



**MEURAL**

Brand Guidelines



This document is for internal guidance on all creative—from banner ads and email campaigns to in-store signage and copy on meural.com (and my.meural). It states who we are, what our mission is, and the personality we want to infuse all public-facing material with.

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# *Who are we?*

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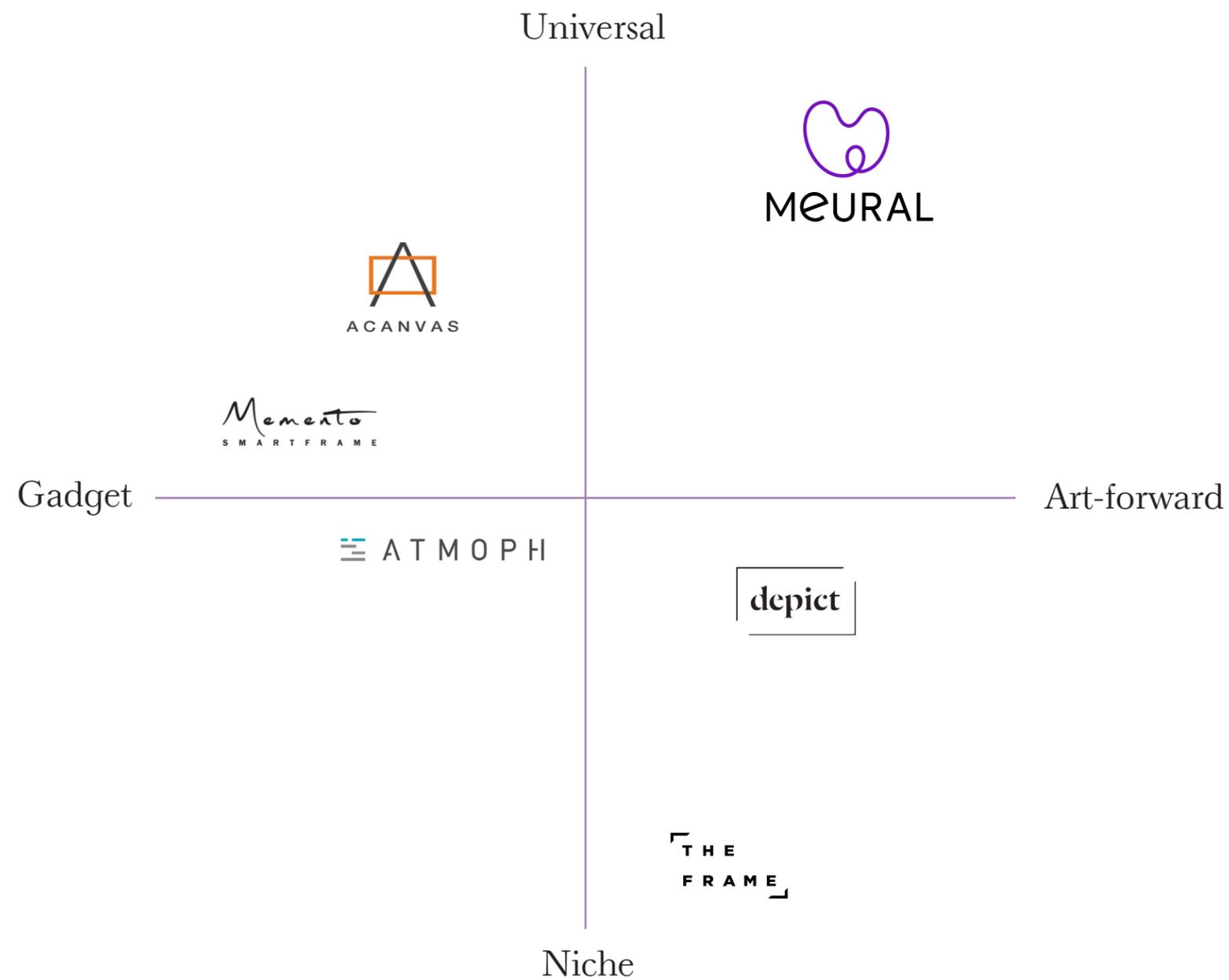
**M**eural builds technology to democratize art. We bring the world of art into homes across the world, providing access to tens of thousands of images, and rendering each one lifelike and textured.

