



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 MeritPress™ available in Carbon, Copper, & Stainless, Previous brands included CarbonPress, CopperPress and StainlessPress 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.

Sincerely,
Kimberly Wallingford
Director of Marketing
Merit Brass Co.



LOGO

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

The Merit Logo

STRONG, BOLD UPPERCASE LETTERING DEFINING MERIT

Quality-driven

Customer-focused

Family of passionate people

Innovative solutions driven to provide value

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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.

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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.

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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.

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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



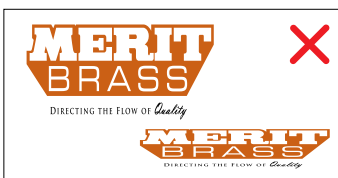
Do not: Separate the Merit Brass letters from the logo



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





BRAND COLORS

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

The Merit Brand Colors

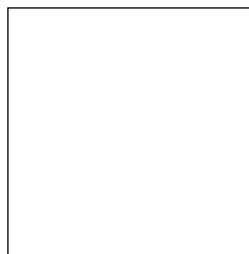
Merit's brand colors help support brand recognition. For these reasons, it is imperative that associates and partners live within the corporate color scheme. This includes wearables, electronic format and in print format where the Merit branding is portrayed. Specific to wearables, our logo may only 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.



MERIT ORANGE



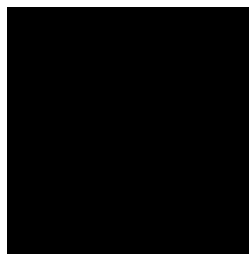
WHITE



LIGHT GRAY



DARK GRAY



BLACK

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

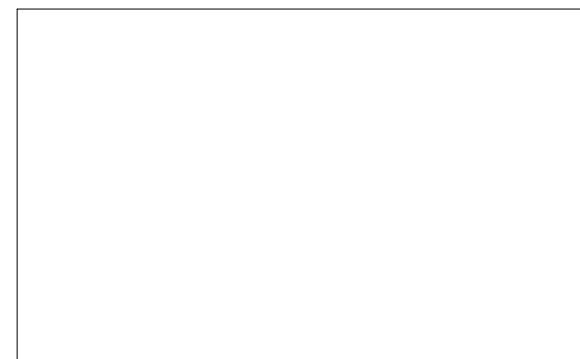
Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

Primary Color Palette

**MERIT ORANGE**

PMS	Hex	RGB	CMYK
159	#CB6015	203/96/21	16/73/100/4

**WHITE**

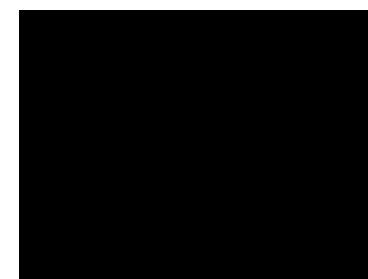
Hex	RGB	CMYK
#ffffff	255/255/255	0/0/0/0

**LIGHT GRAY**

Hex	RGB	CMYK
#969696	150/150/150	0/0/0/41

**DARK GRAY**

Hex	RGB	CMYK
#231F20	35/31/31	0/11/9/86

**BLACK**

Hex	RGB	CMYK
#000000	0/0/0	0/0/0/100

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES



Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION



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)				HNBR (GAS)			
PMS	Hex	RGB	CMYK	PMS	Hex	RGB	CMYK
7738 C	#48A23F	72/152/63	56/0/61/36	12-0643	#F8E72C	248/231/44	0/7/82/3

Visual Indicator Press Ring (VIPR)[™] Color

							
EPDM (WATER)				HNBR (GAS)			
PMS	Hex	RGB	CMYK	PMS	Hex	RGB	CMYK
356 C	#007A33	0/122/51	100/0/58/52	604 C	#EADA24	234/218/36	0/7/85/8

Visual Indicator Press Ring (VIPR)[™] Text Box Color

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



BRAND FONTS

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)TM
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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

MeritPressTM
By Merit Brass Co.

VIPR Technology

Visual Indicator Press Ring (VIPR)TM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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



BRAND PRINCIPALS

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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.

