
THE MARASTAR SUB-BRAND



EQUIPMENT TIRES & WHEELS

Under the Marastar brand, we offer both air-filled and flat-free tire and wheel assemblies for lawn and garden and commercial/industrial equipment. This includes universal fit and exact match options to accommodate nearly every application.

PREFERRED LOGO USAGE: COLORS AND TRANSFORMATIONS



Preferred logo usage



Background density < 20%



Inverse logo on color or black background fill > 20%



Avoid using the color logo on image or color backgrounds.



If design requires, white logo can be used on images, if contrast is appropriate and logo is easily recognisable.



Best practice is using a white section under the colored logo on images.



Use black logo in B&W materials only.



Use black logo in B&W materials only.



Single color materials only.



ATTENTION!

In all cases the sub-brand logo must be used with the parent-brand logo. (See on page 18.)



Grey logo is to be used in a group with all the sub-brands.



Do not rotate!



Do not distort!

CLEAR SPACE

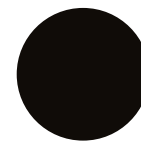


MINIMUM SIZE



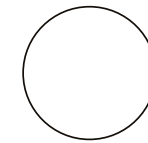
In case of printing: 12 mm / apx 0.5 in
In case of screen: 60 px

PREFERRED COLORS



PANTONE BLACK C

RGB 45, 41, 38
Hex #2d2926
Websafe #333333
CMYK 63, 62, 59, 94



WHITE

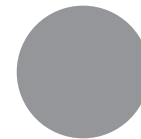
RGB 255, 255, 255
Hex #ffffff
Websafe #fff
CMYK 0, 0, 0, 0



PANTONE COATED 360 C

RGB 106, 182, 81
Hex #6ab650
Websafe #003399
CMYK 63, 0, 84, 0

ALTERNATE COLORS



PANTONE COOL GRAY 7 C

RGB 151, 153, 155
Hex #97999b
Websafe #999999
CMYK 20, 14, 12, 40



PANTONE COATED 661 C

RGB 0, 53, 148
Hex #003594
Websafe #003399
CMYK 100, 75, 0, 6