

The Meridian logo, featuring a stylized 'M' followed by the word 'MERIDIAN' in a bold, sans-serif font.

# Brand Communications Guidelines

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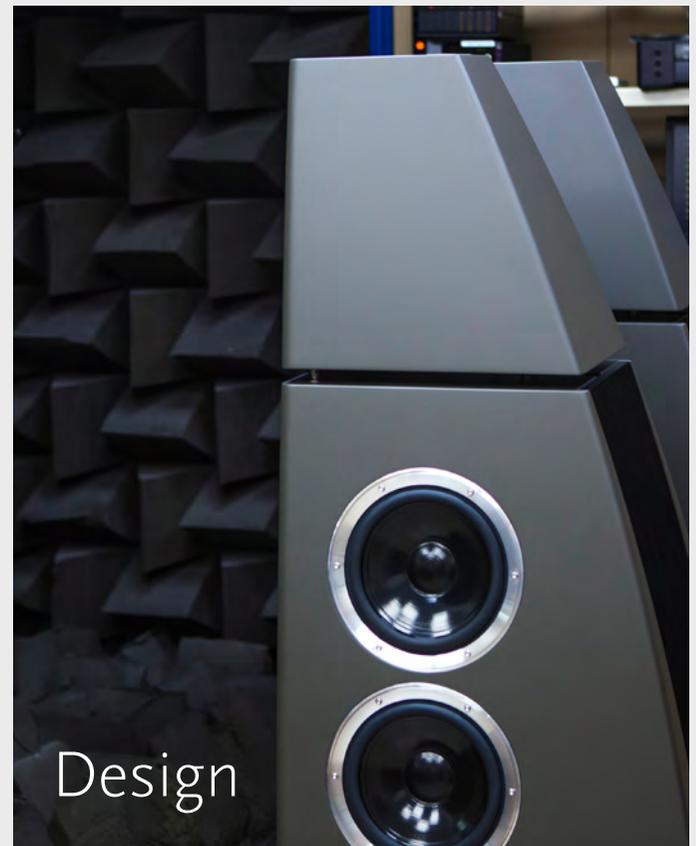
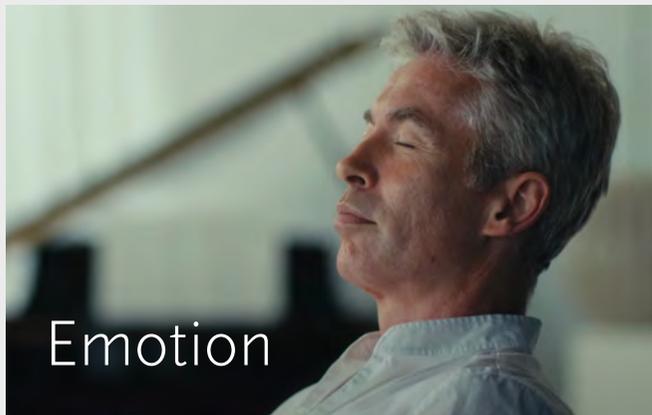
## 1. INTRODUCTION

Meridian, the award-winning British audio pioneer, has been creating innovative audio technologies and elegant, high performance audio products since 1977. Meridian's ambition is to enable people to listen, enjoy and fall in love with their music and movies wherever they are, and our renowned sound philosophy can be applied in all listening environments. From the flagship DSP loudspeakers with integrated amplification, to discreet and powerful in-wall loudspeakers, Meridian engineers easy to install, high resolution audio systems for the home. Meridian's products are sold by custom integrators and audio specialists in more than 80 countries, worldwide. Meridian works with many of the world's leading brands and our customers include British Airways, Human Horizons, LG Electronics, Jaguar Land Rover, Kia and Rivian, enabling millions of consumers around the world to experience our sound throughout their homes, and in automotive, marine and airline settings.

# 01

## 1.1 OUR BRAND VALUES

Our brand values are principles that shape every aspect of our business. They are placed at the very core of the Meridian brand and are there to inform our brand message, identity and personality.





## 2. GRAPHICAL ELEMENTS

We believe that our brand and the values it enshrines, are as important as the technology behind our products. By ensuring we apply a consistent approach to the logo, fonts, colours and associated imagery, we can guarantee that the brand achieves the highest levels of recognition.

