



MARKLAND

Brand Guidelines
2026



**BUILDING A TOMORROW
WE CAN TRUST**

Contents

01 Who We Are	4
02 Our Ethos	12
03 Identity	21
Tagline	22
Logo	23
Logo Usage	24
Animations	28
Colors	30
Typography	31
Pattern	32
Photography	33
Videography	36
Iconography	37
04 Product Segments	41
2026 Global Product Catalog	42
Data Sheet	43
05 Corporate Communications	44
Corporate Video	45
Product Portfolio & Company Introduction	46
Signature Design	47
PPT Template	48
Invoice Design	49

01


Who We Are





The world around us is connected through billions of daily interactions between governments, organizations, and people. Each of these interactions **requires** simpler yet more secure ways to **connect, access, be identified, travel** or stay **protected**.

We are a leading identity and biometric technology company driven by a clear purpose that encapsulates our vision for the future: **to build a tomorrow that we can trust**. We specialize in designing and delivering proprietary hardware for securing registration, verification, and authentication of individuals across a wide range of use cases. Through our deep expertise and government-grade security, we enable secure and trusted interactions across physical and digital ecosystems.



Founded in 2009, we have grown into a truly international business, operating across five continents with a presence in more than **50 markets**. Our cutting-edge technologies support governments and thousands of enterprises worldwide, helping them protect critical systems, verify identities, and simplify services.

Today, our solutions are trusted by some of the world's most influential organizations. With a strong portfolio, a future-focused strategy, and a global ecosystem of around 1,000 business partners, we continue to expand our capabilities and scale our impact worldwide.

Built on trust, driven by purpose

We believe trust cannot exist without purpose and security. That's why we harness our collective intelligence and creativity to make the world safer and more secure for all.

Trust is essential for our customers and their users, and it depends on several key factors: **strong security, resilience** and **responsible R&D**.

In every solution we provide, we focus on building and nurturing trust. By doing so, we unlock the extraordinary potential of identity and biometric technologies to address the challenges of today and tomorrow.

We support our business partners in their most decisive moments, helping them navigate increasing complexity and make faster, more effective decisions.

This commitment lies at the heart of everything we do, driving our continuous innovation to deliver solutions that make the world safer, more accessible, and more secure for everyone.



Our Purpose

To **build a tomorrow that we can trust** by advancing secure identity and biometric technologies that protect people, systems, and data.

Our Vision

We envision a world where secure identities and trusted technologies enable safe and seamless interactions across physical environments and digital ecosystems.

Our Ambition

Our ambition is to scale our impact through innovation and high-end technologies while strengthening our global footprint.

We strive to empower governments and organizations with trusted identity and biometrics solutions that meet the evolving demands of a connected world.

Our Promise


We are committed to delivering robust innovations you can trust, identity and biometric solutions built with precision, backed by deep expertise, designed to evolve, and trusted by strategic organizations worldwide.

We stand by our partners and customers with long-term support, advanced technologies, and proven reliability to keep identities, people, assets, and data secure in an ever-changing world.

02

Our Ethos





At Markland, we have seven core values that shape our organisation, define our DNA and guide us how we stay committed to our purpose, foster an exciting place to work, and drive high performance.

We are committed to **build a tomorrow that we can trust through innovation**. We recognise that it is our people who will deliver our strategy. Our core values are built on the strong foundations of our corporate culture, and they underpin how we will drive our strategy.

Our ethos are embedded across our company as we strive to empower our people and foster an exciting, rewarding workplace, emphasising inclusivity and collaboration to deliver sustainable growth.

Integrity

We always try to do the right thing.

We are honest and straightforward to our business partners and each other.

We operate within the spirit of the regulations and the law. We uphold the values and principles of Markland in every action and decision.

We are data-based and intellectually honest in advocating proposals, including recognizing risks.

Leadership

We have a clear vision of where we are going.

We are all leaders in our area of responsibility, with a deep commitment to delivering leadership results.

