



DIRECTING THE FLOW OF *Quality*

**Brand Identity Manual**



# Welcome to the Merit Brass Co. Brand

Enclosed are our branding guidelines which are designed to provide you with detailed instructions and graphic design rules. As a family business owned and operated since 1937, we want to ensure that our philosophy and rich history is represented in the way that Merit presents our brand to you and everyone who encounters our brand.

Please review these guidelines thoroughly. All communication materials must be designed with a consistent representation of the Merit brand identity and business. Our brand voice is part of everything we do, which is why it is so critical that these guidelines are adhered to. We appreciate your commitment to these guidelines to help support, sustain and solidify what many have come to know as the Merit brand.

Merit has a rich history of offering the most comprehensive flow control and piping connection technology. As the Merit family, we differentiate ourselves by being extraordinarily customer centric and committed to providing high-touch, personalized service that exceeds expectations and results in what we refer to as the Merit Experience. Our brand culture is built around the Merit Experience formed from the Merit brand and it is what makes our family unique to everyone we serve. All disciplines at Merit are rooted in this brand culture and is what continues to drive our success today and tomorrow.

Through this document, our goal is to provide our partners with insight into our brand culture, and together, bring brand awareness and a consistent brand message to the market. Because of your commitment to aligning with Merit's guidelines, our brand voice and its visual representation will only strengthen our position in this growing & competitive market. Use of the Merit brand including CopperPress®, StainlessPress® and CarbonPress® will require written authorization to publish anything electronically or in print.

If you have any questions or any insight into how the Merit brand is resonating with our PVF family around the world, please contact us at [mbmarketing@meritbrass.com](mailto:mbmarketing@meritbrass.com).

Sincerely,

**Kimberly Wallingford**  
Director of Marketing  
Merit Brass Co.



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# The Merit Logo

**STRONG, BOLD UPPERCASE LETTERING DEFINING MERIT**

**Quality-driven**

**Customer-focused**

**Family of passionate people**

**Innovative solutions driven to provide value**

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## The Merit Logo Detailed

### Merit Brass... Directing the Flow of Quality.

Let's review how we define the heart of Merit.

Since 1937, Merit has been rooted in quality designed to serve communities. We have built a culture around a family of passionate individuals committed to serving our wholesale partners with consistent, high-quality services & products. Products that merit a place in their inventory. Our experience has brought us a family of vendors who share in our vision and are committed to driving quality across all vertical markets.

Merit is a family founded in bringing innovative solutions to our channel partners. Our team of associates hear the voice of customers and go above-and-beyond to bring solutions to ensure their success.

We are an organization excited about our offering; a family of passionate individuals driven to serve, an experienced team driven to inspire your confidence in us as your provider.

Merit instills in its associates a thirst for creativity where ideas flow within and across departments. Each idea is born with the goal of making us better and serving you better. Merit's mission is to embody ease of doing business in every experience you encounter with us. We want quality flowing in every aspect of working with us towards your success.

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## The Safe Zone for Our Logo

[1] The Merit logo is required to have a safe zone/area that surrounds the logo. This ensures that other graphical elements are not diminishing the impact of the logo.

The minimum clear space surrounding the logo must be 0.25" all around. It is important to note that the surrounding clear space can exceed 0.25". One should always use scaling when resizing (shift key should be pressed while dragging the corner of the art to increase/decrease its size) the Merit Brass logo.

[2] The slogan should be aligned between the Directing the Flow of and Quality. Additionally, the clear space should be 0.25" from the tip of the 'y' in quality. The slogan itself should be an 'x' from the bottom of the orange logo to the top of the 'Q' in quality. The slogan should also be directly under the Merit Brass logo. Improper use includes: above, left or right of the logo.

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## Position & Lock-up

The Merit logo is designed in PMS 159 which is a darker orange. It is important to choose complementary colors on which to place the Logo. It is important to note this since the Merit logo is free floating on all backgrounds. The elements surrounding the Merit logo must not impede its ability to stand out or “pop”.

In addition to the color choices surrounding the Logo, please adhere to the safe zone/ clear space surrounding the Logo found on [page 6](#).

The Merit logo can only be reduced in size to a point where both the Merit Brass and the respective slogan are legible and distinguishable.

