



MEINHART
BRAND GUIDELINE

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01 LOGO

1.1 Primary Logo

The logo can be used in two different ways depending on the background brightness. For light or Meinhart White colored backgrounds, the logo will be Meinhart Crimson and Meinhart Shadow Grey. For darker or Meinhart Jet Black backgrounds, the logo will be Meinhart Crimson and Meinhart White.



1.2 Secondary Logo

If the background is Meinhart Crimson, colored (e.g. images) or where the visibility of any element from the logo is compromised, the secondary logos should be used. For darker shaded colored backgrounds, use the Meinhart White version, and for the lighter colored backgrounds, use the Meinhart Jet Black one.



1.3 Sister Brands Primary Logos

The primary logos for the sister brand use the same color palette as the primary Meinhart logo: for light or Meinhart White colored backgrounds, the logo will be Meinhart Crimson and Meinhart Shadow Grey. For darker or Meinhart Jet Black backgrounds, the logo will be Meinhart Crimson and Meinhart White.



1.4 Sister Brands Secondary Logos

The secondary logos for the sister brand use the same color palette as the secondary Meinhart logo: if the background is Meinhart Crimson, colored (e.g. images) or where the visibility of any element from the logo is compromised, the secondary logos should be used. For darker shaded colored backgrounds, use the Meinhart White version, and for the lighter colored backgrounds, use the Meinhart Jet Black one.



1.5 Logo Anatomy

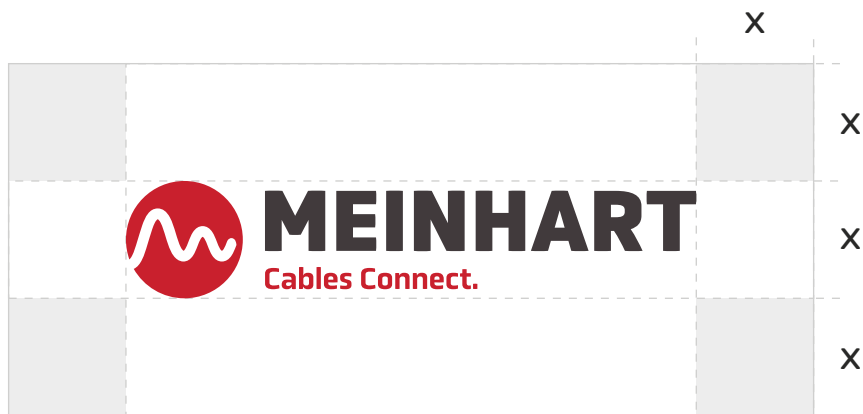
The position and proportion of the logo are strictly fixed. They must not be changed or redrawn for any reason.



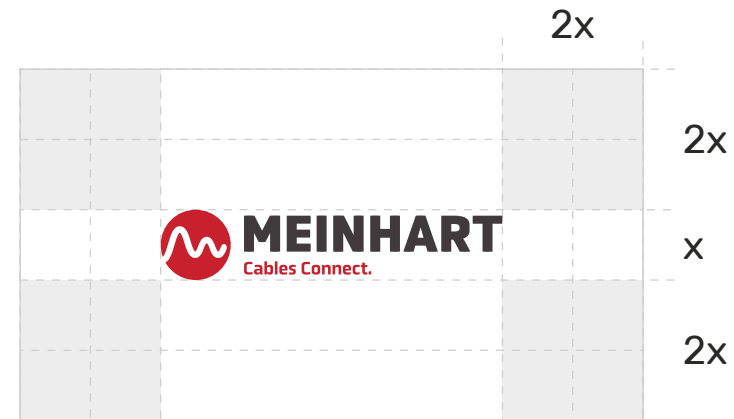
1.6 Logo Safe Zone

The safe zone is essential for the logo to be distinguishable from other graphic elements. Avoid positioning any elements closer than the defined exclusion zone. The minimum exclusion zone is the same as the height of the logo. A double sized exclusion zone can be used for bigger sized materials or materials where there are no other graphic elements (such as business cards).

