



## BRAND POSITIONING

For savvy homeowners and designers looking to make a fashion-forward statement, only Marazzi provides the captivating tile designs that integrate bold and sexy Italian style with the quality and service needed to create daring, fashionable spaces.

## PRIMARY COLOR PALETTE



## SECONDARY / ACCENT COLOR PALETTE



## TONE OF VOICE

Passionate and assertive, our brand voice positions Marazzi as a leader in the market offering irresistible, trendsetting tile designs. Marazzi's highly visual, fashion-forward style is echoed in its brand voice, with rich, seductive language that evokes the sophistication of high-end Italian design. We take every opportunity to visually demonstrate the dramatically beautiful spaces that can be brought to life with Marazzi tiles. Marazzi dares homeowners to confidently express their individuality and bring bold to life by creating unforgettable looks with captivating tile.

## FONTS

Gotham Book

1234567890 !@£\$%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gotham Medium

1234567890 !@£\$%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PANTONE 534C

**MARAZZI** 

DARE TO BE BOLD

PANTONE WARM GRAY 6

WITH TAGLINE

PANTONE 534C + WARM GRAY 6

**MARAZZI** 

DARE TO BE BOLD

100%K

**MARAZZI** 

DARE TO BE BOLD

WITHOUT TAGLINE

PANTONE 534C

**MARAZZI** 

100%K

**MARAZZI** 

PANTONE WARM GRAY 2 BACKGROUND

**MARAZZI** 

DARE TO BE BOLD

**MARAZZI** 

REVERSED

**MARAZZI** 

DARE TO BE BOLD

**MARAZZI** 

## LOGO & TAGLINE SIZE PARAMETERS

The Marazzi logo and tagline must be clear of any obstacles. Use the height of the logomark as reference for amount of undisturbed space.



The tagline is shown as part of the primary logo at all times with the exception of small size restrictions (smaller than .25”) or otherwise approved occasions.



## TAGLINE RELATIONSHIP TO LOGO

The horizontal x height between the logo and tagline must match the tagline x height. The width of the space between the logomark and the logotype must match the width of the “I”. The left edge of the tagline must line up with the left edge of the “R,” while the right side of the tagline must line up with the right edge of the logomark. Always display the tagline right-aligned as shown beneath the Marazzi logo.



## TAGLINE USAGE

1. Memos and forms will use the Marazzi logo with tagline.
2. All merchandising tools will use the Marazzi logo with tagline.
3. Signage will use the Marazzi logo without tagline.