MERIDIAN

REALTY

A better sense of place

IDENTITY SYSTEM / SAMPLE

Primary
#147F91

Ink
#1C3543

Canvas
#EDF4F2

TYPE & APPLICATION

Headline: Arial Bold / Supporting text: Helvetica

Use the primary mark with generous clear space on quiet backgrounds.

Pair campaign photography with restrained typography and the accent color.

Fictional concept created for Brickell Wallstreet Branding demonstrations.