

MARC

D E S I G N S Y S T E M

MEDICAL AUGMENTED-REALITY COMPANION

NELL RICE

“To keep the body in good health is a duty...otherwise
we shall not be able to keep the mind strong and
clear.”

– B U D D H A

M A R C | D E S I G N S Y S T E M

About the Brand...



MARC is an augmented reality driven health and wellness app that provides accurate, real-time nutritional information by monitoring macro nutrients and end-user consumption patterns.



EMPATHETIC

ORGANIC

NATURAL

SIMPLE

INFORMED

WHOLESOME

THRIVING

INDIVIDUAL



Logo Usage

About the Logo:

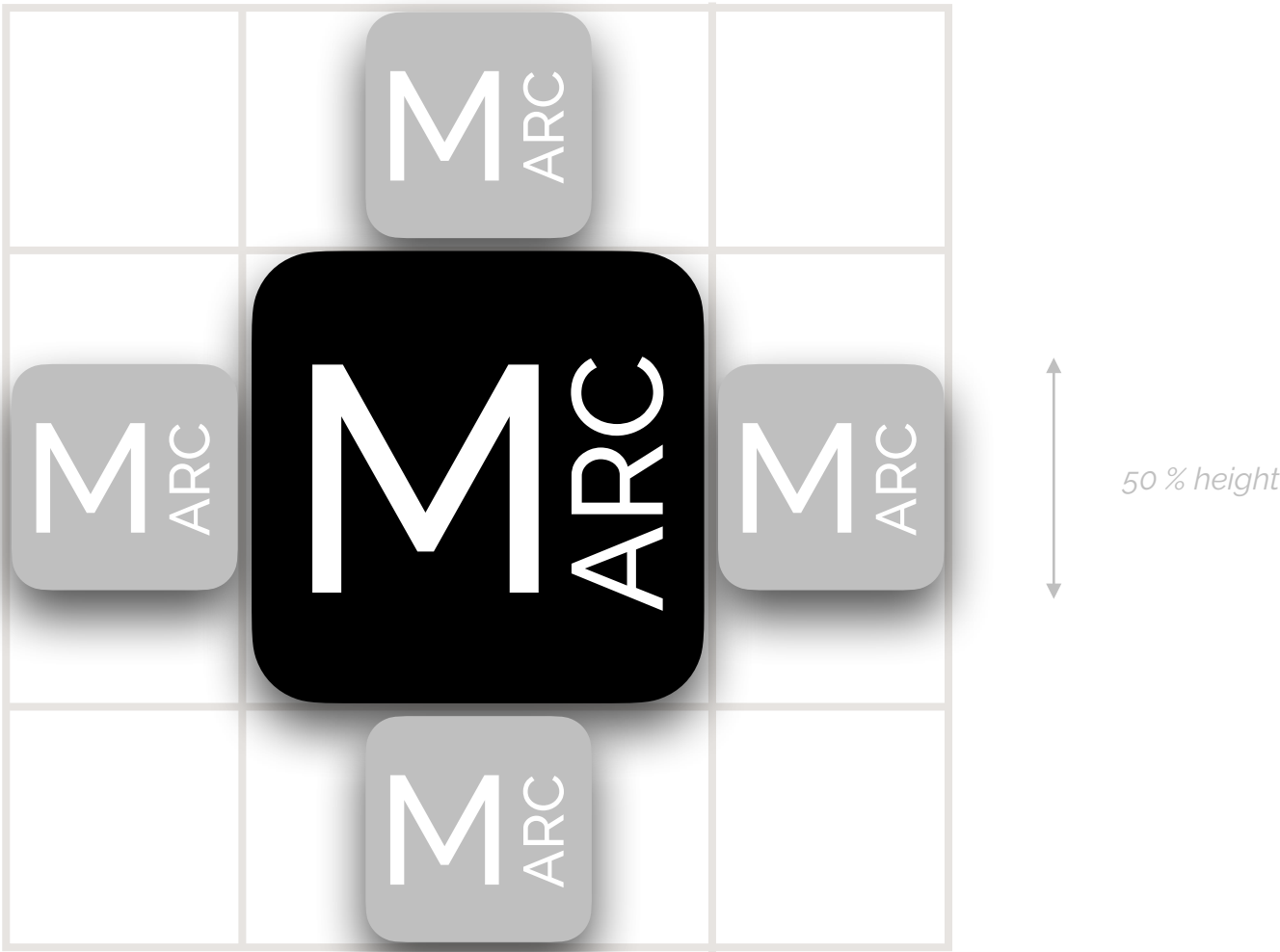
In line with our goal of keeping things simple and transparent, our logo is designed to be recognizable and clear to build a stronger association with our overall brand identity.

We have also designed this logo to be scaleable to maximize its versatility and legibility.