We focus our resources to achieve leadership objectives and strategies.

We develop the capability to deliver our strategies and eliminate organizational barriers.

Ownership

We all act like owners, treating our company assets as our own and behaving with our company's long-term success in mind.

We accept personal accountability to meet business needs, improve our systems and help others improve their effectiveness.

Trust

We respect our colleagues and business partners, and treat them as we want to be treated.

We have confidence in each other's capabilities and intentions.

We believe that people work best when there is a foundation of trust.

Passion to Win

We equally value how and why, and go the extra mile for success.

We prioritize effectively and act like owners of the business.

We are determined to be the best at doing what matters most.

We have a compelling desire to improve and to win in the market.

Continuous Improvement

We embrace change and continuously seek ways to improve our processes, skills, and outcomes.

We learn from successes and failures, adapting quickly to new challenges.

We strive to optimize efficiency, reduce errors, and enhance the value we deliver to our customers and partners.

We are committed to staying ahead in a dynamic market through ongoing learning and refinement.

Innovation

We encourage creativity and new ideas that challenge the status quo.

We develop and apply solutions that create real impact for our customers, partners, and business.

We experiment, iterate, and learn quickly, embracing smart risks to drive progress.

We integrate cutting-edge technologies and approaches to stay at the forefront of the industry.

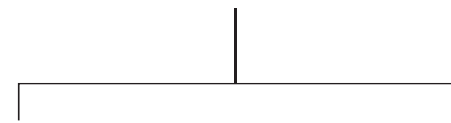
03

Identity

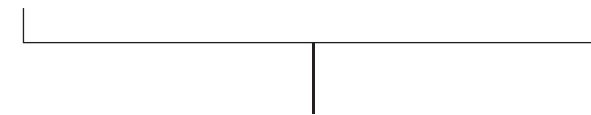


Tagline

Montserrat Regular



BUILDING A **TOMORROW** WE CAN **TRUST**



Montserrat Bold

Logo

Horizontal Layout

MARKLAND

Vertical Layout



Horizontal Layout with Tagline

MARKLAND
Innovating Trust

Vertical Layout with Tagline



Logo Usage

Size

MARKLAND



Any logo usage below 1.5" must use logos noted "Below 1.5in" in file name. This logo increases character leading for readability

Minimum Size

PRINT

MARKLAND

.75"



.5"

SCREEN

MARKLAND

75px



50px

Clear Space



What is clear space? It is the area surrounding the logo. Clear space must be kept free of any text or graphic elements.

By leaving ample space around the logo, we make sure the logo stands out.

Clear space is measured by the x-height of the Hirsch letters, shown as "X" in this exhibit. The minimum clear space must always be 1X on all sides of the logo. When possible, this amount should be increased for even more visibility.

Logo Usage

Color Specification

Positive logos may be placed on backgrounds up to 20% tint



White logos may be placed on Dark backgrounds

20% tint



Light Blue logo may be placed on Dark backgrounds



Logo Usage

Logo Do NOT's



Change the logo's orientation or rotation



Disproportionately scale or resize the logo



Use the logo on dark colors



Use the logo on top of busy photography



Use the gradient logo on blue backgrounds



Contact us today!

