MEE+YOO

Brand guidelines

Contents

Asset Library

All the assets and imagery mentioned in these guidelines are available to download and use to create your own layouts

Visit the library

Brand elements

Logo
Primary logo

The basis of our brand is our logo. It represents the human element of what we do, and projects a friendly and modern persona to our audience.

It's a very important part of our brand, and should therefore be treated carefully. The next few pages will help to ensure you use it in the best way.

Logo
Logo usage

Our logo can be used on either a navy or a white background. It should always be coloured with the green from our primary palette.

For very small spaces such as app badges or sign offs, you may use our + icon instead.

Logo
Sizing & position

Our logo should always retain an exclusion zone around it which is at least equal to the size of the + symbol.

The minimum size that our logo should be displayed is 150px wide in digital applications and 35mm wide in printed applications.

For anything smaller than this, please use the + icon instead.

Exclusion zone
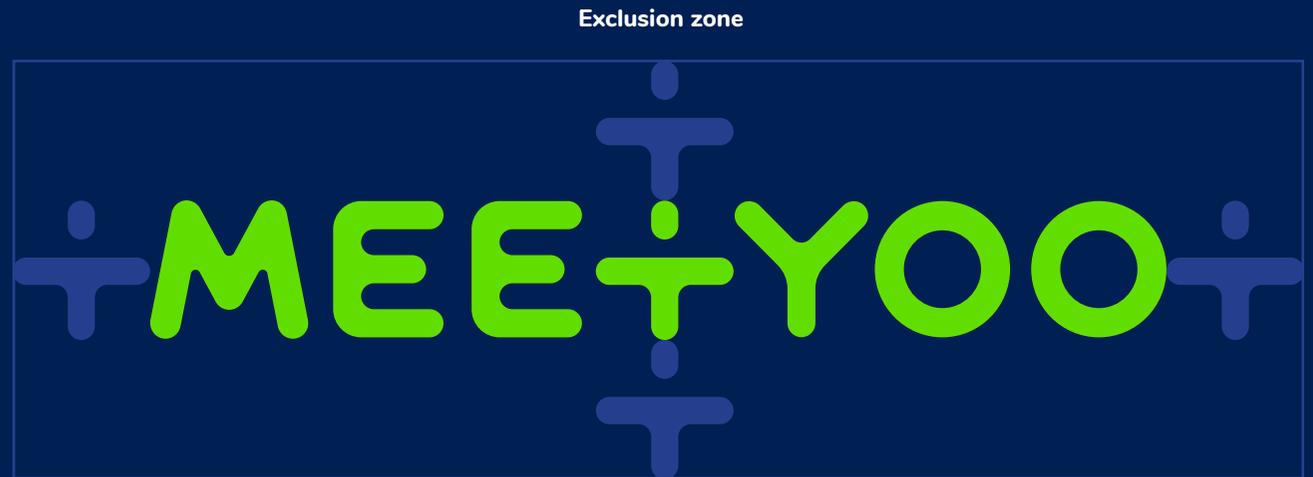
Minimum size
150px or 35mm

Logo
Tagline

Our tagline can be used alongside our logo where appropriate.

It is inclusive, aspirational, and neatly sums up what we do. The shift away from a product focus onto a more human centred approach means that we can connect with our audience in a more authentic way.

Logo
Things to avoid

Avoid using the logo in the following ways:

1 Over the top of imagery as this reduces clarity and contrast

2 Rotating the logo

3 Skewing, stretching, or otherwise altering the logo

4 Rearranging elements of the logo

5 In a colour other than green or white

6 On top of a colour other than navy or white

Logo
Logo device

We prefer our logo to be placed on a navy background as it creates more impact.

There is therefore a logo device which can be used in situations where this might otherwise be difficult. It should always be placed in the top left of the document.

