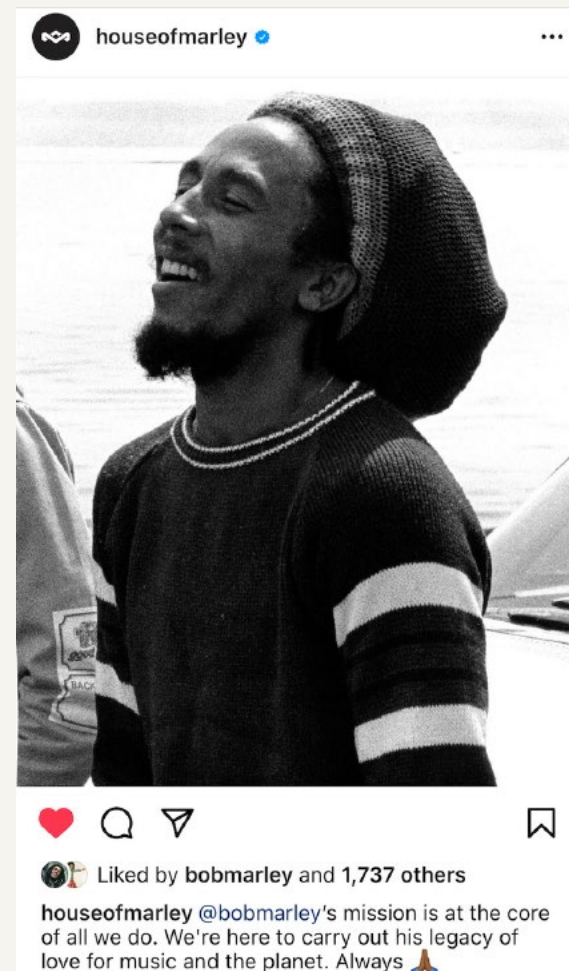
When speaking about a new product and its eco-conscious materials, pairing modern imagery of our products and supporting copy about our materiality, design process and craftsmanship with a Bob Marley quote is a way to bring relevance to our brand and Bob Marley.



Crafted with responsibility our eco-conscious materials promise to do-no-harm and elevate the listening experience.

HOW WE TALK ABOUT *BOB MARLEY*

Messaging should tie to House of Marley's mission and our support of climate justice, sustainable initiatives and our materials. Quotes may be used following approval to connect the brand to Bob's ethos.



Bob Marley's mission is at the core of all we do. We're here to carry out his legacy of love for music and the planet. Always.



"It's not just a war of survival, it's a war of survival of a people"
- *BOB MARLEY*

HOW WE TALK ABOUT *MATERIALS*

Everything we do, from the quality of our sound, to the thoughtfulness of our products, to the care in our packaging, is crafted to its highest potential.

We sustainably and ethically operate to honor our namesake and our principles with a sense of moral righteousness that sounds and feels excellent, whilst also stylistically elevates the experience wherever music is played.

The way we speak about our materials goes beyond the tech, beyond the listening experience, and speak to the power they have to uplift, transform and inspire change.

EXAMPLES

“Music sounds better when it does better.”

“Amplify the future with materials that matter.”

VISUAL BRAND EXPRESSION

OVERVIEW

VISUAL STORYTELLING AND TENETS

BRAND STYLE

THE VISUAL WORLD OF HOUSE OF MARLEY

The purpose of our brand style is to bring people into a shared global experience, connecting ideas and contextualizing our products as conduits into a higher life experience.

The House of Marley brand is unapologetically expressive, and artistically driven, wielding visuals like music, fusing the worlds of modern high-design and contemporary fine art.

And like the Marley family legacy of music, our visuals meaningfully craft a deeper story to connect people with the universal beauty of life.

Befitting, too, the future Marley family legacy, our expression is modern-facing, energetic, cultured and approachable yet sophisticated.

In everything we make, every moment we present, the visual world of House of Marley is thoughtful, full of life and unquestionably artistic-positioning House of Marley as the leader in music culture and beyond.

VISUAL TENETS

HOUSE OF MARLEY IS - POSITIVE

Positivity does not mean blind optimism, it is about our impact on the world. It is about uplifting people and our “do no harm” attitude. It embodies actively expressing the joy of life. Visually this should come across in our photography, model expressions, color usage and graphics.

HOUSE OF MARLEY IS - VIBEY

An almost intangible cool factor. It is a distinct feeling, a mood and energy that flows through our visual perspective. It feels modern, relevant and desirable. It is aspirational and trend-forward.

HOUSE OF MARLEY IS - ELEVATED

A reflection of premium, high-quality products and next-level experiences. The presentation, production and finishes should all feel elevated. Helping consumers achieve the next level of their lifestyle.

HOUSE OF MARLEY IS - NATURAL

We have a deep connection to one another as well as the planet. It is our shared global connector, nature. It inspires our design as much as we are inspired to protect it.

VISUAL TENETS

HOUSE OF MARLEY IS - GLOBAL

Inspired by global creativity and an awareness of the world. Visually we take inspiration from art and culture globally. It shows our mindfulness and how we contribute to the world through being sustainable, humanitarians and fighters for climate justice. We are not limited by geography, we are a brand of the world.

HOUSE OF MARLEY IS - ENERGETIC

Our boldness, colorfulness, and graphic expression, all make up our energy. The life force that is visually apparent throughout the brand's visuals. We vibrate with energy even without being loud and brash.

HOUSE OF MARLEY IS - REAL

Our authenticity should come through all of the senses. Our photography, films, artwork, and verbal expressions. Never overly veneered or plastic, there is a rawness and honesty, an intimacy that invites people to take a closer look.

Collectively, these tenets make up the different facets of House of Marley's visual personality. When someone thinks of what the brand looks like, it should be described as a culmination of these tenets.

BRANDING ELEMENTS

LOGO, LOCKUPS

LOGO
MODERN USAGE

Embracing modern logo usage of the core brand elements, applying the icon and wordmark in fresh ways that retain the equity in the brand recognition.

LOGO ELEMENTS

WORDMARK

The Marley wordmark is built from a modern, condensed sans serif font. It conveys a sense of confidence and power. Used on its own, the name feels sophisticated and elevated.

M A R L E Y

M A R L E Y

LOGO ELEMENTS

ICON

The Marley icon creates a monogram of an M. It is an identifiable signature for the brand, especially when used on product and within digital channels. It should be used as a small graphic signoff within our social icons, thoughtfully integrated on products, and within collateral layouts.

Note: The ® symbol must always accompany the Marley icon when using it in print or online.



LOGO USE

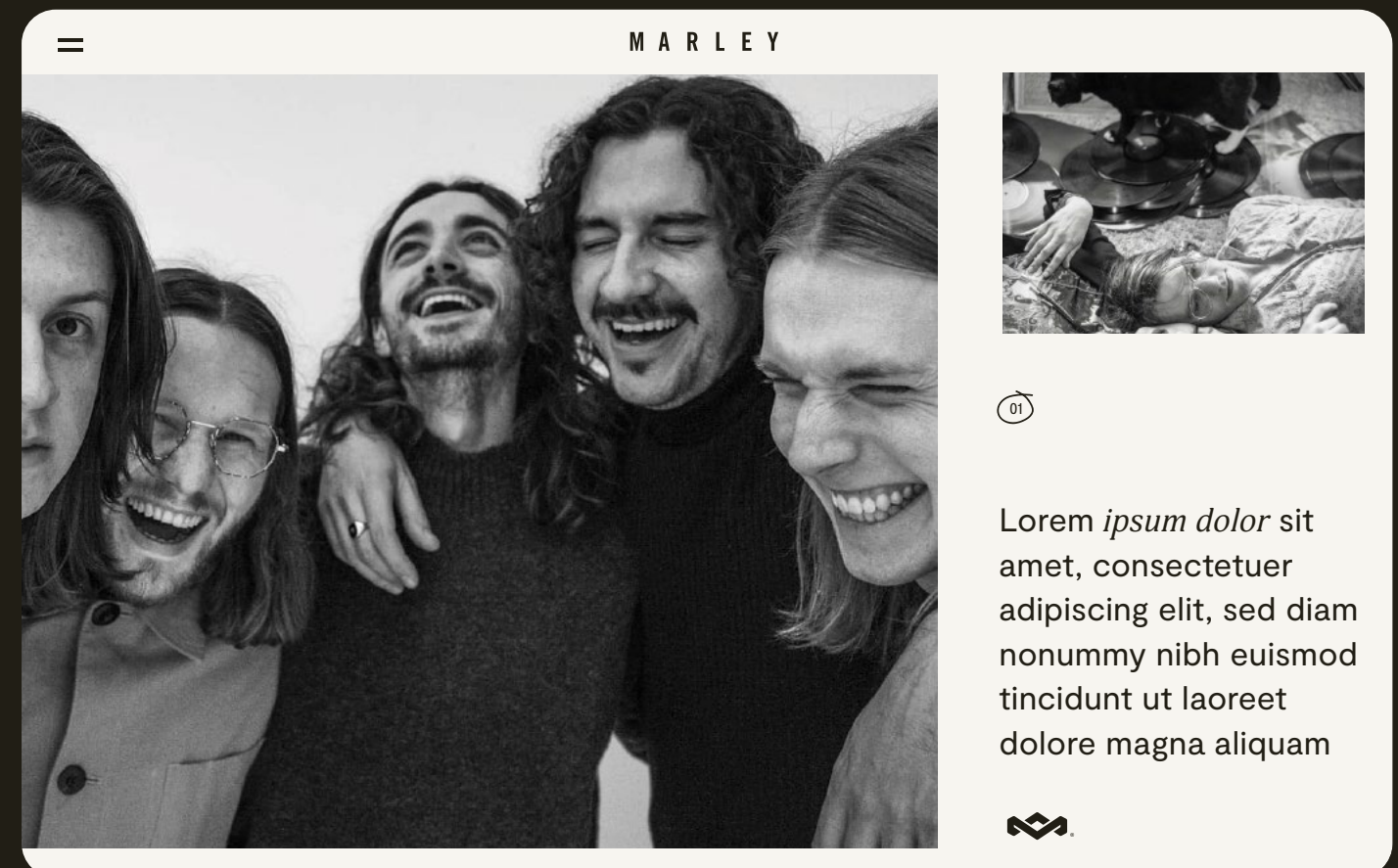
USING THE ICON AND WORDMARK INDEPENDENTLY