# 02

## 2.1 MERIDIAN PRIMARY LOGO

Our primary logo comprises our stylised M, the 'monogram' and our name, or 'wordmark'. They are always used together except where the application size or process doesn't allow eg automotive speaker enclosures and smaller screen sizes of our website as viewed on mobile devices.

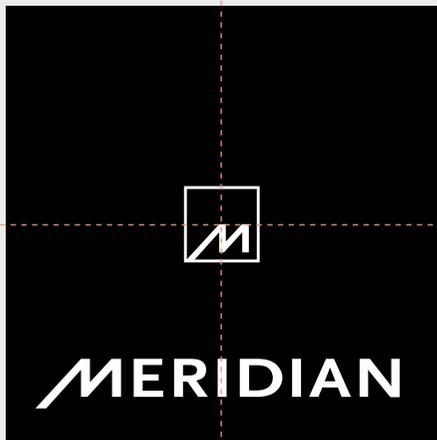
The logo is instantly recognisable and requires a consistency of delivery across all media. The logo and brand are trademarked which helps Meridian to achieve a high degree of standout and recognition in the market. Examples of how the primary logo should be used can be found in Design Templates, section 4 of this guide.

No elements of the primary logo can be modified.



## 2.1 MERIDIAN PRIMARY LOGO

The Meridian logo should not be altered, nor should it feature without adhering to the following principles:



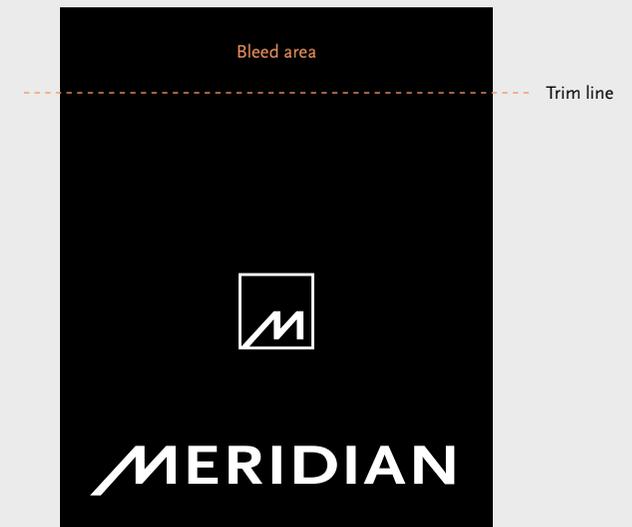
### STRUCTURE

The logo should always be used in the format above. The midpoint is formed in the monogram as shown.



### CLEAR SPACE

A clear boundary needs to be around the logo to ensure its impact is not compromised by other graphical or typographical elements. To make it simple the M in the wordmark should be used as a guide.



### CROPPED

Where the logo bleeds off the top of a page, bleed should be added in print so that the full primary logo is displayed so keeping the square proportions.

## 2.2 LOGO INTEGRITY

To retain the consistency of the brand, the primary and secondary logos must be not be edited or customised in any way. Examples of how the primary and secondary logos should be used can be found in Meridian Design Templates, section 4 of this guide.



**Do not** remove the logo elements from the black square, or use them black on white



**Do not** rearrange the logo



**Do not** deconstruct the logo



**Do not** change the colour of the monogram or wordmark



**Do not** add descriptors to the logo



**Do not** change or distort the proportions of the monogram



**Do not** change the colours of the logo

## 2.2 LOGO INTEGRITY CONTINUED

A transparent logo may be used on an image where it can achieve a high level of standout. Busy or colourful backgrounds should be avoided. The logo's edges will be denoted by a white border. A white border version of the logo should not be used for any other applications i.e. where solid black logo is used.



## 2.3 MERIDIAN SECONDARY LOGO

Where possible, the primary logo should always be used. The secondary logo can be considered for applications where the primary logo doesn't work because of the space available such as on email footers. The logos are available in different formats and can be found in the link below.

