

MERIGROVE.

Brand Guidelines Version 1.0

This document outlines the fundamental guidelines for the successful implementation of our brand identity.

Our objective is to provide a flexible framework of practical guidelines that ensure global consistency, whilst providing scope for creativity and initiative.

A strong brand is one of the most valuable assets an organisation owns. It can mean the difference between a customer choosing us or one of our competitors. It is the visual and written expression of everything we are, and everything we promise to deliver to our customers.

To make it truly impactful, it needs to be applied consistently. Everyone has a part to play in bringing our brand to life, and these elements are here to help you.

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The Brand

or

MISSION

To do the work others *shy away from*.
Growing businesses, and the people inside
them, through scalable systems, operational
excellence, and the creation of opportunity.

VISION

A firm that would *leave a dent* if it disappeared tomorrow. A small, deliberate collection of partners that are *passionate* about what they do.

Values

Six values, in the order they matter.

The first four are how Merigrove is different.

The last two are how Merigrove is more than just a consulting firm.

Brand Guidelines

How We Are Different

Results. Value first, money second.

Our work proves Merigrove works. We open most engagements by giving away what most firms charge for: a real diagnosis, a ranked priority list, a clear view of what’s broken, and what to fix first. The audit is not a sales tool disguised as generosity. It’s the first hour of working with us, delivered for free, because we’d rather a client feel the value than be told about it. If we’ve done the job well, the engagement follows naturally.

Opportunity. Delivering for those that deserve.

We back people who haven’t been handed an obvious path. Inside the firm, that means hiring on potential before pedigree, and investing in the development of operators would have been written off. We value grit. With clients, it means treating founders as adults capable of hearing difficult truths, equipping them with the tools to act. The point is never charity. It’s the conviction that the right people, given the right structure, become formidable. We provide that structure.

Honesty. Doing the hard things first.

The hardest part of any engagement is telling the founder what they don’t want to hear. Their hypothesis is wrong. The pipeline isn’t the problem. The brand they love was always an issue. We say it anyway, early-on, because the alternative is six months of politely addressing the wrong problem. Diagnosis before prescription. Truth before tact. Founders who hire us are buying clarity, not comfort.

Commitment. Build people the market can’t replace, and refuse to leave.

We invest in people, unapologetically. Real support, named credit, equity in the work, time to develop. The intent is straightforward: the experience of being inside Merigrove should be unmatched anywhere outside it. Not because we want to retain, but because we’d rather build a small group of operators who chose to stay than a large one held together by contracts. People leave eventually. We’d like them to leave better than they arrived, and to call us.

VALUES | HOW WE ARE MORE

Excellence. Properly, or not at all.

Excellence is doing the small things properly. Never nearly. In practice, that shows up as rigour in diagnosis, specificity over slogans, numbers over adjectives, and a refusal to send off work that doesn't add meaningful value. It is visible in the detail of a client deliverable, in the clarity of our media copy, in the way a table is formatted, in the way an email is signed off. If a piece of work can be tightened, it's not done.

Elegance. Results without the noise.

Elegance is the quality that makes something feel effortless to the person receiving it, because the effort has been exerted by the people who made it. It is restraint. It is balance. It is knowing what to leave out. In voice, elegance means saying the most important thing, in the fewest words. In design, it means typographic confidence and generous white space. In service, it means the founder feels calmer even when a new problem has surfaced, because somebody finally explained the problem in the language they understood.

Ethos

Merigrove is a small group of talented operators who could be doing this work elsewhere, and have chosen not to. We are here because the work is interesting, the standards are high, and the firm pays back the time we put into it, financially and otherwise. The clients we take on want the same arrangement from their own businesses: meaningful work, done well, that pays properly. Our job is to make both true. The five principles that follow are how we behave.

Brand Guidelines

Overview

Diagnosis before prescription.

No client gets a recommendation in the first conversation. We do not accept a self-diagnosis as the brief. The audit happens first, the priority list comes second, the delivery comes third. Founders almost always arrive convinced of the cause; often they are wrong about which one matters most. Telling them so is part of the engagement, not a delay to it. Building clarity of what needs to be addressed, and when, creates conviction in our relationships.

Embedded, not arm’s length.

We sit inside the businesses we work with. Their systems, their cadence, their communications. Documents delivered from a distance are filed and forgotten. Our default is to be present so that the team feels we are with them to the end, and to leave behind a system that runs without us.

Detailed Summary

Accountability over activity.

Every workstream we open contributes to a measurable commercial outcome. We report against what changed, not what we delivered. Hours are not a deliverable, results are. If a piece of work cannot be tied back to revenue, margin, conversion, enterprise value, or decision velocity, it does not exist.

Radical candour.

We challenge commercially because we care personally. A business that hires Merigrove is buying clarity, and clarity sometimes means telling them their financial metrics are misleadings, or that the salesperson they have promoted is not the right person for the role. We say it anyway, with respect and without padding. Diplomacy on its own is not loyalty, it’s just delay.

Extreme ownership.

We own the system, the standards, and the environment we create. We do not own anyone’s choice not to use it. If a piece of the engagement is not working, the first question is what can we do to make it successful? The second question is whether the person doing the work is right for it. We do not skip the first question. We never postpone the second.

ETHOS

These five are commitments, *not requests*. We hold ourselves to them, we hold each other to them, and we hold our clients to them. Merigrove exists because the people inside it are *passionate about their work*, and want to do it alongside those that *share such passion*. The clients we take on are the same. Anything less produces a different business, attracts different people, and delivers a different result.

Tone and Voice

Voice is who the firm is. Tone is how that person speaks in different rooms. The two are easily confused, and blending them is how brands end up sounding identical in every context, when they shouldn't. A good firm has one voice with many tones. Merigrove is no different.

Brand Guidelines

Voice

Merigrove sounds like a senior operator who has done the work, has nothing to prove, and is talking to a founder they respect. Direct without being rude. Warm without being familiar. Confident without being arrogant. Humorous when the moment calls for it, but never as a substitute for being interesting.

Our brand voice is built to do three things at once.

| *Radical candour.* To make the reader feel that someone has finally said the thing out loud that they have known, but feared.

| *Respectful and dignified.* To make the reader feel respected, as an adult capable of hearing a hard answer.

| *Gravitas and wisdom.* To make the reader feel that the firm behind the words is calm, capable, and run by people who are paying attention.

A reader who finishes a Merigrove sentence should feel clearer about something they were already thinking, assured about a decision they were already weighing, and relieved that someone has dropped the consultant theatre. If the writing produces those three feelings in sequence, the voice is working.

THE SIX VOICE PRINCIPLES

These are the working rules. Every line of Merigrove writing, long or short, public or internal, should pass all six. If it can't, it gets rewritten before publication.

Direct, not blunt.

We say what needs to be said. We do not hedge, soften, or cushion a diagnosis to make it easier to deliver. However, directness is a posture, not a weapon. A founder should finish a Merigrove discussion feeling understood, not attacked. The difference is whether the sentence is about them as a person or about the business they are running. We ensure to separate the two, so input is clear, concise, and actionable.

Warm, not familiar.

We are talking to founders we respect, not friends we know. The voice has warmth in it, but it never assumes intimacy that hasn't been earned. No first-name flourishes in cold copy. No 'hey there.' No mock-inquisitive tone. The warmth comes from being interested in the client's situation, not from pretending to know them.

Specific, not abstract.

Concrete nouns, real numbers, named levers. The word revolutionary does not appear in Merigrove writing. Neither does unlock, empower, or synergy. If a sentence could be written by any agency in the category, it gets rewritten until it could only have been written by us. Specificity is the recognisable signal of expertise.

Calm, not monotonous.

Merigrove writing runs at a lower pulse than the category average. We don't deliver a tirade of stacked rhetorical questions, rambling lists, or salesy crescendos. A founder reading Merigrove materials should feel their own heart rate settle, not spike.

Confident, never performative.

We do not perform confidence. We exhibit it by saying less and meaning more. No emojis in client-facing communication. No manufactured urgency. Not all caps. No exclamation marks, except in the rarest moments. The category is loud. Our quietness is the proof that we are different. We do not follow trends, we preempt them.

Generous, not cliché.

We give away thinking freely. A Merigrove post, email, or piece of collateral should make the recipient sharper for having read it, whether or not they ever engage us. Withholding insight to manufacture interest is a category cliché we reject. Expertise is abundant. Trust is scarce.

Tone

The voice is fixed. Tone is the dial we turn depending on the room. The same firm sounds slightly different in a proposal than in a Slack message, slightly different on the company LinkedIn page than in a partner’s personal post, slightly different on the website than in an internal memo. The personality stays the same. The pitch, the vocabulary, and the intonation shifts.

The simplest way to think about it is that every Merigrove communication sits on a sliding scale between formal and familiar. The voice principles never change, but the warmth, length, structure, and density of the writing do. The table below maps the main contexts.

Brand Guidelines

General Rule

When in doubt, dial up the formality, not the familiarity. It is easier to recover from sounding slightly too composed than from sounding slightly too casual.

Context	Tone	What That Looks Like
Website and proposals	Formal, considered, unhurried	Full sentences. Few contractions. No first-person plural in headlines. The language someone would expect to read in a quarterly investor letter, not an agency pitch.
LinkedIn company page	Measured, analytical, generous	Long-form essays and short, sharp prose pieces. First-person plural permitted. Confident but never rambling.
Partner-led LinkedIn	Warmer, more personal, still inside the rules	First-person singular. Anecdote permitted. The named operator's character comes through, but the voice principles still apply.
Email newsletter	Essayistic, slightly looser	More room for voice. Permits a wider tonal range, including the occasional dry aside. Still recognisably Merigrove.
Slack and internal	Direct, unfussy, briefer	Lower-case sentence starts permitted. Sentence fragments permitted. The voice is still calm and direct, just with the formality dialled down. Throw in some humour for good measure.
Sensitive or human moments	Quiet, brief, human	When something has gone wrong, voice principles do not change. Pulse rate slows further. Length shortens. No corporate language.

ACTIONS, NOT ACCUSATIONS.

