

Mick Edwards Brand Guidelines

Overview

The Mick Edwards brand represents **verified infrastructure for the next trust economy**. This brand operates across venture systems, governance frameworks, AI, Web3, regenerative wellness, immersive events, and global trade. The visual and verbal identity reflects precision, authority, and human-centered outcomes.

These guidelines ensure consistency across all applications, from digital platforms to printed materials, partner communications, and event activations.

1. Logo System

Primary Logo: ME Monogram

The **ME monogram** is the core identity mark. It appears as a square badge with the letters “ME” in bold, uppercase, sans-serif typography. The monogram is designed to work at any scale and maintains clarity from 16px to billboard size.

Specifications:

- **Dimensions:** 1:1 square aspect ratio
- **Typography:** Bold, geometric sans-serif (Helvetica Neue Bold or equivalent)
- **Letter spacing:** Tight, professional
- **Border:** Thin, 1-2px stroke in primary color or white
- **Background:** Transparent or solid color (see color palette section)

Logo Variations

The ME monogram appears in three primary configurations:

1. **Full Horizontal Lockup:** ME monogram + “Mick Edwards” text + “Verified Infrastructure” tagline stacked vertically. Used for primary branding on websites, documents, and presentations.
2. **Compact Horizontal:** ME monogram + “Mick Edwards” text on a single line. Used for headers, navigation, and constrained spaces.
3. **Monogram Only:** ME badge standalone. Used for favicons, profile pictures, social media avatars, and icon applications.

Clear Space

Maintain a minimum clear space around the logo equal to the height of the letter “M” in the monogram. This prevents crowding and ensures the mark remains visually distinct.

Logo Colors

Primary Application:

- **Dark backgrounds:** White or cyan (#00D9FF or equivalent)
- **Light backgrounds:** Navy (#06101D or equivalent)
- **Brand backgrounds:** Primary cyan or metallic accent

Prohibited:

- Do not stretch, skew, or distort the logo
- Do not apply gradients unless specifically approved
- Do not use the logo in colors other than those specified above
- Do not place the logo on backgrounds that reduce contrast below 4.5:1 WCAG AA standards

2. Color Palette

The Mick Edwards brand uses a **dark, institutional color system** with electric accents. This palette reflects authority, trust, precision, and forward-thinking innovation.

Primary Colors

Color Name	Hex Code	RGB	Usage
Navy (Primary Background)	#06101D	6, 16, 29	Primary background, dark surfaces
Cyan (Primary Accent)	#00D9FF	0, 217, 255	CTAs, highlights, interactive states
White (Primary Text)	#FFFFFF	255, 255, 255	Primary text on dark backgrounds
Slate (Secondary Text)	#94A3B8	148, 163, 184	Secondary text, muted content

Secondary Colors

Color Name	Hex Code	RGB	Usage
Charcoal (Cards/Containers)	#1E293B	30, 41, 59	Card backgrounds, elevated surfaces
Deep Navy (Borders)	#0F172A	15, 23, 42	Borders, dividers, subtle separation
Cyan Light (Hover States)	#06B6D4	6, 182, 212	Hover effects, secondary accents
Gray (Disabled/Inactive)	#64748B	100, 116, 139	Disabled states, inactive content

Accent Colors

- **Success/Positive:** #10B981 (Emerald)
- **Warning/Caution:** #F59E0B (Amber)
- **Error/Destructive:** #EF4444 (Red)
- **Information:** #3B82F6 (Blue)

Color Usage Guidelines

Dark Mode (Primary): The brand operates primarily in dark mode. Navy backgrounds (#06101D) provide the foundation, with white text and cyan accents creating visual hierarchy and interactivity.

Contrast Requirements: All text must meet WCAG AA accessibility standards (4.5:1 contrast ratio for body text, 3:1 for large text). Test color combinations before deployment.

Gradients: Avoid unnecessary gradients. When gradients are used, they should be subtle and directional (top-to-bottom or left-to-right) rather than radial. Example: Navy to Charcoal for depth.

