

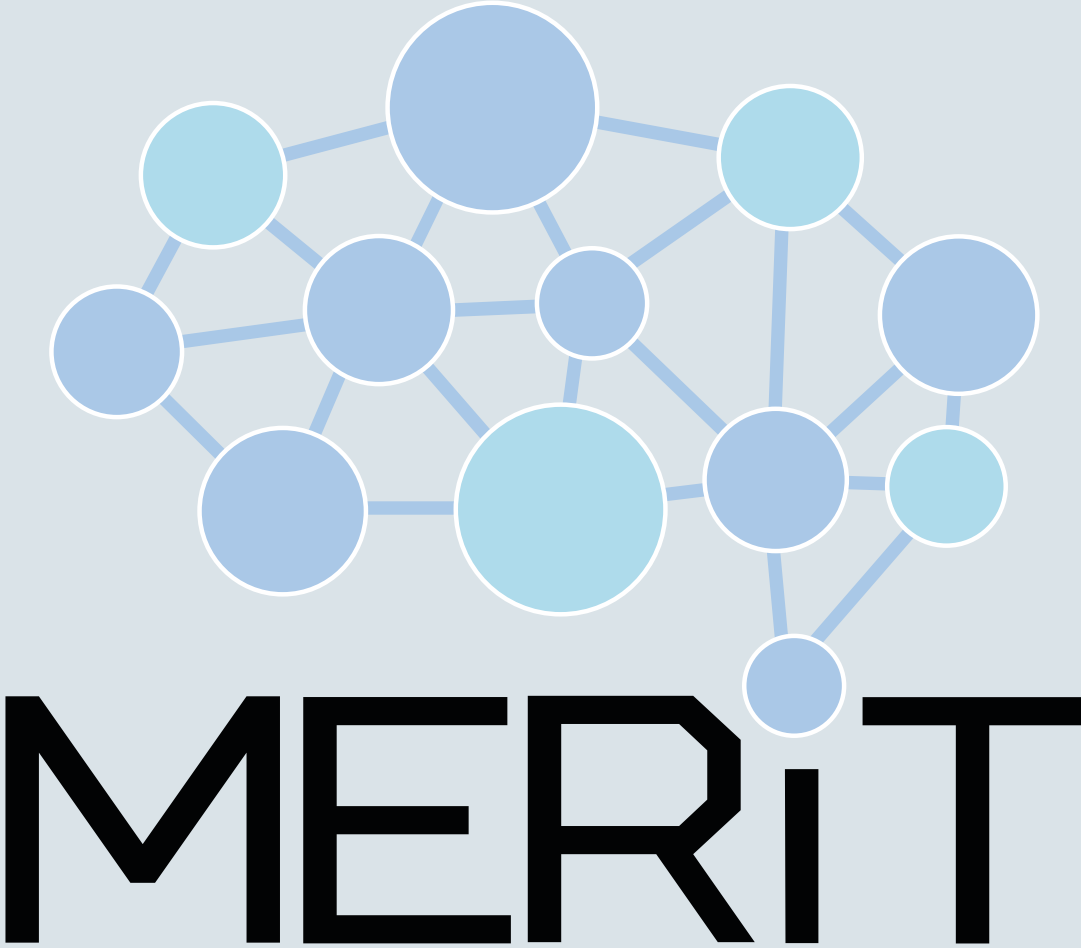
# Brand book & guidelines

April 2023

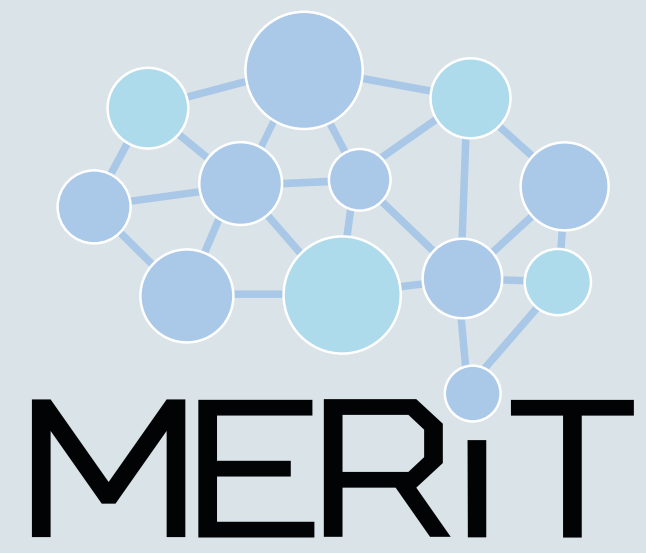
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Logo Merit

