



Meyer Guidelines

Index

1. Logo
2. Spacing
3. Color
5. Logo with Tag Line

Logo

Our logo is the one element that unites and represents our organization and our brand. These guidelines will help you to determine the best way to use our logo.

There are 3 acceptable variation of our logo. Each with specific conditions that might require their use.

Below is our Standard logo and should be used almost always. When in doubt use this version.



A Monochrome version in white is also an option. This version should be used only when the Standard version gets lost in the background.



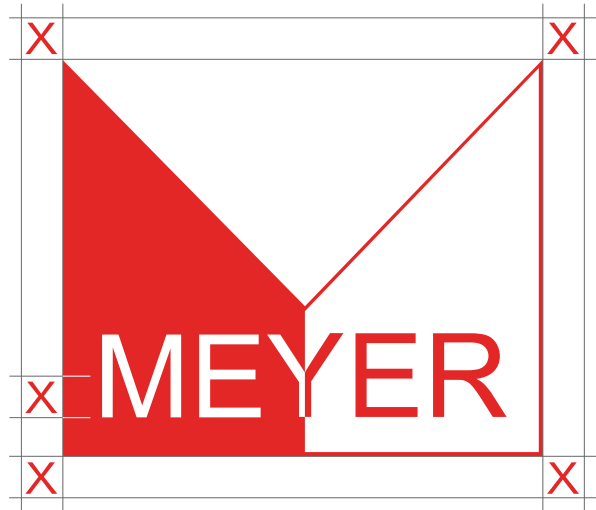
ex.
Red on Red



When it is required that the logo appear smaller then .26 in or 19 px at 72 dpi wide the below version should be used. This version removes the letters from the logo as they are not legible at this size.



Spacing



To protect the strength and integrity of the logo, a clear space area, free of competing visual elements, should be maintained.

In the example at left, 'X', represents the clear space around the logo. 'X' is equal to half the height of the letter 'M' in the MEYER logo.

Color

Meyer Red is not pure red, nor is it arbitrary. When using the color red while associating with Meyer you must use the following color codes.

Consistency is crucial in building a visual brand that is recognizable.

Pantone 485 C
- Pantone + Solid Coated

Hexadecimal: #e2231a

C: 5%

M: 98%

Y: 100%

K: 0

R: 226

G: 35

B: 26

Logo with Tag Line



Meyer also provides a logo that incorporates a type lockup of the tag line. This can be used to help provide clarity about the main industries Meyer works in.

Specifications

Logo at 2" wide:

- Text begins .134" away from the outside of the logo
- Arial - Regular
- Color: (meyer red) #e2231a or (pure white) #ffffff
- Lined up with the bottom of the logo text
- Text size matches the MEYER within the logo

Please contact the Meyer Media Department with any questions.

Scott Haemmerle
Meyer Tool | Creative Director
3055 Colerain Avenue Cincinnati, OH 45225
Desk 513-853-4803 | Mobile 513-623-8344
Email scott@meyertool.com