The image shows the Meridian secondary logo, which consists of a stylized 'M' followed by the word 'MERIDIAN' in a bold, sans-serif font. The 'M' is formed by a thick diagonal line that descends from the top left and meets a horizontal line at the bottom left, with a vertical line extending upwards from the top of the diagonal line to the top of the 'M' shape. The rest of the 'M' is formed by a vertical line on the right and a horizontal line at the top. The word 'MERIDIAN' is in all caps, with a consistent letter height and spacing.

## 2.3 MERIDIAN SECONDARY LOGO

Where possible, the primary logo should always be used. The secondary logo can be considered for applications where the primary logo doesn't work because of the space available, such as on email footers. The logos are available in different formats and can be found in the link below.



### CLEAR SPACE

A clear boundary space needs to be left around the logo to ensure its impact is not compromised by other graphical or typographical elements. To make it simple, the M should be used as a guide.



### BLACK BACKGROUND

Examples of use on a black background

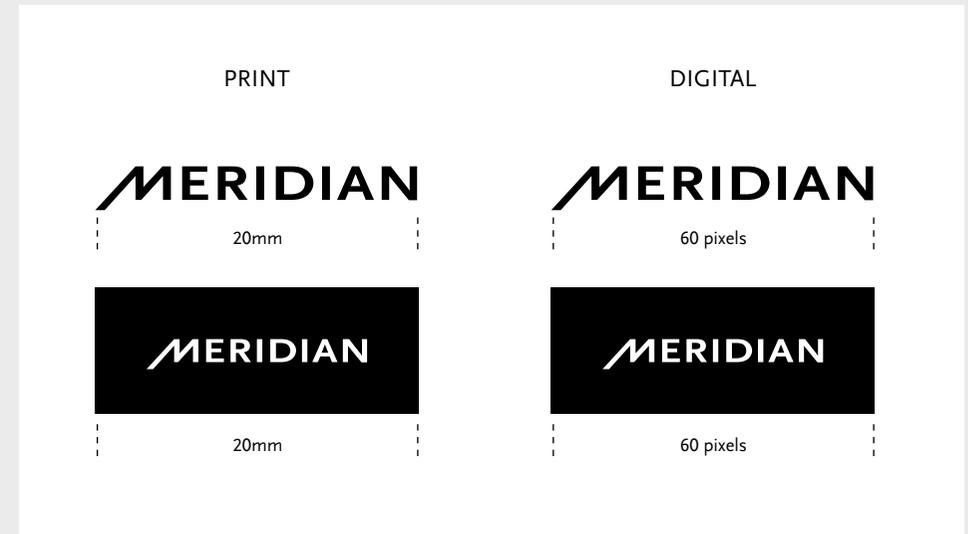
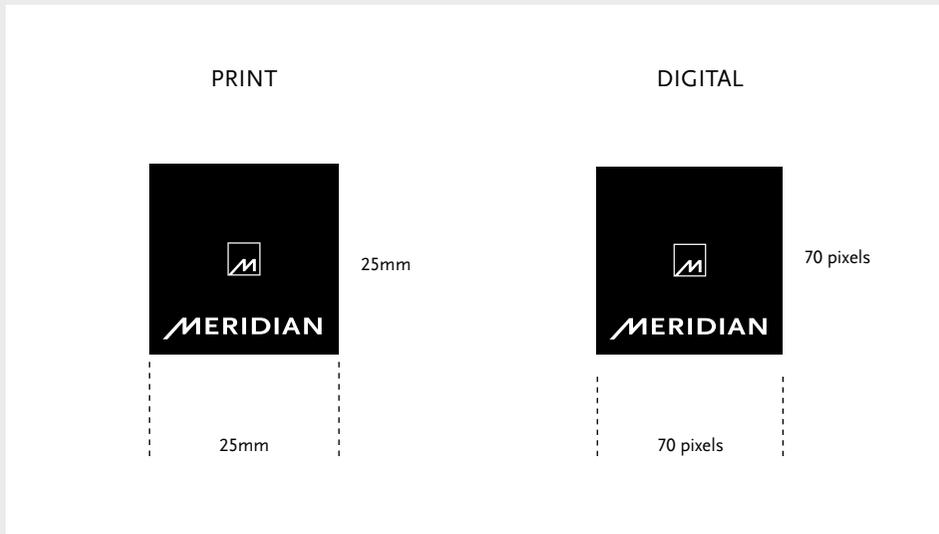


### WHITE BACKGROUND

How the logo should appear on a white background

## 2.4 MINIMUM LOGO SIZES

In order to retain the integrity of the design and the legibility of the wordmark and monogram, the minimum size for the logos are:



### PRIMARY LOGO

For print, the minimum size is 25mm. At this size the keyline around the M monogram is approximately 0.3mm, which is the minimum stroke weight for most printing scenarios. Shown to scale, above.