The voice principles apply inside the firm just as much as outside it. We are direct, specific, calm, and generous in how we talk to each other. But internal communication carries an extra commitment that external work does not: feedback should always leave the other person better equipped to do the work, not smaller for having heard it.

In practice that means a few things. We give feedback, not verdicts. We talk about the work, not the person doing it. We point at what could be sharper, and we say what we think would sharpen it.

When something is going wrong, we surface it early, plainly, and with the assumption that the person on the receiving end is capable and willing. Accusation, sarcasm, and silence are all worse than a hard sentence said well.

Firm, fair, and constructive is the standard. Anyone who works at Merigrove should expect to be challenged regularly and supported genuinely, in roughly equal measure. Both are how the work gets better.

Written Like This, Not Like That

The cleanest way to internalise the voice is to read it next to its opposite. Each pair below contrasts a Merigrove sentence with the version a category-standard agency would publish.

Brand Guidelines

How To

Focus

A sales team without a management layer is a pipeline liability. You cannot train your way out of it.

Your margins are not a reporting problem. They are a pricing problem. The reporting only makes the pricing visible.

We looked at the pipeline, the team, and the close rates. The problem was none of those. It was the offer.

If the founder is still the last decision on every commercial question, the business has not scaled. It has only grown.

No. The referral volume is a symptom of something you already control, and we can change it in the first month.

Limit

Is your sales team REALLY performing at their peak? Most aren't! Here are 7 shocking truths most CEOs don't want to hear.

In today's fast-paced business landscape, unlocking margin excellence is more critical than ever before.

We helped our client 10x their revenue by leveraging our proprietary growth framework. Results guaranteed!

Are YOU the bottleneck in your business? Here's how to break free and unlock UNLIMITED growth in 2026!

Great question! I love your energy. Let me know if you'd ever like to hop on a quick call to explore synergies.

Vocabulary

Words we use. Business, firm, founder, operator, margin, pipeline, cadence, engagement, diagnose, sequence, install, compound, durable, deliberate, restraint, proportion, sound, structurally, quietly, considered, process, layer, system, architecture, rigour, clean, precise.

Words we don’t. Unlock, empower, revolutionise, disrupt, best-in-class, next-level, game-changer, 10x, synergy, scale (as a standalone noun in marketing copy), crushed, smashed, dominated, elite, rockstar, guru, hustle, grind, epic, and any sentence that opens with ‘In today’s fast-paced business landscape.’

Brand Guidelines

Format Rules

No em dashes. No en dashes. Use full stops, commas, semicolons, colons, and brackets. The em dash is overused in the category and has become a tell of AI-generated copy.

Sentences start with capitals and end with full stops. No all caps. No mid-sentence emphasis through capitalisation.

Numbers under ten are written as words in prose. Ten and above are numerals. Currencies, percentages, and KPIs always numerals.

No emojis in branded communication. One carefully chosen symbol is permitted in a headline moment. That is the ceiling.

Client names are never used without written permission. Where permission is absent, refer to them by category and scale, e.g. a founder-led coaching business at roughly £2m annual revenue.

The phrase revenue optimisation firm is used as a self-description no more than once per piece.

Oxford comma where it aids clarity, not as a default.

PERSONALITY ATTRIBUTES

If Merigrove were a person walking into a meeting, *three things* would be obvious within the first sixty seconds. They are not the only things, but they are the ones that matter. Together, they describe the kind of person you want in the room when something needs *solving*.

Personality Attributes

These are not aspirational. They are observable. A founder can feel all three in the first conversation, before a proposal has been written or a scope agreed. They show up in the questions we ask, the ones we don’t, and the way we handle the pause after a difficult answer. They are also self-reinforcing: the confidence to say less creates space for genuine curiosity, and that curiosity is what earns the right to say the difficult thing with warmth rather than friction. A firm that performs any one of them without the other two is a different kind of firm entirely.

Brand Guidelines

Overview

Quietly confident.

Merigrove does not perform. There is no posturing about results, no manufactured urgency, no self-congratulating about credentials. The confidence comes from having done the work before, more than once, and from knowing how to do it again. It shows up as composure under pressure, mild brevity in writing, and a refusal to fill silences that don’t need filling. A founder leaves a Merigrove conversation feeling that someone capable was finally in the room, not that they have just been sold to.

What does this look like? The proposal that reads three sentences shorter than expected. The meeting that ends five minutes early. The reply to a difficult email that is five lines, not five paragraphs. The willingness to say ‘I don’t know yet, I’ll come back to you on Thursday’ instead of inventing an answer. Nothing in the firm’s behaviour ever advertises the firm’s competence. The competence is the advertisement.

Genuinely curious.

Merigrove is interested in how things actually work, not just fixing them based upon a preconceived notion of what ‘better’ looks like. The curiosity is not passing, nor is it a sales technique. It is the reason the diagnosis is sound and the solution credible, and the reason most clients stay. We ask more questions than the brief requires. We look for second-order effects. We are interested in why the founder hired the wrong head of sales twice in a row, rather than just telling them to fire the current one. Most consulting failures are diagnosis failures; genuine, persistent curiosity is the antidote.

What does this look like? The second meeting turns up information the first one missed, because we kept asking. The Slack message that says ‘this is interesting, why is it like that?’ instead of recommending a solution immediately. The willingness to spend three hours with a junior team member to understand a process, not just to read a handover doc. The instinct to be more curious about the thing the founder is least proud of than the thing they are most proud of. Treating success as the default, and failure as the surprise. The surprise is what interests us.

Warm, with edge.

Merigrove has to care. About the work, about the people doing it, about the founders we work with, and about each other. The warmth is not soft. It is paired with a willingness to say the difficult thing, hold the controversial line, and protect the standard even when it is awkward. A founder should feel both supported and challenged in equal measure, sometimes in the same line. We are friendly enough to trust, sharp enough to be useful. Anything less than both is a different firm.

What does this look like? The senior operator who notices a team member is having a bad week and sends a WhatsApp message to check in, and, in the same week, tells a £5m founder that the last two months of back end operations development was solving the wrong problem. The willingness to hold both, often simultaneously, without flinching. Care without candour is theatre. Candour without care is bullying. Merigrove is neither.

THE PITCH | ONE LINE

We are a small group of operators who help founder-led businesses run the way their *founders thought they would.*

THE PITCH | THREE LINES

We are a small group of operators who help founder-led businesses run the way their *founders thought they would*. We diagnose what's stopped working across sales, marketing, finance, and operations, to deliver *scalable solutions*.

THE PITCH | ONE PARAGRAPH

Merigrove is a small group of operators who help founder-led businesses run the way their *founders thought they would*. We are a revenue optimisation firm, operating across sales, marketing, finance, and operations together, treating them as the *connected systems* they are rather than the four separate disciplines most firms sell. Every engagement begins with a structured diagnosis across these areas, mapping inefficiencies and interdependencies. The work that follows is sequenced, embedded inside the business, and *measured against commercial outcomes* the founder actually cares about. By the end of the engagement, the founder is *no longer the hurdle* on every decision the business needs to make.

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Brandmarks

02

The Logo

This is our Wordmark Logo. It is our most important visual asset and should be the first choice when choosing a graphic element to represent our brand. It has been carefully designed and constructed to achieve visual harmony.

Consistent use of our Logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. It must always be applied consistently. It should never be altered, modified, or redrawn.

MERIGROVE.

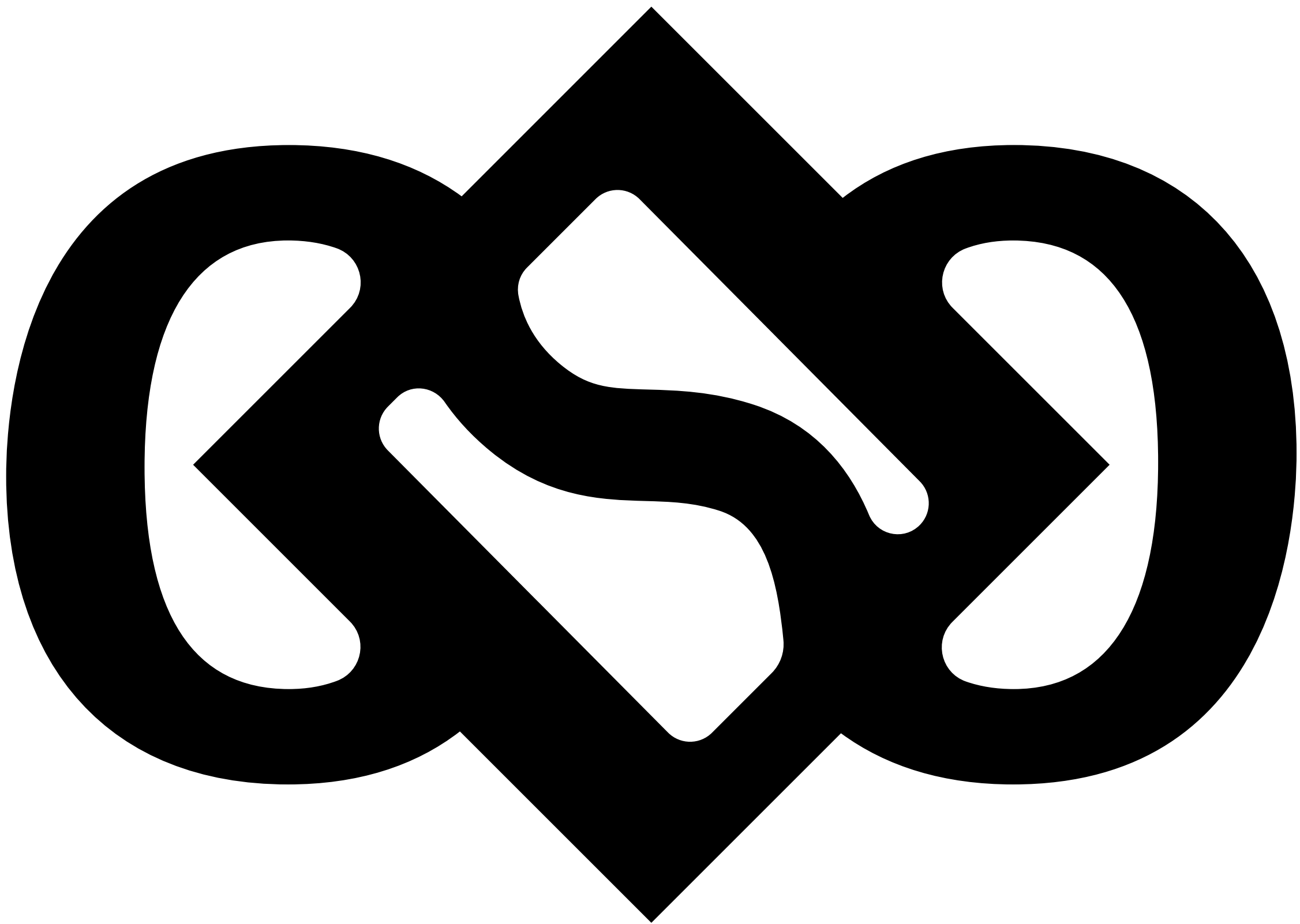


The Wordmark (Logo)

The Logomark

The Merigrove Logomark is a bold, interconnected emblem that captures the essence of our brand in a single, recognisable symbol. At its core, two interlocking forms create a sense of unity and flow, while the central wave-like path represents adaptability, connection, and progress.

