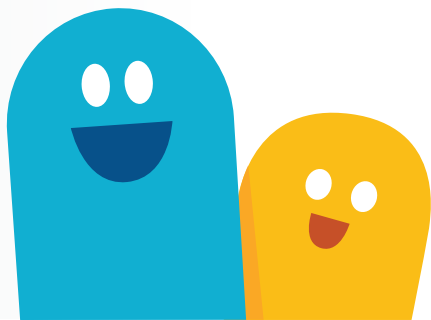




brand styleguide

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Logo



optional web and product logo



one-color logos

Meebo colors



PMS: 306
CMYK: 74/04/11/03
RGB: 0/177/209
#0EB3D4



PMS: 433
CMYK: 0/0/10/90
RGB: 64/63/59
#5A5A5C



PMS: 130
CMYK: 0/27/100/0
RGB: 254/190/16
#FEBE10



PMS: 295
CMYK: 100/50/00/60
RGB: 0/54/99
#003962

*used primarily for web headers

Logo placement

- Give the logo room to breathe! Leave the space of the logo's "m" around all sides of the mark, to ensure it won't get crowded.



Logo size

- The logo should not be reproduced on screen at any smaller than 81x13 px.

Logo do's and don'ts

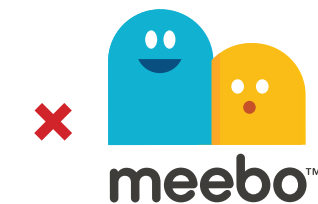
- If the logo is placed on a dark background, make sure to use one of the reversed-versions of the mark.



- Always use the primary logo orientation, unless the secondary logo works better due to space-constraints.



- Never change the size of the colored shapes in the logo, or replace them with the characters.



- Do not add drop-shadows to the logo.
Do not change the orientation of the logo.
Do not place the logo on competing colors or photos.



Meebo typefaces

Omnes

Aa semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica

Aa bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Print type-treatment

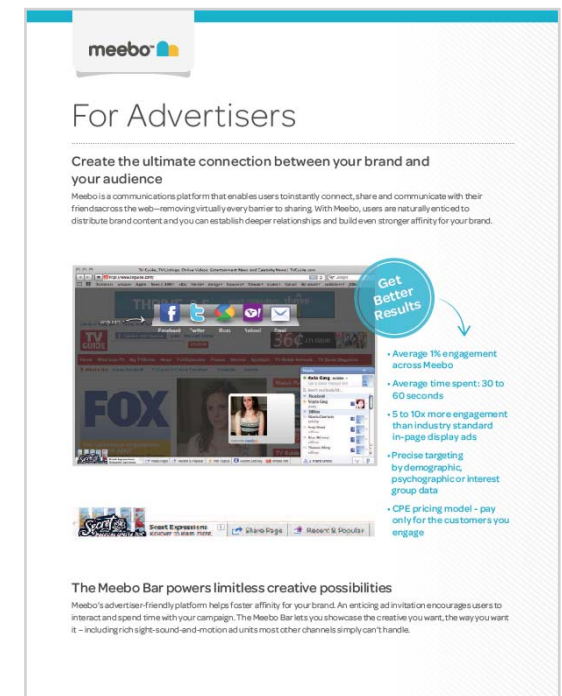
Title:
Omnes light (29pt)

Header:
Omnes medium (16pt)

Body copy:
Omnes regular (10pt)

Call-out header:
Omnes semibold (16pt)

Call-out body copy:
Omnes medium (11pt)



Presentation type-treatment

Page header:
Helvetica bold (27pt)

Page sub-header:
Helvetica (14pt)

Body copy header:
Helvetica (15pt)

Body copy:
Helvetica (12pt)



Web type treatment

About Meebo | meebo

http://dev3.dev.meebo.com:2468/about/

Check-in on Me... spacebook HarryPlotter Epson_Driver Hp Photo Paper ... Epson_Stylus_97... Epson-Paper Epson-Ink

ct Edit Post to Blog

meebo about us

About Us

Omnes, Regular, 32px, #555555

Reorganizing the web around your interests

Helvetica Neue, Light, 24px, #777777

Helvetica Neue, Regular, 13px, #555555

The web is complex -- it never sleeps! New content is constantly popping up and staying up to speed can be exhausting. Meebo builds your interest profile by taking note of the things that interest you and gives you faster access to the things you love most.