The Marley wordmark and icon may also be separated within layouts, but must always appear together. The spacing will be dependent on execution and mediums.

This is to be used when a more editorial approach is desired within a layout. It allows for the icon to be used as a considered signoff, and does not always need to be locked up directly with the wordmark.

MARLEY

Ut repudi od quae. Ectiore sus de preposandis dis
idis dolorep ereped enis di occabor ma audam cum aut
eostincium ipsapid modiat. Ad quia venda iur? Feritat
de laboreius est. Onse premodi rendi debit exces eatur
aciis rent voluptas etum velignatecat eum suntus mo
torempore rem. Et late lauditem doloreperrum.



LOGO LOCKUPS

The new logo lockups apply the elements in a fresh way that feels modern and sophisticated. The icon in the vertical lockup is smaller, feeling more balanced and less heavy. The icon in the horizontal lockup has a bit more space and breathing room.

**M A R L E Y**

LOGO USE

COLOR APPLICATION

In print and digital applications, the logo elements should primarily appear in the brand Cloud and Charcoal.

The logo may never be filled with an image, lessened in opacity, or any other colors applied.

Note:

There may be limited applications where solid black or white may need to be applied.



PHOTOGRAPHY

PEOPLE, PLANET, PRODUCTS

PHOTOGRAPHY — PASSIONATE PURPOSE

Evolving the brand photography to tell deeper stories, global stories, with depth and meaning that go well beyond product. Bringing more passion and taking cues from music and editorial photography to evolve from pleasant lifestyle photography, to photos of passionate purpose.

VISUAL TENETS

There are 5 elements that make up the House Of Marley brand photography.

PORTRAITURE

Brand interviews, influencers, creators, and others whose authentic stories should be told by the brand. Sharing stories of those who today embody Bob's ethos.

GLOBAL STORYTELLING

We will show people in real and authentic ways and across the globe. Like music we are not limited to one genre or region. We will showcase people of all walks of life across the planet.

THE POSITIVE IMPACT OF MUSIC

With our unique DNA in Music, we will highlight the forefront of that culture by capturing musicians, their work, and those that it affects.

NATURE

An integral part of our story, it has inspired what we design, protect, or unique connection to the planet and one another.

PRODUCT

Showing that our products are objects of intention.



PEOPLE



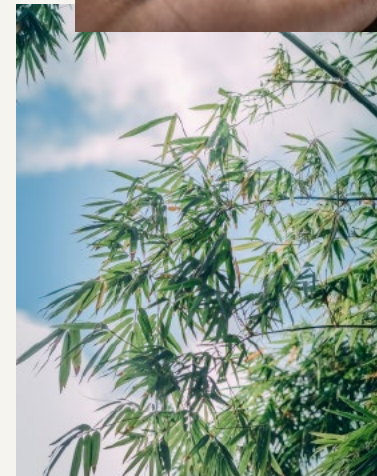
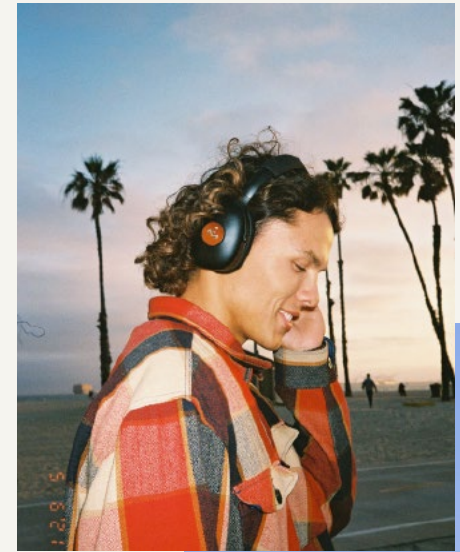
PLANET



PRODUCTS

PHOTOGRAPHY

Editorial style images showing people interacting authentically with our products — juxtaposed with images of nature, both close-up textures and wider establishing shots.



PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY



EDITORIAL LIFESTYLE ANGLES



TIGHT NATURE TEXTURES

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY



PEOPLE

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

SUBJECT 01 - PORTRAITS OF ACTION

Portraiture is an integral part of storytelling. Capturing people in an editorial style. As a brand we will tell authentic stories about humans who are impacting music, culture, creativity, and community.

SUBJECT 02 - REAL GLOBAL STORIES

Real people in a global setting. These images should feel like street captures or images found by globally leading publications. These can be capturing people using products, or telling their unique stories.



MOVEMENT IN POSES WITH DYNAMIC PERSPECTIVES AND FRAMING

CONTEXTUAL - BACKGROUND TELLS A STORY

DIVERSE AND VARIED MODELS AND STORIES

EMOTIONAL AND INTIMATE



GLOBAL STREET CAPTURE STYLE

AUTHENTIC AND RAW

CONNECTION TO PLANET

CULTURAL RECOGNITION

PEOPLE PHOTOGRAPHY GUIDELINES

01. Natural Lighting - day or night
02. Indoor settings that create a sense of intimacy someones house, a music studio, a creative workspace, etc. Studio is acceptable if lighting creates a sense of space.
03. Outdoor settings that emphasize our sustainable impact
04. Black and white film for direct music reference, or full color digital capture.
05. Film when possible for added texture and realism.
06. Highlighting product in use authentically - headphones in ears, sitting near record player, etc.



PEOPLE

SUBJECT 03 - POSITIVE IMPACT OF MUSIC

Referencing the use of black and white film that often captures concerts and musicians. We will shoot the positive impact of music beyond the musicians to see inside their homes, their families and friends, the fans, music collectors, audiophiles, and beyond.



MUSICIAN SPOTLIGHT



INTIMATE SETTINGS



MUSIC COMMUNITY



IMPACT ON HUMAN EMOTIONS

SUBJECT 04 - BOB MARLEY

Photos that represent Bob's ethos. His spirit of activism and action. Intimate moments of family and love, and positive energy. The photos of Bob should be used with reverence. They should not be overused on social media or within campaigns. Instead, there should be key identifiable moments where Bob's likeness should make an appearance.



ACTIVISM



REBELLION



INTIMACY AND POSITIVITY

BOB MARLEY PHOTOGRAPHY GUIDELINES

01. When speaking about the brand's history and DNA on website and within decks. Sparingly on Social Media as a moment of reverence for where House Of Marley has its origins.

02. Modern day fulfillment of Bob's ethos in modern culture and events. Joining the conversation on current events that embody his ethos in modern times. His likeness could sparingly be used on social or written pieces to strengthen the conversation.

NOTE: Photos should only be altered to increase clarity. No treatments or filters should be added to them. They may be placed with layouts if needed.






POP Example: Bob in Black and White



POP Example: Bob in Color




EARTH STRONG

To celebrate Bob Marley's birthday take *25% off* sustainably crafted turntables, earbuds, and speakers at houseofmarley.com
Sale ends 1/31 at 11:59pm EST.

MARLEY

AD Example: Bob in Black and White



EARTH STRONG

To celebrate Bob Marley's birthday take *25% off* sustainably crafted turntables, earbuds, and speakers at houseofmarley.com
Sale ends 1/31 at 11:59pm EST.

