



MELLO Brand Guidelines

How to apply the MELLO brand identity consistently and effectively

NOVEMBER 2018

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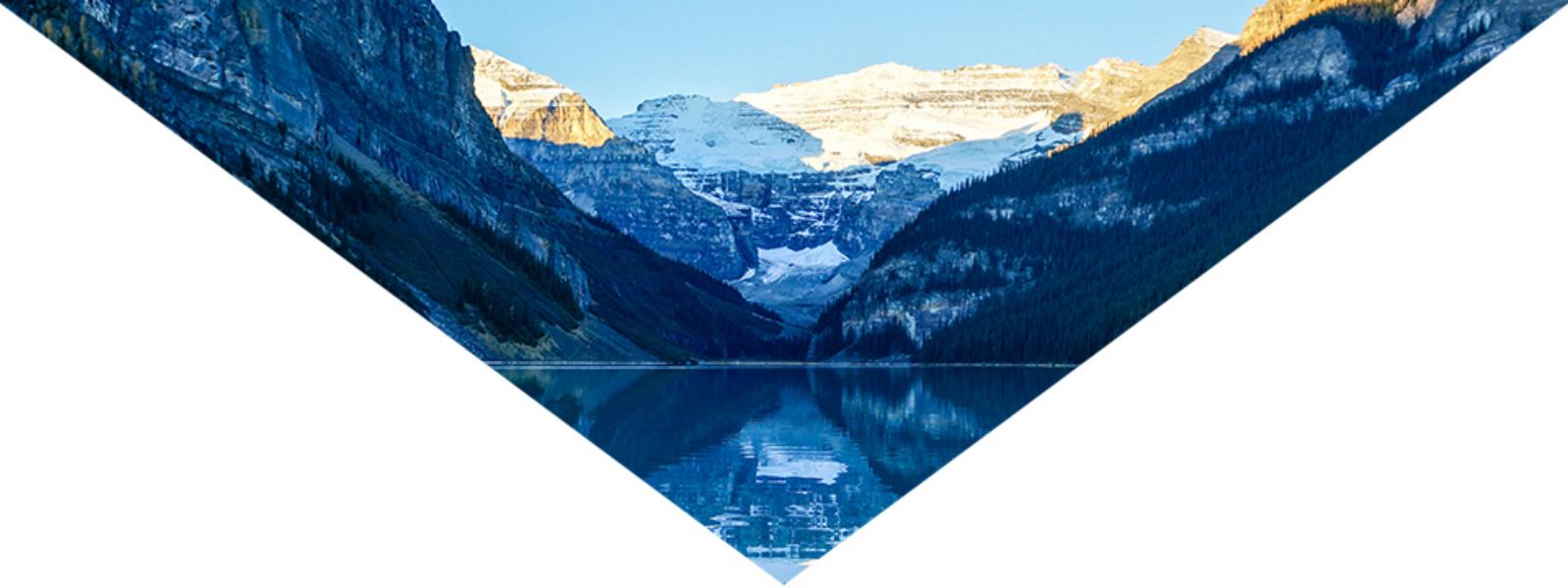
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INTRODUCTION

Brand guidelines are like an identity manual or a set of rules that explicitly explain how the MELLO brand is to be presented across different channels and assets. This guide will govern the design, composition, and overall look and feel of the MELLO brand to ensure a unified look across all communications is achieved and maintained.

Not only will the guidance of this outline help build credibility and recognition for the MELLO brand, but it will also make the production of communication assets faster, easier, and more effective, and, in turn, will help to achieve our brand strength. Please continue reading for explicit clarification on the design system, when and how to use them, acceptable variations and inappropriate uses.

BRAND CHARACTERISTICS

Our personality and characteristics are a distinct part of our brand. Who we are and how we present ourselves to the world are governed by the following characteristics:

Sophisticated

We know the importance of drinking water and we are here to enlighten our consumers on the benefits of hydration.