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# The Do's and Don'ts



Do: Present the PMS 159 logo on dark backgrounds with a white tagline/slogan



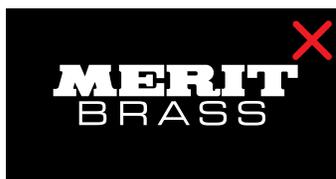
Do: Present the PMS 159 logo on lighter backgrounds with a black tagline/slogan



Do: Present the logo in black on light backgrounds with a black tagline/slogan



Do: Present the logo in black on dark backgrounds with a white tagline/slogan



Do not: Separate the Merit Brass letters from the logo



Do not: Present the logo with a glow or drop shadow (inner or outer).



Do not: Rotate the logo



Do not: stretch or shrink the logo



Do not: Put the logo in shapes





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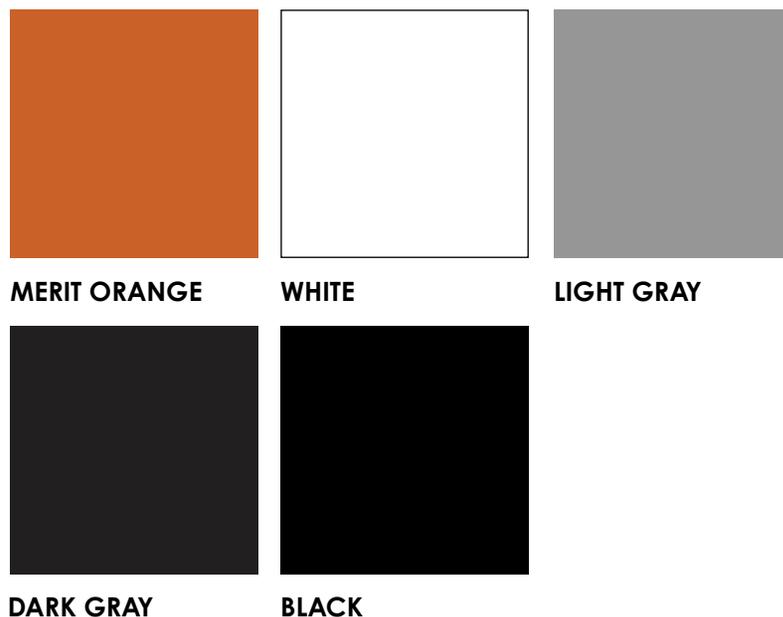
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# The Merit Brand Colors

Merit's brand colors help support brand recognition. For these reasons, it is imperative that associates and partners live within the corporate color scheme. This includes wearables, electronic format and in print format where the Merit branding is portrayed. Specific to wearables, our logo may only be embroidered, or silk screen printed on white, gray (light or dark) or black. In addition, our Marketing Department must provide written authorization for the wearable request and approve its respective artwork.

At Merit, we proudly tout our PMS159 orange and complement strength of the orange with gray, white and black.

**Our family of Merit bleeds orange.**



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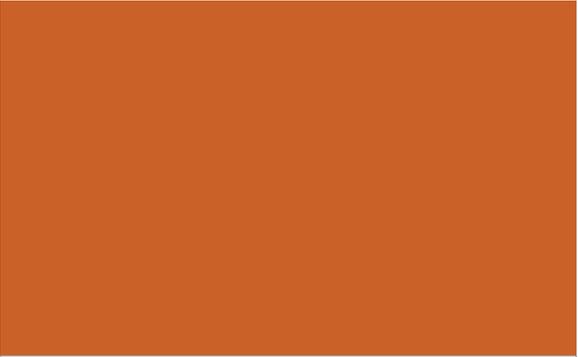
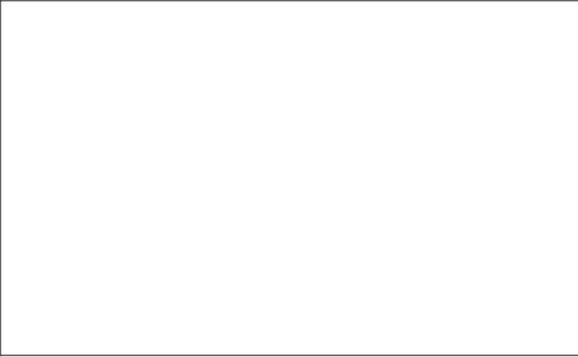
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# Primary Color Palette