The symmetry and geometric balance convey clarity and trust, while the strong, continuous lines signal reliability and forward momentum. As one of the most visible elements of our identity, the Logomark reflects the evolving relationship between Merigrove and its community. It stands as a consistent mark of distinction, strength, and growth.



The Logomark

Logo Colour Options

The Merigrove Wordmark is our Primary Logo and should be used wherever possible. This is the core expression of our brand and represents the preferred choice across all applications.

The Logomark is secondary and should only be used when the full Wordmark is not suitable. For example, in favicons, social media profile images, or small-scale applications where space is limited.

Both the Wordmark and Logomark are available in Black and White. Always use the version that provides the strongest contrast against its background. Black on light backgrounds, white on dark backgrounds.

Brand Guidelines

Logo Options

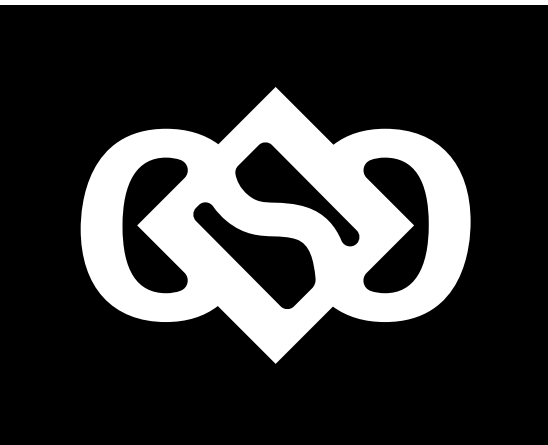


White on Black

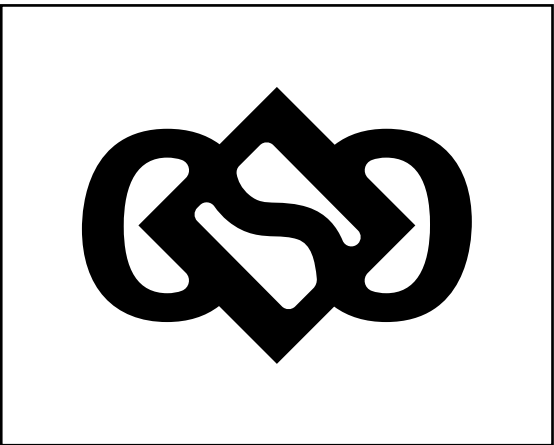


Black on White

Logomark Options



White on Black



Black on White

Padding & Minimum Size

Padding ensures legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics. The padding around the Logo should be considered as the absolute minimum safe distance, ensuring the Logo has plenty of room to breathe.

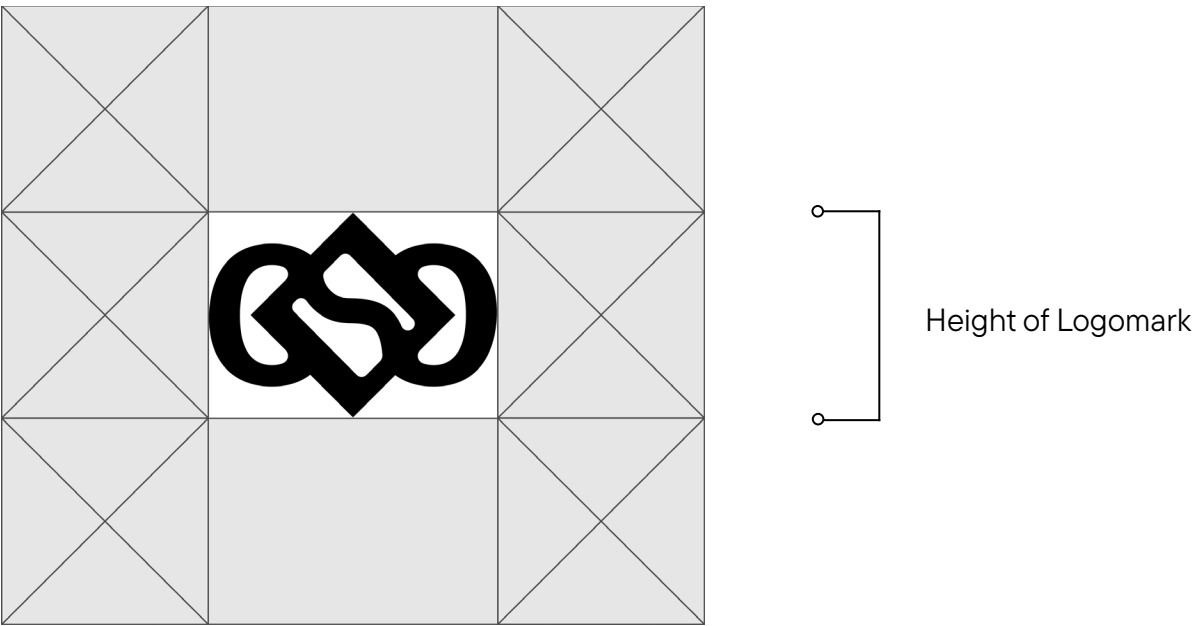
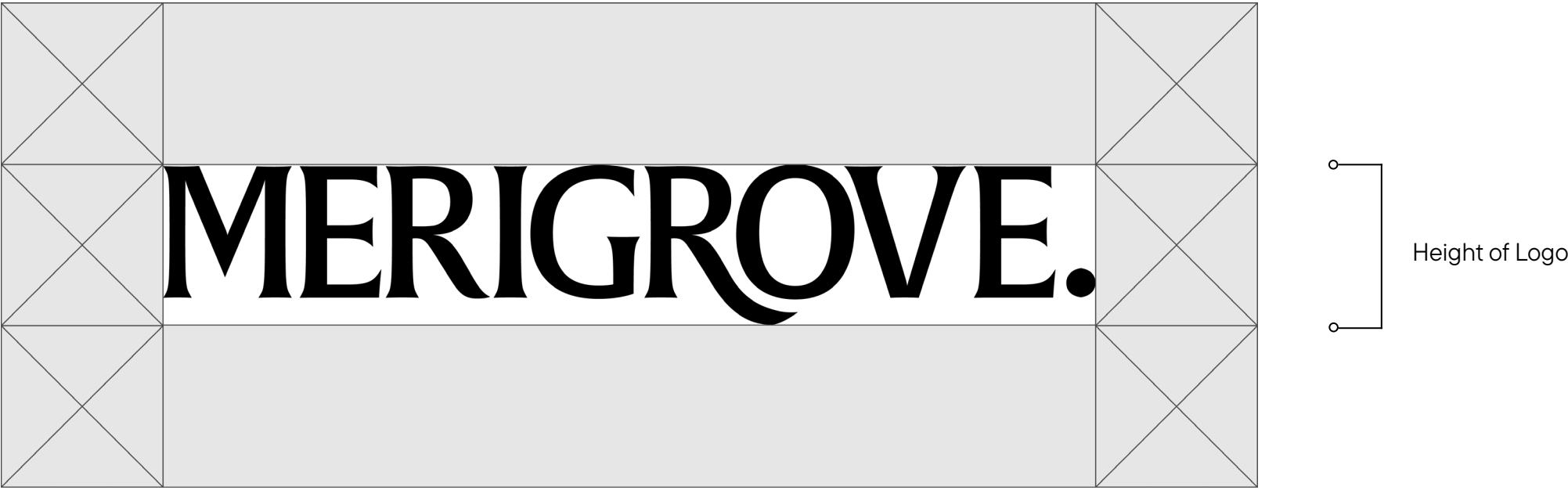
The padding is the height of the Logomark (marked as x in the diagram).

If you are using the Logomark instead of the Logo, the same exclusion rules apply. The Logomark’s padding is the height of the Logomark.

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in application. Use the minimum sizes indicated on the page for small-scale applications of the Logo and Logomark.

Brand Guidelines

Padding



Minimum Size



32px / 10mm

MERIGROVE.



80px / 30mm

Logo Misuse

The appearance of the Logo must remain consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document; there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.

Brand Guidelines

Do not add special effects.



Do not outline the logo.



Do not add gradient fill to the logo.



Do not rotate the logo.



Do not place the logo in a holding shape.



Do not lock-up text to the logo.



Do not stretch or distort the logo.



Do not add a drop shadow to the logo.



Do not rearrange elements of the logo.



Do not multiply.



Do not use colours not specified for the logo.



Do not change the relationship of the logo's components.

