



## **Brand Guidelines For Meredith Communications**

### **Meredith Communications**

When promoting the digital marketing agency part of the business:

1. Use the Meredith Communications logo (in the Dropbox folder)
2. Font is Roboto
3. Hex Colors
  - a. Red - ec1c2e
  - b. Black – 010101
  - c. Dark Gray – 313131
  - d. Lighter Gray – 404040
4. PMS Colors
  - a. Red - Pantone 1788 C
  - b. Black - Pantone Black 6 C
  - c. Dark Gray - Pantone Black 7 C
  - d. Light Gray - Pantone 446 C

### **Meredith Speaks**

When promoting Meredith's speaking business:

1. Use the Meredith Oliver logo (in the Dropbox folder)
2. Font is Roboto
3. Hex Colors
  - a. Red - ec1b2e
  - b. Black – 010101
  - c. Yellow - f1df4a - The Speaking site introduces yellow, but that should only be used if on a dark (black) background
4. PMS Colors
  - a. Red - Pantone 1788 C
  - b. Black - Pantone Black 6 C
  - c. Yellow - Pantone 106 C

### **FANtastic Marketing Book**

When promoting the FANtastic Marketing book

1. FAN is always capitalized
2. Title font is BEBAS NEUE BOLD
3. Subtitle font is Khand
4. Hex Colors
  - a. Cover blue - 0072bc
  - b. Accent darker blue – 005993
  - c. Yellow - f9ff57



## **FANtastic Selling Book**

When promoting the FANtastic Selling book

1. FAN is always capitalized
2. Title font is BEBAS NEUE BOLD
3. Subtitle font is Khand
4. Hex Colors
  - a. Cover green - 59a12e
  - b. Accent darker green- 35730f
  - c. Yellow - f9ff57