						
<b>MERIT ORANGE</b>				<b>WHITE</b>		
<b>PMS</b>	<b>Hex</b>	<b>RGB</b>	<b>CMYK</b>	<b>Hex</b>	<b>RGB</b>	<b>CMYK</b>
159	#CB6015	203/96/21	0/53/90/20	#ffffff	255/255/255	0/0/0/0

								
<b>LIGHT GRAY</b>			<b>DARK GRAY</b>			<b>BLACK</b>		
<b>Hex</b>	<b>RGB</b>	<b>CMYK</b>	<b>Hex</b>	<b>RGB</b>	<b>CMYK</b>	<b>Hex</b>	<b>RGB</b>	<b>CMYK</b>
#969696	150/150/150	0/0/0/41	#231F20	35/31/31	0/11/9/86	#000000	0/0/0	0/0/0/100

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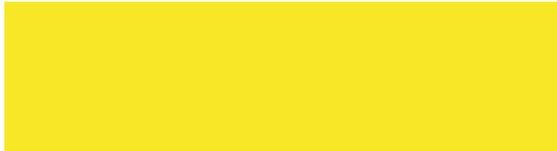
# Press Offering Colors

Specific to our press offering and the respective sealing elements, please note our color scheme below:

**Master Box, Inner Box, and Bag Labels Color**



EPDM (WATER)			
PMS	Hex	RGB	CMYK
7738 C	#48A23F	72/152/63	56/0/61/36



HNBR (GAS)			
PMS	Hex	RGB	CMYK
12-0643	#F8E72C	248/231/44	0/7/82/3

**VIPR® (Visual Indicator Press Ring®) Color**



EPDM (WATER)			
PMS	Hex	RGB	CMYK
356 C	#007A33	0/122/51	100/0/58/52



HNBR (GAS)			
PMS	Hex	RGB	CMYK
604 C	#EADA24	234/2181/36	0/7/85/8

**VIPR® (Visual Indicator Press Ring®) Text Box Color**



EPDM (WATER)		
Hex	RGB	CMYK
#008242	0/130/66	100/0/49/49



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# Our Family of Fonts

It is important to understand that fonts play a critical role in brand recognition as well. For this reason, the below referenced fonts must always be used when referencing the Merit brand specific to our slogan, press technology, individual press brands and VIPR® band.

# Century Gothic

Regular // bold



## VIPR® Technology

## Visual Indicator Press Ring®

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1 2 3 4 5 6 7 8 9 0**

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# Our Family of Fonts

For Merit branded items, "Directing the Flow of Quality" must be in white text on black items, white text on medium gray/dark items.

# TRAJAN PRO 3

Regular

DIRECTING THE FLOW OF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0

*Vladimir Script*

Regular

*Quality*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1 2 3 4 5 6 7 8 9 0*

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## Our Family of Fonts

# Acumin Variable Concept

Black // Thin

**MERIT PRESS**® TECHNOLOGY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1 2 3 4 5 6 7 8 9 0**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0



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## Our Brand Voice

Merit's mission is to maintain & uphold Merit's legacy of providing quality products & services to our customers with dedication and passion.

The Merit brand voice connects with its audience in a tone that is both serious & knowledgeable because of our decades of experience. As a family owned and operated business, we further serve those who engage with our company in a family-friendly and helpful tone. Our team is committed to passionately demonstrating that you are an extension of the Merit family.

It is important that the brand has one voice. The brand can be diluted when multiple individuals (associates, partners, etc.) write copy for different publications and materials. It is important that the brand's voice is unified and consistent; and not disconnected, as if it has several personalities.

Here are some important guidelines to preserve our brand voice:

- State the facts clearly. Write direct, succinct sentences. Don't embellish copy with lavish sales jargon.
- Be honest and genuinely sincere.
- We are a helpful, family-friendly business comprised of passionate people and our tone should reflect that passion along with a tone of helpfulness and knowledge.
- We must demonstrate a relentlessness in offering solutions that stem from the customer's pain points as part of our helpful nature.
- State true differentiators rather than a roster of features that are focused on engineering.
- Don't be boring, stoic, abrasive, arrogant or argumentative.

