

The logo for meel group, featuring the word 'meel' in a dark grey sans-serif font and 'group' in a teal sans-serif font, with the 'o' in 'group' being a solid teal circle.

meel group

Delivering Sustainable M&E Solutions

BRAND MANUAL  
V1 2024

# Meel Group Logo

## PRIMARY - WITH STRAPLINE

Our primary logo, shown here, should be used when introducing Meel Group. Where possible this version should be used in the first instance in communications. We also have options to allow the logo to be used over specific brand colours, shown right.

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## PRIMARY VARIATIONS - WITHOUT STRAPLINE

To allow us flexibility in it's use, we have variations that do not have the additional strapline, these can be used in instances where the primary strapline version has already been introduced or is not required.

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# Divisional Logos

MEEL GROUP / OUR LOGOS

## FULL VERSIONS

The Meel Group logo is adapted to incorporate the core colour associated with that particular division, with the Meel 'o' changing in each instance. We have the stacked grey versions, as well as the landscape variations, with the preferred usage being the white on dark blue for marketing communications.

### WHITE ON DARK BLUE

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### COLOUR STACKED

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### COLOUR LANDSCAPE

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# Divisional Logos

## MEEL 'O' VERSIONS

We like to showcase our Group divisions where possible, and where the previous logos can be used to do this in certain circumstances, we have created a set of what we call our 'Meel 'o' logos', shown below. This essentially simplifies the business division logos to the simplest form possible, allowing use in numerous communications, as they can fit in small areas, which is ideal for when the other logo versions would not be suitable.

We have ensured we have a range of options when using these versions of the divisional logos so they are suitable for almost all instances. These are preferable over other options in all marketing communications.

## AS A COLLECTIVE

These versions are perfect to be used together – where we might be highlighting the divisions alongside one another as part of a Meel communication to help visualise our business structure.

### COLOUR PLUS WHITE



### FULL COLOUR



## ELLIPSE VERSIONS

Where we need to incorporate the logos on white backgrounds, within text or columns or in other scenarios where it would be beneficial to contain the logo, we have these versions for use.





PRIMARY

# meel group

Delivering Sustainable M&E Solutions

MEEL GROUP / LOGO ARCHITECTURE

Over-arching Meel Group logo, for use when introducing Meel Group and what we do

## meel group

## meel group

## meel group

Group logo without added strapline. Colour variations available for flexibility. For use when we don't need to further explain what we do with the strapline

SECONDARY

## meel group

PROJECTS

## meel group

BUILDING SERVICES

## meel group

SUSTAINABILITY SOLUTIONS

meel group PROJECTS

meel group BUILDING SERVICES

meel group SUSTAINABILITY SOLUTIONS

Individual division logos, in both stacked and landscape to help across digital and print platforms – with the white on blue being a preference for marketing collateral

TERTIARY



PROJECTS



BUILDING SERVICES



SUSTAINABILITY SOLUTIONS



PROJECTS



BUILDING SERVICES



SUSTAINABILITY SOLUTIONS

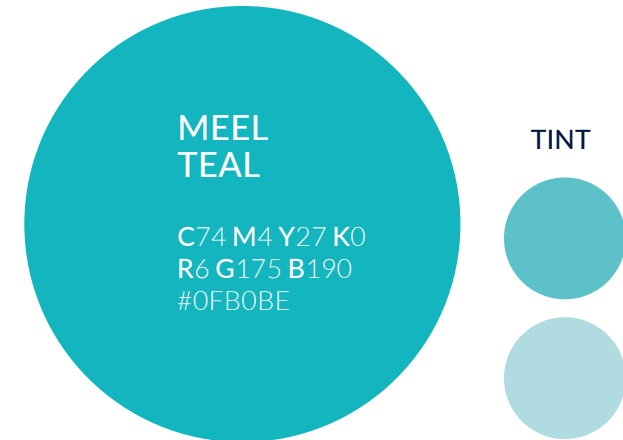
Meel 'o' logo variations, to be used to easily visualise the divisions where Meel Group has already been introduced.

# Colour palette

MEEL GROUP / COLOUR PALETTE

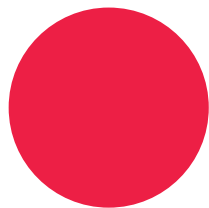
Our primary colours are simple and bold. Each division has a specific colour associated with it, these secondary colours can be used alongside our core primary colours but must be used sparingly, and must never lead on any application.

## PRIMARY COLOURS

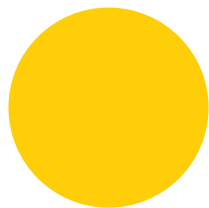


## SECONDARY COLOURS

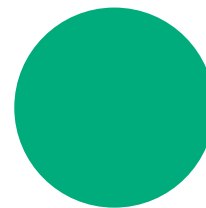
## TERTIARY COLOURS



PROJECTS  
RED  
C0 M98 Y71 K0  
R229 G19 B58  
#E5133A



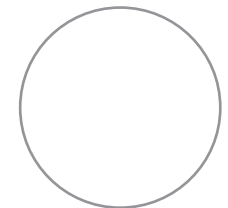
BUILDING SERVICES  
YELLOW  
C0 M18 Y100 K0  
R255 G208 B0  
#FFD000



SUSTAINABILITY  
SOLUTIONS GREEN  
C90 M0 Y71 K0  
R0 G159 B111  
#009F6F



COOL  
GREY  
C0 M0 Y0 K7  
R242 G242 B242  
#F2F2F2



CLEAR  
WHITE  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

# Our brand font

We use the Lato font family to help us create consistent brand communications. Only use the weights listed below for brand consistency. Where Lato is not available the system font Helvetica can be used in Light and Bold weights.

Lato Light

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Lato Medium

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Lato Bold

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Lato Black

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The Lato font family is available as an open font from Google Fonts and can be found here:  
[https://fonts.google.com/specimen/Lato?preview.text\\_type=custom#standard-styles](https://fonts.google.com/specimen/Lato?preview.text_type=custom#standard-styles)

# Application example

## Light v1

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PROJECTS

meel group  
BUILDING SERVICES

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SUSTAINABILITY SOLUTIONS

# Application example

## Light v2

# meel group



Application example  
Dark

meel group



PROJECTS



BUILDING  
SERVICES



SUSTAINABILITY  
SOLUTIONS