

WELCOME TO OUR WORLD. WE LOOK GREAT.

# Logo & Brand Guidelines

---

FY2020 Q1

# table of contents

## introduction 3

## brand 5

Brand Experience	6
Character Attributes	7
Vision and Mission	8

## logo 9

Logo Design	10
Proper Usage	11
Improper Usage	13
Using Our Arc	14

## colors 16

Color Palette	17
---------------	----

## typography 18

Typeface	19
Type Structure and Hierarchy	20

## visual style 21

Photography	22
Icons	24
Illustrations and Infographics	25
We Look Great!	26

## writing basics 27

Our Voice	28
General Guidelines	29
Words We Like	31
Company Boilerplates	32

## contact us 33

Global Locations	34
Corporate Communications	37

**introduction**

**brand**

**logo**

**colors**

**typography**

**visual style**

**writing basics**

**contact us**

u  
a  
i  
p  
i  
r  
e  
m

This book provides a framework with all the elements you need to articulate the Meridian Brand. As you determine what story to tell and how to tell it, you can rely on the components of this book to inspire and guide your message.

## **BRAND IDENTITY**

A strong brand develops a clear, singular, overarching experience delivered across the globe, over time, allowing for translation and targeting, and resulting in instant recognition in the minds of our audience.

## **RESPECT OUR GUIDELINES**

- Create clarity on style standards and answer common questions
- Promote consistent, helpful and thoughtful content
- Encourage teams to collaborate and share ideas within our organization
- Improve the writing experience
- Advance the user experience

“ Well begun is half done.”

- Aristotle

introduction

**brand**

logo

colors

typography

visual style

writing basics

contact us

u  
a  
i  
p  
i  
r  
e  
m

## Focus on experience

Our brand is the unified, cohesive expression of who we are and how we stand together. It reflects our history and evolution in the years since our founding in 1979. A strong brand identity prepares us to be even more dynamic and successful in the future.



The voice of our brand is clever and sophisticated yet friendly and straightforward. It is the voice of our people, clearly intelligent but gracious, accommodating and helpful, with an underlying cheerfulness and warmth. Our intent is to be precise and clear, never seeking to dazzle with buzz words or clutter our copy with unnecessary acronyms. Foremost, we want our audience to understand our meaning, inspiring confidence in our team.

# Quality of character is essential to our brand

Four simple but powerful words summarize our excellent character. With distinct values and an “it-can-be done” attitude, we assure audiences that we mean business.

## **Responsive**

Approachable | Open | Honest

*Capable of completing projects and exceeding expectations*

## **Flexible**

Adaptable | Positive | Dynamic

*Providing options for business solutions through a single source*

## **Expert**

Sophisticated | Confident | Cutting-edge

*Effectively maximizing current investments while mindful of augmenting future growth*

## **Reliable**

Trustworthy | Consistent | Committed

*Setting the highest standards and holding ourselves accountable*

## **Vision**

Meridian facilitates change, creating business solutions tailor-made to suit our clients' needs. We are ready to act today and move your organization confidently into the future.

## **Mission**

Our mission is not impossible. We are established leaders in innovation who push back the existing boundaries with smart, fresh ideas.



introduction

brand

**logo**

colors

typography

visual style

writing basics

contact us

u  
a  
i  
p  
i  
r  
e  
m

# Our logo is logical and loyal

The Globe in our logo is a complete unit reflecting our independent nature.

It orbits through space, embodying agility in its movement and stability in its patterns of behavior.

Our logomark, the Meridian Globe, is sophisticated in its 'worldliness' and the simplicity of its form. The two halves represent the different sides of our business, leasing, and technology.

Just as a geographical meridian circles the Earth, the most distinct design element of our logos, the Meridian Arc, runs through the center of the Globe, connecting our businesses, emphasizing our worldwide reach and symbolizing the spirit of unity and cooperation that is an integral part of our company culture. The Arc in the Globe symbolizes the meridian of endeavor as the acme of achievement, and the physical meridian, a pathway of a body's flow of vital energy.

All of the Meridian Group companies share the Globe as a logomark and logotype element. Proper usage maintains our corporate identity standards across all media and markets.



↑  
The Arc:  
A curved line that runs through our  
logomark



↑  
The Meridian:  
A great circle on the Earth passing  
through its poles

# Say hello to the whole family

The logotypes of the MGI companies:



# We want to look great all the time

Here are some guidelines of proper usage:



## Full-color Logo

This logotype is preferred over all other brand marks and should be used whenever possible.



