

Meri Meri



Brand Photography Guidelines

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Overview

Meri Meri is a lifestyle brand making magical products to celebrate childhood and family life. We design all our products in-house and sell to you.


This guide focuses on helping you to integrate the Meri Meri brand across your promotional materials.


It is a practical guide, we want to help explain how you can promote our products online and through social media to help increase sales.





Our Photography

We encourage you to use our photography to help promote the sale of Meri Meri products. Please use our images freely and adhere to the following guidelines.

 We own the copyright of all our images, therefore all photographs must be credited to Meri Meri on all marketing platforms and linked to our products.

 Please only use the quality shots we have provided you with, via the Dropbox link. This gives you a selection of our best photos and the only images you are permitted to use.

 Please do not use photographs from the catalogue, as not all are permitted for use. Only the photos in the dropbox folder may be used.

 All photographs may only be used to promote Meri Meri products and not your own website or any other company and their products.

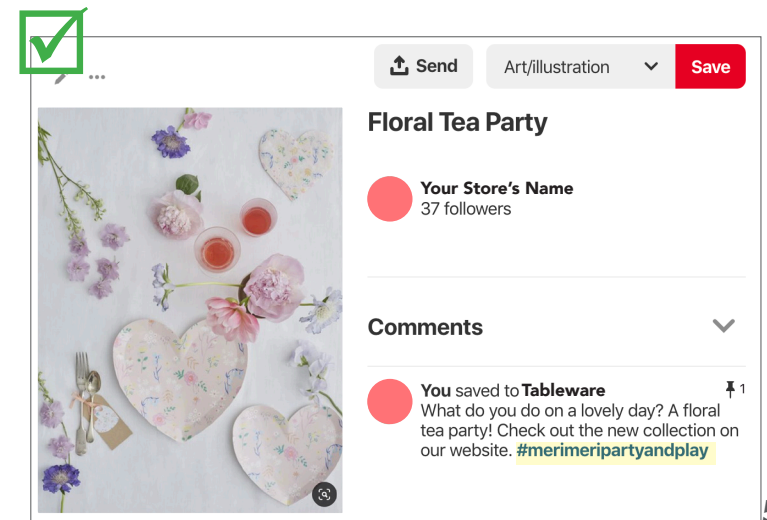
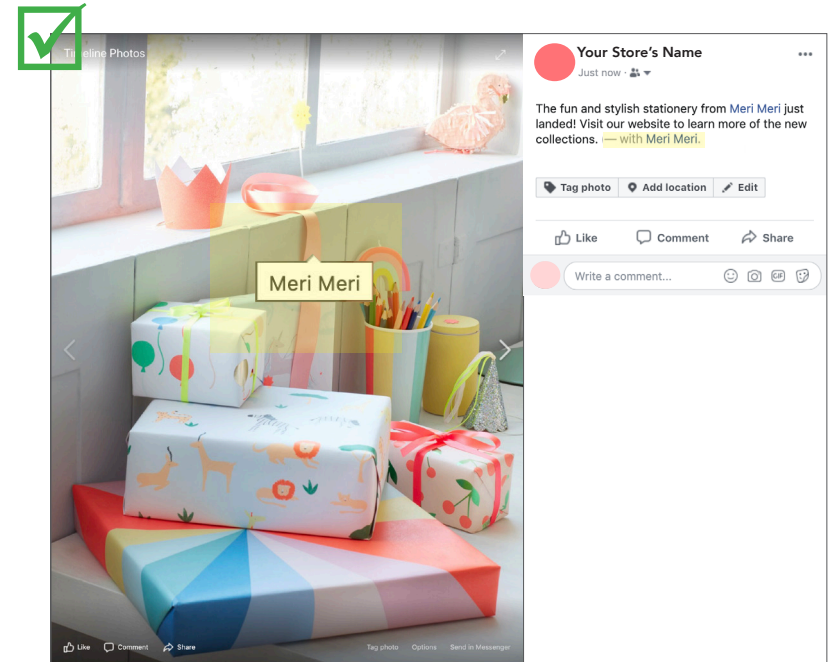
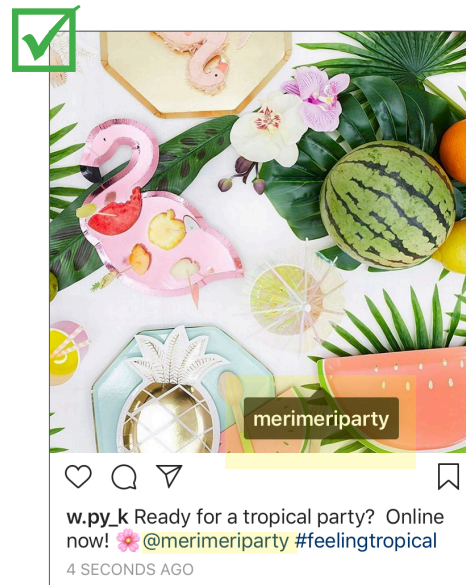
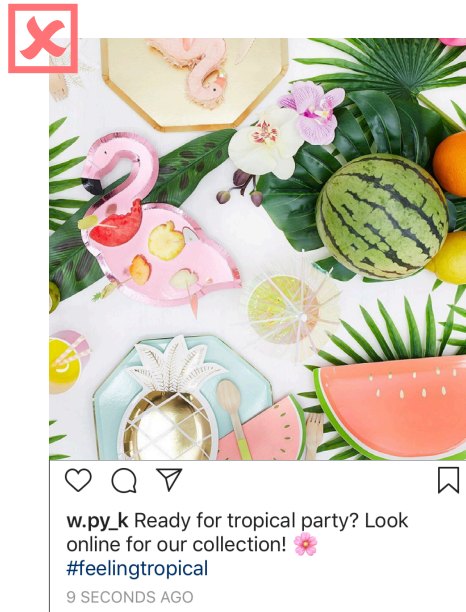
We will continually be adding and updating our photography for you to have new exciting photos to work with.