Safe Zone: Medium sized materials



Safe Zone: Bigger sized materials



Safe Zone: Smaller sized materials

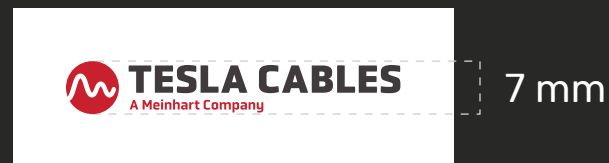


1.7 Minimal Logo Size

Here are the minimum logo sizes. Please avoid reducing the logo size further, it will become illegible.

For digital materials, one of the smallest sizes can be the logo for the desktop website logo, which should not be smaller than 35px tall.

For print materials, the logos should not be smaller than 7mm tall.



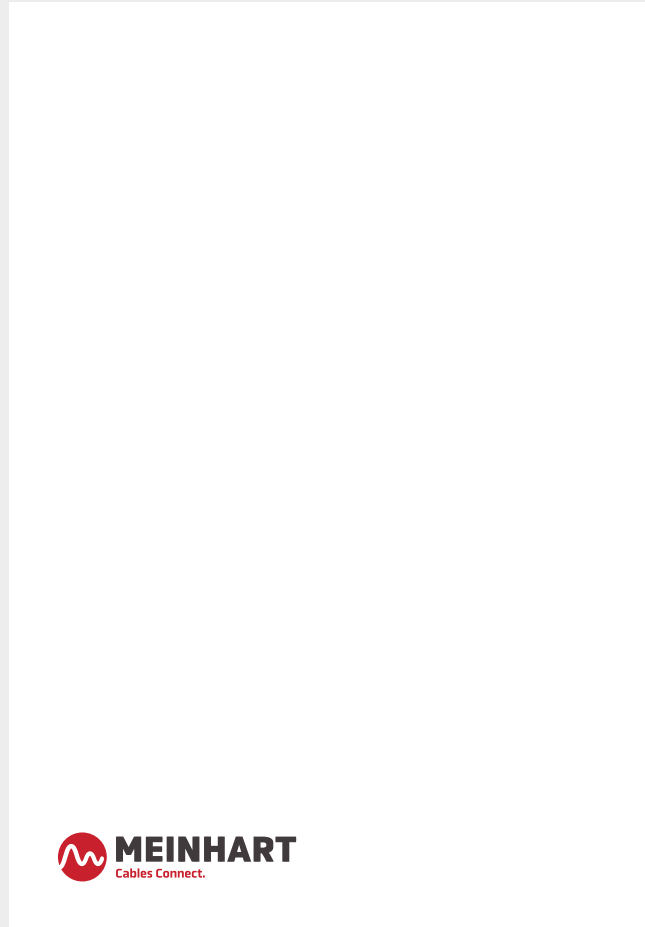
1.8 Logo Placement

The logo should be placed in the following positions, always respecting the exclusion zone. Same rules apply to landscape formats.