MARLEY

AD Example: Bob in Color



Lifestyle Example: Bob's image within the image

PLANET

SUBJECT 01 - OUR CONNECTION

Nature as a grounding element for the brand. We will show the planet that we are inspired by and inspired to leave a positive impact on. This can be showing forests, rivers and landscapes that are impacted by our sustainability efforts, or places that have a deep tie to cultural stories we are telling. These photos will be used within layouts to build context for storytelling and add depth. These will appear on social media, print collateral, and beyond.

SUBJECT 02 - MATERIALS

Highlighting materials through photography by capturing them in a natural way. Showcasing materials in layouts with product, as well as capturing macro shots of the materials up close integrated into products. The raw materials should also be captured in nature.

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

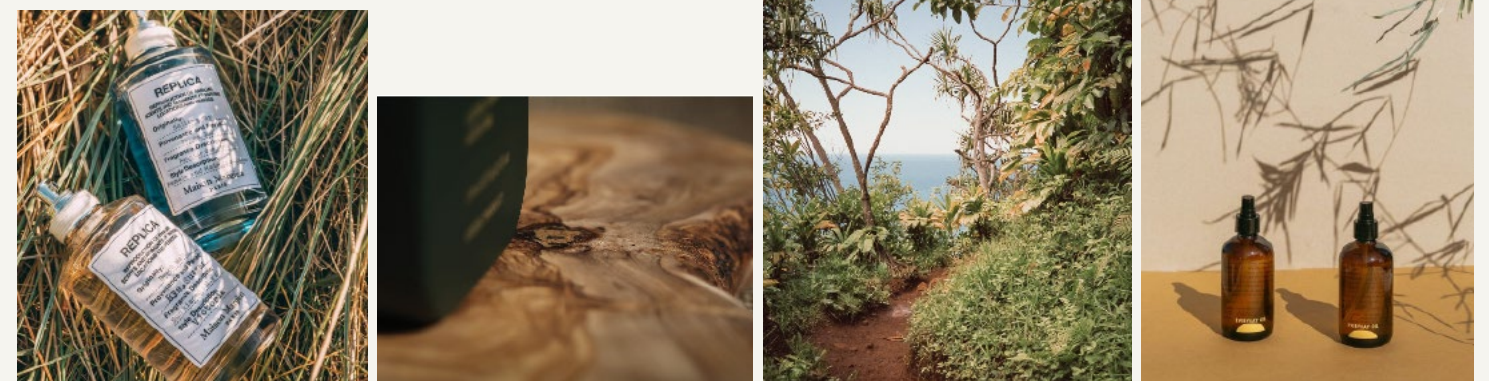


NATURAL SETTINGS

LANDSCAPES SHOWCASING IMPACT

MATERIALS

PEOPLE CONNECTING WITH NATURE ON A GLOBAL SCALE



ARTFUL STILL LIFE LAYOUTS

MATERIAL MACROS

MATERIAL ORIGINS AND IMPACT

RAW MATERIAL INTEGRATION

PLANET PHOTOGRAPHY GUIDELINES

01. Outdoor settings that emphasize our sustainable impact — the places we seek to protect.
02. Our materials - showing the raw materials that make up our sustainable products.
03. People and our connection to the planet.
04. How House of Marley products are being used by people in these settings.
05. Products in natural light.
06. Materials integrated into still life.



PRODUCTS

SUBJECT 01 - HERO STILLS

Honoring our products by highlighting the high standard of design upheld by the brand. These are objects of reverence, pieces that people want to view as something representative of their standards. Product photography should reflect life and what they impact. It is important to show beyond the use case to the materiality and design detailing. Highlighting the sustainability element of our products.



ARTFUL STILL LIFE



RAW MATERIAL INTEGRATION



PRODUCT IN USE BY PEOPLE



PRODUCT AS DESIGN ELEMENT IN SPACE



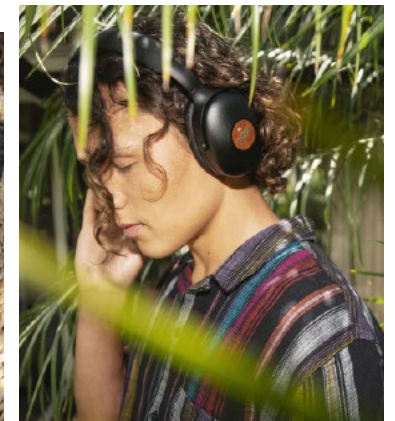
VIGNETTED PRODUCT ON PEOPLE



PRODUCT ENJOYMENT



PRODUCT IN USE IN NATURE



INTIMATE CLOSE UP

SUBJECT 02 - INTIMATE CLOSE-UPS

Highlighting the product on models in an intimate and authentic way. The products should be shown aspirationally, integrating into fashion and lifestyle.

PRODUCT PHOTOGRAPHY GUIDELINES

01. Products in natural light or soft light in model use.
02. Materials integrated into still life.
03. Products in home and other use applications. Home setting should feel aspiration and authentic.
04. How House of Marley products are being used by people in these settings.
05. Hero stills macro shots of products should be shot digitally or rendered when showing intricate product detailing.
06. Product vignettes that highlight in use.
07. Authentic and natural modeling or products. Never overly stylized or contrived.



TYPOGRAPHY

FONTS

TYPOGRAPHY — DIVERSE AND EXPRESSIVE

Typography is an essential design element for the brand visual personality. The fonts not only communicate verbally, but also visually in the way that they are selected and composed. As the brand evolves, so should the fonts to address new cultural conversations and brand expressions. Rooted in the brand story, these new fonts allow for greater design expression that moves fonts from just being a piece within a layout, to being integral for expression. We want every piece of the House of Marley brand, including its fonts, to tell a story.

GT SPECTRA

HEADLINES, PRODUCT NAMES

Rule:

- ALWAYS CAPITALIZED

Adonis
Adonis Italic

Sub headlines, *SECONDARY PRODUCT NAME*

Rule:

- Always capitalized when used in product name
- Example of product name: GET TOGETHER *XL*

Moderat
Moderat Medium
MODERAT CONDESED MEDIUM

Body Copy

Rule:

- Use Moderat for Body Copy
- Moderat Medium to bold a specific word or phrase
- MODERAT CONDENSED MEDIUM FOR TOP NAV LINKS

HEADLINE & PRODUCT NAME FONT

GT SECTRA

GT Sectra is a contemporary serif typeface combining the calligraphy of the broad nib pen with the sharpness of the scalpel knife. It was originally designed for use in a long-form journalism magazine.

BRAND PURPOSE

GT Sectra is a brand font that communicates a level of editorialism when we speak about taking action and making change. It feel sophisticated and upmarket, like our brand and product. Within layouts it creates a diversity and clear distinction between it and the other brand fonts around it.

FONT WEIGHTS & STYLES:

GT SECTRA REGULAR



SECONDARY FONT

Adonis

A character rich font with a smooth elegance. Its characters have slightly oblong proportions, with rounded serifs and generally soft letterforms. Feels like something that might be found within music artwork.

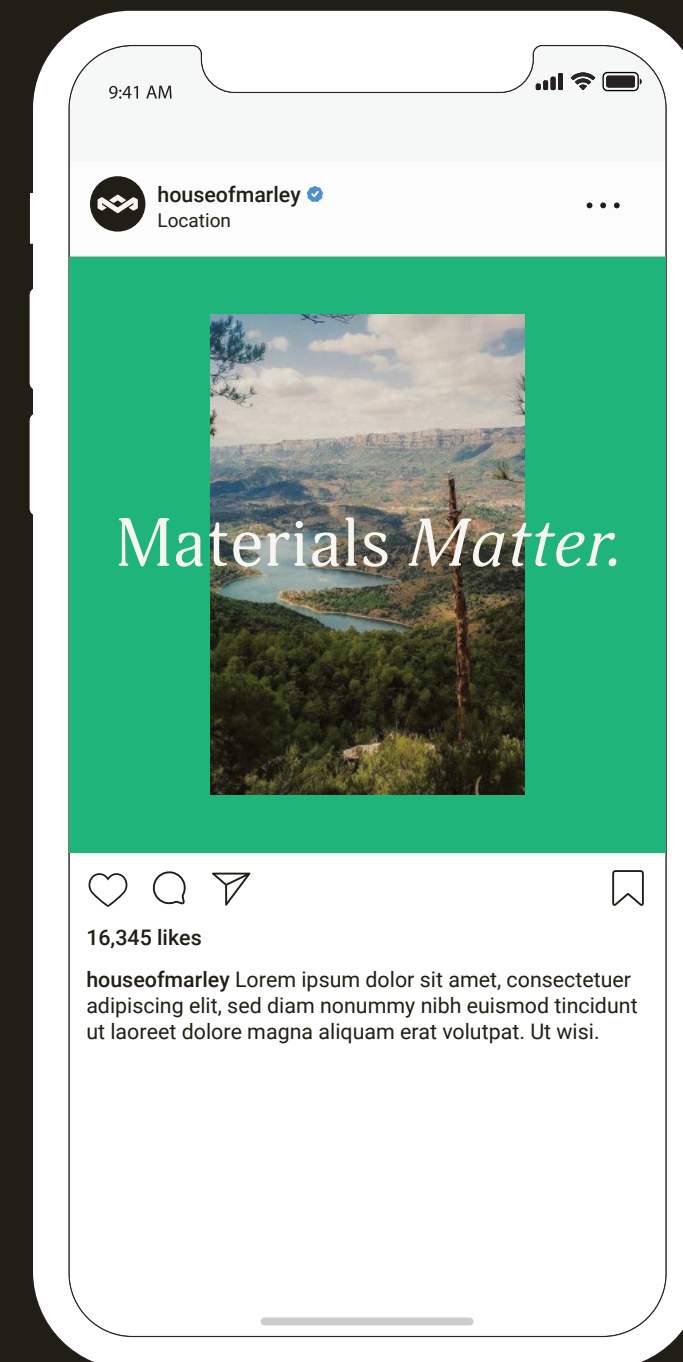
BRAND PURPOSE

Adonis adds a softness that GT Sectra does not have. A quieter confidence, while still creating a great sense of artistry within layouts. A font that references the use of serif fonts in music album artwork and beyond.

