

Brand Presentation

Initial Brand Identity

MERAKI

March
2025

Welcome to the Meraki Engineering
Technology brand presentation.

This presentation is designed to help you bring
the Meraki Engineering Technology
brand to life.

THE
MERAKI
Engineering & Technology PLC

BRAND

MERAKI

March
2025

OUR GOAL

The goal of MERAKI Engineering and Technology P.L.C. is to redefine engineering excellence by delivering innovative, precise, and reliable solutions that empower businesses and industries to thrive in a rapidly evolving technological landscape. By combining cutting-edge technology, expert craftsmanship, and a passion for innovation, MERAKI aims to become a trusted leader in the fields of CNC machine production, automation, and advanced engineering services.

WHY DO WE EXIST?

To revolutionize engineering and manufacturing by providing precise, innovative, and reliable solutions that empower industries to achieve their full potential. Our purpose is to bring passion, expertise, and technology together to solve complex challenges efficiently.

HOW DO WE LEAD?

We lead by embracing cutting-edge technologies and setting industry standards for precision and efficiency. Our approach is customer-centric, focusing on tailored solutions that address specific challenges faced by our clients. We also invest in continuous learning and development to stay ahead in the industry.

WHO DO WE SERVE?

We serve manufacturers, industrial businesses, and technology-driven enterprises seeking high-quality CNC machine, automation solutions, and advanced engineering services. Our clients value precision, reliability, and a forward-thinking approach to engineering.

WHAT SETS US APART?

Our unique blend of expert craftsmanship, advanced technology, and a passion for innovation sets us apart. The ability to provide customized, high-precision solutions with a focus on quality and reliability distinguishes us from competitors. Additionally, our commitment to sustainability and ethical practices enhances our brand's appeal.

WHAT DO WE STAND FOR?

We stand for innovation, integrity, and excellence. Our commitment to precision, quality, and continuous improvement drives everything we do. We believe in fostering sustainable practices and building trust-based relationships with our clients.

WHERE ARE WE HEADED?

Our vision is to become a leader in the engineering and technology sector, known for precision, innovation, and trustworthiness. We aim to expand our reach, embrace emerging technologies like AI and IoT in manufacturing, and contribute to sustainable industrial growth.

THE WORDMARK AND ICON

Wordmark

The MERAKI wordmark presents a powerful and contemporary representation of the brand's identity, combining a bold and modern typeface with a clean and professional aesthetic. The uppercase lettering conveys strength, authority, and reliability, which aligns seamlessly with the company's focus on engineering and technology solutions.

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Visual Breakdown

The sans-serif font is straightforward and modern, reflecting clarity and innovation.

Bold weight emphasizes the brand's confidence and expertise in the tech industry.

The dominant blue exudes professionalism, trustworthiness, and technology-driven values.

Consistent use of a single color palette strengthens brand recognition and simplicity.



Balanced letter spacing ensures readability while maintaining a compact and unified look.

The alignment with the symbol above creates a cohesive and visually appealing structure.