Check in. Share. Influence.

Omnes, Medium, 20px, #336181

Getting started is easy! Just sign up and install our bookmarklet to start checking in and sharing the things you love. As people click on your links, your influence will start to grow.

Give it a try!

Who we are

Meebo is a consumer internet company that organizes the web around people, and helps build out their interest graph for easy, faster access to relevant info on the web. For publishers and advertisers, Meebo provides a surprisingly simple way to leverage this massive audience by organically weaving content engagement and brands into the consumer's web experience. Founded in 2005, Meebo is privately held and is headquartered in Mountain View, California, with offices in San Francisco, Los Angeles, Atlanta, Chicago, and New York.

Investors

SEQUOIA CAPITAL THE ENTREPRENEURS BEHIND THE ENTREPRENEUR

khosla ventures JAFCO VENTURES TimeWarner

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Are you a publisher?

Get the Meebo Bar to increase engagement and revenue for your site. [more](#)

Advertiser with reach

Meebo's advertising platform creates impactful brand engagement at scale. [more](#)

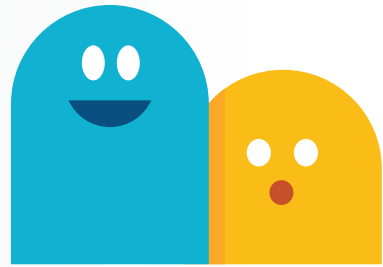
More about Meebo

[Jobs](#)
[Blog](#)
[Meebo Logos](#)
[Meebo News](#)

Annotations:

- Omnes, Regular, 18px, #555555
- Helvetica Neue, Regular, 13px, #999999
- Helvetica Neue, Regular, 13px, #009FC6
- 1px rule, #DDDDDD

Mee & Bo do's and don'ts



Everyone's new favorite characters, Mee & Bo, have a few guidelines we need to follow, to help them stay cool!

- Mee & Bo must always appear together.



- In static form, Mee & Bo's bodies must be touching at all times.



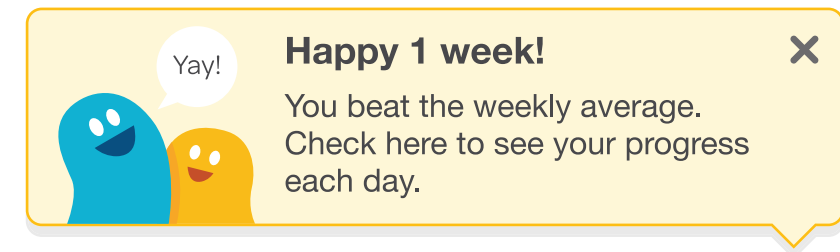
- Bo should always be between 1/2 and 3/4 of the height of Mee.



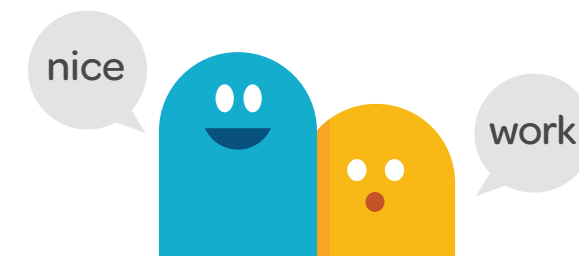
- Mee & Bo can only interact with objects designed by the Meebo creative team.



- The only time the characters speak will be for user-confirmations in the product flow.

