

WHAT IS THIS BRAND GUIDE

This guide serves as a comprehensive resource and direction for representing the NMDC Hyderabad Marathon brand as it continues to grow and adapt. This edition reflects the latest updates to our branding strategy, ensuring that our visual identity remains dynamic and current.

In the following pages, you will find essential information to guide the correct application of our event's visual identifiers. Employing official artwork to recreate our brand elements is crucial to uphold the NMDC Hyderabad Marathon's reputation, ensuring its distinction and cohesion across all platforms.

As we launch this updated edition of our Brand Guide, we embrace the changes and advancements that enhance our brand's vibrancy, ensuring that the NMDC Hyderabad Marathon continues to stand out as a premier event.

IDENTITY UNIT

The NMDC Hyderabad Marathon logo effectively blends terrain, the runner, Charminar elements, and race colors to capture the city's cultural and athletic spirit. Its geometric design ensures a modern, adaptable identity suitable for digital and physical applications.

IDENTITY UNIT



IDENTITY UNIT



POWERED
BY



IDFC FIRST
Bank

IDENTITY UNIT



IDENTITY UNIT PROTECTED AREA

The logo clear space is denoted by the dotted lines, that is equivalent to the height of the letter 'M' from Marathon.

This area is designed to preserve the brand identity unit & prevent interference from other elements, such as titles, texts, images or borders.

Whenever possible, it is advisable to preserve an even larger clear space around the identity unit to protect its integrity.



IDENTITY UNIT ON DIFFERENT BACKGROUND

The Identity Unit format can be used in the following formats as applicable, against a white backdrop.

Primary Identity Unit:

It is recommended to use Primary Identity Unit format in all communications.

Monochromatic Identity Unit:

Recommended for exclusive use in materials that have limited color printing or applicability.

Monochromatic Identity Unit format can be used in white or black color.