## Logomark

or applications where space is limited, such as social media avatars, use the logomark Globe.



## White Logo

Use the white logotype on dark backgrounds. The Arc should be transparent.



## Black Logo

Use the black logotype on light backgrounds or for one-color applications. The Arc should be transparent.



**Minimum Height**  
.3125in / 8mm / 23px

## Minimum Size Requirements

To ensure the legibility and clarity of the logotype, do not scale smaller than a height of .3125in (8mm) for print or 23px for digital.



## Clear Space Requirements

Clear space around the logotype should be at least 40% of the **logomark** size (marked by the gray circles). No elements should be placed in this area.

# We want to look great all the time

Don't ruin our good looks! Here are some examples of improper usage:



## Clear Space

Don't place any elements (text or images) within the required clear space.



## Scale

Don't distort, skew or change the proportions of the logo. The logomark should always be a perfect circle.



## Orientation

Don't rotate or change the logo's orientation in any way.



## Background Color

Don't place the logo on a background where it's not plainly visible.



## Background Images

Don't place the logo on a background image where it's not plainly visible.



## Effects

Don't apply effects to our logos, including drop shadows, embossing, outlining, lighting or glowing effects.

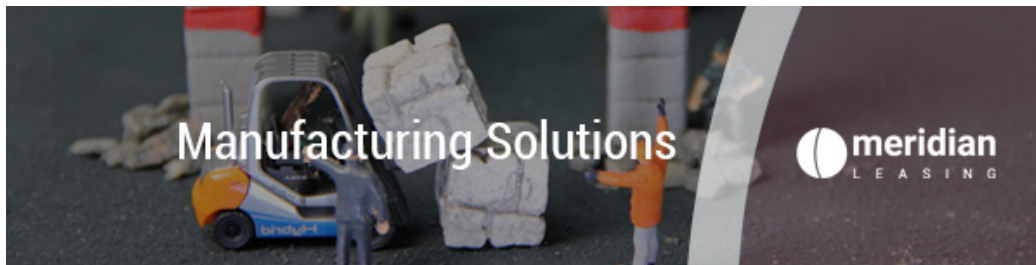


## Color

Don't change the color of the logo or any of its elements.

# Archetypes of Arc usage

The Arc element of the Meridian logo can be used as an element in banners, panels, social media posts, etc. The Arc can be a solid white overlay or translucent. Always use the same enlarged Arc, with the bottom positioned 1/4 of the total length from the right edge. A branded Meridian color may be used to fill the background on the right side of the Arc. The background color can be opaque or translucent covering an image.



# Archetypes of Arc usage (continued)



Serving every flavor  
of Cloud Services  
for your IT cravings

Meridian Cloud Services




This is your No-Need-To-Worry-About-  
My-Network-Security-Because-It's-  
Way-Covered moment.

Meridian Network Services




Manage construction projects like a pro

View and track assets online with MQAP




If your phone system  
remembers it's "Kind to Rewind",  
you seriously need to upgrade.

Meridian IT



introduction

brand

logo

**colors**

typography

visual style

writing basics

contact us

u  
a  
i  
p  
i  
r  
e  
m



## Our colors are confident

Blue is one of the most universal colors because of its versatile qualities.

It is our favorite and remains a constant to convey trust and authority. We blended in secondary shades of blue, which have calming and harmonious attributes showing approachability, and additional accent colors to add warmth and dimension. Maintain blue as an active part of the brand by using accent colors minimally.