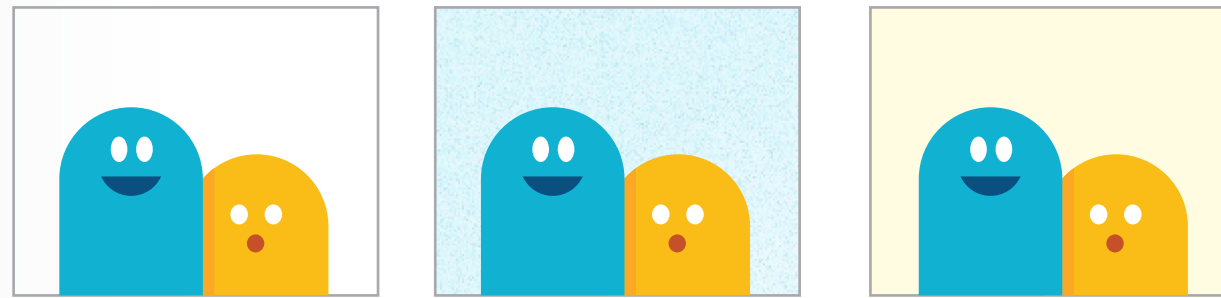


- When appearing in product flow, the characters say a maximum of one word each, which is displayed in a rounded speech-bubble using omnes font.



Mee & Bo placement

- Mee & Bo should be placed on light colored backgrounds, preferably white or Meebo-sky blue.

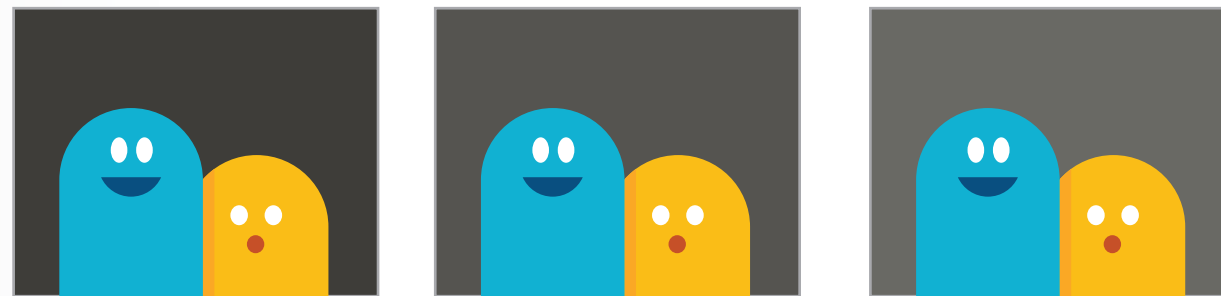


white

Meebo-sky blue

light color

- Mee & Bo can also be placed on dark shades of Meebo-gray.