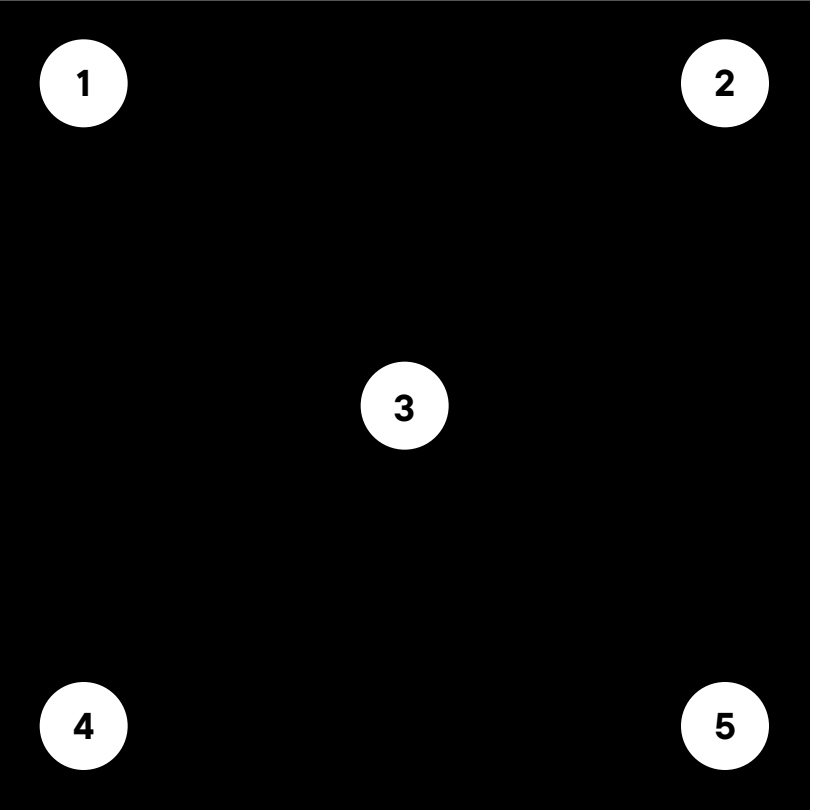
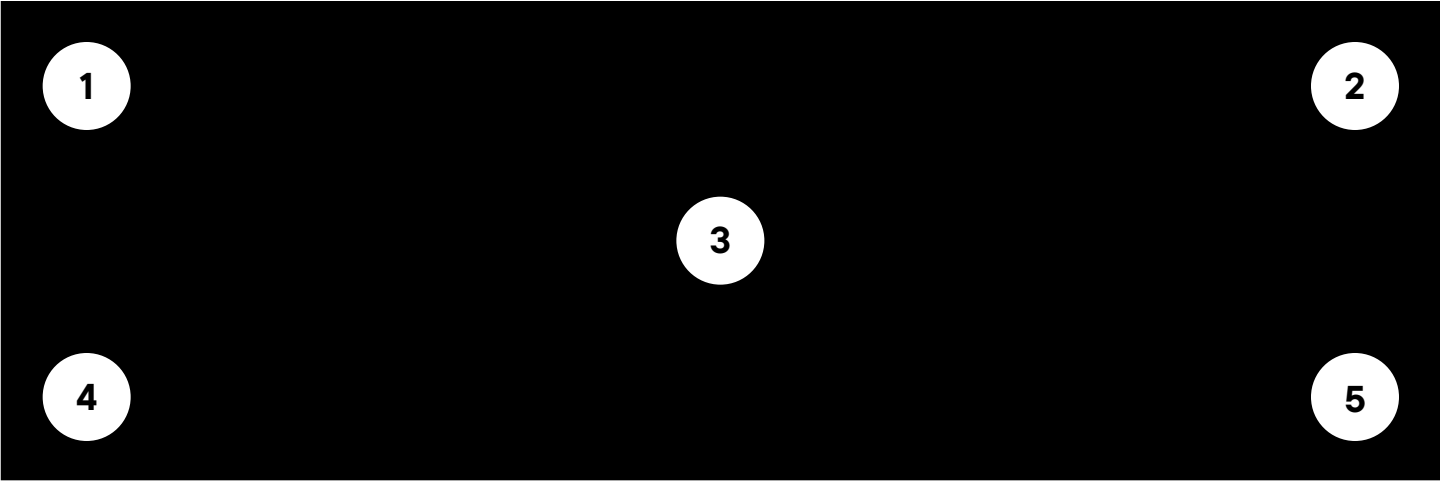
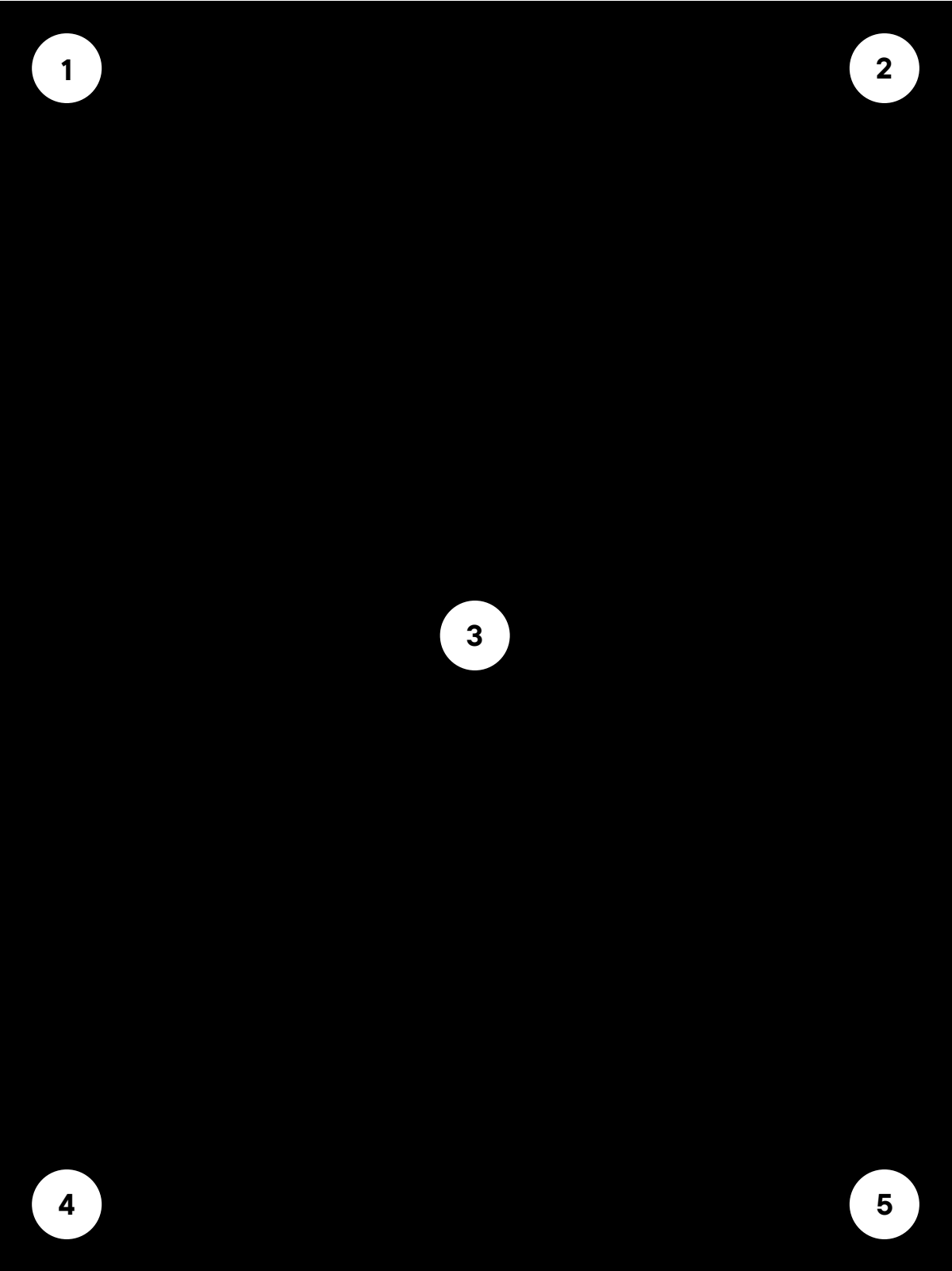


Logo Placement

The Logo has five recommended placements. These are not rigid rules but considered starting points, designed to keep placement consistent while accommodating the demands of a dynamic graphic system. A designer with sound judgement and a clear reason may place the Logo elsewhere. When they do, the exclusion zone still applies, and the decision should be deliberate rather than incidental.

The five recommended positions are:

- 1. Top left corner
- 2. Top right corner
- 3. Centred
- 4. Bottom left corner
- 5. Bottom right corner



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Colour

or

Primary Colour Palette

Our colour palette reflects Merigrove’s philosophy: minimal, refined, and timeless. Black and White form the foundation of our identity, offering clarity, contrast, and quiet confidence. Together they embody the restraint and elegance at the heart of our brand.

This minimal foundation is intentional. By keeping our own palette simple, we step back and let the brands and clients we work with take centre stage. Our identity never competes, it frames.

Consistent use of this palette ensures Merigrove remains a calm, considered presence across every application.

Brand Guidelines

Black	RGB 0 / 0 / 0	HEX #000000	CMYK 0 / 0 / 0 / 100
White	RGB 255 / 255 / 255	HEX #FFFFFF	CMYK 0 / 0 / 0 / 0

Colour Weighting

To achieve a consistent look in branded communications, colours should be selected thoughtfully to maintain our distinctive visual identity. Black and White carry equal weight as the foundation of our palette, each as important as the other. Neither dominates, the choice between them is always guided by contrast and context.

This considered approach allows our brand to feel intelligent and modern, while maintaining the classic sophistication that defines Merigrove.

Brand Guidelines

Black

White

Colour Usage Examples

These are examples of how our colour palette would be best applied to maintain consistency of look and feel on larger brand initiatives, moments and campaigns.

**Merigrove invites
you to celebrate**
the launch of our
platform with an
evening of food,
drink and an
exciting look into
the future.

