



**A COMPLETE GUIDE
TO THE MERLIN
202 BRAND**

Introduction

Great brands are made through the commitment of everyone who works with them. Regardless of your relationship with the Merlin Group Brand, your willingness to use these guideliness is important. How you implement them makes a difference and will significantly help Merlin Group build upon its reputation.

These guidelines exist to provide clear, reliable and enduring guidance to maintain the brand identity successfully. Adherence to these guidelines enable us to consistently develop our investments in the brand, convey the brand meaning clearly and consequently improve our articulation of the Merlin Group brand identity.

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MERLIN GROUP

THE LOGO.

The logo is one of the key visual components of our core identity. It is the symbol that represents the company, so it must not be modified under any circumstances.



To download the cube set, please visit
<https://themerlingroup.com/brands>



The logo

ISOLATION AREA

The clear space diagram above defines the minimum amount of recommended clear space surrounding the primary logo treatment that must remain free of typographical or graphic elements. Doing so protects the treatment from distraction and preserves its visual impact and clarity. This clear space is determined by the diameter of the ‘o’ within the ‘group’ wordmark.



X = minimum clear space



The logo

LOGO & TAGLINE

Merlin Group Tagline is “Invest. Enable. Scale.” Tagline can be used to accompany the logo or as a separate entity. Tagline is written using Helvetica Neue Regular.



Invest. Enable. Scale.



To download the cube set, please visit <https://themerlingroup.com/brands>

The logo

TAGLINE

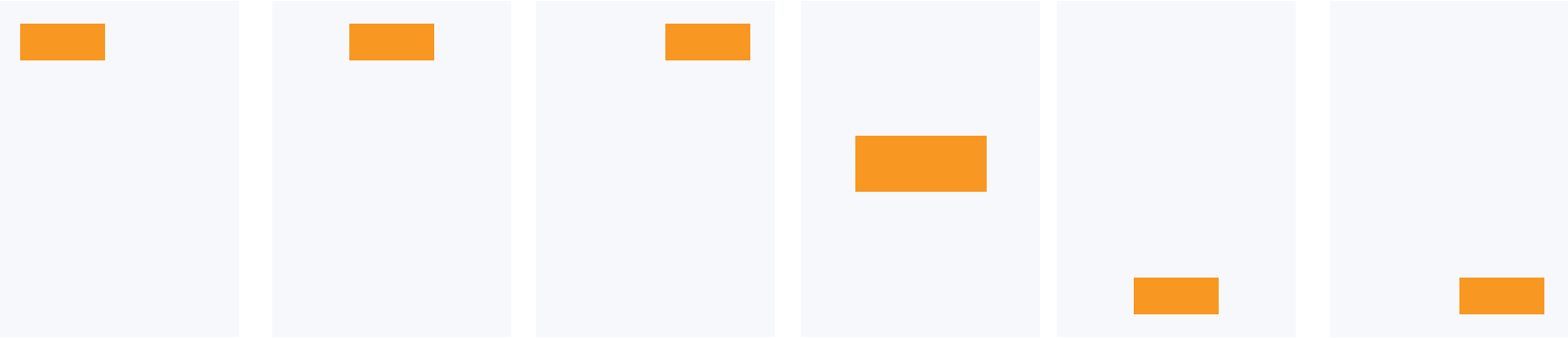
Merlin Group Tagline is “Invest. Enable. Scale.”
Tagline can be used to accompany the logo
or as a separate entity. Tagline is written
using Helvetica Neue Regular.

Invest. Enable. Scale.

The logo

PLACEMENT

Placement of the logo is extremely vital
to the visual identity and it is important that
the logo is not used in a way that decreases
its legibility.



To download the cube set, please visit
<https://themerlingroup.com/brands>

THE TYPOGRAPHY

Typography plays an important role in forming the Merlin Group visual identity, so adhering to some basic typographic rules will help ensure that the design looks and feels professional.

Merlin Group’ primary typeface is Helvetica Neue.

Merlin Group’ secondary typeface is Poppins.

Poppins can be downloaded from Google Fonts for free.

For any proposal document, please use Arial.

HELVETICA NEUE BOLD
Available in Italic and Regular

HELVETICA NEUE MEDIUM
Available in Italic and Regular

HELVETICA NEUE REGULAR
Available in Italic and Regular

HELVETICA NEUE LIGHT
Available in Italic and Regular

HELVETICA NEUE THIN
Available in Italic and Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
*abcdefghijklmnopqrstuvwxyz !?.{ }**

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This is an open source font that is available for download in True Type format on the Google Fonts website. True Type works on both Windows and Mac operating systems.
<https://fonts.google.com/specimen/Poppins>

Arial

Used **ONLY** when Helvetica Neue and Poppins is unavailable.

POPPINS BOLD
Available in Italic and Regular

POPPINS MEDIUM
Available in Italic and Regular

POPPINS REGULAR
Available in Italic and Regular

ARIAL BOLD
Available in Italic and Regular

ARIAL REGULAR
Available in Italic and Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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*abcdefghijklmnopqrstuvwxyz !?.{ }**

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abcdefghijklmnopqrstuvwxyz !?.{ }*\$%
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !?.{ }\$%*

The typography

Rules

Our tone should be approachable and inclusive.

We write and speak with clarity and authority to ensure a consistent, professional approach that is easily understood by all audiences.

Shorter sentences are easier to understand so we aim for a sentence length of 15–20 words.

Set leading to be 130% – 150% of the current font size (if font size is 8pt, set leading to be 12pt). For titles, it is recommended that this is decreased to 120%.

- We recommend that the tracking is left at its default value.
- Do not overuse italics as it can be visually disruptive.
- For large areas of text, range the text to the left.
- Always select the correct font weight.
- **Always make legibility your priority.**

Leading

✕

Leading should not be too loose because it creates too much of a pause in between the lines.

12 pt. type 30 pt. leading

✕

When the leading is too tight, it leaves too little pause in between the lines.

12 pt. type 10 pt. leading

✓

When the leading is set correctly, it makes the sentences easier to follow.

12 pt. type 18 pt. leading

Tracking

✕

Tracking that is too loose leaves too much space in between letters.

✕

Tracking that is too tight leaves too little space between letters.

✓

Tracking that is set just right looks better and reads easier.

12 pt. type +100 tracking

10 pt. type -100 tracking

10 pt. type 0 tracking

Line Length

✕

Always consider line length of text. Lines of copy should not be too long. It makes it difficult to follow from one line to the next without losing your place when reading. Copy should be easy to follow, so for comfortable reading we recommend line lengths that allow for approximately ten to twelve words.

✓

Copy should be easy to follow from one line to the next, so for comfortable reading we recommend line lengths that allow for approximately ten to twelve words.

12 pt. type 20-30 words

12 pt. type 10-12 words

THE COLOR

Core colors

The perception of colors in this guide may change depending on the type of monitor, program or paper used to visualise them. It is therefore important that you use the correct color reference provided on the following pages.

