

MEA BRAND GUIDELINES: IDENTITY



Company overview

Established in 1937 as the Electrical Contractors Association, our organisation has been representing electrical contractors for a very long time, making it one of the longest-standing industry associations of its kind.

Despite our experience, we know that having a history doesn't mean living in the past, especially in a rapidly developing industry.

In 2008, Master Electricians Australia (MEA) was established out of a need for a national approach to industry leadership and development. Since then the MEA brand has become a hallmark that inspires trust for electrical contractors and consumers nationally.

MEA is a dynamic and influential trade association recognised by industry, government, and the community as the electrical industry's leading business partner, knowledge source, and advocate.

We connect electrical contractors with services to build business success, providing industry development and representation across Australia. We support our members by delivering first-rate industry advice, expertise and services.

Our mission is to champion safety, excellence, trust and confidence in the electrical industry and community.

Find out more by contacting us on **1300 889 198** or visit our website at **masterelectricians.com.au**

Our brand

The MEA identity is a promise of excellence and a voice of authority. By following these guidelines, you reap the benefits of our brand and contribute to its strength.

Our requirements

The MEA graphics described in these guidelines are for use only by current MEA partners who must follow these guidelines when publicising their relationship with MEA in communications.

MEA reserves the right to withdraw permission to use their identity at any time if the use of the logo is inconsistent with these guidelines or is otherwise deemed inappropriate by MEA.



Logo

Companies have logos to differentiate themselves from their competitors and visually represent the products, services, and values they offer.

The MEA corporate logo consists of two principle elements as shown in **figure 1**:

- Corporate mark, and
- Technical descriptor.

There are also two variations of the logo specially designed for different situations:

- **Preferred:** figure 2, used on white backgrounds, and
- **Framed:** figure 3, framed by a white box, for use on colour blocks and busy backgrounds.

If there is any confusion about how to use the logo, please contact MEA's marketing team on **1300 889 198**.

Variations of use

There are two ways these elements can be used:

- **Combined:** figure 2, and
- **Corporate mark:** figure 4, as a stand alone device.

Please note, combined is the preference and should be used in almost all instances to enforce brand recognition. The corporate mark can be used alone, but only for special situations where branding is already established sufficiently.

If there's any confusion about which instances allow you to use the MEA corporate mark, please contact MEA's marketing team on **1300 889 198**.

Minimum size

The minimum size allowable for the MEA logo is 16mm wide (with a proportional height, **figure 5**). Anything smaller and the logo's integrity is compromised, wasting your branding efforts.

If there's any confusion about logo sizing, please contact MEA's marketing team on **1300 889 198**.



Colours

The corporate colour scheme preserves the integrity of MEA's brand through the consistent use of colour across a wide range of traditional and new media. Corporate blue is great for stability and authority while corporate green is a great action colour: green means go!

Please contact MEA's marketing team on **1300 889 198** if you have any questions about colour use.

CORPORATE BLUE	Pantone Coated 533 C	Pantone Uncoated 5395 U
CMYK C95 M72 Y15 K62	RGB R16 G40 B76	Hex #00234b

CORPORATE GREEN	Pantone Coated 376 C	Pantone Uncoated 376 U
CMYK C50 M0 Y100 K0	RGB R159 G197 B76	Hex #8dc63f

CORPORATE GREY	Pantone Coated Cool Grey 10 C	Pantone Uncoated Cool Grey 10 U
CMYK C0 M0 Y0 K60	RGB R128 G129 B133	Hex #808285

Alternate green

Corporate green is difficult to read on white backgrounds. To improve readability, there is a darker shade of corporate green available.

Please use this green sparingly and contact MEA's marketing team on **1300 889 198** if you have any questions.

ALTERNATE GREEN	Pantone Coated 7737 C	Pantone Uncoated 369 U
CMYK C60 M0 Y100 K15	RGB R98 G167 B59	Hex #62a73b

Secondary colours

A secondary colour palette has been developed to compliment the corporate colours and add depth and excitement.

