

merkely

Brand Guidelines
v 1.0

Let's begin

Welcome to Merkely's brand guidelines. Just like our software, we are always improving and evolving our brand. This guide [v1.0] explains how all of our various brand assets should be used.

- [Logo](#)
- [Colors](#)
- [Typography](#)
- [Collateral](#)

**Our logo,
how to use it
and its variants**

Made for change

Our logo is a stylish modern wordmark, with clean lines, with a hint of the technology that helped define our platform.

The logo currently has three variants: the white primary logo, the blue variant, and the mono which is to be used internally in cases of light/dark backgrounds when the main background color would lead to poor legibility.

On most social media platforms, the “s” version will prove best as profile images are circular.

The transparent logo is for use on websites and, internally, on more tailored documents and partnerships.

White
(primary logo)

Blue

Mono



w-merkely-white2



w-merkely-blue2



w-merkely-mono2



w-merkely-white2-trans



w-merkely-blue2-trans



w-merkely-mono2-trans



s-merkely-white2



s-merkely-blue2



s-merkely-mono2



b-merkely-white2



b-merkely-blue2



b-merkely-mono2

Spacing, clearance and placement

The logos variants are designed to be easily placed into marketing, promotion, and sales materials.

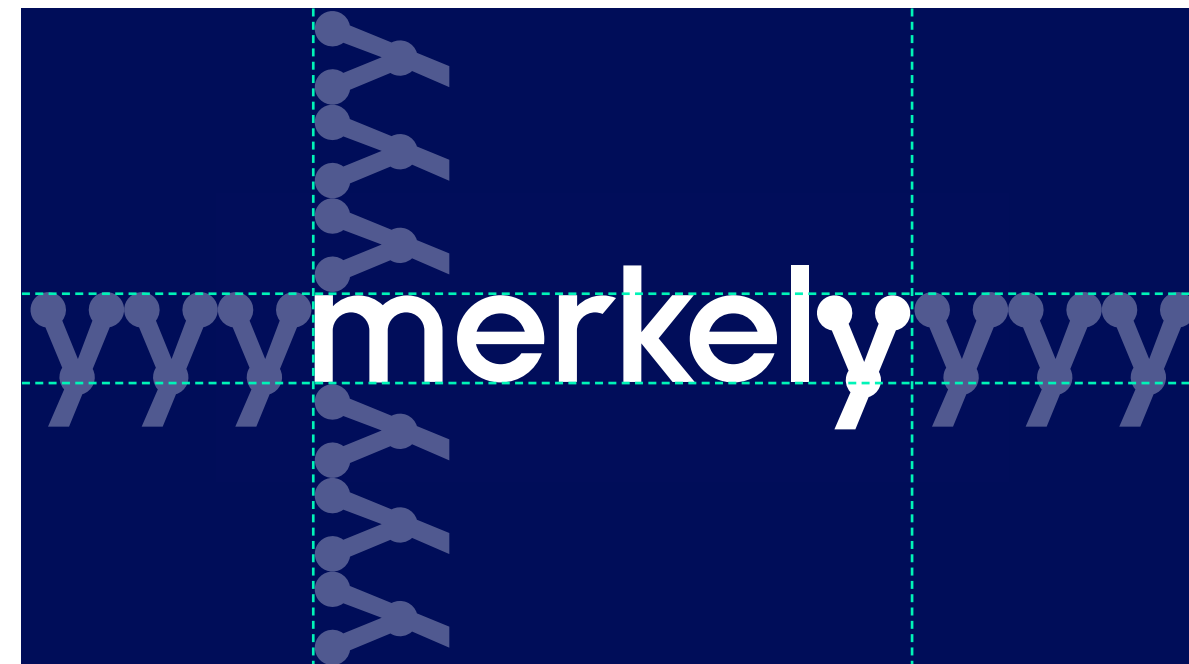
To ensure that logos are clearly visible, surround them with clear space that is free of type, graphics, and other elements that might cause visual clutter.