For screen, use the smallest recommended size is 70 pixels, which allows for the logo to be clear and visible in a digital format. Shown to scale, above.

### SECONDARY LOGO

The smallest recommended size for the secondary 'wordmark' logo is 20mm. The above visuals are for illustrative purposes and are not to scale.

For digital applications, the secondary logo should appear no smaller than 60 pixels wide.

## 2.5 BRAND COLOURS

In most applications Meridian black and white are our primary colours, but we have a secondary palette for use on applications such as print ads, online, technical sheets etc.

The Meridian colour palette consists of Meridian black, white and a selection of secondary greys. The black allows the logos to achieve a high level of standout and the use of white provides a clean space that allows copy and imagery to achieve a high level of prominence. The grey palette is used for highlights and to add interest to the designs.

### PRIMARY COLOURS

Black

**CMYK:** 0/0/0/100

**CMYK rich black:** 20/20/20/100

**RGB:** 0/0/0

**Hex:** 000000

**PANTONE:** 433

White

**CMYK:** 0/0/0/0

**RGB:** 255/255/255

**Hex:** FFFFFFFF

### SECONDARY COLOURS

85% black

**CMYK:** 0/0/0/85

**RGB:** 31/0/1

**Hex:** 4A4A49

55% black

**CMYK:** 0/0/0/55

**RGB:** 61/0/0

**Hex:** 939292

11% black

**CMYK:** 0/0/0/11

**RGB:** 93/0/0

**Hex:** EBEBEB

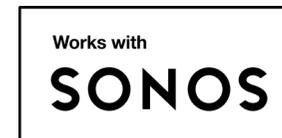
## 2.6 MERIDIAN CO-BRANDING

Meridian collaborates with other leading manufacturers and our products feature some functionalities that are powered by third-parties.

All the standard guidelines apply when partnering the Meridian logo with other brand marks. Clear space must be preserved, and when our logo appears beside a partner logo it should appear in a consistent fashion, e.g. vertical with vertical, etc.

Partner logos are available in different formats on request.

Example partner logos



## 2.7 PRIMARY TYPEFACE

Our font, Scala Sans Pro, is an important component of our brand. It has been chosen because it reflects our personality - contemporary and distinctive. To ensure continuity of our brand look and feel it should be used on all written materials.

The font size varies on the application. Examples of how the typeface should be in print and online etc can be found in Meridian Design Templates (section 4).

Meridian  
Audio, the

## 2.7 PRIMARY TYPEFACE

Our primary typeface, FF Scala Sans Pro, features many intricate details and characteristics. The leading and kerning should be adjusted depending on the size of the application.

Our recommendation is to keep kerning no less than -10 as the letters can get too close.

There is no secondary, or alternative, typeface.

FF Scala Sans Pro

Light  
Regular  
Bold

FF Scala Sans Pro character set

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

Numbers standard

1234567890

Numbers capitalised (preferred)

1234567890

FF Scala Sans Pro can be purchased from:

[www.myfonts.com/fonts/fontfont/scala-sans-pro](http://www.myfonts.com/fonts/fontfont/scala-sans-pro)  
[www.fontshop.com/families/ff-scala-sans/buy](http://www.fontshop.com/families/ff-scala-sans/buy)

## 2.8 HEADINGS

A header style has been developed to use across a range of media to achieve a high level of standout. The black box is to be created using the primary brand black which is appropriate to the media, see page 13 for Pantone, CMYK, hex and RGB values. Here are some guidelines:

Text is always uppercase and the font size and line spacing are dependent on the media. Please refer to Meridian Design Templates, section 4.

### Heading and image alignment



MERIDIAN AUDIO  
BRAND GUIDELINES

Left aligned

The perimeter space surrounding the text is approximately 25% of the overall height of the type.