Clean

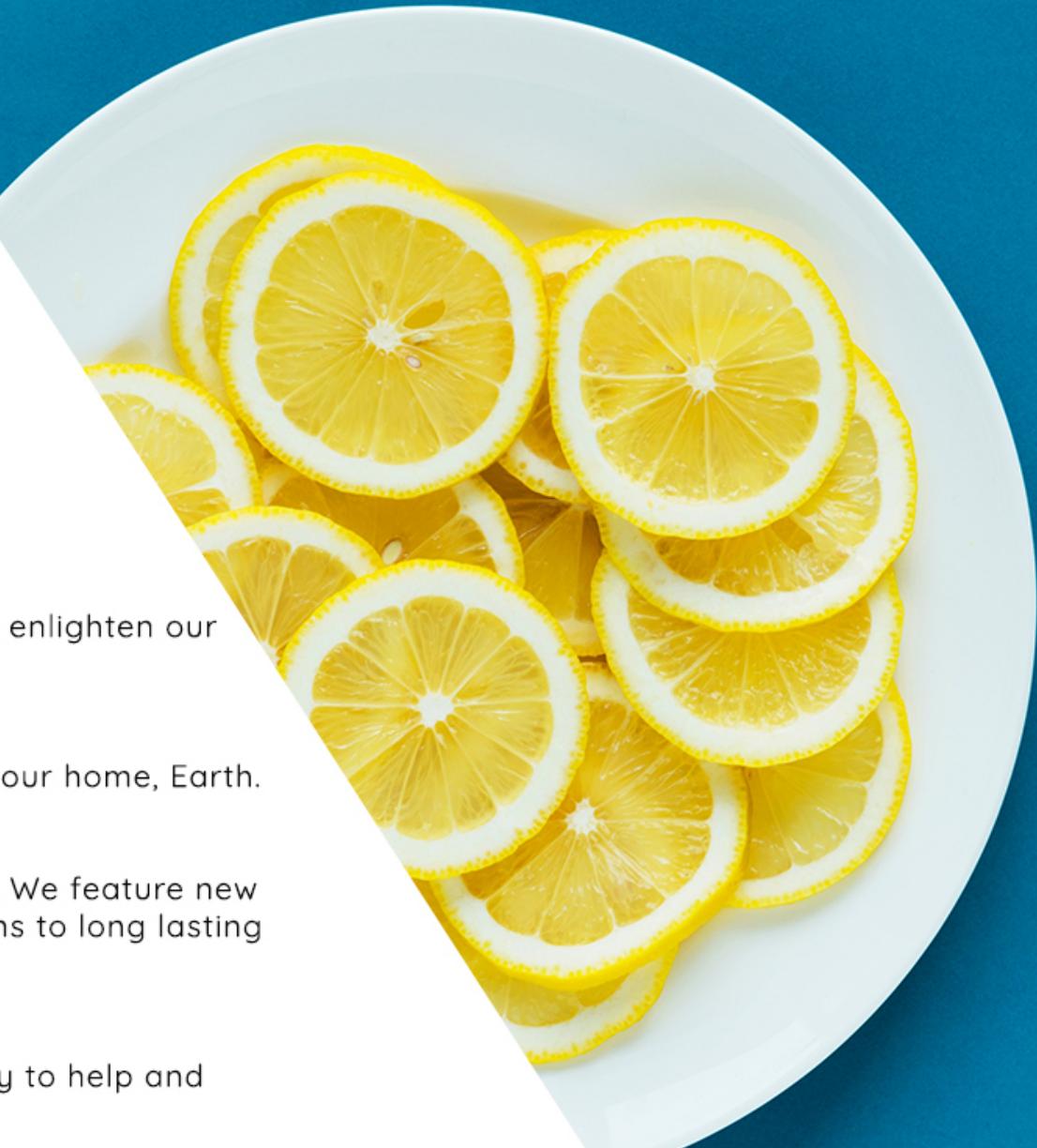
We're refreshingly free of anything harmful to our bodies and our home, Earth.