### Primary Colors



#### MERIDIAN BLUE

HEX #0072CE  
RGB 0, 114, 206  
CMYK 90, 48, 0, 0  
Pantone 285 C

#### MERIDIAN BLACK

HEX #000000  
RGB 0, 0, 0  
CMYK 100, 79, 44, 93  
Pantone BLACK 6

### Secondary Colors



#### MERIDIAN CORNFLOWER

HEX #9BCBEB  
RGB 153, 203, 235  
CMYK 38, 4, 0, 0  
Pantone 291 C

#### MERIDIAN DOUBAN BLUE

HEX #4698CB  
RGB 70, 152, 203  
CMYK 69, 19, 4, 0  
Pantone 7688 C

#### MERIDIAN TEAL

HEX #4E87A0  
RGB 78, 135, 160  
CMYK 76, 34, 21, 0  
Pantone 7697 C

#### MERIDIAN SAPPHIRE

HEX #41748D  
RGB 65, 116, 141  
CMYK 65, 9, 0, 53  
Pantone 7698 C

#### MERIDIAN METALLIC BLUE

HEX #005587  
RGB 0, 85, 135  
CMYK 100, 45, 0, 45  
Pantone 7692 C

### Accent Colors



#### MERIDIAN GRAY

HEX #E9E5D9  
RGB 234, 229, 218  
CMYK 7, 7, 13, 0  
Pantone 663 C

#### MERIDIAN MANILA

HEX #E4C295  
RGB 228, 195, 149  
CMYK 10, 23, 44, 0  
Pantone 726 C

#### MERIDIAN CHOCOLATE

HEX #5A3940  
RGB 90, 58, 65  
CMYK 52, 73, 56, 44  
Pantone 7617 C

#### MERIDIAN CHARCOAL

HEX #415664  
RGB 66, 86, 101  
CMYK 77, 58, 45, 25  
Pantone 7545 C

#### MERIDIAN PRUSSIAN BLUE

HEX #063245  
RGB 7, 50, 70  
CMYK 97, 73, 49, 46  
Pantone 547 C

introduction  
brand  
logo  
colors  
**typography**  
visual style  
writing basics  
contact us

u  
a  
i  
p  
i  
r  
e  
m

## Our font family fits our functions

Our business solutions take our customers to new places.

To reflect that, we have selected a typeface that is contemporary, clean and modern — not trendy. Roboto offers legibility at several font weights.

Roboto is not a standard font and is not available on all computers. For all content where Roboto is unavailable, use an alternate typeface to ensure all written material stays uniform.

### Primary Typeface: Roboto

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ROBOTO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ROBOTO THIN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

---

### Alternate Typefaces: Helvetica (Mac) or Arial (Windows/PC)

HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

HELVETICA NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

HELVETICA NEUE BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ARIAL NARROW BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

HELVETICA NEUE CONDENSED BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## The art of arranging text

Heading (H1) style | Roboto Light | 25pt / 30pt | Black

Lorem ipsum dolor sit amet

---

Subheading (H2) style | Roboto Condensed Bold | 12pt / 18pt | Black | Uppercase

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO  
EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA**

---

Subheading (H3) style | Roboto Light | 12pt / 18pt | Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod

---

Paragraph style | Roboto Light | 10pt / 14pt | 80% black

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

---

Quote/callout style | Roboto Light | 12pt / 16pt | #006FB9

“ Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque.”

- Author

---

Reverse style | Roboto Regular | 10pt / 14pt | White

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae.

introduction  
brand  
logo  
colors  
typography  
**visual style**  
writing basics  
contact us

u  
a  
i  
p  
i  
r  
e  
m

# Our imagery inspires

Photography is the most emotionally resonant component of visual style.

Our photography style is sophisticated, inspiring confidence and determination; and clever, showing we don't take ourselves too seriously, but we are serious about our work.

Pictures provoke a feeling.

A photo that screams “security” or “trust” or “confidence” is more effective than an image that only makes a literal connection with the reader such as “money” or “beautiful landscape.” Search for ambiance and states of mind. Look for images that convey the right feeling to connect with our target audience. Often the best photographs relate to a mood or emotion.

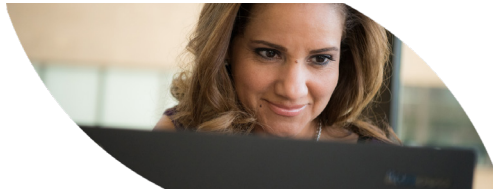


Candid photos over stock photos, every time.

People are unique around the world. We embrace those differences and bring smart people together to do better business. Incorporate images consistent with your local market.



