

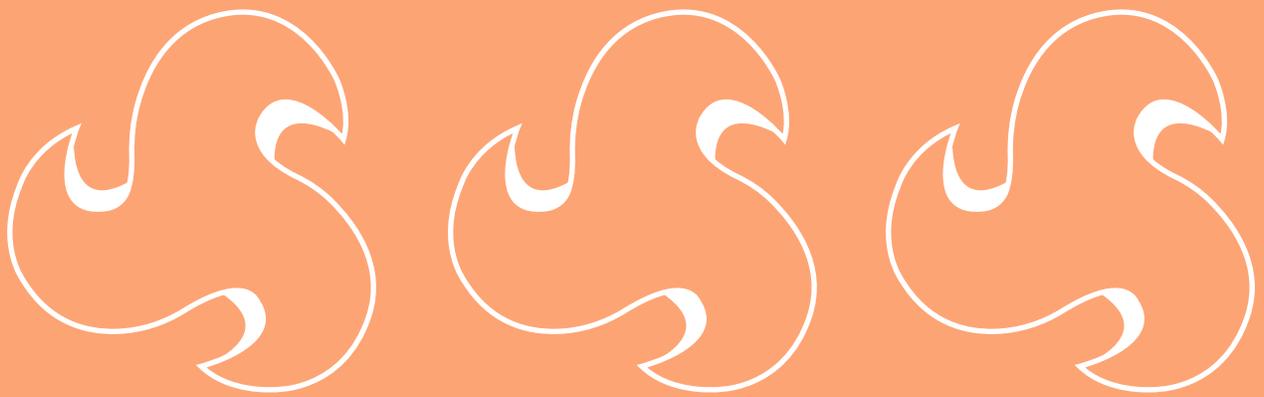


mercuria

BRAND IDENTITY GUIDE



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# STYLESCAPE

Mercuria's visual identity centers around environmentalism, athleticism, and a modern, progressive user. The tone words for Mercuria are caring, unique, natural, modern, sleek, and energetic.

These images exemplify the typical Mercuria user: a young person who is athletic, environmentally-conscious, and high-tech, probably progressive and living on the coast: surfer meets Silicon Valley. Mercuria, a company that creates athletic shoes out of recycled ocean plastic, checks all of their boxes.



# COLOR PALETTE



006E7E

8CDAD3

C1D2E3

FFFFFF

FDA474

FED3C0

This color palette was inspired by the above picture of waves crashing on a beach. The cool tones represent Mercuria's ties to the ocean, and the warmer tones tie to athletics by giving the brand a more energetic feel.

Mercuria's primary colors are the teal and turquoise found in its logo, with accents of orange, salmon, and powder blue.

# TYPEFACES

brand name

Como - Regular  
only lowercase

# HEADERS

AVENIR NEXT - REGULAR  
ALL CAPS

Paragraph Text

Avenir Next - Regular

# LOGOS

The logo design for Mercuria was inspired by ocean waves and the triangle recycling symbol, relating to the brand's creation of shoes from recycled ocean plastic. The logo can stand on its own or with the brand name underneath it or to its right. The brand name beneath the logo should be the same width as the logo itself, and the brand name next to the logo should be centered beside the logo. Distance between the name and logo can vary based on size and space limitations.

The logo colorization should be the turquoise center with teal waves. If placed against a dark background, the logo should be unfilled in the center with white edges and waves.

The brand name beneath or beside the logo can be any of the branded colors, depending on the background and context. The default text color is teal.



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# ASSETS