SECONDARY RED	Pantone Coated 1795 C	Pantone Uncoated Bright Red U
CMYK C10 M100 Y100 K0	RGB R218 G33 B40	Hex #da2128

SECONDARY ORANGE	Pantone Coated 1375 C	Pantone Uncoated 7408 U
CMYK C0 M45 Y100 K0	RGB R249 G157 B28	Hex #f99d1c

SECONDARY YELLOW	Pantone Coated 604 C	Pantone Uncoated 3955 U
CMYK C5 M5 Y90 K0	RGB R247 G226 B52	Hex #f7e234

SECONDARY GREEN	Pantone Coated 568 C	Pantone Uncoated 342 U
CMYK C90 M35 Y75 K15	RGB R0 G115 B89	Hex #007359

SECONDARY PURPLE	Pantone Coated 5265 C	Pantone Uncoated 280 U
CMYK C90 M90 Y25 K20	RGB R56 G51 B107	Hex #38336b

SECONDARY BLUE	Pantone Coated 2925 C	Pantone Uncoated 2995 U
CMYK C75 M25 Y0 K0	RGB R28 G154 B214	Hex #1c9ad6

SECONDARY CYAN	Pantone Coated 297 C	Pantone Uncoated Blue 0821 U
CMYK C50 M0 Y0 K0	RGB R109 G207 B246	Hex #6dcff6

ME Sub-brands

On top of the corporate colour scheme and secondary palette, there are additional sub-brand colours to be aware of.

All the following sub-brands use the corporate blue and green listed on the previous page with one more colour. These additional colours are listed below.

ME SAFETY

SAFETY BLUE	Pantone Coated 660 C	Pantone Uncoated 660 U
CMYK C70 M45 Y0 K0	RGB R84 G129 B193	Hex #5481c1



ME MENTORING

MENTORING ORANGE	Pantone Coated 158 C	Pantone Uncoated 151 U
CMYK C2 M70 Y100 K0	RGB R238 G111 B35	Hex #ee6f23

ME Mentoring is partnered with Add Staff and the ME Mentoring logo is presented as an approved lockup. Be aware of their own colour scheme listed below, with further information on their brand available in their brand guidelines.



ADD STAFF GREY	Pantone Coated 158 C	Pantone Uncoated 151 U
CMYK C2 M70 Y100 K0	RGB R238 G111 B35	Hex #ee6f23

ME TRAINING

TRAINING RED	Pantone Coated 1795 C	Pantone Uncoated Red 032 U
CMYK C10 M100 Y90 K0	RGB R218 G32 B50	Hex #da2032

ME Training is partnered with Careers Australia and the ME Training logo is presented as an approved lockup. Be aware of their own colour scheme listed below, with further information on their brand available in their brand guidelines.



CAREERS BLUE	Pantone Coated 7686 C	Pantone Uncoated 293 U
CMYK C100 M75 Y2 K18	RGB R0 G48 B135	Hex #003087

CAREERS LIGHT BLUE	Pantone Coated 299 C	Pantone Uncoated 2995 U
CMYK C85 M21 Y0 K0	RGB R23 G156 B222	Hex #009cde

CAREERS BLACK	Pantone Coated 282 C	Pantone Uncoated 282 U
CMYK C99 M74 Y31 K84	RGB R19 G30 B41	Hex #131e29

CAREERS RED	Pantone Coated 186 C	Pantone Uncoated Red 032 U
CMYK C2 M100 Y85 K6	RGB R200 G16 B46	Hex #c8102e

Please contact MEA's marketing team on **1300 889 198** if you have any questions about colour use.

ME Conference

The Master Electricians Conference logo colours are MEA's corporate blue and green listed previously.

The top logo is used for the conference in general, while other logos (middle and bottom) are used for the location, Nouméa.

2017 colour scheme

Each year a secondary colour scheme is developed for the conference. This year, the the colour scheme reflects the tropical location and the theme of nature, growth, and sustainability.

CONFERENCE BANANA	Pantone Coated 393 C	Pantone Uncoated 386 U
CMYK C00 M0 Y70 K0	RGB R235 G234 B112	Hex #ebea70
CONFERENCE CELADON	Pantone Coated 7486 C	Pantone Uncoated 580 U
CMYK C20 M0 Y45 K0	RGB R208 G228 B164	Hex #d0e4a4
CORPORATE GREEN	Pantone Coated 376 C	Pantone Uncoated 376 U
CMYK C50 M0 Y100 K0	RGB R159 G197 B76	Hex #8dc63f
CONFERENCE FOREST	Pantone Coated 7483 C	Pantone Uncoated 356 U
CMYK C85 M40 Y100 K35	RGB R35 G90 B46	Hex #235a2e
CONFERENCE PINE	Pantone Coated 5535 C	Pantone Uncoated -
CMYK C80 M55 Y75 K80	RGB R1 G32 B16	Hex #012010



Event brands

The event brands use a range of colours including the MEA corporate blue and green. MEA's corporate typeface, Gotham, remains the primary typeface for all event brands with Arial being the secondary choice.

