MB

MEEKI BOUTIQUE

BRAND IDENTITY GUIDE

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01

MB LOGO

MB logo is the most significant feature of the brand and corporate identity and should be used on all aspects of branded communication. The logo should never be altered, tilted, distorted, manipulated or disassembled on any application.

LOGO
VERTICAL

MB

MEEKI BOUTIQUE

LOGO
HORIZONTAL

MB **MEEKI BOUTIQUE**

LOGO
BLACK
BACKGROUND

MB **MEEKI BOUTIQUE**

LOGO FOR
SOCIAL
NETWORKS

MB **MB**

02

LOGO CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any other elements that might lessen the impact of the mark. The minimum clear space is defined as the height of letter M.
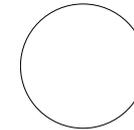
03

COLOR PALETTE

Color is an integral part of the brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but also serves a psyhological purpose by commicating a certain feeling to your audience.
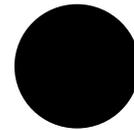
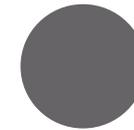### LOGO COLOR
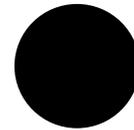
Black
R0 G0 B0
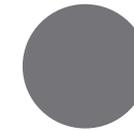#000000

White
R255 G255 B255
#FFFFFF

MB COLOR PALETTE

Black
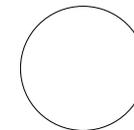R0 G0 B0
#000000

Gray 1
R102 G100 B103
#666467

Gray 2
R117 G116 B121
#757479

Gray 3
R172 G172 B171
#ACACAB

White
R255 G255 B255
#FFFFFF

04

BACKGROUND COLOR

MB logo should always be used on white or black color background. For use on other color background or image all parts of the logo must be clear visible.

MB MEEKI BOUTIQUE

MB MEEKI BOUTIQUE

05 LOGO MISUSES

Changing any graphic element of the logo will weaken its impact and detract from the consistent image we seek to project. The illustrations abowe describe some, but not all of the more common misunderstandings and inappropriate uses of the logo. Please use only approved electronic art when reproducing.

STROKE. Do not stroke or outline the logo.

CONTRAST. The logo should always be placed in locations or colors not too complex.

PLACEMENT. Do not change the placement of the logo by moving its parts.

EFFECTS. Do not add any kind of effects like a drop shadow to the logo.

COLOR. Do not change the colors of any part of the logo.

SCALE. Do not change the scale of the logo. The proportions of the logos should not be altered in any way.

06

TYPOGRAPHY

Typography is a powerful brand tool when used consistently.
This set of typefaces represents the brand's modern and trustworthy values and should be used across all written communications.

NEXA BOLD

Use uppercase for headlines.

Nexa bold

Use sentence case for subheadlines and to emphasize body text

Nexa Light

Use for body text

MEEKI BOUTIQUE

A B C D 0 1 2 3

Meeki Boutique

A a B b 0 1 2 3

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