MERAKI

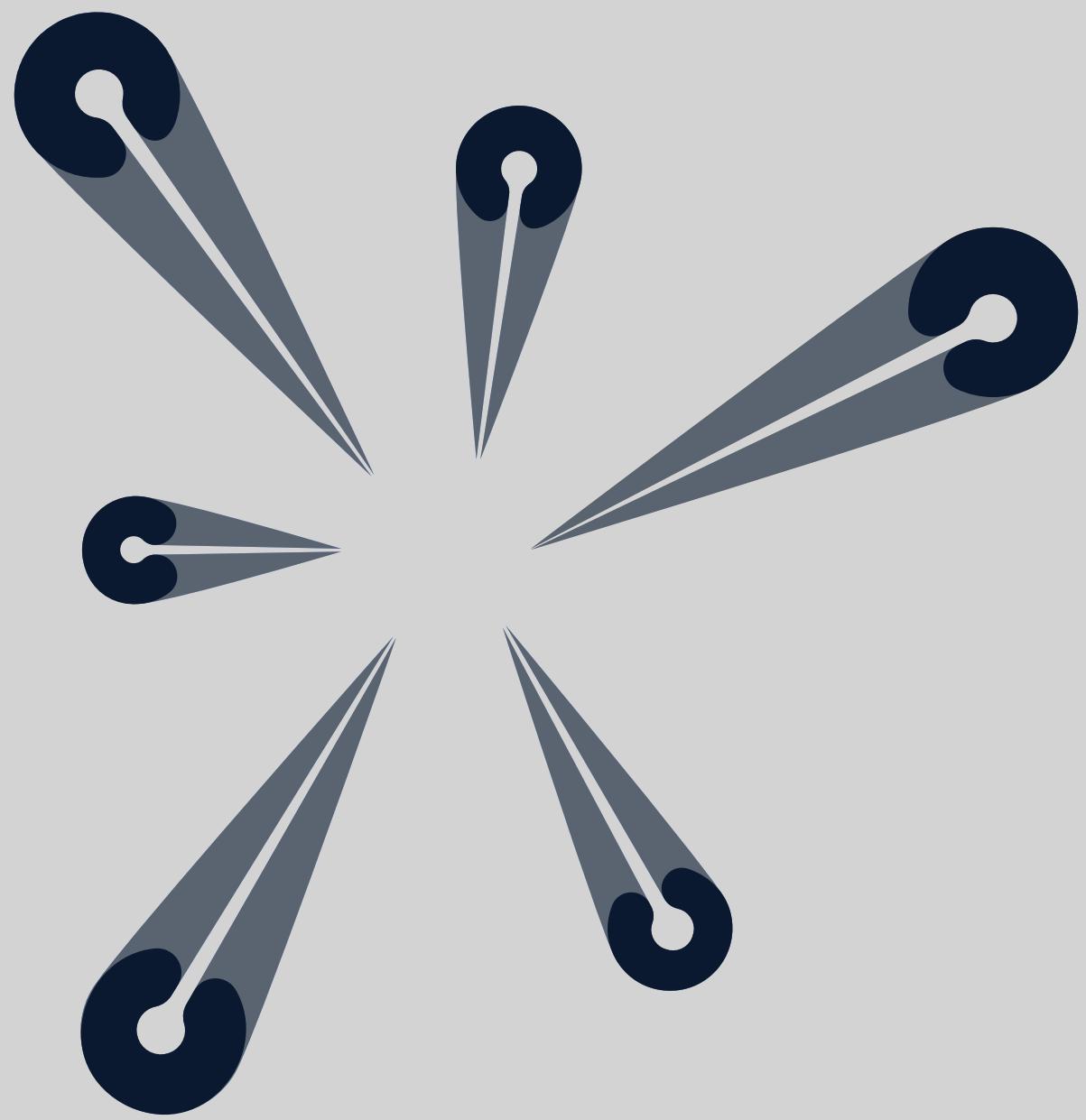
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Logo

The logo for MERAKI is a dynamic and modern representation that captures the brand's essence of innovation, energy, and forward-thinking. Its abstract form resembles an explosion or a radiant burst, symbolizing breakthrough ideas, progress, and the impact of technology. The smooth curves and pointed ends create a sense of motion and direction, aligning with the company's mission to lead in engineering and technology solutions.

The logo is a powerful visual metaphor for MERAKI's brand attributes—innovation, impact, and growth. Its simplicity, combined with a dynamic form, makes it versatile for both digital and print applications while maintaining a strong brand identity.

MERAKI

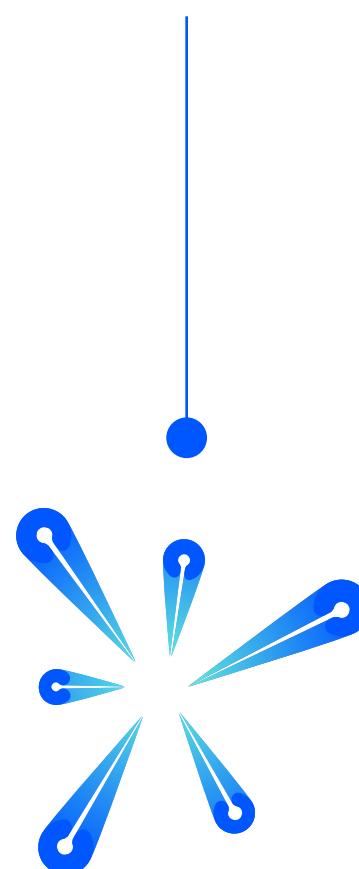


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Visual Breakdown

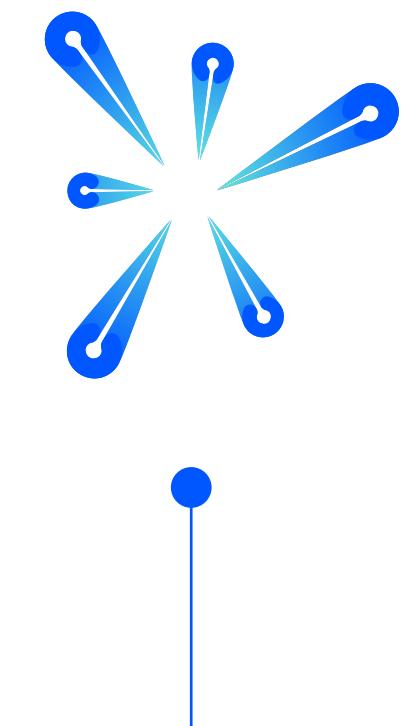
Central Point

Acts as the core or “heart” of the logo, symbolizing the source of innovation and expertise