EXCELLENCE AWARDS

The Excellence Awards logo colours are MEA's corporate blue, green, and grey listed previously.



WOMEN IN CONTRACTING

WIC BLACK	Pantone Coated Black 6 C	Pantone Uncoated Neutral Black U
CMYK C20 M20 Y20 K100	RGB R19 G12 B14	Hex #130c0e
WIC AQUA	Pantone Coated 7475 C	Pantone Uncoated 322 U
CMYK C85 M35 Y45 K10	RGB R24 G123 B129	Hex #187b81



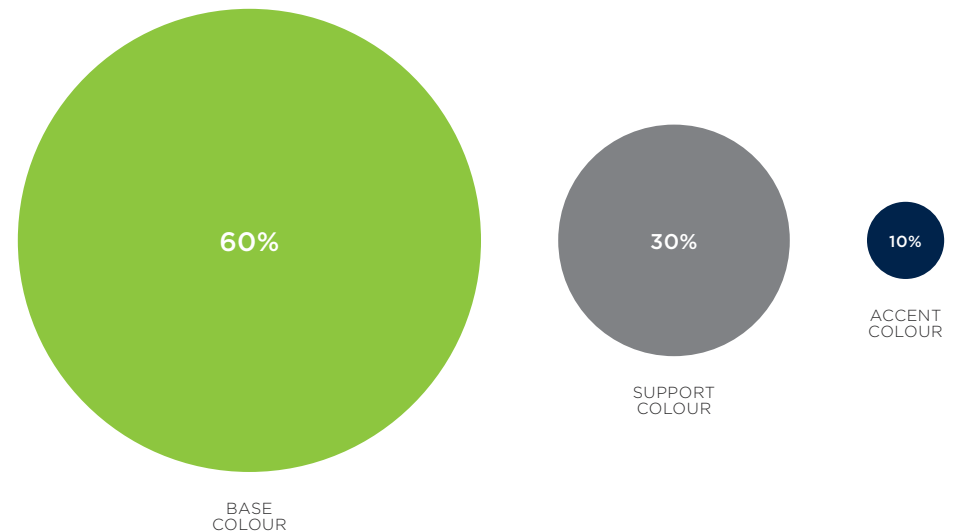
Colour proportions

Colour is one of the most powerful tools for expressing who we are and what we represent. Therefore, as the electrical contracting industry's leading association, we want people to see our colours and instantly know it's us.

The corporate blue and green were carefully chosen to denote stability and professionalism and growth and freshness respectively. The secondary colour scheme was developed later to complement the corporate colours and provide you with more tools to communicate with.

Use the colours available to stay on brand and highlight important points. However, it is important to show restraint when using colour, because highlighting everything is highlighting nothing.

A great rule of thumb when balancing colour proportions is to stick to the 60:30:10 ratio; use your core colour to set the mood and then add depth with your support and accent colours.



Never ever

In order to retain consistency, it is crucial that you never ever do any of the following to the MEA logo:

1. Change colours. Note: a white version is available
2. Squeeze or skew. Always maintain proportions
3. Rotate. Always keep parallel to the X Axis
4. Change the typeface or wording
5. Delete elements
6. Add effects
7. Add elements
8. Outline

Keep to corporate blue and green. Different colour modes and file types are available for your convenience (e.g. CMYK, RGB, PMS).

The logo was carefully designed—from the typeface to the graphic devices—to reflect very specific values and feelings. Deleting or adding anything further will change the intended meaning of the logo and damage the MEA brand.

To ensure readability, recognisability, and a consistent brand experience is had by all, never apply effects (they will cheapen the brand, convert to strokes, change proportions, or rotate the logo).

The logo must remain as you received it.

