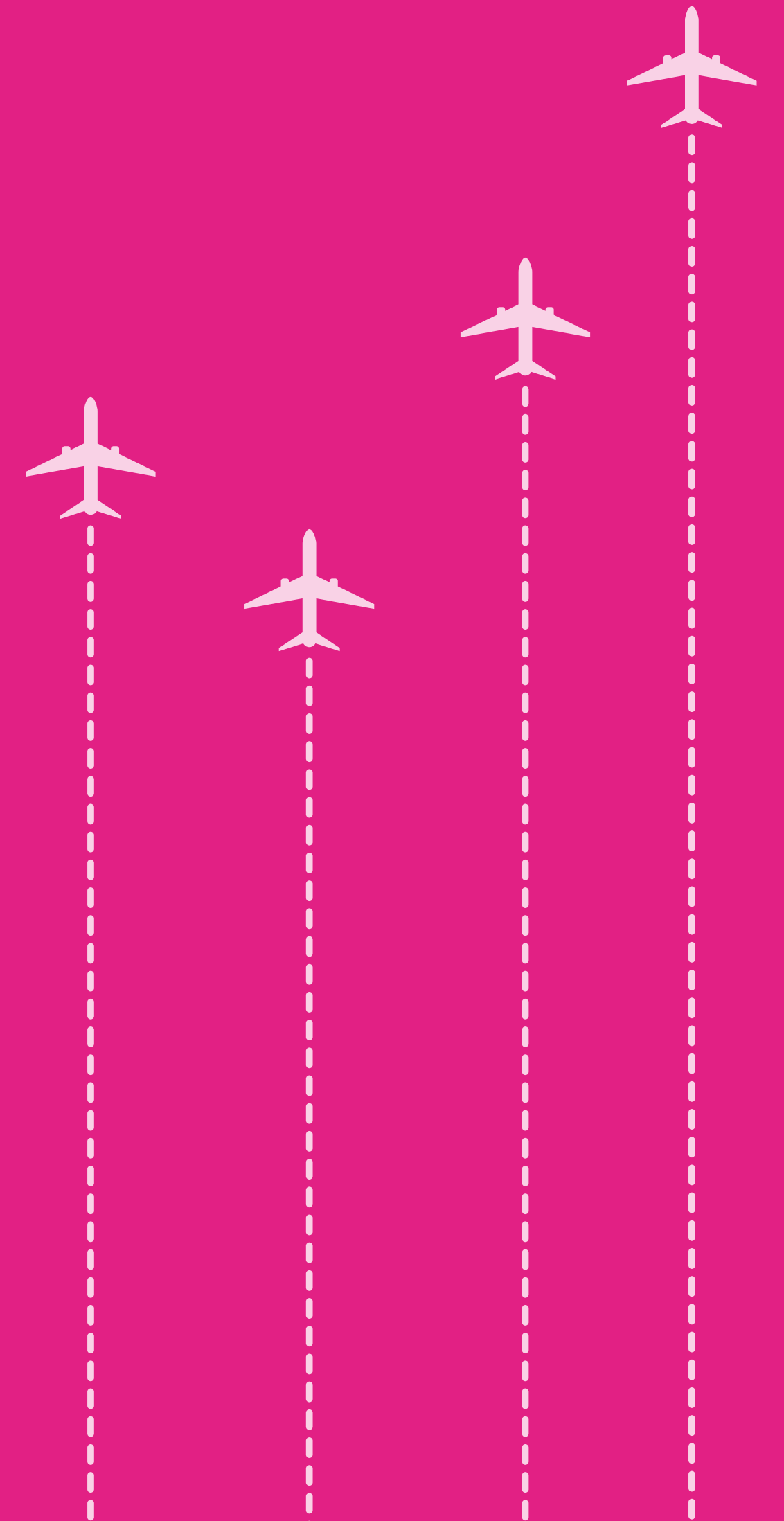


V1 8/7/2025



# BRAND GUIDELINES



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Thank you

**WELCOME**

**WILLKOMMEN**

**BIENVENUE**

**BENVENUTO**

**HOŞGELDİNİZ**

**欢迎**

**آلهسو آلهأ**

**WELKOM**

**ΚΑΛ'ΩΣ 'ΗΡΘΑΤΕ**

**ДОБРО ПОЖАЛОВАТЬ**

Here you'll find everything you need to know about martiGO's brand world.

This comprehensive guide will walk you through the essentials of our visual and verbal identity — from logo usage and color palettes to typography rules and creative direction. Whether you're designing a social media post, creating a presentation, or developing a new campaign, this guide is your go-to resource for brand consistency.

By the end of this guide, you'll be fully equipped to represent the MartiGO brand clearly, confidently, and consistently across all platforms.

Ready to fly? Let's take off together!