Our imagery is designed to support the brand's voice in a family-friendly, professional way. Be sure to keep in mind that our voice and imagery work in tandem with each other.

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## Our Brand Imagery

As a family business for over 8 decades, the imagery representing the Merit brand must demonstrate high quality with family in mind. The essence of who we are resides in our people. A diverse group of individuals driven with a passion to succeed, grow and drive improvement. It is our people who bring the essence of Merit Brass to light through their thoughts, words and actions. This Merit brand not only connects our associates to each other, but our suppliers and customer partners are extensions of our family. For these reasons, our photography must draw out the global connectivity between our suppliers, associates, and partnerships.

Our product imagery is designed to artistically reflect the flow of quality of part and the strength and depth of our brand.

The brand's essence is deeply rooted in our imagery as we create photography that separates us from others in our space. Each visual representation of Merit drives home the unique experience you receive from interacting with our brand and people. Our brand imagery is reflective of a culture of individuals dedicated to our customer's success and each other's demonstrated through imagery of associates in their work environments. We celebrate the efforts of each member of our family and choose imagery that echoes not only our appreciation but the effort each associate puts forth.



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Each image includes the key elements of photography:

- Background
- Focus
- Foreground
- Reflection
- Sunlight
- Shadow

It is important to note that prior written authorization of using Merit's images must be received from our Marketing Department. Please detail how you intend on using our images. Marketing can be reached at [mbmarketing@meritbrass.com](mailto:mbmarketing@meritbrass.com).



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# Photography: Regulations & Guidelines

## Casting

As a brand committed to quality and family, Merit uses real associates (not models) in representing our brand. This solidifies the true Merit Experience for both the associate and consumer as genuine and thought felt. Merit's employee handbook serves as the catalyst for the required attire during a video or photo shoot. Each associate should bring to the video or imagery a commitment to serve, a passion to succeed and drive to improve.

We are a company founded on diversity and inclusion and must be mindful of how, where and when we are communicating. Always be cognizant of where the message is being delivered and the people involved in that country, region, state, area; and be respectful and mindful of people's individuality. We want our moments reflected in a natural, relaxed, organic fashion. Anything else is disingenuous and forced.



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**CONCLUSION****Legal**

- Written approval by Merit is always required for third parties to use our imagery, documents, branding, drawings or video.
- Any participant in a video or image must provide written consent through Merit's model release form.
- Customers, service providers and vendors must agree to the following conditions in writing before any business or information is shared:
  - » Terms and conditions of sale/purchase
  - » Vendor Code of Conduct
  - » Pictures, drawings, videos or any other information provided remain vested in your company or Merit.
  - » No Merit trademarks, patents, copyright, patent applications or other proprietary rights are granted to the vendor.
  - » Any intellectual property rights that evolve from services or work provided by your company or Merit, must be assigned to Merit or your company.
  - » Written permission must be received for any pictures of products, brands, trade[marks] or logos of a customer or vendor prior to publicizing them.





# BRAND LAYOUT

In the pages that follow, Merit will review our signature look and how we present our Company graphically. It is important to note all the elements that support our brand such as headlines, subheads, copy, etc. play a vital role in the message we are relaying to the market around Merit Brass.

The Merit logo which is the essence of our brand must be properly positioned as the centerpiece. How we surround our logo in imagery, text, and placement echoes how we are Directing the Flow of Quality and impacts brand perception and recognition. It is vital that all components are consistent and aligned.

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# Layout Explained

**The Headline**

**Headlines are in Century Gothic Bold and should be larger than the body copy.**

**The Body Copy**

Body copy in Century Gothic Regular and at least half the size of a headline.

**The URL**

URL text in Century Gothic Regular or Bold and the same size of the body copy.  
 Highlighted in Merit orange.

**Don't use *too many* font weights on a page. This is confusing.** ❌

Stick with only two weights (probably Reg and Bold) and plan your font hierarchy.

**Don't crowd your text and don't create widows.** ❌

A widow is one word on an ending line, like the headline above. Also see how this text doesn't have space to breathe - everything is too close together.

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# Title and Subtitle

**The Title**

**Titles are in Century Gothic Bold and should be larger than the subtitle.**

**The Subtitle**

Subtitles in Century Gothic Bold and at least half the size of a title.

