

MAR WIN

Brand Style Guide:

Founded in Mārupe, Latvia, the company has grown from a trusted local manufacturer into a brand with a global vision.

It specializes in high-quality windows, doors, and architectural glazing solutions — designed with a focus on durability, functionality, and modern aesthetics.



CONTENT

In this brand style guide, you’ll find everything essential that shapes our identity — from visual elements to tone of voice.

Every principle and detail is thoughtfully crafted to help you represent our brand consistently and confidently across various channels and situations.

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Brand logo

The MARWIN brand logo must be used across all materials, as it most accurately represents the brand identity. It is suitable for environmental signage, digital, and print materials. Always ensure the logo is clear, legible, and placed in a prominent position and color. To guarantee good visibility, consistent scaling and spacing must be maintained.



Expressive and Bold

The **MARWIN** identity is defined by a bold, expressive logo that combines architectural balance with minimalist elegance. Its geometric shapes, strong structure, and carefully crafted typeface reflect the brand's core values: **harmony, precision, and balance.**

The neutral greige tone, paired with a subtle blue accent, visually conveys the brand's essence — **Harmony On Both Sides.**

It symbolizes alignment, trust, and a high-quality experience on both sides.

The use of uppercase letters and clean accents adds strength and stability, while the stripe element simultaneously represents a window/door motif, a nod to the brand's roots in Mārupe, and serves as a refined design detail.

The result is an identity that is both modern and timeless, perfectly reflecting MARWIN's mission.





Primary logo



Primary logo without subtext



Business line variation (windows, doors, etc.)



Secondary logo



Secondary logo without subtext



Business line variation (windows, doors, etc.)

Minimum Size for Digital and Print Formats

Print -

Minimum width:
Without tagline - 1.5cm
With tagline - 2cm



Print -

Minimum width:
Without tagline - 2cm
With tagline - 2cm



Digital -

Minimum width:
Without tagline - 60px
With tagline - 110px



Digital -

Minimum width:
Without tagline - 120px
With tagline - 160px



Harmonious Spacing

The logo's **clear space is essential for ensuring its visibility and recognition**. It acts as a protective buffer, preventing other elements from interfering with or blending into the logo, thereby preserving its integrity and impact.

Consistently respecting this clear space enhances the logo's effectiveness across various media and reinforces the brand's professional image.

Co-branding

For co-created content with other brands, ensure that both logos are visually balanced in size — either in height or width — to achieve equal visibility.



The clear space is defined using the letter “W” from the logo.



Incorrect logo usage

Always use the official files provided to you
marwin.lv/brand-guidelines



Bad contrast:

When including our logo in any design, it's essential to ensure high contrast between the logo and its background. This guarantees the logo remains clear, legible, and impactful.



Altered Design:

Always use the provided logo files. Do not use logos sourced from Google or other online platforms. The provided logo files must not be altered or manipulated in any way.



Wrong colors:

Using the correct colors, as specified in these brand guidelines, is crucial for maintaining brand consistency and identity. Always use the official files provided to you.

Brand colors

Our colors have been chosen for their effectiveness and visual impact. Using the specified HEX, RGB, CMYK, and PANTONE codes ensures consistent brand representation across both digital and print materials.

Primary Colors

These primary colors form the foundation of MARWIN's visual identity.

Consistent use of these colors across all materials — from the logo to marketing assets — ensures strong recognition and a cohesive brand image.



Secondary colors can be used for accents where needed, helping to achieve visual balance alongside the bold primary colors.

Logo Color Usage

These color guidelines ensure that the logo is always presented with respect and proper visibility, regardless of the background it is placed on.

Use only the official logo files.

The logo must not be recolored, modified, or recreated. To ensure color accuracy and brand consistency, only the files and color adaptations provided in this guide may be used.

marwin.lv/brand-guidelines



Color adaptation for dark bg.



Primary logo colors.



Monotone white.



Adaptation for solid-color bg.



Color adaptation for busy bg.



Monotone black.

Brand Typography

The primary and secondary typefaces are essential to our brand identity. Using them responsibly ensures a consistent voice and tone across all communication channels, delivering clarity, professionalism, and modern appeal.