# *What do we do?*

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**B**ring art to life. Meural's motto refers to both **the physical product** (our *TrueArt* technology, which renders images lifelike and textured), and **the impact** we strive to make on our users' lives. It's our goal to unbound the experience of art from museums and galleries, letting our community experience it on their own terms, within their everyday lives.

# *The competitive landscape*



# *The Meural Voice*

We speak to our community (and potential customers) how a friend might tell you about a new exhibit, movie, or experience.

Driving all copy is a desire to share our passion with the reader, which means we are casual but direct, willing to use uncommon words but never condescending.



## *Warm*

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✓ **we are:** inclusive, helpful, approachable, accommodating

**we are not:** overreaching, overfamiliar, casual in a contrived way

## *Cultured*

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✓ **we are:** discerning, relevant, amusing, aware of current trends and educated in art history

**we are not:** pretentious, concerned with being 'trendy' or using value-judgments

## *Passionate*

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✓ **we are:** enthusiastic, earnest, inspired/inspiring

**we are not:** forceful, zealous, gratuitous

 *Products*

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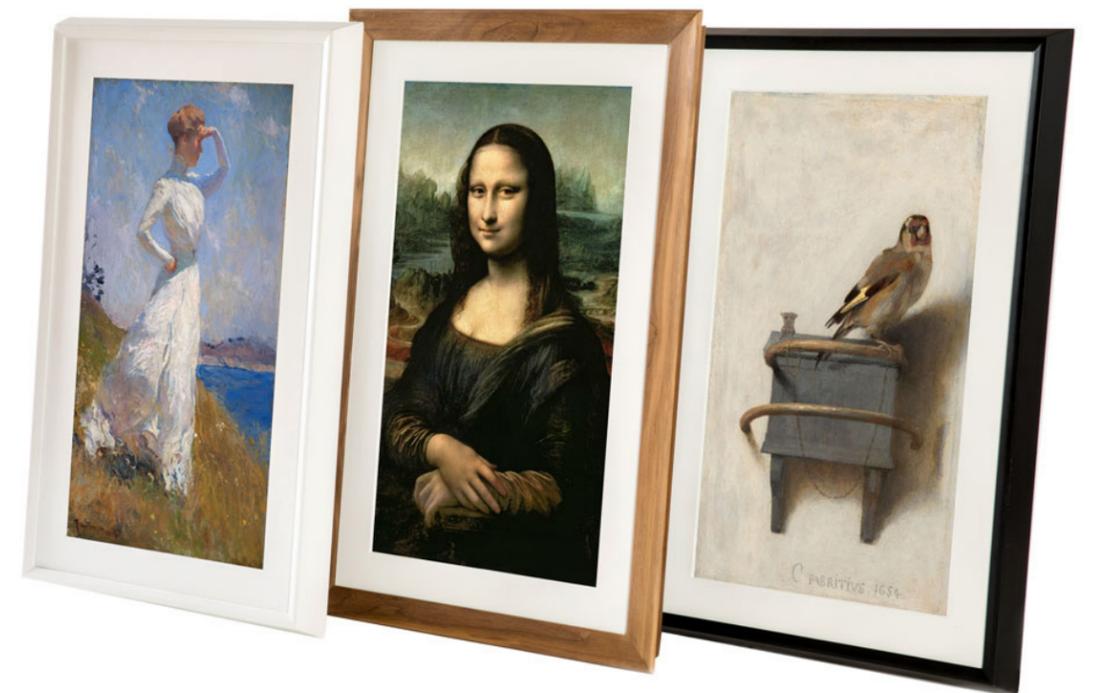


# *The Meural Canvas*

Meural's flagship product is the Meural Canvas, a connected frame built to showcase art and photography. Each Canvas is made from responsibly harvested, FSC-certified American hardwood. Currently in its second generation, it comes in two styles: **Leonora** (in both white and black; the “Leonora White” and “Leonora Black”) and **Winslow**.

Made of American poplar, the *Leonora* blends a modern aesthetic with artful design and sleek angles. It's named after Leonora Carrington, a surrealist painter and novelist—and a trailblazer of female symbolism.

Made of Walnut, the *Winslow* is beautiful, precise, and elegant. Winslow stands for Winslow Homer—the preeminent, prolific American artist and printmaker.