Metallic Accents: For premium applications (printed materials, event signage), consider metallic silver or chrome finishes that complement the cyan accent system.

3. Typography System

The Mick Edwards brand uses a **two-font hierarchy** that combines precision with readability. This system creates visual distinction while maintaining professional authority.

Font Pairings

Display Font (Headings): Playfair Display or equivalent serif font

- Used for H1, H2 headings and major display text
- Conveys authority, premium positioning, and editorial credibility
- Weight: Bold (700) or Extra Bold (800)

Body Font (Text): Inter or equivalent sans-serif font

- Used for body copy, descriptions, and interface text
- Provides clarity and modern readability
- Weight: Regular (400), Medium (500), Semibold (600)

Mono Font (Code/Technical): IBM Plex Mono or equivalent monospace font

- Used for code snippets, technical specifications, and data displays
- Weight: Regular (400) or Semibold (600)

Typography Hierarchy

Level	Font	Size	Weight	Line Height	Usage
H1 (Hero)	Playfair Display	48-64px	Bold (700)	1.2	Page titles, hero headlines
H2 (Section)	Playfair Display	36-48px	Bold (700)	1.3	Section headings
H3 (Subsection)	Playfair Display	28-36px	Bold (700)	1.4	Subsection headings
H4 (Card Title)	Inter	20-24px	Semibold (600)	1.4	Card titles, module headings
Body (Large)	Inter	18px	Regular (400)	1.6	Large body text, introductions
Body (Regular)	Inter	16px	Regular (400)	1.6	Primary body text
Body (Small)	Inter	14px	Regular (400)	1.5	Secondary text, captions
Label	Inter	12px	Medium (500)	1.4	Labels, tags, UI elements
Mono	IBM Plex Mono	14px	Regular (400)	1.6	Code, technical content

Typography Guidelines

Headings: Use Playfair Display for all heading levels to create visual hierarchy and premium positioning. Maintain consistent letter spacing and avoid excessive line breaks.

Body Text: Use Inter for all body copy. Maintain a line height of 1.6 for optimal readability. Limit line length to 60-80 characters for comfortable reading.

Emphasis: Use **bold** for emphasis, not color changes. Reserve color for interactive elements and status indicators.

All Caps: Use sparingly for labels, navigation items, and UI elements. Avoid all-caps body text as it reduces readability.

Letter Spacing: Increase letter spacing (tracking) in all-caps text by 0.1-0.15em for improved legibility. Decrease letter spacing in display text by -0.02em to -0.04em for tighter, more premium appearance.

4. Visual Style & Imagery

Photography

Imagery should reflect **precision, trust, and human outcomes**. Preferred styles include:

- **Executive portraiture:** Professional, well-lit headshots with neutral backgrounds
- **Technology/Infrastructure:** Clean, architectural photography showing systems, networks, and structures
- **Human moments:** Authentic interactions showing collaboration, partnership, and real-world impact
- **Abstract/Data:** Geometric patterns, network visualizations, and data representations

Avoid:

- Stock photography with obvious watermarks or generic poses
- Overly saturated or filtered images
- Cluttered backgrounds that compete with content

Illustration & Graphics

Use minimal, geometric illustration styles that complement the brand's institutional aesthetic. Preferred approaches include:

- **Line art:** Clean, precise line drawings for icons and diagrams
- **Geometric shapes:** Circles, squares, and grids for pattern-making and visual interest
- **Data visualization:** Charts, networks, and system diagrams rendered in brand colors
- **Accent graphics:** Subtle borders, dividers, and decorative elements in cyan or white

Motion & Animation

When animation is used, maintain a **professional, purposeful** approach:

- **Entrance animations:** Subtle fade-in or slide effects (200-400ms)
- **Hover states:** Smooth color transitions and scale adjustments (150-250ms)
- **Loading states:** Minimal spinners or progress indicators in brand colors
- **Transitions:** Smooth page transitions (300-500ms) that don't distract from content

Avoid excessive animation, bounce effects, or playful transitions that undermine the brand's authority.