Clearance

Minimal



Ideal



Logo Integrity

To promote brand consistency, please do not misuse the Merkely logo. Some logo "don'ts" are listed below.



✘ Don't
Use unapproved color combinations.



✘ Don't
Use drop shadows or apply special effects.



✘ Don't
Use the logo on cluttered, busy, or complicated backgrounds.



✘ Don't
Crop or distort the logo.



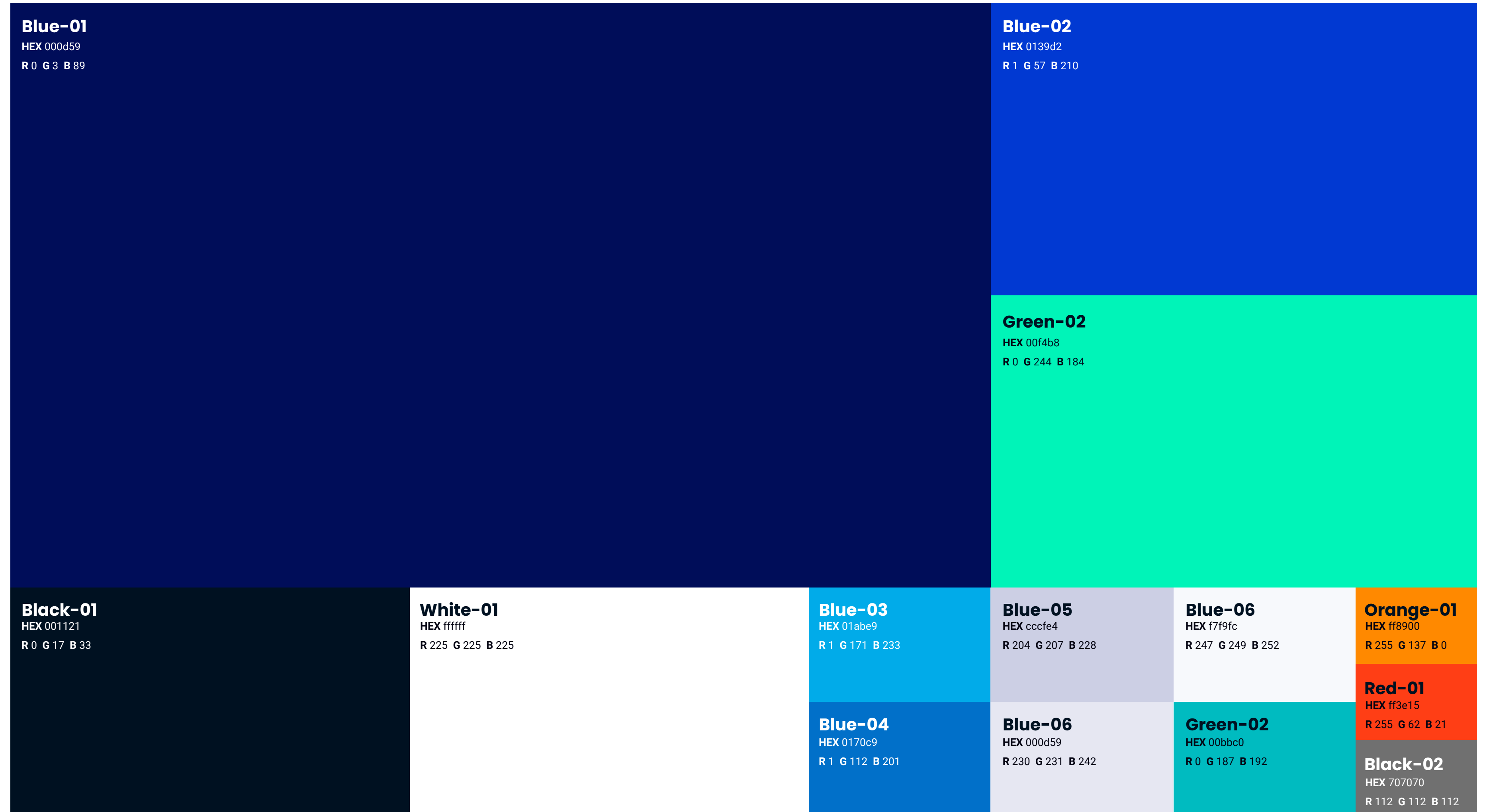
✘ Don't
Outline or add strokes to the logo.