Primary
Black
Hex: **0B0E19**
RGB: **11 14 25**
CMYK: **82 74 59 80**
Pantone: **Black 6 C**

Secondary
Blue
Hex: **1C43FF**
RGB: **28 67 255**
CMYK: **100 68 00 00**
Pantone: **PMS 2935**

Tertiary
Purple
Hex: **9F3AE1**
RGB: **159 58 225**
CMYK: **56 79 00 00**
Pantone: **PMS 2582**

Tertiary
Light Purple
Hex: **A880FF**
RGB: **168 128 255**
CMYK: **46 52 00 00**
Pantone: **PMS 2655**

Primary
Orange
Hex: **F69621**
RGB: **246 150 33**
CMYK: **00 48 98 00**
Pantone: **PMS 1495 C**

Secondary
Alternate Blue
Hex: **20D7FF**
RGB: **32 215 255**
CMYK: **58 00 2 00**
Pantone: **PMS 311 C**

Tertiary
Green
Hex: **08A96E**
RGB: **08 169 110**
CMYK: **81 06 77 00**
Pantone: **PMS 347**

Tertiary
Light Green
Hex: **3BF9B9**
RGB: **59 249 185**
CMYK: **48 00 42 00**
Pantone: **PMS 3395**

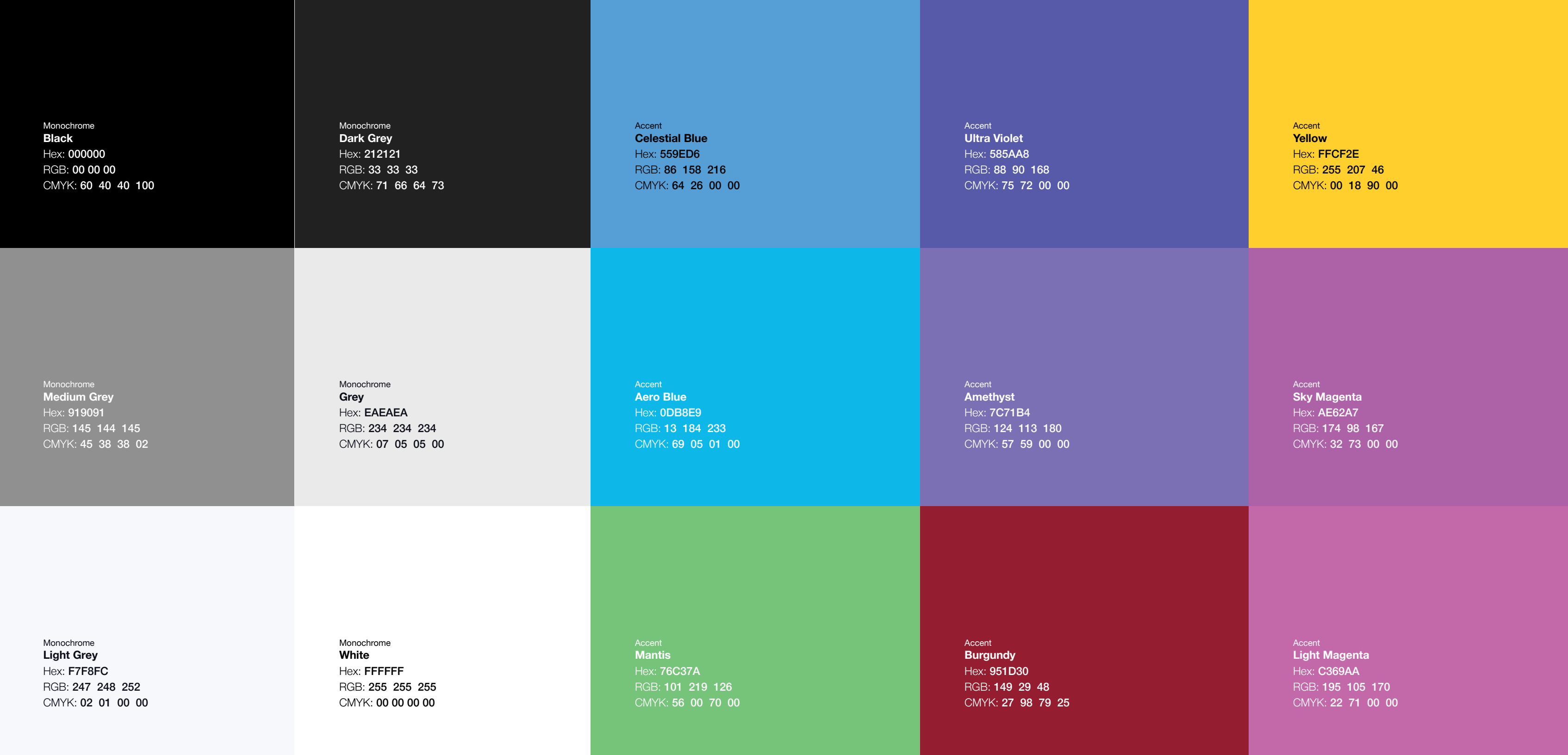
The color

Monochrome & Accent

The grey palette is more useful for user interface design than print.

Accent colors should be used sparingly and reserved to compliment the Primary, Secondary, and Tertiary color palette.

Accent colors are mostly used as a **gradient for the Merlin Group Pattern, Merlin Group Cubes** and any charts that required more color scheme.



THE IMAGE

Images have an important role to play when trying to convey any brand beyond typography, pattern and colors.

They can make or break any design, so careful selection of high-quality images that are in keeping with our messaging is essential.

Poor quality and the wrong kind of stock imagery can be damaging to a brand. So, spend time researching and sourcing high-quality images that will enhance your communication.

A good rule of thumb when selecting an image:

- Ensure subject looks natural and not posed. Preferably candid shot
- Try to avoid smiling subject as it can be perceived as a stock photo
- Always include diversity when possible
- Select Images/graphic with Orange/Blue (or both) tone.
- Consider the importance of Depth of Field*

* Depth of Field refers to the zone within a photo that appears sharp and in focus. This will create a focal point that draws the eye and tells it where to look.



To download the images, please visit
<https://themerlingroup.com/brands/images>

THE ICONS

Although not a major part of the identity, icons still have an important role to play.

Used in social media graphics or on the website, they can be used in pictorial form to provide visual interest to subject.

This icon set has been designed to be used with a single color. It is permissible to use the icon in two colors if it is deemed more appropriate.

Please refrain from using more than two colors. Aside from using core and neutral color (black/white) please do not use a color that is different from the color of the accompanying text.



The iconography

Icon usage

There are a variety of ways icons can be used, however, the basic rule is that whenever you are selecting an icon it must convey a message. **Do not use an icon if text alone will better inform the user.**



Data analytics



Federal clients



Organizational
Change Management



Financial



Medical research



Global

To download the cube set, please visit
<https://themerlingroup.com/brands>

To download the cube set, please visit
<https://themerlingroup.com/brands>

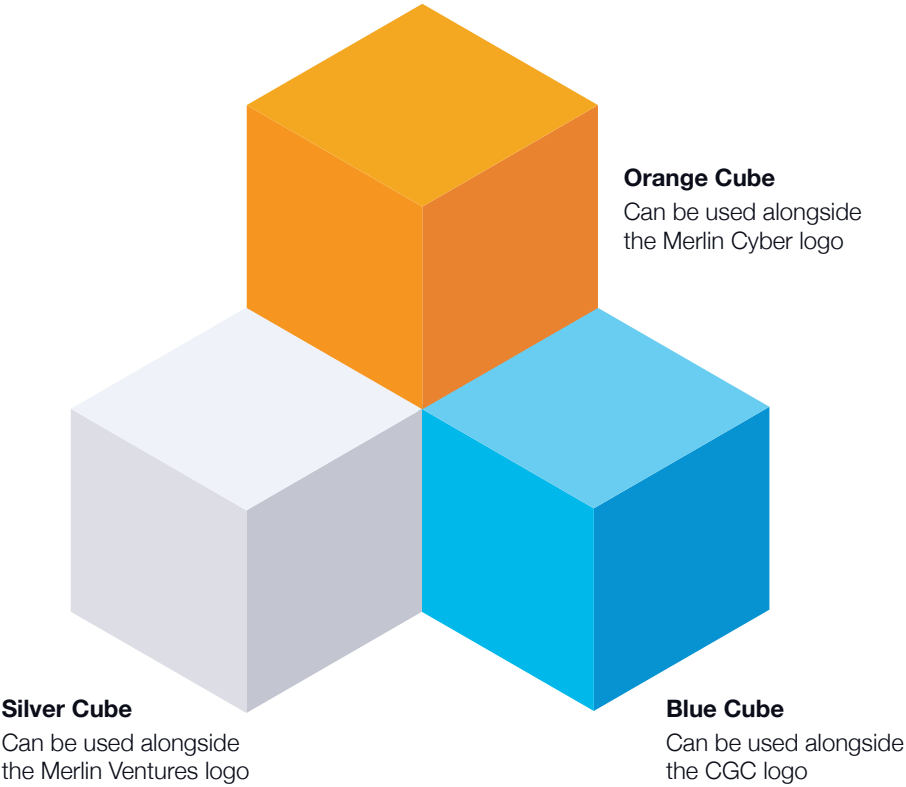
THE CUBES

The essence of the Merlin Group brand revolves around cubes. We offer eight ready-made cubes that you can download for your projects. Please be careful about how and where you use them.