BRITISH AUDIO  
PIONEERS

Right aligned

MERIDIAN  
808v6

Numbers are always caps

## 2.8 HEADINGS CONT'D

In some cases, where headings may be longer than others, or where a particular statement sits in a prominent position, the heading alignment can be more random, as per this example. There is no specific grid for the alignment, it is adjusted visually so that it is clear to read and aesthetically well balanced.

WE DELIVER THE MOST  
IMMERSIVE SOUND  
WHILE ON THE MOVE

Since our inception, Meridian's rigorous and research-led philosophy has maintained our position on the limits of what is possible. Our pioneering nature has seen us tailor High Resolution Audio to countless environments, devising unique solutions to deliver sublime experiences.



### 3. MERIDIAN WRITTEN LANGUAGE

How we communicate in written form is as important as our logo and typeface. We should highlight key messages i.e award-winning performance, commitment to quality and innovation.

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## 3.1 MERIDIAN WRITTEN LANGUAGE

Our copy should be professional, factual and friendly in tone. We want to excite and leave the reader wanting to find out more. We may need to tailor copy for different markets, but our message needs to be consistent.

Here are a few pointers:

### 1. COPY STRUCTURE

Keep it simple - less is more.

Our style is:

- Sparing and concise
- Short sentences and paragraphs
- Informed and accurate
- Technical when it needs to be
- Up-to-date

### 2. KEEP MESSAGES AND IDEAS TO A PALATABLE NUMBER

- Lead with most important message
- Avoid repetition
- Tailor content to audience
- Ensure content is engaging
- Add clear calls to action

### 3. IT'S ALL IN THE DETAIL

Attention to detail is paramount.

We should ensure that our written language is of the highest quality to reflect the quality of the Meridian brand.

How we communicate in written form is as important as our logo and typeface. Our tone of voice enables us to convey our brand and personality in a way that will engage with our customers.



## 3.2 HOW WE WRITE

### How to refer to Meridian and our products:

- In written copy the company may refer to itself as ‘Meridian’ and/or ‘we’, ‘us’ etc.
- ‘Meridian’ (the company) should always be singular when referred to – e.g. ‘Meridian is proud to be...’
- ‘We’, ‘us’ etc. make copy more personal, more inclusive and more human – important qualities in the relationship with customers.
- Where usage of ‘Meridian’ and ‘we’, ‘us’ etc. are mixed, attention must be paid to correct grammatical usage – sticking to the singular with ‘Meridian’ and plural with ‘we’ etc. as appropriate – and the transition between the two properly managed, e.g.

From its beginnings in Cambridgeshire, UK, Meridian has evolved to become a global, high performance brand. Our ethos remains the same now as when the company was founded in 1977.

- Where products and/or technology are specified that are unique to Meridian, it is good practice to qualify them with the company name, at least in the first instance, e.g. Meridian True Time.
- While it is important for Meridian to take – and express – clear ownership of both its products and its technologies, care should be taken not to overuse the name. Meridian is authoritative and confident; overstatement undermines this position.

Please see Meridian Design Templates, found in section 4 of this guide, to see samples of our written style across various media.

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### Keywords associated with the meridian brand and Meridian products:

Aspirational. Visionary. Innovation. Design. Performance.  
Unrivalled. Quality. British. Award-winning. Emotion.

## 3.2 HOW WE WRITE: BRAND PROPOSITION

British Audio Pioneers.

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Meridian has always thought about how you experience sound. How it makes you feel.

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For more than four decades we have challenged convention, pushed boundaries and launched products that have created new possibilities in sound.

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Every day we challenge the limits of what is possible in audio.

---

Our renowned sound philosophy can be applied to almost any listening environment.

