VERSION
2.0

melissa

BRAND GUIDELINES

www.melissa.com

Index

Introduction

Corporate Mission — Our Core

At Melissa, we believe that accurate data powers better business. Our mission is to equip organizations of every size with trusted, high-quality contact data solutions that strengthen relationships, drive smarter decisions and accelerate growth across the globe.

Brand Promise — Our Data Quality Pledge

Since 1985, Melissa has been a global leader in contact data quality, helping businesses transform information into actionable insight. Our expertise, innovative technology and dedicated support empower customers to achieve lasting accuracy, efficiency and confidence in every interaction.

Melissa Logo

Primary Logo, Tagline & Clear Space

1. The Melissa Logo

The Melissa wordmark is inspired by the Avenir typeface and features a distinctive bright cerulean tittle on the "i" to represent the precise data points we provide. The logo should be used consistently across all product and marketing materials to maintain brand integrity.

2. Tagline

Our Melissa logo with the accompanying tagline can only be used if authorized by our marketing department. Please email marketing@melissa.com for permission or inquiries on use.

3. Clear Space

To ensure proper breathing room around the Melissa logo, use the x-height of the wordmark or the height of an 'a' on all sides.

Download Logos

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1 **Primary Logo:**

melissa

2 **Tagline Logo:**

melissa

The Address Experts ■ Est. 1985

3 **Clear Space:**

x

amelissap

Logo Usage

In order to maintain consistency throughout our identity, it is essential that our logo is never altered in any way. Altering, distorting or illustrating the logo in any way weakens our brand representation. Please see below correct and incorrect usage examples for reference.

Standard White: To be used on darker colored backgrounds for best visibility.

Standard Grey: To be used on white or lighter colored backgrounds for best visibility.

All White: To be used if there is low-contrast between logotype tittle (i) and background.

All Black: Should only be used to follow protocol integral to requirements of a project.

Do not use the logo against low-contrast.

Do not change the tracking or apply effects to the logo.

Do not distort the logo (stretch or squeeze) or space characters.

Do not change the logo colorway.

Logo Placement: Banners

Our logo should be placed in appropriate positions with adequate breathing room. Please see references in both horizontal and vertical orientation below. Reach out to **marketing@melissa.com** for unique positioning or placement needs.

Logo Placement: Partners & Sponsors

When placing the Melissa logo next to partner or company logos, ensure clear spacing and use a 2pt white or grey divider line appropriate to the background color and our logo colorways.

Additional Logos

Our **sub-brand logos** represent distinct industries or markets on our site. The **attribution logo** is for display on partner sites using Melissa's location/verification services. **Product logos** have unique identities reflecting their specific services. The **monogram logo** is used solely for app icons, and the **favicon** appears only in our site's address bar.

Sub-brand Logos

melissa DIRECT

melissa DEVELOPER

melissa EDUCATION

melissa LOOKUPS

Download Logos

Attribution Logo

melissa ✓erified™

melissa ✓erified™
THE ADDRESS EXPERTS

Monogram Logo

m · m
Melissa Lookups App

m
Melissa ID App

Favicon

m

Product Logos

Pers⊙nator

Melissa Address Validation

melissa Alert Service

⚙ **Data Retriever**

☁ **Listware**

UNIS⊙N
by melissa

***Express*Entry**

* Please email a request to marketing@melissa.com
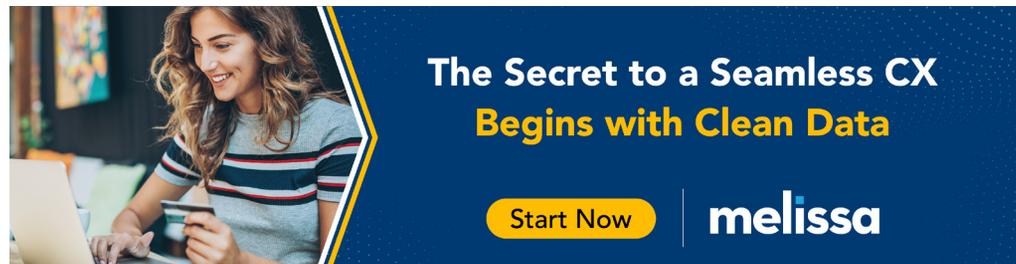If a product logo is needed.