Brand Primary Typeface

Mulish is our primary brand typeface, used for both headlines and body text.

Its clean and neutral design ensures excellent readability across various devices and platforms, while also highlighting key content and presenting information in a clear, well-structured manner.

Mulish is suitable for both headings and long text blocks, offering broad language support and multiple font styles.

Recommended Weights:

- Mulish light
- Mulish regular
- Mulish semibold
- Mulish bold**
- Mulish black**

<https://fonts.google.com/specimen/Mulish>

“Mulish light” example

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Symbols

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

“Mulish black” paraugs

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Symbols

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

Secondary Typeface

For presentations and digital text documents, the "Arial" font is used to ensure compatibility with computers that do not have the “Mulish” typeface installed.

Arial Bold should be used for headings in cases where “Mulish Bold” or “Mulish Black” are not available, maintaining the necessary visual hierarchy and impact.

Arial Regular serves as a substitute for the “Mulish” typeface and is used for body text when “Mulish” is unavailable. This ensures our communication remains clear and accessible.

<https://en.wikipedia.org/wiki/Arial>

Arial (bold) example

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Symbols

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Arial (Regular)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Symbols

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Brand assets

The brand assets available here offer visual inspiration and guidance for your designs. They reflect our brand's aesthetic direction but are intended for flexible application. Use them as a reliable foundation, while adapting and expanding them according to the specific needs and context of each project.



Business card concept

- Elements highlighted with embossing
- Double-sided
- 91x51mm

Embossing



Digi-Advertisement concept

PVC windows and balcony doors made from REHAU systems

hello@marwin.lv



MARWIN
WINDOWS & DOORS

Design and Equipment

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut auctor viverra augue sit amet pharetra. In condimentum velit ac ante vehicula bibendum.



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Aluminium windows and balcony doors from Europe

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut auctor viverra augue sit amet pharetra. In condimentum velit ac ante vehicula bibendum. Proin in nisi volutpat, rutrum orci et, consectetur purus. Duis dignissim tortor a nunc efficitur, eget aliquam magna convallis.



