


# MERIDIAN *& Co.*

EST. 2016 · PORTLAND, OREGON

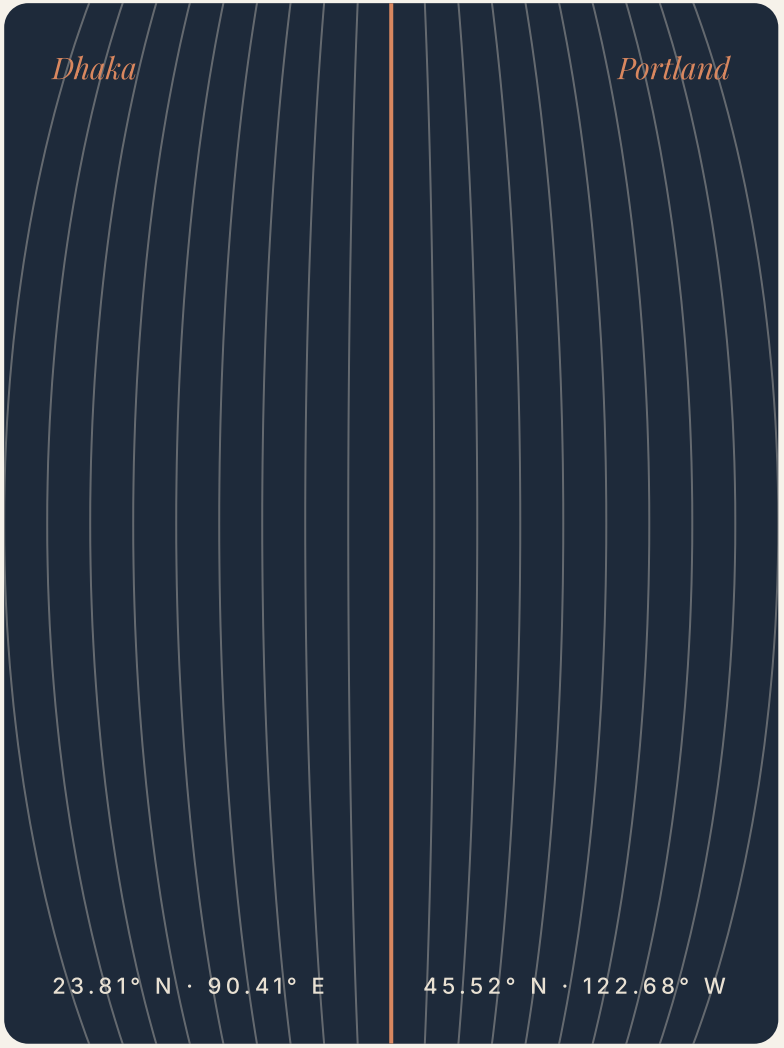
BRAND STANDARDS · v1.0

CONCEPT PROJECT BY HELPLAGBE DIGITAL

# The idea

## Made in Dhaka. Worn in Portland.

Meridian & Co. designs workwear-inspired basics in Oregon and makes them with partner factories in Bangladesh. The mark is a single meridian line passing through an M: the long line that connects the maker to the person who wears the shirt. The identity uses the brand's two coordinates as a quiet graphic signature.




**Considered** **Durable** **Quietly confident**

# Logo system

Four lockups, one system. Horizontal by default, stacked for square spaces, the mark alone only when the name is visible nearby.




PRIMARY · HORIZONTAL




STACKED




WORDMARK



BRAND MARK · AVATAR, SEAL, FAVICON

# Clear space & minimum size




### Clear space = x

x is the cap height of MERIDIAN. Keep the outer dashed area free of text, edges and other logos.

### Minimum size

Horizontal lockup: 25 mm wide in print, 120 px on screen. Below that, use the brand mark alone (min. 8 mm / 24 px).




COLOUR




REVERSE




ONE COLOUR BLACK




ONE COLOUR WHITE

# Colour

### Meridian Navy

HEX #1E2A3A
RGB 30 42 58
CMYK 48 28 0 77

### Selvedge Sand

HEX #E9E1D3
RGB 233 225 211
CMYK 0 3 9 9

### Rust Thread

HEX #B5562F
RGB 181 86 47
CMYK 0 52 74 29

### Paper

HEX #F6F2EA
RGB 246 242 234
CMYK 0 2 5 4

### Slate

HEX #56606C
RGB 86 96 108
CMYK 20 11 0 58

### Reverse Rust

HEX #D9875F
RGB 217 135 95
CMYK 0 38 56 15



PROPORTION IN USE · 45 / 25 / 15 / 7 / 5 / 3. CMYK VALUES ARE STARTING POINTS; CONFIRM AGAINST A PRINTED PROOF.

