

# MERAEVENTS

## BRAND MANUAL

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INTRODUCTION

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**“ Using consistency  
to build your  
brand provides (...)  
credibility and  
recognition.”**

BRYAN VILLANUEVA, Randgroup

In order to maintain and strengthen a consistent perception, the MeraEvents brand style has been condensed into the present document.

The identity of MeraEvents—logotype, color palette, typography, brand imagery and communication style—has been conveyed into this document, prompting an opportunity for a hegemonic brand.

## INTRODUCTION

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MeraEvents is an online-ticketing and event tailored solution brand expanding throughout everywhere. Consumers and benefit from the hegemony that the brand provides by boosting their events.

The brand goal is to enhance the customer experience in the event-advertisement environment and inspired their own events.

This document helps to make those goals clear—it gives purpose to the company's internal and external actions.

01.

# Masterbrand

MASTERBRAND

The Face of the Company

The MeraEvents masterbrand is a symbol of the organization’s commitments and goals.

The logotype should always be used as a way to identify the brand—it is the guarantee that brand awareness will prevail, and the quality provided by its services.

The friendly approach of the logomark is to emphasize the purpose of the company; to create buzz around events.

The strong elements provide MeraEvents the personality traits to uplift the business.



**MeraEvents**

MASTERBRAND USAGE

Dealing with Scales

The MeraEvents has been designed considering standard formats and has been adapted to withstand smaller versions without losing readability.



**Standard size:** the preferable logo should be used whenever the size is reasonable, and there won't be any loss. If it is at a loss, ensure this with the small-scale version.



**Small-scale size:** whenever the reduction of the logo surpasses reasonable measures (footnotes, small-scale digital scenarios, small-scale printing), please ensure the usage of the small scale. This version should be used whenever optimal quality cannot be guaranteed.

Size restrictions:

1. When printing, please consider that the minimum recommended size for the standard version is 10 MM in height, while the small-scale logo should not be smaller than 7 MM. Keep an eye on the quality of the print.
2. In the digital environment, the recommended minimum size for the standard logo should not be smaller than 60 PX in height, while the small-scale version can go as low as 35 PX (in 72 PPI screen resolution). Mind the screen-quality.

STANDARD LOGO



SMALL-SCALE LOGO



MASTERBRAND USAGE

Logo Configuration

The MeraEvents is composed by three different groups.

1. **Standard logo:** the standard logo should always be used when possible. It serves as the main communication signature for the brand.

2. **Vertical logo:** only to be used whenever the disposition of the brand has not enough readability (digital splash pages, pins, etc.).

3. **Logomark:** while it should not be applied without the wordmark, it may be used alone if the description of the brand has been stated elsewhere (example, postcards, envelopes, etc.).

STANDARD LOGO



STANDARD SMALL SCALE



VERTICAL LOGO



VERTICAL SMALL SCALE



LOGOMARK



LOGOMARK SMALL SCALE



MASTERBRAND USAGE

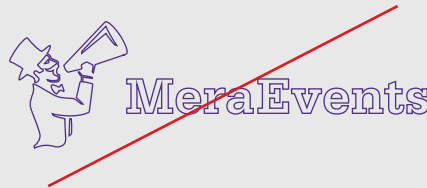
Brand Usage Restrictions

The optimal brand recognition is done by guaranteeing that the brand is homonymous throughout its different channels. Any other kind of effect, if so mandatory (like to include a tagline), should go for approval first.

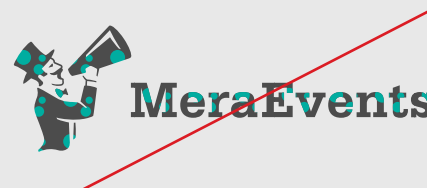
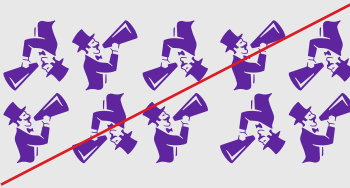
Do not alter or distort dispositions, typeface or add any effects



Do not mismatch any color, outline, or apply texts onto the logo



Do not create or add patterns (or any imagery,) with, and to the logomark or logotype





MASTERBRAND USAGE

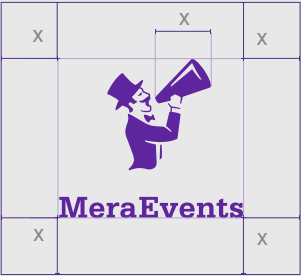
Safety Area

The logo should always be surrounded by a clear space to guarantee readability and harmony. Said clear space is made from an equal distance of the width of the horn (marked as X).

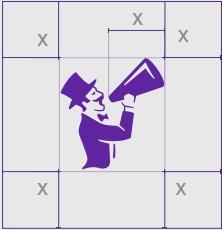
STANDARD LOGO



VERTICAL LOGO



LOGOMARK



MASTERBRAND USAGE

Brand Colors

The color purple should always be the primary and preferred color. If this is not possible, black should be used on yellow—in case sufficient contrast is provided.

Please bare in mind the specificities of each color terminology.

PRIMARY COLORS



Purple

Pantone 267 C, 267 U  
RGB: 95 37 159  
CMYK: 82 97 0 0



Yellow

Pantone 115 C, 107 U  
RGB: 253 218 36  
CMYK: 0 6 87 0

MASTERBRAND USAGE

Dealing with Colors and Contrasts

The logo has been adapted for two contrast poles and should be used accordingly.

Please consider the contrast in context and which logo to apply in that scenario.

When dealing with light colors (yellow, white, or any other colors in the brand scheme), please use the **positive** logo. The ideal colors to be used is purple on top of yellow, however, black on yellow is possible if for any reason it satisfies a better contrast relationship.

When dealing with dark colors (purple, black, or any dark brand colors), please use the **negative** version. The design guarantees readability and harmony in dark backgrounds. The rules for applying it in colors is homonymous to the positive version.

High contrast versions (black and white) should follow this train of thought accordingly.

POSITIVE



NEGATIVE



THANK YOU