



BRAND IDENTITY GUIDE

connected consciousness



THE BRAND

Our brand defines and represents Meshmo to our peers, customers and partners.

It symbolises our core values, reminding ourselves of who we are and what we stand for. It is our unique fingerprint, bringing our sense of style, attitude and personality to any area in which it is applied.

Our brand is a valuable asset that helps create a 'persona' for us in the commercial space aiding awareness, recognition and memorability.

Instead of simply being just another company, we want people to see us as Meshmo - and all the qualities it embodies. Mobile, meshed, connected, dynamic, innovative, reliable, powerful... Meshmo is all these things and more.

As we succeed in our field the reputation of our brand will grow, becoming a badge of professionalism and reliability - an assurance of quality to our clients.

It is important to the strength and clarity of our brand that it is always perceived in a clear and consistent manner.

This document has been designed to help by providing precise guidelines on how to apply our identity across different applications, in various mediums and to a series of technical specifications.

THINGS TO AVOID

Never attempt to scan the logo off hard copy to use, it should always be produced from the original artwork.

Always try to have the logo portrayed over a solid colour either neutral or one of the selected brand colours, see next page.

Mono Version - Use only when no colour is available



Sub text variants

In some situations it may be desirable to include the web address and a focus product with the logo - in these instances a subtext variant is used. Common examples are if the logo is to appear on external media without any supporting information, i.e. as a sponsors logo, or a

"powered by Meshmo" plug. The product focus will depend on the context in which the brand is being used, and must always relate as a URL to the associated page on the Meshmo website.



Always scale the entire sub text line to fit the width of the logotype. Currently available variants include MTICKET, MVOUCHER and MARKETER.

The sub text top is always located below the logotype by the distance of the vertical height of the 'o' character.

Clear space restrictions



Always leave the equivalent space of the 'o' character around the sides and bottom of the logo.

The top space is always measured from sitting on top of the smallest arches.

Minimum Size



5mm



7mm

Ensure the logo is never displayed smaller than the sizes shown.

Misrepresentation



Never stretch the logo to fit a space.



Never add extra details to the logo.



FONTS

The Meshmo logotype is a custom face and as such exists independently of its supporting fonts as a graphic element. It has been designed to connote a slick technological feel, whilst remaining playful and friendly.

To complement the Meshmo logotype, HOOGE_53 has been chosen as a basic font set to illustrate the URL's that appear in the sub text variants. This font lends strong 'screen' characteristics appropriate to the web addresses being conveyed, and importantly, does not compete visually with the logotype.

HOOGE_53 always appears in uppercase, and is only ever used as logo sub text.

The font family chosen to represent Meshmo across all mediums is Myriad Pro.

Myriad is a san-serif font, lending sophistication whilst appearing highly contemporary and legible. Due to the extensive family sets, including condensed and extended - it is extremely versatile.

As a rule, Semi Extended Bold/Semi Extended are used as Caps together for headings, with the bold weight hi-lighting where appropriate, i.e.

WELCOME TO MESHMO

The other families are used as required, condensed in narrow columns such as this one, regular or light for more conventional text block widths.

meshmo

HOOGE 53

0123456789
AABBCCDDEEFFGGHHIIJJKKLLMMNNOP
PQRRSSTTUUVVWWXXYYZZ./~#@:[]{}

Myriad Pro

0123456789!"£\$%^&*()_+ -=
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuV
vWwXxYyZz,./~#@:[]{}

Myriad Pro Light

0123456789!"£\$%^&*()_+ -=
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvW
wXxYyZz,./~#@:[]{}

Myriad Pro Condensed

0123456789!"£\$%^&*()_+ -=AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz,./~#@:[]{}

Myriad Pro Semi Extended

0123456789!"£\$%^&*()_+ -=
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz,./~#@:[]{}

Myriad Pro Semi Extended Bold

0123456789!"£\$%^&*()_+ -=
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrS
sTtUuVvWwXxYyZz,./~#@:[]{}



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COLOURS

The brand colours have been chosen to emote certain values and complement each other in hue and tone. The primary values conveyed are that of a suave sophistication, offset by the playful, friendly characteristics of the blue and warm, sleek modernity of the gray.

Primary : PANTONE 4975C / 4975U



PMS 4975C R69.G28. C0.M73.
B28 Y100.K80

Secondary : PANTONE 291C / 291U



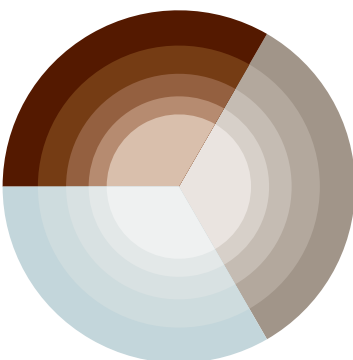
PMS 283C R174.G197. C35.M9.
B215 Y0.K0

Supportive : Warm Gray 8C / WG 8U



PMS Warm R148.G135. C0.M9.
Gray 8 B215 Y16.K43

Tint wheel



Primary mono colour logo



Primary duo colour logo



Alternate duo colour logo with sub text



Supportive alternate versions