FONT WEIGHTS & STYLES:

ADONIS REGULAR

ADONIS ITALIC



BODY COPY FONT

Moderat

Moderat is a contemporary font characterized by a combination of geometric shapes and some edgy accents. The subtle notches and curves create an editorial, intellectual and sophisticated quality without being distracting or complex.

BRAND PURPOSE

Moderat is the core brand font. It allows for House of Marley's words to be clearly read and understood, while infusing a sense of creative personality. It will allow the brand to express its DNA and future facing actions in a fresh and modern way that will remain timeless.

FONT WEIGHTS & STYLES:

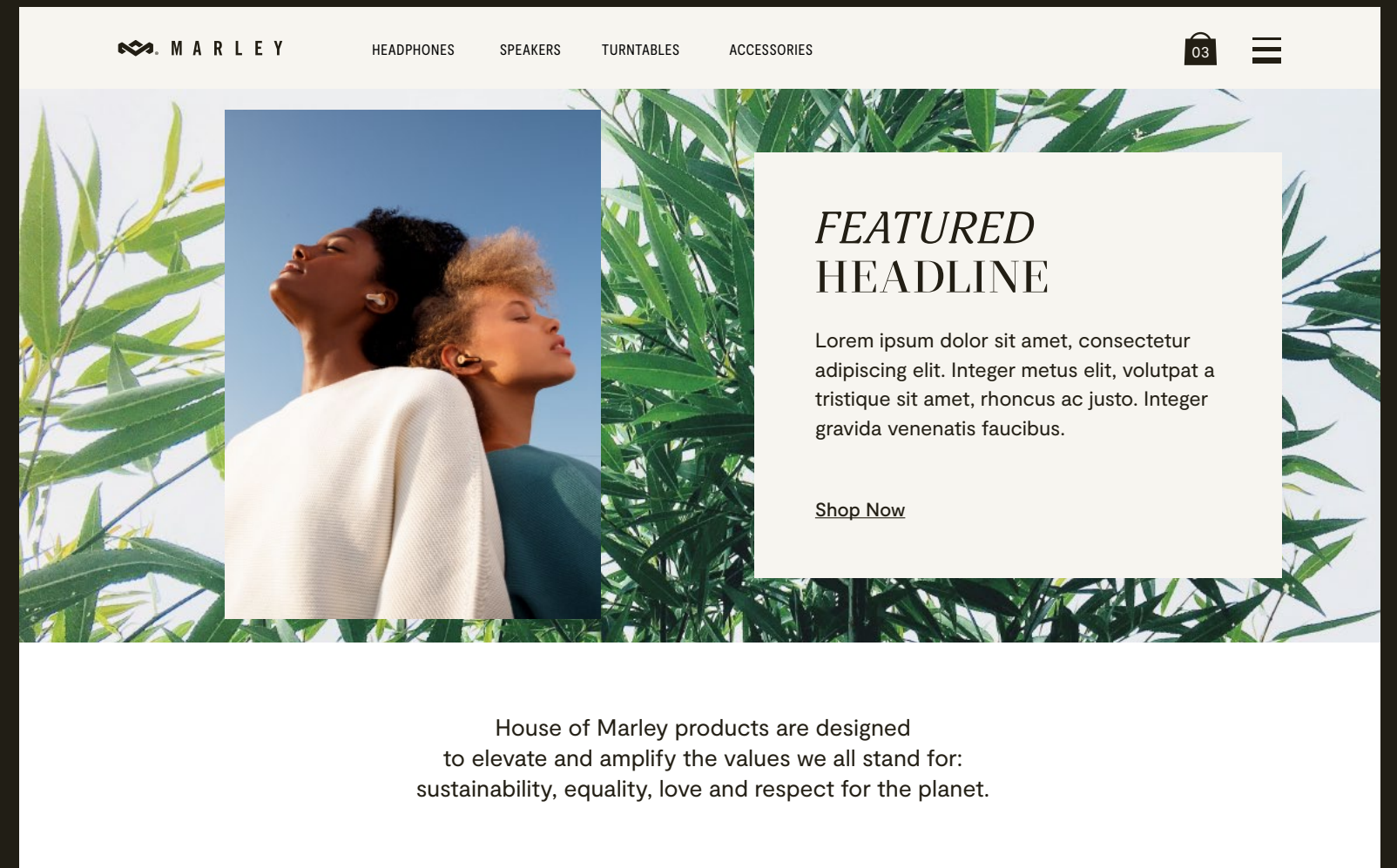
MODERAT REGULAR

MODERAT MEDIUM

MODERAT CONDENSED REGULAR

MODERAT CONDENSED MEDIUM

MODERAT CONDENSED BOLD



LAYOUT AND HANDLING

The brand fonts may be used in a variety of applications to communicate a deeper level of storytelling for the brand.

A. OFFSET VERTICAL ALIGNMENT

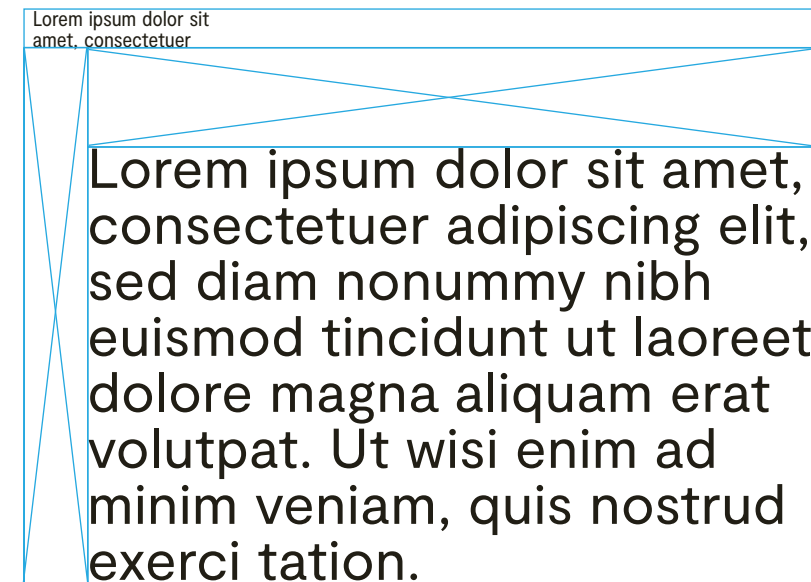
Positioning type elements at varied alignments along the grid to create movement.

B. MUSIC STAFF HORIZONTAL ALIGNMENT

Moving type horizontally offset on the grid, inspired by notes within a staff in sheet music. This creates a unique flow within the type layout.

C. COLOR USAGE

Using Lush or Sherbet to highlight certain words within type layout.



RADICALLY			HIGH	
		CONSCIOUS		DESIGN

LOREM *IPSUM*

Consectetur adipiscing elit. Integer mattis metus leo, et eleifend **neque suscipit vel**. Ut nec sagittis tellus. Ut convallis sodales tempus. **Duis pellentesque nec est id dictum**. Suspendisse ut ullamcorper metus.

LAYOUT AND HANDLING

The brand fonts may be used in a variety of applications to communicate a deeper level of storytelling for the brand.

D. FONT COMBINATIONS WITHIN PARAGRAPHS

Approaching font combinations like global music, mixing and pairing the brand fonts together to emphasize certain elements within the copy. This is especially applicable in short social posts and storytelling content where typography is the primary focus.