Innovative

We know when something is outdated and no longer affective. We feature new methods and are full of fresh, novel ideas that provide solutions to long lasting issues.

Positive

We are upbeat and full of loads of energy. We're always happy to help and encourage one another to strive to achieve goals.





OUR LOGO



This section outlines the parameters on how to appropriately incorporate the MELLO logo. All materials must pass through our Marketing and Communications team for approval.

Our logo is made up of an M on top of the bottom of a water drop icon. This logo effectively identifies the MELLO brand and its defining characteristics: sleek, intelligence, and cleanliness.

The logo has two layouts - boxed and horizontal. However, the boxed logo is preferred. Please proceed to the following pages on various logo versions.

LOGO VERSIONS



MELLO

For coloured/dark backgrounds, the alternate white outlined logo is recommended.



MELLO

Our standard MELLO logo is the blue version. Preference is given to this logo and should be used wherever possible.

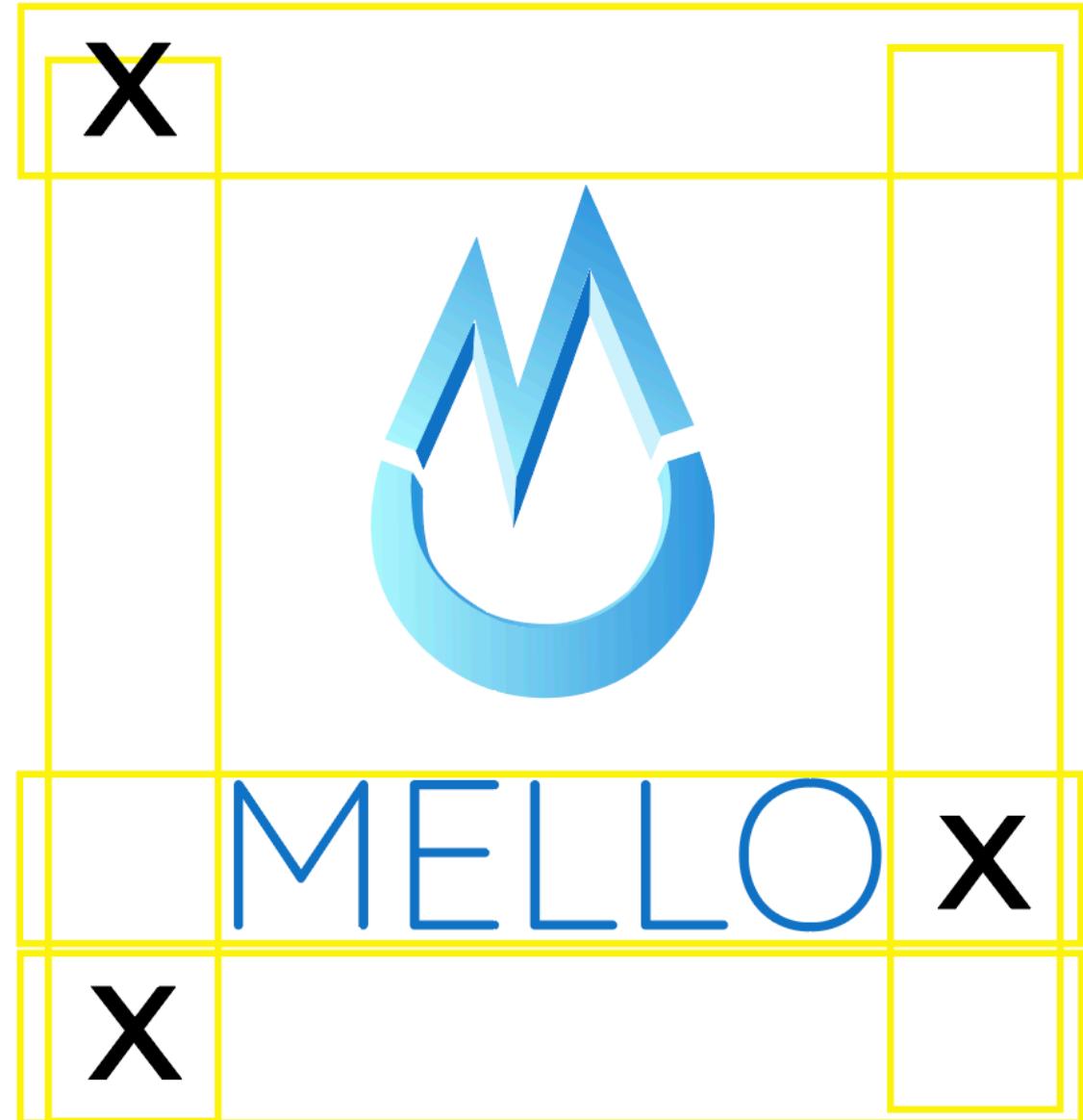


MELLO

Wherever vertical space is limited, one can use the horizontal version of the logo. However, this is discouraged, and should only be implemented in necessary instances.

CLEAR SPACE

The reserved space around the MELLO logo is identified by the solid yellow line on the left. This is the minimum amount of space surrounding the logo that is to be free of any graphics, text, or background images. This zone of free space around the logo is equivalent to the height of the capital "M" in "MELLO". By not ensuring this buffer of free space surrounding the MELLO logo is followed, the brand's strength may be at jeopardy and recognition will be hindered.





MINIMUM SIZE

To maintain consistency and brand recognition, the MELLO logo is not to be used at sizes smaller than 0.5" in length. When logo size is being adjusted, ensure other elements are sized accordingly. Each element must be resized in proportion to their surrounding elements. If a smaller replication is desired, a small wordmark is to be used instead.

LOGO MISUSE

All replications of the MELLO logo should follow the guidelines presented in this brand guideline. The following are examples of logo manipulation that is prohibited:

- adding a shadow
- changing colours
- readjusting the proportions
- removing icons
- placing the logo on a background of similar colour



COLOUR STUDY



The MELLO brand colours include three main colours: light blue, medium blue, and white. Together, these are the primary colour palette.



Baby Boy Blues®

CMYK C 12 M 1 Y 0 K 18

RGB R 183 G 206 B 208



Nautical Blue®

CMYK C 12 M 1 Y 0 K 18

RGB R 183 G 206 B 208



Marshmello White®

CMYK C 0 M 0 Y 0 K 0

RGB R 0 G 0 B 0

For four colour process printing, consider using the following CMYK values. For on-screen and website application use, use the RGB values identified here.

These provided colour breakdowns should always be implemented.

TYPOGRAPHY STUDY



TYPE FAMILY



Quicksand Light is our primary typeface. Although other replacements fail to properly identify MELLO and are highly discouraged, there are instances where Helvetica Light and Avenir Next are suitable options. These typefaces are to be used as a last resort and only when Quicksand Light is not available. The Quicksand typeface gives MELLO products a distinct look and feel. Quicksand is a sans-serif typeface and is clean and easy to read.

We also use Helvetica Light and Avenir Narrow in some communications.

Heads

Headlines should use a heavier weight, and Quicksand Bold is encouraged.

Subheads

Subheadings should use a weight that is lighter than the headline, however not lighter than a body copy. Quicksand normal is encouraged in these instances.

Body Copy

A lighter font is to be used for body text. Quicksand Light should always be the primary body copy, however should it not be available, Helvetica Light may be used

TYPE COLOUR

All body type should be black #000000. However, should you be presented with a dark background, white #FFFFFF is acceptable. Light Grey #D3D3D3 can be used at your artistic discretion and is best suitable for introductory sentences or paragraphs.

When attention is needed to be drawn to specific headings or lines of text, consider using our medium blue #3197E0.





MELLO

Any questions regarding the brand guidelines and requests of approval for brand usage can be shared with:

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