A silhouette of an airplane is positioned above the word "TYPOGRAPHY". The background is a sunset over the ocean, with a bright sun low on the horizon, creating a warm orange and red glow in the sky and reflecting on the water. The word "TYPOGRAPHY" is written in a large, bold, white, sans-serif font.

# TYPOGRAPHY

# INTRODUCTION

Our brand's tone is not only in what we say — but also in how we look.

Typography helps us create a clear, modern, and consistent visual voice that aligns with MartiGO's digital-first identity.

Choosing the right typeface at the right moment ensures that every message feels on-brand and easy to understand — no matter the platform.

On the next pages, you'll learn how to use our typography styles with clarity and purpose.

Let's type it right.

PRIMARY TYPE

Our primary type family is **Ubuntu**. This modern and humanist sans-serif font is designed for clarity, simplicity, and digital readability — making it a perfect fit for martiGO’s online-first identity.

With a clean appearance and multiple weights, Ubuntu offers flexibility across all formats — from mobile screens to printed materials. In addition to its legibility and friendly style, Ubuntu’s open curves and balanced geometry ensure that every message feels accessible and on-brand.

ONLINE TICKETS  
OFFLINE STRESS

UBUNTU

LIGHT *ITALIC* REGULAR MEDIUM BOLD

## SECONDARY TYPE

Our secondary font is **Roboto**, which should be used only in subheaders, captions, blog posts, or social media elements where lighter or more compact typography is required.

This font pairs well with Ubuntu, especially in situations where clarity and space-saving are essential — such as UI elements or small screen formats.

ONLINE TICKETS  
OFFLINE STRESS

ROBOTO

LIGHT REGULAR MEDIUM **BOLD**

# HIERARCHY

Our secondary font is **Roboto**, which should be used only in subheaders, captions, blog posts, or social media elements where lighter or more compact typography is required.

This font pairs well with Ubuntu, especially in situations where clarity and space-saving are essential — such as UI elements or small screen formats.

UBUNTU  
80%

80% of the MartiGO brand should use the Ubuntu typeface — from main headlines to CTA buttons and core visual communication on social media.

Roboto  
20%

The secondary font (Roboto) should only be used in subheadings, blog content, captions, or small-size text on digital and social platforms.

# COLOR

## INTRODUCTION

martiGO's brand colors are bold, modern, and highly recognizable — perfectly crafted to stand out in the digital space while remaining trustworthy and accessible.

Our primary color palette combines energy with clarity: it helps us attract attention, guide user focus, and create visual consistency across all platforms.

These colors are flexible enough to work across web, app, print, and social — and strong enough to make martiGO unmistakably recognizable.

# CORE PALETTE

MartiGO’s core brand colors — navy and pink — are bold, modern, and instantly recognizable. They provide strong visual impact and can be applied consistently across all design materials.