5. Application Guidelines

Digital Platforms

Websites & Web Applications:

- Use the full horizontal lockup in headers
- Apply the dark color palette as the primary background
- Use cyan accents for CTAs, links, and interactive elements

- Maintain consistent spacing and alignment using an 8px or 16px grid system
- Ensure all text meets WCAG AA accessibility standards

Social Media:

- Use the ME monogram for profile pictures across all platforms
- Apply the color palette to social graphics and templates
- Maintain consistent posting style and visual language
- Use the brand tagline “Verified Infrastructure” in bio sections

Email:

- Use the compact horizontal lockup in email headers
- Apply the dark color palette to email templates
- Use cyan accents for primary CTAs
- Maintain readable font sizes (16px minimum for body text)

Printed Materials

Business Cards:

- Include the full horizontal lockup
- Use navy background with white and cyan accents
- Include contact information in readable font sizes
- Maintain consistent spacing and alignment

Letterhead:

- Place the ME monogram in the top-left corner
- Include the full brand name and tagline
- Use navy or white as the primary background
- Reserve space for content and signatures

Presentations:

- Use the full horizontal lockup on title slides
- Apply the color palette consistently throughout

- Use Playfair Display for slide titles and Inter for body text
- Maintain consistent spacing and visual hierarchy

Event Materials

Signage & Banners:

- Use large, readable typography (minimum 36px for headlines)
- Apply the color palette with high contrast
- Include the ME monogram prominently
- Consider metallic accents for premium applications

Event Collateral:

- Apply the brand system to programs, agendas, and materials
 - Use consistent typography and color palette
 - Include the brand tagline on all materials
 - Maintain professional, clean layouts
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6. Brand Voice & Messaging

The Mick Edwards brand speaks with **authority, precision, and human-centered purpose**. The tone is direct, evidence-led, and professional.

Core Messaging Pillars

1. **Verified Infrastructure:** Systems are built on trust, transparency, and verifiable outcomes
2. **Governance First:** Governance structures enable scalability and sustainability
3. **Human Outcomes:** Technology serves real people and creates measurable benefit
4. **Cross-Sector Integration:** Ventures are connected by a unified operating thesis

Language Guidelines

- Use clear, direct language without jargon or unnecessary complexity
- Emphasize outcomes and proof over promises and hype
- Maintain a professional, editorial tone
- Avoid excessive exclamation marks or casual language
- Use active voice and strong verbs

Tagline & Key Phrases

- **Primary Tagline:** “Verified Infrastructure for the Next Trust Economy”
 - **Command Thesis:** “Governance is the Product”
 - **Key Phrases:** “Proof over promises,” “Verification before velocity,” “Portfolio as infrastructure”
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7. Compliance & Approval

All brand applications must maintain consistency with these guidelines. For questions or special applications not covered here, contact the brand steward for approval.

Brand Steward: Mick Edwards

Last Updated: April 28, 2026

Version: 1.0

Appendix: Color Codes for Development

CSS Variables

```
--color-navy: #06101D;  
--color-cyan: #00D9FF;  
--color-white: #FFFFFF;  
--color-slate: #94A3B8;  
--color-charcoal: #1E293B;  
--color-deep-navy: #0F172A;  
--color-cyan-light: #06B6D4;  
--color-gray: #64748B;  
--color-success: #10B981;  
--color-warning: #F59E0B;  
--color-error: #EF4444;  
--color-info: #3B82F6;
```

Font Import URLs

```
<!-- Playfair Display (Display Font) -->  
<link href="https://fonts.googleapis.com/css2?  
family=Playfair+Display:wght@700;800&display=swap" rel="stylesheet">  
  
<!-- Inter (Body Font) -->  
<link href="https://fonts.googleapis.com/css2?  
family=Inter:wght@400;500;600;700&display=swap" rel="stylesheet">  
  
<!-- IBM Plex Mono (Mono Font) -->  
<link href="https://fonts.googleapis.com/css2?  
family=IBM+Plex+Mono:wght@400;600&display=swap" rel="stylesheet">
```