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

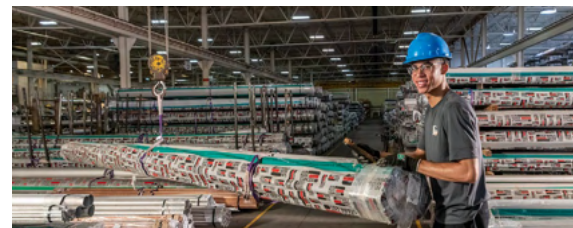
CONCLUSION

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.



LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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.



LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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.



LOGO

The Merit Logo
The Merit Logo Detailed
The Safe Zone for Our Logo
Position & Lock-up
The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
Primary Color Palette
Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
Our Brand Imagery
Photography

BRAND LAYOUT

Layout Explained
Title and Subtitle
Print Templates
Letterhead
Paper Envelopes
Mailing Labels
Email Signatures
Business Cards
PowerPoint Template
Video Call Background
Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
Business Unit Logo Do's & Don'ts
Visual Indicator Press Ring (VIPR)[™]
Merit Cares Logo
Merit's Endorsement

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.

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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.

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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

LOGO

The Merit Logo
The Merit Logo Detailed
The Safe Zone for Our Logo
Position & Lock-up
The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
Primary Color Palette
Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
Our Brand Imagery
Photography

BRAND LAYOUT

Layout Explained
Title and Subtitle
Print Templates
Letterhead
Paper Envelopes
Mailing Labels
Email Signatures
Business Cards
PowerPoint Template
Video Call Background
Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
Business Unit Logo Do's & Don'ts
Visual Indicator Press Ring (VIPR)[™]
Merit Cares Logo
Merit's Endorsement

CONCLUSION

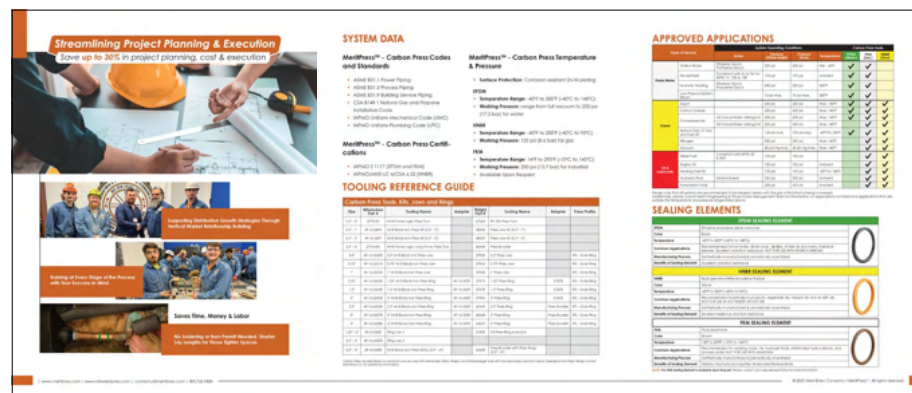
Print Templates



Carbon Press Product
Dimensional Catalog 2025



Stainless Press Product
Handout 2025



Carbon Press Product Handout 2025

LOGO

The Merit Logo
The Merit Logo Detailed
The Safe Zone for Our Logo
Position & Lock-up
The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
Primary Color Palette
Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
Our Brand Imagery
Photography

BRAND LAYOUT

Layout Explained
Title and Subtitle
Print Templates
Letterhead
Paper Envelopes
Mailing Labels
Email Signatures
Business Cards
PowerPoint Template
Video Call Background
Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
Business Unit Logo Do's & Don'ts
Visual Indicator Press Ring (VIPR)[™]
Merit Cares Logo
Merit's Endorsement