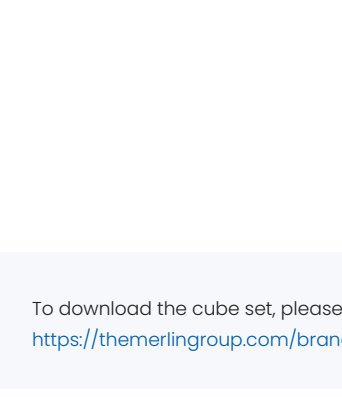
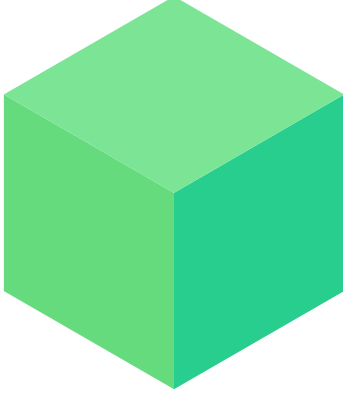
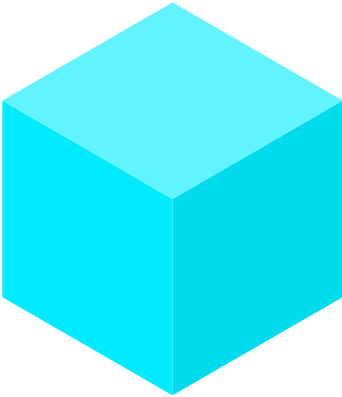
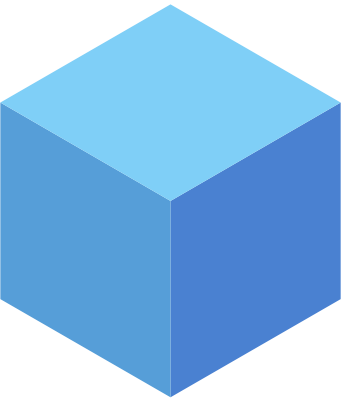
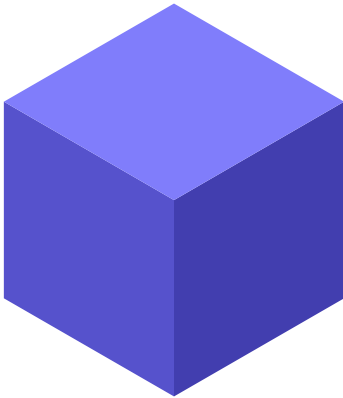
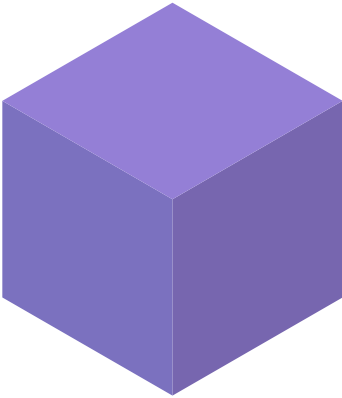
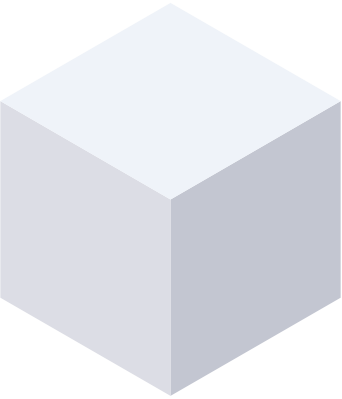
Cubes can also represent the Merlin Group affiliates. If that’s your goal, please ensure the affiliate’s logo is included alongside the cube.

Please refrain from recreating or altering the cubes for any reason.

Example of the use of cube and logo
Please ensure sufficient space between cube and logo.



To download the cube set, please visit <https://themerlingroup.com/brands>



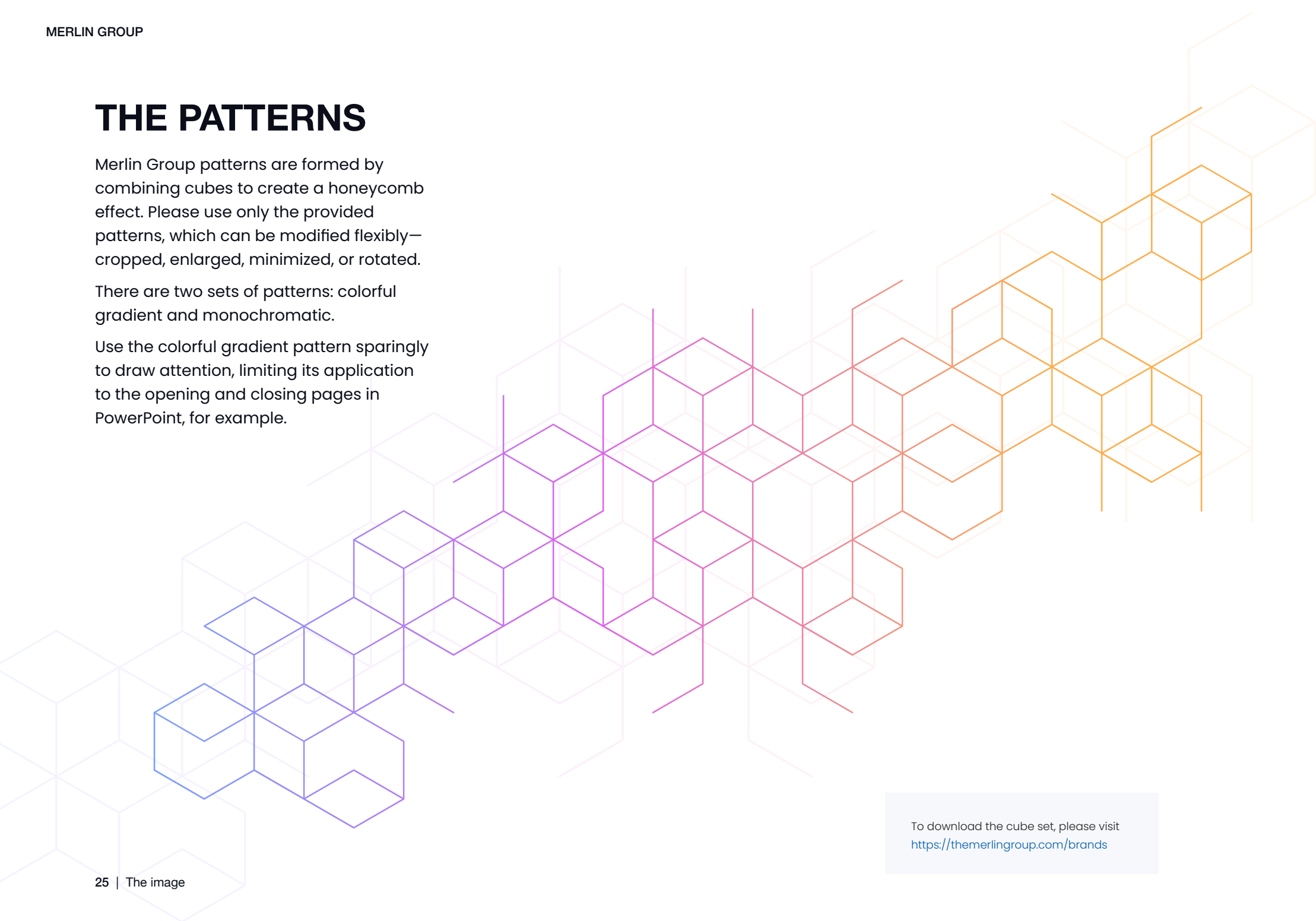
To download the cube set, please visit <https://themerlingroup.com/brands>