✘ Don't
Adjust elements of the logo proportions.

Color Palette

Merkely's palette builds on a mature base of trust, but also aims to be dynamic and disruptive. We will introduce more colors as the brand and the product evolves.



Typography

Merkely's main typeface for all its headline and subheadlines, is Poppins.

This is the recommended font to use both on the website and in print. It has a wide variety of variants, and although the thin version may be rarely used, the variety lends itself very well to type-based layouts.

For body copy, and other type uses, Roboto is used in combination.

Poppins Black Italic

Poppins Black

Poppins Extra Bold Italic

Poppins Extra Bold

Poppins Black Italic

Poppins Black

Poppins Semi Bold Italic

Poppins Semi Bold

Poppins Medium Italic

Poppins Medium

Poppins Italic

Poppins Regular

Poppins Light Italic

Poppins Light

Poppins Extra Light Italic

Poppins Extra Light

Poppins Thin Italic

Poppins Thin

Roboto Black Italic

Roboto Black

Roboto Bold Italic

Roboto Bold Italic

Roboto Medium Italic

Roboto Medium

Roboto Italic

Roboto Regular

Roboto Light Italic

Roboto Light

Roboto Thin Italic

Roboto Thin

Example

Headline Poppins Bold 32pt

Subhead Poppins Bold 22 pt

Body copy Roboto Regular 16 pt

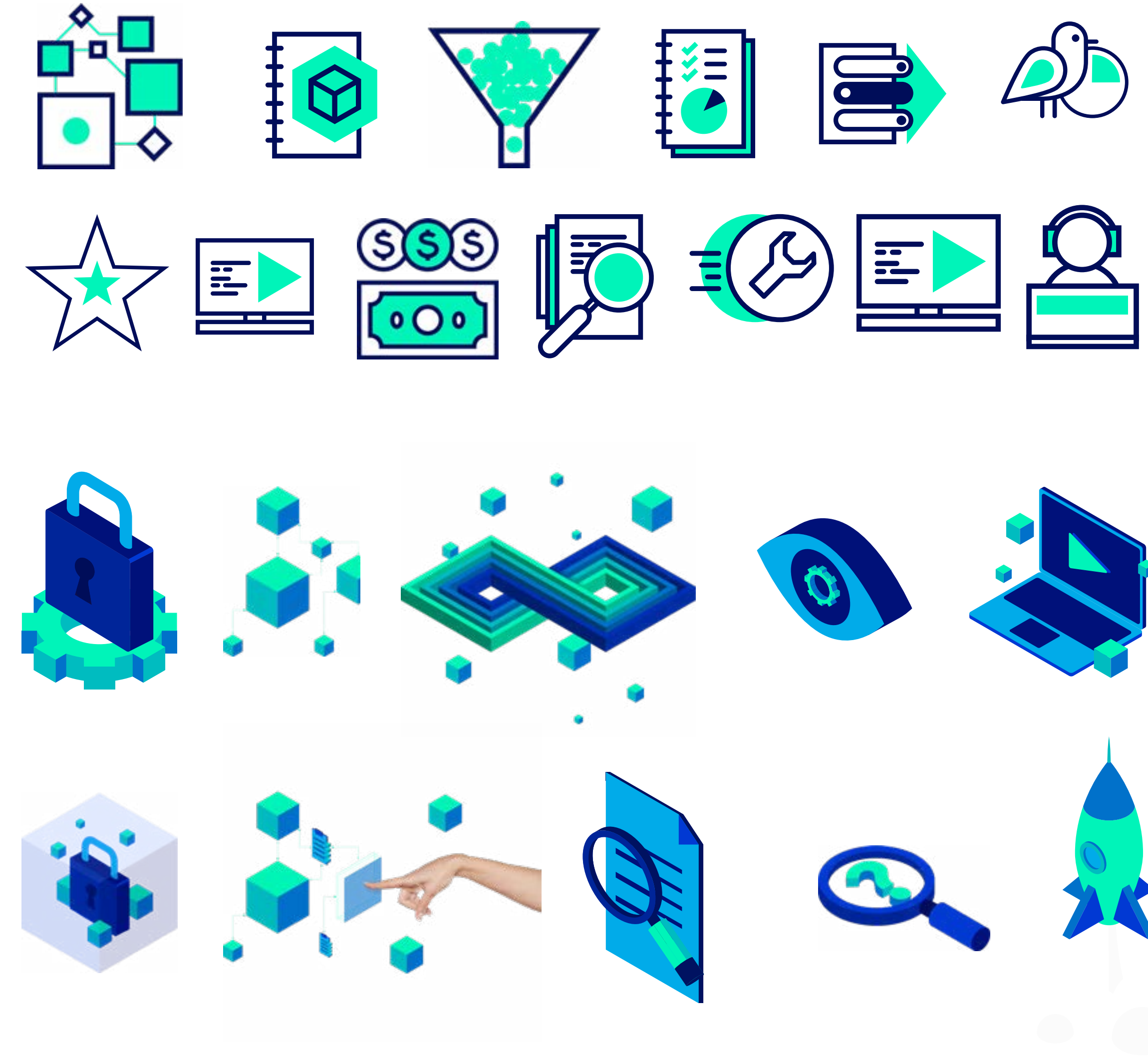
Box copy Roboto Regular 14 pt

Body copy Roboto Bold 16 pt

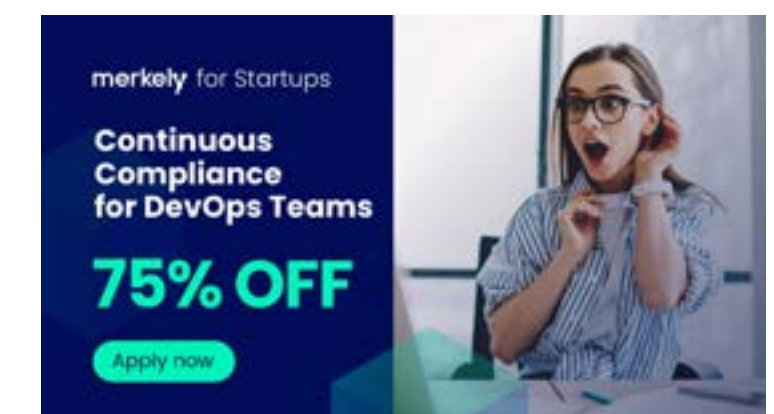
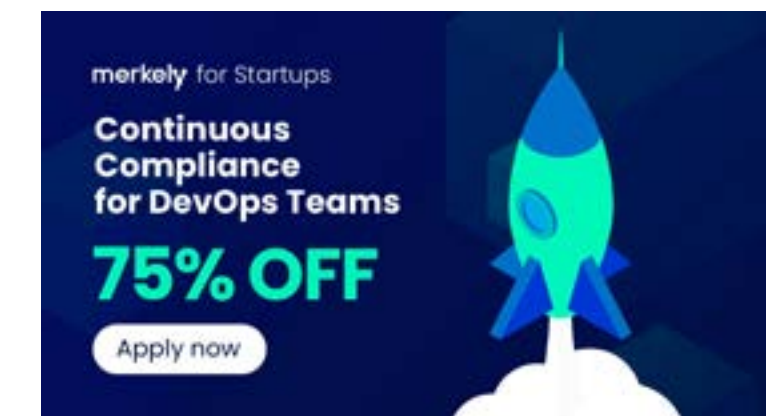
Box copy Roboto Bold 14 pt