When
6.30—9.30pm
18 November 2024

Where
45 Clerkenwell Road,
London EC1M 5RS

RSVP
sarah@merigrove.com

merigrove.com

**Merigrove invites
you to celebrate**
the launch of our
platform with an
evening of food,
drink and an
exciting look into
the future.

When
6.30—9.30pm
18 November 2025

Where
45 Clerkenwell Road,
London EC1M 5RS

RSVP
sarah@merigrove.com

merigrove.com

**Merigrove invites
you to celebrate**
the launch of our
platform with an
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exciting look into
the future.

When
6.30—9.30pm
18 November 2025

Where
45 Clerkenwell Road,
London EC1M 5RS

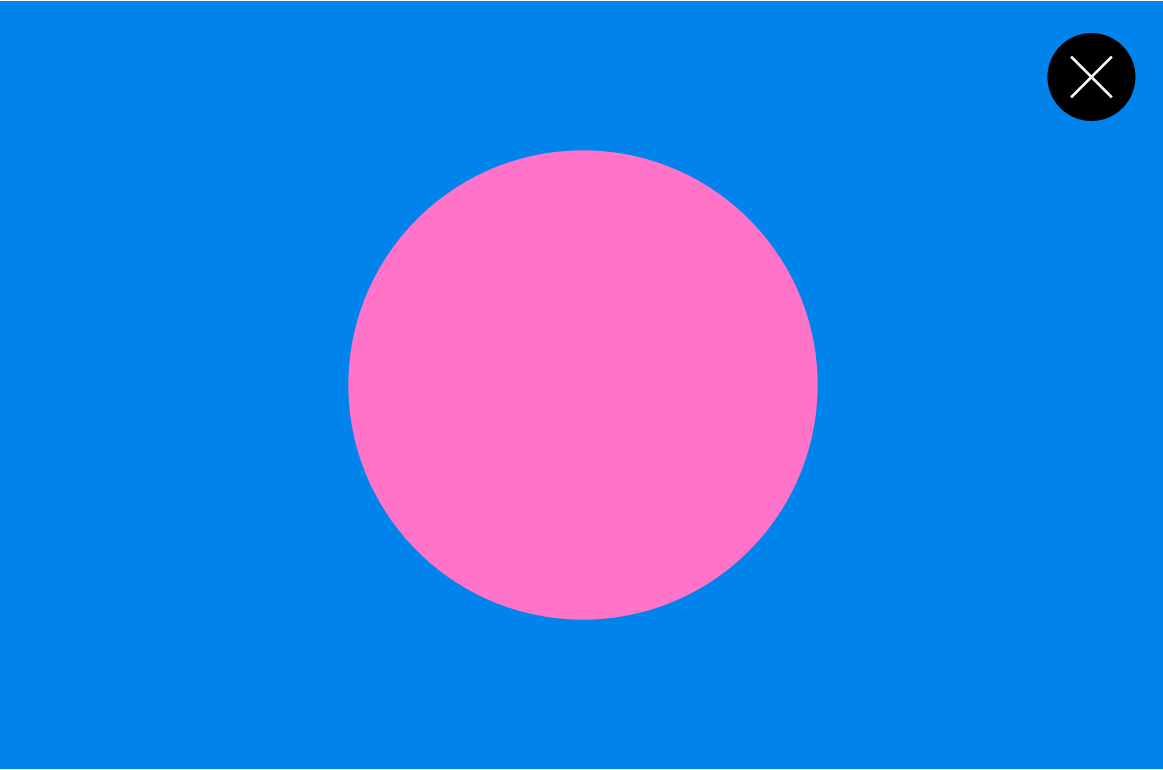
RSVP
sarah@merigrove.com

merigrove.com

Colour Misuse

This is a quick guide to ensure legibility when writing messaging on a range of background colours or images.

Brand Guidelines



Do not use solid colours outside of the brand colour palettes.



Do not use illegible colour combinations.



Do not use unapproved gradients.



Do use RGB colours for print materials.



Do not use illegible colour combinations over photography.



Do not use logo on colours outside of colour palette.

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Typography

04

Primary Typeface

Our primary typeface is the Adobe font **TT Commons Pro**, used across all branded communications. Minimal, versatile, and highly legible, it reflects Merigrove’s understated elegance while ensuring clarity in every context. As a modern sans-serif, it balances sophistication with functionality, making it ideal for both digital and print applications.

Alternative Typefaces

In situations where TT Commons Pro is unavailable, **Plus Jakarta Sans** (Google Font) can be used as an alternative. If Plus Jakarta Sans is also unavailable, Arial may be used as a system fallback. This avoids any incompatibility issues when documents are sent out to third parties who do not have TT Commons Pro. It ensures documents are seen as we intend them. Do not use Arial on professionally designed materials such as brochures and signage.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Styles & Weights

Thin
Light
Regular
Medium
DemiBold
Bold
ExtraBold

AaBb

Primary Typeface Weights

Our brand uses seven weights from the TT Commons Pro family: Thin, Light, Regular, Medium, DemiBold, Bold and ExtraBold. Such a versatile family offers various solutions, ranging from book design to poster design, as well as brand signage systems and more.

We primarily use a mix of Regular, Medium, DemiBold, and Bold.

Brand Guidelines

TT Commons Pro Thin

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

TT Commons Pro Light

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

TT Commons Pro Regular

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

TT Commons Pro Medium

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

TT Commons Pro DemiBold

DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

TT Commons Pro Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

TT Commons Pro ExtraBold

ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Secondary Typeface

Our secondary typeface is **Cormorant Garamond**, reserved exclusively for headings. Its refined serif design introduces elegance and authority, creating contrast with the clean simplicity of TT Commons Pro. Use Cormorant Garamond to give structure and emphasis, ensuring our communications remain both modern and timeless. Tracking should always be set to -25.

Alternative Typefaces

In situations where Cormorant Garamond is unavailable, Georgia may be used as a system fallback. This avoids any incompatibility issues when documents are sent out to third parties who do not have Cormorant Garamond. It ensures documents are seen as we intend them. Do not use Georgia on professionally designed materials such as brochures and signage.

Brand Guidelines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Styles & Weights

Light	<i>Medium Italic</i>
<i>Light Italic</i>	SemiBold
Regular	<i>SemiBold Italic</i>
<i>Italic</i>	Bold
Medium	<i>Bold Italic</i>

AaBb

Secondary Typeface Weights

Our brand uses the full Cormorant Garamond family, with Medium, Medium Italic, SemiBold, and SemiBold Italic as the primary weights. This selection brings refinement and range to heading typography, offering both authority and elegance across applications from editorial layouts to brand communications.

Brand Guidelines

Cormorant Garamond Medium

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$@%!*~

Cormorant Garamond Medium Italic

Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$@%!*~*

Cormorant Garamond SemiBold

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$@%!*~

Cormorant Garamond SemiBold Italic

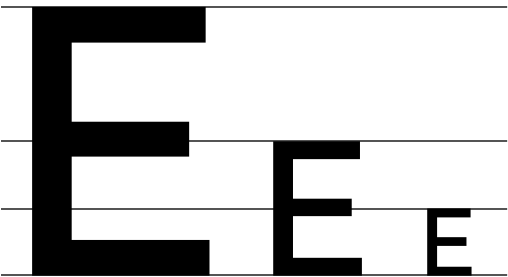
SemiBold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$@%!*~*

Type Hierarchy

Attention should be given to the written copy. Ensuring both legibility and visual appeal. To create a clear hierarchy, we must ensure that size differences are maintained between different kinds of information. It is crucial to adhere to the line height and text arrangement specified in this document to achieve brand consistency throughout written copy.

Headlines
When creating headlines, large or small can be used, depending on the amount of text. Try using at least a 200% difference in size. For example, a 12pt base size would imply the minimum next size would be 24pt.



Note
In cases where Headline Small is used, increase the font size by the specified ratio (1x, 1.5x, 2x). For example, when using a 12pt base size, increments will be 12pt, 18pt, 24pt, 30pt, 36pt, etc.

Brand Guidelines

Headline Large
Cormorant Garamond Medium
100% Line Height

Headline Small
Cormorant Garamond SemiBold Italic
110% Line Height

Subheadline
TT Commons Pro DemiBold
120% Line Height

Body Text
TT Commons Pro Regular
120% Line Height

Information
TT Commons Pro Regular
120% Line Height

Pull Quotes
TT Commons Pro Regular
120% Line Height
Line stroke width: 5pt

Build with elegance

Making branding and marketing smarter and more impactful.

At Merigrove, we believe that every brand deserves more than surface-level aesthetics, it deserves clarity, distinction, and purpose.

Introducing an innovative line of uncompromising sales training technology; where high-performance AI algorithms, sustainable learning practices, and inspired design are just as important as proven, results-driven methodologies. We create platforms that are developed by experts, backed by industry insights and made for sales professionals everywhere.

We relentlessly pursue world-class results. AI-powered training should never sacrifice depth and effectiveness. In fact, our methodologies rival that of traditional coaching as we deliver incredibly intuitive and innovative platforms that are designed to improve performance from the ground up. We work with the most distinguished training specialists in the world to create solutions built from insights that are as cutting-edge and high-quality as it gets.

We create platforms that are developed by experts, backed by industry insights and made for sales professionals.

Emma Smith

We create platforms that are developed by experts, backed by industry insights and made for sales professionals.

Emma Smith

Type Specimen

This is an example of the typography in use. For ads, banners with messaging, and other applications where short-form copy is used, follow the guidelines here to create a hierarchy for displaying information.

Brand Guidelines

Headline
Cormorant Garamond Medium
Size: 72pt / 72pt

Subheadline
Cormorant Garamond SemiBold Italic
Size: 36pt / 39.6pt

Body Text
TT Commons Pro Regular
Size: 18pt / 21.6pt

Headline
Cormorant Garamond Medium
Size: 48pt / 48pt

Subheadline
Cormorant Garamond Regular
Size: 24pt / 28.8pt

Body Text
TT Commons Pro Regular
Size: 12pt / 14.4pt

Pull Quote
TT Commons Pro Regular
Size: 12pt / 14.4pt
Line stroke width: 5pt

Large headline

*Soluptiis ut ipiendi psandio imint pel ipsaeped
molutatus ea*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempot interdum nibh euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Nam sed tortor mattis, imperdiet mauris at, convallis nulla. Donec tincidunt vestibulum leo, sed laoreet ex accumsan ac. Quisque facilisis metus nec sem lobortis, quis ornare neque lobortis.