CONCLUSION

Letterhead



Paper Envelopes



Poly Window 4x9 Envelope



9x12 Envelope

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

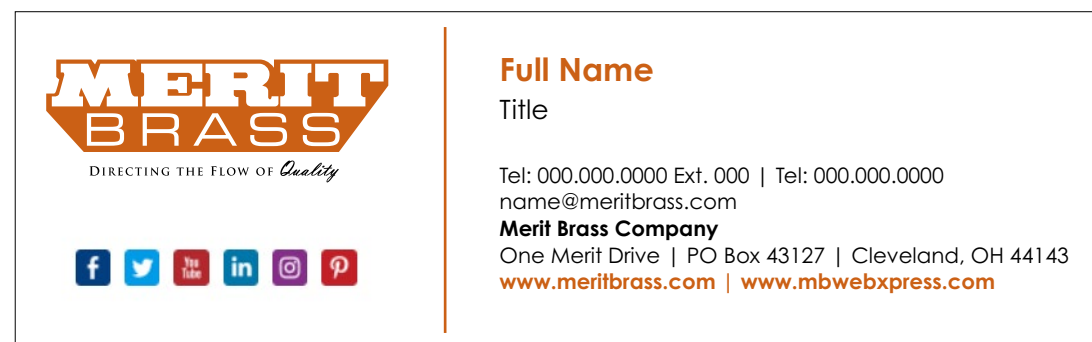
Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

Mailing Labels



Email Signatures



LOGO

The Merit Logo
The Merit Logo Detailed
The Safe Zone for Our Logo
Position & Lock-up
The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
Primary Color Palette
Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
Our Brand Imagery
Photography

BRAND LAYOUT

Layout Explained
Title and Subtitle
Print Templates
Letterhead
Paper Envelopes
Mailing Labels
Email Signatures
Business Cards
PowerPoint Template
Video Call Background
Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
Business Unit Logo Do's & Don'ts
Visual Indicator Press Ring (VIPR)[™]
Merit Cares Logo
Merit's Endorsement

CONCLUSION

Business Cards



LOGO

The Merit Logo
The Merit Logo Detailed
The Safe Zone for Our Logo
Position & Lock-up
The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
Primary Color Palette
Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
Our Brand Imagery
Photography

BRAND LAYOUT

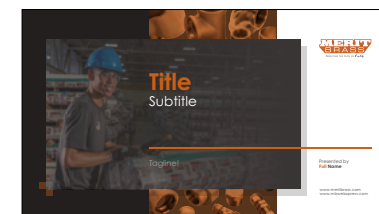
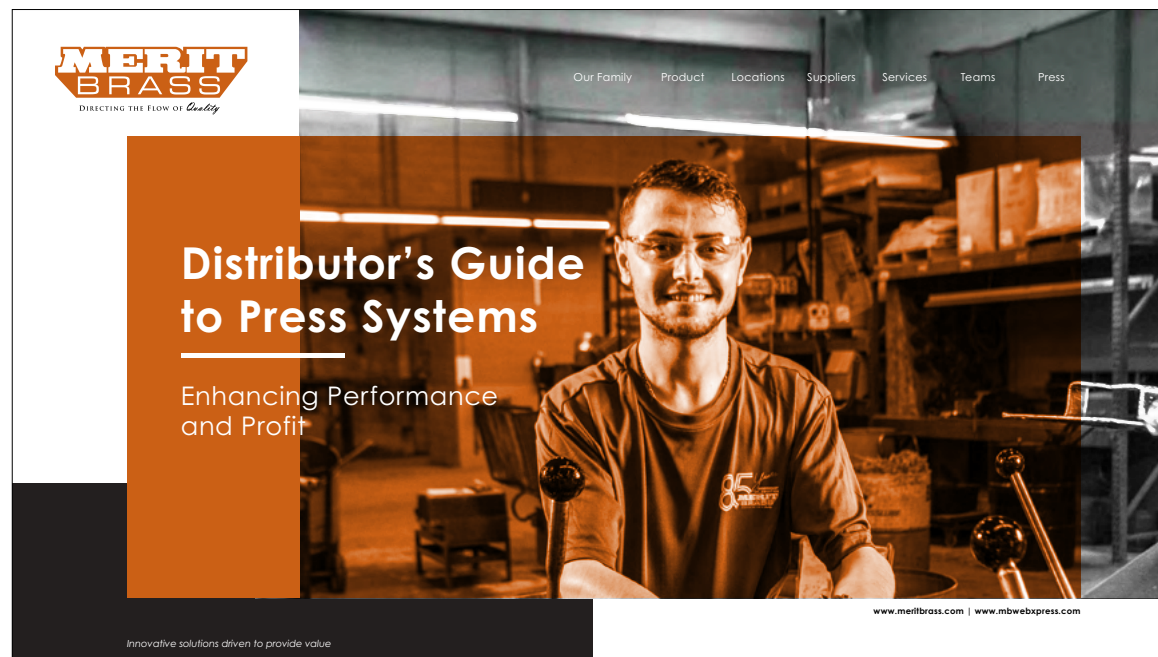
Layout Explained
Title and Subtitle
Print Templates
Letterhead
Paper Envelopes
Mailing Labels
Email Signatures
Business Cards
PowerPoint Template
Video Call Background
Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
Business Unit Logo Do's & Don'ts
Visual Indicator Press Ring (VIPR)[™]
Merit Cares Logo
Merit's Endorsement

