



BRAND & STYLE GUIDE

Our goal is to provide education and advocacy for the advancement of recreational mountain sports.

BRAND VISION

01

BRAND TENETS

MISSION STATEMENT

MEA is committed to building a safe and inclusive outdoor community rooted in collaboration, continuing education, and volunteer leadership.

Our partner organizations help people become self-sufficient mountain travelers while building a supportive community based on a shared passion for the outdoors.

BRAND VALUES

COMMUNITY

Together we can achieve remarkable results. We build respectful, trusting, collaborative relationships with each other and with the greater community.

CONSISTENCY

Consistent and reliable training results in well informed leaders who teach common best practices. We focus on delivering a consistent experience for all of our members.

QUALITY

We are focused on increasing the quality of recreational mountain sports. We find thoughtful and creative solutions to problems. Improvement and growth are core to our mission.

VOLUNTEERISM

Our member organizations are deeply rooted in volunteerism and giving back to their communities. Our most important work happens from the efforts of dedicated volunteers.

BRAND PERSONALITY

MODERN

The Mountain Education Alliance is innovative and forward looking. We work with the leading organizations in mountain sports and education to stay up to speed on the latest and greatest information. We value our history but we are focused on the future.

PROFESSIONAL

We know what we are doing. We have the knowledge, skills, and experience to get the job done right. Our work is rooted in volunteerism, and driven by professional staff. We are committed to providing the best possible experiences for our members.

TRANSPARENT

Education is at the core of what we do. Our branding reflects that through clear, transparent, effective communication. We strive to help others learn and understand through straightforward and easily digestible sharing of information.

02

BRAND ASSETS

PRIMARY LOGO



LOGO ALTERNATES

PRIMARY LOGO ALTERNATES



SQUARE ALTERNATE



For use on documents, webpages, print material, etc. when a square logo is preferable.

SOCIAL & ICON LOGOS

SOCIAL ICONS



*For use on social media,
internet profiles, etc.*

ICON ONLY ALTERNATES



*For use on documents, webpages,
or other places where a smaller or
simple logo is preferable.*

EMBROIDERY



For use with garments, patches, etc.

EDUCATOR LOGOS

PRIMARY CERTIFIED EDUCATOR LOGO



EDUCATOR LOGOS

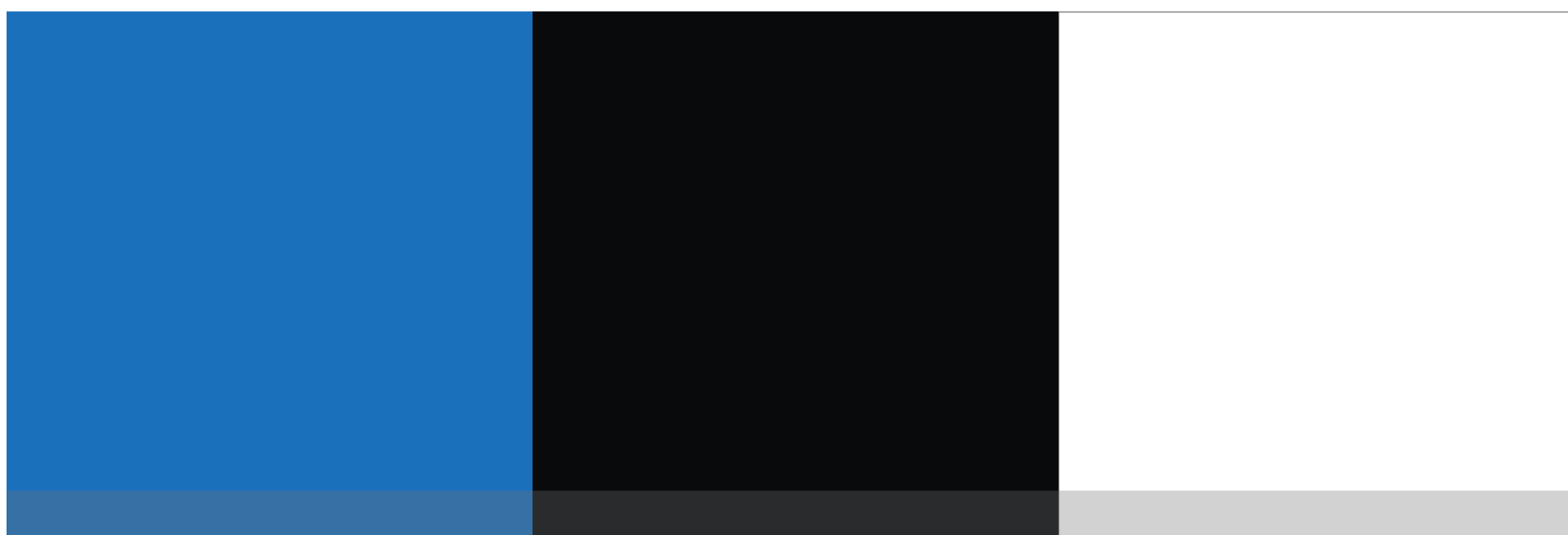
ALTERNATE CERTIFIED EDUCATOR LOGOS



EDUCATOR CERTIFICATES



COLOR PALETTE



GLACIAL

Hex: 1B70BB

RGB: 27 112 187

CMYK: 85 54 0 0

MIDNIGHT

Hex: 080A0C

RGB: 8 10 12

CMYK: 72 68 67 88

WHITEOUT

Hex: FFFFFFFF

RGB: 255 255 255

CMYK: 0 0 0 0

03

TYPOGRAPHY

LOGO TYPOGRAPHY

Primary

BEBAS NEUE REGULAR

Secondary

Montserrat Regular

TYPE PAIRINGS

Heading **Montserrat Semi-Bold**

Sub-Heading **Montserrat Medium**

Body Copy **Open Sans**

Open Sans is a sans-serif typeface designed by Steve Matteson and commissioned by Google. According to Google, it was developed with an "upright stress, open forms and a neutral, yet friendly appearance" and is "optimized for legibility across print, web, and mobile interfaces."

Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen & at small sizes. It is a humanist sans-serif typeface, with a true italic.

MAIN TYPEFACE

Open Sans

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIijjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

Tabular Numerals

0123456789%\$@#!&+