Symbolism

Represents precision, innovation, and energy, which are key traits for a tech-driven engineering company



Radiating Elements

Represent expansion, influence, and the brand's ability to reach and impact various sectors.

The variation in length and direction of the elements adds dynamism and prevents the logo from appearing static

Shape and Structure

The elements radiate from a common center, implying balance and expansion. The elongated, pointed shapes with rounded ends evoke a sense of movement, like signals or data transmissions.

Simplicity and Memorability

The minimalist design ensures that the icon is easily recognizable and memorable. Its simplicity allows for versatile application across various mediums and sizes without losing clarity or impact.

Movement and Energy

The outward direction of the elements suggests motion, innovation, and the exploration of new frontiers. This dynamic appearance aligns with MERAKI's goals of advancing technology and providing impactful solutions.

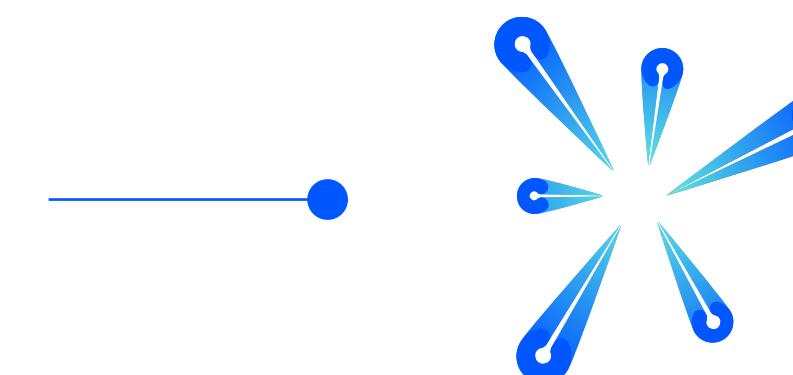
Color Choice

The subtle transition from lighter to darker shades adds dimension and a modern touch. The blue gradient suggests trust, reliability, and innovation. The solid blue hue is consistent with the wordmark.

Inner Lines and Circles

The lines leading to small circular nodes resemble circuit paths or data flow, enhancing the tech feel

The circular cutouts at the wider ends give a sense of openness and connectivity



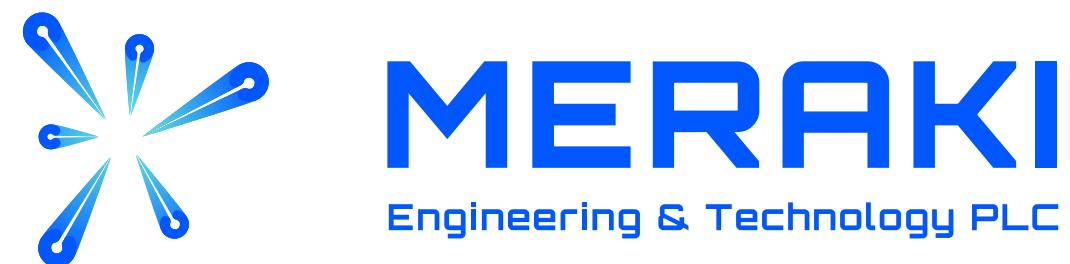
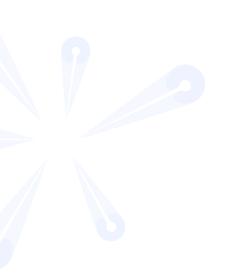
The radial design suggests motion and high-speed precision, ideal for CNC and laser cutting.

MERAKI

The logo concept has a modern and dynamic feel, resembling an abstract spark, explosion, or high-tech innovation burst. It aligns well with MERAKI Engineering and Technology P.L.C.'s focus on CNC machining and laser cutting.