Persons Name
 ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed
 diam nonummy nibh
euismod tincidunt

Lorem *Ipsum*

Consectetur adipiscing elit. Integer
 mattis metus leo, et eleifend neque
 suscipit vel. *Ut nec sagittis* tellus.
 Ut convallis sodales tempus. Duis
 pellentesque nec est id dictum.
Suspendisse ut ullamcorper metus.

COLORS

CORE PALETTE, HERITAGE COLORS

COLOR — DNA REFRESH

An evolution on the brand color palette.

Evolve core brand colors to create an ownable, fresh palette that references our history with Bob Marley, while taking the brand into the *future*.

We will do this by leveraging a new color palette while using our heritage colors on product, and enhancing their graphic impact in a modern way.



Colors that *excite* and elevate.



The palette is positive and bright. Inspired by nature and curated for maximum expression. It feels sophisticated and fresh.

BRAND COLORS

BRAND COLORS

BRAND COLORS

BRAND COLORS

BRAND COLORS

BRAND COLORS

BRAND COLORS

BRAND COLORS

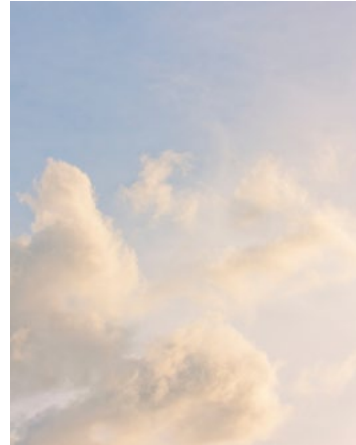
NEUTRAL COLORS - SOPHISTICATED AND CONFIDENT

Connected to textures found in global cities around the world. Timeless, classic neutrals that ground the palette and add a sense of confidence and sophistication for the brand.

BRIGHT COLORS - FRESH AND INVITING

Inspired by nature; the green and orange tones are colors that can be found in the lush landscape of Jamaica. They inspire positivity and radiate freshness. They are eye catching and ownable colors for the brand that create a distinct feel from other Marley licensed brands while referencing our roots.





CLOUD

A creamy off white tone that references the airy atmosphere. Open and inviting, like the House of Marley brand.

Clean and bright, it sets the backdrop for communication. It's subtle warmth adds a dimensionality not found in a bright white. A color that connects from nature to modern interior design, where our products can be found.

CMYK - 2 2 4 0
RGB - 247 245 240
HEX - f7f5f0

OVERALL BRAND USAGE: 100%



WHITE

A tonal accent when paired with the cloud, the white on cream creates a sophisticated tonal shift.

A bright white that balances the warmth of the cream when used together.

CMYK - 0 0 0 0
RGB - 255 255 255
HEX - ffff

OVERALL BRAND USAGE: 30%

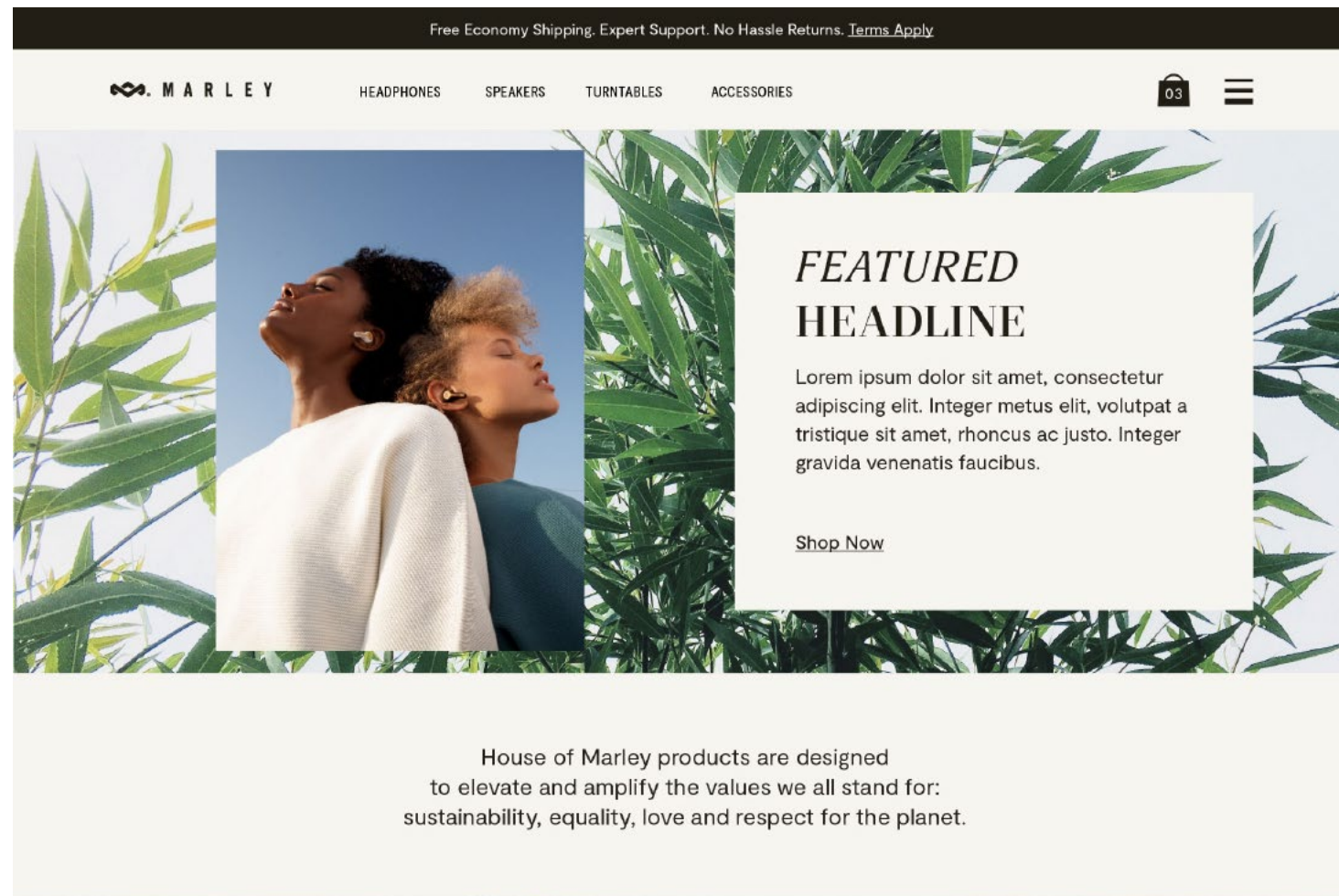
CLOUD COLOR USAGE

BRAND COLORS

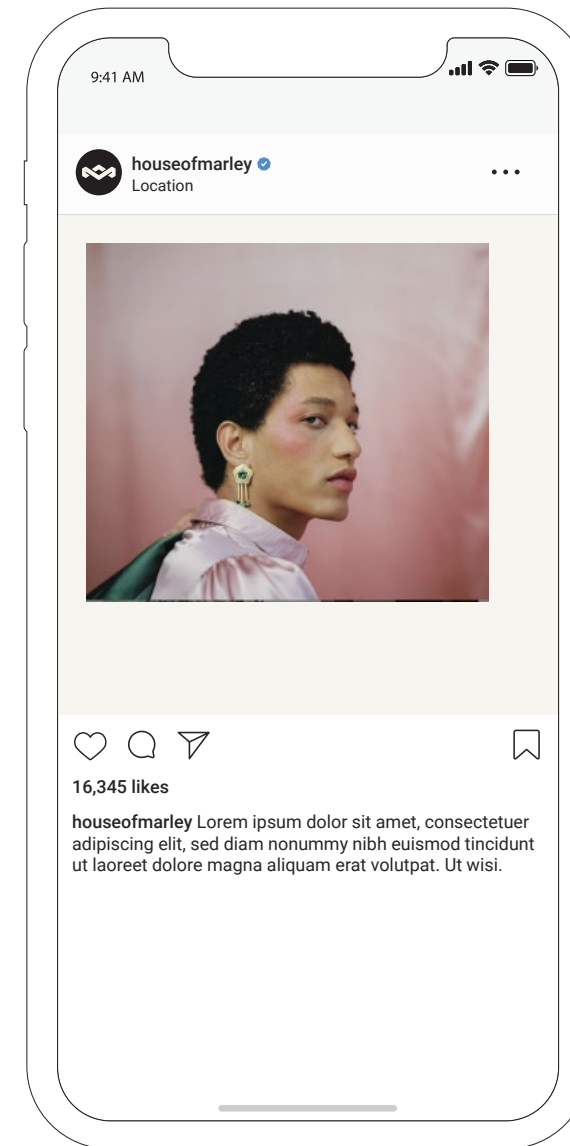
BRAND COLORS

BRAND COLORS

BRAND COLORS



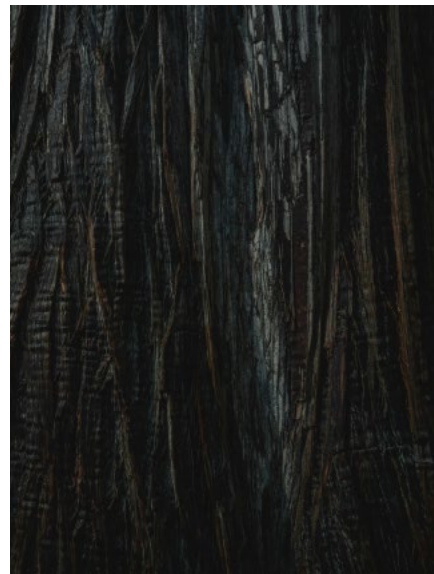
CLOUD AS LARGE SCALE BACKGROUND COLOR ON WEBSITE



CLOUD AS FRAMING BACKGROUND COLOR BEHIND IMAGE ON SOCIAL



CLOUD AS HOPE PATH GRAPHIC AND AS TYPOGRAPHY COLOR



CHARCOAL

A rich black with subtle warm undertones. There is an edge to it that references our rebellion and strength.

