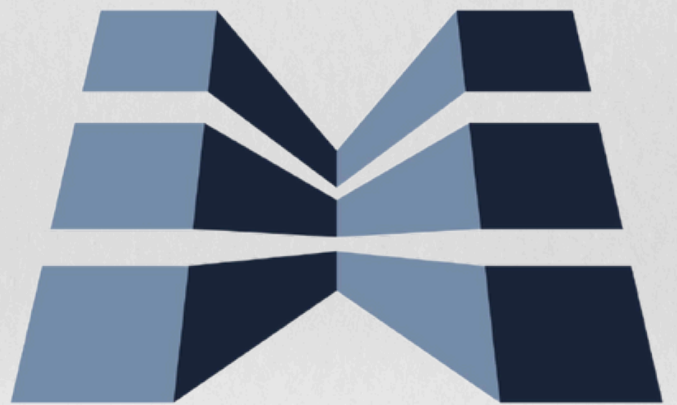


MARKETING KIT

MERIDIAN PROCUREMENT
OCTOBER 2024



Meridian Color Pallet

Color List: #0d1b2a, #1b263b, #415a77, #778da9, #e0e1dd, #e1c16e, #f4e5c3, #ffffff, #000000

#0d1b2a

Use in background colors for professional sections and headers/footers

#1b263b

Secondary background color, and key color in infographics and content.

#415a77

Primary text color, Used for: headings/subheadings, accent elements.

#778da9

Supporting graphics, icons, and section backgrounds where a softer touch is needed.

#e0e1dd

Neutral background color

#e1c16e

Call-to-action buttons, key highlights, or to draw attention to important elements like offers or headlines.

#f4e5c3

Neutral background color, client testimonials, creative sections

#ffffff

Standard text and white space

#000000

Standard Text and design



Meridian Logo Color Options



MERIDIAN



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Meridian Logo Options



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Meridian Font Options

Quiet Sans

Quiet Sans ExtraLight

Quiet Sans Light

Quiet Sans SemiBold

Quiet Sans Bold

Quiet Sans ExtraBold



