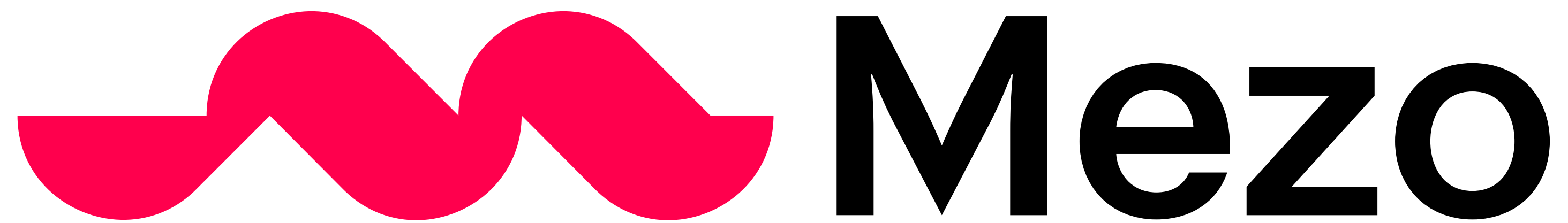




Brand Guidelines

Brand Identity





Lockup

The lockup includes the secondary mark and the wordmark.

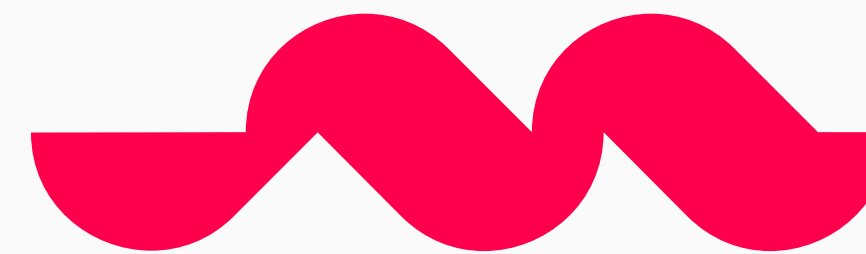




Backgrounds

The logo can sit on various colors. This is an example of the logo on a selection of background colors. White or red are the primary background colors.

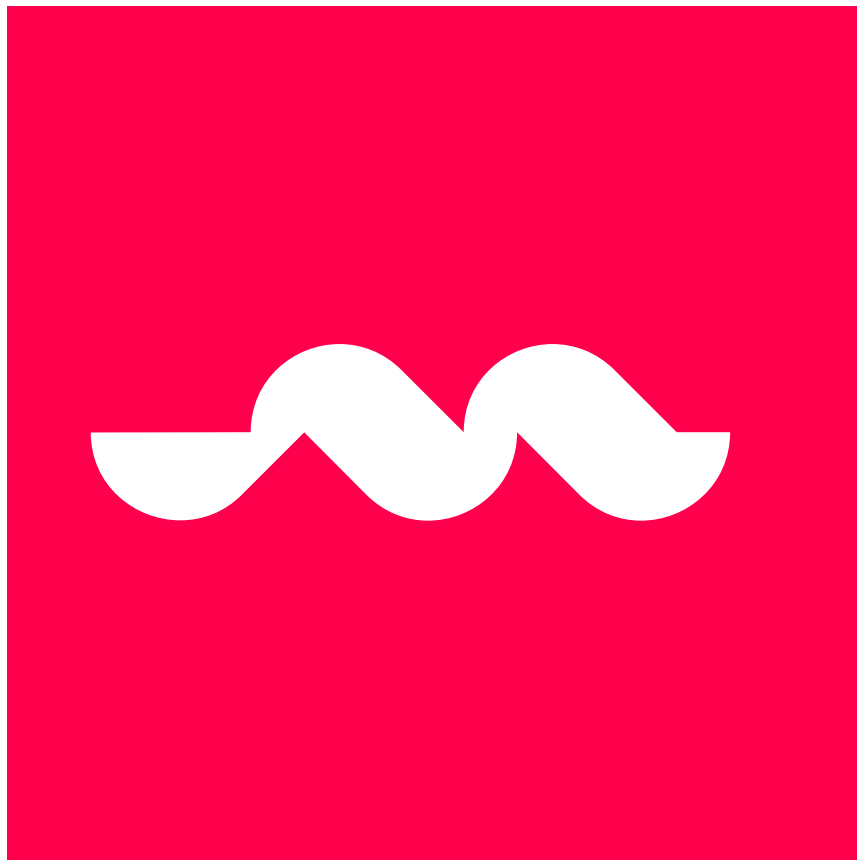




Secondary Mark

An abbreviation of the full lockup, the secondary mark should be strategically applied for impact, as well as in compact spaces like avatars and favicons.