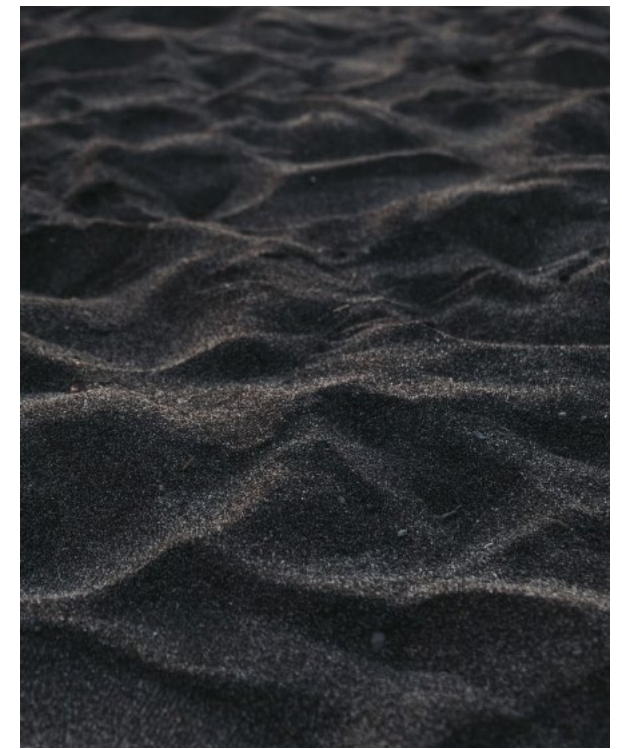
The brand is positive and uplifting. It should be balanced by the charcoal as a background color and typography color, but never weighed down by it. It should be used when drama and impact are needed. Lead with cloud as the dominant background color.

CMYK - 66 63 73 78

RGB - 33 30 21

HEX - 211e15

OVERALL BRAND USAGE: 50%



CHARCOAL COLOR USAGE

BRAND COLORS

BRAND COLORS

BRAND COLORS

BRAND COLORS



CHARCOAL AS TYPOGRAPHY



CHARCOAL AS BACKGROUND COLOR



TAUPE

Inspired by the wood and natural tones found in House of Marley products. Taupe is a balanced, warm color that adds depth.

The taupe color is a warm color that should be used only in backgrounds. It adds a soft, sophisticated background for photography, copy, and graphics.