Logo & Wordmark variation



Primary Logo



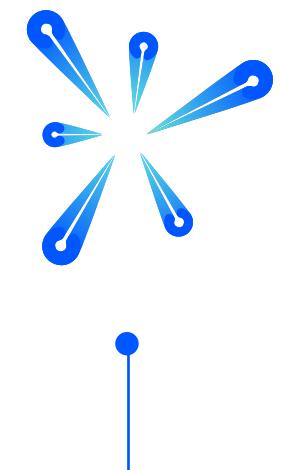
Tertiary Logo



Secondary Logo



Wordmark



Icon Logo

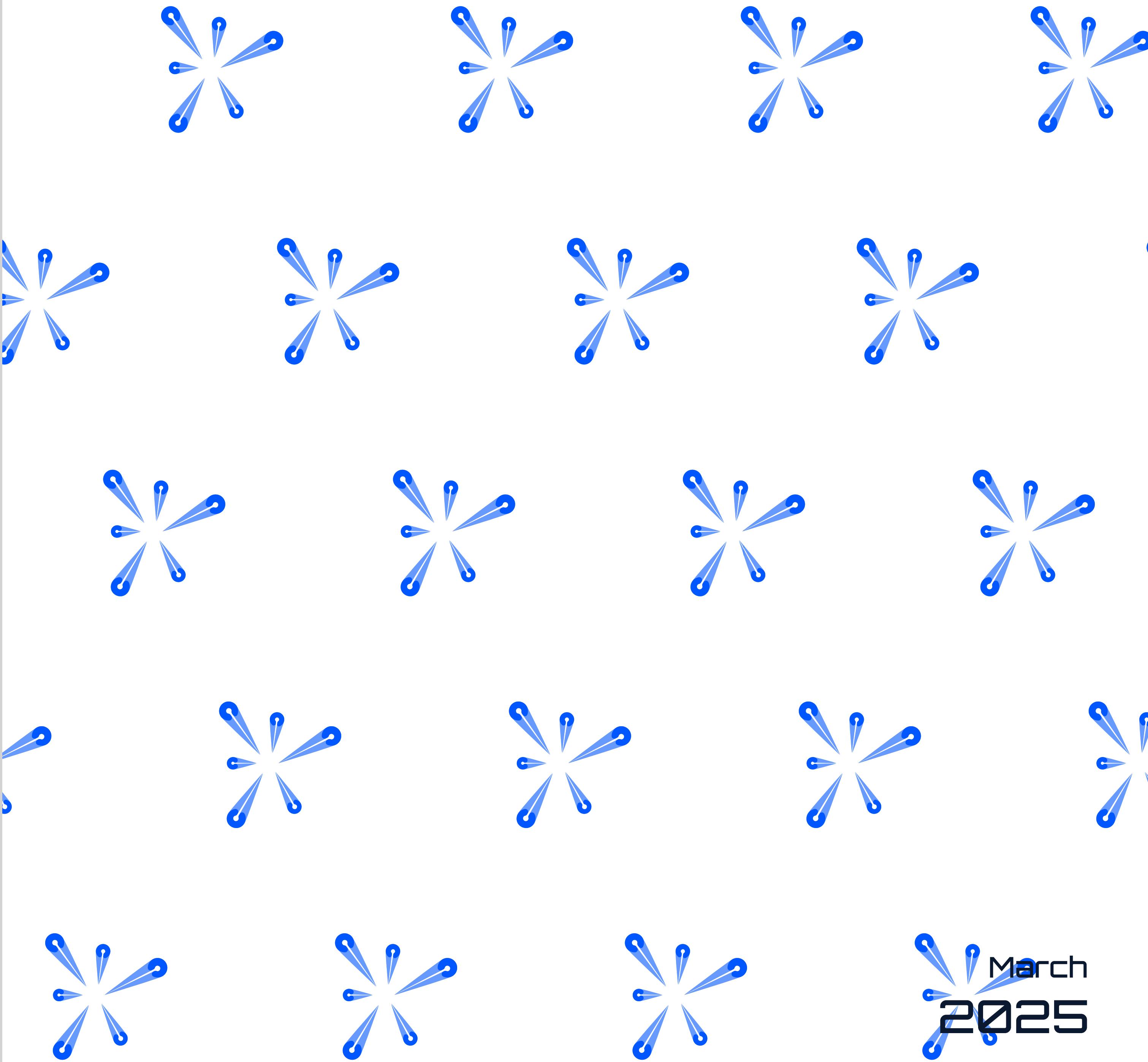
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Brand Pattern

The brand pattern for “MERAKI” is made by the grid repetition of the icon logo.



