

LOGO & BRAND IDENTITY GUIDELINES



meetM ➡

Mitigation Enabling Energy Transition in the MEDiterranean region

Contents

- Logo** 3
 - The logo..... 4
 - Exclusion zone 5
 - Logo variations 6
 - Incorrect uses 8
- Colours**10
- Typography**13
- Graphic elements**15

LOGO



The logo

The **meetMED** logo aims to express the core aspects of the project, specifically the energy transition and the Mediterranean region in which the project takes place.

power cord → electricity

seascape → mediterranean

sun → energy

green → nature



meetMED

meetMED

meetMED

meetMED

meetMED

meetMED

Exclusion zone

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the height of the logo.



Logo variations

Full color logo

The primary form of the logo is destined to be used against a white background only, and only in sizes large enough to maintain legibility (the logo cannot be smaller than 35mm wide).



Grayscale logo

The grayscale variation of the logo is destined to be used when the support doesn't allow colours.



Logo variations

Monochrome logo

For use against a coloured or photographic background, it is mandatory to use one of the monochrome variations of the logo in order to hold enough contrast between the logo and its surroundings.

A monochrome variation is also to be used if the logo is smaller than 35mm wide.



Incorrect uses

The integrity of the meetMED logo should be respected at all times. Please do not stretch, condense, augment or distort its form. Changing any graphic element of the logo will weaken its impact and detract from the consistent image we seek to project.

Here are some examples of inappropriate uses of the logo.



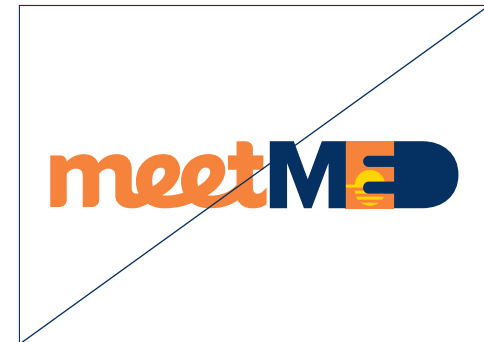
Proportions: do not change the proportions of the logos in any way.



Typography: do not change the font used in the logo.



Layout: do not change the layout of the logo.



Colors: do not change any of the colors of the logo.

Incorrect uses

The integrity of the meetMED logo should be respected at all times. Please do not stretch, condense, augment or distort its form. Changing any graphic element of the logo will weaken its impact and detract from the consistent image we seek to project.

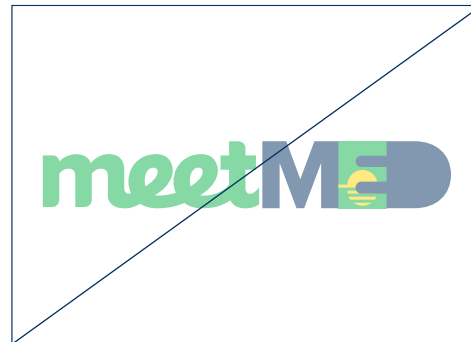
Here are some examples of inappropriate uses of the logo.



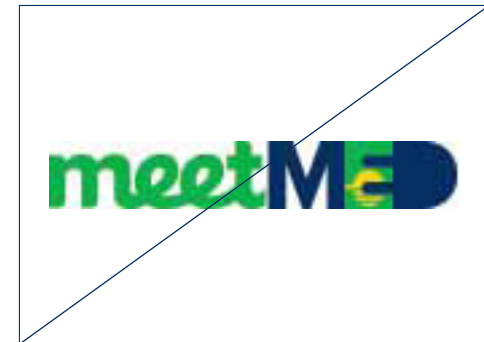
Effects: do not add any kind of effects to the logo.



Angle: do not change the orientation of the logo by rotating it any way.



Opacity: do not use the logo at a reduced opacity



Resolution: do not use poor quality reproductions of the logo.

COLOURS

A photograph of a snowy landscape with several wind turbines. The scene is covered in a thick layer of snow, with the turbines standing prominently against a backdrop of white, fluffy clouds. The lighting is soft, suggesting an overcast day.

Primary colours

Green

print C80 M0 Y100 K0

screen R13 G167 B75

web #0db14b

Blue

print C90 M65 Y0 K55

screen R5 G48 B98

web #053062

Secondary colours

Yellow

print C0 M15 Y100 K0

screen R255 G212 B0

web #FFD400

Turquoise

print C100 M45 Y45 K0

screen R0 G118 B135

web #007687

Grey

print C0 M0 Y0 K10

screen R230 G230 B230

web #E6E6E6

Orange

print C0 M60 Y85 K0

screen R245 G131 B60

web #F5833C



TYPOGRAPHY

Typography

Titles: Proxima Nova Extra Bold
abcdefghijklmnopqrstuvwxyz
1234567890!?* \$&@%()

Subtitles: Proxima Nova Semibold
abcdefghijklmnopqrstuvwxyz
1234567890!?* \$&@%()

Body: Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?* \$&@%()

The primary typeface is Proxima Nova. This typeface is to be used for all meetMED communications.

Stylistically, Proxima Nova straddles the gap between typefaces like Futura and classic sans faces. The result is a hybrid that combines modern proportions with a geometric appearance.

When use of Proxima Nova is not possible, like in emails or Microsoft Office documents, use Arial.

GRAPHIC ELEMENTS



Seascape

The sunset graphic used in the meetMED logo can be used as a separate branding element.*

In order to keep this element more discrete and not take the focus away from the content, use a lower contrast between the color of the graphic element and the color of its background.

Recommended color pairings:

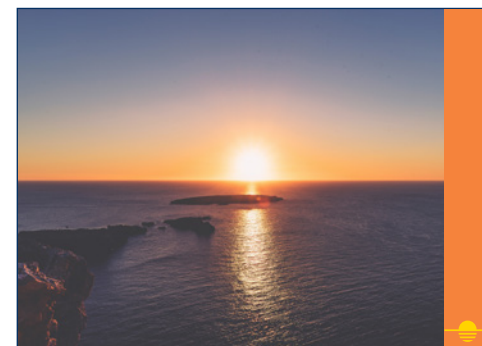
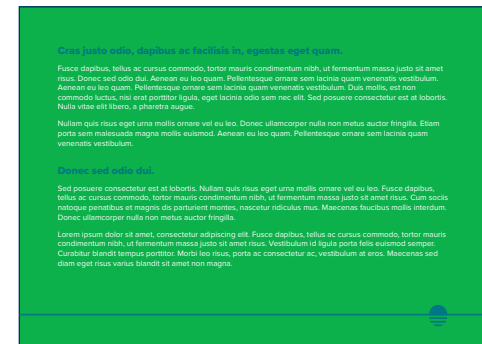
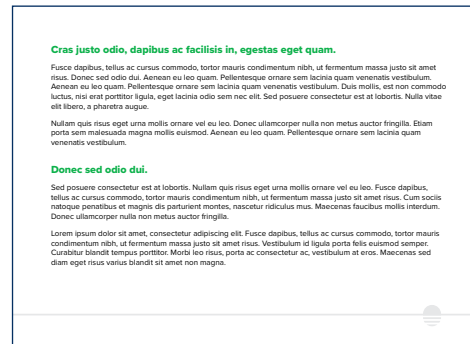
GREEN + TURQUOISE

GREY + WHITE

BLUE + TURQUOISE

YELLOW + ORANGE

*The use of the sunset branding element does not exempt from the obligation to place the full logo on every meetMED document.



CONTACT

info@meetmed.org