

# 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.

meel group

meel group

meel group

meel group

meel group

Delivering Sustainable M&E Solutions

meel group

Delivering Sustainable M&E Solutions

meel group

Delivering Sustainable M&E Solutions

# Meel Group logo architecture

PRIMARY

**meel group**

Delivering Sustainable M&E Solutions

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

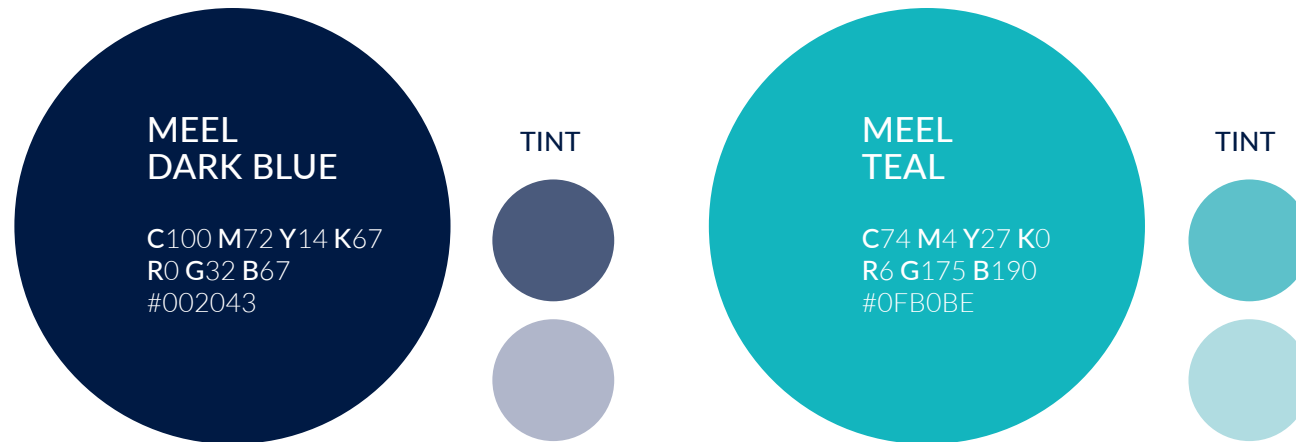
TERTIARY



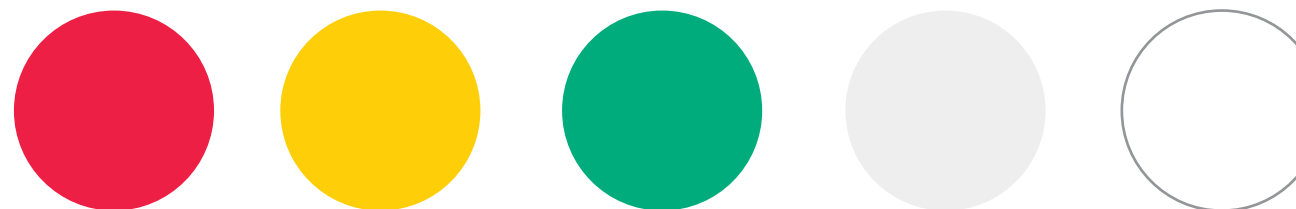
Meel 'o' logo variations, to be used to easily visualise the divisions where Meel Group has already been introduced.

# Colour palette

## PRIMARY COLOURS



## 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

# 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 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)