Collateral

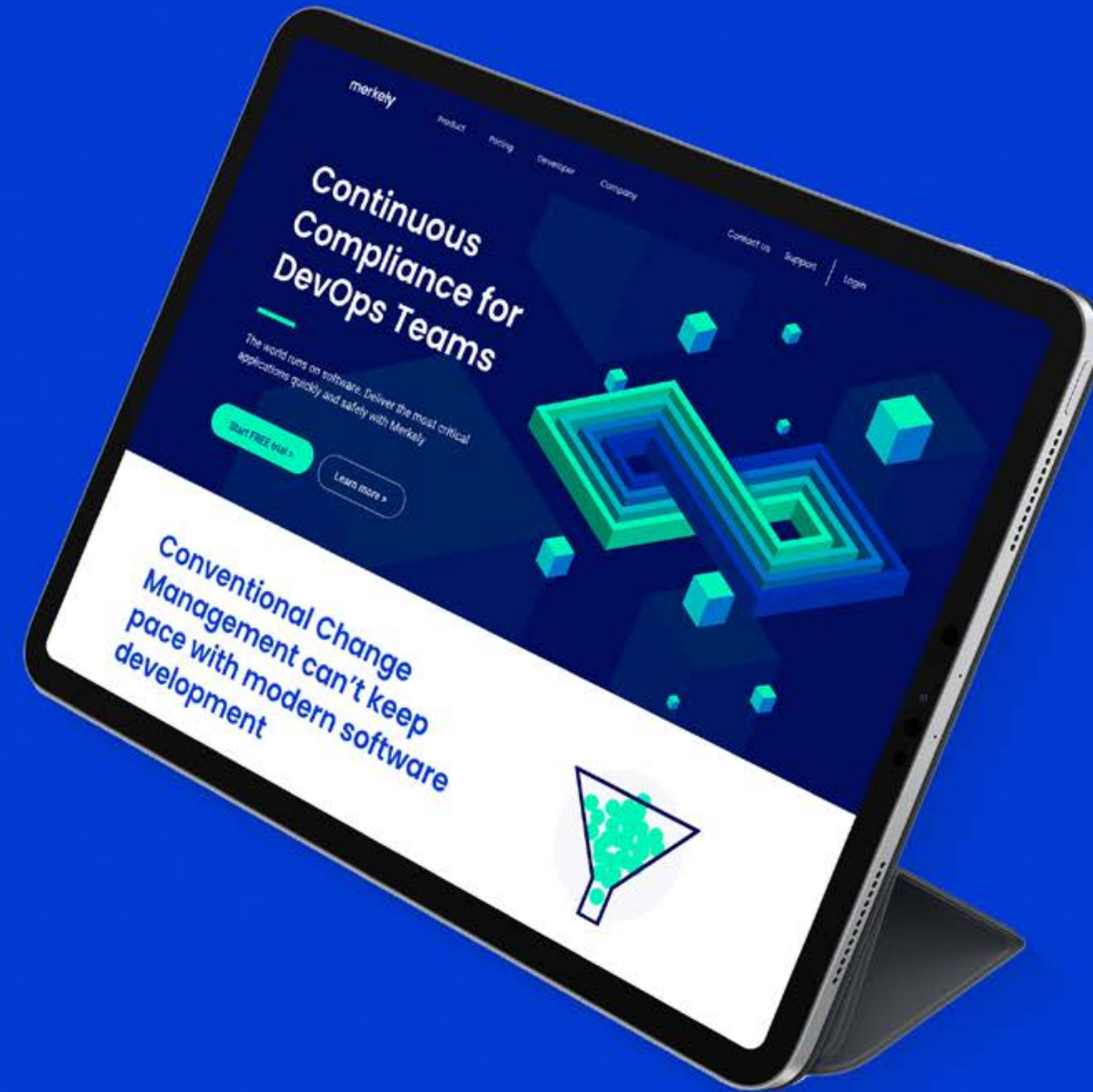
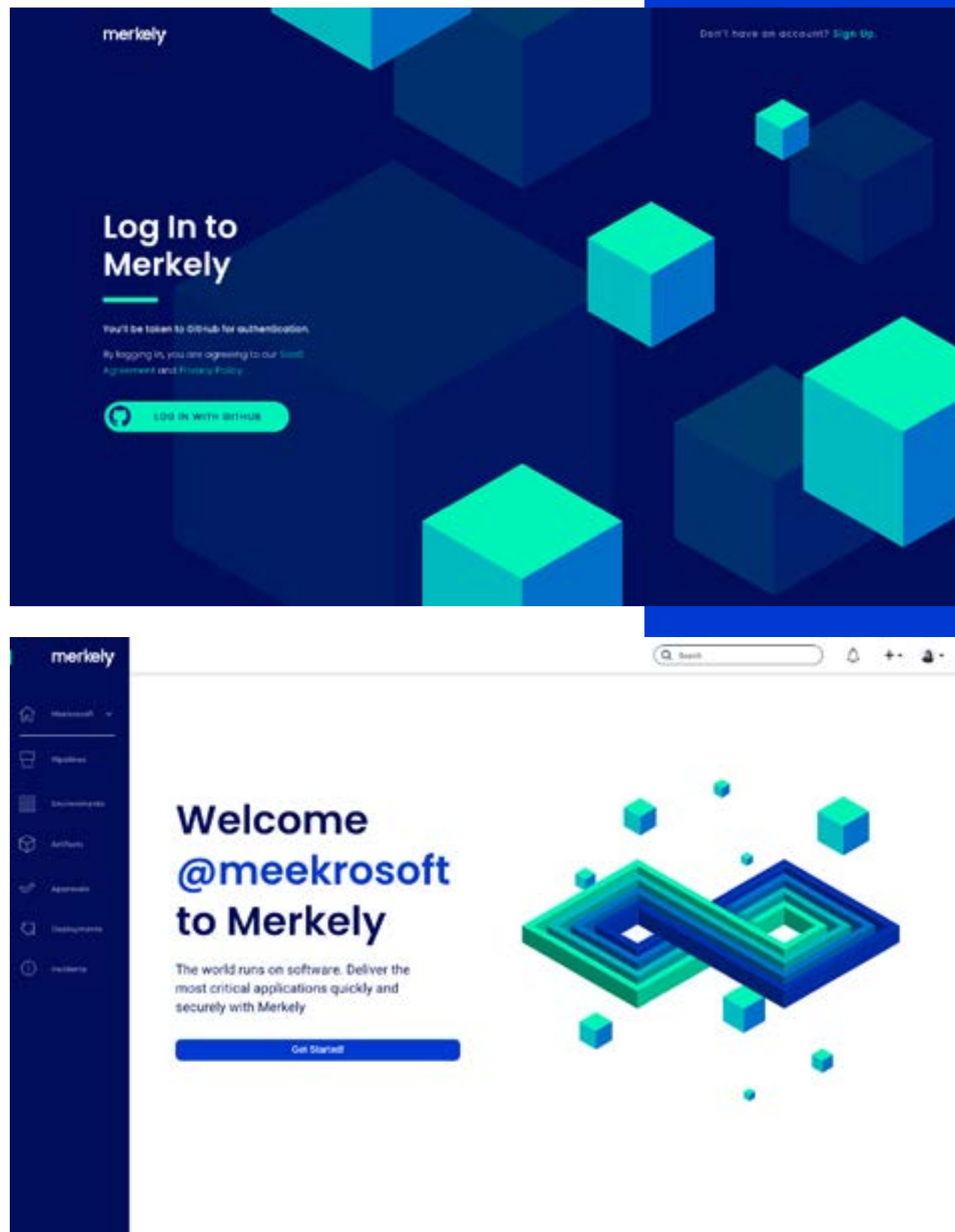
Our brand is in its early phase of exploration, but we are evolving every day with illustration, photography, and marketing.



Collateral p2



Collateral p3



merkely

For more information contact
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