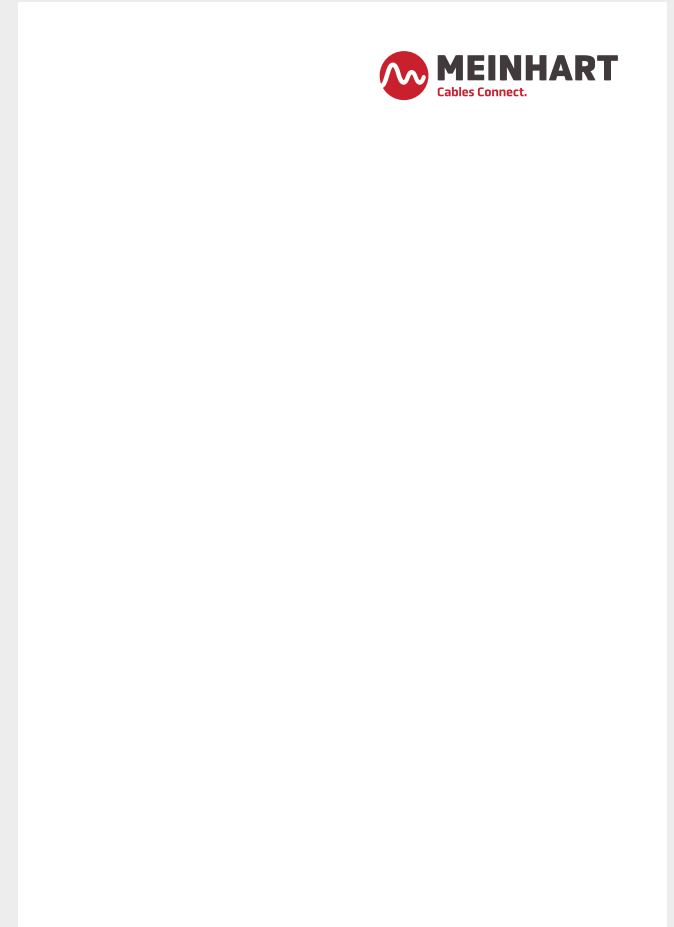
Top left corner



Bottom left corner



Top right corner*



*The logo shall only be placed on the right side if there is no space on the left for it or if the material/platform where it's used doesn't allow placing it on the left side.

1.8 Logo Placement

For outdoor and large format materials, especially those where just the logo is showcased, the size of the logo will not be bigger than 25% of the whole visual.

max. 25% of total surface



1.9 Use of Logo on Complex Backgrounds

If the logo is placed on top of a photography or busy background, the secondary version of will be used.

Preferably, add a transparent layer of a darker color and use the Meinhart White version.

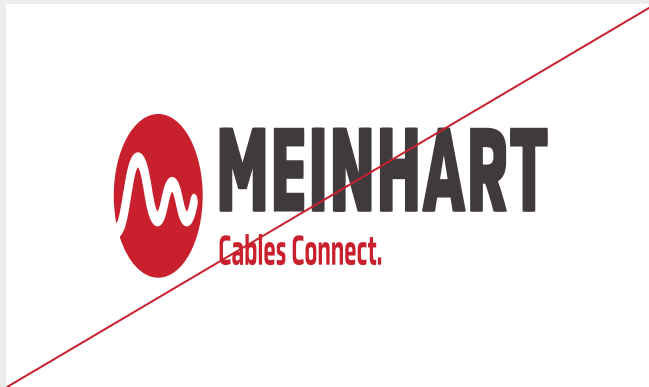
If the picture is extremely light and cannot be darkened, add a transparent layer of a lighter color use the Meinhart Jet Black version.



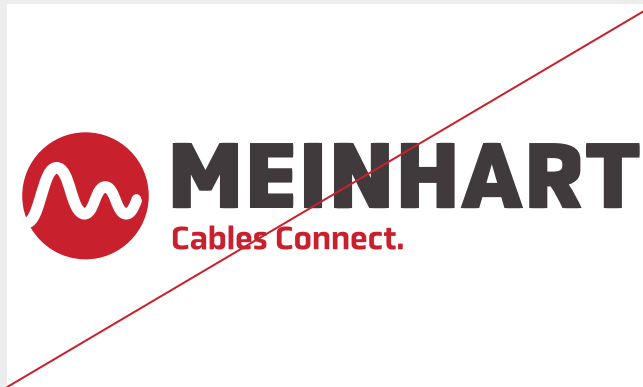
1.10 Incorrect Usage

In order to preserve the integrity of the logo, avoid execution which misuse or compromise the identity. Here is what not to do:

Don't stretch



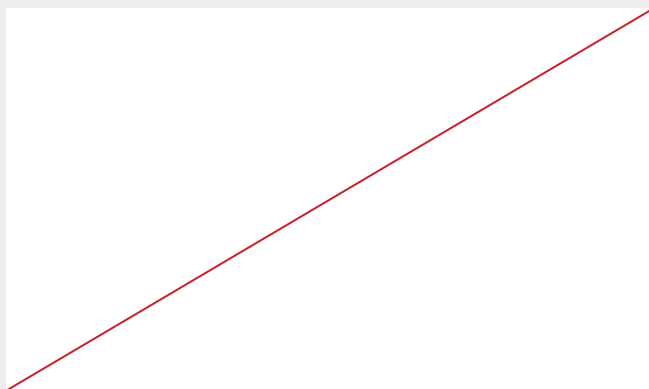
Don't ignore the exclusion zone



Don't change the colors



Don't change the kerning



Don't use gradients nor drop shadows



Don't use colored logos on photos





02

TYPOGRAPHY

2.1 Logo Typeface

OBVIA
Medium + Bold

Obvia, a geohumanist type for all media.

