



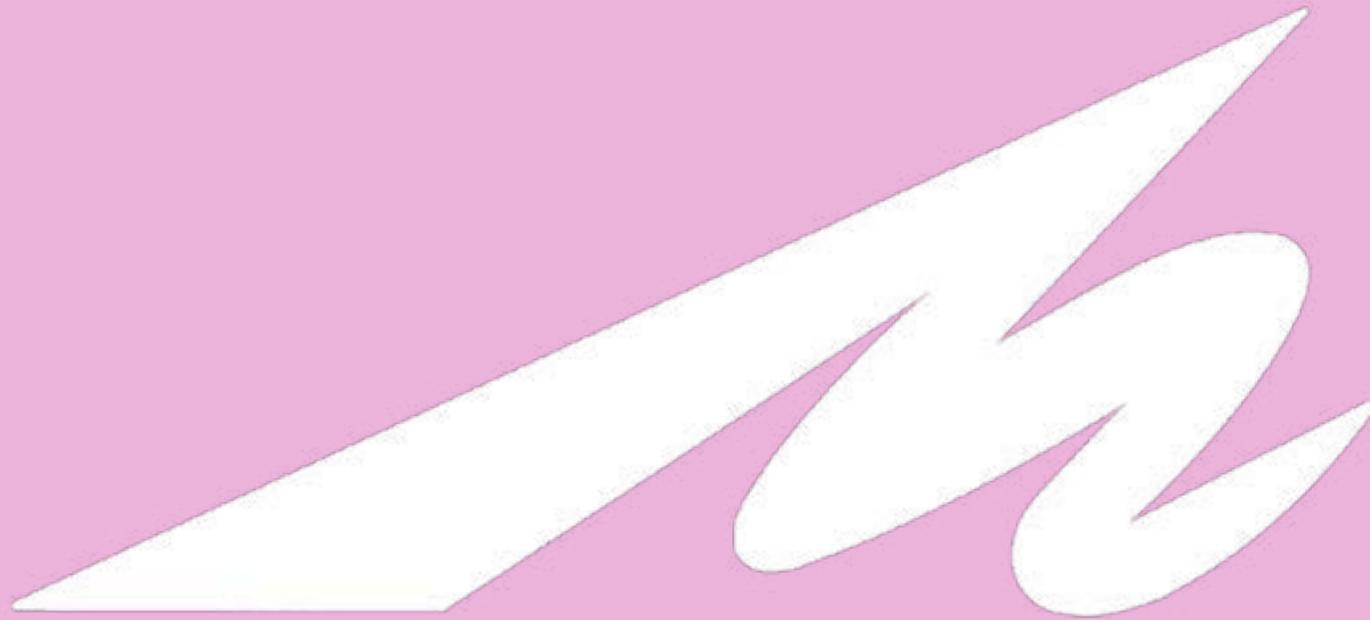
BRAND IDENTITY

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Mercuria was started by Milton Staples, a self-made pioneer in the tech industry. Staples's passion for the environment led him to look into ways a company could not only reduce their own waste, but help clean up the waste left in the world. He launched Mercuria, a shoe made from material that is recycled plastic from The Great Pacific Garbage Patch. Mercuria is an extension of Staples's reputation as a public figure. The company is driven by environmentalism; the product, a sleek and modern shoe, that easily competes with big athletic shoe names on the market.

BACKGROUND





M E R C U R I A

The Mercuria brand is focused on environmentally sustainable and functional fashion. The athletic shoe brand introduces an innovative, flexible shoe material made from recycled plastic. The company is all about *clean style*, in the sense of looking good and cleaning up the plastic pollution in Great Pacific Garbage Patch. The brand offers state-of-the-art athletic shoes that save the earth with every step you take.

T H E B R A N D

Mercuria's core values include being a caring, energetic, progressive, modern and sleek brand. The brand wishes to be an influence in the environmentally-sustainable clothing industry and to push mainstream clothing

companies to consider their impact on the environment. The company targets individuals that are active and athletic. With Mercuria there is no sacrifice to style or function. All the same style, with modern

sensibility. The persona in the stylescape below represents 'The Young Tech-Savy Professional.' He is forward-thinking and makes conscious consumer decisions. Mercuria is a brand for the modern and responsible consumer.

STYLESCAPE

Mercuria is unique for their innovation, and targets modern environmentalists. The brand is energetic, young, and purposeful.



The Mercuria logo, named 'the M wave,' represents the brand's cause to clean up the oceans, with the stylized 'M' giving the effect of a wave. The shape has sharp edges to keep a clean and sleek style, that matches the company founder's roots in the tech field.

There are 2 versions of the Mercuria logo, the primary logo and the secondary text free logo. The primary logo can be styled in multiple brand colors specified in the next pages, but is most commonly produced in navy blue on pure white background or logo in pure white on a navy blue background.

The minimal distance on either side of 'the M wave' primary logo is the size of the 'M' in the brand's name plus the distance of that letter from 'the M wave' symbol.

Text Free Logo



LOGO

Primary Logo 1: Navy Blue Logo on Pure White



Primary Logo 2: Pure White Logo on Navy Blue





Acceptable



NOT Acceptable



Acceptable



NOT Acceptable



Acceptable



NOT Acceptable



NOT Acceptable



NOT Acceptable



The Mercuria primary logo, including 'the M wave' with the brand name beneath it, can be styled in any color from the brand's full palette, when on a pure white background. The logo specifications for the logo in pure white and navy blue on different background colors are labeled above. *The logo must always be at a horizontal orientation, never upside down.*

PRIMARY LOGO GUIDELINES

TEXT FREE LOGO

Acceptable



Acceptable



Acceptable



Acceptable



Acceptable



Acceptable



Acceptable



Acceptable



The secondary Mercuria logo does not feature the brand's name. This version of the logo can be styled in any of the brand colors from the full palette. This simple symbol speaks for the brand itself, as it is recognizable on the side of the Mercuria shoes and merchandise. This design is rooted in the brand's modern, progressive, sleek and athletic vibes.