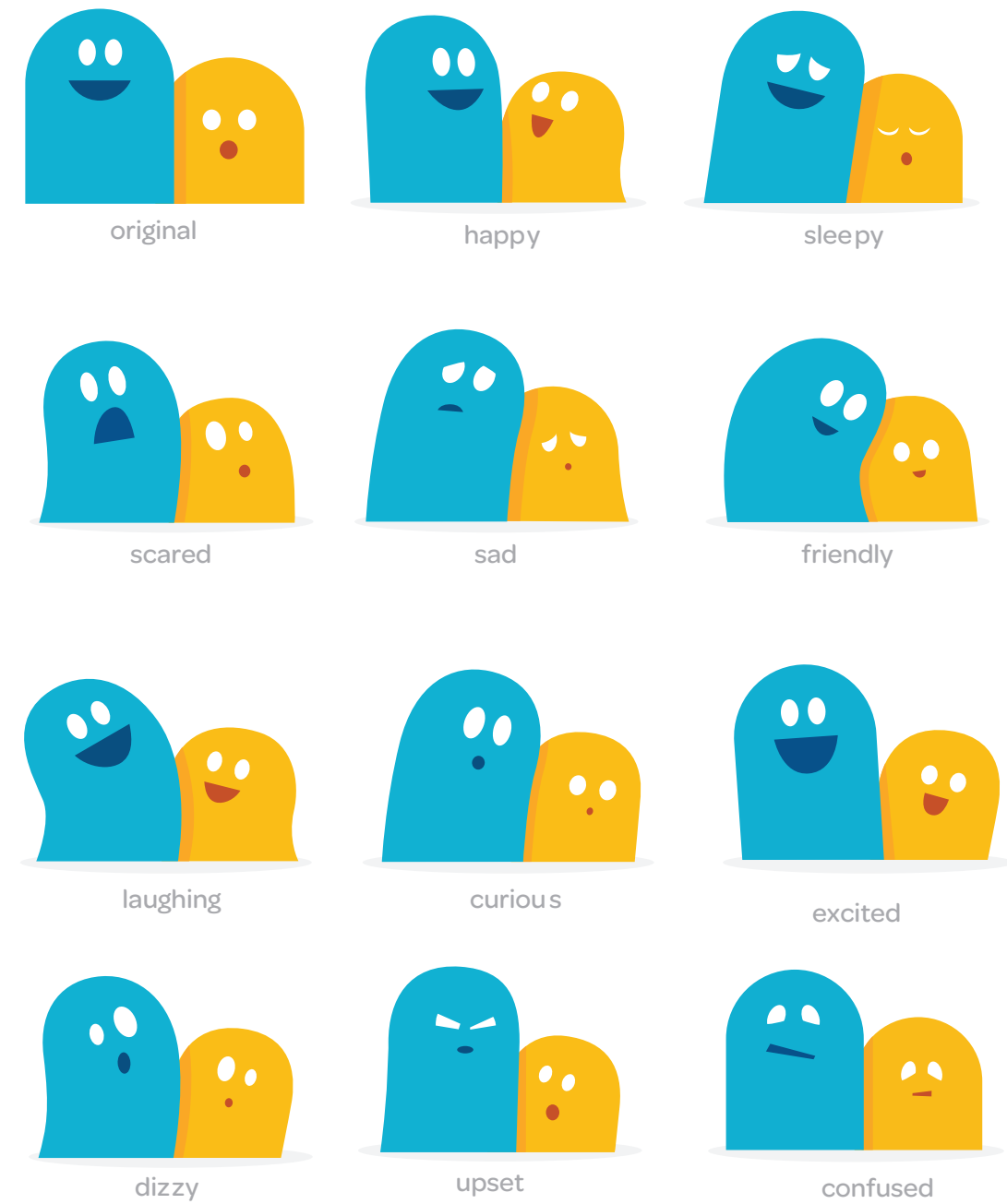


Meebo gray

Meebo gray (90%)

Meebo gray (80%)

