

**daily
mare**

The logo for Daily Mare features the word "daily" in a bold, black, sans-serif font above the word "mare" in the same font. The letters "a" and "r" in "mare" are partially overlaid by a blue, wavy graphic that resembles a stylized wave or the bottom of a horse's tail.

BRAND BOOK

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GENESIS

Every detail in the "Daily mare" logotype carries rich symbolism that perfectly aligns with the mission and values of journalism. The wave symbolizes dynamism and the flow of information, connecting different places and cultures, similar to journalism, which aims to connect people by providing them with news. The wave plays the role of a connector, transferring information from sender to receiver, regardless of distance. The rounded corner of the letter "k" resembles a sail and symbolizes adventure, the discovery of new horizons. As a result, the logotype is not only aesthetic but also full of meaning, enhancing its message and impact on the audience.

A modern, sans-serif font has been used, ensuring readability and simplicity. It is bold and works well in both digital and printed versions. Black color has been used for the typographic part "Daily mare". It symbolizes seriousness and professionalism, which is important in the context of journalism. The blue color of the wave symbolizes the sea, peace, and stability, as well as trust, which is crucial for readers.

BASIC VERSION OF THE LOGO

The standard form in which the logo should be presented is shown here. Any changes in layout or color are not allowed, except for those specified in this publication. It is a graphic mark representing the full name of the editorial office. It has been carefully designed, and it is recommended to use only the provided files in the appropriate format, tailored to the specific application.



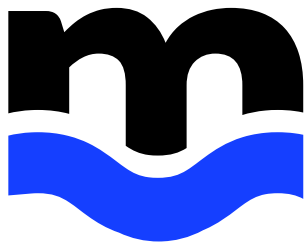
HORIZONTAL VERSION OF THE LOGO

The horizontal version of the logo is best used where the available space is wider than it is tall.

The logo consists of the words "daily" and "mare" in a bold, lowercase, sans-serif font. The word "daily" is in black. The word "mare" is in black, but the bottom portion of the letters "a", "r", and "e" is replaced by a stylized blue wave graphic with three distinct peaks and troughs.

SIMPLIFIED VERSION OF THE LOGO

The simplified version of the logo (favicon) is best used in places where space is very limited, and readability must be maintained despite small sizes, such as browser tabs, mobile and desktop application icons, and browser address bars.



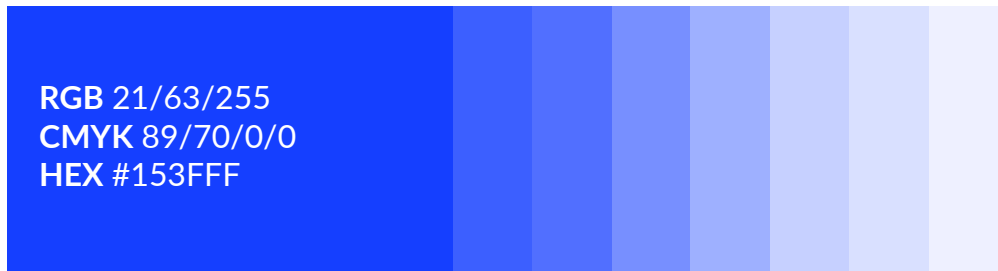
ACHROMATIC VERSIONS OF THE LOGO



LOGO IN CONTRAST



COLORS AND TYPOGRAPHY



Lato

*a b c c̄ d e ė f g h i j k l m n ñ
o ó p r s̄ t u w y z z̄ z̄
A Ȧ B C C̄ D E Ė F G H I J K L Ł
M N Ñ O Ó P R S̄ T U W Y Z Z̄
Ż 1 2 3 4 5 6 7 8 9 0*

*a ȧ b ḃ c c̄ d e ė f g h i j k l m n
ñ o ó p r s̄ t u w y z z̄ z̄
A Ȧ B C C̄ D E Ė F G H I J K L
Ł M N Ñ O Ó P R S̄ T U W Y
Z Z̄ Ż 1 2 3 4 5 6 7 8 9 0*

**a ȧ b ḃ c c̄ d e ė f g h i j k l m n
ñ o ó p r s̄ t u w y z z̄ z̄
A Ȧ B C C̄ D E Ė F G H I J K L
Ł M N Ñ O Ó P R S̄ T U W Y
Z Z̄ Ż 1 2 3 4 5 6 7 8 9 0**

MINIMAL SIZES AND PROTECTIVE FIELD



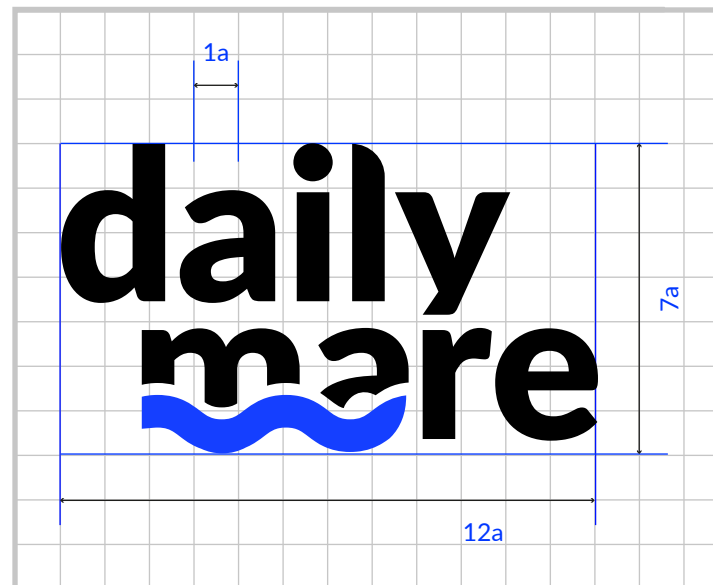
Minimum print size: 25mm
Minimum screen size: 100px



LOGO CONSTRUCTION

The placement of the logo on a modular grid defines the proportions of the mark and the relationships between its elements. This method is used when reproducing the logo on large surfaces where an electronic form cannot be used.

The logo is placed in a field measuring 12x7 modules "a".



UNACCEPTABLE USES OF THE LOGO ON BACKGROUNDS



✘ Do not use the standard version of the logo on dark backgrounds.



✘ Do not use the standard version of the logo on low contrast backgrounds.



✘ Do not use the standard version of the logo on backgrounds with too many details.



✘ Do not use the standard version of the logo on patterned backgrounds.

EXAMPLE ACCEPTABLE USES OF THE LOGO



- ✓ The white version of the logo is allowed on dark backgrounds.



- ✓ The black version of the logo is allowed on light backgrounds.



- ✓ The standard version of the logo is allowed on light photographs.



- ✓ The white version of the logo is allowed on dark and uniform photographs.



- ✓ Modification of the color of the wave element in the logo is allowed depending on the situation, e.g., green for an ecology campaign.

UNACCEPTABLE MODIFICATIONS



✘ Disproportionate distortion



✘ Changing the color of the typographic part



✘ Distorting a single element



✘ Align both lines to the left



✘ Adding shadow effects



✘ Changing the color of the entire logo