Primary Identity Unit



Monochromatic Identity Unit

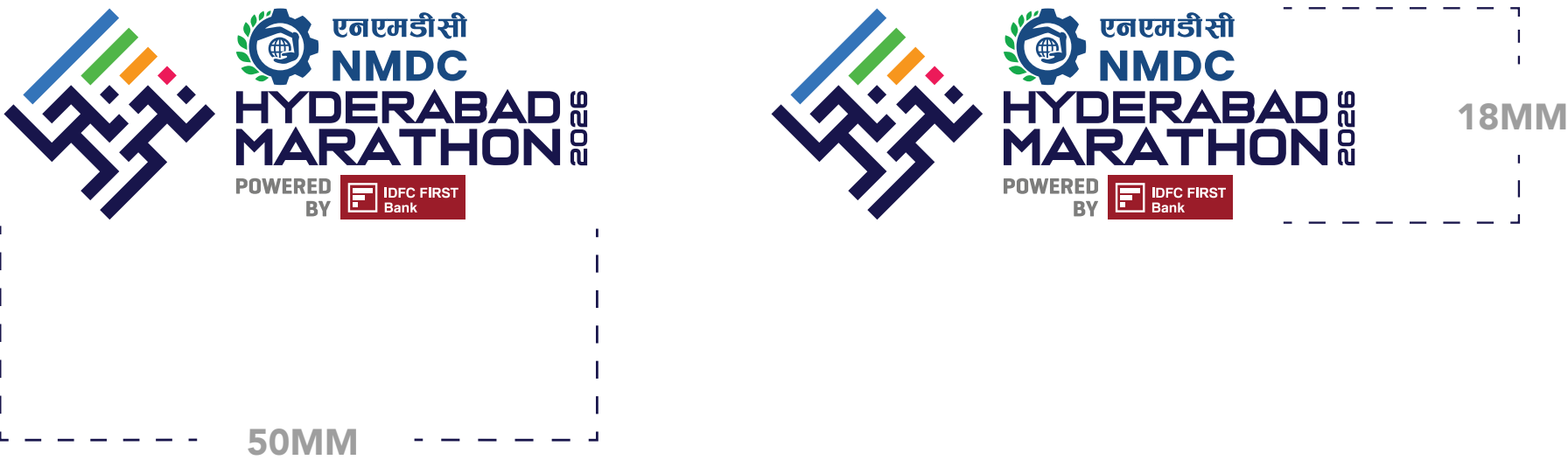
IDENTITY UNIT ON DIFFERENT BACKGROUND



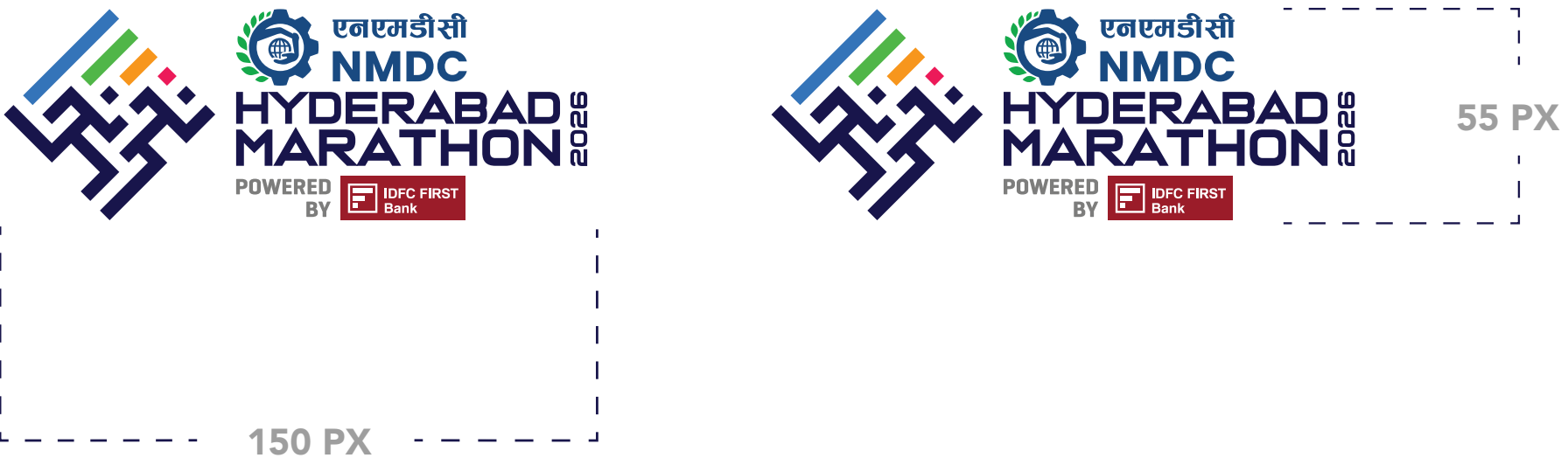
IDENTITY UNIT SIZE GUIDELINES

NMDC Hyderabad Marathon, Brand Identity Unit should always be legible in any reproduction. There are different minimum sizes for the use of NMDC HM Identity Unit on print and digital media. In a print medium, the event logo cannot be smaller than 30 mm width for a horizontal unit and 28 mm height for the vertical unit.

IDENTITY UNIT MINIMUM SIZE FOR PRINT



IDENTITY UNIT MINIMUM SIZE IN DIGITAL USAGE WILL BE AS FOLLOWS



INCORRECT USAGE OF IDENTITY UNIT

In order to preserve the integrity of the logo, please avoid executions which misuse, amend, or trivialize the identity.
Here are some examples of what not to do.