Short headline

Tenim doluptio volut ute vendunduciet que
dolori corende

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempot interdum nibh euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Nam sed tortor mattis, imperdiet mauris at, convallis nulla. Donec tincidunt vestibulum leo, sed laoreet ex accumsan ac. Quisque facilisis metus nec sem lobortis, quis ornare neque lobortis.

Em quis recturerum etus dolo magnist iatur, sum dolores cient, ipsam sita audaern amenesequo veligenienis rent optisit re conse ipsam volestiae se venihil luptat. Est que di duciis ma quosam idestiat aut aut lab illam, conse pratibus ipsape nam imi, quiae nonsera corio cus, sectem.

Print Longform Hierarchy

In cases where branded print material includes long-form copy, use TT Commons Pro and Cormorant Garamond together to create a hierarchy of information. Vary weights across both typefaces with intention, letting the contrast between them do the work. Typography should feel considered and deliberately designed, never accidental.

Brand Guidelines

Headline
Cormorant Garamond Medium
Size: 72pt
Leading: 72pt
Tracking: -25
Case: Sentence

Subheadline
Cormorant Garamond Regular
Size: 36pt
Leading: 39.6pt
Tracking: -25
Case: Sentence

Body Text
TT Commons Pro Regular
Size: 18pt
Leading: 21.6pt
Tracking: 0
Case: Sentence

TT Commons Pro Bold
Size: 18pt
Leading: 21.6pt
Tracking: 0
Case: Sentence

Pull Quotes
TT Commons Pro Regular
Size: 18pt
Leading: 21.6pt
Case: Sentence
Line stroke width: 5pt
Attribution: 12pt

Intelligent design shaped by elegance & innovation.

Our mission is to make branding and marketing smarter, more distinctive, and impactful.

Classic as it comes, no distractions

Introducing a new kind of agency; where timeless design, strategic thinking, and creative storytelling carry the same weight as craftsmanship, precision, and results. We create brand systems shaped by experts, informed by insight, and designed to help ambitious businesses stand out with clarity.

Intelligence is our creative foundation

Merigrove is a boutique agency that puts design and strategy at the heart of every decision. Our purpose is to create brands and campaigns that are purposeful, refined, and built to resonate long-term.

The challenge

The common challenge for modern branding is noise: a crowded market of generic identities and cookie-cutter campaigns can dilute meaning and weaken recognition.

Intelligently designed and refined

Merigrove offers a new alternative: branding and marketing without compromise. Where bold ideas, careful strategy, and refined design work together to deliver clarity, impact, and elegance.

We believe even the smartest strategies lose effect if delivered without craft — so we collaborate with designers, strategists, and storytellers to ensure every touchpoint feels intentional.

We create brand systems and campaigns developed by experts, backed by insight, and built for ambitious businesses everywhere.

Emma Smith

Digital Hierarchy

For digital applications of our font, follow the examples provided here, which are consistent with our website.

Brand Guidelines

Headings
Cormorant Garamond Medium
Size: 60px
Case: Sentence

Sub Copy
TT Commons Pro Regular
Size: 30px
Case: Sentence

Buttons
TT Commons Pro Bold
Size: 16px
Case: Title

Headings
Cormorant Garamond Medium
Size: 48px
Case: Sentence

Body Text
TT Commons Pro Regular
Size: 16px
Case: Sentence

Buttons
TT Commons Pro Bold
Size: 16px
Case: Title

Headings a couple
of lines if needed

Sub copy looks like this. A couple of lines if need-
ed. Integer neque eget purus sagittis aliquam.

Get Started →

Headings a couple
of lines if needed

Lorem ipsum dolor sit amet, consectetur quis amet adipi-
scing elit, sed do eiusmod tempot interdum sed euismod
non. Donec sit amet vulputate lacus. Nam vitae dignissim
elit. Purus sed tortor mauris at.

Get Started →

Type Misuse

Good typography is critical in both internal and external communications. It adds clarity to messaging and instils confidence in audiences. Outlined are some common practices that weaken the powerful effects of typography. When using our typefaces, avoid the following.

Brand Guidelines

Do not stretch or distort type.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

Do not outline text.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Do not tighten tracking too tightly.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

Do not tighten leading too tightly.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum

Do not justify paragraphs.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

Do not use fonts outside of approved brand fonts.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

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Imagery

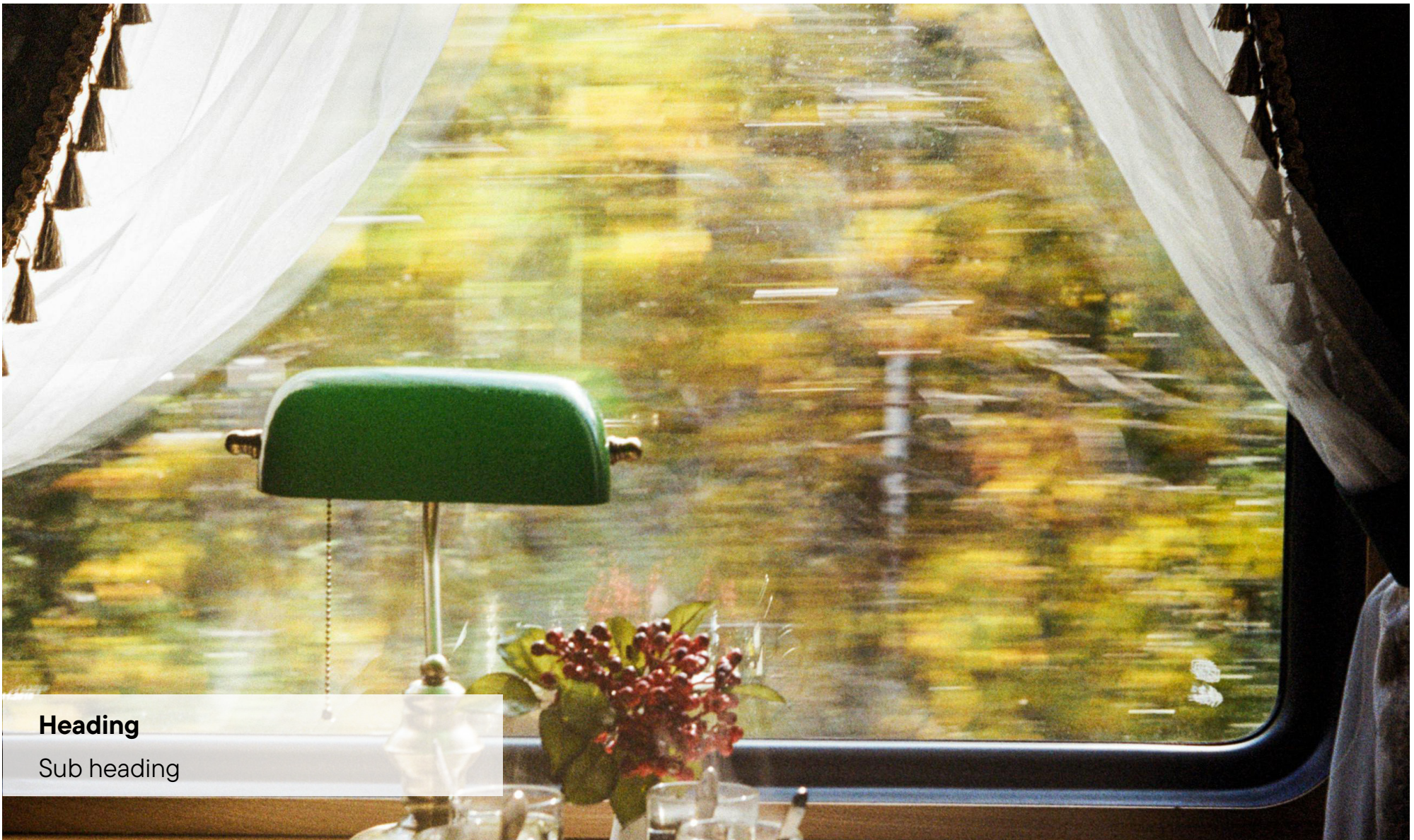
05

Video

Lower thirds: Design should be clean and clear. Names should be set in TT Commons Pro Bold, titles in TT Commons Pro Regular, and backgrounds should be set to 80% opacity.

Ending slates: All videos should end with our logo, animated or still.

Watermarked logos: Watermarked logos should be placed in the upper left at 50% opacity.



Photography

Merigrove’s visual world is built from two eras in conversation. Modern photography sits alongside archival and historical imagery, selected for visual or contextual resonance rather than polish alone. The result feels closer to a curated collection than a traditional brand shoot.

Every image should feel chosen with intention. There is room for grain, imperfection, and the unexpected. A fleeting gesture, a strongly lit interior, a detail most people would walk past. The goal is a visual language that feels intelligent and unhurried, as if every image was selected by someone who looks carefully and collects with purpose.

- Do:**
- Mix contemporary and archival imagery deliberately.
 - Seek out images with genuine texture, grain, and history.
 - Prioritise images that reward a second look.
- Don’t:**
- Use generic stock or anything that feels assembled.
 - Over-edit or chase a uniform aesthetic.
 - Mistake busyness for character.



Lifestyle

Lifestyle imagery should reflect a life lived with curiosity and quiet taste. The feeling is collage-like, with a vintage scene beside a candid modern moment, or an archival portrait alongside something fleeting and contemporary. Sunlight flaring through a window, motion blur from a train, a laugh caught between words.

The mix of old and new is intentional. It suggests a person who moves through the world with an eye for what endures, whether that is a seaside ritual, a well-worn object, or a moment most people would have missed.