**PINK**

HEX: #e5097f  
RGB: rgb(229, 9, 127)  
CMYK: 0.87, 0.84, 0.00, 0.67

**NAVY**

HEX: #0b0e55  
RGB: rgb(11, 14, 85)  
CMYK: 0.87, 0.84, 0.00, 0.67

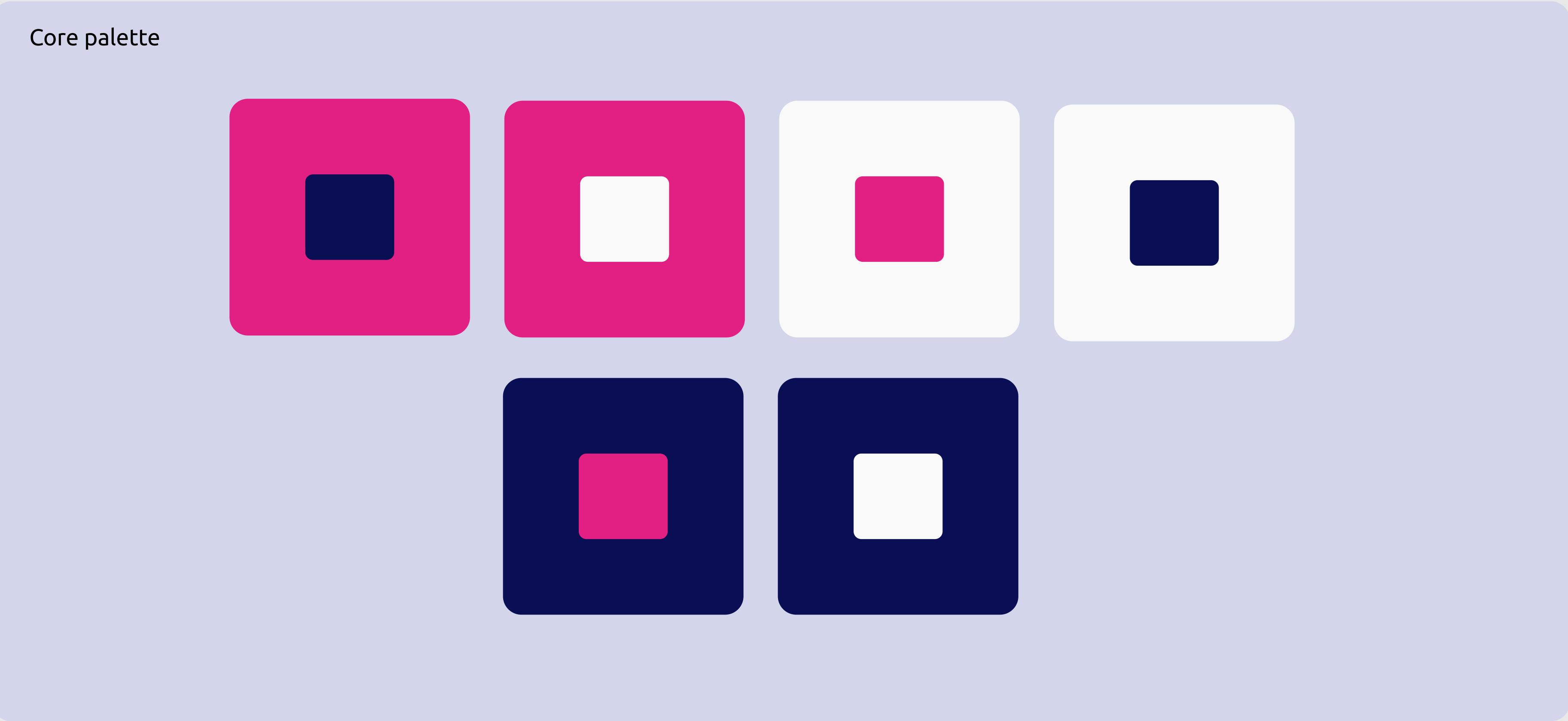
Examples



COLOR  
COMBINATION

In our visual language, we frequently combine our core brand colors — navy, pink, and white — to create a strong, unified, and recognizable identity across all touchpoints.

These combinations ensure clarity, contrast, and consistency — and are most often used in digital banners, print materials, and user interfaces.





# LOGO

## INTRODUCTION

Our logo is a bold and minimal symbol built around the idea of seamless travel. Inspired by the simplicity of online booking and global connectivity, it represents movement, clarity, and confidence.

The circular structure reflects unity and direction — just like our promise: to guide you from search to destination with ease. Every line in the logo speaks to accessibility, reliability, and the freedom to explore the world.

martiGO's logo is not just a mark — it's a takeoff point for every journey.

## SYMBOL

The MartiGO logo is a bold and dynamic wordmark that combines clarity, movement, and purpose. The stylized “GO” element features a dotted flight path and circular forms that symbolize global travel, direction, and the seamless flow from planning to destination.

The curved trajectory of the airplanes represents freedom and momentum — echoing our mission to make booking easier, faster, and more human.

Designed in vibrant pink and deep navy, the logo reflects MartiGO’s digital-first identity, balancing approachability with innovation.



## LOTO TYPES

The primary MartiGO logo is best used with the full wordmark — combining the “marti” text with the stylized “GO” and its flight path icon.

This version should be used in at least 80% of all brand-related applications for maximum recognizability.

We also allow limited use of alternate versions, such as:

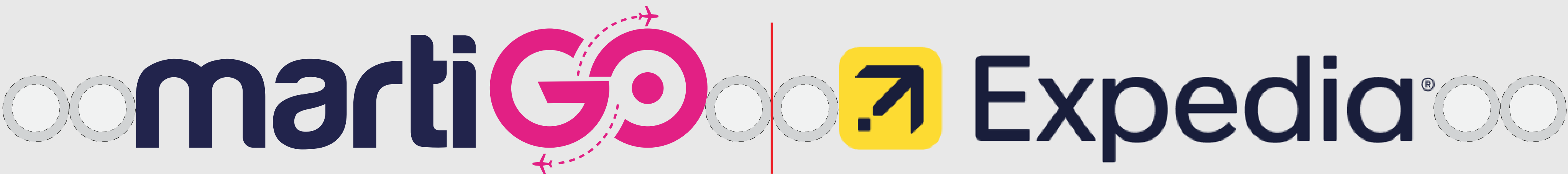
- Logo without tagline
- Stacked version (for square formats)
- Icon-only (for app icons or favicons)



When placing the MartiGO logo next to other elements or logos, always respect the clear space rule to ensure visibility and brand integrity.

The minimum required spacing around the logo should equal the height of the “G” in the “GO” part of the logo.

When scaling the logo, always preserve this clear space ratio — especially in co-branded layouts, social media visuals, or print materials.



MISUSE

Avoid any modifications to the MartiGO logo. Do not distort, recolor, add effects, or change its composition. Always use the approved logo versions only.



**THANK YOU**  
**DANKE**  
**GRAZIE**  
**MERCI**  
**TEŞEKKÜR EDERİM**  
**谢谢你**