Obvia appeared as a result of direct observation on typefaces classified as geometric and the plan to explore for the first time width axes.

MEINHART

The idea behind Obvia's design was to create a distancing from geometrically pure shapes, in this case, square shapes. Then some details were added, such as subtle inktraps, concave endings of the stems and carefully drawn alternate characters, giving a 'geohumanist' tone to the font.

2.1 Logo Typeface

Obvia Medium has been used for the slogan and Obvia Bold for the brand's name.

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmn
opqrstuvwxyz

NUMBERS

0123456789

SYMBOLS

\$€£¥@#¿?!
+-x÷=°&©

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmn
opqrstuvwxyz

NUMBERS

0123456789

SYMBOLS

\$€£¥@#¿?!
+-x÷=°&©

2.2 Primary Typeface

RUBIK

Rubik is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer as part of the Chrome Cube Lab project.

Rubik is a 5 weight family with Roman and Italic styles, that accompanies Rubik Mono One, a monospaced variation of the Black roman design.

2.2 Primary Typeface

RUBIK REGULAR

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmn
opqrstuvwxyz

NUMBERS

0123456789

SYMBOLS

\$€£¥@#¿?!
+-x÷=%&©

RUBIK MEDIUM

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmn
opqrstuvwxyz

NUMBERS

0123456789

SYMBOLS

\$€£¥@#¿?!
+-x÷=%&©

RUBIK BOLD

UPPERCASE

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

LOWERCASE

**abcdefghijklmn
opqrstuvwxyz**

NUMBERS

0123456789

SYMBOLS

**\$€£¥@#¿?!
+-x÷=%&©**

2.3 Text Placement & Hierarchy

BOLD HEADLINE

Rubik Bold, 60 pt
Kerning -20, Leading 60 pt
Uppercase

**MIXED HEADLINE,
BOLD AND REGULAR**

Rubik Bold + Rubik Regular, 60 pt
Kerning -20, Leading 60pt
Uppercase

Small headline

Rubik Bold, 40 pt
Kerning -20, Leading 36 pt
Lowercase

Big subheadline

Rubik Medium, 30 pt
Kerning -20, Leading 36 pt

Small subheadline

Rubik Medium, 24 pt
Kerning -20, Leading 28 pt

Body text: lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.

Rubik Regular, 18 pt
Kerning 0, Leading 28 pt

2.3 Text Placement & Hierarchy



MIXED HEADLINE

Rubik Bold + Regular, 60 pt

Kerning -20, Leading 60 pt, uppercase

BIG SUBHEADLINE

Rubik Medium, 30 pt

Kerning -20, Leading 36 pt

SMALL HEADLINE

Rubik Bold, 40 pt

Kerning -20, Leading 36 pt, lowercase

SMALL SUBHEADLINE

Rubik Medium, 24 pt

Kerning -20, Leading 28 pt

BODY TEXT

Rubik Regular, 18 pt

Kerning 0, Leading 28 pt



03

COLOR PALETTE

3.1 Brand Color Palette

Meinhart White

Brand's name in the logo on dark backgrounds
Texts on dark backgrounds
Cards on darker backgrounds or on top of imagery

CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEX #FFFFFF
PANT. P 179-1 U
RAL 9016 Traffic white

Meinhart Shadow Gray

Brand's name in the logo on light backgrounds

CMYK 0 | 15 | 0 | 88
RGB 66 | 59 | 61
HEX #413A3C
PANT. 2336 C
RAL 7022 Umbragrau

Meinhart Jet Black

Dark backgrounds
Texts on light backgrounds

CMYK 70 | 64 | 65 | 68
RGB 40 | 39 | 39
HEX #282727
PANT. 426 C
RAL 9017 Traffic black