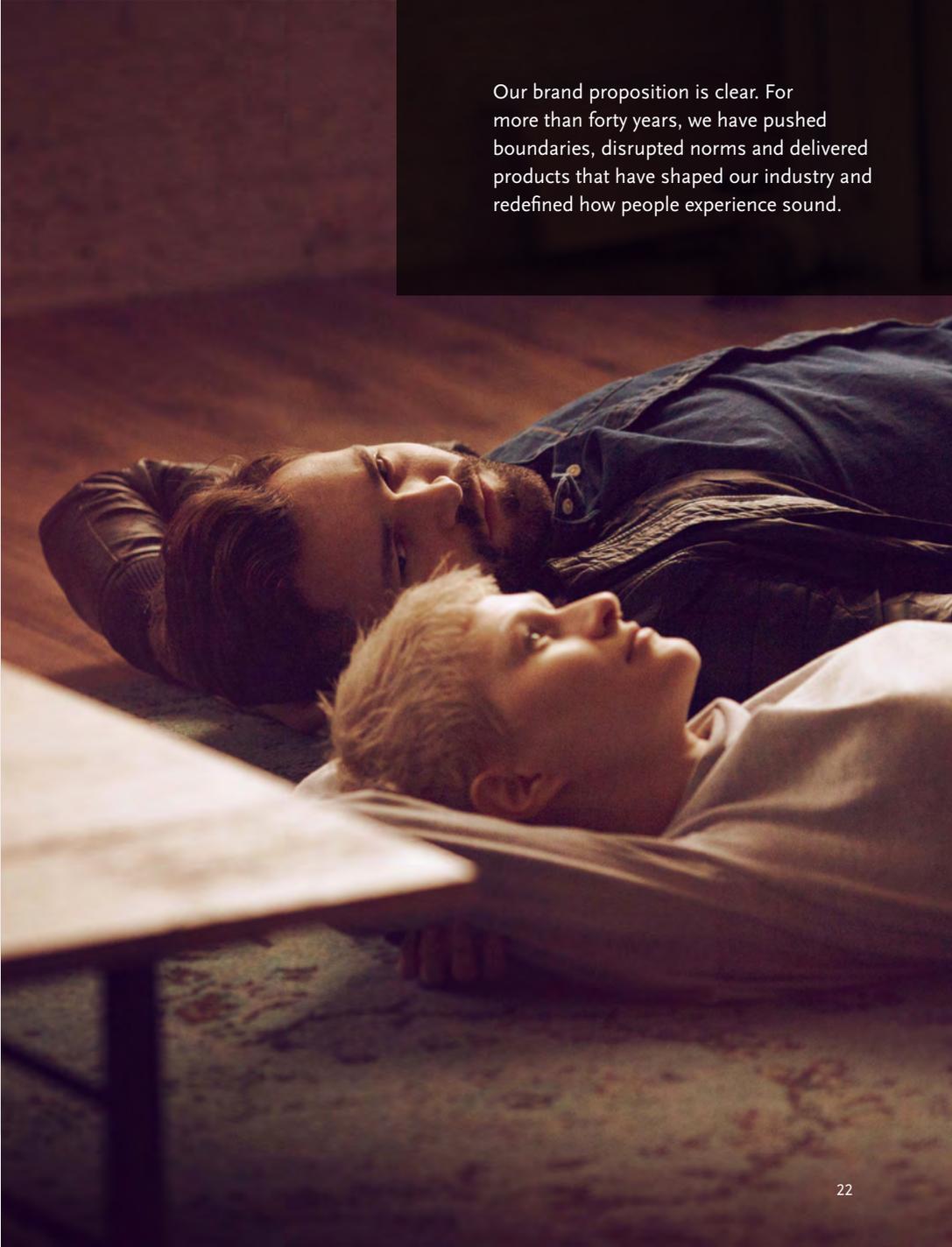
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We believe the fine details matter.

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We are the pioneers of High-Res audio

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Our brand proposition is clear. For more than forty years, we have pushed boundaries, disrupted norms and delivered products that have shaped our industry and redefined how people experience sound.

## 3.2 HOW WE WRITE: SOCIAL MEDIA

### HASHTAGS

For social post's associated with Meridian Audio brand please use the following recommendations:

#Meridianaudio  
#HiResAudio  
#MadeInBritain  
#HandCrafted  
#HighPerformance  
#Natural  
#Authentic

as well as # the product name i.e.

#DSP750

Using more than 3-4 hashtags for FB, Twitter and LinkedIn is not recommended. This limit does not apply to Instagram.

### TAGGING & MENTIONS

@meridianaudio

is used in the photo and mentioned in the text

### MARKETING TOOLKITS

Social Media posts are available to download from the **media** section of our website.

