

# MEKO

BRAND GUIDELINES

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# BRAND ASSETS

## WORDMARK

## PRIMARY LOGO

This is the primary *MEKO* logo. It should be used for all film-related materials. Please refer to the provided brand assets and guidelines when needed.



MEKO

## WORDMARK

## PRIMARY LOGO CLEAR SPACE

The letter “O” from the primary logo is used as a basic unit to measure the primary logo clear space. The primary logo clear space zone should be free of any interference at all times.



## WORDMARK

## DO'S

Follow these best practices and rules when using the *MEKO* primary logo.



The primary logo can be positioned at the center of the material whenever possible, either in the middle or at the top.



The primary logo can be positioned at the center of the material whenever possible, either in the middle or at the top.



The primary logo can be positioned at the top left of the material.

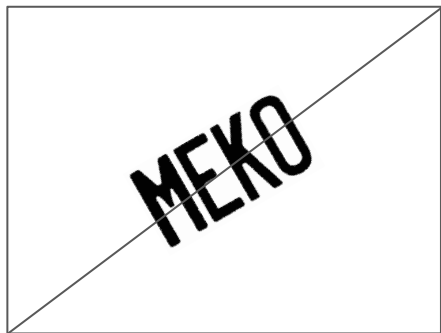


The primary logo can be positioned at the bottom left of the material.

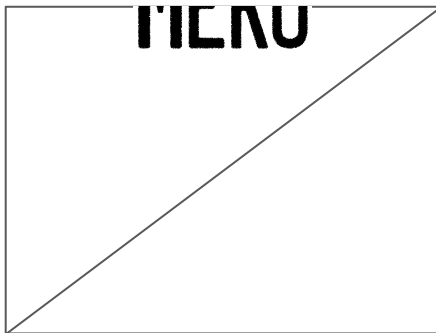
## WORDMARK

## DONT'S

Avoid the following use cases when using the primary logo.



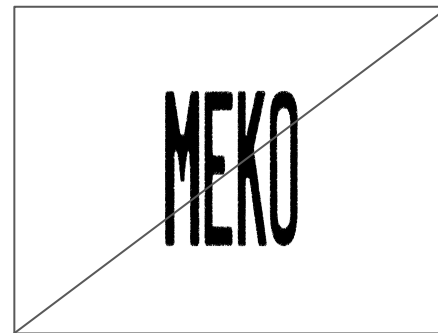
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# COLOR PALETTE

## COLOR PALETTE

## COLOR PALETTE

This is the *MEKO* color palette. Use this palette for all film communications, both print and digital.

### Dark Teal

HEX | 36494E

RGB | 54 / 73 / 78

CMYK | 78 / 58 / 55 / 38

### Midnight

HEX | 000000

RGB | 0 / 0 / 0

CMYK | 75 / 68 / 67 / 90

### Deep Sea

HEX | 597081

RGB | 89 / 112 / 129

CMYK | 69 / 49 / 38 / 10

### Shallow Bank

HEX | B3CECB

RGB | 179 / 206 / 203

CMYK | 30 / 9 / 19 / 0

### Sunlight

HEX | FFF05A

RGB | 255 / 240 / 90

CMYK | 2 / 0 / 77 / 0

COLOR PALETTE

DO'S

Follow these practices and rules when using the *MEKO* color palette.



COLOR PALETTE



DO'S

Follow these practices and rules when using the *MEKO* color palette.\*

\*Can use any color combination from the palette as long as it is legible when overlaid on a solid color or image.

Exception to this rule being that "sunlight" should never be the main color.

COLOR PALETTE

DONT'S

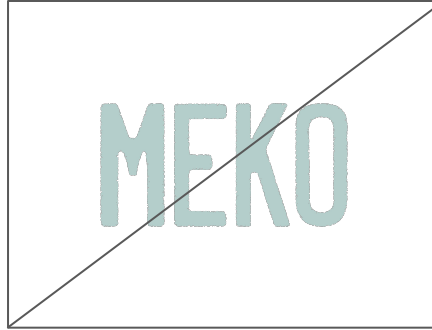
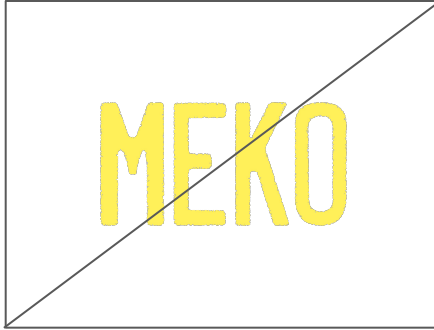
Avoid the following use cases when using the *MEKO* color palette.



## COLOR PALETTE

## DONT'S

Avoid the following use cases when using the *MEKO* color palette.



\*Can use any color combination from the palette as long as it is legible when overlaid on a solid color or image.

Exception to this rule being that "sunlight" should never be the main color.

# TYPOGRAPHY

This is an example of the *MEKO* type system hierarchy. Please follow this guide for *Meko* type applications.

# MEKO

## **A FILM BY HARRISON BUCK**

Join us on a journey with Meko, a Bahamian fly fishing guide who has faced unimaginable adversity. From holding down his own roof during Hurricane Dorian in 2019, to watching the effects of climate change on his island, Meko has seen it all. But through all of that, he continues to fight for the preservation of his way of life and the sustainable future of Grand Bahama for the generations to come. This is a message of hope for Bahamians and the world. Don't miss this powerful story of resilience and determination.

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## PRIMARY TYPEFACE

License Plate is the primary *MEKO* logo font, though it has been slightly altered to better fit our needs. It is only used in all caps.

License Plate should only be used for the logo, and nowhere else in the film's branding.