The device is available in the asset library.
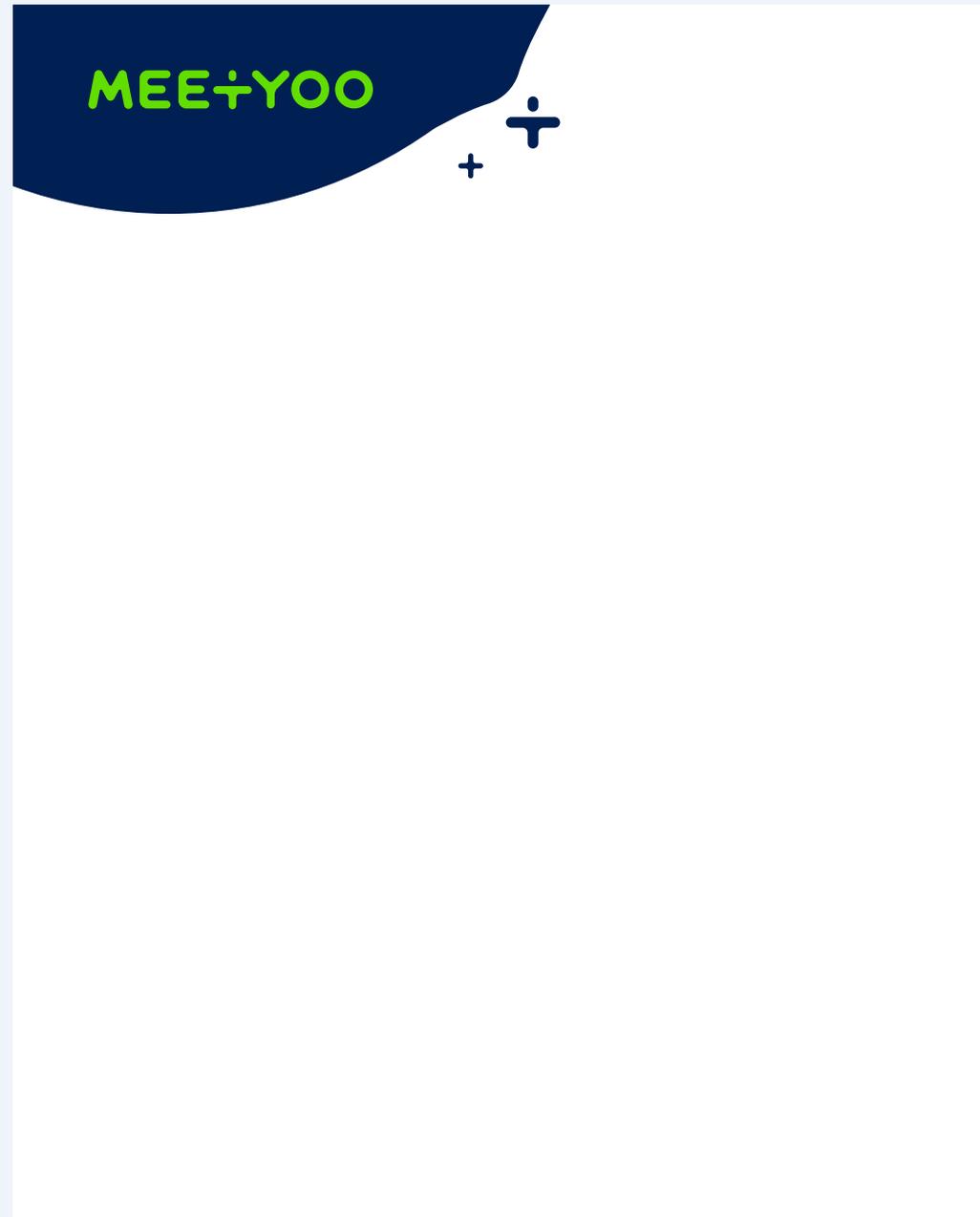
Typography
Our typeface

Our brand typeface is Nunito - a rounded sans serif font which projects a bold, modern, but friendly persona.

It is available as an open source Google font and can therefore be used without a license by anyone in the company.

Please use the following as a guide to ensure your type is correctly formatted.

Headlines
Weight: Extra Bold
Line height: x1.1

Intro / featured text
Weight: Extra Light
Line height: x1.5

Body text
Weight: Light and Bold for emphasis
Line height: x1.5

Where the world meets

Welcome to the world's friendliest all-in-one digital meeting, conference and virtual event place.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam pretium erat nec tortor imperdiet, eget euismod urna malesuada. Fusce vulputate eu dui sed tempor. Vestibulum sed nulla ut purus vehicula volutpat a ac magna.

Emphasised text **looks like this**

Colours
Brand palette

We use a striking and minimal colour palette for our brand. Please use the below as a guide to ensure your colours are correctly set.

Navy

R0 **G**31 **B**82
#001f52
C100 **M**90 **Y**0 **K**50
Pantone 295C

Blue

R0 **G**46 **B**120
#002e78
C100 **M**90 **Y**0 **K**20
Pantone 293C

Mid Grey

R159 **G**171 **B**191
#9fabbf
C45 **M**30 **Y**20 **K**0
Pantone 7450C

Light Grey

R239 **G**244 **B**250
#eff4fa
C7 **M**3 **Y**0 **K**0
Pantone 649C

Green

R97 **G**222 **B**0
#61de00
C70 **M**0 **Y**100 **K**0
Pantone 802C

Colours
Colour balance

It's important that we get the balance of colours right, so please use this as a guide, You should use around the same amount of dark blues and white, so that our communications retain a good balance and never look too dark or too bright. Our green should be used sparingly, to highlight important information, call out CTAs, or draw attention to an element.

Imagery

The imagery we use in our communications should be natural, candid, and show people wherever possible. Try to use interesting, dynamic compositions with plenty of natural light and avoid obviously posed arrangements. You should also aim to represent a variety of ages, genders, races, and disabilities in your imagery choices to reflect the range of people we serve.