Primary Identity Unit Format



Do not stretch or skew logo



Do not change the proportions



Do not change the colors



Do not add drop shadow



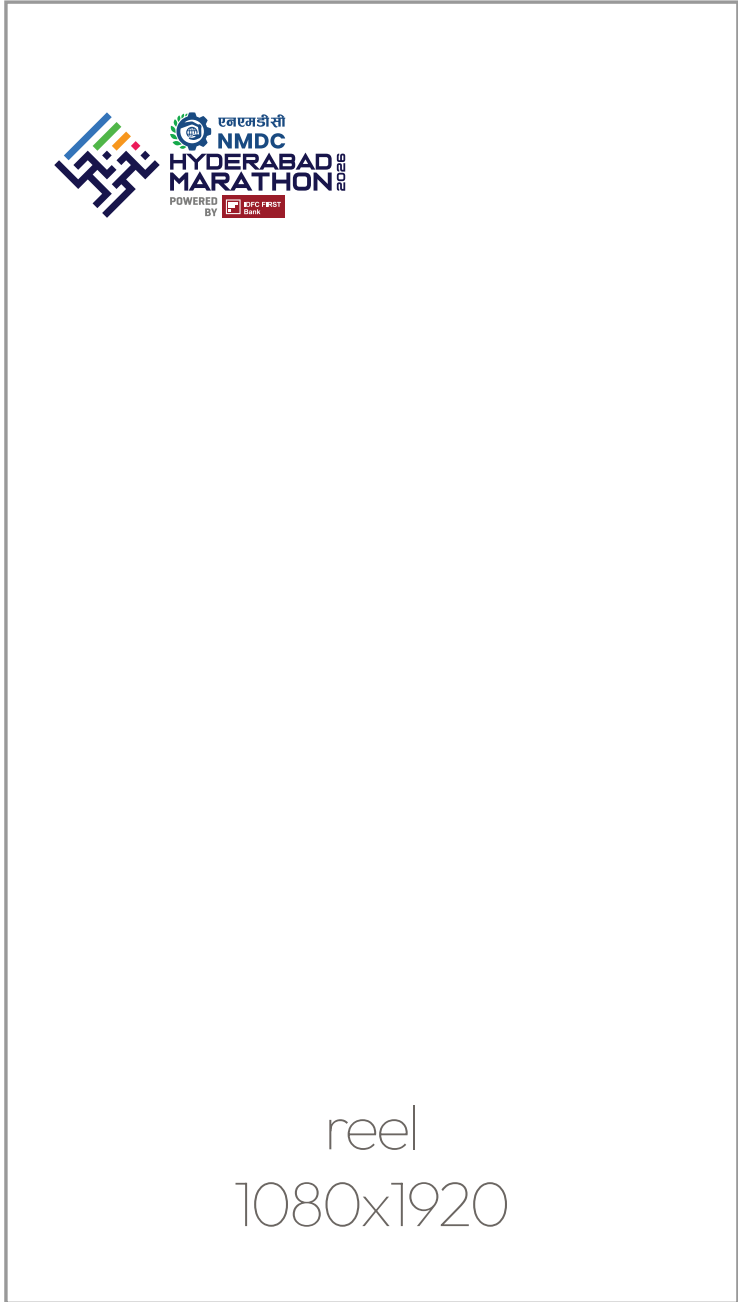
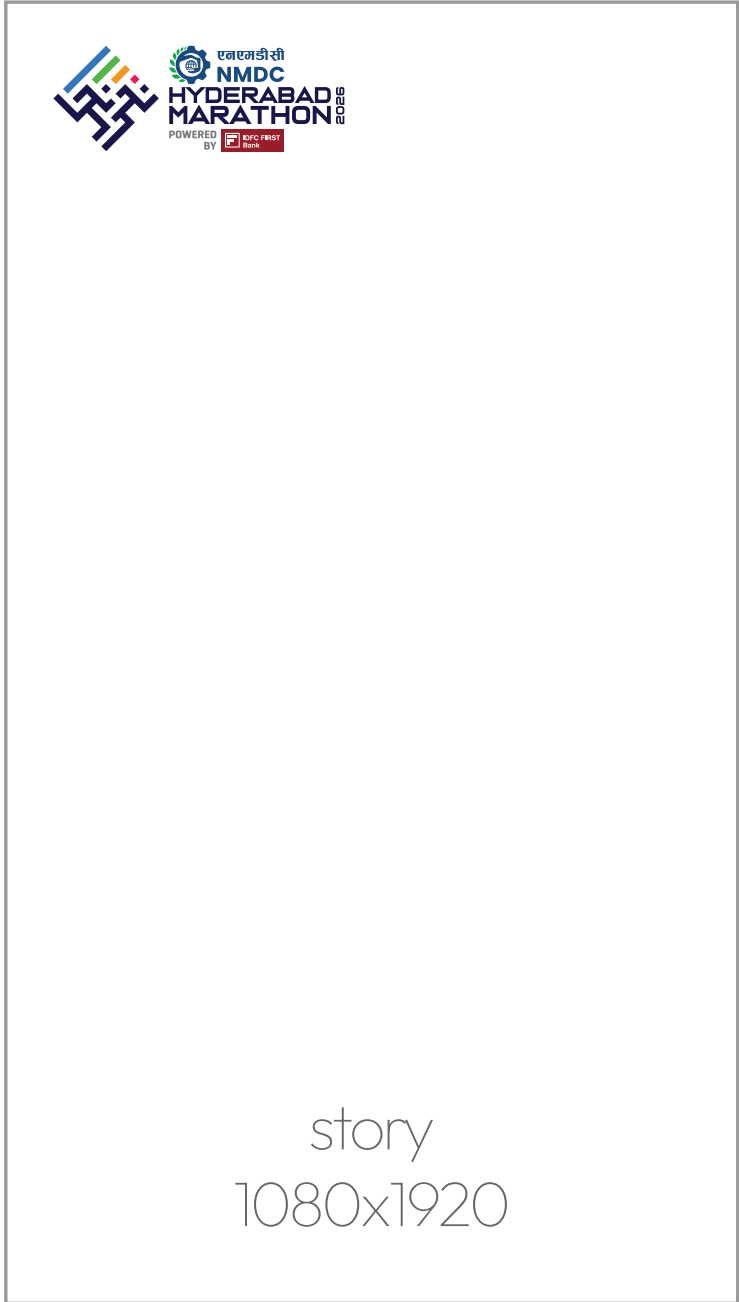
Do not outline the logo



