

MEER Brand Guidelines & Usage

Version 1.0

Last Updated: July 2026

Introduction

This document provides guidance on the correct use of the MEER brand across print, digital and broadcast media.

Consistent application of the MEER identity helps ensure that our organisation is presented accurately, professionally and recognisably across all communications.

These guidelines apply to journalists, partners, collaborators, sponsors, conference organisers, researchers and anyone authorised to use MEER branding.

About MEER

MEER (Mirrors for Earth's Energy Rebalancing) is an international nonprofit organisation developing scientifically validated passive cooling technologies that help protect vulnerable communities from extreme heat while contributing to the long-term restoration of Earth's energy balance.

Headquartered in the United States and Japan, MEER works with governments, universities, scientific institutions, nonprofit organisations and local communities across Africa, Asia, Europe and North America.

Official Organisation Name

First Reference

MEER (Mirrors for Earth's Energy Rebalancing)

Subsequent References

MEER

Do not alter, abbreviate or translate the organisation's name without prior approval.

Official Description

When describing MEER, use the following approved wording:

MEER is an international nonprofit organisation developing scientifically validated passive cooling technologies that reduce heat exposure while helping restore Earth's energy balance through environmentally responsible, scalable surface cooling systems.

Mission Statement

To design, develop and deploy safe, scalable and equitable cooling systems that reduce both local and global temperatures, protecting vulnerable communities while contributing to the long-term restoration of Earth's energy balance.

Brand Values

Everything produced under the MEER brand should reflect the following principles:

- Scientific excellence
- Evidence-based decision making
- Environmental responsibility
- Engineering innovation
- Transparency
- Collaboration
- Equity
- Sustainability

- Practical implementation
 - Community partnership
 - Global cooperation
-

Tone of Voice

MEER communicates with authority while remaining accessible.

Our writing should be:

- Professional
- Clear
- Accurate
- Evidence-based
- Optimistic
- Calm
- Inclusive
- International
- Forward-looking

Avoid:

- Sensational language
 - Political messaging
 - Alarmist claims
 - Marketing clichés
 - Unsupported scientific statements
 - Exaggeration
-

Logo Usage

Always use approved MEER logo files supplied by the organisation.

Permitted Versions

- Full colour logo
- White logo
- Black logo

Do not create alternative versions.

Logo Clear Space

Leave clear space around the logo equal to at least the height of the "M" in the logo.

No text, graphics or page edges should enter this area.

Minimum Logo Size

The logo should always remain clearly legible.

Recommended minimum sizes:

Digital: 120 px wide

Print: 30 mm wide

Do Not

Never:

- Stretch the logo.
 - Compress the logo.
 - Rotate the logo.
 - Add shadows or effects.
 - Change the colours.
 - Add outlines.
 - Rearrange logo elements.
 - Place the logo on visually busy backgrounds without sufficient contrast.
 - Crop the logo.
 - Create unofficial versions.
-

Colour Palette

Only approved brand colours should be used.

Primary colours should communicate trust, science and environmental responsibility.

The official colour palette should be used consistently across all printed and digital materials.

(Insert official HEX, RGB and CMYK values.)

Typography

Use approved brand fonts wherever possible.

Typography should prioritise readability and professionalism.

Headings should be clean and modern.

Body copy should be highly legible both online and in print.

Photography Style

Images should be authentic and documentary in nature.

Preferred subjects include:

- Community members
- Researchers
- Engineers
- Field installations
- Scientific monitoring
- Construction and fabrication
- Cooling technologies
- Landscapes
- Cities
- Agriculture
- Water systems

Photography should feel natural rather than staged.

Where possible, use real project photography rather than stock imagery.

Illustration Style

Technical illustrations should be:

- Accurate
- Clean
- Minimal
- Scientifically correct
- Easy to understand

Avoid decorative or highly stylised diagrams that reduce technical clarity.

Language Guidelines

Whenever possible, use clear, internationally understandable English.

Avoid unnecessary jargon.

Scientific terminology should be explained where appropriate.

Measurements should use SI units.

Temperature should be expressed in degrees Celsius (°C).

Scientific Integrity

MEER is committed to communicating science responsibly.

All published claims should:

- Be evidence based.
- Be supported by research where appropriate.

- Reflect current understanding.
- Clearly distinguish between measured results, modelling and future projections.

Do not overstate scientific findings.

Use of the MEER Name

The MEER name and logo may be used by:

- Accredited media
- Approved partners
- Academic collaborators
- Conference organisers
- Funding partners
- Government agencies
- Educational institutions

Commercial use requires prior written permission.

Attribution

Where appropriate, please credit:

MEER (Mirrors for Earth's Energy Rebalancing)

Website:

www.meer.org

Media Resources

Approved media resources include:

- Logos
- Executive biographies

- Official photography
- Videos
- B-roll footage
- Project fact sheets
- Scientific publications
- Annual reports
- Media backgrounder

Always download the latest versions from the MEER website.

Questions

For permission requests, branding enquiries or additional media resources, please contact the MEER communications team via:

www.meer.org/contact

© 2026 MEER (Mirrors for Earth's Energy Rebalancing). All rights reserved.