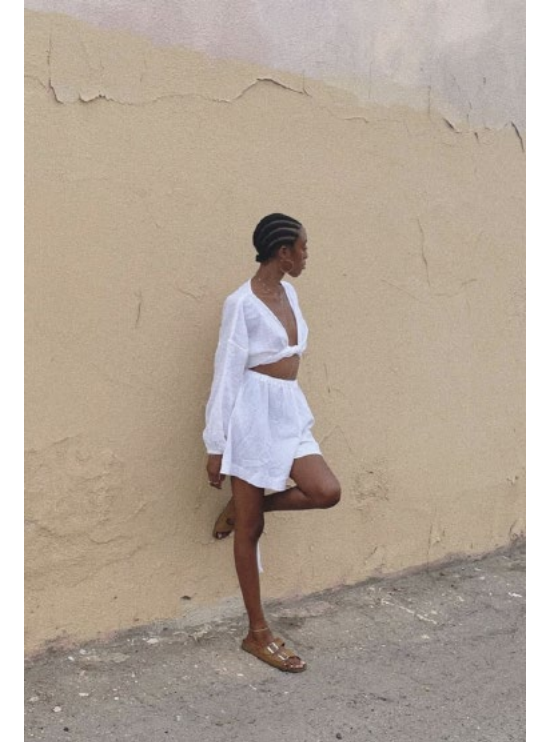


CMYK - 12 18 31 0

RGB - 223 203 176

HEX - dfcbb0

OVERALL BRAND USAGE: 15%



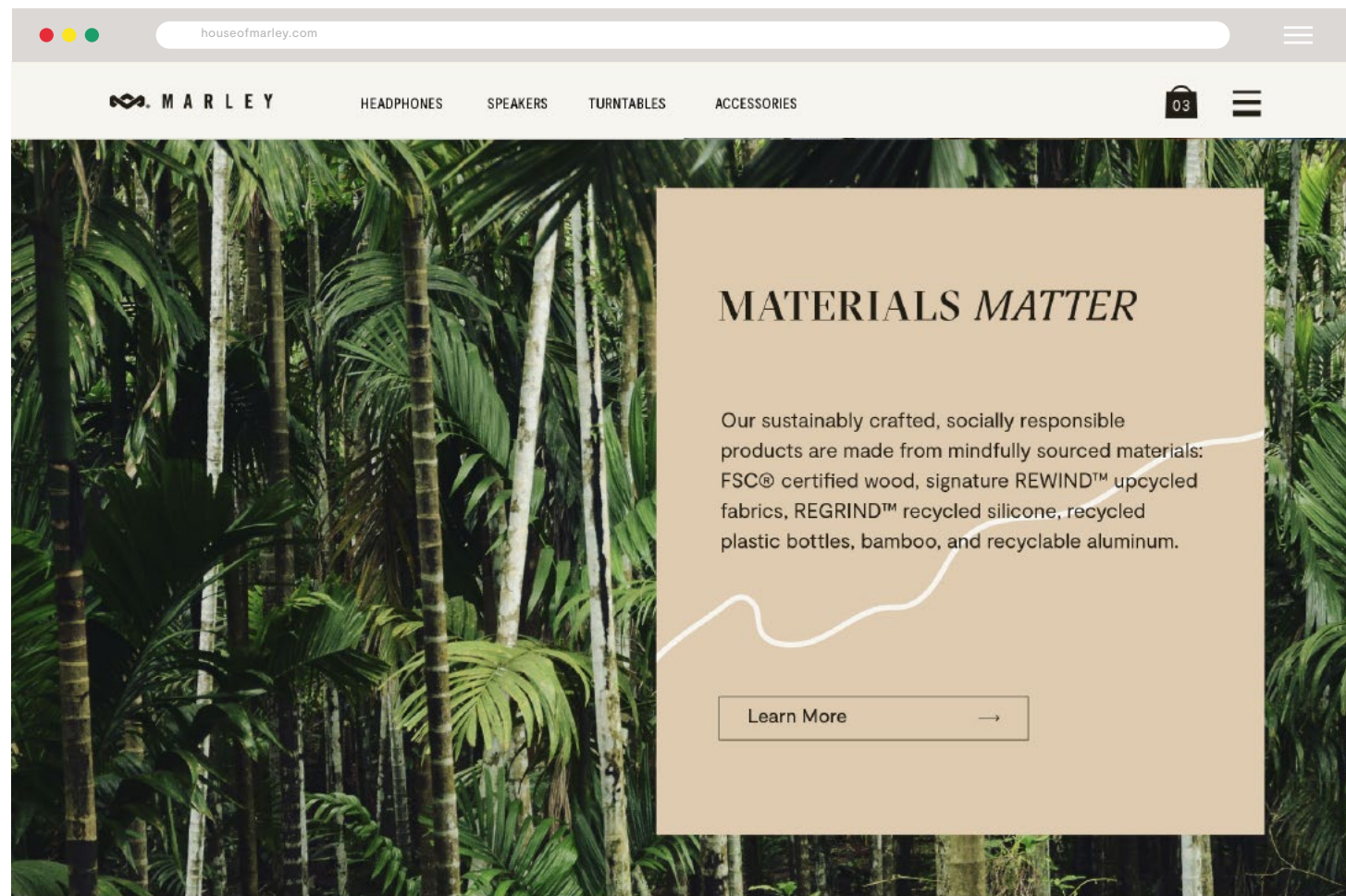
TAUPE COLOR USAGE

BRAND COLORS

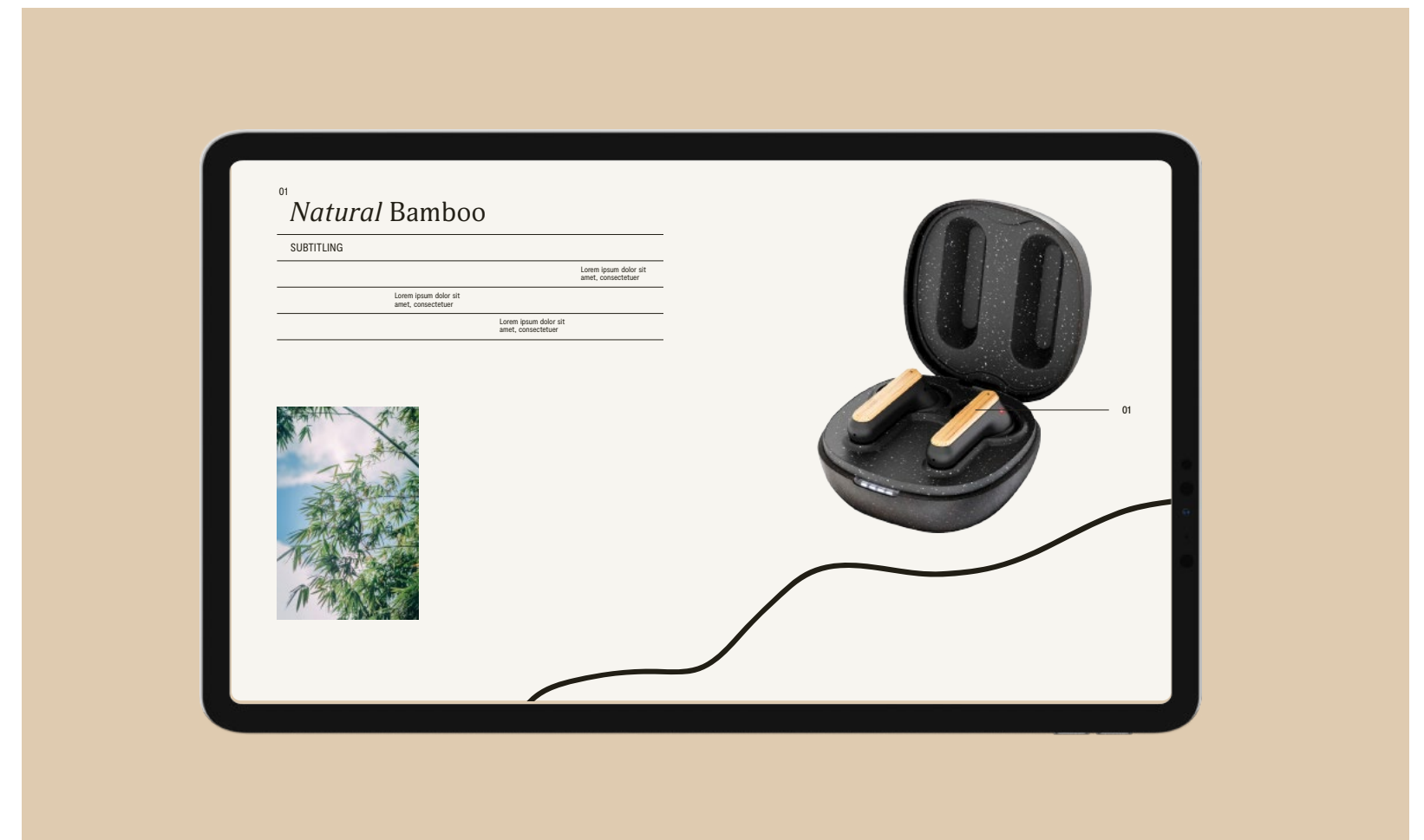
BRAND COLORS

BRAND COLORS

BRAND COLORS



TAUPE AS ACCENT BACKGROUND COLOR ON WEBSITE



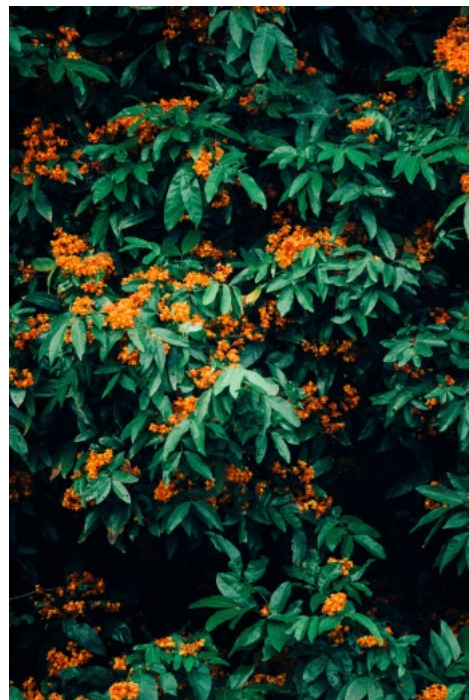
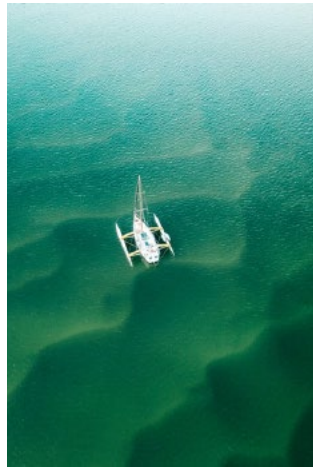
TAUPE AS ACCENT BACKGROUND COLOR ON DIGITAL MOCKUP

BRAND COLORS

BRAND COLORS

BRAND COLORS

BRAND COLORS



LUSH

Inspired by nature – the flora and plant life. A lush, vibrant color. This brightness creates a crisp and fresh feeling.

An evolved expression of our DNA that references the palm trees and jellies of Jamaica. The lush color may be used when a fresh vibrancy is desired in a layout. It may be used as a background color, typography on a high contrast background, and in graphics.

