

Official Brand Guidelines

meyadey

Our Mission

Change is the core of Meyadey.

What type of change?

Think climate change. Behaviour change. Policy change. All these things require us to take action. To act now. To take matters into our hands. Before we're running out of time, before it's too late and we're left with nothing. There is no Planet B, no additional resources, no aces up our sleeves.

We need to change **now**.

Meyadey is a brand for little changemakers, trailblazers and earth savers.

The vision of a better tomorrow is the main driver for all we do. We don't just want to create 'pretty prints' - we want to use our prints as our voice and our clothes as the carrier of our message. And that's why, with each print, carefully crafted, we are telling a story that needs to be told.

Our goal is to raise awareness, inspire, and share our vision of a caring and conscious world. Join us on our journey to explore the wide topics of Biodiversity and Climate Change while we are diving into the concept of Slow Fashion and supporting handpicked projects.

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Our Slow Fashion Philosophy

At Meyadey, we are fully committed to the **Slow Fashion Philosophy**. We are devoted to being a constant work-in-process in order to keep learning and making the best decisions for our planet.

Rethinking Seasons and Collections.

We are aiming to move away from regular seasons and collections and make it our mission to raise more awareness around the wider topic of Climate Change. This is done both through our print designs as well as our partnership with the Swedish NGO Milkywire. Overall, you can expect a total of 24 print designs per year, with one delivery containing six prints.

Creating a Slow and Sustainable Basic Range.

We do not follow trends nor do we aim to create new items on a constant basis. We believe in what we design. So much so, that we are not planning on making any big changes to our basic range in the upcoming years, apart from possible small tweaks and updates.

Focusing on fair and made-to-order Production.

Our production is the heart of it all. On one hand, as a GOTS certified brand, you can be assured that our factory in India is working under fair and decent working conditions and are paid fair wages. On the other hand, we only produce what you order in an effort to reduce waste as much as possible.

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Green
#424833



Red
#A8584C



Orange
#C7732A



Yellow
#C79947

Meyadey Logo

Primary Logo

Our primary logo is our horizontal logo. Is it to be used either in white (#FFFFFF) or black (#000000).

Secondary Logo

Whenever less space is available or a more compact logo necessary, we make use of our secondary logo option. This shows our Meyadey 'M' in white (#FFFFFF) placed in one of our shapes. Approved colours for the shape may vary depending on the season.

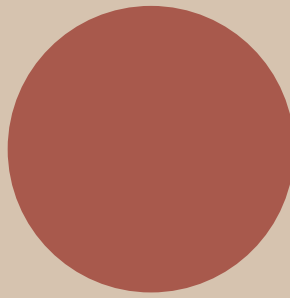
(Colour Version: June 2022. AW22.)

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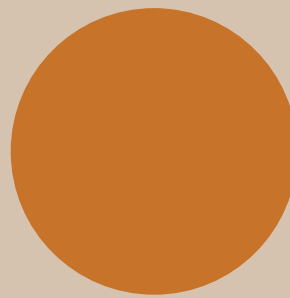
COLOURS



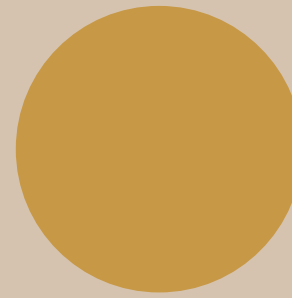
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#424833



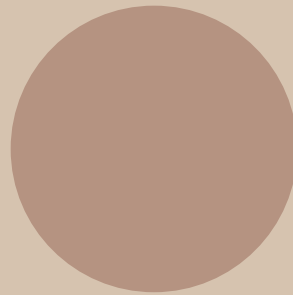
Red
#A8584C



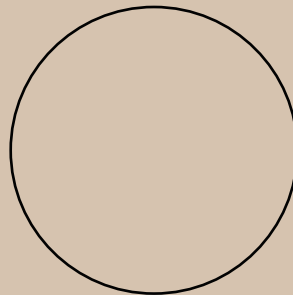
Orange
#C7732A



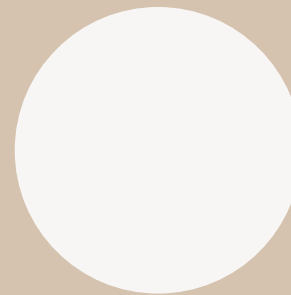
Yellow
#C79947



Rose Brown
#B59381



Beige
#D6C3AF



White
#F7F6F5

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Long thin shape for titles - roundness of ~4mm



Title

Bigger rectangular shape for text - roundness of ~10mm

Top left: rounded corner

Top right: sharp corner

Subheading

Body text

Bottom left: sharp Corner

Bottom right: rounded corner

Shapes

At Meyadey, we work a lot with our shape to place titles and texts and make them more legible.

The shape has a sharp corner in the top right and bottom left paired with a rounded corner in the top left and bottom right. All four sides are straight.

The size of the shape itself can be adjusted as needed. The amount of roundness, however, depends on the width and height of the shape.

Please refer to the examples and sample shapes provided.

We can use each type of shape on its own. However, when we decide to pair them, we want to overlap the title shape over the text shape.

Primary Font

Nunito Regular is our primary and official brand font. If we have a graphic or anything that only shows one font, it will be in Nunito.

Nunito Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Title Font

For any titles, mostly in combination with our title shape, we will use Open Sans SemiBold.

Open Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Subtitle Font

For subtitles and any highlights (e.g. if you want to put something in bold within the body text), we will use Open Sans Bold.

