

MERIDIANLINK BRAND GUIDELINES 2021

Primary Logo

The MeridianLink logo is made up of 2 main elements: The Link icon symbol (5 dots), a graphical interpretation of the MeridianLink “Link” and the wordmark (meridianlink). There is also a version which includes the tagline, “connecting you to better”. The MeridianLink logo must be used consistently, as it plays a key role in the first impressions of our company. Clear space frames the logo, separating it from elements such as headlines, text, imagery and the outside edge of printed materials.

The “Link” Icon

The MeridianLink icon is a unique symbol that represents our platform for how we serve and connect our customers to better. The color gradient is from the core blue to the core green. The 2-color version has 2 blue dots and 3 green dots to represent the icon.

Tagline Logo Usage

For initial brand introduction and where there is ample room for logo placement, it is encouraged to use the MeridianLink logo with the “connecting you to better” tagline. In certain instances the tagline can also be used for such applications like billboards, large signage, or presentation materials to deliver the basic message and theme.

Colors

The MeridianLink logo is made up of 2 distinct Pantone colors: Pantone 2175C (Blue) and Pantone 375C (Green). Color plays an important role in the MeridianLink identity program. On the right are the approved colors for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the MeridianLink brand identity across all relevant media. These include approved PANTONE®, CMYK, RGB and Web breakdowns.

Brand Voice & Tone

The MeridianLink tone of voice is an important element in our overall brand identity. Our brand voice and tone define our personality and how we speak in both online and print applications. To have a unique voice and connect to our customer base, we need to speak in a modern and conversational tone that embodies the spirit, values and energy of our company.

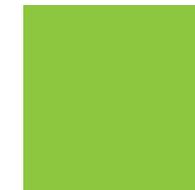
We Are: Innovative, Passionate, Knowledgeable, Helpful, and Humanistic
CONFIDENT. ENGAGING. CASUAL.



Primary



C: 93, M: 56, Y: 0, K: 12
R: 0, G: 97, B: 164
PMS: 2175 C
HEX: #0061a4

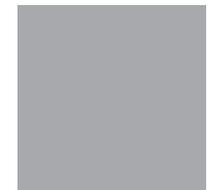


C: 50, M: 0, Y: 100, K: 0
R: 141, G: 198, B: 63
PMS: 375 C
HEX: #8dc63f

Secondary/Accent



C: 0, M: 0, Y: 0, K: 80
R: 88, G: 89, B: 91
PMS: 446 C
HEX: #58595b



C: 0, M: 0, Y: 0, K: 40
R: 167, G: 169, B: 172
PMS: 422 C
HEX: #a7a9ac

Company and Product Names: Usage and Trademarks

The wordmark (logo) is the only instance the MeridianLink name is used in all lowercase. MeridianLink, when used in copy, should always have “M” and “L” capitalized. The registered trademark symbol ® should be included on the first instance of its use.

With product and service names, their wordmark is the only instance they are all in lowercase. When used in copy, always follow the format as shown on the **right**.

When writing out *formerly known as* messaging you must include the copyright information of the former name. **For example:**

- MeridianLink® Consumer, formerly known as LoansPQ®, is a...
- MeridianLink® Portal, formerly known as Application Portal™, is a...

DO NOT ABBREVIATE product names when used in any business-related documentation. Use the appropriate trademark ™ or registered trademark ® symbols at the first use and in superscript. [Our trademark and copyright information can be found online here.](#)

Product Names

Wordmark	Copy
 opening	MeridianLink Opening
 consumer	MeridianLink Consumer
 mortgage	MeridianLink Mortgage
 collect	MeridianLink Collect
 portal	MeridianLink Portal
 insight	MeridianLink Insight
 consulting	MeridianLink Consulting
 creditAPI	MeridianLink CreditAPI
 marketplace	MeridianLink Marketplace

Legal Communications

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Addressing Clients & Customers

Overall

Our customers = Clients

Our clients customers = Consumers

Mortgage (contextual-consideration only)

Our customers = Lender

Our client's customers = Borrowers

Credit Unions (contextual-consideration only)

Our customers = Lender

Our client's customers = Members

Font

As a general rule, use Windows' default Sans Serif fonts such as Arial or Helvetica for any external facing documents to prevent fonts from defaulting. Do not use copyrighted or unique fonts that are not available to others.

Images

Our visual system and our brand design language uses photography to convey our brand personality and establish a meaningful and emotional connection with our customers. Each image we select makes an important statement about who we are and the customer-centric experiences we deliver.

Our photography library is based on 3 areas: lifestyle, products/solutions, and technology. To ensure our images represent our brand personality and authenticity, we adhere to the following guidelines:

1. Capture authentic moments
2. Show innovation, technology, and connectivity
3. Choose photos that evoke emotion and inspire
4. Consider a different perspective or point of view
5. Utilize numerous ethnicities, age groups, and/or profession

File Formats and Resolution

For print, use vector (.ai, eps) and raster (.png, .jpg, .tiff) image file formats that have resolutions of 300 dpi or higher. For digital and online/web, raster images should be at least 72 or 96 dpi.

Boilerplate

About MeridianLink

MeridianLink® (NYSE: MLNK) is a leading provider of cloud-based software solutions for financial institutions, including banks, credit unions, mortgage lenders, specialty lending providers and consumer reporting agencies. Headquartered in Costa Mesa, California, MeridianLink provides services to more than 1,900 customers, including a majority of the financial institutions on Forbes' 2021 lists of America's Best Credit Unions and Banks. Further information can be found at www.meridianlink.com.

What is a Boilerplate?

A boilerplate is any text, documentation, or procedures that can be reused more than once in a new context without any substantial changes to the original. Boilerplates are commonly used online and in written documents by a variety of entities including corporations, legal firms, and medical facilities. Primarily, our boilerplate is used on Press Releases, and anywhere there's copy that pertains to "About MeridianLink."



For any branding inquiries or requests,
email the Marketing Team at
contact@meridianlink.com