Do not change alignment and spaces

LOGO PLACEMENT

The NHM logo must always be placed in the top-left corner across all creatives to ensure consistency and brand recognition. This fixed position reinforces a strong visual identity and maintains a professional, cohesive look.



BRAND COLOURS

The NMDC Hyderabad Marathon's brand colours each represent a distinct spirit and purpose. Blue symbolizes endurance, trust, and determination, reflecting the depth and maturity of full marathon runners. Green conveys growth, aspiration, and balance, marking the half marathon as a strong midpoint journey. Orange represents energy, enthusiasm, and approachability, making it ideal for semi-competitive 10K runners. Pink stands for community, inclusion, and fun, capturing the welcoming spirit of the 5K run for families and first-time participants. Navy blue, used in the logo, embodies trust, endurance, and focused determination, reflecting the event's seriousness and prestige.

BRAND COLOURS



C: 100% M: 100% Y: 34% K: 42%
R: 24 G: 21 B: 75



C: 81% M: 51% Y: 1% K: 0%
R: 52 G: 116 B: 185



C: 71% M: 1% Y: 100% K: 0%
R: 80 G: 182 B: 72



C: 0% M: 48% Y: 98% K: 0%
R: 247 G: 150 B: 29



C: 1% M: 99% Y: 52% K: 0%
R: 236 G: 26 B: 89

TYPE FACE

The typography reflects the strength, spirit, and movement that define the NMDC Hyderabad Marathon. The primary typeface is bold and contemporary, symbolizing endurance, determination, and unity — the very essence of every runner's journey. The clean, structured letterforms ensure clarity and impact across all applications, from race bibs to digital screens. Supporting typefaces bring balance and versatility, complementing the primary font with refined simplicity. Together, they create a visual rhythm that mirrors the marathon's energy, precision, and modern identity.

PRIMARY TYPEFACE

The primary typeface, Oxanium, captures the dynamic spirit of the NMDC Hyderabad Marathon. Its geometric precision and bold form reflect strength, movement, and modernity, ensuring every message carries the energy and endurance of the run.

Oxanium

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACE

Blinker complements the bold energy of the primary typeface with its clean, versatile form. It enhances readability and balance across applications, bringing a sense of approachability and modern simplicity to the NMDC Hyderabad Marathon’s visual identity.

Blinker

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

**EVERY
STEP
COUNTS.**

Get ready to run the streets of Hyderabad!

Primary Font

Secondary Font

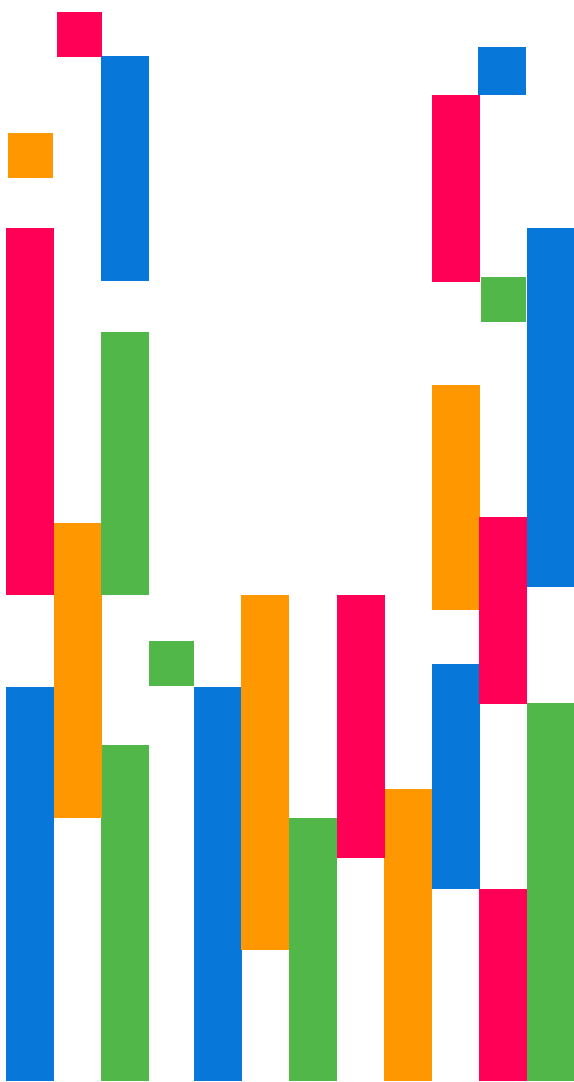
Together, these typefaces embody the NMDC Hyderabad Marathon's spirit of strength and motion—balanced, bold, and purposeful, reflecting a design ethos that celebrates endurance, unity, and progress.

