

The background image is a blue-tinted photograph of a beach scene. In the foreground, a woven straw hat with a dark band is partially visible. Behind it, a white menu or brochure is lying on a light-colored, textured surface, possibly sand or a towel. The menu features the brand name 'BLUE MARLIN IBIZA' in bold, uppercase letters, followed by a series of dots and the words 'BEACH MENU'.

## Brand Guideline Manual

**BLUE<sup>®</sup>**  
**MARLIN**  
**IBIZA**  
.....

# Introduction

The most important way of expressing our brand is through our identity.

Our brand identity is more than just a badge or a signature. It is how we present ourselves to the world - our public persona.

It tells people who we are and what they can expect from us in terms of quality and service. In short, our identity sums up everything we stand for.

These brand guidelines explain the various elements that make up our identity – what they are, how they fit together, and why it is vital that we use them in the right way. They apply to communication tools such as stationery, signage and literature.

Please ensure that you understand and use these brand guidelines to help apply our identity correctly and consistently.

Your help in doing this is invaluable. Thank you.

# Company Overview

Ideally located on the beautiful bay of Cala Jondal, **Blue Marlin Ibiza** is the most entertaining and avant-garde beach concept in Ibiza. **Blue Marlin Ibiza** is a multi-format beach restaurant, an all-encompassing experience where to enjoy day-to-night dining, beach and music, all in one place.

# Identity

This is the official colour logotype of **Blue Marlin Ibiza**, never redraw, copy or try to replicate the **Blue Marlin Ibiza** logotype.

Always use master artworks.

See master identity artworks for Pantone™, C/M/Y/K and R/G/B versions of master logotype.

These guidelines demonstrate the approved use of the logotype and must be adhered to strictly.

FULL COLOUR MASTER LOGO



# Sub-Branding definition

## BLUE MARLIN IBIZA SUB-BRANDING DEFINITION

Sub-branding can be a location or a service the font to use is "Smudger LET Plain:1.0"

**BLUE**<sup>®</sup>  
**MARLIN**  
**IBIZA**  
.....  
*U.A.E.*

**BLUE**<sup>®</sup>  
**MARLIN**  
**IBIZA**  
.....  
*Los Cabos*

**BLUE**<sup>®</sup>  
**MARLIN**  
**IBIZA**  
.....  
*Hotel*

# Variations

FULL COLOUR MASTER LOGO ON DARK BACKGROUNDS



MASTER LOGO ON DARK AND LIGHT BACKGROUNDS



# Variations

FULL COLOUR HORIZONTAL LOGO

**BLUE** MARLIN **IBIZA**<sup>®</sup>  
.....

# Variations

HORIZONTAL LOGO ON DARK AND LIGHT BACKGROUNDS



**BLUE** MARLIN **IBIZA**<sup>®</sup>

A horizontal logo on a solid black background. The word "BLUE" is in a bold, blue, sans-serif font. "MARLIN" is in a white, bold, sans-serif font. "IBIZA" is in a bold, white, sans-serif font with a registered trademark symbol (®). Below the text is a horizontal line of 20 small blue dots.



**BLUE** MARLIN **IBIZA**<sup>®</sup>

A horizontal logo on a solid black background. The entire text "BLUE MARLIN IBIZA" and the registered trademark symbol (®) are in a bold, white, sans-serif font. Below the text is a horizontal line of 20 small white dots.



**BLUE** MARLIN **IBIZA**<sup>®</sup>

A horizontal logo on a white background, enclosed in a thin black rectangular border. The text "BLUE MARLIN IBIZA" and the registered trademark symbol (®) are in a bold, black, sans-serif font. Below the text is a horizontal line of 20 small black dots.



# Variations

HEART LOGO



DEGRADE COLOUR:



# Exclusion area

The exclusion zone is the minimum area around the logotype that must remain clear of typography or any other graphic device.

The measurement is calculated by using the width of the letter “B” of the **Blue Marlin Ibiza** logotype. The formula for the exclusion zone is shown here and applies to all sizes and versions of the logotype.



# Minimum size

To ensure legibility and allow for ease of recognition, the logotype should never be reproduced any smaller than 0.5cm in width. There is no maximum size the logotype can be reproduced - but please use designer discretion in relation to the document size. Always use master artworks.



# Incorrect usage

The **Blue Marlin Ibiza** logotype has been professionally designed and has been carefully considered to be the perfect solution for the companies brand positioning. It is vital that the identity is consistent at all times and across all media.

Always use master artworks.

Under no circumstances should the logotype be ever tampered with, redrawn, copied, stretched, beveled, distorted, skewed, coloured differently, separated etc.



Never change de colours



Don't try create different lockups



Never use crazy perspective effects



Don't use any bevels



Never mess with the size and proportions



Don't use any weird lighting filters, no matter how cool you may think they are



Never distort the logotype



Don't use skew or use the logotype on silly angles

# Typography

When typesetting in English, **Helvetica Neue LT Std 57 Condensed** and **Helvetica Neue LT Std 77 Bold Condensed** should be used.

When Helvetica Neue is not available the system font Arial Narrow should be used.

**Helvetica Neue LT Std 77  
Bold Condensed**  
Helvetica Neue LT Std 57  
Condensed

# Colours

The corporate colour palette is shown here. Blue and Black are the Blue Marlin Ibiza corporate colours.

Where possible Pantone™ inks should be used. When Pantone™ inks are not available, C/M/Y/K splits should be followed as indicated below. For screen usage the R/G/B values or web-safe reference colours should be used. R/G/B values should be used for all screen based digital media.