# *Meural Canvas features*

## *Primary features*

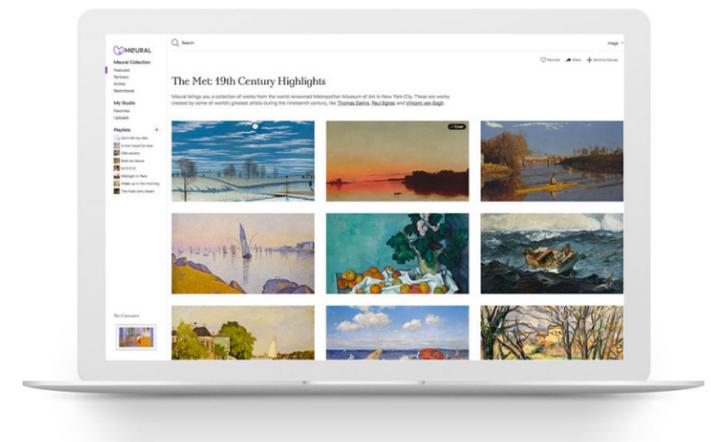
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### **i) The Meural Library**

With tens of thousands of images from the past, present, and future, the Meural Canvas. We've curated images both iconic and unexpected, organized in easy to browse "playlists."

### **ii) *TrueArt* technology and the frame design**

A proprietary blend of hardware, firmware, and software that renders each image vivid, lifelike, and textured. This, combined with elegant craftsmanship applied to FSC certified, sustainably harvested wood, delivers an organic and lifelike art-viewing experience.



# *Secondary features*

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## **iii) Three ways to control**

You can control each frame through our app, meural.com, or the wave of your hand (gesture control).

## **iv) Vertical and horizontal modes**

The Meural Canvas is versatile, and it's easy to switch orientations.

## **v) Customer support**

We have a team ready seven days a week to answer any questions, comments, or suggestions you may have.

# *Tertiary features*

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## **vi) Energy efficient**

Uses 40% less energy than a common light bulb (60W)

## **vii) Size/aspect ratio**

Meural makes its claim to any given wall without being bulky or unwieldy. The display is 27" diagonal, and the aspect ratio is standard at 9:16.

## **viii) Memory**

8 GB, 4 GB of which is for images/video

# *Term standards*

- **The Meural Canvas** may be called the **Canvas** after the official name has been established. The Canvas may also be referred to colloquially as **a digital canvas, a connected canvas, a digital frame, and a digital art frame.**
- The Meural Canvas comes in three styles: **Leonora White, Leonora Black, and Winslow** (not “Winslow Walnut”). **Leonora** may be used on its own.
- **Gesture control** involves **waving** (not swiping)
- **TrueArt technology** can be accompanied by an ®; *TrueArt* is always italicized
- Our library of art is **my.meural** (pronounced “my dot meural”). For the uninitiated, we call this our “Art library”, not “collection” or any derivative of
- We group images in **playlists** (lowercase), not “galleries” or “albums” or any derivative of
- We call individual pieces of art and photography **works**, but to prevent word fatigue, we also call them **art, artworks,** and in a more technological context, **images** (the term must apply to both static and motion works)
- We try to avoid using **customers, users** is preferable, but wherever possible, we should refer to **our community**, and use the **2nd person** instead of labeling the user at all
- We say **the Meural app** whenever possible (not “our app” or “the app”), and never “application”

# Grammar guidelines

- In general, we follow a modified version of the **Associated Press Stylebook**. Spelling will be American-based unless specified elsewhere (i.e. we say ‘flavor’ and ‘color’, not ‘flavour’ and ‘colour’). For any and all omitted topics, the [AP Stylebook](#) should be consulted.
- We use the **Oxford (serial) comma**
- A dash used to separate a clause is an **m-dash** (—), and has no spaces on either side (i.e. it’s good to use m-dashes—assuming a comma won’t suffice)
- We say **Wi-Fi** (not Wifi, WiFi, or any other derivative)
- When a truncated version of “and” is necessary or useful, we use **&** instead of +, unless in partnership with another organization
- URLs and social listings are all **lowcapped** and **without the preceding “www”**, i.e. meural.com, @meetmeural