- Do:**
- Combine archival and contemporary images with confidence.
 - Let spontaneity and stillness coexist.
 - Emphasise craftsmanship, texture, and detail.
- Don't:**
- Emphasise flashy displays of wealth.
 - Force a consistent era or mood across every image.
 - Reach for mass-market luxury clichés.



Casting

Casting should reflect the diversity and cultural breadth of modern sophistication, showcasing individuals aged 25 to 45 who embody confidence, refinement, and a natural sense of style. Talent should feel relatable yet aspirational, exuding quiet confidence and grace while remaining approachable and genuine.

This same principle extends to archival image selection. Historical subjects should be chosen with the same eye, people captured with dignity, individuality, and presence regardless of era.

- Do:**
- Cast diverse, refined individuals across contemporary and archival imagery.
 - Highlight quiet confidence and authenticity.
 - Reflect global sophistication across eras.
- Don't:**
- Use subjects who feel unrelatable or elitist.
 - Default to narrow or homogeneous imagery, old or new.
 - Convey arrogance over elegance.



Product

Product imagery should feel found as much as made. Close crops, soft blur, and considered juxtapositions give objects a sense of personality and place. Archival and contextual imagery can sit alongside product photography to add depth and story. Luxury lies not in perfection but in the character of every piece and the world it belongs to.

- Do:**
- Show products in authentic, contextual settings.
 - Highlight texture, craft, and material detail.
 - Pair product imagery with archival or contextual visuals where it adds meaning.
- Don't:**
- Shoot on stark, sterile white backdrops.
 - Use harsh, flattening lighting.
 - Reduce products to purely commercial shots.

Brand Guidelines



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Collateral



Letterhead

The A4-sized Letterhead is the paper size recommended for use in most countries.

The letter-sized Letterhead is the paper size recommended for use in the United States, Canada, Chile, Colombia, Costa Rica, Mexico, Panama, Guatemala, the Dominican Republic and the Philippines.

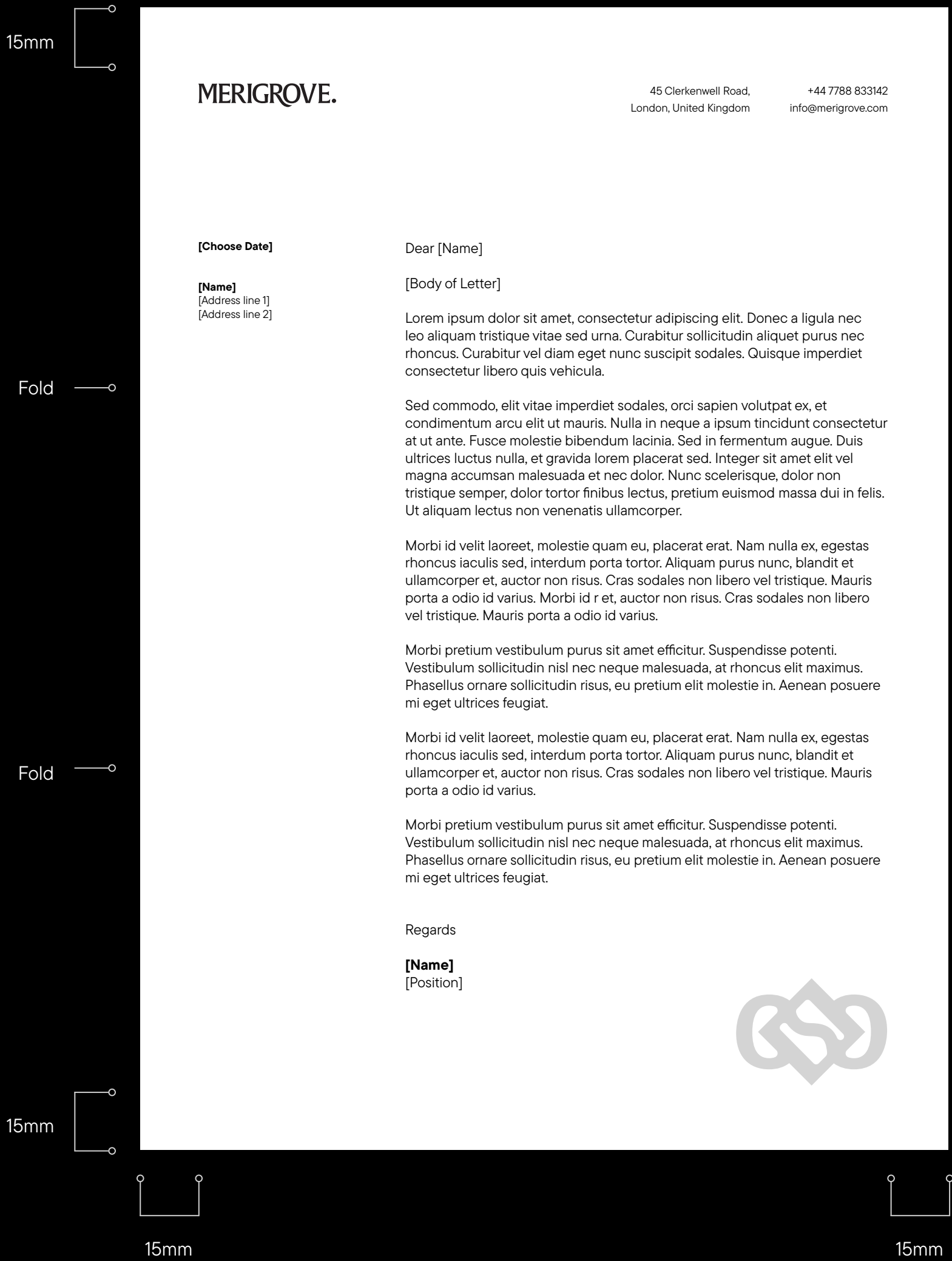
It is recommended that Letterhead be printed on premium uncoated paper stock, with a minimum weight of 100gsm. The Merigrove Logomark is embossed in the bottom right corner of the Letterhead.

Specifications
A4: 210mm x 297mm
Letter: 215.9mm x 279mm (8.5” x 11”)
Stock: Uncoated 100gsm, White
Colour: Black (mono)

System Font Use Arial when TT Commons Pro is not available.

Brand Guidelines

A4 Size



Letter Size



Email Signature

Our email signature is designed to be simple, elegant, and consistent. It includes the Logomark placed beside the sender’s name and title, with the name displayed in Merigrove Blue for distinction. Contact details are presented as hyperlinked text for ease of use and accessibility. The elements of the signature combine to ensure a clean and professional appearance across all communications.

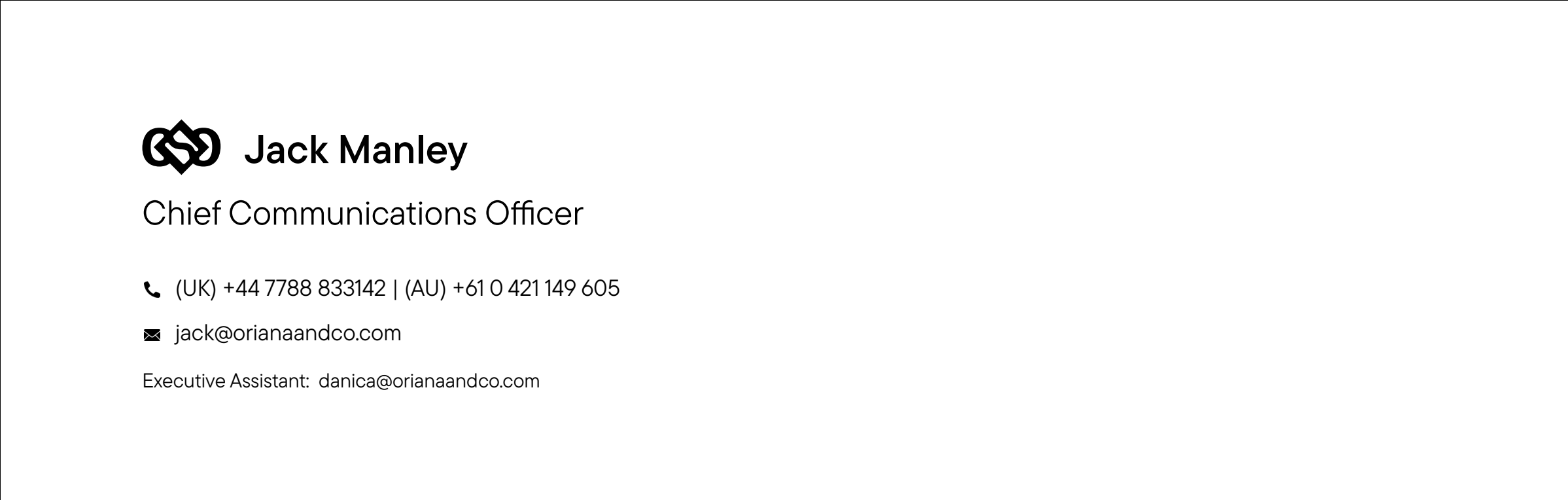
Full Name Text	14pt TT Commons Pro DemiBold
Job Title Text	12pt TT Commons Pro Regular
Contact Text	8pt TT Commons Pro Regular
Secondary Contact Text	7pt TT Commons Pro Regular

System Font	Use Arial when TT Commons Pro is not available.
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Brand Guidelines

Logomark & Full Name
Title

Contact Details



Social Media

Our social media presence maintains consistent brand identity across Instagram, Facebook and LinkedIn.