Imagery
Mock Ups

Making good use of mock ups is key to showing our platform being used by real people in a real world setting, and is more dynamic that showing it as an isolated screen. These images are available in the asset library for you to add your own screens, or you can create your own.
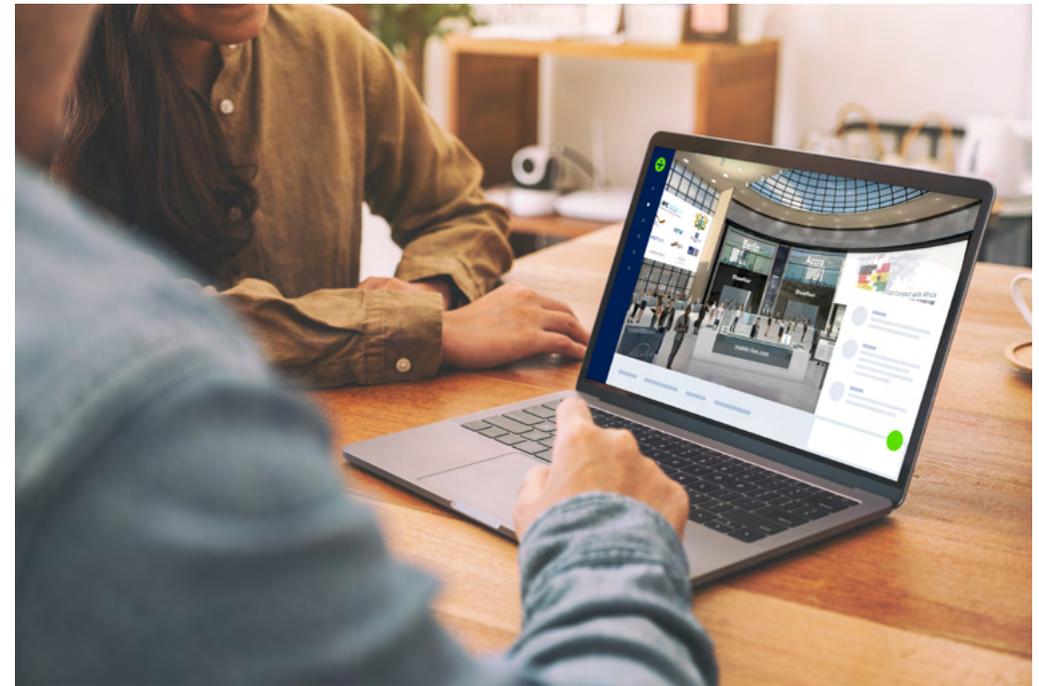
Imagery
Combining images

We can also combine imagery of people with related screens of our platform, so that we can show the human aspect of interacting with our products.
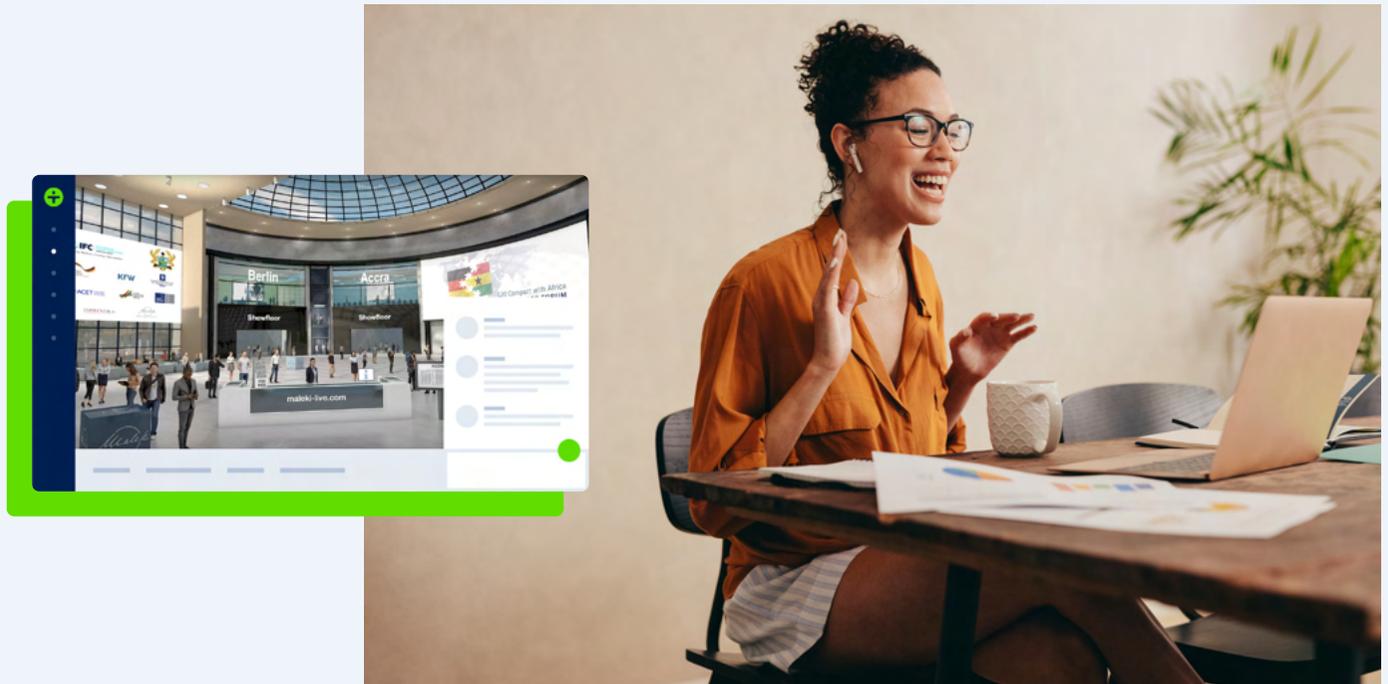
Graphic elements
Backgrounds