## Illustrative instances of our imagery

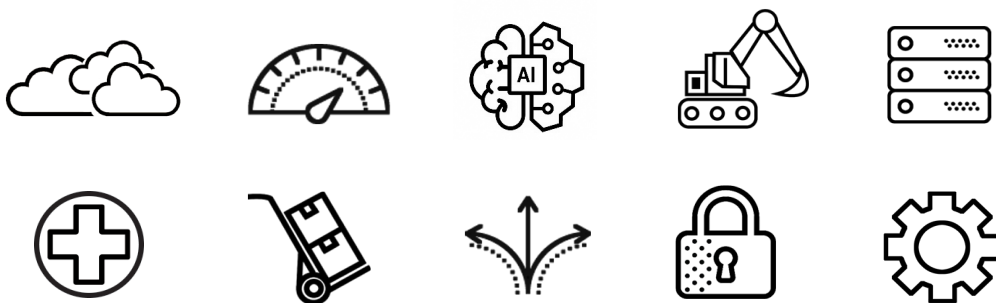




# Icons improve usability

Icons are attention grabbers, enabling intuitive navigation, and ideation.

Meridian uses an outlined one-color, high-contrast icon style. This style is multipurpose and remains consistent across all content. Do not use icons that are too large or use them as illustrations, distracting from the message of the text, or too small, as to be unclear or too much like emoji. Use icons as markers for blocks of text, on buttons, in infographics, to aid in page navigation, etc.



Use high-resolution icons so the images appear sharp and legible for print and web.



**Hybrid Cloud Services**



**Construction Solutions**



**Security & Risk Management**

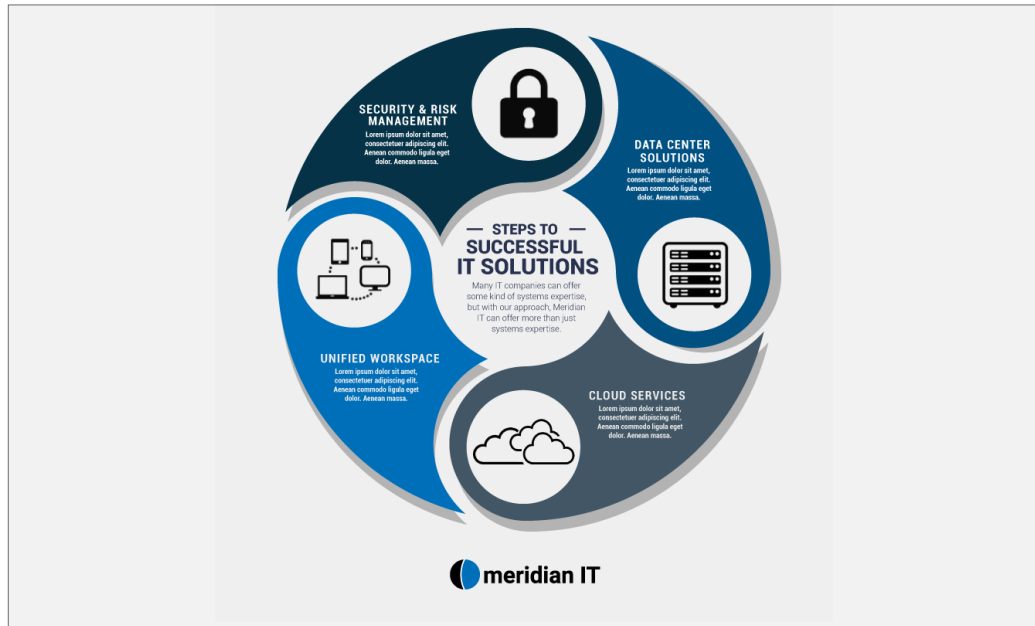


**Artificial Intelligence**



# Infographics are intuitive and involving

A visually compelling format creates context and communicates complex data in a quickly absorbed visual format, like presenting in-depth data in shorthand!




Here are some additional design elements to support the Meridian brand.


- ✓ These are bullet points with
- ✓ our own graphic bullets
- ✓ in place of the standard ones
- ✓ but only when making a point with design

This is a callout box to highlight a block of text. This type can be used to lead into...

...another callout box.

## With proper execution, we look great!


wholesale & distribution



“Meridian Leasing is the best vendor partner I have ever had a chance to work with at my 22 years at Buchheit. I wouldn't change that relationship one bit.”

**Jared Hotop**  
Director of IT, VP of Retail  
Buchheit Enterprises  
**BUCHHEIT**  
Retail & Distribution of Retail Goods

### Delivering the Goods and Increasing Visibility

Meridian provides leasing and finance solutions to supply the wholesale and distribution industry with the right equipment to match your organization's financial goals. When you partner with us, you'll immediately expand your team to include product experts and a world-class services team that will keep you at the top of your industry.

As the leading independent lessor, we supply the right equipment without the burden of ownership, at a lower monthly cost.