Violate the logo clear space

Logo Usage Outdoor



Animations



Pattern Animations



Colors

PRUSSIAN BLUE

HEX 0A1F47

RGB 10, 31, 71

CMYK 86, 56, 0, 72

REGAL NAVY

HEX 003D7A

RGB 0, 61, 122

CMYK 100, 50, 0, 52

BLUE GREEN

HEX 0298CA

RGB 2, 152, 202

CMYK 99, 25, 0, 21

BRIGHT FERN

HEX 42B029

RGB 66, 176, 41

CMYK 63, 0, 77, 31

Typography

HEADLINES

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123**

SUBHEADLINES

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123

BODY TEXT

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123

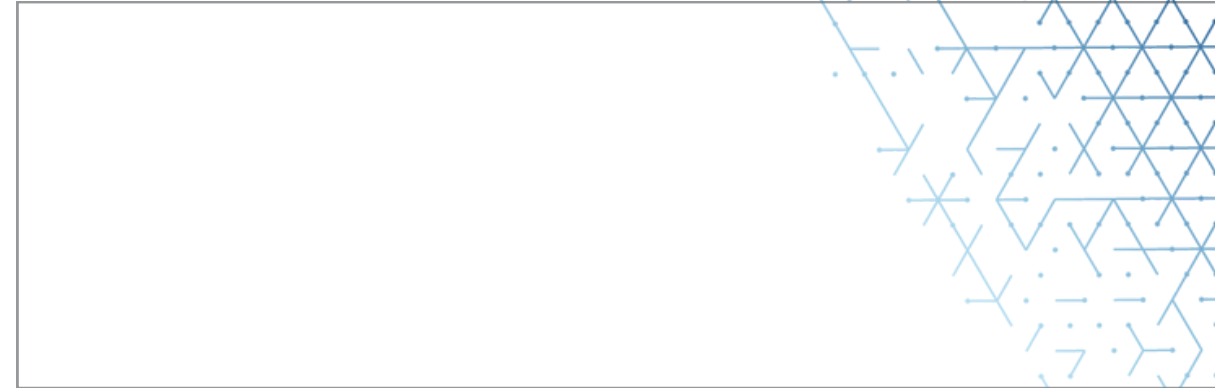
LEGAL TEXT

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123

Pattern