THE PATTERNS

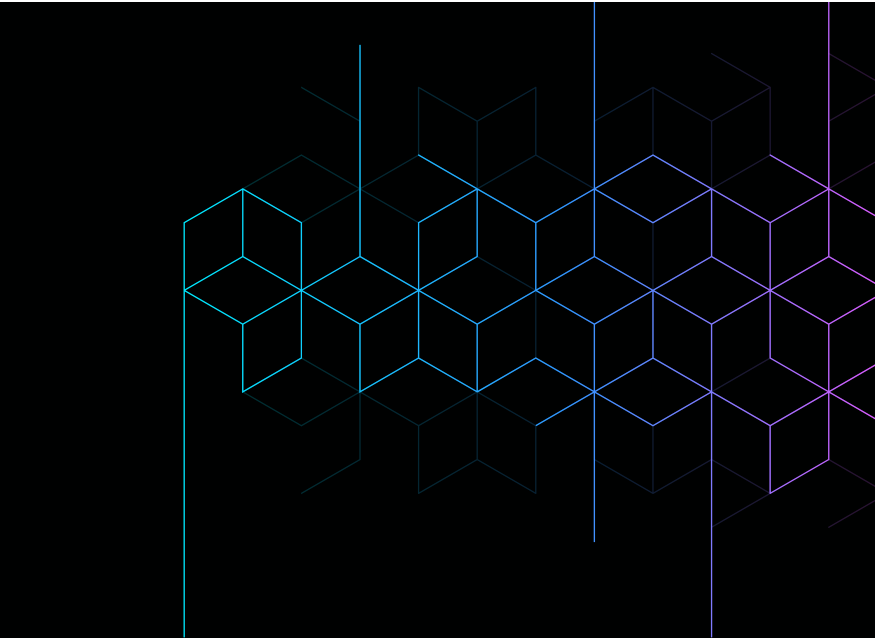
Merlin Group patterns are formed by combining cubes to create a honeycomb effect. Please use only the provided patterns, which can be modified flexibly—cropped, enlarged, minimized, or rotated.

There are two sets of patterns: colorful gradient and monochromatic.

Use the colorful gradient pattern sparingly to draw attention, limiting its application to the opening and closing pages in PowerPoint, for example.



To download the cube set, please visit <https://themerlingroup.com/brands>



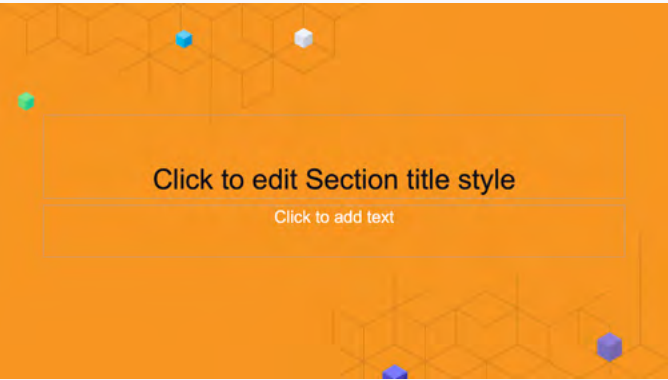
BRAND APPLICATION

POWERPOINT PRESENTATION

Title Slide



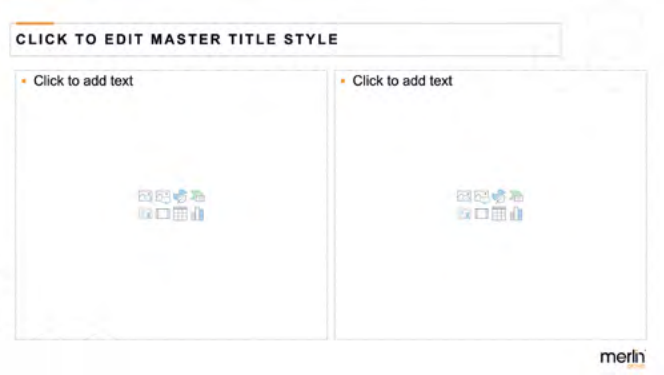
Section Divider - Orange



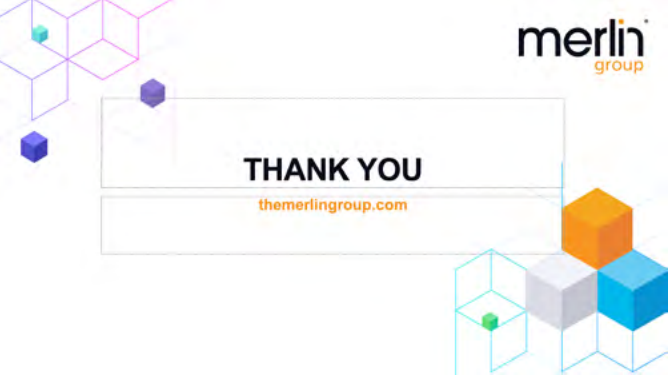
Interior - Pattern 1



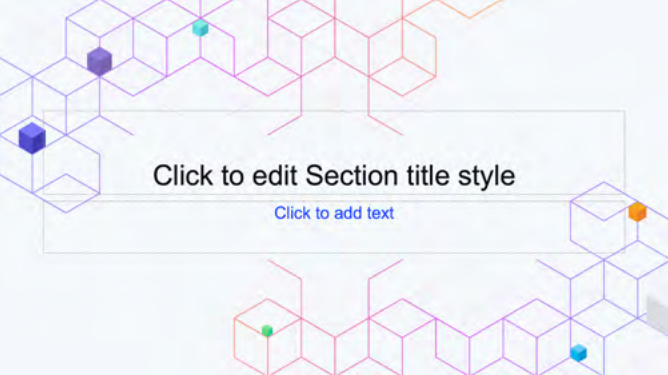
Interior - Pattern 2



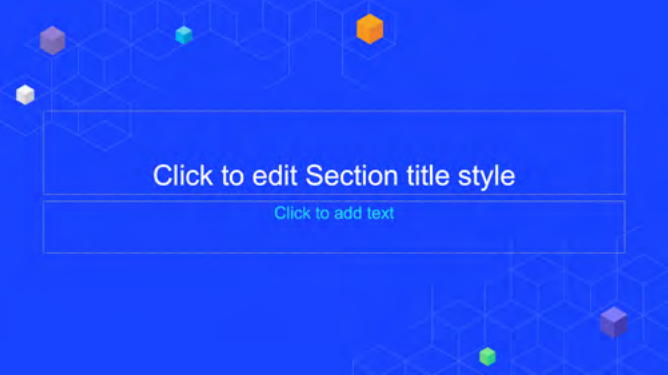
End Slide



Section Divider - Grey



Section Divider - Blue

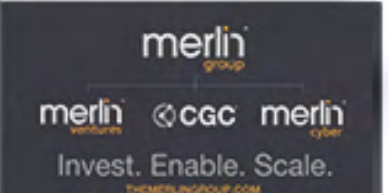


Interior - Image Background



BRAND APPLICATION

STATIONARIES



Letterhead



Front



Back



To download the business card template, please visit <https://themerlingroup.com/brands/templates>

BRAND APPLICATION
FLYER



To download the business card template, please visit
<https://themerlingroup.com/brands/templates>

Front



Innovation Showcase
at RSA 2025



Ransomware in the Rearview Mirror

More than 40,000 are expected to attend RSA this year to discuss the most pressing cybersecurity challenges. Roughly one-third of all breaches in 2024 involved Ransomware or some other extortion technique. This is unacceptable and we must do better, especially when technologies and tools exist to thwart Ransomware. However, we must work together.

