



BRAND GUIDE

USE OF THE LOGO



OUR LOGO

Here it is again our logo. Our logo is the most visible element of our identity: a universal signature across all Demand Media communications. It's a guarantee of quality that unites our diverse products and services.

We use the same version in print, on screen, and on our products. It's simple.

Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.

Our logo is a bold, simple, graphic statement. It signifies a rotation around the world.

The logo is made up of two elements: the symbol and the logotype.

The only version of MERMEC logo is in horizontal extension. Vertical version is for specific applications only.

While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.

Symbol

Logotype



Logo

✗ Former logo



✗ Former logo



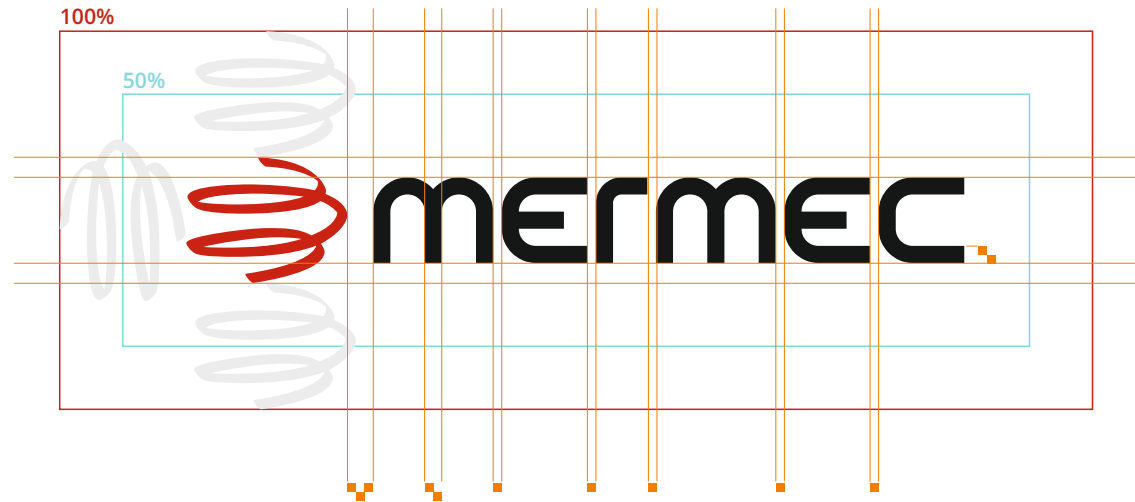
LOGO CLEAR SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space — free of type, graphics, and other elements that might cause visual clutter — to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

When the logo is used, a clear space of 100% the symbol's height should be maintained.

In special circumstances when a 100% clear zone isn't available or possible, use the second option of 50% clear space.



Note: the logotype typography has been carefully spaced, and should not be changed, or re-typed. All letters are vertically aligned.

Clear space



MINIMUM LOGO SIZE

There are no predetermined sizes for the MERMEC logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo.

In print the minimum size is 5 mm height.

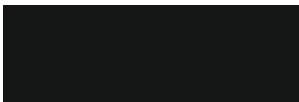


OFFICIAL LOGO COLORS

The only colors to be used for the MERMEC logo are a Red variant and Black as shown here.



C 0
M 100
Y 100
K 15



C 0
M 0
Y 0
K 100

R 221
G 0
B 0
Hex #DD0000
for web purposes

R 0
G 0
B 0
Hex #000000
for web purposes

Pantone 3546 C

Pantone Black C

Avery Dennison
500 Events Film 511EG
700 Premium Film 749PF

Avery Dennison
500 Events 502EG
700 Premium 701PF

RAL 3020
for painings

RAL 9005
for painings



COLOR VERSIONS

The color version should be used on a white background. The white version of the logo should be used on a black background (negative version).

The MERMEC logo can't be modified or used with other elements. The reproduction of the logo should occur using only digital support. Copies reproduced from other sources should be avoided.

White background



Black background



Black and white context



INCORRECT INTERPRETATIONS

To maintain the integrity of the MERMEC logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the MERMEC logo that should be avoided.



✗ DON'T create a logo lockup with text



✗ DON'T rearrange the logo elements



✗ DON'T change the proportions



✗ DON'T stretch the logo



✗ DON'T create a gradient logo



✗ DON'T mix colors



✗ DON'T rotate the logo



✗ DON'T use non-approved colors



✗ DON'T outline the logo



✗ DON'T add a drop shadow to the logo



✗ DON'T add reflections or graphic filters



✗ DON'T use the logotype or the symbol alone



✗ DON'T rotate the symbol



✗ DON'T change the font



✗ DON'T insert borders



BACKGROUND COLORS

Our logo may also be used on an image background with sufficient contrast. Use the color logo for use on light colored backgrounds, and an all-white version for dark backgrounds.

When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.



USE OVER BUSY IMAGES

In case of coloured/busy backgrounds that don't allow sufficient contrast or affect the perception of the logo, it would be appropriate to insert a white rectangular area below the logo.

The size of the rectangular area must be high 100% the symbol's height (see page 3).



If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our MERMEC communications will be stronger for it.

If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact marketing@mermecgroup.com

Thank you

