



marlin

DO NOT DISTURB

New logo

The typography in the new logo has been designed from scratch to match the new fish icon.

The marlin fish is now presented in a more abstract way and embedded in the logo decals.

Considering there are other brands with similar names such as Marlins (<https://marlins.co.uk>) in the naval/maritime industry, I've steered away from any obvious references to that industry on the new logo. Colours such as Navy Blue and Ocean Blue have been avoided.



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New icon

This abstract representation of the marlin fish can be used by itself as an icon or thumbnail for social media channels.



New brand colour

The new brand colour suggests sophistication and elegance.

It provides the warm tone that can be found at many of the Marlin Hotels.

This Pantone has been chosen in order to differentiate the Marlin brand from any naval or maritime references.



PANTONE © 194 C
CMYK 8 100 55 37
RGB 155 39 67
HEX/HTML 9B2743