
LOGO & BRAND IDENTITY

Guidelines

MERCHANTRADE™

Logo Styles

MERCHANTRADE™

MERCHANTRADE™

Exclusion Zone

To protect the clarity of the logo and ensure it has as much impact as possible, it should be surrounded by an area of space known as the exclusion zone.



Clear space = 1.5X

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

MERCHANTRADE™



The Merchante logo should never be smaller than 70px in digital or 25mm in print.

Logo Best Practices

Don't Do This

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

Distort

MERCHANTRADE™

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Change Colour

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Alter or add elements

MERCHANTRADE™

Rotate or skew

MERCHANTRADE™

MERCHANTRADE™

Typeface

Our typefaces create a distinctive and unified look across all communications.

Primary typeface: Metropolis.

It's a modern Sans Serif typeface which is easy to read.

Metropolis should be used for all communications.

Metropolis is our primary typeface and can be used in the following weights:
Black, Bold, Medium, and Regular.

Colour Specifications

Our colours can be used to create recognition for our identity. For print projects, please use the Pantone colour reference or the CMYK breakdown. For digital projects, please use either the RGB breakdown or the HEX value.

Primary Palette



Pantone 186C
C0 M100 Y100 K0
#FE0000
R254 G0 B0



White

Secondary Palette