### Doing Business With Us

- Effortless Collaboration**
  - Flexible Lease Documentation
  - Customizable Leases
  - Vendor Collaboration
- Simplified Asset Management**
  - Asset Disposition
  - Online Asset Tracking (MACAP)
  - Independent and Vendor Agnostic
- Lower Monthly Costs**
  - Price Benchmarking
  - Access to Cost Effective Refurbished Equipment

Delivering the Goods and Increasing Visibility | [www.meridianleasing.com/wholesale](http://www.meridianleasing.com/wholesale)

Nine Parkway North, Suite 500 / Deerfield, IL 60015 USA / Tel: 847.940.1200

## Cloud Services

STRIKE A BALANCE BETWEEN COMPUTING POWER AND PRACTICALITY WITH MERIDIAN CLOUD SERVICES



The capital expenditure needed for securing and managing infrastructure to run your mission critical applications and protect your data is significant. Likewise, the specific knowledge and expertise necessary to ensure the systems are available and optimized for the tasks intended are difficult to recruit and retain. Arguably, attempting to manage and maintain these systems in-house is also a distraction from the core expertise of most resident IT teams and indeed the focus of the business.

Meridian IT Inc. offers four specific Cloud services which can be consumed individually or combined to provide advanced functionality.

#### INFRASTRUCTURE AS A SERVICE

Meridian IT Inc's Infrastructure as a Service is a ready-made, private Cloud infrastructure built on best of breed technology, capable of hosting workloads of almost any size or complexity. Our engineers proactively manage our state-of-the-art platform around the clock, and the environment is already running many critical software applications. Organizations who want to overcome the traditional investment cycle of running on-premises infrastructures and bypass the process of finding hard to recruit skills, welcome the benefits and opportunity that the Meridian Cloud provides.

#### DISASTER RECOVERY AS A SERVICE

Meridian IT's Disaster Recovery as a Service ensures that the IT environment, including user-facing Windows-based interfaces, application servers, heavy-duty back-end transaction processors, and databases get adequately protected against human error, hardware failure, or natural disasters. We provide cost-effective solutions and support with enterprise-class monitoring, training, consulting and professional services. Meridian IT Inc. designs and pre-configures systems and communications to minimize the risks of downtime and data loss. As business requirements change, Disaster Recovery as a Service is flexible providing confidence for future growth.

#### BACKUP AS A SERVICE

Meridian IT's Backup as a Service is an Enterprise grade service. Deployed either in conjunction with Infrastructure as a Service or for the backup of on-premises systems, Meridian manages and monitors the backup jobs so your resources can focus elsewhere. Backup as a Service provides the peace of mind that data is always protected and ready to be restored quickly should the unthinkable occur.

#### HIGH AVAILABILITY AS A SERVICE

Meridian IT Inc's High Availability as a Service replicates system workloads to a secondary data center, protecting the data while enabling critical systems to be brought back online in the event of a disaster. High Availability as a Service can be used in conjunction with Infrastructure as a Service, or as a standalone service for on-premises systems. The service is ideal for organizations who do not want the burden and expense of building and maintaining a redundant infrastructure as part of their business continuity strategy.





## Telematik-Infrastruktur as a Service

### Innovatives Konzept für die Krankenhaus-Telematik

Für den Anschluss von Arztpraxen und Krankenhäusern an das Gesundheitsnetz hat Concat das Konzept Telematik-Infrastruktur as a Service entwickelt und bietet die Lösung gemeinsam mit dem Partner akquinet an. Die Finanzierung ist gesichert, denn die Kliniken können sich die Ausgaben erstatten lassen, so der GKV-SPV-Verband und die Deutsche Krankenhaus Gesellschaft. Der entscheidende Vorteil von TI as a Service: Der Krankenhaus-IT-Leiter muss sich nicht mehr selbst um die Technik kümmern, sondern kauft eine Dienstleistung mit Servicevertrag ein.

Zentrales Element in der Praxis bzw. im Krankenhaus ist der Konnektor. Seine Aufgabe ist es, die Datenkommunikation zwischen Kartenlesegerät und Praxis-Verwaltungs-System (PVS) bzw. Krankenhaus-Informationssystem (KIS) verschlüsselt zu steuern. Er übernimmt somit eine wichtige Aufgabe und muss eine hohe Verfügbarkeit haben. In der Spezifikation der gematik wird die Ausfallzeit pro Monat mit weniger als 6,5 Stunden angegeben. Die Deutsche Krankenhaus Gesellschaft (DKG) erwartet allerdings eine Austauschzeit von 15 Minuten.