Meinhart Crimson

Logo icon
Logo shape (M)
Special/highlight backgrounds
Links
Buttons

CMYK 0 | 100 | 77 | 15
RGB 202 | 8 | 43
HEX #C9082B
PANT. 186 C
RAL 3020 Verkehrsrot

3.2 Color Usage



SHADOW GRAY ON WHITE



JET BLACK ON WHITE



CRIMSON ON WHITE



WHITE ON SHADOW GRAY

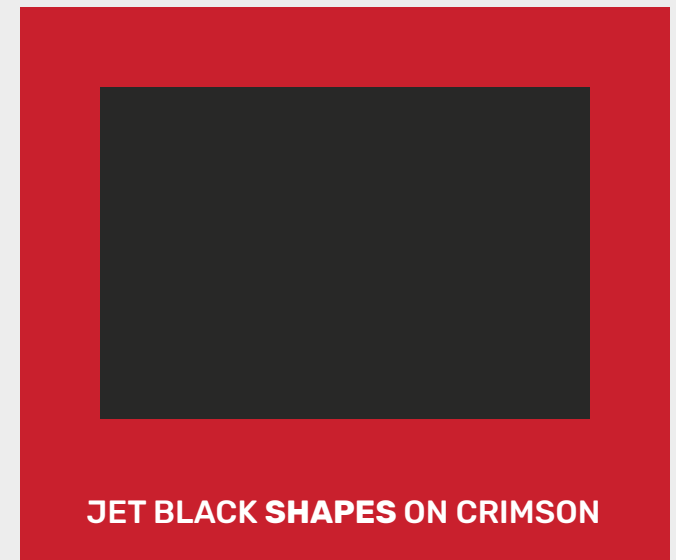
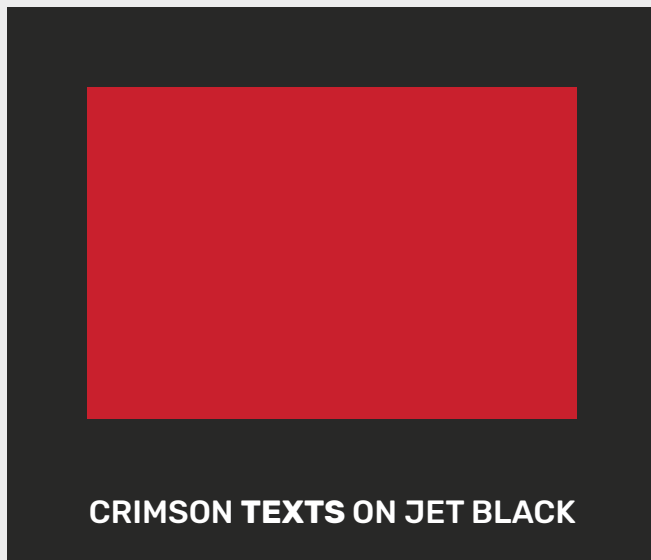


WHITE ON JET BLACK



WHITE ON CRIMSON

3.3 Incorrect Usage



3.3 Incorrect Usage

In order to preserve a good readability and a smooth user experience, avoid misusing the color palette. Here is what not to do:

Don't use low contrast colors for text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

Use the right color for links

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
[Click here to access the link.](#)

Don't use Meinhart Crimson for text or elements that are not clickable

Lorem ipsum dolor sit amet, **important words that aren't clickable nor linked to anything** consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Don't use other colors for buttons

THIS IS A BUTTON

Don't use other colors for cards

Energy and Data
Building our future

Our products are the pre-condition for development and change, for growth and networking, for clean energies and new technologies. Energy cables and data

Don't use colored text on photos





04

TONE OF VOICE

4.1 Brand Story

We are Meinhart Group,

an international company with a local spirit and Europe's cable distribution and logistics industry leader.

Everything we do

is a testament to our unwavering commitment to quality, excellence and innovation, tailored to meet the unique needs of our clients.

We believe

in treating all stakeholders as part of our family, building lasting relationships while delivering what has been promised and beyond.