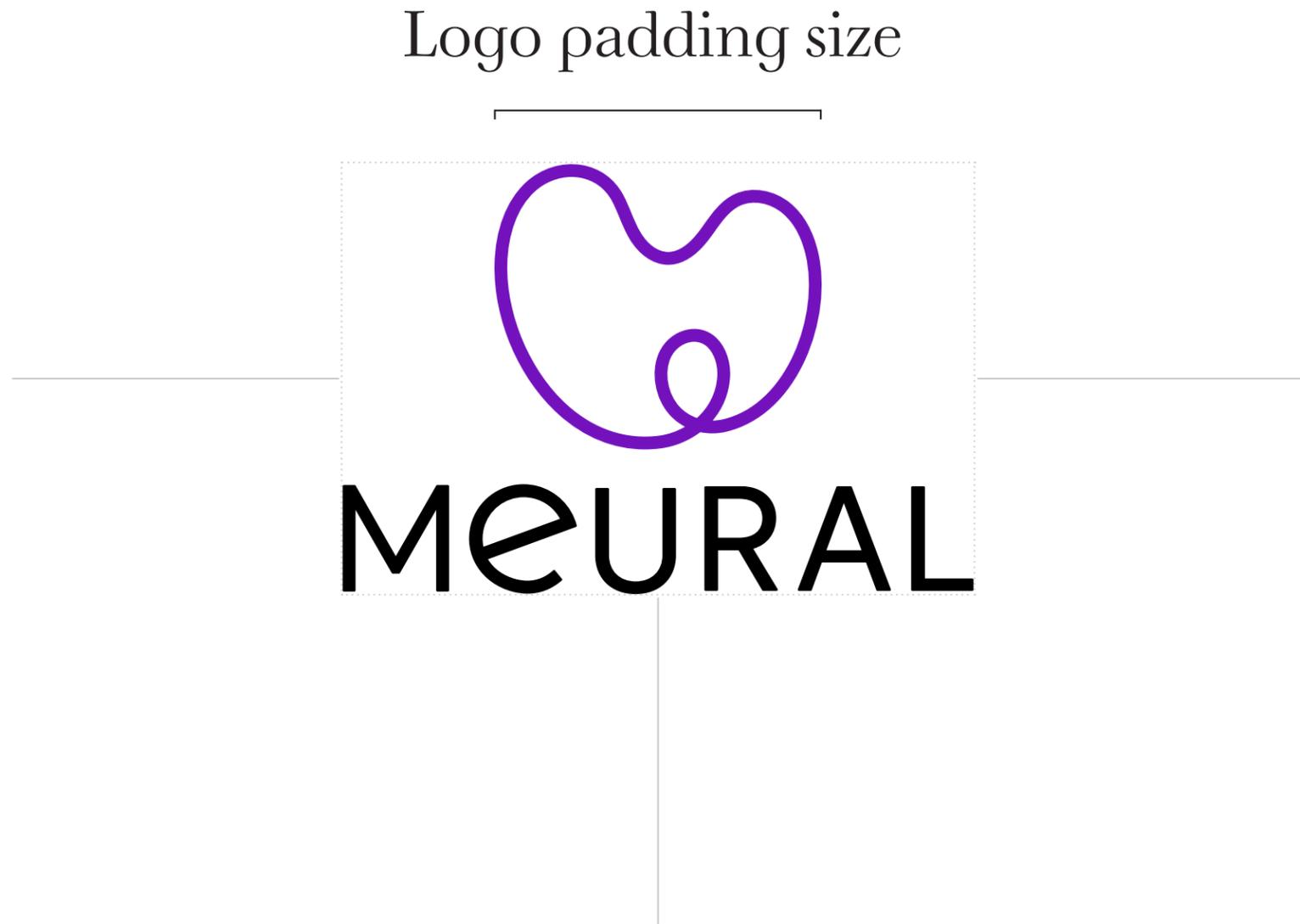
 *Brand usage*

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# Logo Guidelines



The logomark could be placed in both orientations. The mark should always be centered align with the typeface. The space between the logomark and typeface should always remain 18px width/height.