Join Merlin Group and its partners to demonstrate demonstrate how federal, state, and local government organizations can gain the upper hand in preventing and remediating Ransomware – one of their most persistent cyber threats. See demonstrations of integrated technologies as they work together to enable you to prevent, detect, and respond to attacks.

Invest. Enable. Scale.

Contact us to learn more
themerlingroup.com

Back

COLLABORATION
OPPORTUNITIES

INNOVATION SHOWCASE

PRESS CLUB
Tuesday–Wednesday, April 29–30 • 9:00 am – 5:00 pm PST
Just steps from the Moscone Center, see use case demonstrations in action for two days. Casually walk customers, partners, and prospects through the Press Club where you will see kiosks of the Ransomware use case demonstration. Ask questions, review collateral, and come away with a comprehensive operational view to help you prevent and mitigate Ransomware.

EXECUTIVE MEETINGS

ST. REGIS
Monday–Wednesday, April 28–30 • 9:00 am – 5:00 pm PST
Host 1:1 or small group executive meetings in our executive suites at the St. Regis Hotel, located just one block from Moscone. Dive into deep strategic discussions and advance your business agenda.

LUNCHEON EVENT

PRESS CLUB
Tuesday, April 29th • 12:00 pm – 2:00 pm PST
No more admiring the Ransomware problem. That is well understood. This two-hour event will dive into the heart of the Ransomware problem. More importantly, it will showcase the technologies and tools to help you solve it. Engage with customers and peers to better understand and overcome roadblocks.

NETWORKING RECEPTION

PRESS CLUB
Wednesday, April 30th • 4:00 pm – 7:00 pm PST
Join Merlin Group's ecosystem of 300+ co-founders and CEO executives, CISO community, and others for a casual and relaxed networking event with delicious food, great drinks, and energizing DJ vibes.

Contact us to learn more
themerlingroup.com



PRESS CLUB



ST. REGIS



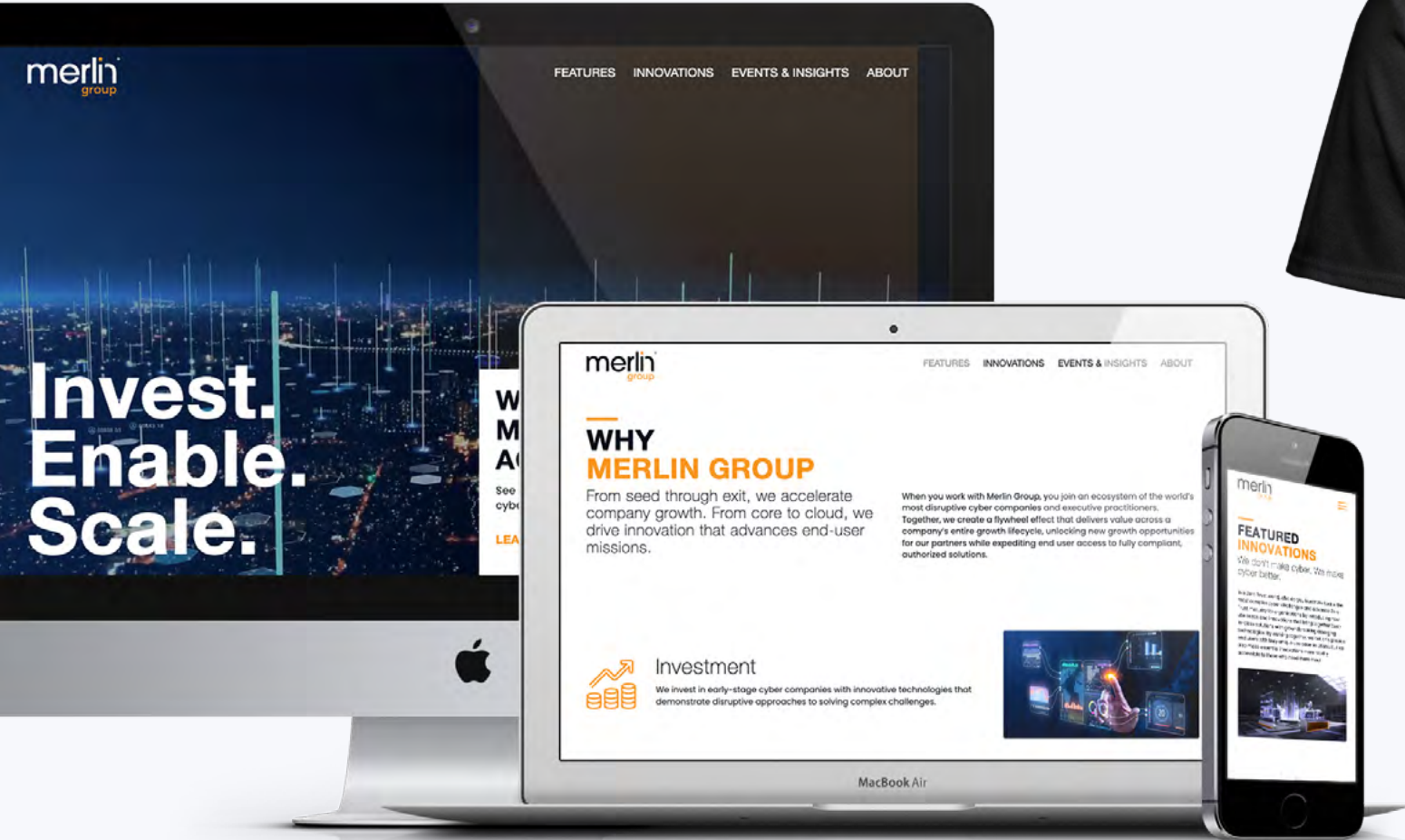
PRESS CLUB

merlin
group
Invest. Enable. Scale.

BRAND APPLICATION

OTHERS

Website



Black Polo Shirt



White Polo Shirt



Timbuk2 Backpack





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Isolation area

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Core colors

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47 Brand application
Business Cards

MERLIN VENTURES

THE LOGO.

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THE TYPOGRAPHY

Typography plays an important role in forming the Merlin Venture visual identity, so adhering to some basic typographic rules will help ensure that the design looks and feels professional.

Merlin Ventures’ primary typeface is Helvetica Neue.

Merlin Venture’ secondary typeface is Poppins.

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POPPINS REGULAR
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Used **ONLY** when Helvetica Neue and Poppins is unavailable.

ARIAL BOLD
Available in Italic and Regular

ARIAL REGULAR
Available in Italic and Regular

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abcdefghijklmnopqrstuvwxyz !?.{ }\$%*

The typography

Rules

Our tone should be approachable and inclusive.

We write and speak with clarity and authority to ensure a consistent, professional approach that is easily understood by all audiences.

Shorter sentences are easier to understand so we aim for a sentence length of 15–20 words.

Set leading to be 130% – 150% of the current font size (if font size is 8pt, set leading to be 12pt). For titles, it is recommended that this is decreased to 120%.