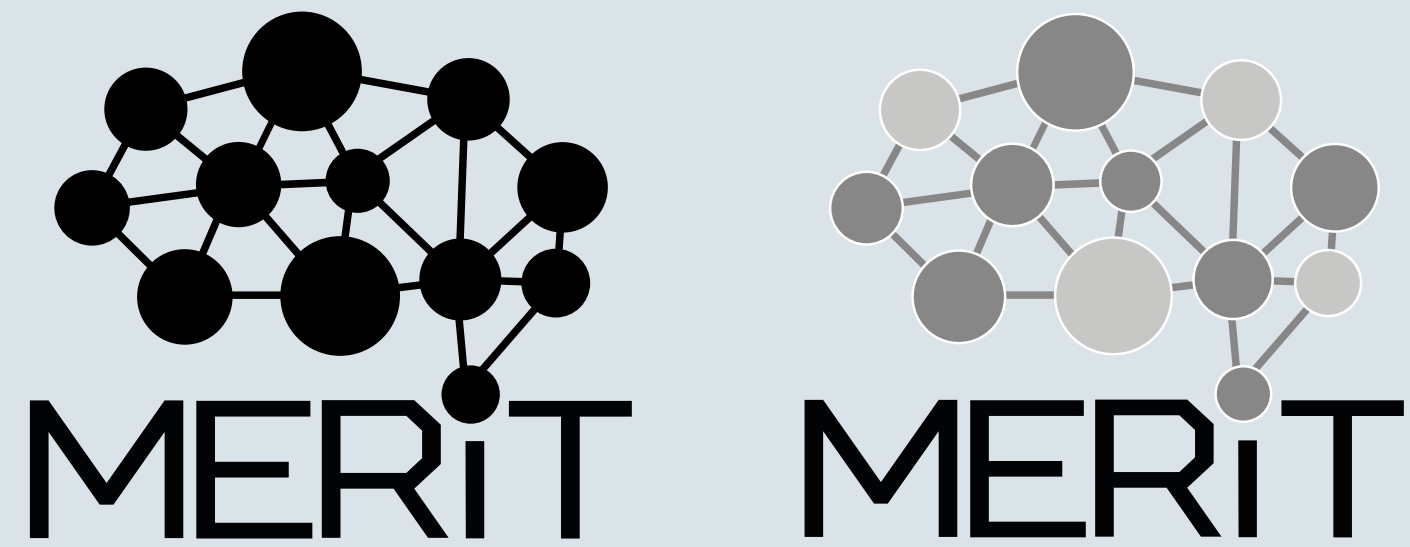


Positive



Merit colour logo version

Negative



Merit greyscale logo version

# Typography

TTsquares-Regular.otf - Official Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?ء!:. \*+^”

# Typography

PublicSans.otf - Secondary Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?¿!:. \*+^”

# Colors

## MAIN COLOUR PALETTE

Merit uses 4 colours on the logo.