Mee & Bo expressions



original

happy

sleepy

scared

sad

friendly

laughing

curious

excited

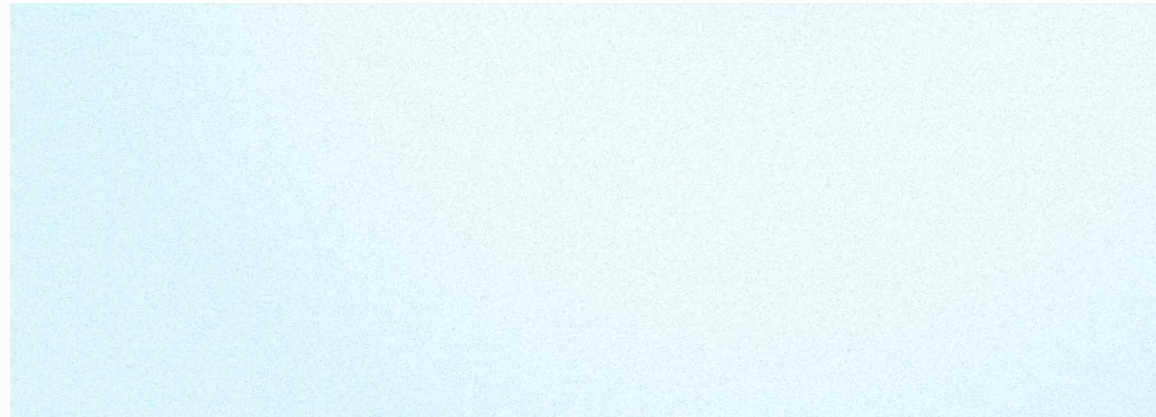
dizzy

upset

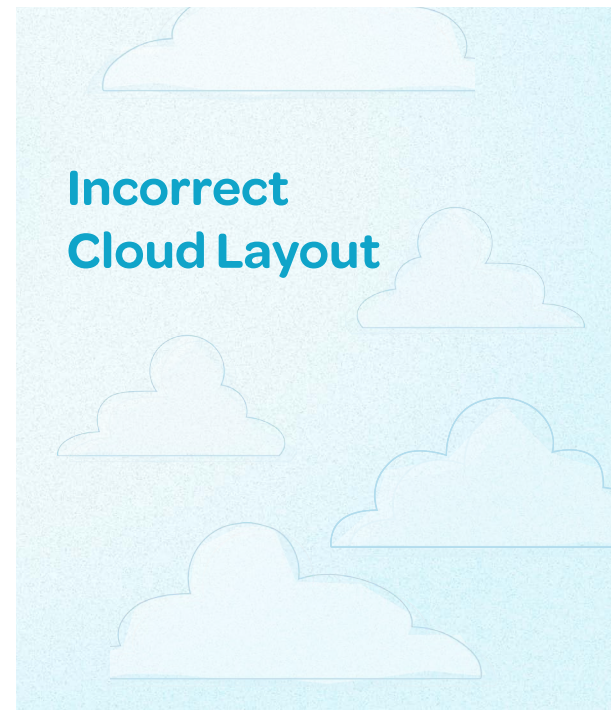
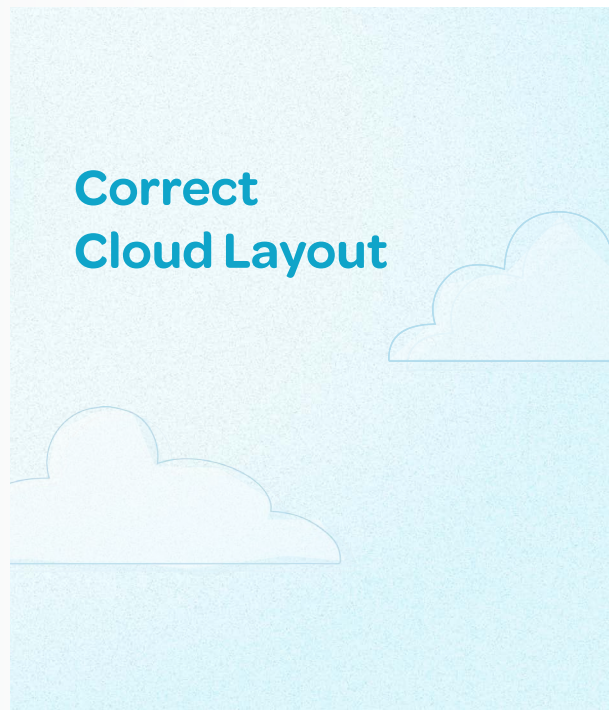
confused

Additional image assets

- The Meebo-sky blue background image is the same color and texture that is used on the new Meebo homepage. This large image is perfect for slide-backgrounds and other useages. It will not compete with the logo, characters, or other Meebo illustrations.



- Meebo clouds are an additional asset which can be used. They should only be used on the Meebo-sky blue background. Please use them sparingly! We don't want an overcast sky...



Meebo brand attributes

