

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 lighter shade of teal.

meel group

A teal rounded rectangular button containing the tagline 'Delivering Sustainable M&E Solutions' in white sans-serif text.

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.

meel group

Delivering Sustainable M&E Solutions

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

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



COLOUR STACKED



COLOUR LANDSCAPE



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.



meel group

Delivering Sustainable M&E Solutions

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

PRIMARY

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

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

meel group PROJECTS

meel group BUILDING SERVICES

meel group SUSTAINABILITY SOLUTIONS

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

PRIMARY COLOURS

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.

MEEL DARK BLUE

C100 M72 Y14 K67
R0 G32 B67
#002043

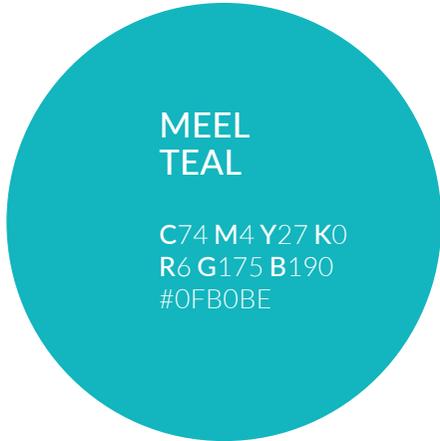


TINT



MEEL TEAL

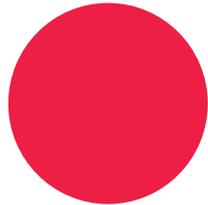
C74 M4 Y27 K0
R6 G175 B190
#0FB0BE



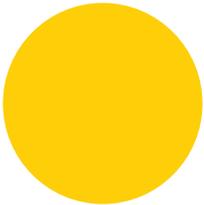
TINT



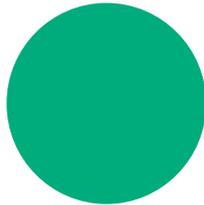
SECONDARY COLOURS



PROJECTS RED
C0 M98 Y71 K0
R229 G19 B58
#E5133A



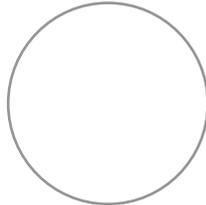
BUILDING SERVICES YELLOW
C0 M18 Y100 K0
R255 G208 B0
#FFD000



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

TERTIARY COLOURS

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

Lato Medium

Lato Bold

Lato Black

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

Application example

Light v1

meel group

meel group
PROJECTS

meel group
BUILDING SERVICES

meel group
SUSTAINABILITY SOLUTIONS

Application example

Light v2

meel group



Application example
Dark

meel group

