# Memo Brand Guidelines

Memo

# Logo

The Memo logo consists of two parts — the icon and the wordmark.

The container shape of the icon mimics a dog-eared page as a representation of the act of marking important information — an apt visual metaphor for the brand. In a similar metaphorical sense, the 'M' mark within the container shape is conceptually based on the idea of constructing a cohesive narrative using bits and pieces of information. The 'M' itself is constructed using only basic geometry consisting of rectangles and the same triangle shape as the dog-eared fold. Together, these shapes create a unique 'M' mark that is ownable by Memo.

The wordmark was chosen as a means of echoing, rather than mimicking, the styling of the 'M' mark. Set in the typeface Inknut Antiqua, the letterforms feel like a modern take on a timeless classic. The distinguishable serifs of the wordmark are a nod to the time-tested publishers that Memo fosters relationships with.



# Logo Clearing + Sizing

In order to keep the logo visible and clear, there exists a minimum amount of empty space around it. This is the clearspace. Nothing must infringe on this space. Also included are the minimum size requirements for digital applications.



**Clearspace**

The clearspace for the logo is derived from the length of the lowercase 'm' in the wordmark

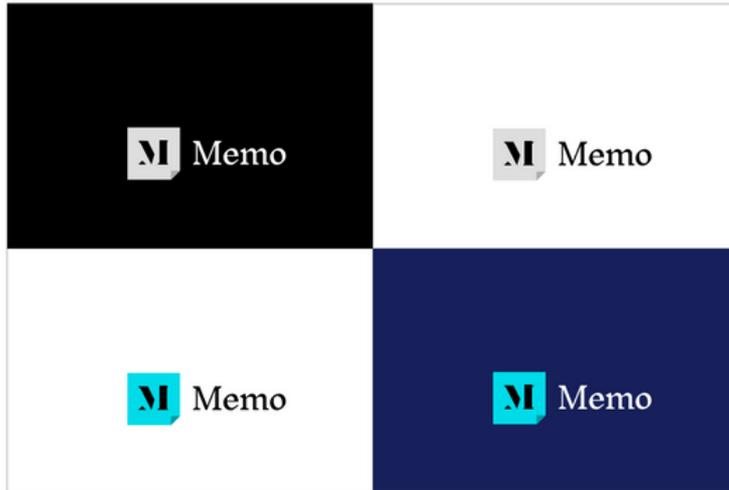**Minimum Size**

The minimum size for the logo is 75 pixels in width

# Logo Misuse

The Memo logo ought to appear in full, with icon and wordmark together, whenever possible. The full-color version of the color is recommended for white orMemo's dark blue colored backgrounds.
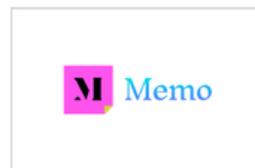
It's important that the appearance of the logo remains consistent. The logo should not be issued, misinterpreted or modified. Its orientation, color, and composition should remain as indicated in this document.
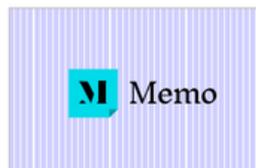
Do not distort or warp the logo in any way.
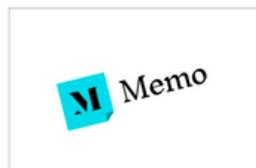
Do not alter the angle of the logo.

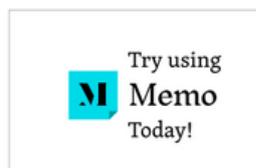Do not change the colors of the logo.

Do not add effects to the logo.

Do not overlay the logo on complex background imagery.

Do not outline any part of the logo.

Do not independently alter the scaling or positioning of the logo mark or logotype.

Do not use the logo as a stand-in for the brand name.

Do not use the logo mark as a pattern element.

# Favicon + Social Icon

The favicon and social icon reduce the logo down to its most distinguishing feature, the 'M' mark, in order to take full advantage of the limited space. The forms of the letter, coupled with the colors, are unique enough to stand on their own.

For the social icon, the dog-earred corner is ditched in order to comply with the circular frame.

Favicon

Social Icon

# Color Palette

The Primary Colors should be used most prominently while the Secondary Colors are meant to inject freshness and variety.

RBG is a digital color language intended for digital space. Use these color values for the screen.

CMYK is a color language intended for print. Use these color values for print materials.

*The alternate purple color was created in order to have an accessible shade of purple to pair with white. The alternate purple ought to be used in instances where there is purple text on a white background or vise versa.

## Primary Colors

| #17205A | #00DBE9 | #FFFFFF |
|---|---|---|
| RGB: 23/32/90 | RGB: 0/219/233 | RGB: 255/255/255 |
| CMYK: 74/64/0/65 | CMYK: 100/6/0/9 | CMYK: 0/0/0/0 |

## Secondary Colors

| #FFCC26 | #7E85FF | #4A53FA |
|---|---|---|
| RGB: 255/204/38 | RGB: 126/133/255 | RGB: 74/83/250 |
| CMYK: 0/20/85/0 | CMYK: 51/48/0/0 | CMYK: 70/67/0/2 |

*Alternate Purple

# Typography

Skolar Latin is the primary brand typeface for Memo. Skolar has an academic and sophisticated feel to it while still maintaining a sense of practicality and approachability. The large x-height, notable serifs, and high contrast make Skolar a reliable choice for legibility at all sizes.

Open Sans is the secondary brand typeface for Memo. Open Sans has a neutral yet friendly appearance that make it optimal for longer blocks of text. Open Sans was designed with legibility in mind and has been thoroughly optimized for print, web, and mobile applications.

**Headline**   Skolar Latin Regular

## Memo Harnesses the New Possibilities of Narratives + Data.

**Sub-head**   Skolar Latin Medium

### How brands of all sizes and industries are using our data.

**Body copy**   Open Sans Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Et quis urna ultricies eu felis sed enim. Amet sollicitudin viverra risus integer sit eu massa lorem. Est lectus consequat pellentesque felis ac nisi. Turpis aliquam diam erat id diam.

**CTAs**   Open Sans Bold

**Get Started**

Thank you!