Positive Gray patterns can be placed on White backgrounds



Negative White patterns can be placed on Color backgrounds

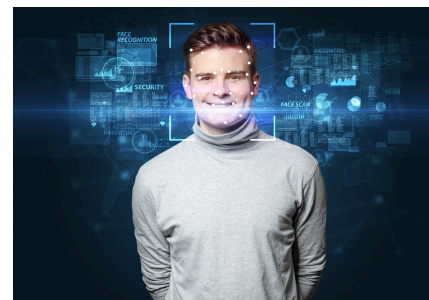


Photography

Passport Readers



Banking



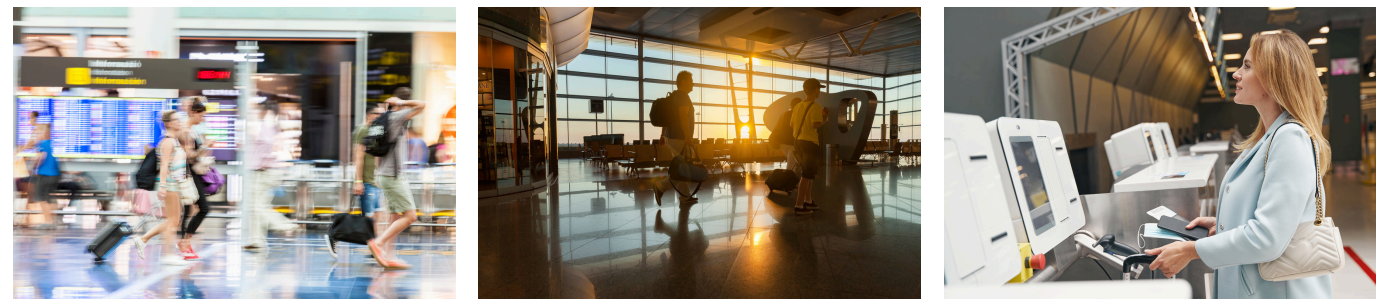
Information Security



Fingerprint Scanners



Aviation

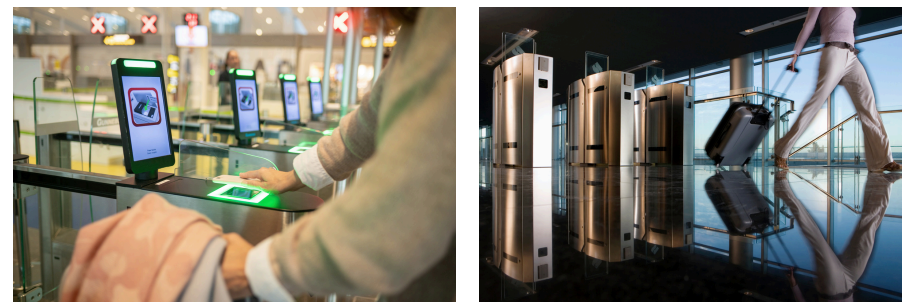


Photography

Biometric Enrollment Kits



Border Control



Defense



Education



Government



Insurance



Healthcare



Photography

Telecommunications



Transportation



Travel & Hospitality

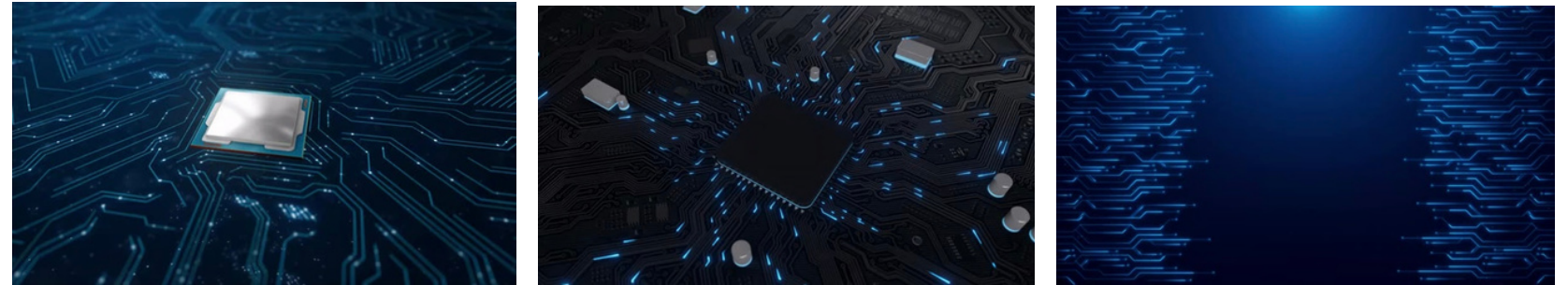


Retail

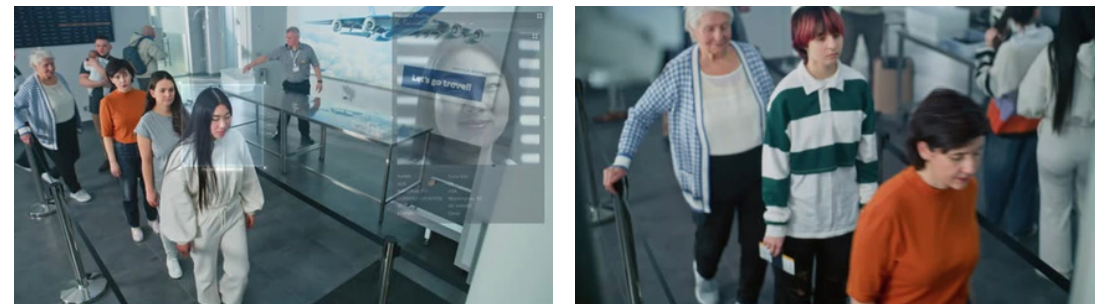


Videography

Hero



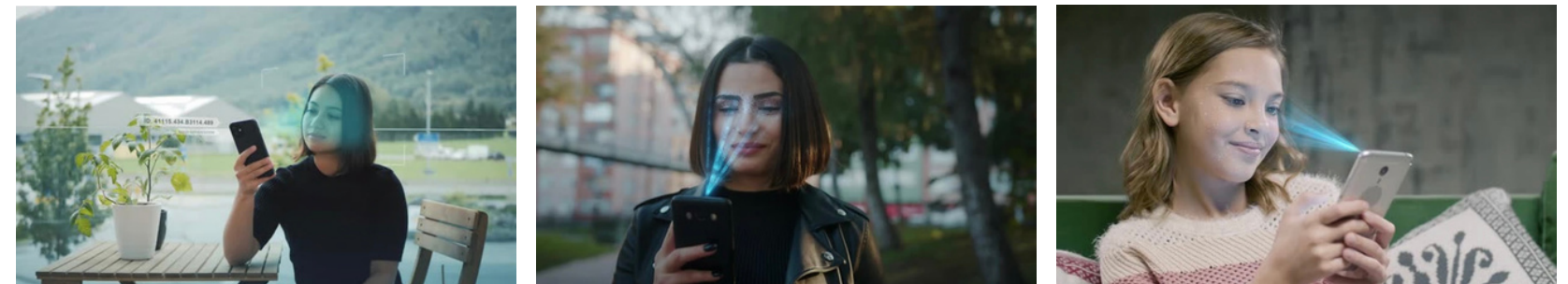
Biometric Identification