How to credit us : all social media platforms

You must tag us in our photos @merimeriparty and credit us in the caption, directly underneath the photo with @merimeriparty

To tag us on pinterest, please use #merimeripartyandplay

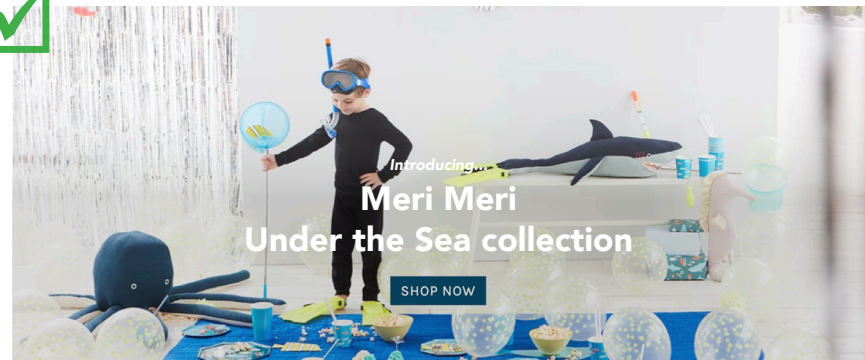
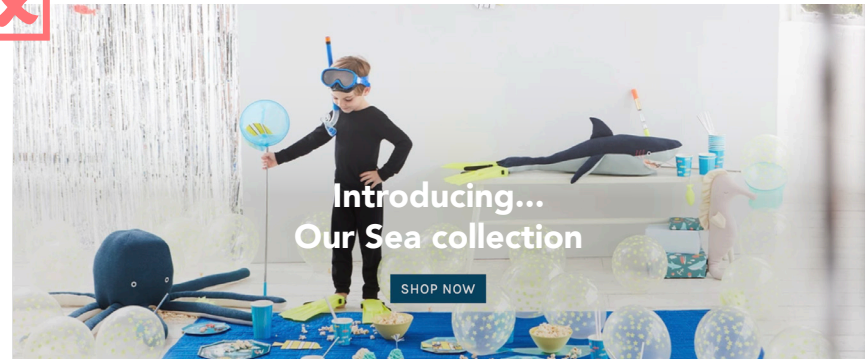
When you tag us correctly, it helps us promote you and share the image with the rest of our Meri Meri community.