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Folder concept

- Double-sided color print
- A4



Official letter concept

- Color print
- A4
- 80 g/m² paper



Soc-portal concept

Cover image



Profile image

- Youtube
- Facebook
- X platform
- LinkedIn

Company stamp concept

- Stamp size: 68 x 24 mm



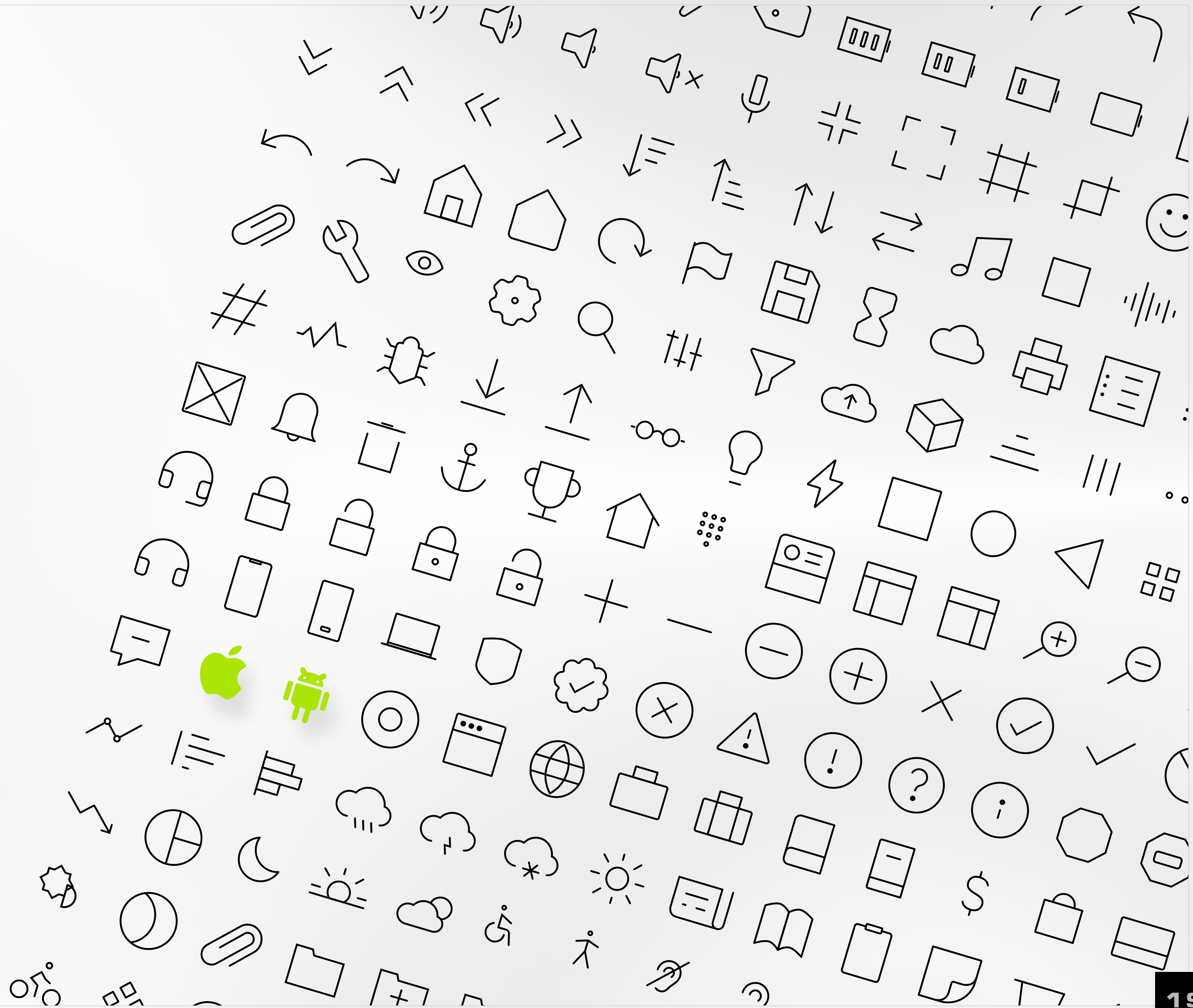
Iconography

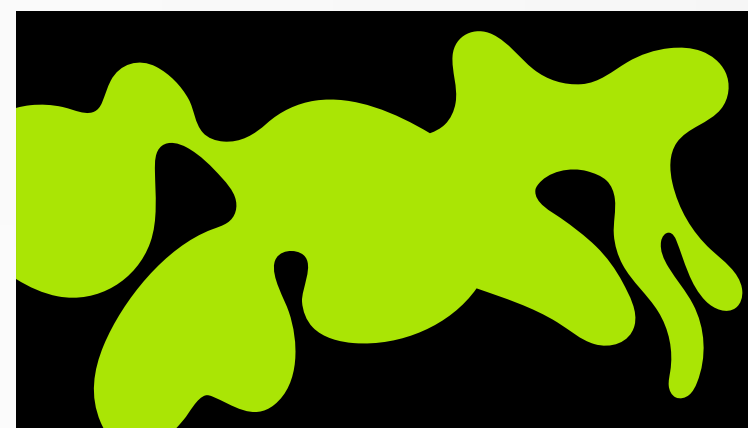
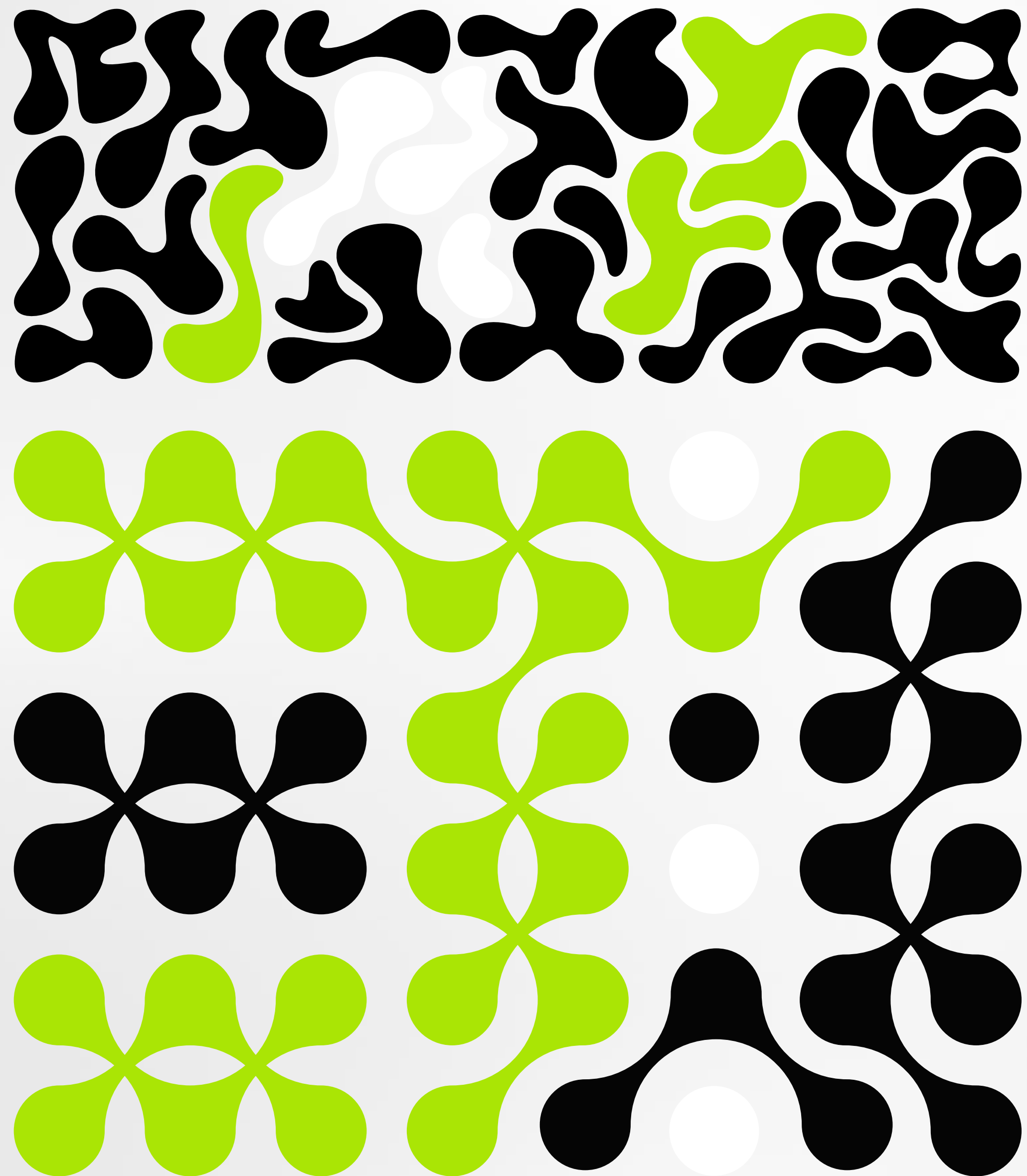
Icons are an essential tool for ensuring clear communication — That's why we use a well-designed icon system that complements the MARWIN brand and creates a friendly, easily understandable image.

- Outlined icons
- Black-and-white style

Company Quality Tag

Izmantojama dažādos saziņas un drukas materiālos.





Brand design elements

Defining features:

- Geometric modular pattern
- Organic modular pattern
- Modernist geometric pattern
- Retro modernist style



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Environmental signage

- Lightbox

Pen design concept

- Metal pen
- Base color may vary.



Factory building signage

**MAR
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Windows / Doors /
Sunrooms and custom
solutions :



hello@marwin.lv
26306633





Workwear concept

Front side



Shoulder side



Back side





— Contacts

We are open to collaboration

SIA "AA Energy Windows"

Registration No.: 40103575775
"Jumtini", Jaunolaine, Olaines pag.,
Olaines nov., LV-2127

hello@marwin.lv
+ 371 26306633



To access the brand
guidelines and
other resources:

marwin.lv/brand-guidelines

Design & Concept grandem

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