### SHARING YOUR PROJECTS & IMAGES

We invite all our partners to share images of their Meridian projects, appropriate credits will be given if used on our channels. We look forward to receiving good quality photos featuring our products.

### 3.3 MERIDIAN BOILERPLATE

When producing press releases, this is the standard introductory text about Meridian:

Meridian, the award-winning British audio pioneer, has been creating innovative audio technologies and elegant, high performance audio products since 1977. Meridian's ambition is to enable people to listen, enjoy and fall in love with their music and movies wherever they are, and our renowned sound philosophy can be applied in all listening environments. From the flagship DSP loudspeakers with integrated amplification, to discreet and powerful in-wall loudspeakers, Meridian engineers easy to install, high resolution audio systems for the home. Meridian's products are sold by custom integrators and audio specialists in more than 80 countries, worldwide. Meridian works with many of the world's leading brands and our customers include British Airways, Human Horizons, LG Electronics, Jaguar Land Rover, Kia and Rivian, enabling millions of consumers around the world to experience our sound throughout their homes, and in automotive, marine and airline settings.



## 4. MERIDIAN DESIGN TEMPLATES

04

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## 4.1 PRINT ADVERTISING

Our advert design uses the following style rules:

### FONT SIZES

Leading - auto

Kerning- zero

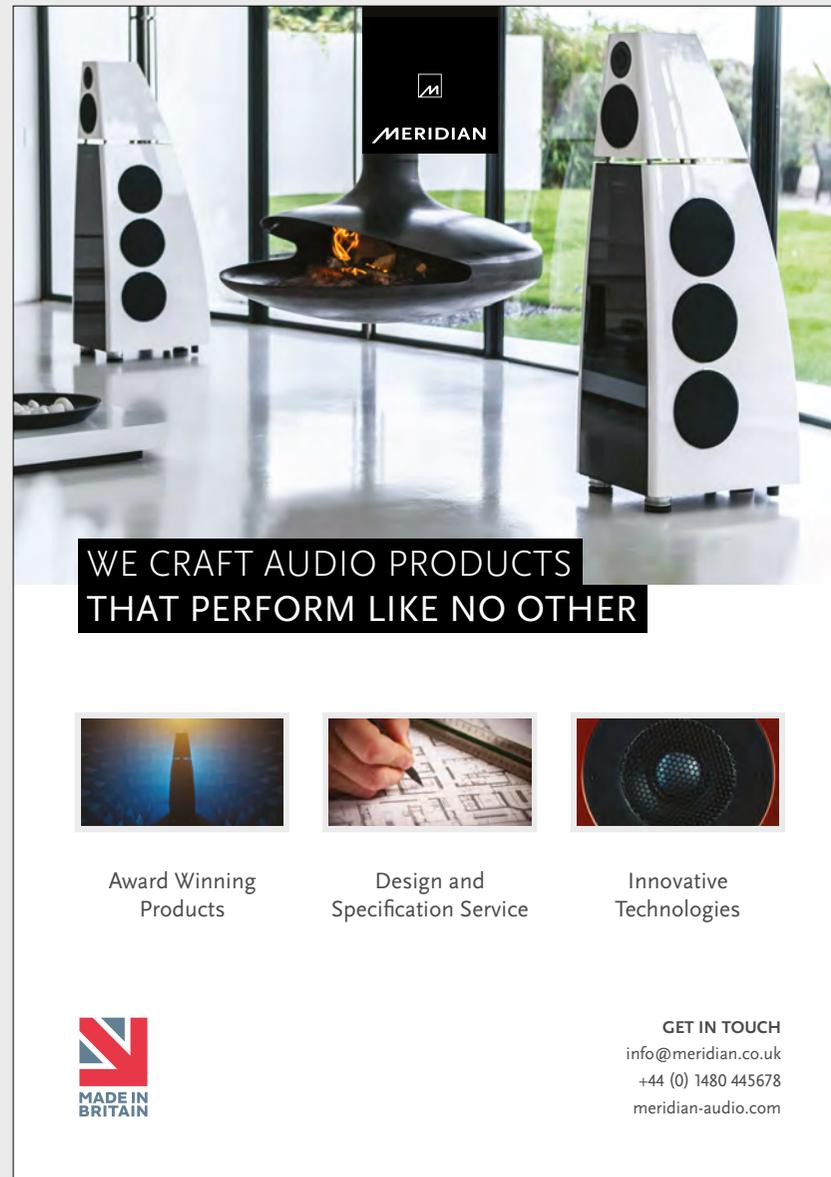
Body copy colour - 85% black

Body copy colour - 80% black

Lines 1pt stroke - 100% black

Heading black panel behind text uses the  
CMYK colour for Meridian Black.