How to credit us : website

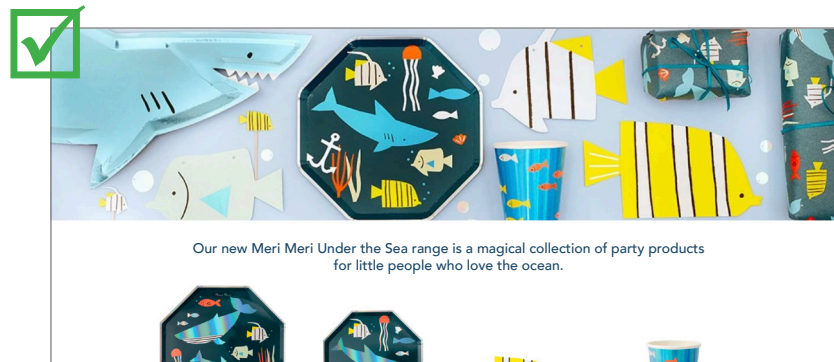
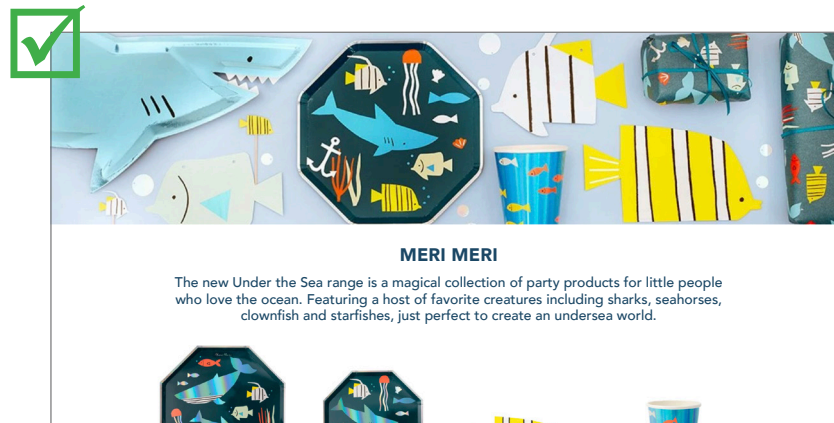
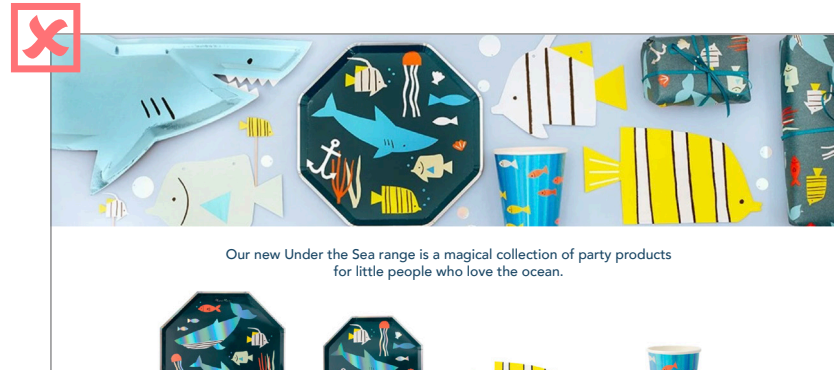
All photographs used to market our collection must be credited to Meri Meri.

This includes homepages, banners and any other content on your website.



How to credit us : website





Further examples of how to credit Meri Meri on your website.







How to brand us : products

All our products marketed by you should include our brand name. Meri Meri must be clearly credited.




			
SUGAR SKULL ACRYLIC CAKE TOPPERS £9.00	PIRATES BOUNTY CAKE TOPPER £8.00	MAGICAL PRINCESS CAKE TOPPERS £8.00	DRAGON KNIGHTS CAKE TOPPER £8.00




			
Meri Meri SUGAR SKULL ACRYLIC CAKE TOPPERS £9.00	Meri Meri PIRATES BOUNTY CAKE TOPPER £8.00	Meri Meri MAGICAL PRINCESS CAKE TOPPERS £8.00	Meri Meri DRAGON KNIGHTS CAKE TOPPER £8.00

How to brand us : Logos

If you would like to use our brand logo to credit us, please follow these guidelines.

 Only place the brand logo where it will be clearly visible.

 The extended logo can only be placed in the centre of an image.



Brand Logo

Brand Logo

Meri Meri

80% Black

C 0 M 0 Y 0 K 80

R 87 G 87 B 86

#575756

White

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

#FFFFFF

Extended Logo

Meri Meri
merimeri.com

80% Black

C 0 M 0 Y 0 K 80

R 87 G 87 B 86

#575756

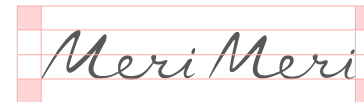
White

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

#FFFFFF

Exclusion zone



Exclusion zone is half the height of the Meri Meri logo.

An exclusion zone around the logo has been created to ensure it stands out clearly wherever it is used.