We make

more than just cables, forging bonds of familiarity and unity that spark change through shared competence and collaborative spirit.

4.2 Brand Personality

Every successful company needs a personality and a voice that will help it stand out and be memorable. By having a recognizable and appealing personality, brands come alive and make an emotional connection with their audience. How we are and our values are reflected in how we approach each piece of communication. So let's see what Meinhart's main personality traits are.

Meinhart is bold, courageous, and driven by a deep sense of purpose. We embody the spirit of those who stand up for what's right, inspire others, and make a difference in the world. Our brand personality is defined by resilience, determination, and a relentless commitment to empowering individuals to unleash their full potential.

EMPOWERING

We are dedicated to lifting others and helping them take action and unlock their potential.

COMPETITIVE

We strive for excellence and push boundaries to achieve success.

INSPIRING

We motivate others to strive for greatness and make a difference.

COMMUNITY

We foster a sense of belonging and unity among all who embrace our brand.

These keywords paint a picture of a brand that leads by example, encourages others to join the journey, and fosters a community of like-minded individuals striving to be heroes in their own right.

4.3 The Brand Personality reflection on the Tone of Voice

Like in a person, personality traits can be seen in actions and language.

Meinhart's empowering, competitive, innovative and community-focused personality needs to be conveyed in how it sounds when it writes and speaks.

The language we use, the way we construct sentences, and the words we choose reflect our voice. The brand's voice has to resonate with the audience, satisfy their core needs and provide meaning. The tone of voice has to be recognizable every time Meinhart communicates regardless of the medium. That's why the tone of voice has to be expressed clearly and consistently.

WE ARE **EMPOWERING**

So our tone of voice is uplifting, supportive, and encouraging.

WE ARE **COMPETITIVE**

So our tone of voice is assertive, confident, and knowledgeable.

WE ARE **INSPIRING**

So our tone of voice is optimistic, motivational and infused with positivity.

WE ARE **COMMUNITY-FOCUSED**

4.4 Tone of Voice Style Guideline

In these guidelines, we'll focus on the most essential element – how we can all use Meinhart's voice every time we write or speak. By following some simple rules, anyone can easily convey the Meinhart Tone of Voice.

1 UPLIFTING, SUPPORTIVE, ENCOURAGING

We lift you up.

We believe in your potential to soar to new heights, and we're here to support you every step of the way.

We avoid empty promises and instead provide actionable support.

When you need guidance, count on us to provide practical solutions backed by facts and experience.

YES: "When you face challenges, we're here to provide guidance and support."

NO: "We'll always make everything better for you."

We inspire action.

Together, let's turn your dreams into reality. Take the first step with us towards a brighter future.

We steer away from mere words and encourage tangible steps towards your goals.

Expect us to motivate you with clear direction and achievable objectives, supported by evidence of success.

YES: "Let's work together to create a plan of action that leads to your goals."

NO: "We guarantee you'll achieve success with us."

We celebrate your victories.

Your successes are our joy.

We're here to celebrate each milestone with you, no matter how big or small.

We refrain from offering false assurances, opting instead to genuinely applaud your triumphs. Rest assured, when you succeed, we'll be there with heartfelt congratulations and evidence of your progress.

YES: "Congratulations on reaching your milestone! Your hard work has paid off."

NO: "We'll always be there to pat you on the back, no matter what."

We believe in you.

You have the strength and resilience to overcome any obstacle.

We're here to remind you of your incredible potential.

We skip hollow affirmations and opt for genuine belief in your abilities.

Trust us to bolster your confidence with concrete examples of your strengths and past achievements.

YES: "Your determination and skills make us confident in your ability to succeed."

NO: "We believe we can do everything for you."

4.4 Tone of Voice Style Guideline

2. ASSERTIVE, CONFIDENT, KNOWLEDGEABLE

We're the experts you can trust.

We avoid overpromising and underdelivering, choosing instead to provide reliable guidance.

YES: "Our comprehensive understanding of the industry positions us as trusted advisors in our field."

NO: "We'll do our best, but we're not sure if we're the right fit."

We know what we're doing.

We adhere to our commitments without making lofty promises, instead opting for clear and actionable language.

