

MERIDIAN INTERNATIONAL

Brand Identity Overview

Primary



Logo Variations

Primary



Secondary

MERIDIAN

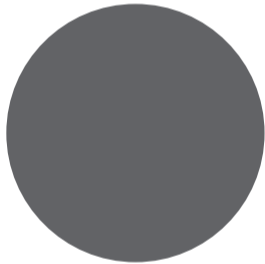
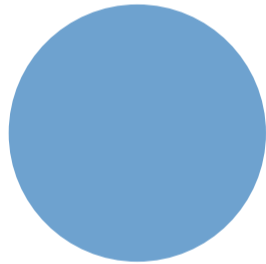
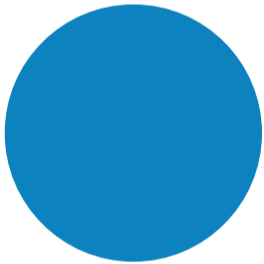
Logo Variations

Secondary



Colour Palette

Primary Palette

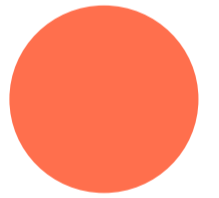
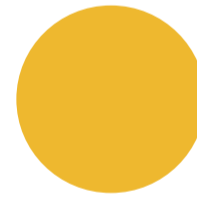
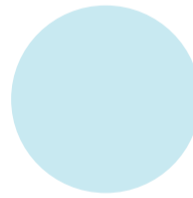
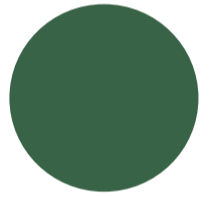
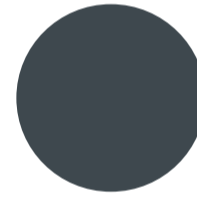


Meridian Blue
CMYK 83 / 59 / 5 / 0
RGB 12 / 131 / 190
HEX #0c83be

Light Blue
CMYK 57 / 26 / 4 / 0
RGB 110 / 162 / 207
HEX #6ea2cf

Gray
CMYK 62 / 53 / 50 / 21
RGB 98 / 99 / 102
HEX #626366

Secondary Color Palette



HEX

Column 1 (from left to right): #0f1635, #3e484e, #396346

Column 2 (from left to right): #c8e9f1, #eeb82f, #f37860

Column 3 (from left to right): #e7e8e9

Typography

Benton Sans (Bold, Regular)

AaBbCc

DdEeFf

012345

6789+;

Aa

Sofia Pro (Semi-Bold, Medium, Regular, Light, Extra-Light, Ultra-Light)

AaBbCc

DdEeFf

012345

6789+;

Aa

Adobe Garamond (Regular, Italic)

AaBbCc

DdEeFf

012345

6789+;

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!\$%/ ,.:; -_*'")

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
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