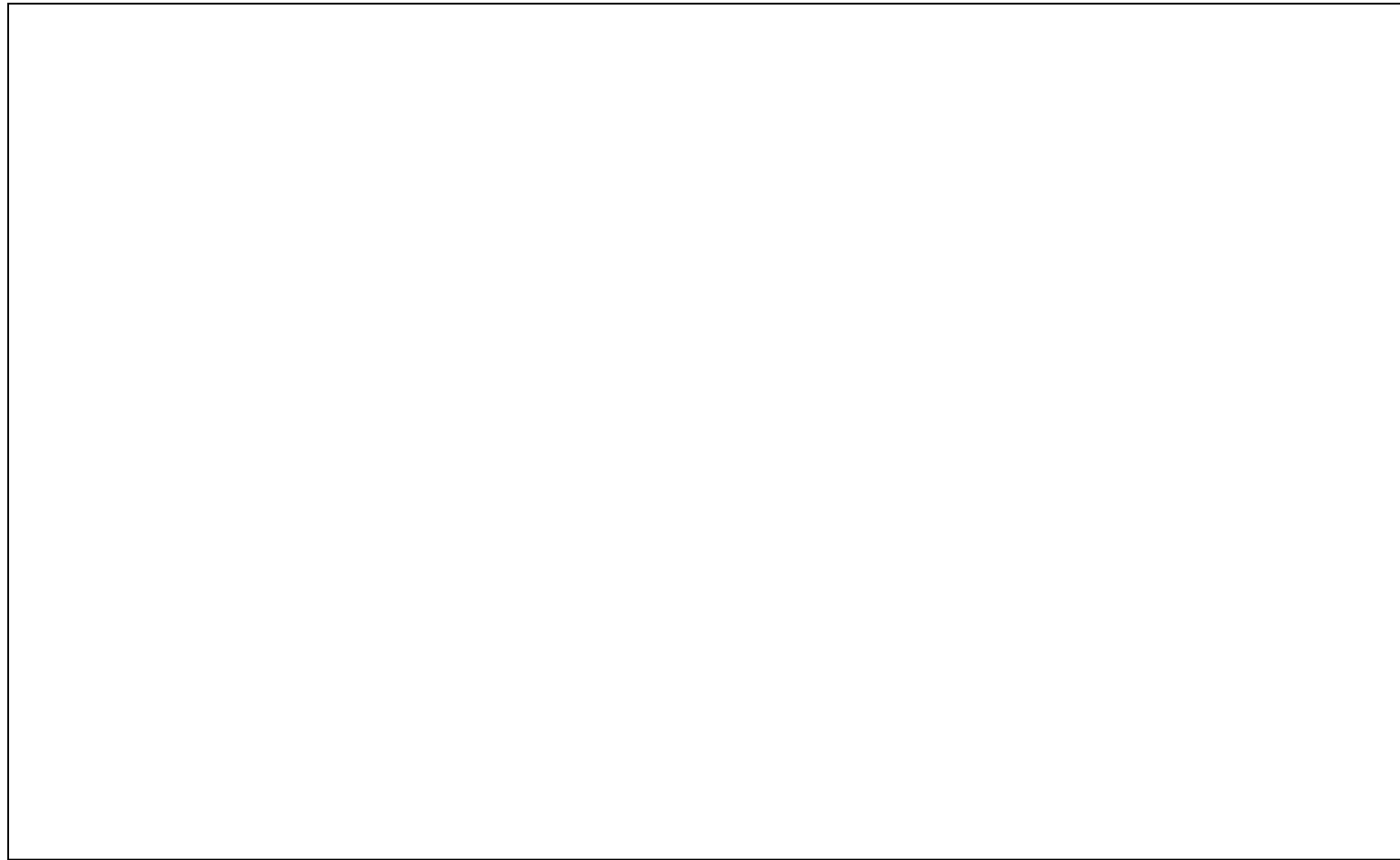
Avatars

Use the following for compact spaces like avatars and favicons.

