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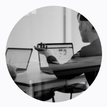
Typography

Cards

Logo



Ragnar Stabilo
hello@ragnarstabilo.com

MeridianBrand Identity Guidelines

How we can rock’n’roll together and always stay in sync

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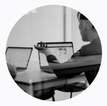

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The Way We Communicate

Sometimes how you say something is more important than what you say

Personal

We love communicating on a personal level. This is the core of who we are and what we do.

Friendly

We want to understand the motivation of our customers.

Simple

We hate jargon. Our communication is clear, effortless and blissful.

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COLORS

Solid Colors

We love colors. Mostly we use our two main colors, but we also have a wide variety of secondary colors as well.

Primary Colors

#170F3D

#08080D

Secondary Colors

#2EE8A9

#14AEEA

#170F3D

#332270

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COLORS

Gradients

Our passion for colors doesn’t stop at solid colors. We also collected are our favorite gradients.

#2EE8A9 #14AEEA

#332270 #1D1279

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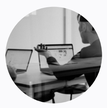

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TYPOGRAPHY

Typographic Style

We are extreamly serious about pushing our typographic experience to the next level.

MONTSERRAT REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlM mNnOoPpQqRrSsTtUuVvWw XxYyZz123456789!@#$%

When we digged through the online world for the perfect typeface for our headings we wanted a typeface, which emphasize credibility, confidence and trust reflecting our deep underlying values. After days of searching we found Aktiv Grotesk the single most versatile font with all the features we dreamed about.

MONTSERRAT LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlM mNnOoPpQqRrSsTtUuVvWwX xYyZz123456789!@#$%

For our body text we wanted to choose a typeface which is impossible to stop reading it. This is the point where we can grab that attention we get from using Aktiv Grotesk. Thanks to the slightly curved shape of Proxima Nova, it gives a friendly tone to our voice in the typographic world.

Design Inc.

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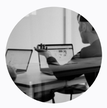

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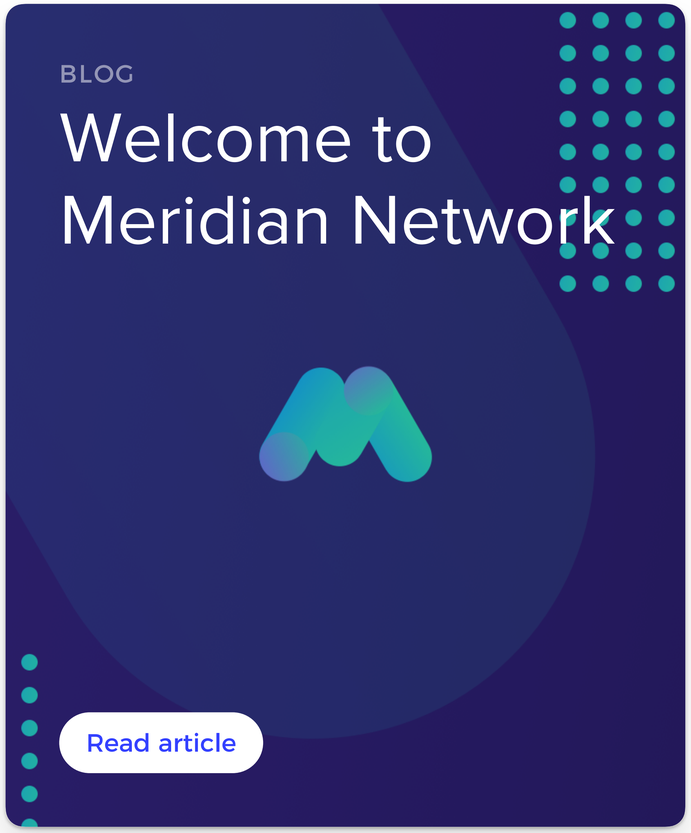
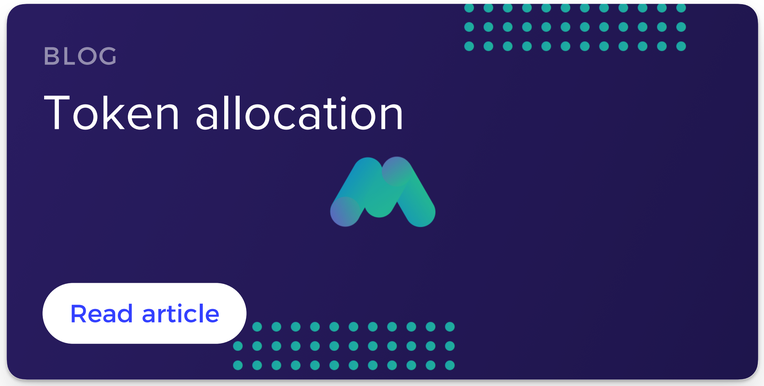
CARDS

Cards & Shadows

We use cards to make our articles visually more appealing and interesting.





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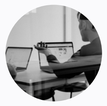

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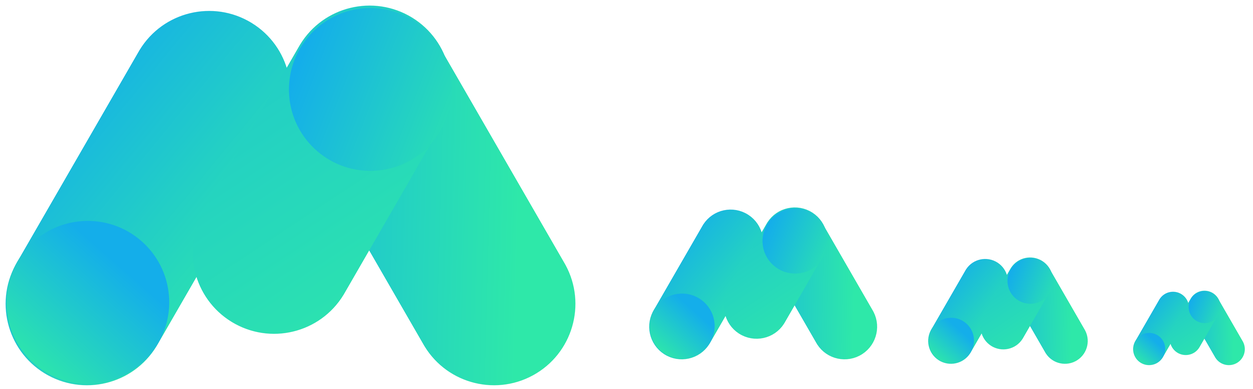
LOGO

Logo

meridian
Network