PRIMARY LOGO



APP LOGO



Logo Variations:

While Light Mode is the default setting for most digital interfaces, we understand that eye strain and sleep disruption can occur when we consume technology using the bright screens of a smart device.

As part of this, we have designed our logo to be used regardless of which display setting a user prefers

PRIMARY LOGO



Light Mode



Dark Mode

APP LOGO



Light Mode



Dark Mode

About the Logo:

A brand logo is something that builds trust with end-users and ultimately customers. To protect the consistency and lack of pretension the MARC logo seeks to convey, we ask that you do not so any of the following:

Do not apply effects...



Do not rotate, crop, or flip...



Do not change the color...



Do not place the logo on a busy background...



Do not outline...



Do not alter character spacing or squash text...



Colors

COLORS

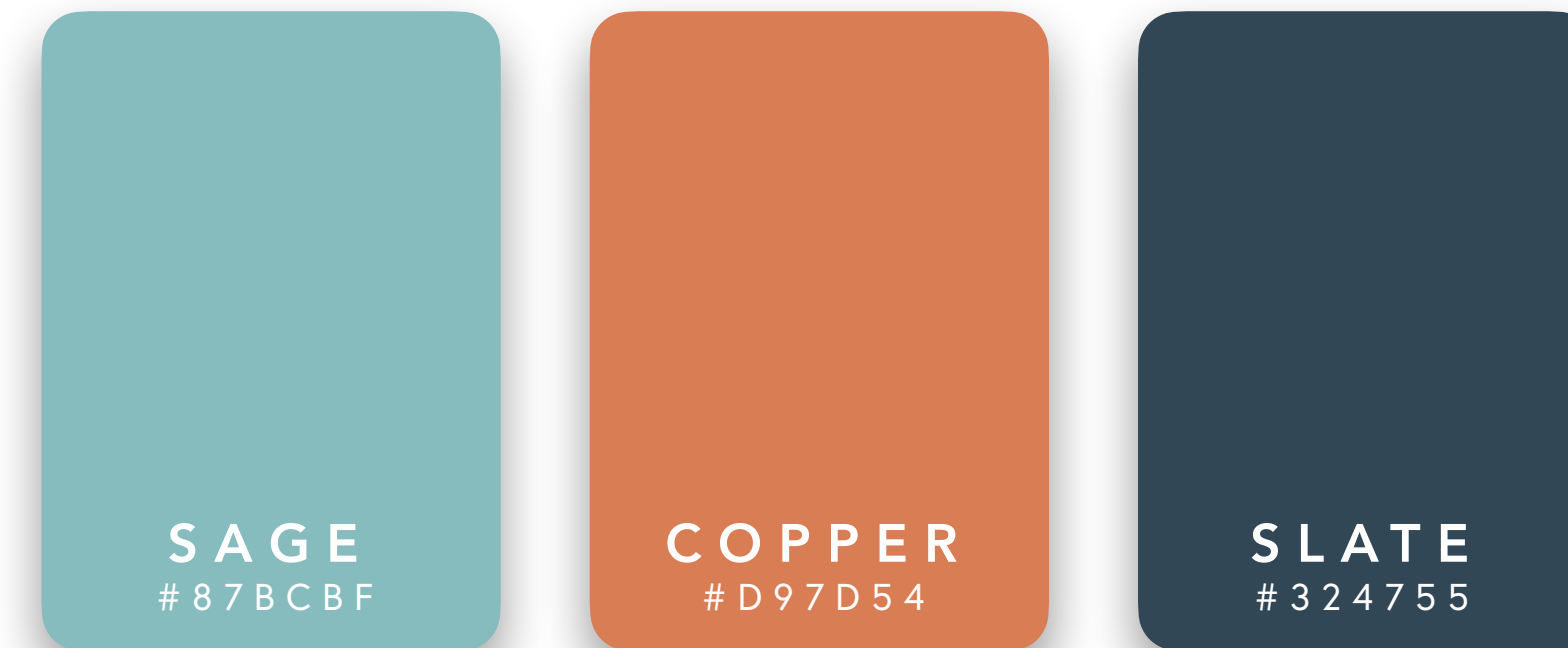
The Color Palette:

The MARC color palette is inspired by our constant desire to keep things simple and uncomplicated.

While some might call this plain, we feel avoiding clutter, complicated fonts, and a kaleidoscope of colors keeps things legible and allows for greater accessibility.

This approach is also grounded in our desire to accentuate ease of use and efficiency.

PRIMARY COLORS:



SECONDARY COLORS:



TYPOGRAPHY COLORS:



COLOR OPACITIES

SAGE
#87BCBF

COPPER
#D97D54

SLATE
3 2 4 7 5 5

ICE
#F0F3F4

F O S S I L
C 8 D 1 D 3

STONE
#B9B0A2

ONYX
#1B1C20

PEBBLE
6 E 8 C A 0

GLACIER
#FFFFFF