COLOR SELECTIONS

MERAKI

MERA
KI Engineering and Technology
P.L.C., the color palette reflect innovation,
precision, and professionalism while
maintaining a modern and high-tech feel.

Deep Navy (Strength & Professionalism)

HEX: #0A192F
RGB: 10, 25, 47
CMYK: 79, 47, 0, 82

depth
reliability

Electric Blue (Innovation & Technology)

HEX: #0057FF
RGB: 0, 87, 255
CMYK: 100, 66, 0, 0

trust
innovation
high-tech precision

Cyber Yellow (Energy & Precision)

HEX: #FFD700
RGB: 255, 215, 0
CMYK: 0, 16, 100, 0

bold
energetic
highlight

Light Gray
(Minimalist & Sleek)

Steel Silver
(Metallic, CNC Vibe)

industrial
machined metal feel

HEX: #D3D3D3
RGB: 211, 211, 211
CMYK: 0, 0, 0, 17

HEX: #A6A6A6
RGB: 166, 166, 166
CMYK: 0, 0, 0, 35

Teal (Futuristic & Digital Edge)

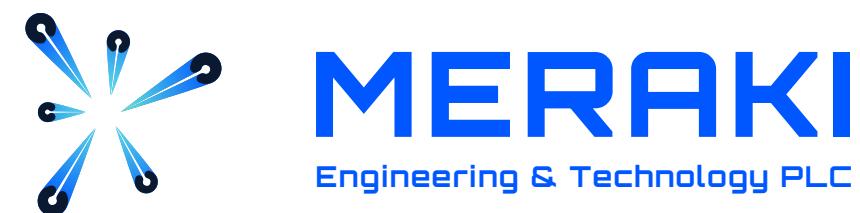
HEX: #00A3A3
RGB: 0, 163, 163
CMYK: 100, 0, 0, 36

Gradient Initial point

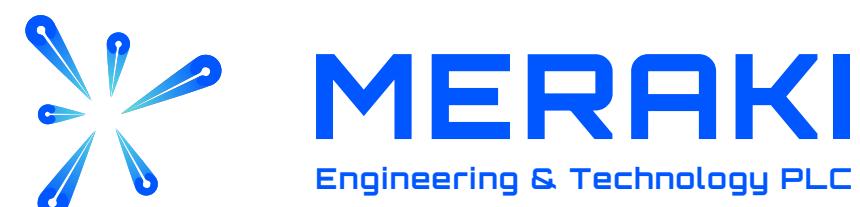
HEX: #60FF00
RGB: 109, 155, 219
CMYK: 44, 0, 28, 0

Color Usage

Electric Blue + Deep Navy -> Core branding (logo, website, main identity).



Cyber Yellow -> Used as a highlight (call-to-action buttons, accents).



Light Gray / Steel Silver -> Backgrounds, text, or UI elements.



Teal -> Can be used in motion graphics or digital elements.



TYPOGRAPHY CHOICES

Primary Type

We've chosen Orbitron font as the primary typeface for MERAKI Engineering & Technology brand, because it is effective and aligns well with the brand's core values of strength, innovation, and reliability. It strikes a balance between being modern and professional, making it a strong foundation for MERAKI's visual identity.

Orbitron by Google Fonts

AaBbCc

Precision in Every Solution.

Orbitron by Semi Bold

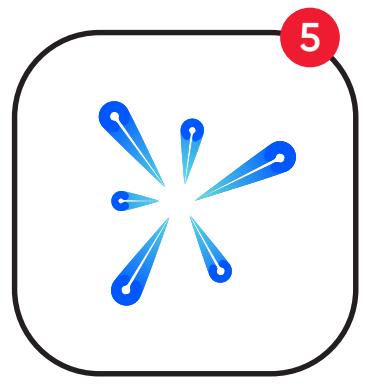
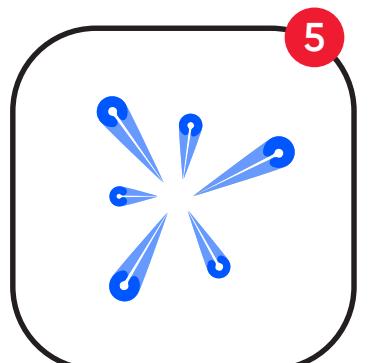
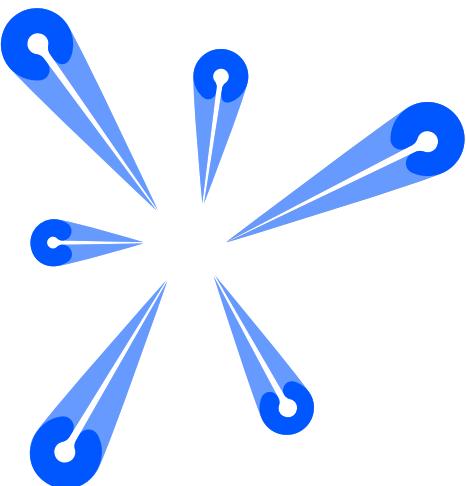
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Orbitron by Bold