Successful Logo Usage Examples

These examples show proper use of the Melissa logo across print, tradeshow and digital materials.
Each maintains brand consistency through clear visibility, proper spacing and cohesive design.

Print, Tradeshow & Promo Items

Web Banners

Acquired Companies

Melissa has strengthened its position as a global data leader through the strategic acquisitions of Cicero, Global-Z and ZipInfo. These additions expand our data intelligence capabilities, enhancing services in voter outreach, international data consulting and ZIP Code accuracy.

Global-Z

Global-Z offers global address verification at enterprise scale, along with customer contact data verification.

Cicero

Cicero is the leading database for elected officials and legislative districts, offering precise address-to-district matching and legislator lookups across all levels of government.

ZipInfo.com

ZipInfo.com provides detailed U.S. ZIP Code lookup tools and geographic data, including city, county, area code and time zone information. It also sells ZIP Code databases and software for businesses needing accurate postal data.

Melissa Brand Colors

Our color palette reflects who we are—bright, reliable and data-driven. Primary colors anchor the Melissa brand, while secondary and supporting tones bring flexibility and depth to different mediums. Together, they help create a consistent, recognizable look across every touchpoint.

Download Swatches

Primary/Logo Colors
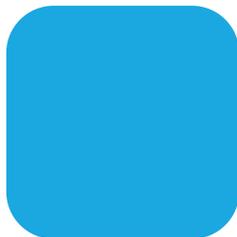
Melissa Blue
HEX: **1BA7E0**
RGB: **27, 167, 224**
CMYK: **100, 30, 0, 13**
PMS: **2925 C**

Melissa Grey
HEX: **4D4D4F**
RGB: **77, 77, 79**
CMYK: **11, 6, 0, 67**
PMS: **7540 C**

White
HEX: **FFFFFF**
RGB: **255, 255, 255**
CMYK: **0, 0, 0, 0**
PMS: **Paper White / N/A**

Secondary Colors

Melissa Yellow
HEX: **FFC107**
RGB: **255, 193, 7**
CMYK: **0, 22, 100, 0**
PMS: **7548 C**

*Used for text

Black
HEX: **000000**
RGB: **0, 0, 0**
CMYK: **0, 0, 0, 100**
PMS: **Black C**

Secondary Colors

Melissa Yellow
(See Previously Listed)

Melissa Scarlet
HEX: **CE0000**
RGB: **206, 0, 0**
CMYK: **0, 100, 100, 10**
PMS: **2347 C**

Melissa Blue
(See Previously Listed)

Suppoting/Element Colors

Melissa Cobalt
HEX: **214887**
RGB: **33, 72, 135**
CMYK: **82, 52, 0, 46**
PMS: **7687 C**

Melissa Deep Blue
HEX: **002654**
RGB: **0, 38, 84**
CMYK: **100, 80, 12, 63**
PMS: **655 C**

Melissa Skyline
HEX: **BBE2F3**
RGB: **187, 226, 243**
CMYK: **24, 1, 2, 0**
PMS: **290 C**

Melissa Gradient
TOP HEX: **00396E**
BOTTOM HEX: **1BA7E0**
TOP RGB: **0, 57, 110**
BOTTOM RGB: **27, 167, 224**

Direct Red
HEX: **A22844**
RGB: **162, 40, 68**
CMYK: **12, 95, 55, 36**
PMS: **1945 C**

Developer Yellow
HEX: **FFCC33**
RGB: **255, 204, 51**
CMYK: **0, 20, 80, 0**
PMS: **1235 C**

Edu Gold
HEX: **B1740F**
RGB: **177, 116, 15**
CMYK: **24, 49, 100, 15**
PMS: **7555 C**

Lookups Purple
HEX: **5C0F8B**
RGB: **92, 15, 139**
CMYK: **80, 100, 0, 5**
PMS: **2592 C**

Melissa Blue (Web Safe)
HEX: **00A3E0**
RGB: **0, 163, 224**

Web Blue 1
HEX: **5FB8E6**
RGB: **95, 184, 230**

Web Blue 2
HEX: **BBE2F3**
RGB: **187, 226, 243**

Web Blue 3
HEX: **E6F6FC**
RGB: **230, 246, 252**

Web Blue 4
HEX: **F3FBFE**
RGB: **243, 251, 254**

Melissa Yellow (Web Safe)
HEX: **FFBD1A**
RGB: **255, 189, 26**

Typography: Digital & Print

Typography plays a key role in maintaining Melissa's clear and approachable brand voice. Avenir LT Std is our primary typeface for digital and print communications, valued for its modern design, readability and versatility. Use heavier weights for headlines and lighter weights for body copy to ensure consistency and strong brand recognition across all materials.

