



Brand Guideline

Our logos

The Mereka logo is composed of an octothorpe and a logotype set in Lato.

The horizontal logo is the primary logo and should be used in the majority of situations. The background logo is intended for large-scale use. Avoid using at small sizes, as it can become illegible.

Always use the logo files provided. Do not re-create.



Primary colours



#000000



#ffffff



#2d898b



#ab3b78



#295cad

Secondary colours



#8c002f



#cd89ae



#94d1e4



#e18437



#f4be48



#8fbec2



#295cad



#7f9dce



#2c6e49

Typography: Lato

Typeset all headers and subheaders in Lato.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

| | |
|-----------------------|--|
| Thin | The quick brown fox jumps over the lazy dogs. |
| <i>Thin italic</i> | <i>Big dwarves heckle my top quiz of jinx.</i> |
| Light | Fox dwarves chop my talking quiz job. |
| <i>Light italic</i> | <i>Two driven jocks help fax my big quiz.</i> |
| Regular | When zombies arrive, quickly fax judge Pat. |
| <i>Regular italic</i> | <i>A wizard's job is to vex chumps quickly in fog.</i> |
| Bold | Pack my red box with five dozen quality jugs. |
| <i>Bold italic</i> | <i>Who packed five dozen old quart jugs in my box.</i> |
| Black | Show mangled quartz flip vibe exactly. |
| <i>Black italic</i> | <i>Fake bugs put in wax jonquils drive him crazy.</i> |

Typography: Poppins

Typeset all text and paragraph text
in Poppins.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0123456789**

| | |
|----------------------|--|
| Thin | The quick brown fox jumps over the lazy dogs. |
| <i>Thin italic</i> | <i>Big dwarves heckle my top quiz of jinx.</i> |
| Light | Fox dwarves chop my talking quiz job. |
| <i>Light italic</i> | <i>Two driven jocks help fax my big quiz.</i> |
| Regular | When zombies arrive, quickly fax judge Pat. |
| <i>Italic</i> | <i>A wizard's job is to vex chumps quickly in fog.</i> |
| Medium | Nymphs blitz quick vex dwarf jog. |
| <i>Medium italic</i> | <i>Waltz job vexed quick frog nymphs.</i> |
| Bold | Pack my red box with five dozen quality jugs. |
| <i>Bold italic</i> | <i>Who packed five dozen old quart jugs in my box.</i> |
| Black | Show mangled quartz flip vibe exactly. |
| Black italic | Fake bugs put in wax jonquils drive him crazy. |

Internal partnership lockup

The internal partnership lockup is used for communication around approved Mereka internal partnerships. We lock up the Mereka logo with a partner logo, placing the Mereka logo either to the left or top of the partner's logo. We add clear space between the logos equal to the size of the octothorpe, and divide this space in half by a vertical line.

Both logos should feel of equal size. Partner logos should be aligned to the optical baseline of the Mereka logotype.

We also kindly ask that you adhere to the following:

- Do not pair the Mereka octothorpe with partner logos—always use the Mereka logo
- Do not use the Mereka name or marks as part of your own
- Do not use Mereka in any advertising without our explicit approval
- Do not use Mereka assets or similar words/marks on apparel or merchandise



Mereka Group (usage for when all Mereka brand are involved)



Video

Lower thirds: Design should be clean and clear. Names should be set in Open Sans Bold, titles in Lato regular and backgrounds set to 80% opacity.

Ending slates: All videos should end with the Mereka logo, animated or still.

Watermarked logos: Watermarked logos should be placed in the upper left at 50% opacity.