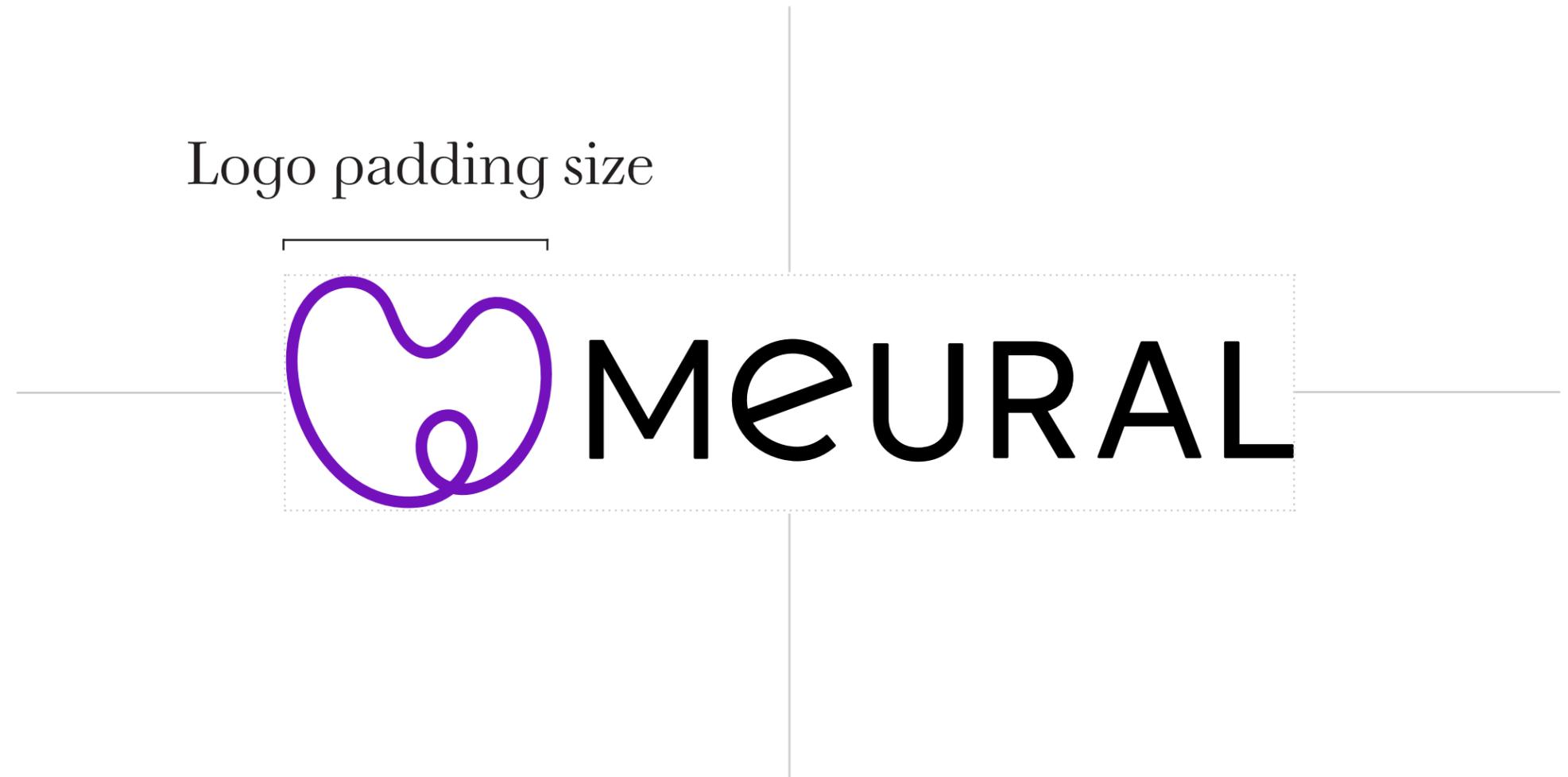
When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 100% of the width of the logomark.

# Logo Guidelines



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Logo padding size

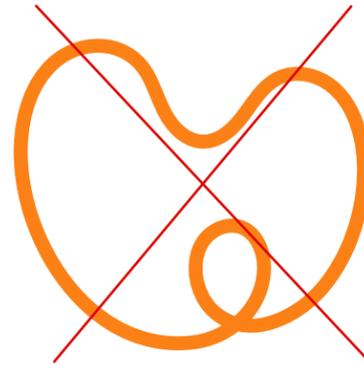


When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 100% of the width of the logomark.

