ESSET MEAL Platform

Brand Identity v1.0 (Locked Edition)

Strategy • Evidence • Adaptation

1. Brand Essence

ESSET MEAL Platform is a structured Project Intelligence system for locally led CSOs. It integrates Strategy, Evidence, Accountability, and Adaptive Learning into a governed digital ecosystem.

2. Logo Philosophy

The geometric network emblem represents interconnected outcomes, actors, and evidence pathways. The central golden node symbolizes decision-grade intelligence. The containment arc represents governance integrity and invisible data protection boundaries.

3. Official Color Palette

Deep Navy	#0F2A4A
Teal	#1A8E94
Gold Gradient	#F4B942 → #F39C12
Light Blue	#4BA3D9
Soft Gray	#9EA3A8
Neutral Gray	#6E6E6E

4. Typography System

Primary Wordmark: Geometric Sans Serif (Inter / Montserrat / Manrope recommended). ESSET: Bold 700–800, uppercase, +3% letter spacing, Deep Navy. MEAL Platform: Medium 500, Teal. Tagline: Regular 400, Neutral Gray.

5. Usage Rules (Locked)

• Maintain original proportions.
• Do not modify official colors.
• Use white or light neutral backgrounds.
• Minimum clear space: 0.5 × emblem width.
• No distortion, rotation, or drop shadow effects.

6. Strategic Positioning

From Compliance to Intelligence. ESSET enables rights-based, adaptive, and structurally governed MEAL systems for institutional and grassroots impact.