We have a selection of dark and light backgrounds that you may use - these are available in the asset library.
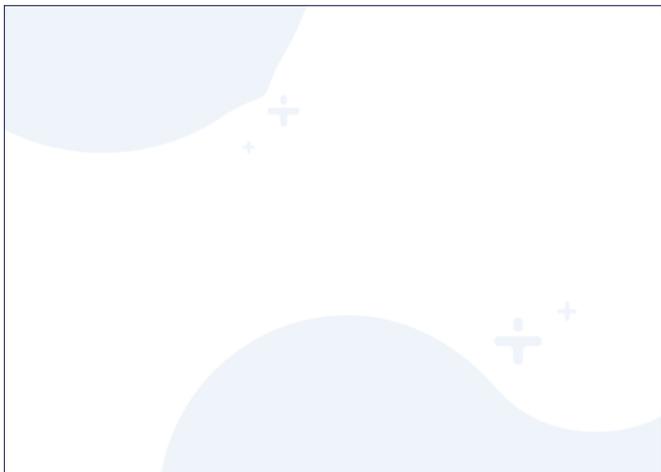
Graphic elements
Dividers

We have a selection of dividers that can be used to separate information on a page - these are available in the asset library.
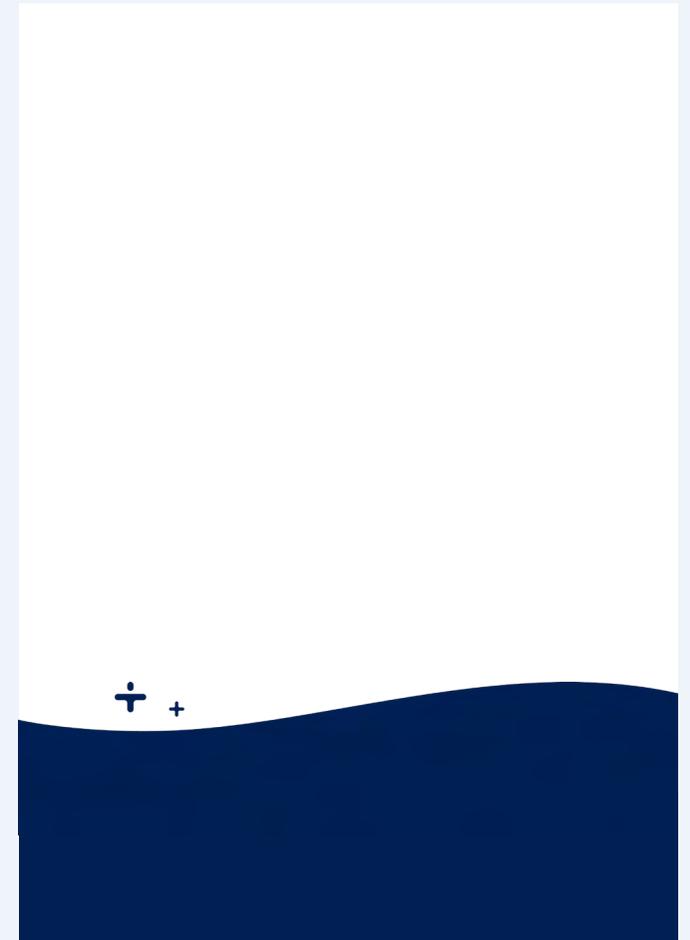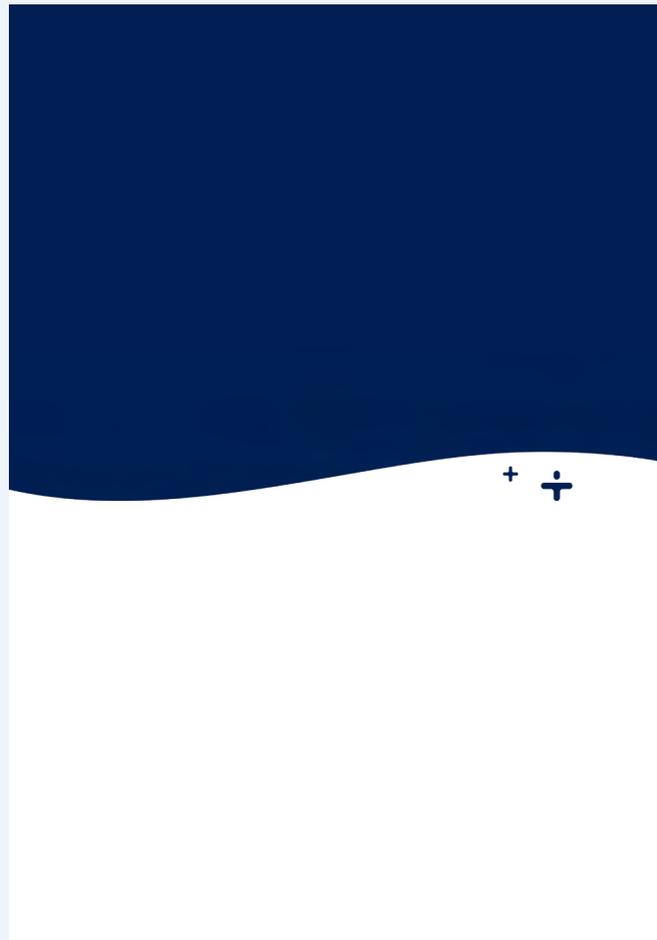
Product branding

