Brand Book

Meeshkan

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Company Values

Logo Usage

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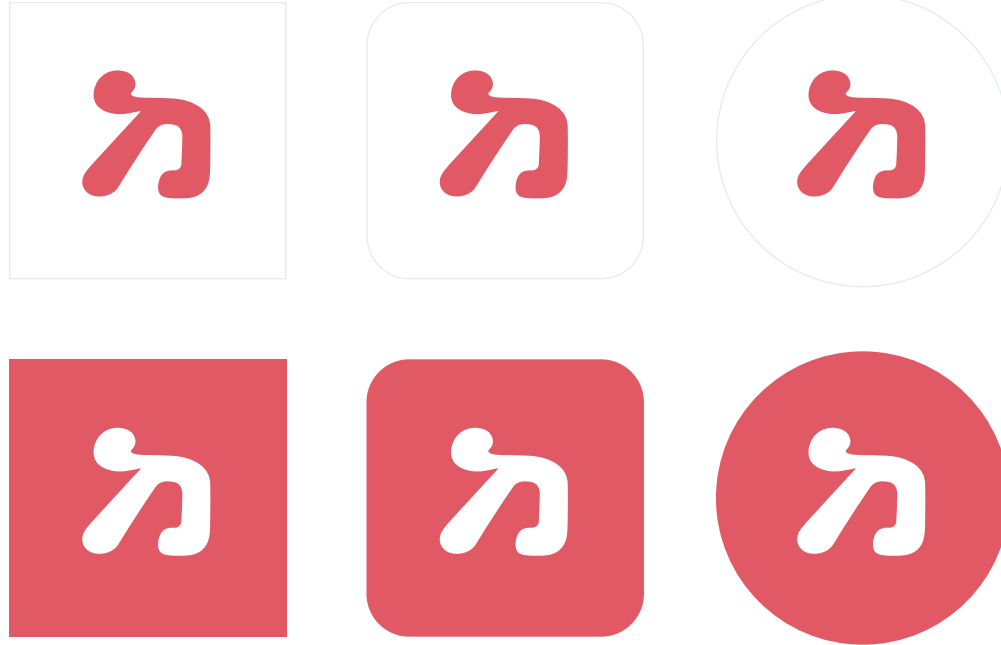
Incorrect Logo Usage

DON'T:

1. Force icon and wordmark on a same baseline

2. Scale up icon's size

3. Scale down icon's size

4. Use the logo as repeated pattern.

5. Scale the logo unproportianely.

6. Attempt to recreate the logo.

Icon Usage

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vitae iaculis eros, quis tristique sem. Sed a sollicitudin magna. Fusce accumsan nibh dignissim orci fermentum consequat. Morbi iaculis hendrerit volutpat. In in lacinia sapien. Sed eleifend condimentum sem, id fringilla dolor consectetur vel. Fusce non volutpat velit.
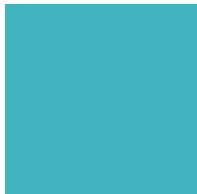
1

RED

CMYK 6, 77, 50, 0
RGB 255, 89, 100
HEX #E15964

DARK GREY
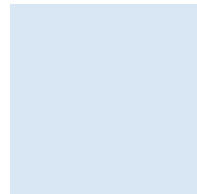
CMYK 74, 60, 52, 56
RGB 53, 59, 64
HEX #353B40
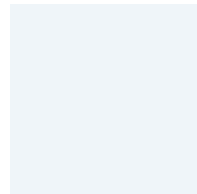
2

TEAL

CMYK 6, 77, 50, 0
RGB 255, 89, 100
HEX #E15964

SKY BLUE

CMYK 6, 77, 50, 0
RGB 255, 89, 100
HEX #E15964

PIGEON BLUE

CMYK 6, 77, 50, 0
RGB 255, 89, 100
HEX #E15964

ICE BLUE

CMYK 6, 77, 50, 0
RGB 255, 89, 100
HEX #E15964

SPRUCE

CMYK 6, 77, 50, 0
RGB 255, 89, 100
HEX #E15964

Main Colors

1. LOGO COLORS

These are our logo colors. Use these sparingly so as not to outshine our logo.

2. SUPPORTING COLORS

These make up our core color palette.

Alternative
Color Palette

1. MAIN COLORS

2. SUPPORTING COLORS

1

RED

CMYK 6, 77, 50, 0
RGB 255, 89, 100
HEX #E15964

WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

AZURE BLUE

CMYK 6, 77, 50, 0
RGB 255, 89, 100
HEX #E15964

NAVY BLUE

CMYK 100, 86, 38, 28
RGB 2, 43, 93
HEX #022B5D

2

MINT

CMYK 53, 0, 19, 0
RGB 120, 208, 216
HEX #78D0D8

ROYAL BLUE

CMYK 100, 83, 29, 11
RGB 3, 55, 117
HEX #033775

SKY BLUE

CMYK 6, 77, 50, 0
RGB 255, 89, 100
HEX #E15964
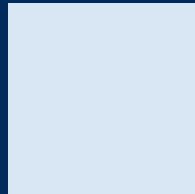
PIGEON BLUE

CMYK 6, 77, 50, 0
RGB 255, 89, 100
HEX #E15964

GOLD

CMYK 12, 19, 50, 1
RGB 229, 204, 144
HEX #E5CC90

EXO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qr Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

EXO
Use Exo Regular on headings. Highlight with Exo SemiBold.

FIRA SANS LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qr Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

FIRA SANS
Use Fira Sans Light on body copy. Highlight with Fira Sans Medium.

ROBOTO MONO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qr Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO MONO
Roboto Mono is Meeshkan's choice for command lines, and for **command lines only**.

Exo Regular 60 (72)
H1

Exo Regular 40 (48)
H2

Exo Regular 32 (38)
H3

H4 Exo Medium 20 (24)

H5 EXO MEDIUM 20 (24)

Headings

COLOR
#353A40

LEADING / LINE-HEIGHT
Font size x 1.2

H5
Tracking (letter spacing) = 100

24 PX   **Meeshkan** is fast, powerful machine learning framework that mixes data streams to train models and adjust predictions on the fly on any infrastructure.

20 PX   **Meeshkan** is fast, powerful machine learning framework that mixes data streams to train models and adjust predictions on the fly on any infrastructure.

16 PX   **Meeshkan** is fast, powerful machine learning framework that mixes data streams to train models and adjust predictions on the fly on any infrastructure.

Body Copy

COLOR
#526373

LEADING / LINE-HEIGHT
Font size x 1.7

Body copy's leading is relatively large for creating more lighter impression. The highly recommended line lenght is 60-80 characters.

About Meeshkan

Meeshkan is fast, powerful machine learning framework that mixes data streams to train models and adjust predictions on the fly on any infrastructure.

About Meeshkan

Meeshkan is fast, powerful machine learning framework that mixes data streams to train models and adjust predictions on the fly on any infrastructure.

About Meeshkan

X3

X

X6

Meeshkan is fast, powerful machine learning framework …

Extras

ORNAMENT

The so called ornament's main function is to increase the percentage of brand's main red color when layout is text rich or lacks color. Its secondary function is to draw user's attention, especially on web, to headings. It symbolises a data stream.