2915

PANTONE™ 2915  
C55 / M20 / Y0 / K0  
R109 / G172 / B222

BLACK

PANTONE™ NEUTRAL BLACK  
C0 / M0 / Y0 / K100  
R35 / G31 / B32

# Business Card

When producing the Blue Marlin Ibiza compliments always follow the specification provided. This has been carefully considered and should not be altered, as consistency across all stationery is vital.

Always use the supplied master artworks.

## SPECIFICATIONS

**Size:** W85xH55mm

**Colours:** Pantone™ Neutral Black / Pantone™ 2915

**Paper stock:** Conqueror Smooth/Satin, Wove, High White - 300gsm

## English typography:

Helvetica Neue LT Std 57 Condensed, Helvetica Neue LT Std 57 Bold Condensed



# Email Signature

The email signature should be used on all employee individual email systems.  
Always use the supplied master artworks.

## SPECIFICATIONS

### Colours:

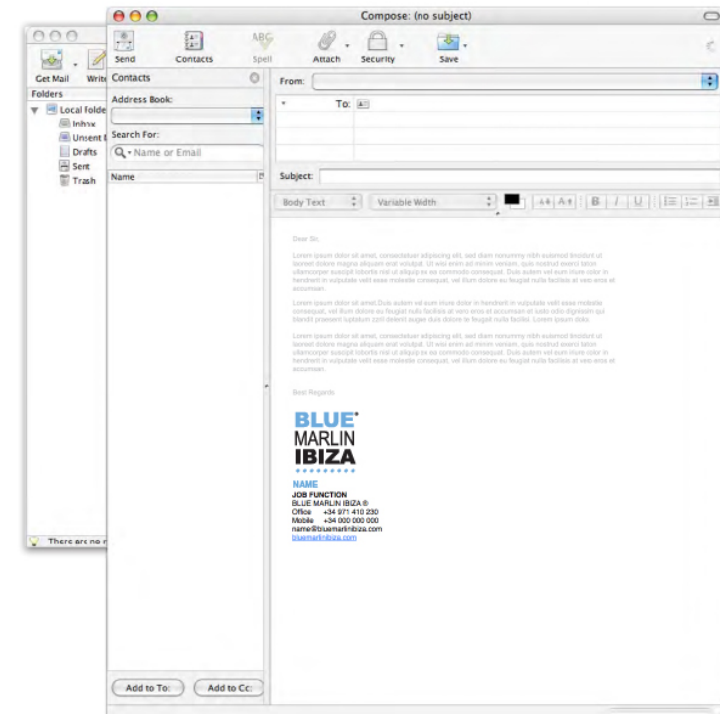
R109 / G172 / B222

#7ab0e0

### English typography:

Helvetica Neue LT Std 57 Condensed

Arial Narrow





# Flyer and Poster

When producing the **Blue Marlin Ibiza** flyers always follow the specification provided.  
Always use the supplied master artworks.

## SPECIFICATIONS

**Flyer size:** W100xH150mm

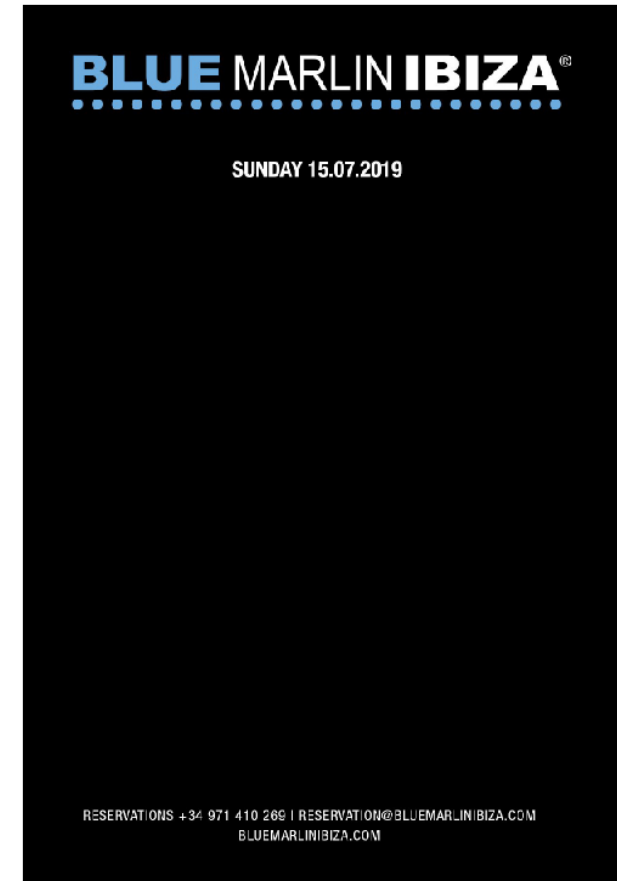
**Poster size:** W420xH600mm

**Colours:** Pantone™ Neutral Black / Pantone™ 2915

**Paper stock:** Recycled paper - 260/300gsm

## English typography:

Helvetica Neue LT Std 57 Condensed, Helvetica Neue LT Std 57 Bold Condensed



A nighttime photograph of a coastal scene. On the left, a dark, rocky cliff rises from the water. The sea is calm, reflecting the lights from the distant shore. On the right, several tall, illuminated structures, possibly lighthouses or towers, stand on the horizon. The sky is dark with a few stars visible. The overall mood is serene and mysterious.

# BLUE<sup>®</sup> MARLIN IBIZA .....

[BLUEMARLINIBIZA.COM](http://BLUEMARLINIBIZA.COM)