PATTERN

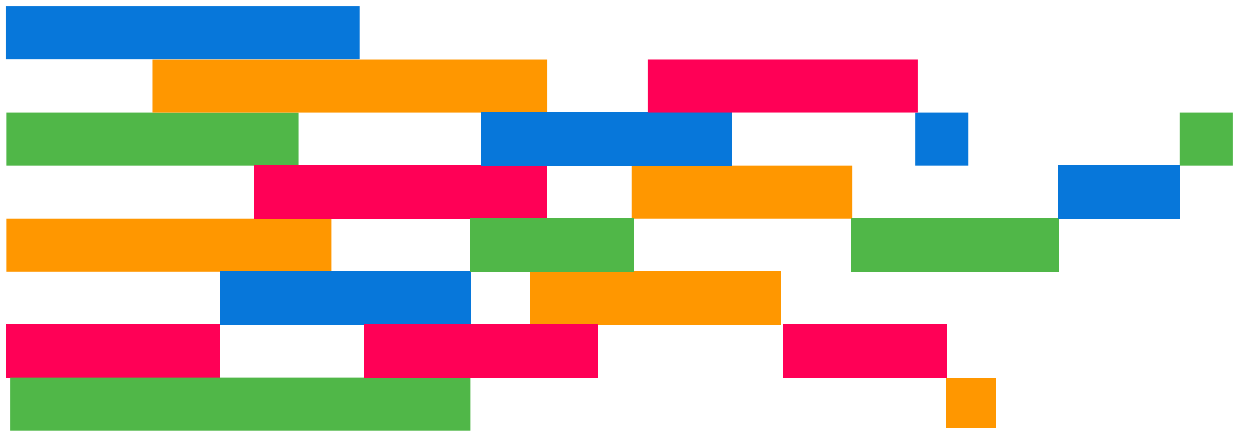
Adding rhythm and energy to the visual identity, the color strips and square blocks reflect the movement, diversity, and spirit of the marathon. These patterns enhance every design with a sense of motion and momentum, creating a dynamic visual language that celebrates endurance, progress, and unity across every platform.

STRIPS

The strips represent motion, energy, and forward momentum—capturing the continuous journey and unstoppable spirit of every runner.



