



Brand Standards | June 2017

Created by M3 Group



Meridian Township Logo

Purpose

The updated Meridian Township logo will work to represent the township in all arenas. All official governmental documents, files and forms as well as promotional materials will feature the logo.

Logo Orientation

The township logo has a single, horizontal orientation. The logo must never be turned upside down, tilted or skewed from this orientation.

Design Elements and Logo Use

The elements of the logo may never be broken apart or changed. No additional elements may be added within the logo.



Meridian Township Logo Spacing

Alignment

When aligning graphics or text with the logo, the “M” in the text should be used as the guiding element for alignment.

Clean Spacing

The Meridian Township logo is most effective when set in a clean and clear environment. This means that there must be ample space between the logo and any other art elements being used. This space should be equal to the width of ¼” on all sides of the logo.

Sizing

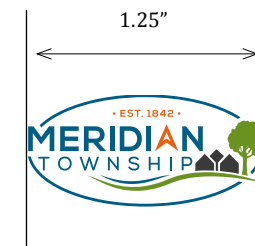
The Meridian Township logo must never be so small that it is difficult to read or recognize. Because of this, the logo must never be smaller than 1.25” in width.



Example text here. Example text here.



Minimum of ¼” clean space on all sides



Minimum reproduction size of 1.25” in width

Meridian Township Logo with Tagline

Meridian Township's tagline – A Prime Community – can be used as an additional element below the township logo. When this version of the logo is used it must meet all designated logo standards in regard to spacing and size while incorporating the tagline as a logo element.

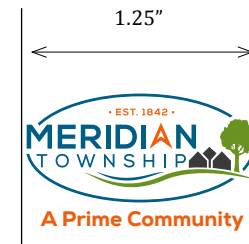
The tagline must always appear .15 inches away from the core logo. The tagline should appear in the color that matches the logo execution. When using the full color logo the tagline should appear in orange (matching brand standard colors).



Example text here. Example text here.



Minimum of ¼" clean space on all sides



Minimum reproduction size of 1.25" in width

Logo Misuse

The following are examples of unacceptable treatments and modification of the Meridian Township logo.



DO NOT add new colors to any part of the logo



DO NOT use a background that distracts from the impact of the logo



DO NOT use a different typeface



DO NOT place the logo on backgrounds that create situations of low contrast or poor legibility



DO NOT delete or add any elements to the logo



DO NOT distort the logo in any way



DO NOT outline the logo



Meridian Township Logo Elements

Key elements included within the new Meridian Township logo may be used individually in certain situations, when approved by the Meridian Township Communications Department. Said items that may be used are components of the logo.

Eligible items

- Meridian Compass Arrow
- Meridian Tree
- Meridian Swoosh

These items must maintain color standards and may be changed from their original logo coloring in adherence to black or white and print protocol.

In no event should the 'oval outline' or 'EST. 1942' be used independently. When elements are used independently they must never appear so small that they can't be recognized for what they are.



Meridian Compass Arrow



Meridian Tree



Meridian Swoosh

Color

Color Usage

Color will help Meridian Township differentiate itself from other communities. The primary colors to be used for the Meridian Township logo are Meridian Navy, Meridian Green, Meridian Orange and Meridian Gray.

If needed, the logo may be converted to black or white. When placed on a dark background, a white version of the logo should be used. When placed on a lighter background, a black, full color or grayscale logo will need to be used. When placing the logo on a photographic background, the logo must still be easy to read.



Primary Logo Colors



Black



Reversed to white on dark background



Grayscale



Logo on a photographic background

Meridian Navy



RGB | 0/93/130
CMYK | 100/0/0/52
Pantone | 2945 U

Meridian Green



RGB | 117/148/58
CMYK | 50/0/100/30
Pantone | 377 U

Meridian Orange



RGB | 213/103/44
CMYK | 0/74/100/0
Pantone | 166 U

Meridian Gray



RGB | 67/66/68
CMYK | 0/0/0/90
Pantone | Neutral Black U

Typography

Cambria is the primary serif typeface for all print materials with the Meridian Township brand. There are different font styles of Cambria, which allows for emphasis to be placed on headlines, subheads and other typographic elements. See examples below for a specific breakdown of the different font styles that may be used.

Myriad Pro is the primary sans serif typeface for all small print used in graphs, maps and when needed for a condensed font. This font is most suitable due to its ability to stay readable when rendered smaller in both print and digital scenarios, complimentary to main text suggestions.

The special use fonts indicated on the right are only to be used when creating materials for the specific events identified. These fonts should not be used at any other time. No additional fonts may be used when creating event materials.

Serif

Cambria Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! () - " . ' @ # \$ % & < > ; ;

Cambria Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! () - " . ' @ # \$ % & < > ; ;

Cambria Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! () - " . ' @ # \$ % & < > ; ;

Cambria Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! () - " . ' @ # \$ % & < > ; ;

Sans Serif

Myriad Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! () - " . ' @ # \$ % & < > ; ;

Myriad Pro SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! () - " . ' @ # \$ % & < > ; ;

Myriad Pro Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! () - " . ' @ # \$ % & < > ; ;

Myriad Pro Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! () - " . ' @ # \$ % & < > ; ;

Myriad Pro Bold Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! () - " . ' @ # \$ % & < > ; ;