This page shows an example of the typical layout with its  
clean and concise approach to the message and design.



The advertisement features a photograph of a modern living room with two tall, white, multi-driver speakers flanking a central black fireplace. The Meridian logo is visible in the top center of the image. Below the image is a black banner with white text: "WE CRAFT AUDIO PRODUCTS THAT PERFORM LIKE NO OTHER". Underneath this banner are three small square images: a lighthouse, a hand drawing on a blueprint, and a speaker driver. Below each image is a corresponding text label: "Award Winning Products", "Design and Specification Service", and "Innovative Technologies". At the bottom left is the "MADE IN BRITAIN" logo, and at the bottom right is the "GET IN TOUCH" contact information.

**MERIDIAN**

**WE CRAFT AUDIO PRODUCTS  
THAT PERFORM LIKE NO OTHER**

**Award Winning  
Products**

**Design and  
Specification Service**

**Innovative  
Technologies**

**GET IN TOUCH**  
info@meridian.co.uk  
+44 (0) 1480 445678  
meridian-audio.com

**MADE IN  
BRITAIN**

## 4.2 DIGITAL ADVERTISING

We have a range of advert templates for common sizes in our online resource area. These are guides and provide examples of how the Meridian brand is represented digitally.

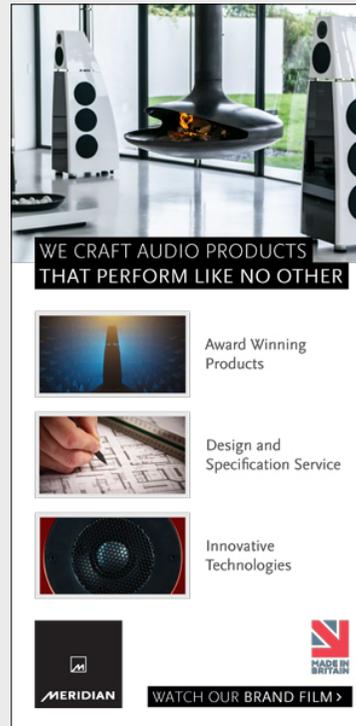
Please do not substitute our corporate font. A licence to use the font is required and available from:

[www.myfonts.com/fonts/fontfont/scala-sans-pro/](http://www.myfonts.com/fonts/fontfont/scala-sans-pro/)

[www.fontshop.com/families/ff-scala-sans/buy](http://www.fontshop.com/families/ff-scala-sans/buy)

Due to the size and low resolution of online adverts, the font size and logo placement sizes may need some flexibility to allow for maximum legibility.

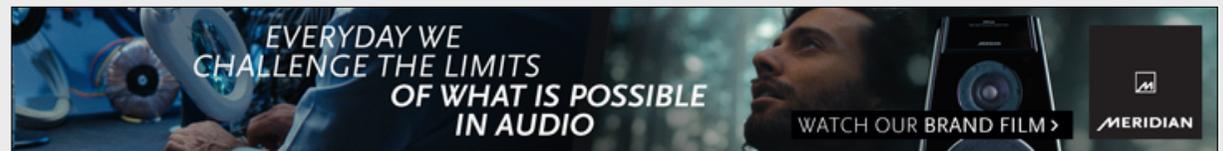
Please see examples, right, for page layout, font sizes/style, placement of logo, cobranding and pictures.



Example of Skyscraper



Example of banner advert (small)



Example of banner advert

## 4.3 SOCIAL MEDIA

Adverts and example posts for use on social media channels are also available.



Example of social posts available from the media section



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5. MERIDIAN MARKETING RESOURCES



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