Unsere Erfahrungen beim Setup eines Konnektors für einen Arzt zeigen, dass ein ausgewiesener Administrator einen Konnektor für ein Kartenlesegerät, eine SMC-8 und einen PC-Client innerhalb von 45 Minuten konfigurieren kann. Die Anzahl der Clients und Kartenlesegeräte im Krankenhaus ist jedoch um ein Vielfaches höher. Selbst bei guter Vorbereitung multipliziert sich die Konfigurationszeit mit der Anzahl der nötigen Geräte. Die Anforderung der DKG ist also nicht zu halten.



## Aware




## Managed Threat Detection Service

Traditional methods of security protection are not as effective as they once were. It is impossible to prevent something you cannot see coming. In today's digital landscape, the focus is on detection and control. Early detection offers protection from threats, keeps you compliant with regulations, and allows you maximum time to take effective defensive action. Achieve the confidence created by the ability to detect threats and control them, so that your business is always protected, in terms of both finance and reputation, with Aware service from Meridian IT.

#### DETECTION

Gain confidence through a detection-oriented approach. In February 2018, the Australian government introduced the Notifiable Data Breaches (NDB) scheme, that requires organisations to report data breaches and notify both the affected individual(s) and the Australian Information Commissioner. With this added dimension of liability, it's never been more important to ensure you are aware of potential threats. Detection is the first step towards control.

#### A HEALTHY SECURITY POSTURE

The Meridian IT Aware service includes:

- Security Consulting
- Security Assessments
- Security Baseline
- Application Security
- Vulnerability Scanning
- PEN Testing
- User Access Control Management

#### VISIBILITY

In the event of a security risk or data breach, early detection is critical for a speedy and effective response. Get 24/7 visibility across your organization's data with Meridian IT security monitoring to be aware of potential security threats. Speedy notification puts you on the front foot, so you can better control the situation, take preemptive measures and mitigate potential damage.

introduction  
brand  
logo  
colors  
typography  
visual style  
**writing basics**  
contact us

u  
a  
i  
p  
i  
r  
e  
m

# Writing shares wisdom

It is the framework of communication

All Meridian writing should reflect some basic ideals:

- ✓ Maintain relevancy; stick to the topic
- ✓ Simplify the complex
- ✓ Show experience; earn trust
- ✓ Always consider the intended audience
- ✓ The same words can have different interpretations – be aware of the impact of language

## Meridian voice

Constant | Sophisticated | Clever | Influential

## Meridian tone

Adaptable | Semi-formal | Friendly | Straightforward

## Meridian content

Clear | Useful | Relevant | Appropriate

# We have a way with words

Good grammar is important.

There is a correct way to write and a “tech” way to talk. Meridian employees use technical jargon verbally all the time. However, when we use technical terms in sales and marketing, there is no excuse for being grammatically incorrect. For spelling, hyphenation, etc., we refer to the *Meriam-Webster Collegiate Dictionary and Thesaurus* (found online at [www.m-w.com](http://www.m-w.com)).

The foundation of Meridian writing is based on Associated Press style, with exceptions to those rules that reflect Meridian culture, tradition, preferences and needs. **These special specifications, and exceptions to M-W, are spelled out more thoroughly in a separate Meridian Writing Style Guide**, including a more complete glossary and other references. Here, we will cover some of the basics.

Write in active voice and use positive language. It can help to read your writing out loud to get a sense of how it sounds to readers. Most business writing tries to impress by assuming a ‘businesslike’ voice, clouding the message and putting readers to sleep. Our down-to-earth approach is a fresh change from dry, corporate voices. Using some wit, humor and emotion can make a message memorable and remind the reader that there's another human being behind the writing.

**Make a nuisance of yourself!** If you see that someone in your crew is always making the same mistake, let them know — most people would rather learn that they're incorrect than go on making the same mistakes.

“ I am so clever that sometimes I don't understand a single word of what I am saying.”