CONCLUSION

PowerPoint Template



LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

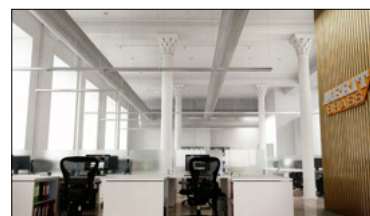
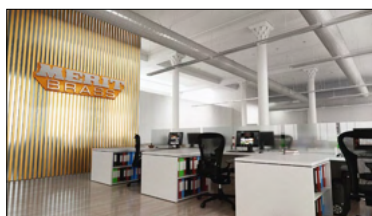
BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

Video Call Backgrounds

Zoom & Microsoft Teams Backgrounds



LOGO

The Merit Logo
The Merit Logo Detailed
The Safe Zone for Our Logo
Position & Lock-up
The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
Primary Color Palette
Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
Our Brand Imagery
Photography

BRAND LAYOUT

Layout Explained
Title and Subtitle
Print Templates
Letterhead
Paper Envelopes
Mailing Labels
Email Signatures
Business Cards
PowerPoint Template
Video Call Background
Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
Business Unit Logo Do's & Don'ts
Visual Indicator Press Ring (VIPR)[™]
Merit Cares Logo
Merit's Endorsement

CONCLUSION

Website

Our branding guideline will be available on our website, 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).

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, 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. This site must always be referenced as MBWebXpress not MBWebExpress or MBWeb Express.



MBWebXpress[™]



BUSINESS UNIT GUIDELINES

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

Press Technology Logo

The MeritPress[™] technology logo can only be reproduced in black and white.
 Below is the specifics to its usage:



MeritPress[™] is a trademarked name; therefore, it must include the TM symbol as a superscript at the end. Additionally, By Merit Brass Co., in italics, should reside under PRESS in MeritPress aligned to the right with the last S.

Safe Zone



LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

Business Unit Logo Do's & Don'ts



Do: Use the logo in white over black background.



Don't: Separate the logos.



Don't: Use colors on the logos.



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

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

Visual Indicator Press Ring (VIPR)[™]

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



LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

Merit Cares Logo

The Merit Cares program is Merit Brass' community outreach program. This logo can be reproduced in PMS 159 or black and white.



Do: Use the logo in white over black background.



Do: Use the logo in black over white/light gray background.



Don't: Flip or change the position of the icon.



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

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

Merit's Endorsement of Individual Brands



www.meritbrass.com
www.mbwebxpress.com

**Merit Brass Co.**

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

LOGO

The Merit Logo
 The Merit Logo Detailed
 The Safe Zone for Our Logo
 Position & Lock-up
 The Do's and Don'ts

BRAND COLORS

The Merit Brand Colors
 Primary Color Palette
 Press Offering Colors

BRAND FONTS

Our Family of Fonts

BRAND PRINCIPLES

Our Brand Voice
 Our Brand Imagery
 Photography

BRAND LAYOUT

Layout Explained
 Title and Subtitle
 Print Templates
 Letterhead
 Paper Envelopes
 Mailing Labels
 Email Signatures
 Business Cards
 PowerPoint Template
 Video Call Background
 Website

BUSINESS UNIT GUIDELINES

Press Technology Logo
 Business Unit Logo Do's & Don'ts
 Visual Indicator Press Ring (VIPR)[™]
 Merit Cares Logo
 Merit's Endorsement

CONCLUSION

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



