01 / IDENTITY

The Meade Commercial brand

Primary horizontal logo

Primary stacked alternative

BRAND PALETTE

Meade Navy
#013448

Meade Gray
#6D6E6E

White
#FFFFFF

TYPOGRAPHY

Lato Heavy / Bold / Regular

Use the supplied logo artwork; do not recreate its lettering in Lato.

02 / GUIDELINES

Logo usage and permissions

STANDARD USAGE

1. Preserve proportions

Scale uniformly. Do not distort, crop, rotate, or redraw.

2. Preserve brand colors

Use supplied artwork in navy, gray, or white variations.

3. Maintain contrast

Use a suitable variation for light and dark backgrounds.

4. Maintain clear space

Keep the logo separate from surrounding elements.

5. Avoid alterations

Do not add shadows, borders, filters, or effects.

WEBSITE USAGE STATEMENT

Meade Commercial brand assets are provided for reference to Meade Commercial by approved partners, vendors, and media representatives. Use only the original files supplied here and do not alter the artwork. Permission to download does not imply endorsement or authorization for co-branding. Other uses require prior written approval from Meade Commercial.

Usage statement is proposed copy and requires company approval before publishing.

03 / FILE FORMATS

Choose the right logo file

SVG

Vector artwork for websites and digital layouts.

PDF

Scalable vector artwork for print and document workflows.

EPS

Original supplied Adobe Illustrator-compatible vector source files.

PNG

High-resolution transparent raster images for everyday use.

DIGITAL COLOR VALUES

Navy #013448 Gray #6D6E6E White #FFFFFF

SOURCE FILE NOTE

Original EPS files have been preserved without alteration.

The SVG, vector PDF, and PNG exports use the specified digital HEX colors.

Adobe Illustrator (.AI) files are not included; open EPS originals in Illustrator.