

Meji

Brand Identity



Meji

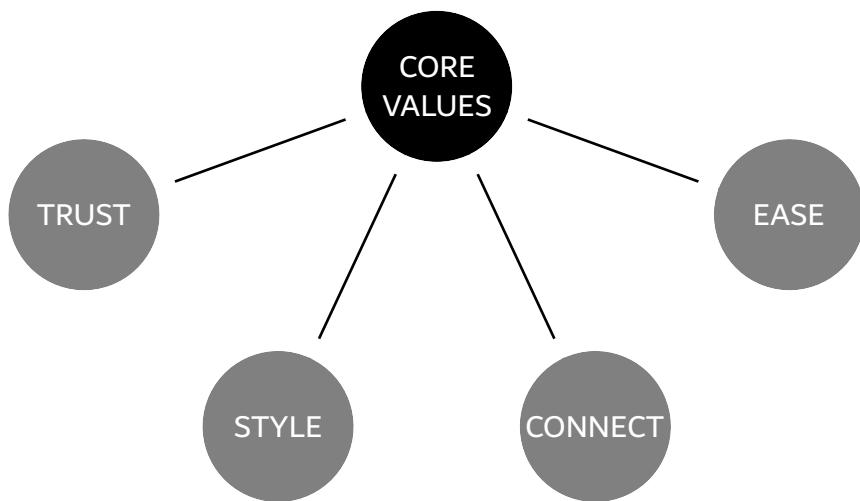
Shop with ease

ABOUT

Meji is a Nigerian e-commerce platform where you can purchase anything and everything you need.

MISSION

To provide an easier shopping experience that guarantees what you order is exactly what is delivered



BRIEF

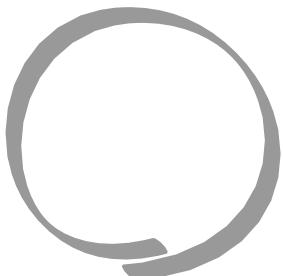
The major focus of this logo is simplicity, elegance and memorability. It should represent the brand and embed its core values.



The “M” is gotten from the first letter of Meji. It represents stability. It is slanted to portray elegance and style.



A line connecting two points which portrays the ease at which we connect product to the customers.

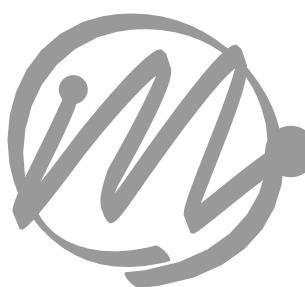


The circles represent stability, positive, wholeness, continuity and perseverance of the brand.

PUTTING IT ALL TOGETHER



Overlapping all elements



Combining the M-shape and the connect line



Simplifying the design



The negative space was used cleverly, appropriately and effectively to add extra meaning to logo design, and reinforcing the simplification through subtraction which leads to a more memorable brand identity.

TYPOGRAPHY

Dubai

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

0 1 2 3 4 5 6 7 8 9

Dubai (Light)

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

0 1 2 3 4 5 6 7 8 9

Dubai (Bold)

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

0 1 2 3 4 5 6 7 8 9

The Dubai typeface properly carries the weight of headlines with a bold, tracked-in handling. The light font variant of the typeface is more spaced out and suitable for tiny body copy. Dubai typeface is a one-stop-shop for the entire brand.



COLOR

Light Red

#F05950

RGB 240,89,80

White

#FFF

RGB 250,250,250

Black

#000

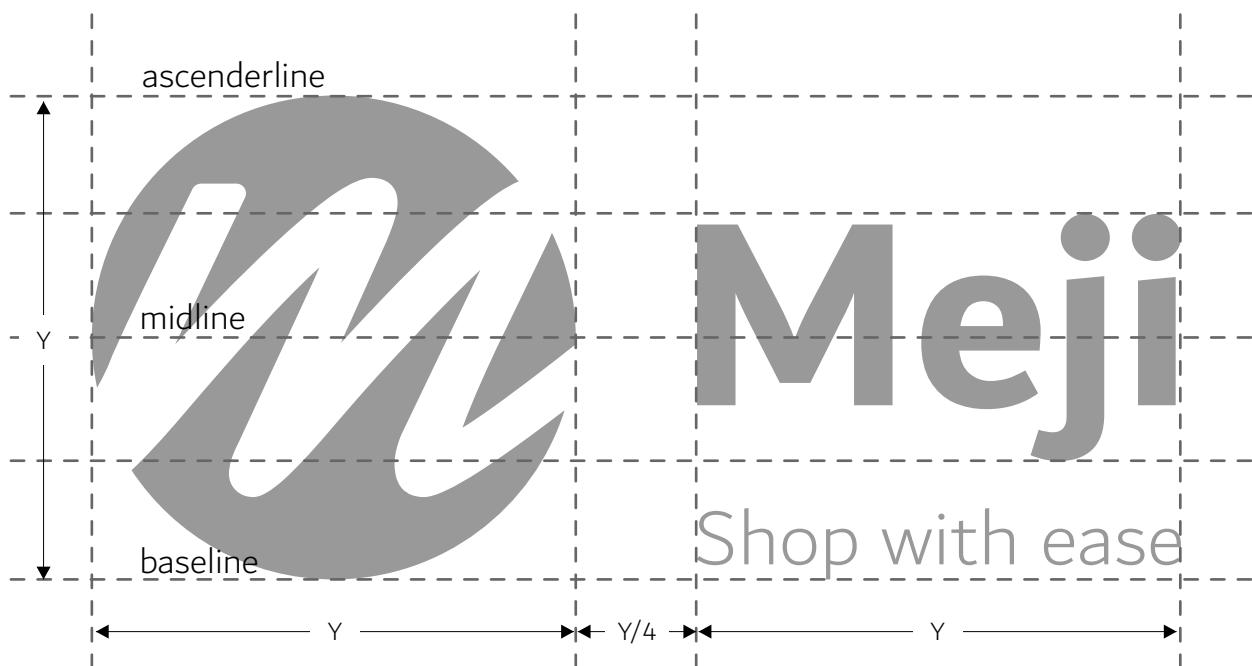
RGB 0,0,0

The primary brand color is a lighter shade of red. It makes the brand loud, playful, youthful, and modern. Red is the universal sign of excitement and emotion. It draws attention and makes the brand identity stand out from the crowd.

Whether used alone or as an accent color, the primary color is a powerful choice for the brand's logo.

The secondary brand color palette consists of black and white that is used in combination with the primary color to create contrast.

SPACING AND RELATIONSHIP



The safety area surrounding the logo is defined by a fraction of the height of the logo.

ACHIEVED LOGO



VARIATIONS



The logo will mostly be used in its primary color on most backgrounds. The logo may be white, black or gray depends on the background shade or the use case.

The Brand name and the tagline can be placed on the right side or below the logo depending on the use case.

The logo can be used without the brand name in places where there is not enough room to display the full logo.

The logo can be used without the tagline.

BRAND POSITIONING & ASTHETICTS



HP 14 Notebook
For Tomorrow's Success.

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