Biometric Enrollment Kits



Biometric Enrollment Kits

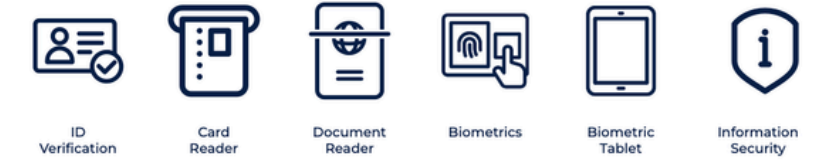


Iconography

Products



Categories



Corporate

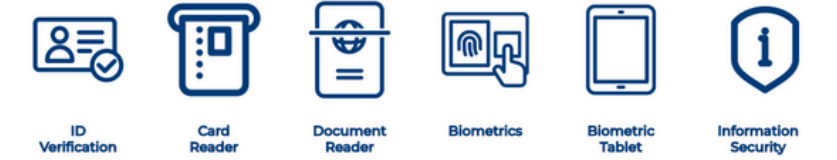


Iconography

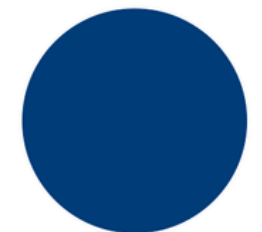
Products



Categories



Corporate

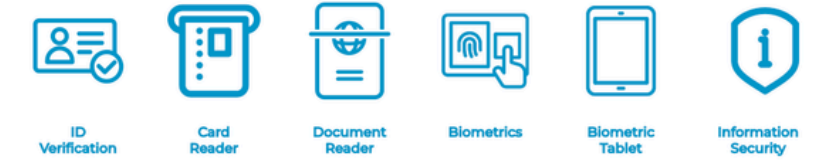


Iconography

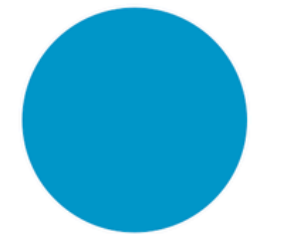
Products



Categories



Corporate

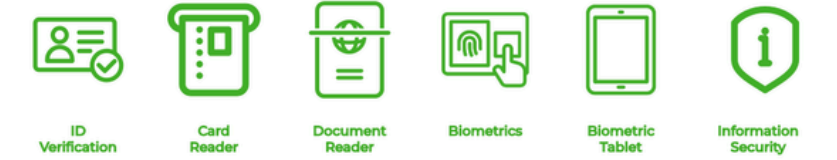


Iconography

Products



Categories



Corporate



04

Product Premises



2026 Global Product Catalog



Data Sheet



05

Corporate

Communications



Corporate Video



Product Portfolio & Company Introduction



Signature Design



PPT Template



Invoice Design