Spectral is the secondary *MEKO* font. It is used in bold, all caps for headlines, and normal, sentence case for subheadings.

**SPECTRAL  
BOLD**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Spectral  
Light

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  
1234567890 !@#\$%^&\*()

# ILLUSTRATIONS

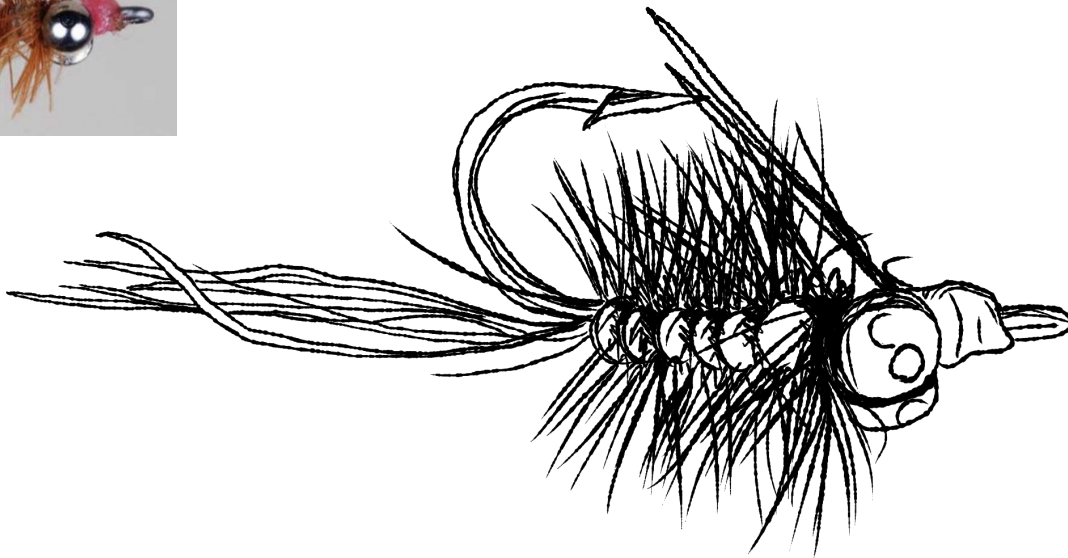
## ILLUSTRATIONS



\*Image of original fishing lure.

## FISHING LURE

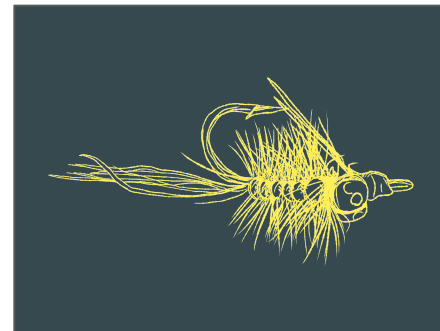
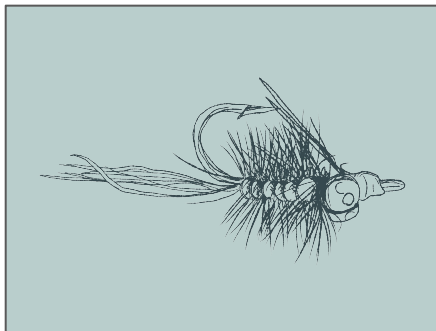
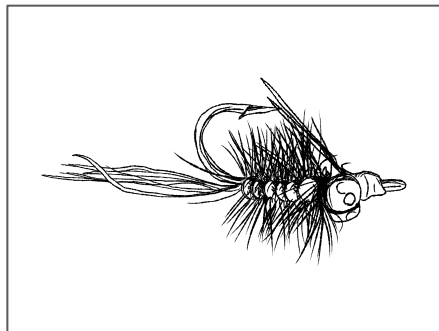
This is a design element inspired by the fishing lure\* designed by Meko himself. This illustration should only be used as a supplementary element across materials.



## ILLUSTRATIONS

## FISHING LURE

The same rules that apply to the color palette should apply to the illustration.



# APPLICATIONS

# MEKO

A FILM BY HARRISON BUCK



Fuice ut pretium massa. Maecenas eget blandit nisi, vel consectetur  
tortor. Donec acelerisque ac risus quis ultricies. Morbi commodo  
magna eget nunc. Aliquam tristique.

# MEKO

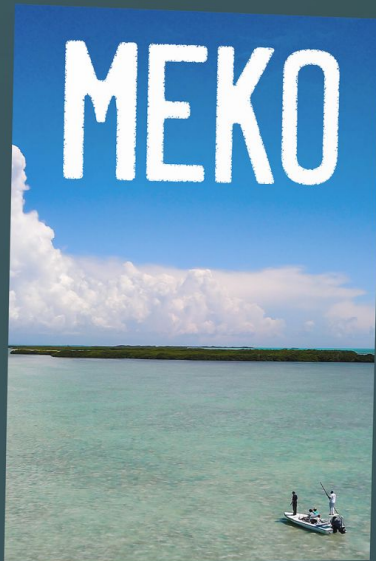
A FILM BY HARRISON BUCK



Fuice ut pretium massa. Maecenas eget blandit nisi, vel consectetur  
tortor. Donec acelerisque ac risus quis ultricies. Morbi commodo  
magna eget nunc. Aliquam tristique.

A FILM BY HARRISON BUCK

# MEKO



Aliquam fermentum nibb et feugiat gravida. Proin sodales ut diam sed feugiat.  
In maximus quam arcu. Donec ac posuere elit. Nullam nec lacinia est.  
Cras egestas pellentesque ex, ut tincidunt ex.

THANK YOU

MEKO

BRAND GUIDELINES