

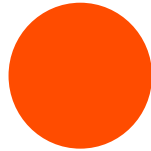


Brand Style Guide



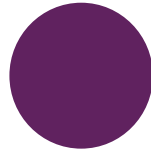
PRIMARY BRAND COLORS

Our brand colors listed in Pantone, CMYK, RGB, and HEX color formats.



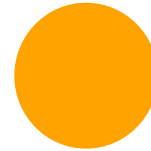
**MARATHON
ORANGE**

PANTONE	1655C / 021U
CMYK	0, 79, 100, 0
RGB	255, 76, 0
HEX	#ff4c00



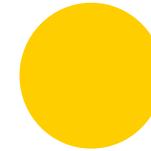
**MARATHON
PURPLE**

PANTONE	242C / U
CMYK	32, 100, 11, 41
RGB	128, 34, 95
HEX	#60225f



**MARATHON
GOLD**

PANTONE	137C / U
CMYK	0, 41, 100, 0
RGB	225, 163, 0
HEX	#ffa300



**MARATHON
YELLOW**

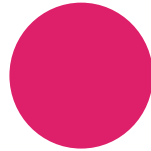
PANTONE	116C / 109U
CMYK	0, 13, 100, 0
RGB	255, 206, 0
HEX	#ffce00

SECONDARY & GRAY SCALE



**MARATHON
MINT GREEN**

PANTONE	573C / 566U
CMYK	30, 0, 20, 0
RGB	180, 230, 215
HEX	#b4e6d7



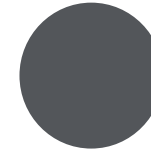
**MARATHON
FUCHSIA**

PANTONE	213C
CMYK	0, 87, 36, 0
RGB	222, 32, 106
HEX	#de206a



**MARATHON
SILVER**

PANTONE	420C / 427U
CMYK	6, 6, 11, 14
RGB	200, 200, 195
HEX	#c8c8c3



**MARATHON
GRAY**

PANTONE	COOL GRAY 11C
CMYK	44, 34, 22, 77
RGB	83, 86, 90
HEX	#53565A



LOGO VARIATIONS

Three logo configurations for general use available. The vertical logo is intended to be used when space is limited and/or formatting suggests. When using the monogram please make sure it is accompanied by the standard or vertical logo to help retain brand recognition.

Standard horizontal logo



Vertical logo



Monogram



COLOR FORMATS

Our logos are available in several color formats to ensure integrity across a variety of reproduction methods.

The Positive Color logo is preferred. 1-color logos are reserved for applications with limited color capabilities.

Reversed Color
(CMYK, PMS, RGB)



Reversed 1-Color White



Positive 1-Color Black





LOGO TREATMENT

Clear Space

Please keep enough clear space around the Marathon Health logo to avoid crowding the mark. Our logo's clear space is defined by measuring the height of the base of the logo symbol and establishing a perimeter around the edges of the logo that is equal to that height.



Logo Misuse

Please avoid the following misuses of all variations of the Marathon Health logo. Always refer to the following guidelines to ensure proper usage and to keep the logo representative of the Marathon Health brand.

Do not stretch, bend, or distort the logo.



Never alter or use non-approved colors.



Avoid using distracting backgrounds.



Make sure the logo is legible and uses high-contrast backgrounds.





ROBOTO

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Roboto Mono Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Roboto Mono Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Dynamic Headline

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Alternate System Font - Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789