Product logos

Our individual product logos are a variation on the main logo and each have their own distinct colourway. The below shows the various logos on white, navy, and coloured backgrounds. These are all available in the asset library.

Product colours

When communicating about our individual products, you should use the corresponding accent colour for that product, as follows.

MEETYOO Show

Cobalt

R33 **G**112 **B**255
#2170ff
C80 **M**40 **Y**0 **K**0
Pantone 285C

MEETYOO Go

Coral

R255 **G**79 **B**71
#ff4f47
C0 **M**80 **Y**65 **K**0
Pantone 1787C

MEETYOO Pro

Violet

R138 **G**0 **B**255
#8a00ff
C70 **M**80 **Y**0 **K**0
Pantone 266C

Product colours
Colour balance

As with the primary palette, it's important that we get the balance of colours right when communicating about our products, so please use this as a guide,

You should aim to use a mixture of white and the product colour to avoid it becoming too colourful or unbalanced.

Our green should be used sparingly, to highlight important information, call out CTAs, or draw attention to an element.

With MEETYOO Pro, the dominant colour should be the navy, with an accent of violet to retain an exclusive and luxurious feel.

MEETYOO Show

MEETYOO Go

MEETYOO Pro

Product patterns

Each product has its own pattern associated with it, made up of our unique + symbols. These are available in the asset library and can be used alongside our communications.
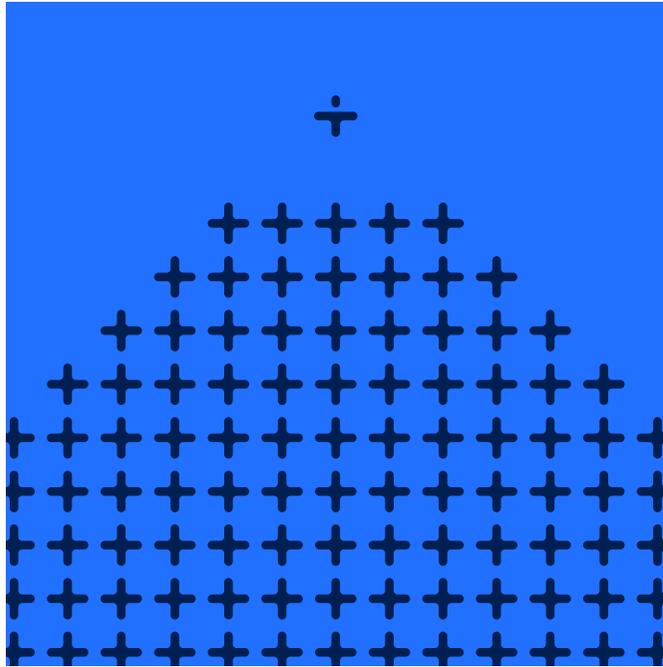
MEETYOO Show
To represent one person broadcasting their message to the world
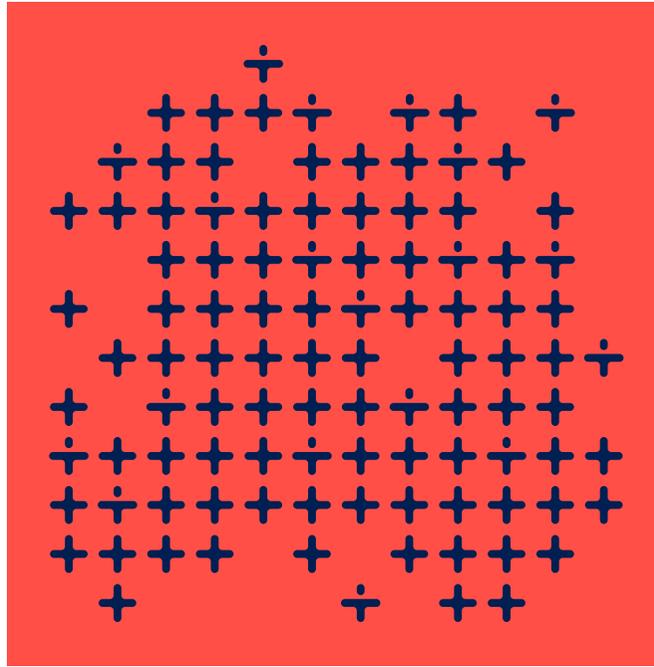
MEETYOO Go
To represent the coming together of a diverse group of people to meet and share
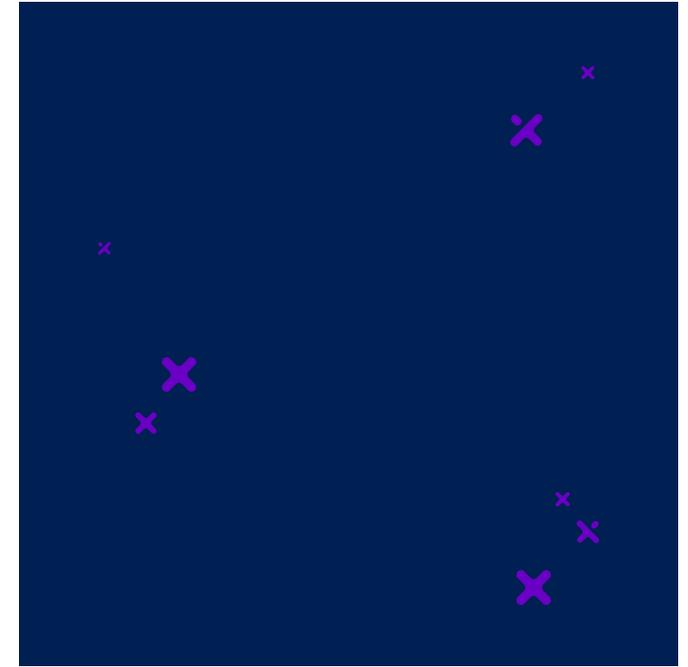
MEETYOO Pro
To represent the exclusive and premium experience of having an event tailored specially to your needs