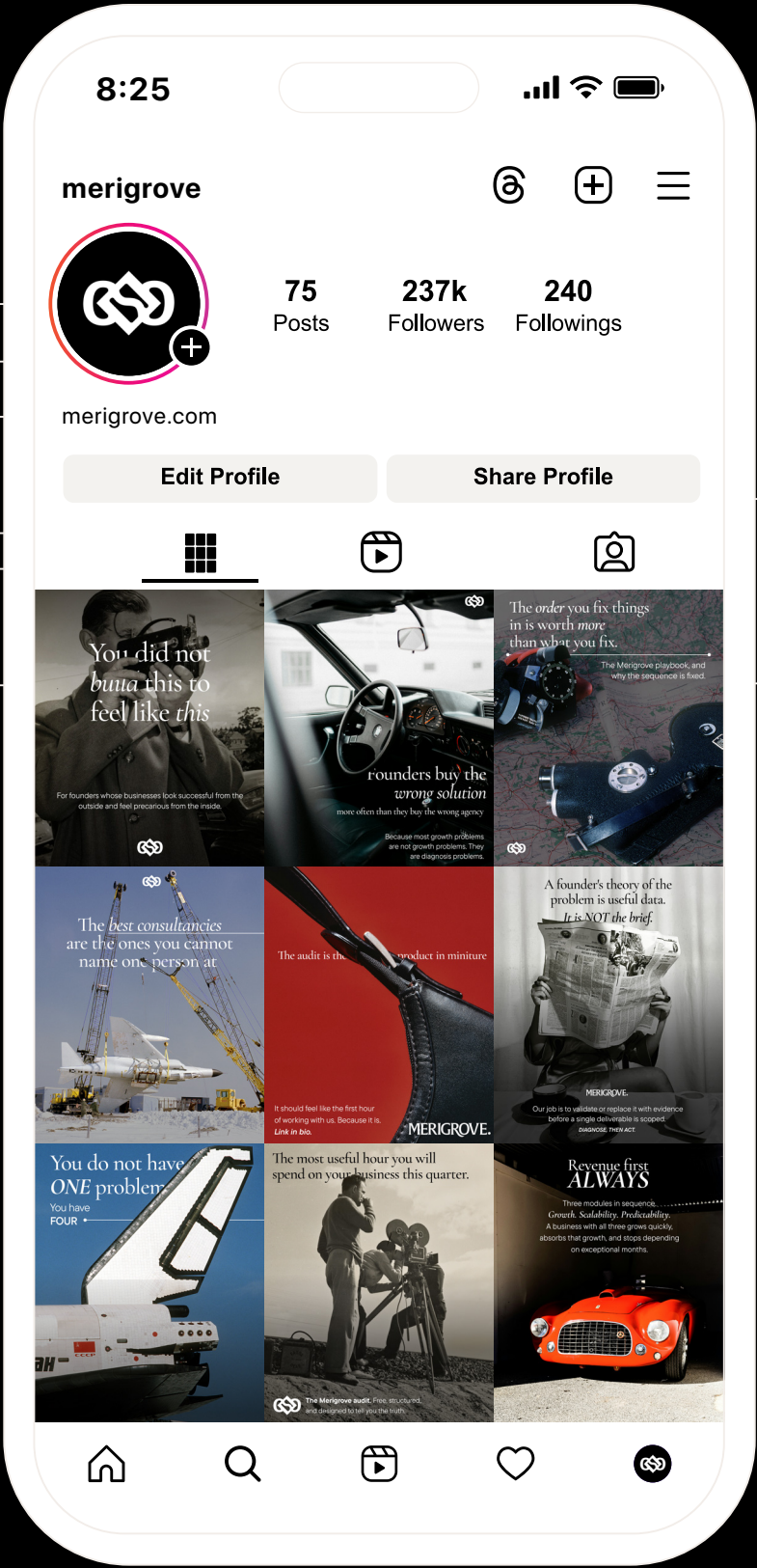
Profile photos are standardised across all platforms for immediate brand recognition. Cover images showcase examples of how our brand adapts to different social contexts while maintaining visual cohesion and platform-specific optimisation.

Brand Guidelines

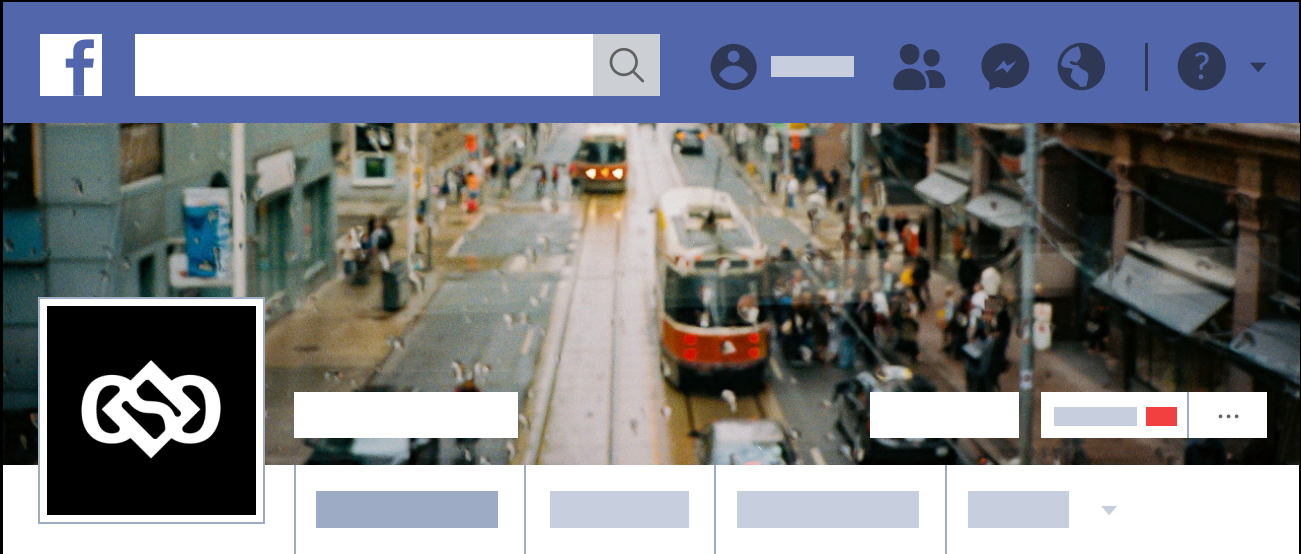
Profile Photo Options



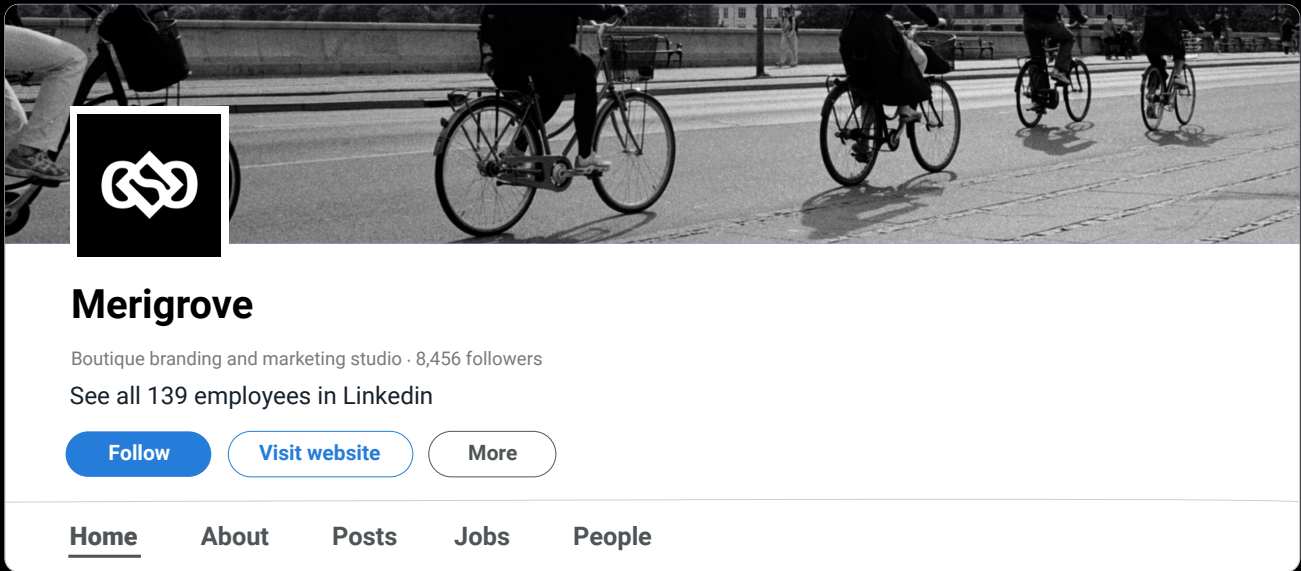
Instagram Mockup



Facebook Mockup



LinkedIn Mockup



Notebook

Merigrove’s A5 notebooks are produced in two variants. Both are considered on-brand and may be used independently or together.

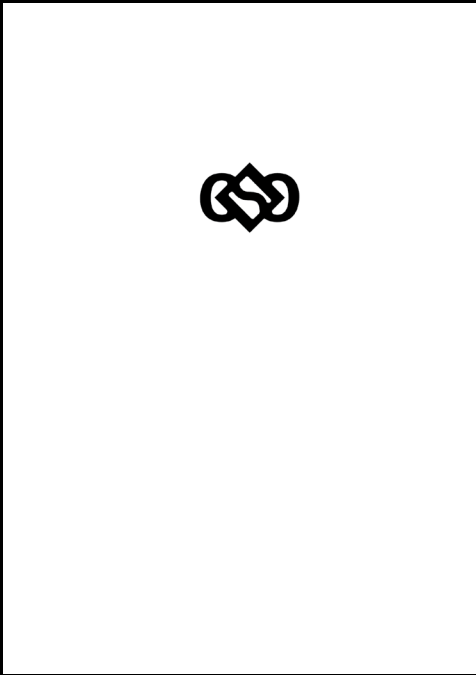
Variant One. Minimal.
Black and white throughout. Logomark on the front cover, wordmark on the back. Clean lines, generous negative space, nothing that doesn’t need to be there.

Variant Two. Considered.
Front cover features on-brand imagery, mixing analogue references with a modern sensibility. Wordmark to the front. Back cover is black, with the logomark reversed out in white.

Together, the two variants show the range of the identity without straining it. Restrained where restraint is called for, considered where detail earns its place.

Brand Guidelines

Front Cover Options & Mockups



Back Cover Options & Mockups

