

MERGE ELECTRIC

www.mergeelectric.com

Logo usage, whether in Print, Broadcast or On-Line, must follow these principles.

Primary

Logo Usage - Preferred Presentation

Two-Colour (Print, Broadcast, On-Line)

MERGE Blue & MERGE Red are the only approved Colours for the Logo.

Background Colour must be MERGE White or a Light Background.



Secondary



Alternate Usage

One-Colour (Print, Broadcast, On-Line)

MERGE Black or MERGE White are the only approved Colours for the Logo.

Background Colour must be MERGE Black or a Dark Background. (WHITE)

Background Colour must be MERGE White or a Light Background. (BLACK)

Primary



Secondary



Protection Clear Space / Padding

To heighten visual impact, the Logo must always be surrounded by a Protection Clear Space equal to the height of the "A" in the MERGE Logo. This Space must remain free of all Text, Graphics and any other Visual Elements.

Minimum Size

To ensure the Legibility of the Logo in all applications, a Minimum Size has been established. It is determined by the Width of the Logo from Left to Right, which should never be less than 1.5".



Corporate Colours

Common Misuses

- **Do NOT** use the MERGE Logo in a sentence.
- **Do NOT** change the size of the Letters within the MERGE Logo.
- **Do NOT** use any Colour combinations that are not approved.
- **Do NOT** use Outlines, Glows or Drop Shadows.
- **Do NOT** change the aspect ratio of the Brandmark.

Corporate Fonts

Primary Font is Arial (Text in MERGE Logo).

If the Corporate Name is used in Text Format then the Text must all be UPPER CASE and one of the Corporate Colours.

MERGE Blue

Pantone: 7461 (C, U, M)
Process: 100C, 50M, 0Y, 0K
HTML/RGB: 31R, 113G, 184B

MERGE Red

Pantone: Warm Red (C, U, M)
Process: 0C, 100M, 100Y, 0K
HTML/RGB: 204R, 34G, 41B

MERGE White

Pantone: Opaque White (C, U, M)
Process: 0C, 0M, 0Y, 0K
HTML/RGB: 255R, 255G, 255B

MERGE Black

Pantone: Black (C, U, M)
Process: 0C, 0M, 0Y, 100K
HTML/RGB: 35R, 31G, 32B