Combining elements
MEETYOO Show

An example of combining typography, messaging, colour, and pattern to create an engaging piece for MEETYOO Show.

MEETYOO SHOW

Bring your live streams to life

Simply stream with MEETYOO Show, our easy to set up feature filled, live and on-demand package.

+ **Video and audio casting or presenting**

+ **Interactive features available**

+ **Up to 10,000 guests**
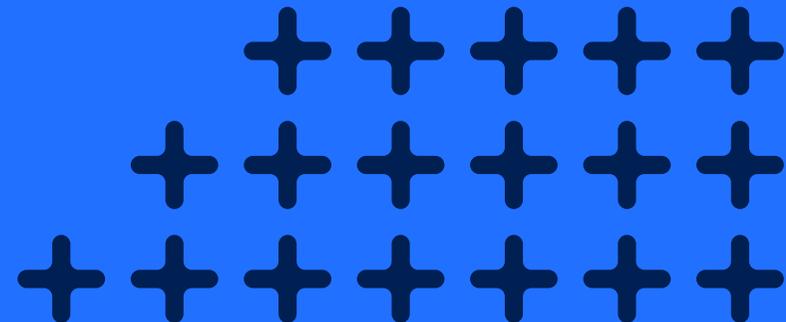
Combining elements
MEETYOO Go

An example of combining typography, messaging, colour, and pattern to create an engaging piece for MEETYOO Go.

MEE+YOO GO

Jump in and build your own event

Make it your own with MEETYOO Go. Our innovative and intuitive digital event building platform.

+ **Quick build event templates**

+ **Customisable to your brand**

+ **Up to 10,000 guests**
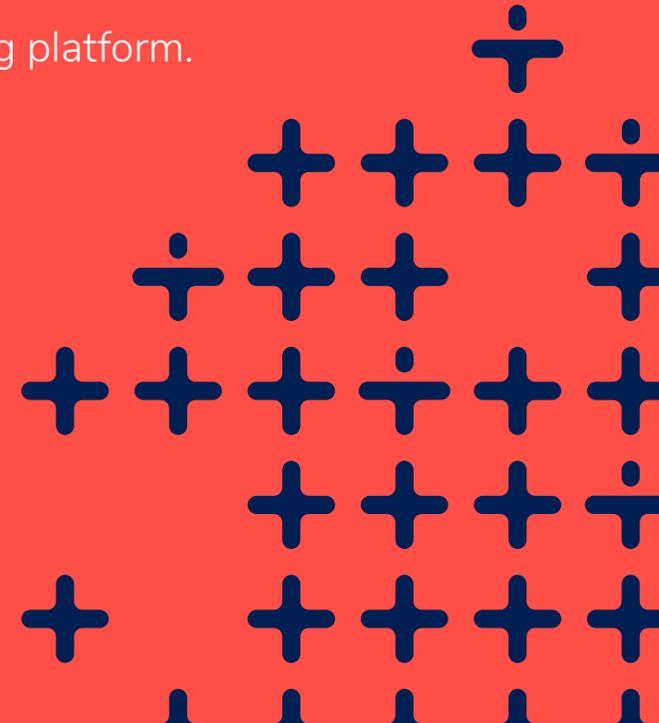
Combining elements
MEETYOO Pro

An example of combining typography, messaging, colour, and pattern to create an engaging piece for MEETYOO Pro.

Let us create your ultimate event

Your imaginations is the only limit with MEETYOO Pro, our premium design service for truly bespoke digital events.

