



ELECTRICAL
MERCHANDISING

BRAND GUIDELINES

MAY 2019



INTRODUCTION

The correct and consistent use of the MM Electrical Merchandising (MEM) master brand shapes how people perceive us in Australia and overseas. It symbolises who we are, where we've come from, our heritage, and where we are going - our vision for the future. It represents what we stand for - our values, and the quality of what we produce.

This brand guidelines document provides standards for using our brand. Please ensure these are followed when producing materials that use our brand. Ensure that any third parties who are producing materials on your behalf are given access to and strictly follow these brand guidelines and standards.

THE MASTER BRAND

The MM Electrical Merchandising (MEM) brand as a whole consists of two parts - the MM circle device and the words Electrical Merchandising. The relative positions, proportions and design of each of the elements and components that form the MEM brand must never be altered, distorted or re-drawn in any way. No attempt may be made to typeset the words in another typeface. Reproduction of the MEM brand must always be made from approved/supplied master artwork. The brand must always be reproduced in one of the permissible colour variations, in positive or negative application (see following pages).

MASTER BRAND



CLEAR SPACE

In whatever application the MEM brand appears, it must always have a minimum amount of clear space around it. The clear space around the logo is measured in units of X. The minimum clear space around the brand should be 2X, as indicated above.



MINIMUM SIZE

Below is the recommended minimum size that the logo should be reproduced. If the logo is reduced smaller (ie business card), elements may start to fill in or break up, affecting legibility. If the brand must run small it is suggested the Orange colour prints as a special PMS 151.



MASTER BRAND COLOURS

The MMEM brand should always appear in its primary colours - PMS Orange 151 and PMS Black.
The brand may appear as black only (mono) in single colour applications.

MASTER BRAND



CORRECT PMS, CMYK & RGB COLOURS



PMS 151
CMYK
C-0/M-43/Y-87/K-0
RGB
249, 161, 58
HEX/HTML # F9A13A



PMS BLACK
CMYK
C-63/M-62/Y-59/K-94
RGB
45, 41, 38
HEX/HTML # 000000

Reproducing the orange of the brand with traditional offset or digital printing will usually require a CMYK equivalent of the colour. Unlike the special (or “spot colour”) PMS Orange 151, CMYK orange does not easily reproduce as a vivid colour. If printing traditionally, it is recommended the selected printer follows the CMYK colour breakdown strictly. It is also recommended that when printing a solid black in CMYK that a percentage of magenta (M), cyan (C) and yellow (Y) be used. See the CMYK colour match above.

NOTE: When reproducing the Orange in embroidery, visually inspecting the thread as most embroidery companies use a variety of thread suppliers that don’t correspond directly to the Pantone PMS swatch system.

CORRECT BRAND USAGE - POSITIVE AND REVERSE

Wherever possible the 2 colour version of the MMEM brand should be used on a white background with the appropriate clear space around the brand (see previous). It can also appear in reverse on a dark background and in 1 colour mono positive and reverse.

MASTER BRAND - POSITIVE 2 COLOURS



MASTER BRAND - REVERSE 3 COLOURS



NOTE: THE MM CIRCLE MUST HAVE WHITE INSIDE THE CIRCLE. UNLESS BEING USED ON A BLACK GROUND (SEE BELOW)