- We recommend that the tracking is left at its default value.
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- Always select the correct font weight.
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Leading

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Leading should not be too loose because it creates too much of a pause in between the lines.

12 pt. type 30 pt. leading

✕

When the leading is too tight, it leaves too little pause in between the lines.

12 pt. type 10 pt. leading

✓

When the leading is set correctly, it makes the sentences easier to follow.

12 pt. type 18 pt. leading

Tracking

✕

Tracking that is too loose leaves too much space in between letters.

✕

Tracking that is too tight leaves too little space between letters.

✓

Tracking that is set just right looks better and reads easier.

12 pt. type +100 tracking

10 pt. type -100 tracking

10 pt. type 0 tracking

Line Length

✕

Always consider line length of text. Lines of copy should not be too long. It makes it difficult to follow from one line to the next without losing your place when reading. Copy should be easy to follow, so for comfortable reading we recommend line lengths that allow for approximately ten to twelve words.

12 pt. type 20-30 words

✓

Copy should be easy to follow from one line to the next, so for comfortable reading we recommend line lengths that allow for approximately ten to twelve words.

12 pt. type 10-12 words

THE COLOR

Core colors

The perception of colors in this guide may change depending on the type of monitor, program or paper used to visualise them. It is therefore important that you use the correct color reference provided on the following pages.

Primary
Black
Hex: **0B0E19**
RGB: **11 14 25**
CMYK: **82 74 59 80**
Pantone: **Black 6 C**

Monochrome
Black
Hex: **000000**
RGB: **00 00 00**
CMYK: **60 40 40 100**

Monochrome
Medium Grey
Hex: **6B727C**
RGB: **107 114 124**
CMYK: **69 41 44 11**

Monochrome
Grey
Hex: **8B8A8A**
RGB: **139 138 138**
CMYK: **48 40 40 04**

Primary
Orange
Hex: **F69621**
RGB: **246 150 33**
CMYK: **00 48 98 00**
Pantone: **PMS 1495 C**

Monochrome
Dark Grey
Hex: **212121**
RGB: **33 33 33**
CMYK: **71 66 64 73**

Monochrome
Light Grey
Hex: **E7E9EA**
RGB: **231 233 234**
CMYK: **08 05 05 0**

Monochrome
White
Hex: **FFFFFF**
RGB: **255 255 255**
CMYK: **00 00 00 00**

THE ICONS

Although not a major part of the identity, icons still have an important role to play.

Used in social media graphics or on the website, they can be used in pictorial form to provide visual interest to subject.

This icon set has been designed to be used with a single color. It is permissible to use the icon in two colors if it is deemed more appropriate.

Please refrain from using more than two colors. Aside from using core and neutral color (black/white) please do not use a color that is different from the color of the accompanying text.



The iconography

Icon usage

There are a variety of ways icons can be used, however, the basic rule is that whenever you are selecting an icon it must convey a message. **Do not use an icon if text alone will better inform the user.**



Data analytics



Federal clients



Organizational
Change Management



Financial



Medical research



Global

To download the cube set, please visit
<https://themerlingroup.com/brands>

To download the cube set, please visit
<https://themerlingroup.com/brands>

BRAND APPLICATION

BUSINESS CARDS



To download the business card template, please visit <https://themerlingroup.com/brands/templates>

Front



Back





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	Line length		Flyers
			Others

CONSTELLATION

THE LOGO.

The logo is one of the key visual components of our core identity. It is the symbol that represents the company, so it must not be modified under any circumstances.



To download the cube set, please visit
<https://themerlingroup.com/brands>



THE TYPOGRAPHY

Typography plays an important role in forming the CGC visual identity, so adhering to some basic typographic rules will help ensure that the design looks and feels professional.

CGC’ primary typeface is Helvetica Neue.

CGC’ secondary typeface is Poppins.

Montserrat and Poppins can be downloaded from Google Fonts for free.

For any proposal document, please use Arial.

HELVETICA NEUE BOLD
Available in Italic and Regular

HELVETICA NEUE MEDIUM
Available in Italic and Regular

HELVETICA NEUE REGULAR
Available in Italic and Regular

HELVETICA NEUE LIGHT
Available in Italic and Regular

HELVETICA NEUE THIN
Available in Italic and Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Google Fonts

This is an open source font that is available for download in True Type format on the Google Fonts website. True Type works on both Windows and Mac operating systems.
<https://fonts.google.com/specimen/Poppins>

POPPINS BOLD
Available in Italic and Regular

POPPINS MEDIUM
Available in Italic and Regular

POPPINS REGULAR
Available in Italic and Regular

ARIAL BOLD
Available in Italic and Regular

Arial

Used **ONLY** when Helvetica Neue and Poppins is unavailable.

ARIAL REGULAR
Available in Italic and Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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The typography

Rules

- Our tone should be approachable and inclusive.
- We write and speak with clarity and authority to ensure a consistent, professional approach that is easily understood by all audiences.
- Shorter sentences are easier to understand so we aim for a sentence length of 15–20 words.
- Set leading to be 130% – 150% of the current font size (if font size is 8pt, set leading to be 12pt). For titles, it is recommended that this is decreased to 120%.
- We recommend that the tracking is left at its default value.
 - Do not overuse italics as it can be visually disruptive.
 - For large areas of text, range the text to the left.
 - Always select the correct font weight.
 - **Always make legibility your priority.**

Leading

✕

Leading should not be too loose because it creates too much of a pause in between the lines.

12 pt. type30 pt. leading

✕

When the leading is too tight, it leaves too little pause in between the lines.

12 pt. type10 pt. leading

✓

When the leading is set correctly, it makes the sentences easier to follow.

12 pt. type18 pt. leading

Tracking

✕

Tracking that is too loose leaves too much space in between letters.

12 pt. type+100 tracking

✕

Tracking that is too tight leaves too little space between letters.

10 pt. type-100 tracking

✓

Tracking that is set just right looks better and reads easier.

10 pt. type0 tracking

✕

Always consider line length of text. Lines of copy should not be too long. It makes it difficult to follow from one line to the next without losing your place when reading. Copy should be easy to follow, so for comfortable reading we recommend line lengths that allow for approximately ten to twelve words.

12 pt. type20-30 words

✓

Copy should be easy to follow from one line to the next, so for comfortable reading we recommend line lengths that allow for approximately ten to twelve words.

12 pt. type10-12 words

THE COLOR

Core colors

The perception of colors in this guide may change depending on the type of monitor, program or paper used to visualise them. It is therefore important that you use the correct color reference provided on the following pages.

<div><div>Primary</div><div>Black</div><div>Hex: 0A0113</div><div>RGB: 10 01 19</div><div>CMYK: 77 74 60 82</div><div>Pantone: Black 6C</div></div>	<div><div>Secondary</div><div>Teal</div><div>Hex: 08A96E</div><div>RGB: 08 169 110</div><div>CMYK: 81 06 77 00</div><div>Pantone: PMS 347</div></div>	<div><div>Secondary</div><div>Purple</div><div>Hex: 9F3AE1</div><div>RGB: 159 58 225</div><div>CMYK: 56 79 00 00</div><div>Pantone: PMS 2582</div></div>	<div><div>Secondary</div><div>Alternate Blue</div><div>Hex: 206DFF</div><div>RGB: 69 108 180</div><div>CMYK: 79 59 02 00</div></div>
<div><div>Primary</div><div>Blue</div><div>Hex: 3B5EF7</div><div>RGB: 59 94 247</div><div>CMYK: 100 68 00 00</div><div>Pantone: PMS 2935</div></div>	<div><div>Secondary</div><div>Teal</div><div>Hex: 3BF9B3</div><div>RGB: 59 249 179</div><div>CMYK: 60 00 67 00</div><div>Pantone: PMS 3395</div></div>	<div><div>Secondary</div><div>Purple</div><div>Hex: A880FF</div><div>RGB: 168 128 255</div><div>CMYK: 46 52 00 00</div><div>Pantone: PMS 2655</div></div>	<div><div>Secondary</div><div>Alternate Blue</div><div>Hex: 20D7FF</div><div>RGB: 32 215 255</div><div>CMYK: 58 00 02 00</div></div>

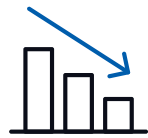
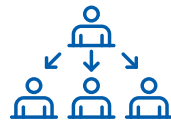
THE ICONS

Although not a major part of the identity, icons still have an important role to play.