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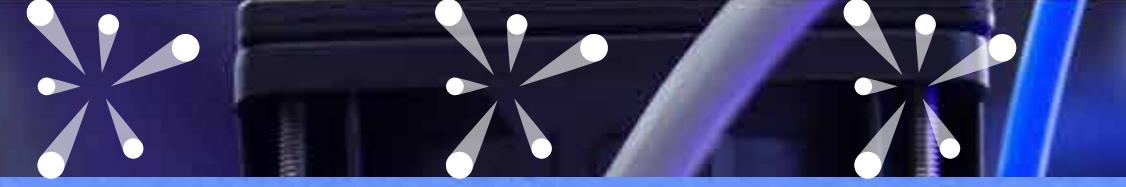
BRAND IN ACTION

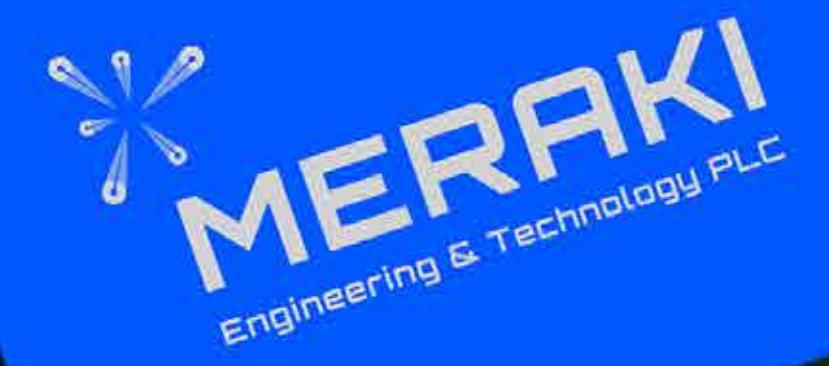




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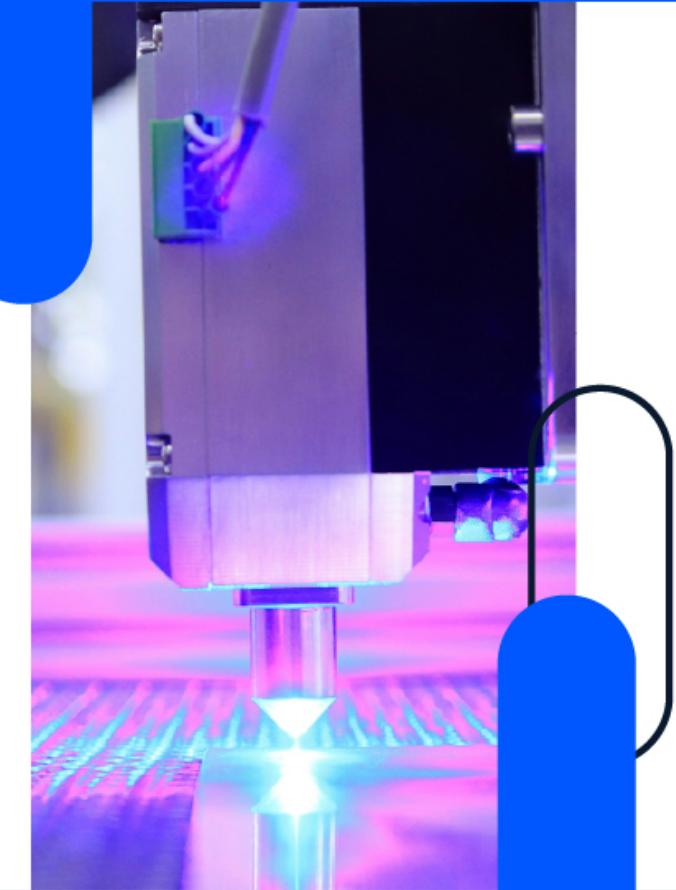




**HEADLINE PRESENTATION.**

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THANK YOU

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