### Correct use of the MERGE Logo

MERGE ELECTRIC

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

www.mergeelectric.com

**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



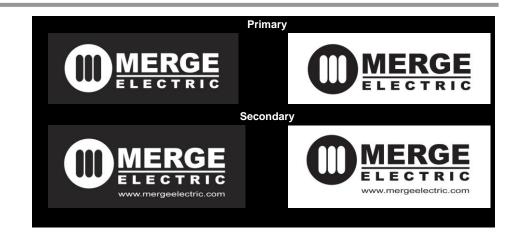
### **Alternate Usage**

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)



# **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".



### **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.

# 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

# Corporate Colours

#### 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

# **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.