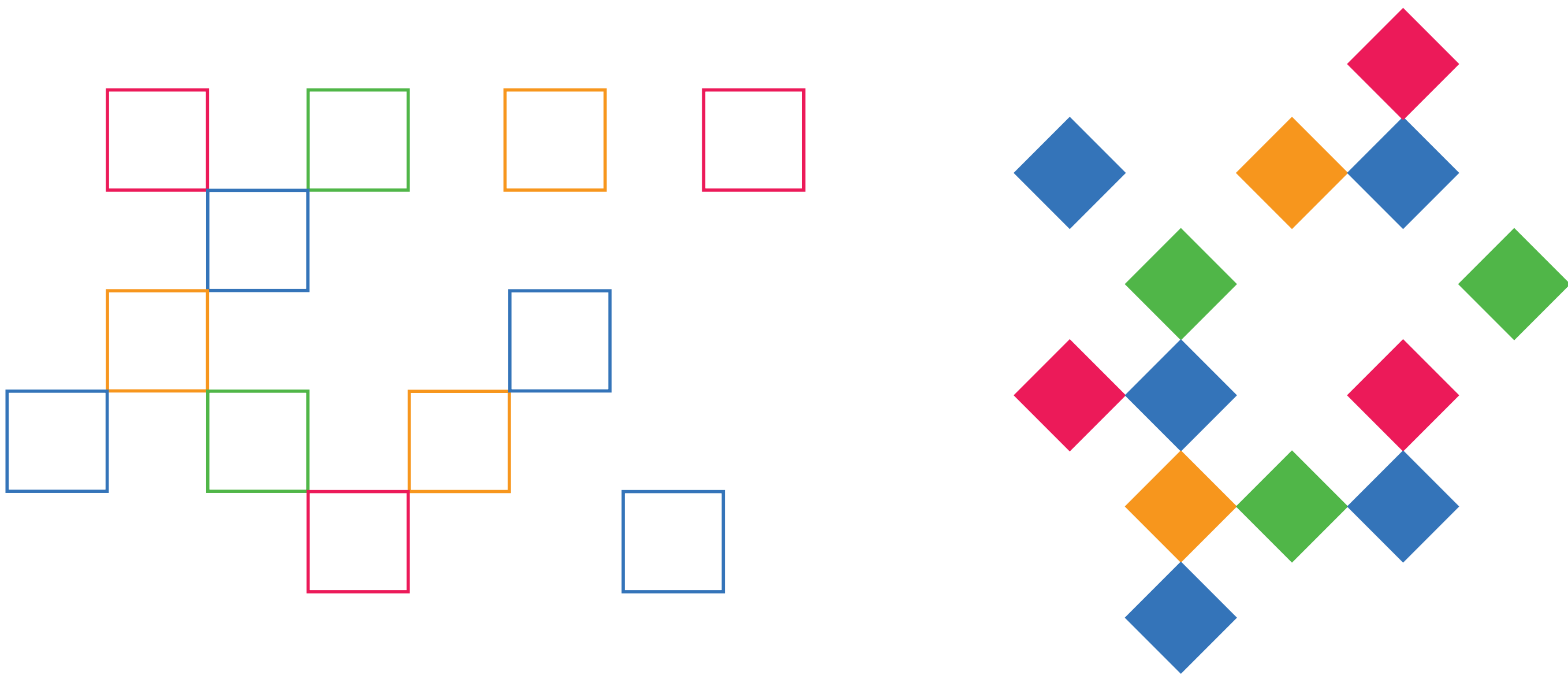
Visual representation of Charminar using strip pattern



Visual representation of aerial view of a marathon

STRIPS

The strips represent motion, energy, and forward momentum—capturing the continuous journey and unstoppable spirit of every runner.



EVERY STEP COUNTS

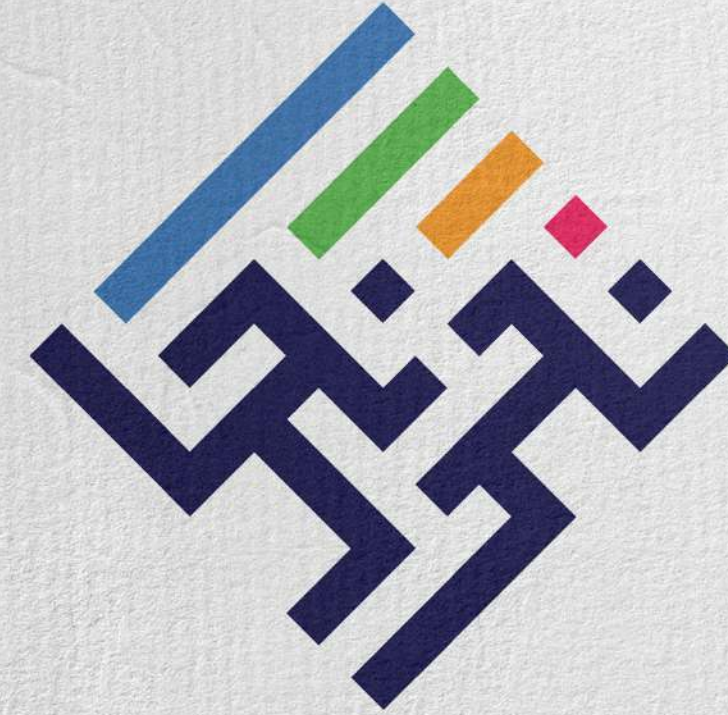
GET READY TO RUN THE
STREETS OF HYDERABAD!



MOCKUPS







REGISTER NOW

www.hyderabadmarathon.com



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NMDC
HYDERABAD
MARATHON
2026
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THANK YOU

Disclaimer

This brand book represent the 2026 edition of the NMDC Hyderabad Marathon identity. As the event continues to grow and evolve, future updates may be introduced to reflect new directions, partnerships, and design advancements, ensuring the brand remains current and consistent with its evolving spirit.