+ **Dedicated event team**

+ **Robust digital infrastructure**

+ **Up to 50,000 guests**

Tone of voice
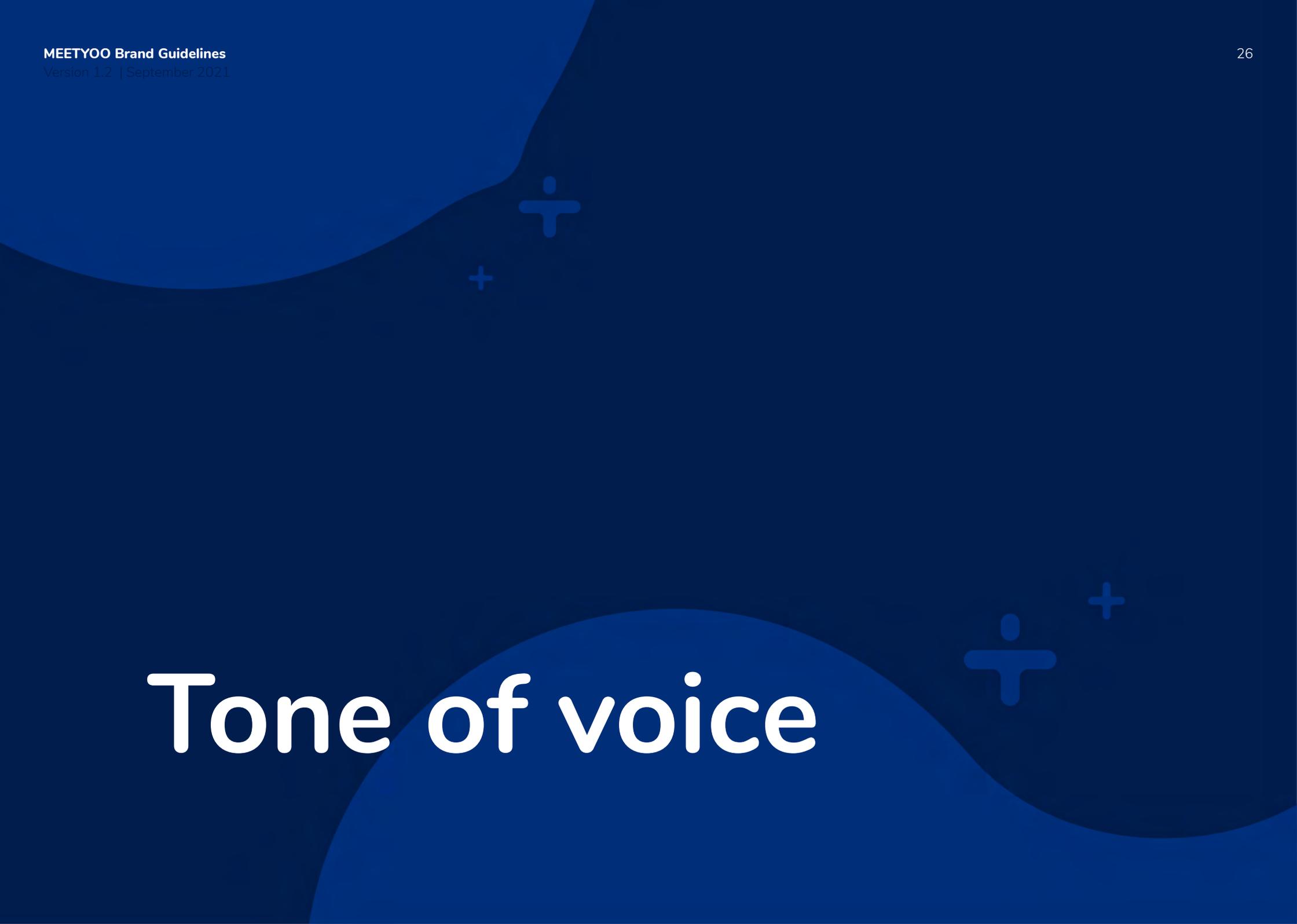
Tone of voice
Setting the scene

General information – grammar and styling:

We use the oxford comma. This means that enumerations and lists always contain a comma before the final "and" of the list. An example: "I like apples, pears, and peaches."

We use American English – all of our spelling is adjusted to American rules.

MEETYOO in all caps! We're no longer small and cute. "meetyoo" is "MEETYOO" now – loud and proud!

Powerful things, words.

When used with passion and skill they inspire and inform, surprise and excite, and, most importantly of all, like our outstanding digital events they have the power to bring people together. That's why we have a MEETYOO tone of voice.

Our job is to connect and engage business communities around the globe, delivering events that are larger than life. And one of the most useful tools we have is the language we use in all our communications. Having a clear tone of voice helps, as it ensures we always speak with confidence, consistency and creativity.

Tone of voice
Bringing our words to life

Our tone of voice can be neatly summed up in four words:

Captivating
Experienced
Reliable
Driven

Tone of voice
Bringing our words to life

We're **captivating**

Achieving event realization and reach requires boundless creativity and intelligent interactions at every turn. We deliver both through engaging content and design that's purposeful and memorable.

How is this reflected in our writing?
We use active sentences, not passive, and write in the first person plural (we, us, ours) at all times. Helping to keep our audiences fully engaged from the first word to the last full stop.