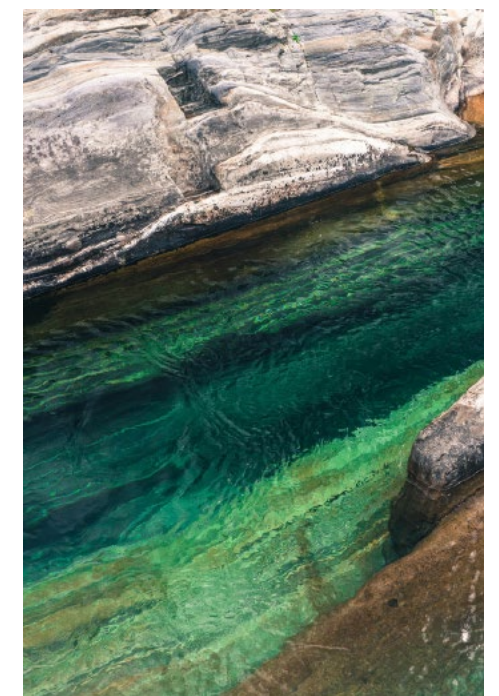
CMYK - 76 0 71 0

RGB - 31 180 122

HEX - 1fb47a

Pantone - 2250C

OVERALL BRAND USAGE: 20%



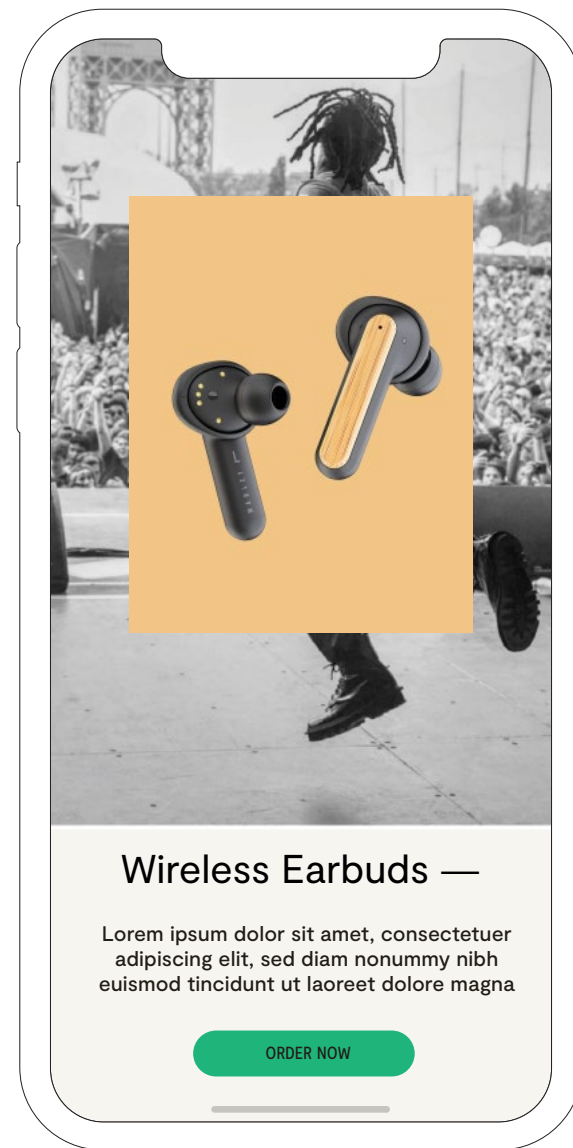
LUSH COLOR USAGE

BRAND COLORS

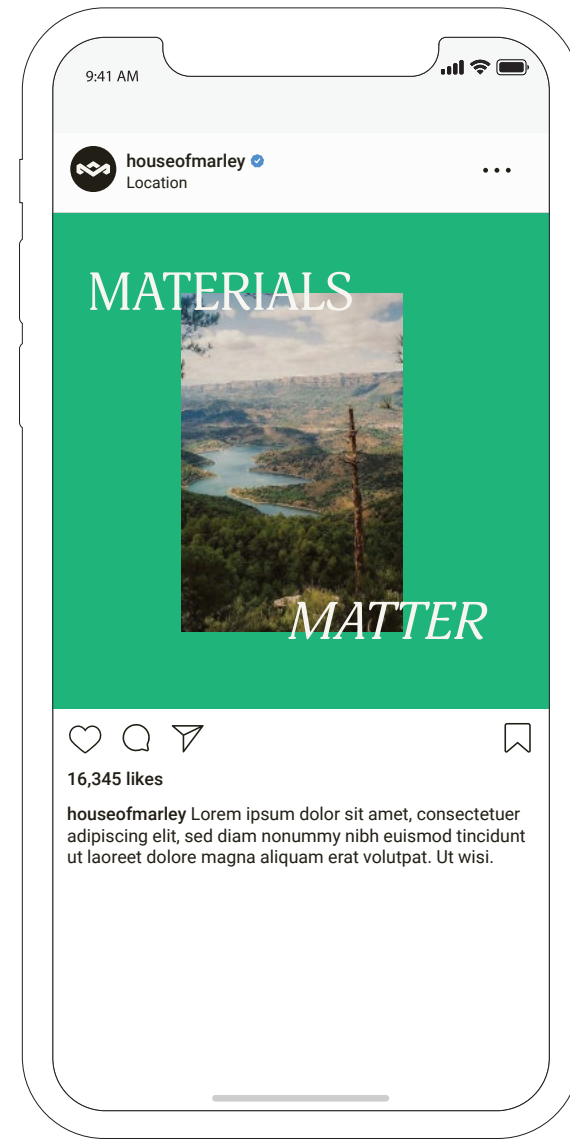
BRAND COLORS

BRAND COLORS

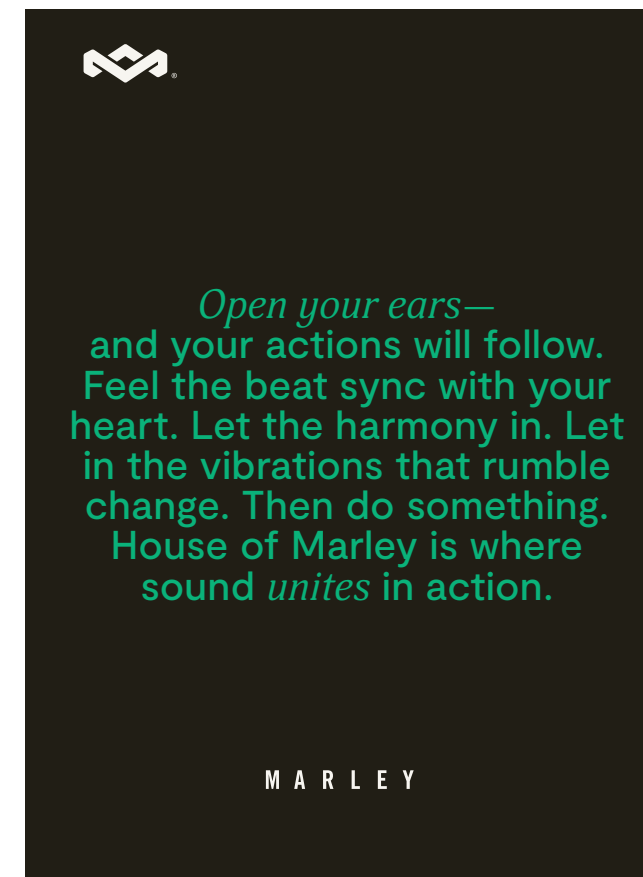
BRAND COLORS



LUSH AS A CTA BUTTON



LUSH AS A FRAMING BACKGROUND COLOR



LUSH AS TYPOGRAPHY

EVOLVED

HERITAGE COLORS



The Primary Heritage Colors will continue to stand true on product applications within the flag lockup.

HERITAGE FLAG APPLICATION

BRAND COLORS

BRAND COLORS

BRAND COLORS

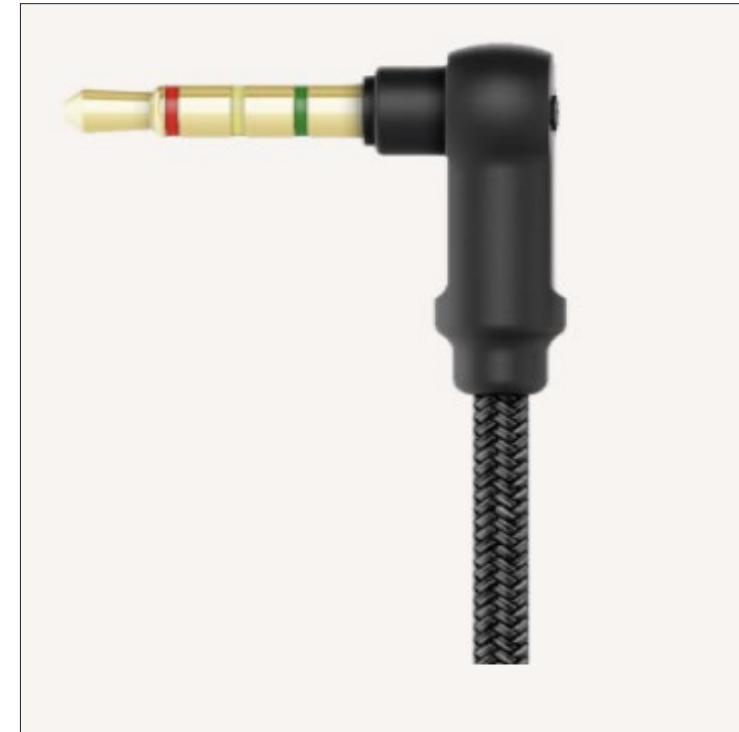
BRAND COLORS



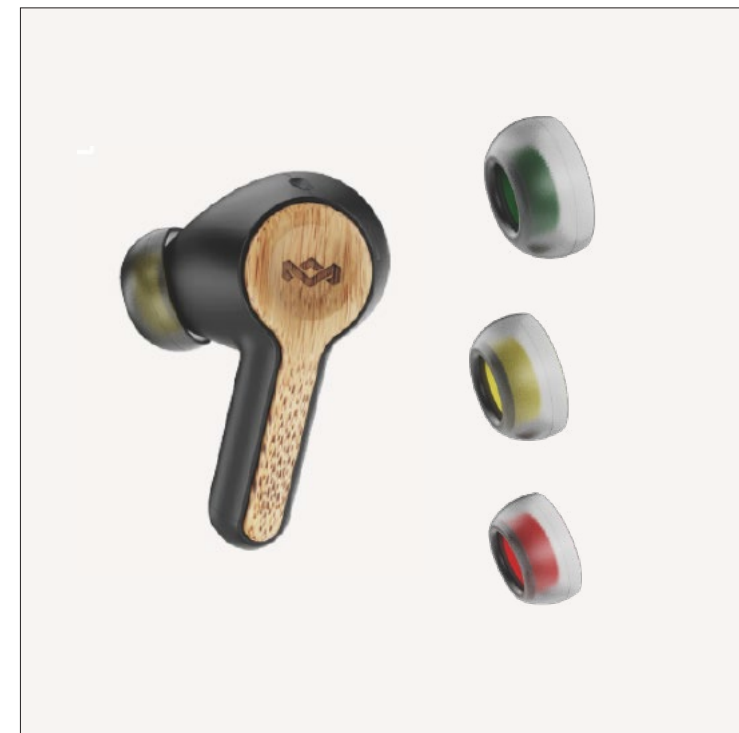
TONE ARM HERITAGE FLAG APPLICATION



DUST BAG



AUX CABLE



EAR TIPS



M A R L E Y

THANK YOU.