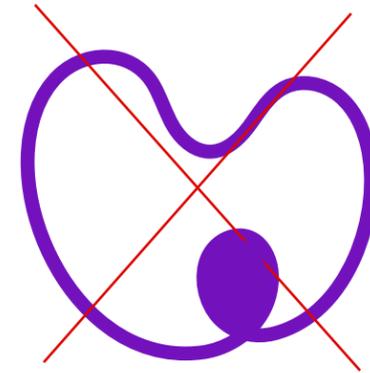
White is used on  
darker backgrounds



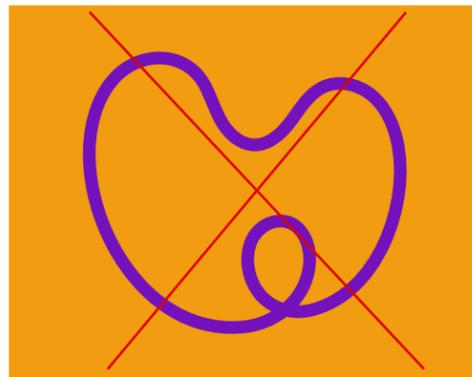
# Do not



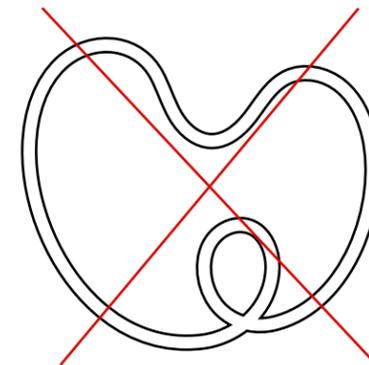
1. Alter the color of the logo to non-brand colors



2. Fill the logo with any color



3. Add background color that differs from above brand colors



4. Outline the logo

# Primary color

#7313b2  
RGB 115 19 178  
CMYK 70 92 0 0

## Secondary color

#A380b3  
RGB 163 128 179  
CMYK 38 54 4 0

## Tertiary color

#d2c8f0  
RGB 210 200 240  
CMYK 15 20 0 0

## Complimentary

#b2091c  
RGB 178 9 28  
CMYK 20 100 100 13

## The greys



#282d33  
RGB 41 46 51  
CMYK 76 66 58 60



#cccccc  
RGB 204 204 204  
CMYK 15 19 16 0

# Typography



When Neva & GT Haptik are unavailable, please use **Verdana** as backup font.

Primary typeface

# Neva

# Aa

Primary style and weight

## Neva regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Secondary typeface

# GT Haptik

# Aa

Secondary style and weight

## GT Haptik regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

©123456789

# Branded merchandise

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- i) Business card    ii) Totebag    iii) Pencil    iv) Notebook    v) Sticker



# Visual assets

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## i) Dropbox links

### Logo

<https://www.dropbox.com/sh/wuq165w97nsbble/AACGjs4vKtqvAh2sLSMsb5lga?dl=0>

### In-situ images

[https://www.dropbox.com/sh/5fnv5wlm0ga43xb/AACfoSTKhOS\\_imWXXShU5yxBa?dl=0](https://www.dropbox.com/sh/5fnv5wlm0ga43xb/AACfoSTKhOS_imWXXShU5yxBa?dl=0)

### Product shots

<https://www.dropbox.com/sh/913bnf2w2jasi2r/AAAqd4yS6shdGHhHM4BUj84ra?dl=0>

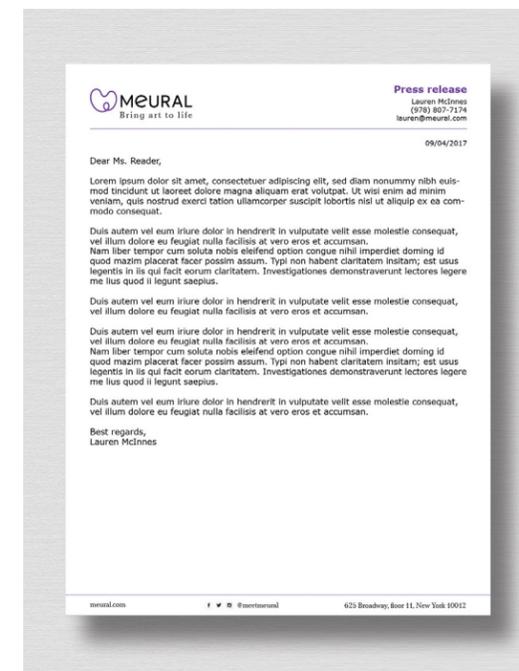
### Letterhead & email signature assets

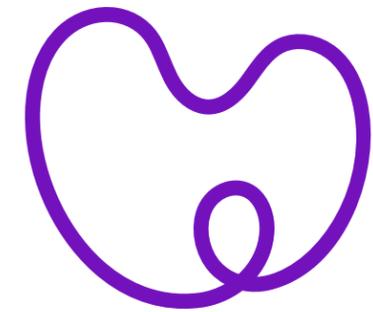
<https://www.dropbox.com/sh/6ssnknn18ga85r9/AABOdCSUSIqrMT-d3jTEg9L6a?dl=0>

## ii) Email signature



## iii) Letterhead template





Thank you