YES: "With years of experience in the industry, we have the expertise to tackle even the most complex challenges."

NO: "We'll figure it out eventually, just trust us."

We're confident in our abilities.

We avoid making uncertain statements, choosing instead to express confidence in our capabilities.

YES: "Our confidence stems from a proven track record of delivering exceptional results."

NO: "We'll give it a try, but we're not sure if we can pull it off."

We know what's best for you.

We avoid making empty assurances, preferring instead to provide well-informed recommendations.

YES: "Our recommendations are based on thorough analysis and a deep understanding of your needs."

NO: "We'll give it a shot, but we're not sure if it'll work out."

4.4 Tone of Voice Style Guideline

3. OPTIMISTIC, MOTIVATIONAL, INFUSED WITH POSITIVITY

Embrace the possibilities.

We stay true to our word without resorting to empty promises, opting instead for language that motivates action.

YES: "Believe in the power of your dreams and watch as they unfold into reality."

NO: "Hope for the best, but prepare for the worst."

Dare to dream big.

We avoid making hesitant promises, choosing instead to stand behind our decisions.

YES: "Dreams are the fuel that propels us forward on the journey to greatness. Let's dream big and chase our aspirations with unwavering determination."

NO: "Dreams are nice, but they rarely come true. It's best to keep your expectations low."

Turn challenges into opportunities.

We steer clear of making lofty promises, choosing instead to offer practical solutions.

YES: "Every obstacle is a chance to grow stronger and reach new heights."

NO: "Life is full of challenges, and it's best to avoid them."

Spread kindness like confetti.

We avoid making uncertain statements, opting instead to express confidence in our capabilities.

YES: "Let every act of kindness be a celebration of the positivity we can bring to others' lives."

NO: "Kindness is rare, and it's best to keep to yourself to avoid disappointment."

4.4 Tone of Voice Style Guideline

4. INCLUSIVE, WELCOMING AND EMPATHETIC

Your voice matters.

You are seen and heard.

We prioritize listening and understanding, valuing the unique perspectives and experiences that each individual brings to the table.

YES: "We value your input and believe that every voice deserves to be heard."

NO: "Your opinion doesn't matter much here, so feel free to stay silent."

Together, we are stronger.

You are not alone.

We celebrate diversity and recognize that our differences make us stronger. By coming together as a community, we can achieve great things.

YES: "By coming together as a community, we can achieve great things and support one another."

NO: "We're better off on our own; we don't need anyone else."

You belong here.

We celebrate diversity.

We affirm that everyone is welcome and valued in our community, regardless of race, gender, sexuality, or background.

YES: "Everyone is welcome here, and we want you to know that you belong."

NO: "You don't really fit in here; maybe you should find somewhere else to go."

We learn and grow together.

The connections we build help us improve.

We embrace opportunities for education and growth, recognizing that we all have room to learn from one another.

YES: "By sharing knowledge and experiences, we all have the opportunity to learn and evolve together."

NO: "Learning from others is a waste of time; we prefer to figure things out on our own."



05 PHOTOGRAPHY

5.1 Photography Guideline

Use natural effects and lighting



Don't use HDR or any other artificial effects



Use Dark Gray overlays for images with text on top



Don't use colored overlays, keep the original colors



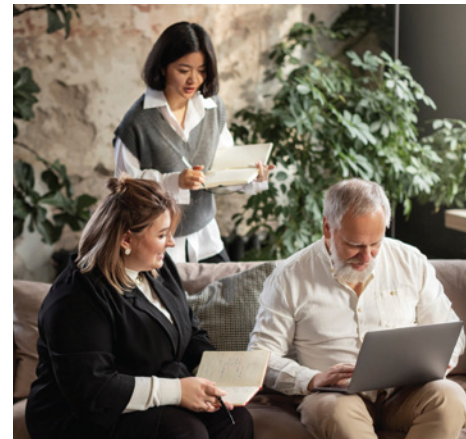
Use candid, natural and professional portraits



Don't use artificial poses nor effects



Use stock photography that feel natural and candid



Don't use stereotypical or staged stock photography





MEINHART

Cables Connect.