COLOR

The Mercuria color palette is rooted in a modern, fun brand identity. Mercuria is a colorful, energetic company, and so the wide and bright color options are very intentional. The full palette is on the next page. The primary colors for the primary Mercuria logo are pure white and navy blue for stark contrast that makes a bold statement.

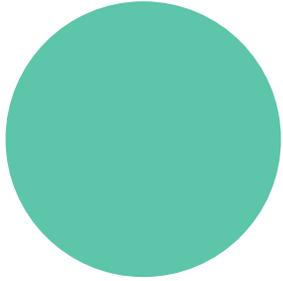
The other colors in the palette are not just accent colors, but offer many color combinations that make the brand stand out in different scenarios. The petal pink background with the pure white logo combination for example is used in this style guide. The choice of two shades of blue, and two shades of green gives brand designers the opportunity to layer multiple colors and create shadow sleek effects. The sunset orange and petal pink shades stand out as energetic and active colors. As Mercuria is an athletic shoe brand, the colors represent the active environments the shoe would be worn in. The shades of blues and green center the company in their mission to better the earth, and create a sustainable product.



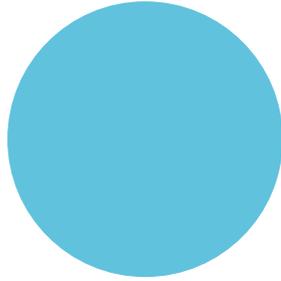
PURE WHITE
HEX: #FFFFFF



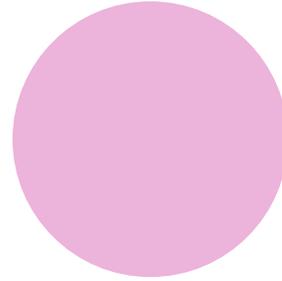
NAVY BLUE
HEX: #000347



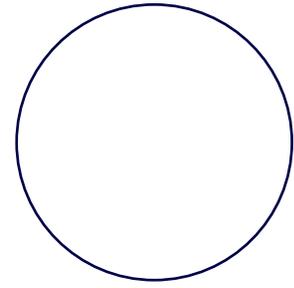
SAGE GREEN
HEX: #5CC5AA



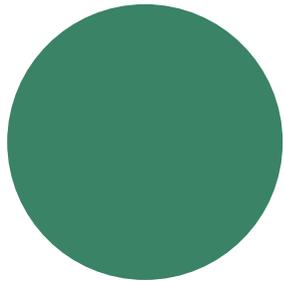
AQUA BLUE
HEX: #61C2DE



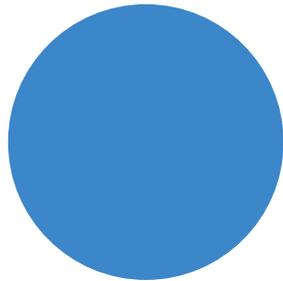
PETAL PINK
HEX: #ECB3DB



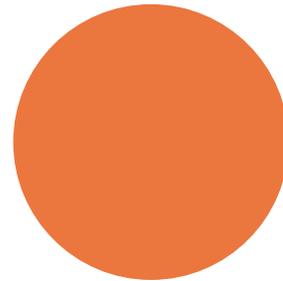
PURE WHITE
HEX: #FFFFFF



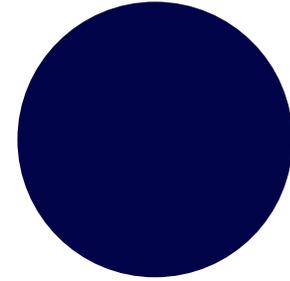
FORREST GREEN
HEX: #3A8366



TECH BLUE
HEX: #3C86CA



SUNSET ORANGE
HEX: #EB773F



NAVY BLUE
HEX: #000347

FULL PALETTE

Primary Typeface

AQUM CLASSIC

Secondary Typeface

Avenir Light

Feature Typeface

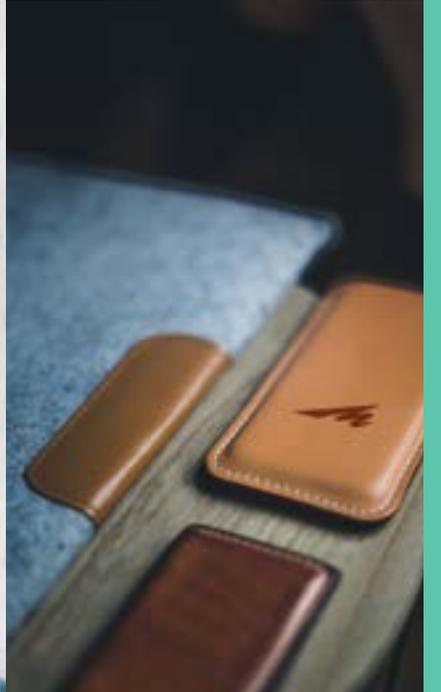
Avenir Light Oblique

TYPEFACE

The Mercuria brand primary typeface is used in the primary logo. This typeface is also used on the brand's website for headings and main pages.

The secondary typeface is used for body text and product details/descriptions on the brand's website.

The feature typeface is only used as an accent to important text on the website, prices on the product pages or labels. This typeface should not be used above 56 pt.





MERCURIA