— Oscar Wilde

## Writing for Clarity and Consistency

- Use plain language; write short sentences with familiar words
- Too many industry buzzwords are a buzzkill
- Avoid justified columns
- When making a bulleted list, consider whether it really needs to be bulleted or not (Note: if your list has only one item, it doesn't need to be bulleted)

## Writing About Meridian

- Use our company's legal entity name "Meridian Group International, Inc." when writing legal documents or contracts
- Our trade name is "Meridian Group" and acronym is "MGI"
- Refer to Meridian Group and our staff as "we," not "it"
- There are currently 10 companies in the Meridian Group — see the **Meridian Around the World** section for legal and trade names, contact information, etc.

## Writing About People

- Don't reference age or disability unless it is relevant to what you are writing
- Avoid gendered language and use the singular "they"
- When writing about a person, use their preferred pronouns; if you do not know those just use their name

## Writing for language translation

- Use active voice
- Avoid double negatives
- Use contractions with caution
- Avoid using synonyms for the same word in a single piece of writing
- Write briefly, but don't sacrifice clarity for brevity — you may need to repeat or add words to make the meaning of your sentences clear to a translator
- Avoid slang, idioms and clichés
- Avoid unnecessary abbreviations and acronyms

## Words we like

As a multinational, multicultural company, we speak in a unified voice, written and verbally. These words can be slippery. Check the **Meridian Writing Style Guide** any time you're not completely sure which one to use and how to use it. Here is a sampling of some of the more slippery words and phrases.

- **add on** (verb) or **add-on** (noun, adjective)
- **back end** (noun) or **back-end** (adjective)
- **checkbox**
- **Cloud** — capitalize as proper noun, but cloud services, cloud computing, cloud hosting
- **coworker**
- **cybercrime**
- **cybersecurity**
- **data center** or **data centre** — two words, whether American or English
- **double-click**
- **drop down** (verb) or **drop-down** (noun, adjective)
- **e-book**
- **e-commerce** — the industry
- **ePub** — both an electronic publication and a general industry
- **email** — never hyphenate; never capitalize unless it begins a sentence
- **emoji** — singular and plural
- **firewall**
- **front end** (noun) or **front-end** (adjective)
- **geolocation**
- **hashtag** — [#]
- **healthcare**
- **homepage**
- **internet**
- **login** (noun, adjective) or **log in** (verb)
- **OK or okay** — be consistent within documents, okay?
- **online** — never capitalize unless it begins a sentence, do not hyphenate
- **on premises** or **off premises** — written or verbal
- **on prem** or **off prem** — verbal ONLY
- **opt in** (verb) or **opt-in** (noun, adjective)
- **opt out** (verb) or **opt-out** (noun, adjective)
- **pop up** (verb) or **pop-up** (noun, adjective)
- **signup** (noun, adjective) or **sign up** (verb)
- **sync**
- **tweet, retweet**
- **username** — no hyphen
- **URL** — universal (or uniform) resource locator; acceptable as noun on first use
- **website**
- **Wi-Fi**

# Benefits of company boilerplates

Often, we need to include brief descriptions of our companies in our writing, whether it's for a press release, email blast, a brochure or a presentation — just a bit to fill in those unfamiliar with the company, usually tacked onto the end of a piece to provide background. For this purpose, it saves time and supports branding to have a standard chunk of copy called a 'boilerplate' to paste in. This can also aid in SEO for web content. Find more in the **Meridian Writing Style Guide**.

### **About Meridian Group International** (word count = 108)

Meridian Group, headquartered in Deerfield, Illinois, is a privately held, highly regarded professional organization with more than 800 employees providing equipment leasing across all asset types and global IT solutions, services and support. Committed to strong client relationships, Meridian Group has extensive knowledge and skills to help businesses innovate and grow while managing costs, security and compliance regulations. We've been operating since 1979 in North America, Europe, Australia and Asia. Discover more about Meridian at [www.onlinemeridian.com](http://www.onlinemeridian.com).

---

Below is an example of a boilerplate description for MGI that can serve on its own, but should be added on after a boilerplate for an individual Meridian company.