Avenir LT Std

Headline OR Subhead

Avenir LT Std 95 Black

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Avenir LT Std 85 Heavy

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Paragraph Body Copy

Avenir LT Std 65 Medium

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Avenir LT Std 55 Roman

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Avenir LT Std 45 Book

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Avenir LT Std 35 Light

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Typography: Website

Inter is Melissa's primary web typeface, chosen for its clarity and readability across all screen sizes. Use bold weights for headlines and medium to regular weights for body copy to maintain a consistent, modern look online.

Inter

Headline OR Subhead

Inter Black

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Inter ExtraBold

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Inter Bold

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Paragraph Body Copy

Inter Semibold

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Inter Medium

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Inter Regular

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Inter Light

Fix bad, noisy data quickly with expert tools for clean, robust analysis. 0123456789 - :;!?@#$%^&*()[]{}/<>

Design Examples: Banners & Iconography

This page showcases how Melissa's colors, typography and icon styles come together in design. The display banners serve as visual examples of our overall look and feel. Icon styles shown here reflect typical weights and treatments but are not limited to the examples displayed. All outlined icons should maintain consistent stroke weights for visual balance.

FRAME 1

Vector Asset Use

Headline: Avenir LT Std Heavy or Black

Lorem Ipsum Keyword

melissa
Learn More

Use of gradient background to avoid low contrast on our standard white logo.

FRAME 2

Subhead: Avenir LT Std Medium

Lorem ipsum dolor sit

melissa
Learn More

Use of Contained Icon

CTA Button:
Use of Melissa Yellow
Avenir LT Std Medium

Lifestyle Asset Use

Headline: Use of Avenir LT Std Black

Lorem Ipsum

melissa
Learn More

Use of Contained Icon

Filled Icons

Outlined Icons

Contained Icons

Typography: Leading & Tracking for Body Copy

Consistent leading and tracking keep our body copy clean, legible and on-brand. Follow the guidelines and examples below when setting text across all deliverables.

Preferred Leading & Tracking

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.

14.5pt Leading
(121% Line Height)

Lorem Ipsum

0pt Tracking

Use leading between 13–16pt depending on the layout. Keep tracking within -5 to 5pt, and avoid going outside these ranges.

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.

Example of incorrect leading as lines are too close together.

Lorem Ipsum

Lorem Ipsum

Example of incorrect tracking as characters are either too tightly spaced or too spaced out.

Typography: Paragraph Styles & Headline Lockups

Keep body copy left-aligned and within the recommended spacing ranges. For styled text or unique layouts, exceptions may apply. Use the examples below to guide proper paragraph and headline structure.

✅

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.

Use left align paragraph styling.

❌

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.

If you do not have enough characters, avoid justification on all lines (do not force justify).

❌

Lorem ipsum dolor sit amet, consecte-tur adipiscing elit, sed do eiusmod tempor incididunt ut labore et do-lore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in.

Do not use hyphens or end the paragraph with an orphan.

Headline Line Heights

LOREM IPSUM

110% Line Height

*For All Caps

Lorem Ipsum Dolor Sit Amet

125% Line Height

Legal Guidelines

Please follow all requirements in use of our company name, trademarks, registration symbols and attribution statements. Please email **marketing@melissa.com** for questions or inquiries about legal requirements.

Registration & Trademark Guidelines

You'll find a list of the registration and trademarks we use for our company, our partners, and the United States Postal Service®.

Click Here

Corporate Boilerplate

The "About Melissa" wording is for use on all press releases. It can also be used for company listings or descriptions required by certain events or media.

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in arenas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa for full spectrum data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships. For more information or free product trials, visit www.Melissa.com or call 1-800-MELISSA (635-4772).

®   TM   ©

Contact Us

For questions about brand usage, logo requests or marketing approvals, please contact our marketing team. We appreciate your commitment to keeping the Melissa brand clear, consistent and reliable.

@ **marketing@melissa.com**

📞 **1-800-MELISSA (635-4772)**

🌐 **www.melissa.com**

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