Tone of voice
Bringing our words to life

We're **experienced**

Our seasoned consultancy expertise and pioneering attitude ensures we deliver concrete results and consistently high standards that set the bar for digital events. The result? Outstanding digital events that make a real life impact.

How is this reflected in our writing?
As industry leaders, we're not afraid to strike a confident tone or upset the status quo. We also have no need to make wild overclaims, instead, we provide the facts as they are and give context to our content.

Tone of voice
Bringing our words to life

We're **reliable**

Our technical and business teams deliver first-class events and engagement at the first time of asking. So whatever the challenge, whatever the complexity, and whatever the scale, we've got the back of our clients, our partners and our colleagues 24/7.

How is this reflected in our writing?
We're not afraid to showcase our digital know-how and deep dive into the technical details. As natural communicators we also know exactly when to dial down the jargon in favor of clearly conveying the benefits that put us at the forefront of the digital event world.

Tone of voice
Bringing our words to life

We're **driven**

Our relentless enthusiasm and confident tone comes from having a clear brand mission: to deliver outstanding digital events that challenge convention and drive new levels of engagement, sustainability and simplicity.

How is this reflected in our writing?
We keep our copy focused, our paragraphs snappy and our passion visible. The way we communicate reflects the way we conduct ourselves in business. Professional, objective and always approachable.

Tone of voice
Examples

Pitch deck cover

LinkedIn post

Instagram carousel

Paid ads

House Rules
How we do things

Whether you are new to the fold or have been with us since day one, it's important that we have a few rules to live our lives by. So, here's a gereral cheat sheet that illustrates how we do things here at MEETYOO.

Always:

Radiate positivity - although we work in the digital world, it's our people that truly push us forward. And it's this positivity that helps forge lasting business relationships for years to come.

Care consistently - all our clients work with different budget sizes, and all are precious to them. So from a SHOW'er to a PRO'er we treat everyone with the same professionalism.

Be inclusive - we're a global company proudly working with, and for, many different folk from all walks of life. We don't see barriers or borders, just people and possibilities.

Never:

Act alone - our collective knowledge and diversity is what makes MEETYOO a truly unique place. We're always here for our family and clients, so there's never any need to talk, feel or act alone.

Compare ourselves - To 'competitors' or colleagues. It takes a true team effort in making the future of MEETYOO ultra exciting for us, and our clients.

Be negative - If things need addressing make sure it's done in a concise and constructive manner. Otherwise, just use that energy for something more positive.

Examples

Stationery

On printed materials we recommend using a spot Pantone 802C colour to ensure the vibrancy of the green.

Templates

Landscape and portrait templates are available in Google Slides for you to create and edit your own case studies, white papers, and presentations.
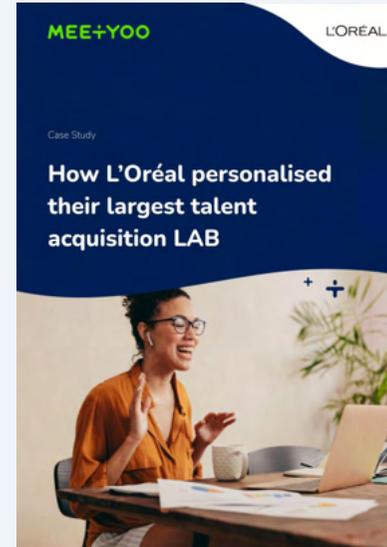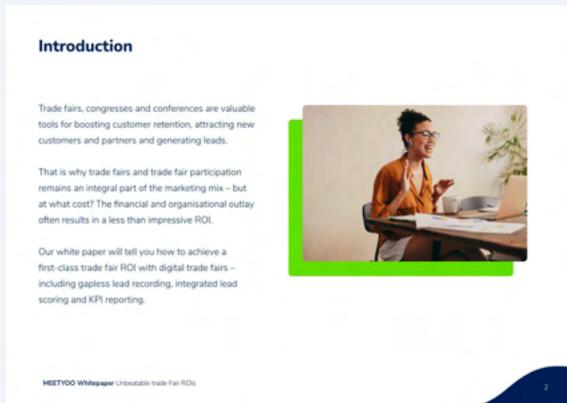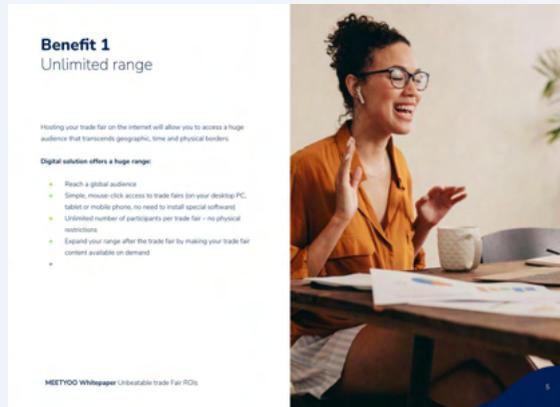
Contact

If you have any questions regarding these guidelines,
please do not hesitate to get in touch:
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