**This is a Title**

---

**This is a Title**

**Accompanied by a Subtitle**

---

**This is a Subtitle**

**Accompanied by a Title**



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# Our Master Brand Templates

## Posters and Banners

Merit is committed to supporting our partnerships through various programs and events. If a banner or poster is needed, we do have several styles to choose from below. If you have a special request, please reach out to our Marketing Department at [mbmarketing@meritbrass.com](mailto:mbmarketing@meritbrass.com)



Retractable Banners



5' x 3' Banners



3' x 3' Banners

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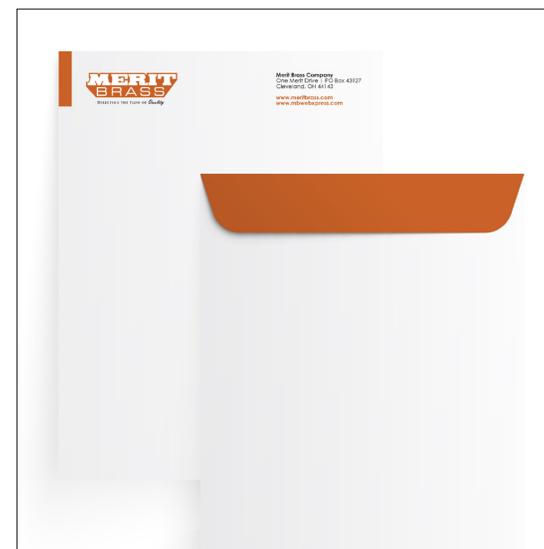
# Letterhead



# Paper Envelopes



Poly Window 4x9 Envelope



9x12 Envelope

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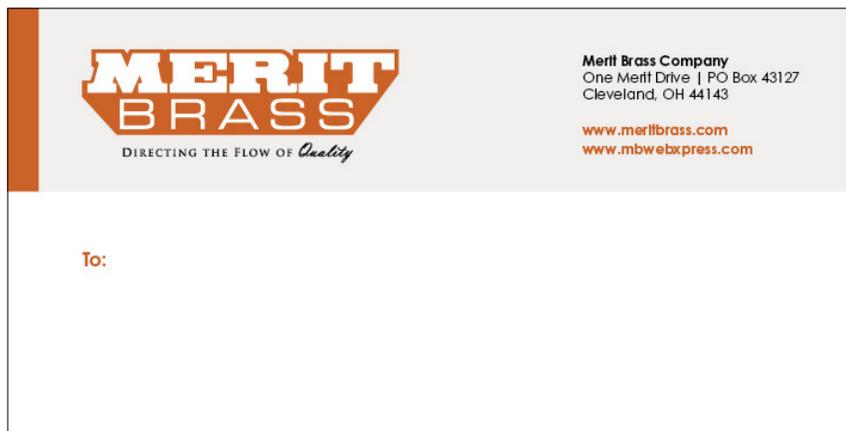
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# Mailing Labels



# Email Signatures



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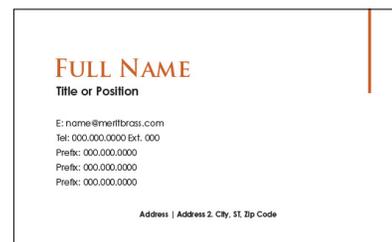
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# PowerPoint Template