#B0C6E3

R 176  
G 198  
B 227



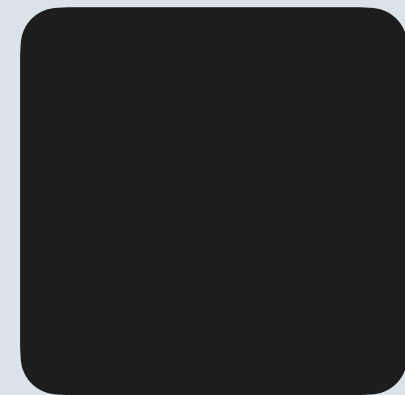
#FFFFFF

R 029  
G 029  
B 029



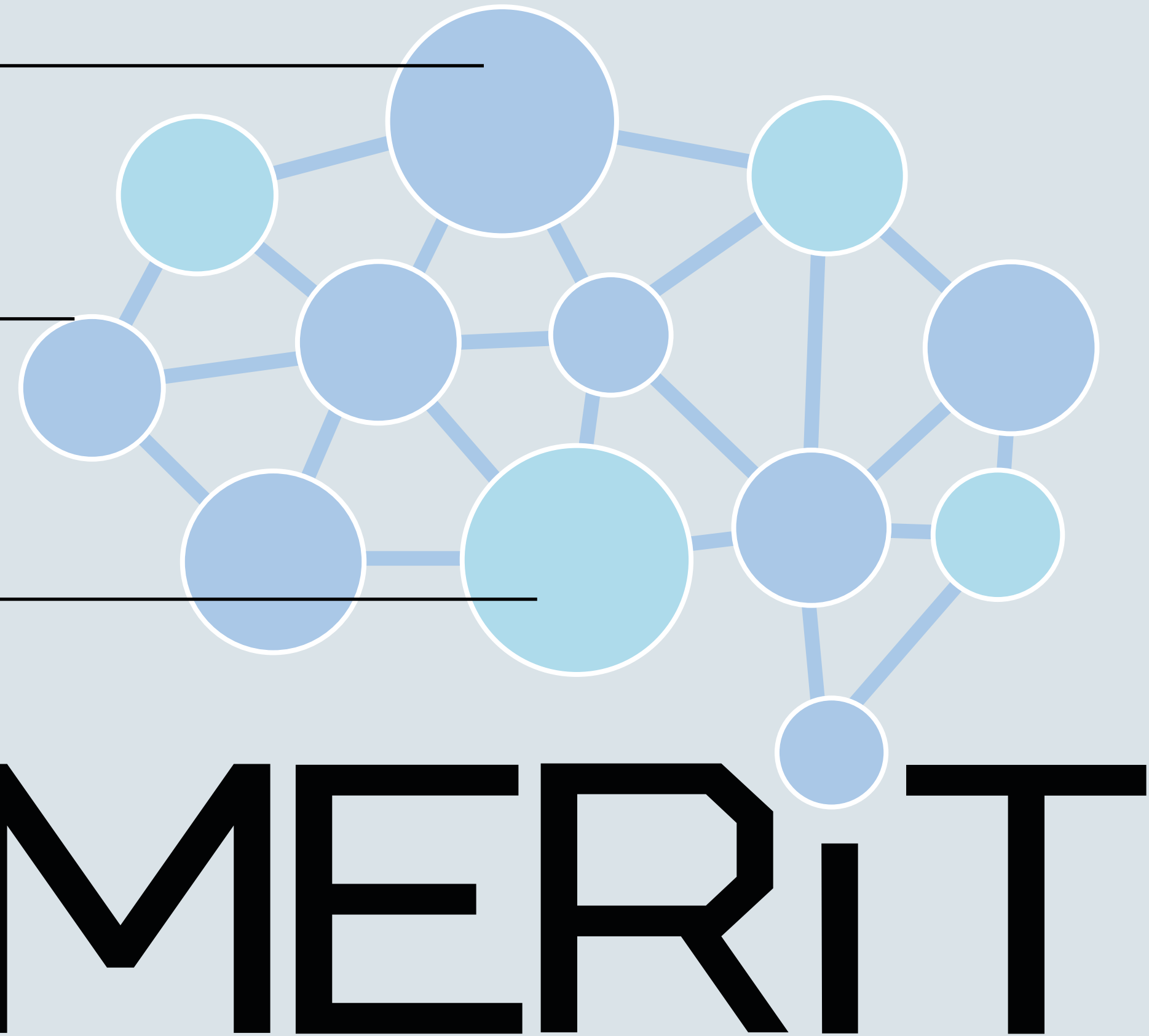
#B7D9E8

R 183  
G 217  
B 232



#1D1D1D

R 029  
G 029  
B 029



# Colors

## SECONDARY COLORS PALETTE

Merit uses 2 color combo secondary color



#162a46

R 022  
G 042  
B 070

This secondary color is used only to write the word MERIT so that it stands out from the rest of the text.



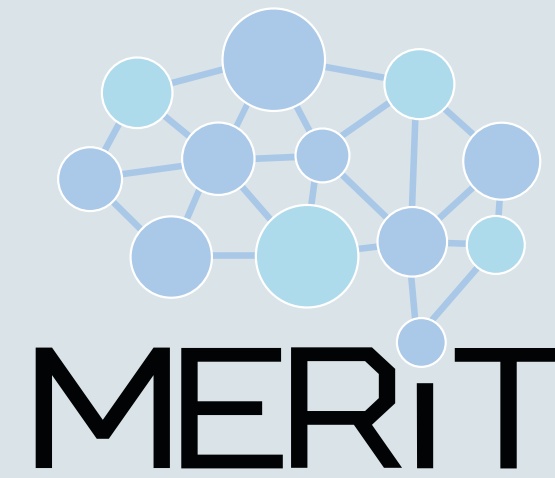
#0a4369

R 010  
G 067  
B 105

This secondary color is used for all text and titles in the communication of MERIT.



Size



263x231 px

### Minimum size Merit Logo

**\*Mandatory minimum size for the correct legibility of the logo, it cannot be smaller than this size.**