Condensed version

meridian
REALTY

Meridian Realty Corporate Identity Guide

The **Meridian Realty Corporate Identity Guide** is designed to bring our brand to life with **clarity**, **consistency** and **impact.** Rooted in professionalism and innovation, it ensures every touchpoint reflects who we are and where we're going.

Logo & Colour Palette

Meridian Realty's logo is vital for expressing our identity, values and building brand recognition. Consistent use across platforms communicates professionalism, creating a memorable and impactful presence in the real estate market.

Logo placement

When using the logo, always include the accompanying statement **Registered with the PPRA**. This text should not be positioned directly under or above the logo. Instead, integrate it in a separate location in either corner of the design layout, ensuring visibility without compromising the primary visual impact of the logo.

Use in the smallest readable size.
Font: * Helvetica Neue LT Std 46 Light.

Proportional usage

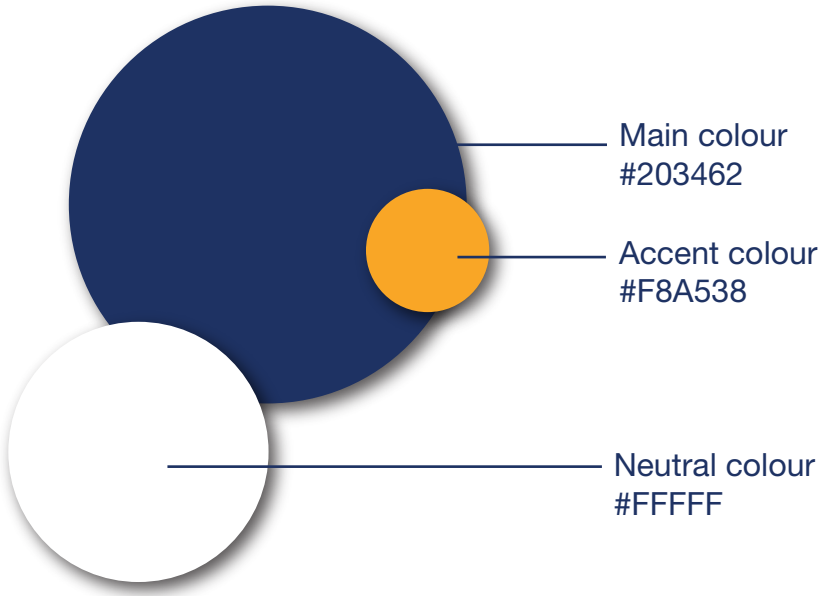
The logo must always be used proportionally to the design, maintaining its original dimensions. Avoid stretching, compressing, or distorting the logo, ensuring it remains visually balanced and recognisable.

Non-alteration policy

The logo should never be altered, modified, or distorted in any way. This includes changes to colours, proportions, or any other visual elements.

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CMYK colour specs for print use:

BLUE:
C – 99,84
M – 88,29
Y – 32,87
K – 22,54

YELLOW:
C - 0
M - 40
Y - 100
K - 0

Typography

Aa

Corporate primary font

Helvetica Neue LT Std 55 Roman
Helvetica Neue LT Std 95 Black
Helvetica Neue LT Std 75 Bold
Helvetica Neue LT Std 45 Light

Corporate secondary fonts

Helvetica Neue LT Std 57 Condensed
Helvetica Neue LT Std 67 Medium Condensed
Helvetica Neue LT Std 97 Black Condensed

Aa

Addington CF
abcdefghijklmnopqrstuvwxyz

Aa

Buffalo Regular

Aa

Kindness Things