Used in social media graphics or on the website, they can be used in pictorial form to provide visual interest to subject.

This icon set has been designed to be used with a single color. It is permissible to use the icon in two colors if it is deemed more appropriate.

Please refrain from using more than two colors. Aside from using core and neutral color (black/white) please do not use a color that is different from the color of the accompanying text.



The iconography

Icon usage

There are a variety of ways icons can be used, however, the basic rule is that whenever you are selecting an icon it must convey a message. **Do not use an icon if text alone will better inform the user.**



Data analytics



Federal clients



Organizational
Change Management



Financial



Medical research



Global

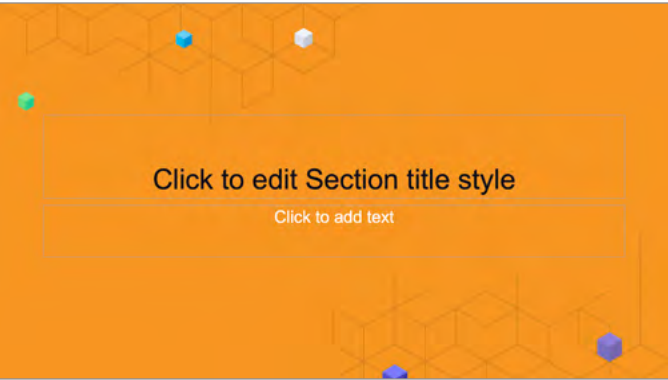
BRAND APPLICATION

POWERPOINT PRESENTATION

Title Slide



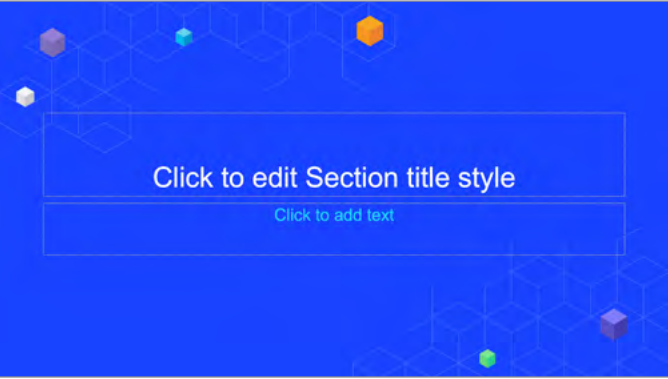
Section Divider - Orange



Section Divider - Grey



Section Divider - Blue



Interior - Pattern 1



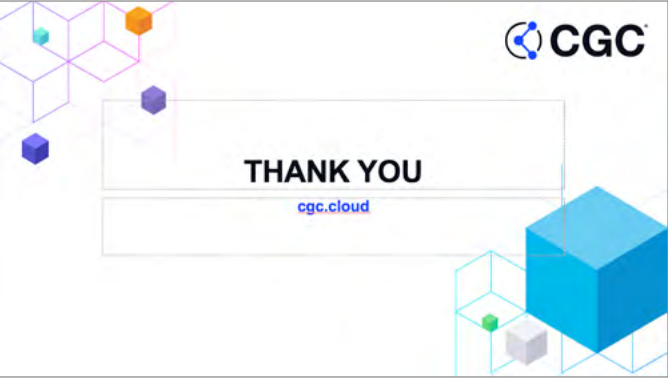
Interior - Pattern 2



Interior - Image Background



End Slide



BRAND APPLICATION

STATIONARIES



Letterhead



Front



Back



To download the business card template, please visit <https://themerlingroup.com/brands/templates>

BRAND APPLICATION

FLYER



Front



FedRAMP Experience – Expectations vs. Reality

The company was driven to pursue FedRAMP authorization in order to capitalize on and gain access to the attractive market potential within the federal government space. Initially undertaking the authorization journey internally, the company encountered notable difficulties and challenges in obtaining agency sponsorship. As a result, and supported by the benefit of enhanced technical efficiencies, the company was driven to utilize a Government Community Cloud (GCC) provider to achieve authorization, resulting in a significantly improved authorization experience.

Securing agency sponsorship was the primary cost and time concern, with initial efforts leading to significant expenditures without progress, highlighting a critical bottleneck in the FedRAMP journey. Transitioning to a Government Community Cloud (GCC) provider dramatically changed the trajectory, streamlining both cost and time to authorization from years to merely six weeks. This strategic shift not only simplified infrastructure management but also curtailed delays in communication with FedRAMP authorities. Despite anticipating challenges, the efficiency gains from the GCC approach were an unforeseen benefit, presenting a compelling case for considering such partnerships in navigating the FedRAMP landscape.

Overarching FedRAMP Drivers Include:

- Access to Federal Market
- Improved Competitive Posture & Differentiation
- Fastest Route to Market

Back



BRAND APPLICATION OTHERS





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	Isolation area		Core colors
73	The typography	79	The icons
	Rules	81	Brand application
	Leading		PowerPoint Presentation
	Tracking		Stationaries
	Line length		Others

THE LOGO.

The logo is one of the key visual components of our core identity. It is the symbol that represents the company, so it must not be modified under any circumstances.



To download the cube set, please visit
<https://themerlingroup.com/brands>

The image shows the Merlin Cyber logo on a dark blue background. The word 'merlin' is in white, lowercase, sans-serif font. The word 'cyber' is in orange, lowercase, sans-serif font, positioned directly below 'merlin'. A small orange square is placed above the 'i' in 'merlin'. A registered trademark symbol (®) is located to the upper right of the 'n' in 'merlin'.

The image shows the Merlin Cyber logo on a white background. The word 'merlin' is in dark blue, lowercase, sans-serif font. The word 'cyber' is in orange, lowercase, sans-serif font, positioned directly below 'merlin'. A small orange square is placed above the 'i' in 'merlin'. A registered trademark symbol (®) is located to the upper right of the 'n' in 'merlin'.

THE TYPOGRAPHY

Typography plays an important role in forming the Merlin Venture visual identity, so adhering to some basic typographic rules will help ensure that the design looks and feels professional.

Merlin Ventures’ primary typeface is Helvetica Neue.

Merlin Venture’ secondary typeface is Poppins.

Poppins can be downloaded from Google Fonts for free.

For any proposal document, please use Arial.

HELVETICA NEUE BOLD
Available in Italic and Regular

HELVETICA NEUE MEDIUM
Available in Italic and Regular

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Available in Italic and Regular

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This is an open source font that is available for download in True Type format on the Google Fonts website. True Type works on both Windows and Mac operating systems.
<https://fonts.google.com/specimen/Poppins>

POPPINS BOLD
Available in Italic and Regular

POPPINS MEDIUM
Available in Italic and Regular

POPPINS REGULAR
Available in Italic and Regular

Arial

Used **ONLY** when Helvetica Neue and Poppins is unavailable.

ARIAL BOLD
Available in Italic and Regular

ARIAL REGULAR
Available in Italic and Regular

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The typography

Rules

Our tone should be approachable and inclusive.

We write and speak with clarity and authority to ensure a consistent, professional approach that is easily understood by all audiences.