### **About Meridian Group International** (word count = 33)

Meridian Group International is committed to delivering full-service business solutions across all sectors, with expertise in equipment leasing and technology services that meet budgetary and compliance regulations worldwide. For more information, visit [www.onlinemeridian.com](http://www.onlinemeridian.com).



introduction  
brand  
logo  
colors  
typography  
visual style  
writing basics  
**contact us**

u  
a  
i  
p  
i  
r  
e  
m

# Meridian Around the World

## UNITED STATES

---

**Meridian Group International, Inc.**

Meridian Group/ MGI

1-800-426-3090

[www.onlinemeridian.com](http://www.onlinemeridian.com)

**Meridian Leasing Corporation**

Meridian Leasing/ MLC

1-847-940-1200

[www.meridianleasing.com](http://www.meridianleasing.com)

**Meridian IT Inc.**

Meridian IT/ MITUS

1-847-964-2664

[www.meridianitinc.com](http://www.meridianitinc.com)

Corporate Headquarters  
Nine Parkway North, Suite 500  
Deerfield, Illinois 60015 USA

## CANADA

---

**Meridian International Technology Canada, Ltd.**

Meridian IT Canada/ MITCA

[www.meridianitcanada.com](http://www.meridianitcanada.com)

**Meridian Equipment Leasing Canada, Ltd.**

Meridian Leasing Canada/ MLCC

Regus Exchange Tower  
130 King Street West  
Suite 1800  
Toronto, Ontario M5X1E3  
Canada

## UNITED KINGDOM

---

**Meridian IT Limited**

Meridian IT UK/ MITUK

+44 (0) 1564 330 650

[www.meridianit.co.uk](http://www.meridianit.co.uk)

Forward House  
17 High Street, Henley-in-Arden  
Warwickshire, B95 5AA  
United Kingdom

## HONG KONG

---

**Meridian IT Limited**

Meridian IT Hong Kong/ MITHK

+852 2824 8332

[www.meridianit.com.cn](http://www.meridianit.com.cn)

Operational Office  
2nd Floor, Shui On Centre  
6-8 Harbour Road  
Wan Chai, Hong Kong  
China

# Meridian Around the World (continued)

## CHINA

---

**Meridian IT Services (Shanghai) Co., Ltd.**

Meridian IT China/ MITC

[www.meridianit.com.cn](http://www.meridianit.com.cn)

Office 103-107S, 1F  
Building 1, Changxing Building  
No. 888 Bibo Road  
Pudong, Shanghai  
China

## GERMANY

---

**Concat AG**

Concat

+49 (6251) 70260

[www.concat.de](http://www.concat.de)

Berliner Ring 127-129  
64625 Bensheim  
Germany

**Synergy Systems Networks GmbH**

Synergy Systems Networks/ Synergy

+49 (8989) 080500

[www.synergysystems.de](http://www.synergysystems.de)

**Synergy Systems Services GmbH**

Synergy Systems Services/ Synergy

Konrad-Zuse-Platz 8  
81829 München  
Germany

## SINGAPORE

---

**Meridian IT Solutions Pte.**

Meridian IT Singapore/ MITS

+65 6686 3307

[www.meridianitsingapore.com](http://www.meridianitsingapore.com)

12 Tannery Road  
HB Centre 1, #09-04  
34772  
Singapore

# Meridian Around the World (continued)

## AUSTRALIA

---

**Meridian IT Pty Ltd**

Meridian IT Australia/ MITA

+61 (02) 8870 9000

[www.meridianit.com.au](http://www.meridianit.com.au)

Suite 602, Building C  
11 Talavera Road  
Macquarie Park NSW 2113  
Australia

## INDIA

---

**Meridian IT (India) Private Limited**

Meridian IT India/ MITI

+91 22257 05251

[www.meridianitindia.com](http://www.meridianitindia.com)

503B Sigma Building  
Technology Street  
Hiranandani Business Park  
Powai, Mumbai 400076  
India

## Brand queries, comments and questions

To ask for assistance or offer unabashed praise, please contact Corporate Communications at [cc@onlinemeridian.com](mailto:cc@onlinemeridian.com).

Meridian Group's Corporate Communications department created this guide as your reference to define and strengthen the Meridian brand.

**Thank you,**

**Fran Blumenfeld**

**VP, CORPORATE COMMUNICATIONS**

847-964-2772

[fblumenfeld@onlinemeridian.com](mailto:fblumenfeld@onlinemeridian.com)

**Bev Goff**

**COMMUNICATIONS COORDINATOR**

**Brian Thomas**

**BRAND STRATEGY EDITOR**

**Tony De Castro**

**VISUAL DESIGNER**



Nine Parkway North, Suite 500  
Deerfield, Illinois 60015 USA  
Telephone 1-800-426-3090  
[www.onlinemeridian.com](http://www.onlinemeridian.com)