# Typography

Aa

## Playfair Display

DISPLAY · WORDMARK, HEADLINES, & CO. ITALIC

**Built to be worn for a decade.**

Free licence (SIL Open Font Licence) · Google Fonts

Aa

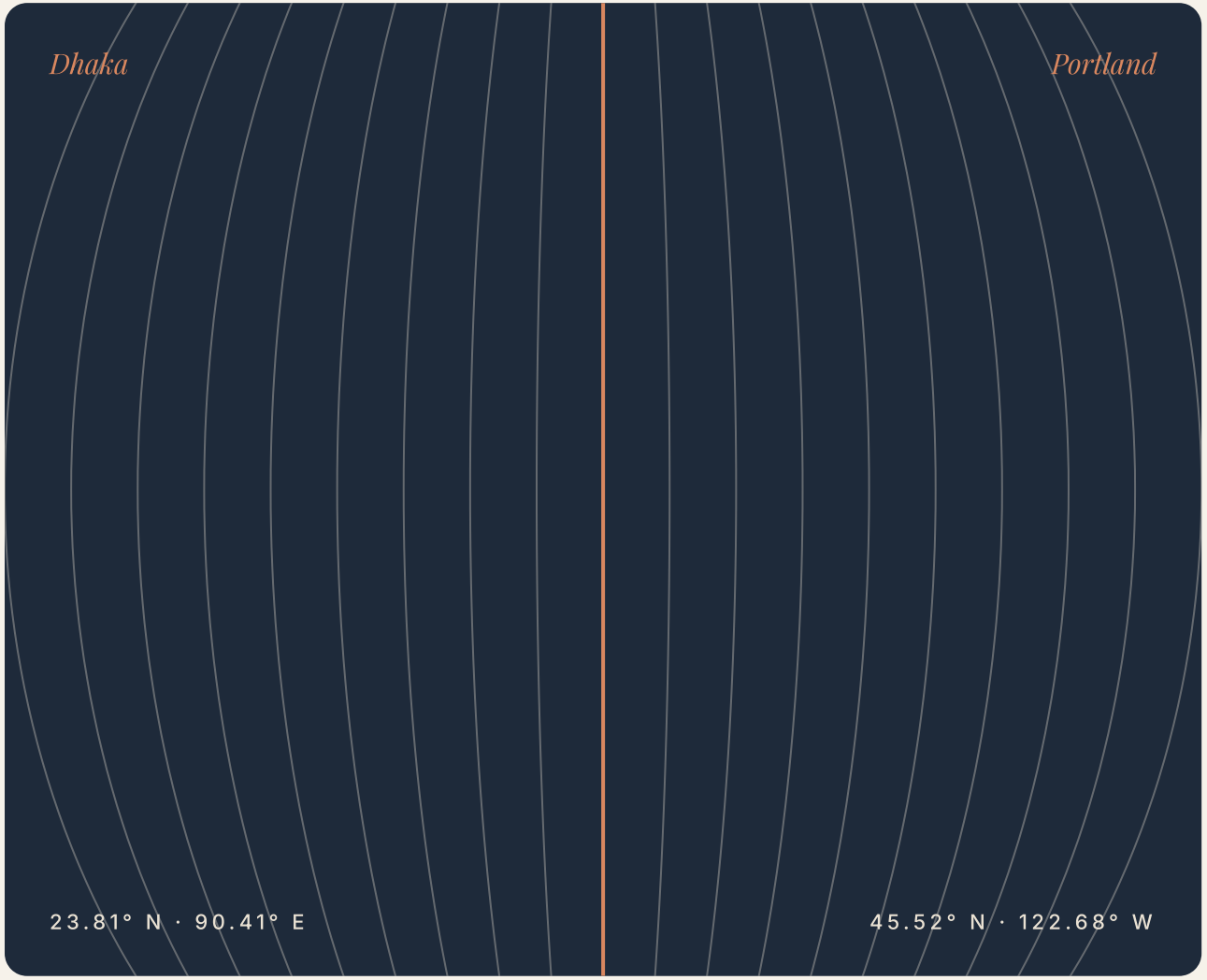
## Inter

TEXT · TRIMS, CARE LABELS, WEB, DOCUMENTS

100% organic cotton · 280 gsm · Made in Bangladesh

Free licence (SIL Open Font Licence) · Google Fonts

# Graphic language



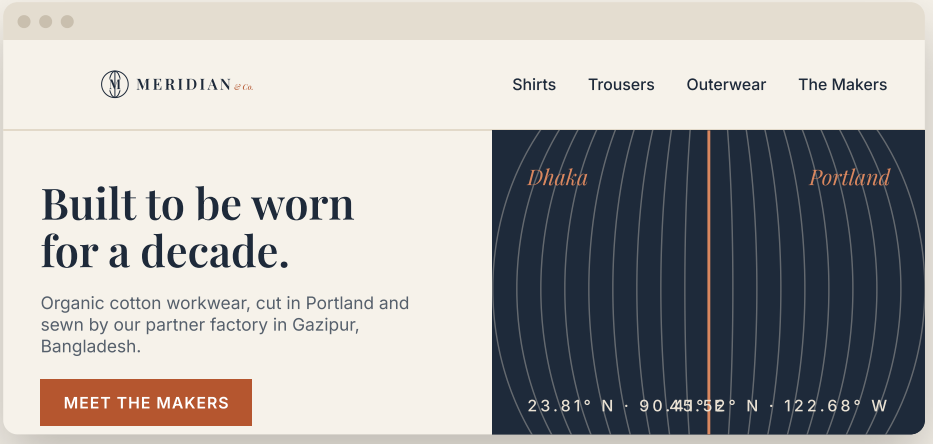

Meridian lines: concentric longitude arcs with a single rust line through the centre. The two coordinates (Dhaka → Portland) appear on tags, bags and the website footer. Thin rust rules separate information; never boxes.

# Applications












# Misuse




DO NOT STRETCH




DO NOT ROTATE




DO NOT RECOLOUR




DO NOT ADD EFFECTS




DO NOT OUTLINE




DO NOT PLACE ON BUSY IMAGES