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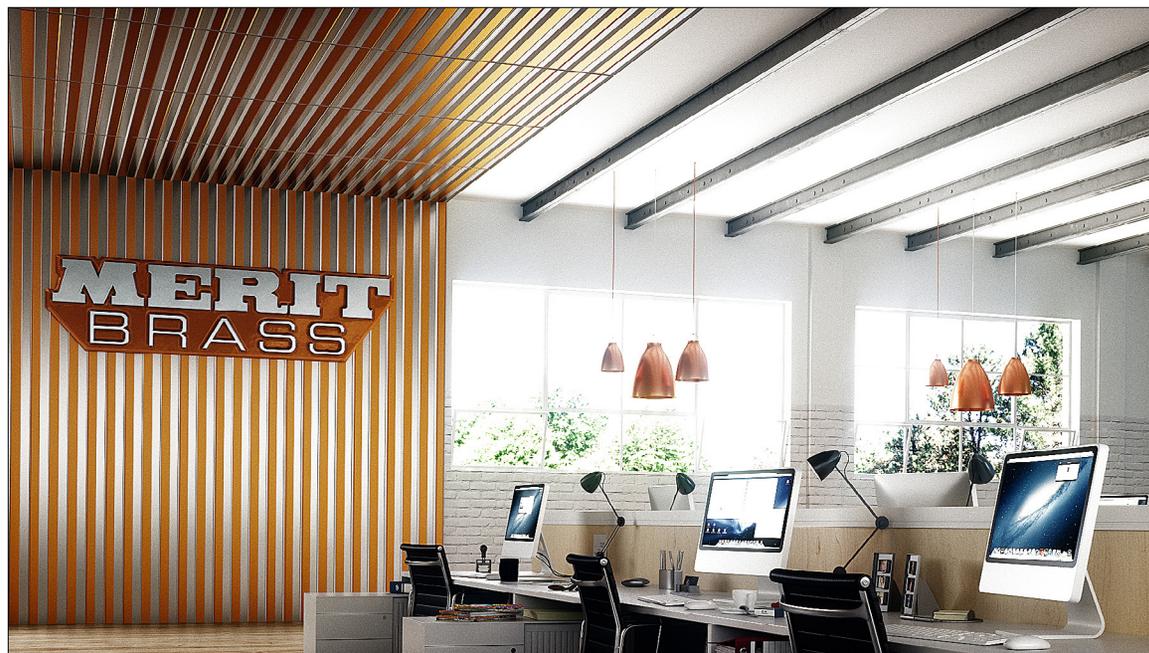
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Zoom & Microsoft Teams Backgrounds



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# Website

Our branding guideline will be available on our website, [meritbrass.com](http://meritbrass.com). While we will endeavor to apprise you of any brand changes, our website will serve as your most current version of this document ([www.meritbrass.com/branding-guidelines](http://www.meritbrass.com/branding-guidelines)).

The website is an extension of the Merit brand; and therefore, carries the same design elements and direction as in print or other digital methodologies.

In addition to [meritbrass.com](http://meritbrass.com), Merit does have a web portal for our established wholesale partners. Our web portal is called **MBWebXpress** and the site is accessible via [www.mbwebxpress.com](http://www.mbwebxpress.com). This site must always be referenced as MBWebXpress not MBWebExpress or MBWeb Express.



**MB**WebXpress™



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# Press Technology Logos

The press technology logos can only be reproduced in black and white. Below are the specifics to each Merit Press alloy:

## CopperPress®



CopperPress® is a trademarked name and therefore, must include the ® symbol as superscript at the end. Additionally, by Merit Brass Co. in italics must reside under the "per" in copper.

## StainlessPress®



StainlessPress® is also a trademarked name; and therefore, must include the ® symbol as superscript at the end. Isotubi-USA, By Merit Brass Co. in italics should reside under the N through to the S in stainless.

## CarbonPress®



CarbonPress® is also a trademarked name; and therefore, must include the ® symbol as superscript at the end. By Merit Brass Co. in italics should reside under the N through to the R in CarbonPress.

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# Visual Indicator Press Ring®

It is also important to understand the proper terminology around our patented VIPR® band. VIPR is also trademarked as is its extended naming: Visual Indicator Press Ring®. Therefore, each must include the ® symbol as superscript at the end. Please refer to our fonts and colors for VIPR and the box below.



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# Business Unit Logo Do's & Don'ts



Do: Use the logo in white over black background.



Don't: Separate the icon from the logo.



Don't: Separate the icon from the logo



Don't: Use the logo with shadows or glow (inner or outer).

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# Merit's Endorsement of Individual Brands



[www.meritbrass.com](http://www.meritbrass.com)  
[www.mbwebxpress.com](http://www.mbwebxpress.com)

**Merit Brass Co.**  
 One Merit Dr. • PO Box 43127  
 Cleveland, OH 44143

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# Conclusion



Consistent branding is vital to the success of an organization. Each element is carefully selected and put together to ensure that the message to the market is reflective of the brand's true voice, personality and overall look and feel.

We sincerely appreciate your support in helping us champion our brand in a positive, consistent way. If you have any questions, please direct them to the Marketing Department at [mbmarketing@meritbrass.com](mailto:mbmarketing@meritbrass.com)