Shorter sentences are easier to understand so we aim for a sentence length of 15–20 words.

Set leading to be 130% – 150% of the current font size (if font size is 8pt, set leading to be 12pt). For titles, it is recommended that this is decreased to 120%.

- We recommend that the tracking is left at its default value.
- Do not overuse italics as it can be visually disruptive.
- For large areas of text, range the text to the left.
- Always select the correct font weight.
- **Always make legibility your priority.**

Leading

✕

Leading should not be too loose because it creates too much of a pause in between the lines.

12 pt. type 30 pt. leading

✕

When the leading is too tight, it leaves too little pause in between the lines.

12 pt. type 10 pt. leading

✓

When the leading is set correctly, it makes the sentences easier to follow.

12 pt. type 18 pt. leading

Tracking

✕

Tracking that is too loose leaves too much space in between letters.

✕

Tracking that is too tight leaves too little space between letters.

✓

Tracking that is set just right looks better and reads easier.

12 pt. type +100 tracking

10 pt. type -100 tracking

10 pt. type 0 tracking

Line Length

✕

Always consider line length of text. Lines of copy should not be too long. It makes it difficult to follow from one line to the next without losing your place when reading. Copy should be easy to follow, so for comfortable reading we recommend line lengths that allow for approximately ten to twelve words.

12 pt. type 20-30 words

✓

Copy should be easy to follow from one line to the next, so for comfortable reading we recommend line lengths that allow for approximately ten to twelve words.

12 pt. type 10-12 words

THE COLOR

Core colors

The perception of colors in this guide may change depending on the type of monitor, program or paper used to visualise them. It is therefore important that you use the correct color reference provided on the following pages.

Primary
Black
Hex: **0B0E19**
RGB: **11 14 25**
CMYK: **82 74 59 80**
Pantone: **TBD**

Monochrome
Black
Hex: **000000**
RGB: **00 00 00**
CMYK: **60 40 40 100**

Monochrome
Medium Grey
Hex: **6B727C**
RGB: **107 114 124**
CMYK: **69 41 44 11**

Monochrome
Grey
Hex: **8B8A8A**
RGB: **139 138 138**
CMYK: **48 40 40 04**

Primary
Orange
Hex: **F69621**
RGB: **246 150 33**
CMYK: **00 48 98 00**
Pantone: **TBD**

Monochrome
Dark Grey
Hex: **212121**
RGB: **33 33 33**
CMYK: **71 66 64 73**

Monochrome
Light Grey
Hex: **E7E9EA**
RGB: **231 233 234**
CMYK: **08 05 05 0**

Monochrome
White
Hex: **FFFFFF**
RGB: **255 255 255**
CMYK: **00 00 00 00**

THE ICONS

Although not a major part of the identity, icons still have an important role to play.

Used in social media graphics or on the website, they can be used in pictorial form to provide visual interest to subject.

This icon set has been designed to be used with a single color. It is permissible to use the icon in two colors if it is deemed more appropriate.

Please refrain from using more than two colors. Aside from using core and neutral color (black/white) please do not use a color that is different from the color of the accompanying text.



The iconography

Icon usage

There are a variety of ways icons can be used, however, the basic rule is that whenever you are selecting an icon it must convey a message. **Do not use an icon if text alone will better inform the user.**



Data analytics



Federal clients



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Change Management



Financial



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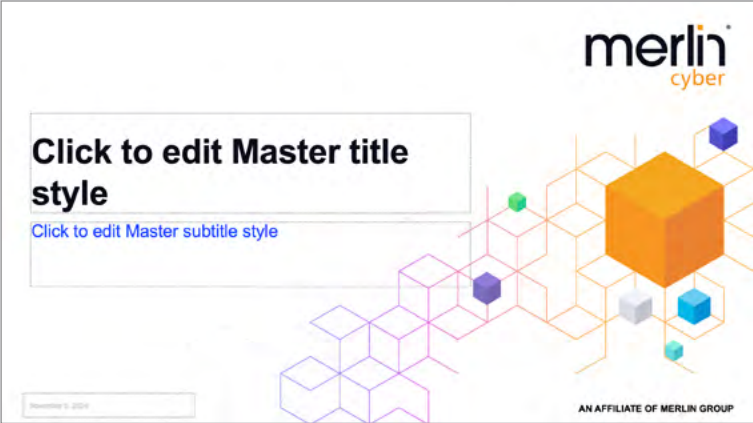
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<https://themerlingroup.com/brands>

To download the cube set, please visit
<https://themerlingroup.com/brands>

BRAND APPLICATION

POWERPOINT PRESENTATION

Title Slide



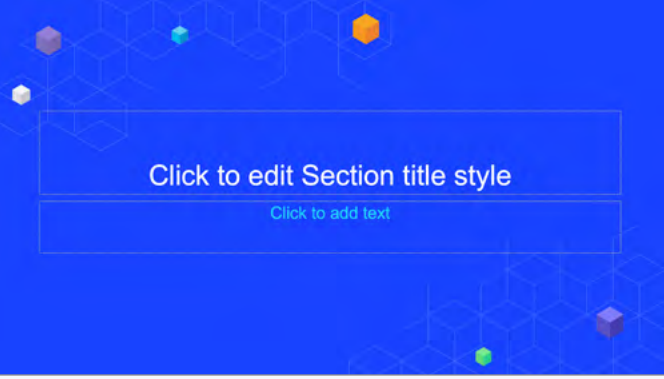
Section Divider - Orange



Section Divider - Grey



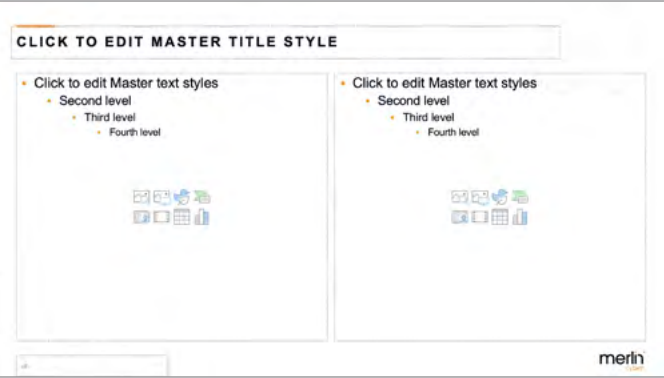
Section Divider - Blue



Interior - Pattern 1



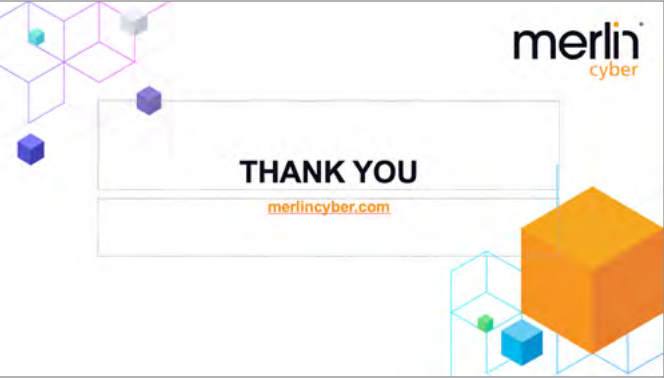
Interior - Pattern 2



Interior - Image Background

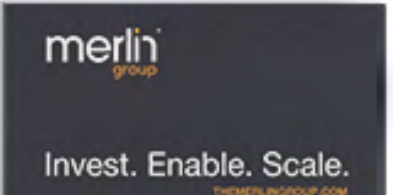


End Slide



BRAND APPLICATION

STATIONARIES



Letterhead



Front



Back



To download the business card template, please visit <https://themerlingroup.com/brands/templates>

BRAND APPLICATION





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