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Accent Font

Lastly, for any accents we might want to set we are using Open Sans Light. However, please use sparingly.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Meyadey Language

Meyadey believes in **fostering a community** in order to **raise awareness** on the topics of **climate change and biodiversity**. While we communicate visually through our prints and collections, the language used must be complementary and supporting.

Tone of Voice - B2B

In the communication with our retailers, we choose a professional and slightly more serious tone of voice to highlight our brand's mission. Statements should be short and bold. Overall, we want to achieve a more editorial feel, especially with our newsletters.

Tone of Voice - B2C & Social

In the direct communication with our consumers, we want to use a slightly more engaging and friendlier tone of voice. The focus here is on fostering a community. This shall be contrasted with the more serious matters and facts which shall be stated and elaborated in a more consumer-friendly way. The Meyadey community shall be addressed as changemakers.

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Amazonian Canopy



Trillion Trees



Marvellous Macaw



Sleepy Sloth



Tropical Orchid



Jaguar Journey



Humorous Howler

First Delivery

Second Delivery

The wonders of the Amazonian Canopy. The roof of the world's rainforest. The vastness of trees, tropical flowers and wild animals. Nature's beauty, admired by all, yet increasingly endangered by the day. With our Amazonian Canopy Prints, we are exploring the theme of biodiversity and its inevitable connection to Climate Change.

Trillion Trees.

Forests cover almost one-third of our planet, yet they are diminishing at an alarming rate, most often due to severe deforestation. The consequences? A disrupted ecosystem, the loss of habitat, the endangerment of wildlife, the decrease of biodiversity. It is critical to make the preservation of our forests a priority and restore as many trees as possible to ensure a healthy planet.

Marvellous Macaw.

Birds of a feather flock together. Many of these brilliantly coloured and long-tailed parrots call the lush Amazon Rainforest their home. But with their home slowly disappearing, the existence of these gorgeous and intelligent birds are put at risk with every passing day.

Sleepy Sloth.

These gentle and slow movers have incredible adaptability skills and call the Amazonian tree-top canopy their home. Needless to say, the loss of their habitat is highly threatening to their existence.

Tropical Orchid.

Lurking beneath the leafy canopy is the most fascinating and stunning flora to be found. Including the Amazon Orchids, which come in different sizes, colours and shapes. A diversity that is critical to preserve.

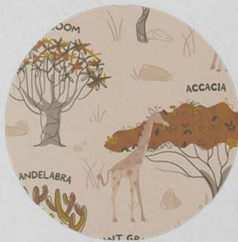
Jaguar Journey.

Enigmatic and wild, characterised by a gorgeous tawny coat dotted with dark rosettes. The jaguar is the largest cat of the Americas and is classed as near threatened with an estimated 170,000 animals remaining.

Humorous Howler.

With a tail that is up to five times as long as their body and a loud howl that can be heard from miles away, this tropical New World monkey really has made a name for itself. They are constantly threatened by habitat loss and human poaching.

Savanna Seasons



Savanna Woodland



Elephant Clan



Roaming Rhino

First Delivery



Lion Legacy



Zippy Zebra



Monarch Majesty

Second Delivery

Patches of grass mixed with low-growing shrubs and widespread trees, a mix between forest and desert, that's our typical savanna. Through our Savanna Seasons prints, we are exploring this unique environment. Although its rich biodiversity can survive and thrive during the most extremes of seasons, it is increasingly threatened with every day.

Savanna Woodland.

Scattered trees creating an open canopy that allows enough light to come through to support the growth of grass. These unique conditions have brought forward an incredible ecosystem and with it, rich and diverse flora and fauna and wildlife that have truly stood the test of time by acquiring impeccable adaptation skills. But now, it is human-induced climate change that is challenging and threatening the existence of this ecosystem.

Elephant Clan.

With their trunks and tusks and large ears, elephants are easily recognisable all around the world. However, the list of threats endangering the world's largest land animals is far from small. From ivory trade and poaching to habitat loss, this once very common species is slowly diminishing.

Roaming Rhino.

Successfully brought back from the brink of extinction, it is due to tireless conservation efforts and a ban on rhino horn trade that the population of rhinos is reaching stability again. Yet, poaching is still a constant threat to these grazing animals who have shaped the African landscape for millions of years.

Lion Legacy.

Majestic and powerful, this big cat is said to have no natural predators. Nonetheless, the population of lions is declining due to illegal wildlife trade and conflict as well as habitat loss and fragmentation. With currently only an estimated 23,000 lions left in the wild, this species is considered vulnerable.

Zippy Zebra.

These African equines are instantly recognised by their black-and-white striped coats that are as unique as fingerprints. Unfortunately, this species is classified as endangered.

Monarch Majesty.

This majestic milkweed butterfly is known for migrating thousands of miles in its lifetime. However, its migration patterns and habitats are critically affected by climate change.



Paper, not plastic.
For a better tomorrow.

Single-use plastic packaging is one of the **main culprits** of plastic waste found in nature. To support our vision of a better tomorrow, this protective bag is **fully plastic-free** and made of **100% sustainably and responsibly sourced** paper **from renewable resources**.

Join our efforts and support a **circular economy** by **recycling** our packaging once it isn't serving you anymore. This material is **fully recyclable** and **biodegradable**.



Interested in learning more?
Scan this QR code to learn
more about our initiatives.



This bag is made from **paper** and is fully **recyclable**.

Come join our community of **changemakers**.
www.meyadey.com | @meyadey

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