MASTER BRAND - POSITIVE 1 COLOUR MONO



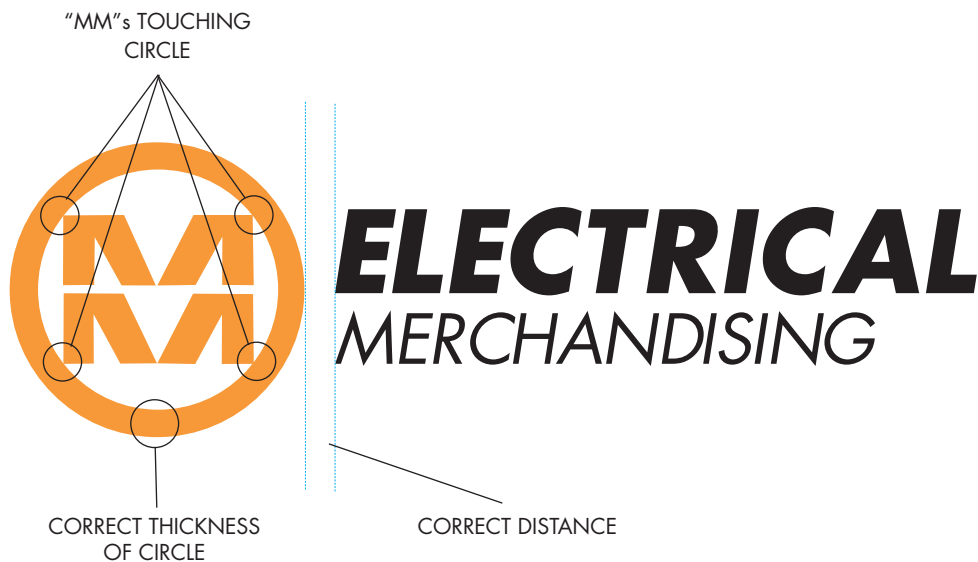
MASTER BRAND - REVERSE 1 COLOUR MONO



NOTE: THE MM CIRCLE DOESN'T HAVE WHITE INSIDE THE CIRCLE THE “MM” CIRCLE IS A SOLID WHITE

CORRECT BRAND SPACIAL RELATIONSHIPS

It is essential that the spacial relationship between the "MM" circle and the "Electrical Merchandising" remains constant. It is also essential the relationships within the circle stay constant. The "MM"s must "touch" the corners of the outer circle.



INCORRECT:
"MM"s not touching "MM" circle



INCORRECT:
"Electrical Merchandising" too far away from "MM" circle



INCORRECT:
Circle border too thin,
"MM"s not touching border,
Circle too close to "Electrical Merchandising"



MM ELECTRICAL MERCHANDISING - FONTS

The MMEM font is "Futura Std" NOTE: Copyright laws dictate this font must be purchased for individual use.

FONTS

FUTURA LIGHT OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA BOOK OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA BOLD OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MM ELECTRICAL SUB BRANDS



MM ELECTRICAL SUB BRANDS



CORRECT/INCORRECT USE OF THE BRAND - 1 COLOUR

Wherever possible use the two colour master brand. If this is not possible, below are examples of how and how not to use the brand correctly in one colour in both positive, reverse and with black and white imagery.

CORRECT USAGE



1 colour on white background.

INCORRECT USAGE



The "MM" circle should always be a solid black not a tint.



1 colour reverse on black (dark) background.



No white background inside the "MM" circle.



1 colour on a PMS 151 orange background.



The "MM" circle should always be a solid white not a tint.



1 colour on a light background.



The logo should not be reversed out of a light background to ensure legibility.



1 colour on a dark photographic background.
All elements of the logo are clearly legible.



Don't position the logo over a photograph unless all elements of the logo are clearly legible.

CORRECT/INCORRECT USE OF THE BRAND - 2 COLOUR

Wherever possible use the two colour master brand. Below are examples of how and how not to use the brand in both positive, reverse and with colour imagery.

CORRECT USAGE



2 colours on white background.

INCORRECT USAGE



"MM" circle in black "Electrical Merchandising" in orange.



No white background inside "MM" circle.



"MM" circle not legible on orange background.
No white background inside "MM" Circle.



2 colours reverse on black (dark) background.



"MM" circle not legible on orange background.



On a PMS 151 orange background.



No white background inside MM circle.
"Electrical Merchandising" in white.



3 colours on light coloured background.



No white background inside MM circle.
"Electrical Merchandising" in white not legible.



Reverse on (dark) photographic background.
"Electrical Merchandising" clearly legible.



No white background inside "MM" Circle.
"Electrical Merchandising" not legible.

BRAND GUIDELINES

MAY 2019

MASTER BRAND LOGOS

MMEM 2 Cols Positive

MMEM_Orange&Black_CMYK.eps
MMEM_Orange&Black_PMS151.eps
MMEM_Orange&Black_RGB.eps
MMEM_Orange&Black_RGB.jpg
MMEM_Orange&Black_RGB.svg

MMEM 2 Cols Reverse

MMEM_Orange&White_Circle_CMYK.eps
MMEM_Orange&White_Circle_PMS151.eps
MMEM_Orange&White_Circle_RGB.eps
MMEM_Orange&White_Circle_RGB.png
MMEM_Orange&White_Circle_RGB.emf
MMEM_Orange&White_Circle_RGB.svg

MMEM_Orange&White_CMYK.eps
MMEM_Orange&White_PMS151.eps
MMEM_Orange&White_RGB.eps
MMEM_Orange&White_RGB.png
MMEM_Orange&White_RGB.emf
MMEM_Orange&White_RGB.svg

MMEM 1 Col Positive

MMEM_Black_CMYK.eps
MMEM_Black_PMS.eps
MMEM_Black_RGB.eps
MMEM_Black_RGB.emf
MMEM_Black_RGB.jpg
MMEM_Black_RGB.svg

MMEM 1 Col Reverse

MMEM_White_CMYK.eps
MMEM_White_RGB.eps
MMEM_White_RGB.emf
MMEM_White_RGB.png
MMEM_White_RGB.svg

CORRECT PMS, CMYK & RGB COLOURS

