

Messen Controls

Logo & Slogan

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Messen means 'measure' in German, and the logo is our commitment to our customers that we are together in every measure we make; it is our signature.

In order to ensure authenticity and quality, our logo must look exactly the same no matter where it is placed.

Also, the Messen color and fonts are just as important in our visual identity as the logo. Let us measure everything we do.

English logo:

The logo is composed of the logo-type as shown on the right. The base font is Revival.



This is the only version of the logo that can be used as the Messen corporate signature.

The color of the logo is:

Pantone **Warm Red C**

Hex: #F9423A

RGB: 249,66,58

The alternate color of the brand used is:

Pantone **Dusty Blue 2163C**

Hex: #869CAE

RGB: 134,156,174

A minimum amount of clear space should be left around the logo in order to guarantee its impact. This space is proportional to the logo's size, and is equal to a minimum of the height of the logo's letters.



Arabic logo:

The Arabic version of the logo is adapted from its English counterpart.



This is the only version of the Arabic logo that can be used. The color of the logo is the same as listed above.

As with the English logo, a minimum amount of clear

space should be left around the logo to guarantee its impact.

If necessary, such usage is acceptable:

The logo should be used in orange where possible. On a white or light colored background, the logo must be orange, without a surrounding box.

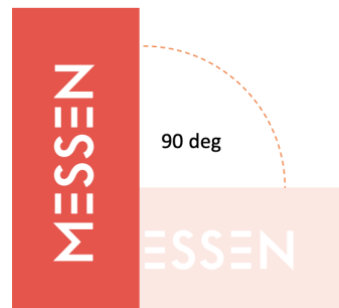
The logo can be white when placed on a orange background, or a dark colored background.



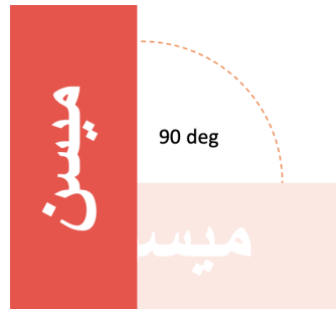
Only use the black version of the logo when necessary, such as for fax usage.



If the English logo is placed vertically, rotate it 90° counter clockwise. The English logo is usually read from bottom to top, unless otherwise specified.



If the Arabic logo is placed vertically, rotate it 90° counter clockwise. The Arabic logo is usually read from top to bottom, unless otherwise specified.



Slogan

The Messen slogan is:
"Together in every measure"

The slogan is always set in Messen's corporate font, Optima.

together in every measure

When the logo and the slogan are placed together, the slogan is always beneath the logo, and aligned to the left of the logo.

MESSEN
together in every measure

The positioning of the slogan with the logo is always as illustrated to the right.

The slogan may be used separate from the logo. In such cases, care must be taken to place the slogan at a distance from the logo, preferably not on the same page or layout. Note, for example, the placement of the logo and slogan on the business cards. The slogan is placed on the back of the card.



together in every measure