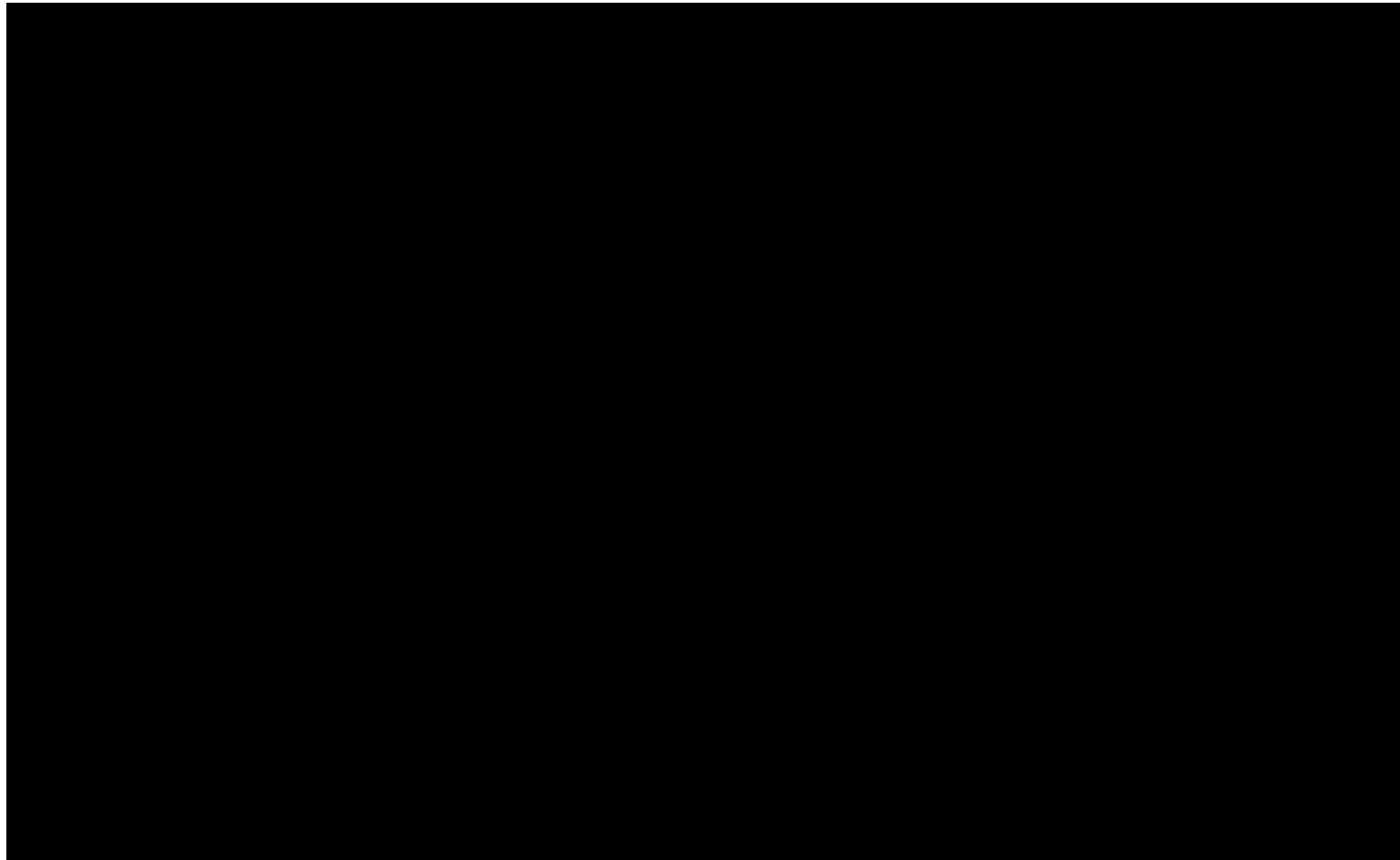


Colors

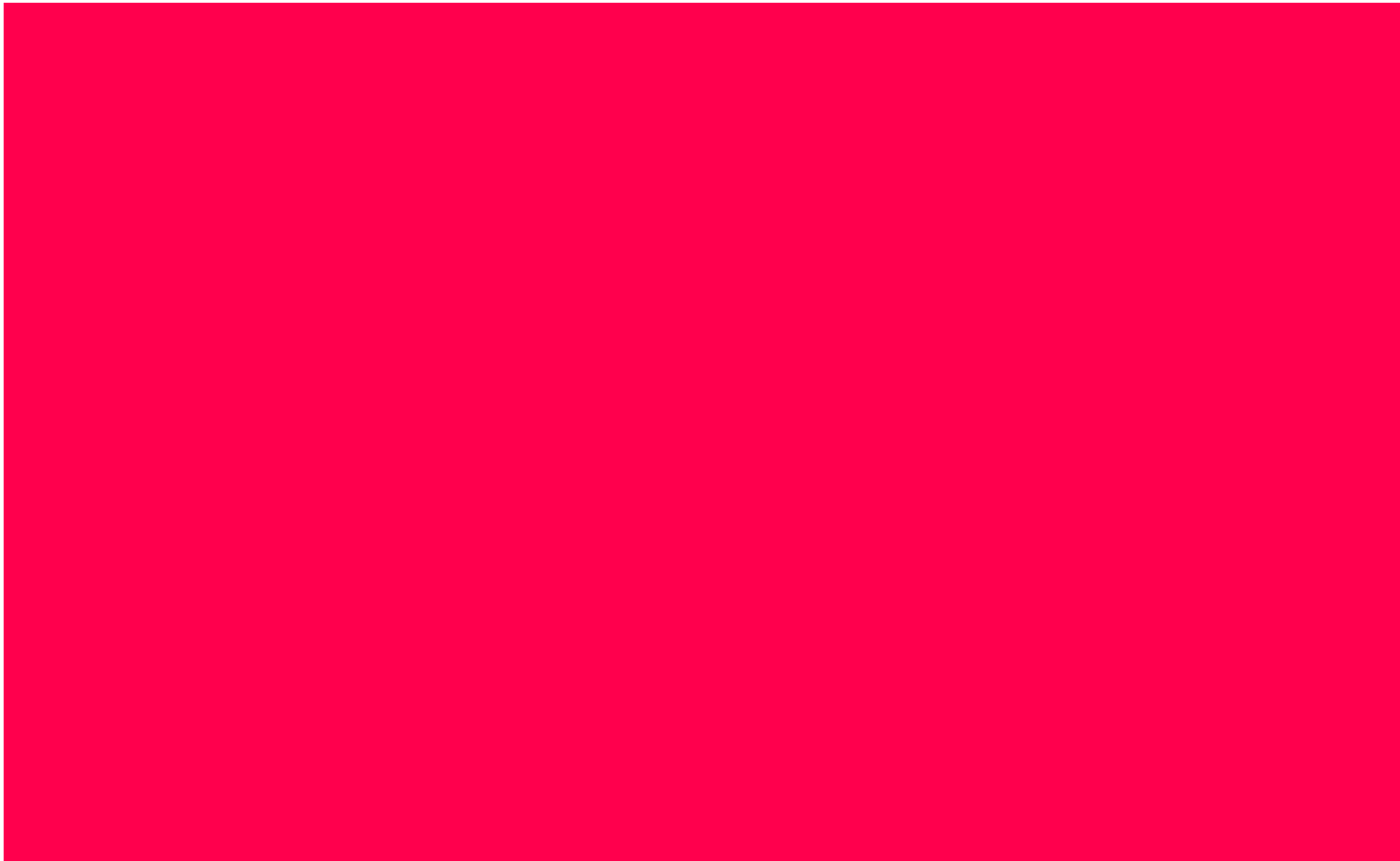




RGB: 255, 255, 255
HEX: #FFFFFF



RGB: 7, 8, 7
HEX: #070807



RGB: 240, 237, 235
HEX: #F0EDEB



Core Palette

These are the primary colors for the Mezo brand. Usually red or white are used for backgrounds. Red is also used as an accent.



Typography



Riforma LL & Mono

Regular

Aa

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
01 02 03 04 05 06 07 08 09

Primary Font

Riforma LL is the primary font. It's used both as headlines and as body copy, with closer tracking depending on point size. Riforma Mono is used for code snippets.



Alpina

Thin, Light

Aa

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

01 02 03 04 05 06 07 08 09

Secondary Font

Alpina is the secondary font. It is used primarily for decorative copy in longer headings or brand statements. Use sparingly and for impact.



Thanks!

Contact

You can find us on Discord at discord.gg/mezo

You can follow us on Twitter at [@mezonetwork](https://twitter.com/mezonetwork)