You are allowed to proportionally enlarge or reduce the size of the logo. However, be aware that the minimal allowable size for the logo is 16mm wide. Also, if you are using a JPG or PNG file, be careful not to enlarge the logo out of print or digital best practice resolutions: 300ppi and 72ppi respectively.

Please contact MEA's marketing team on **1300 889 198** if you have any questions about logo use.



MEA BRAND GUIDELINES: INTERNAL



Brand value proposition

According to the brand value proposition, the most important branding objectives for the association are:

- **Brand recognition:** Build brand recognition within the industry and public to encourage passionate engagement with MEA. Build MEA's reputation as the industry expert
- **Brand pride:** Build brand pride among members to secure loyalty
- **Brand power:** Encourage non-members to join through word-of-mouth and the power of the MEA brand
- **Brand refresh:** Reconnect with lost members through a refreshed brand.

Objective

Create a powerful brand that will; engage Master Electricians, inspire non-members, and reconnect with ex-members.

Focus

Our members are our focus. They are the Master Electricians and we are their advantage.

By putting members first, we showcase them as the experts in the industry, which they can then lever to gain more business.

**“THE INDUSTRY
VOICE AND
ELECTRICIAN’S
CHOICE”**

– Our vision

Typography

MEA's corporate typeface, Gotham, is a family of sans-serif fonts to give us an approachable and credible voice through its large x-heights and a no-nonsense design.

Initially created to read beautifully on screens, even at miniature sizes, Gotham also boasts a very wide range of fonts available in the family to build clear hierarchy.

Primary typeface: Gotham

- Used in all communication and marketing materials
- Size and weight guides have been set to ensure consistency: details on the right.
- Always use lowercase for body copy
- Heading guidelines come in a range of light, bold, uppercase, and lowercase to help you establish clear hierarchy of information: details on the right

Secondary typeface: Arial

Only the marketing team has licenses for Gotham. Therefore, Arial is our alternate typeface and is used by the rest of the company in all their corporate communication

Carriage returns

Never insert an extra carriage return between paragraphs. For body copy—Gotham Light set at 10pt—it is recommended to set the space after at 2mm. For last paragraphs, set the space after at 4mm.

Italics

Never use italics unless it is the name of a legislation or regulation or the word is not English.

Orphans

Orphans happens when the last word of a paragraph overflows onto a new line—avoid ever letting this happen.

HEADING 1

Heading 2

Heading 3

HEADING 4

Body: Gotham Light, 10pt, leading set to 12pt, kerning set to 'Optical', space after set at 2mm, and 95 per cent black.

- **Bullet:** same as Body, but bulleted at a 5mm tab

Body LAST: same as Body, but space after set at 4mm.

HEADING 5

Body COB: Same as Body, but set at Gotham Book and colour white.

Headings

Details for the headings above are:

- **Heading 1:** Gotham Bold, 30pt, leading set to 30pt, kerning set to 'Optical', space after set at 0mm, uppercase, and colour white.
- **Heading 2:** Gotham Light, 18pt, leading set to 24pt, kerning set to 'Optical', space after set at 2mm, sentence case, and colour Alternate Green.
- **Heading 3:** Gotham Medium, 14pt, leading set to 18pt, kerning set to 'Optical', space after set at 4mm, sentence case, and colour Corporate Blue.
- **Heading 4:** Gotham Medium, 10pt, leading set to 12pt, kerning set to 'Optical', space after set at 0.5mm, uppercase, and colour black.
- **Heading 5:** same as Heading 4, but Gotham Bold and colour white.

Supporting typography

Additional typefaces have been chosen to support the MEA brand to add depth and interest to communication and marketing material. These typefaces should be used sparingly and carefully so as not to fragment the MEA brand

Exo 2

- Great for bold statements and headings
- Huge range of fonts to set hierarchy of information
- Best for digital design; web banners, signatures, social media, etc...
- Lots of personality with quirky characters; a great looking corporate typeface
- Looks best as Exo 2 Bold, large, and set in sentence case, and
- Does not work well as uppercase

League Gothic

- Great for impactful statements
- Smaller range of fonts, so use wisely
- Compact, allowing more information in a smaller space
- Looks best at smaller sizes, and
- Works both as uppercase and lowercase.

**The quick brown
fox jumps over
a lazy dog**

EXO 2

**THE QUICK BROWN FOX
JUMPS OVER A LAZY DOG**

LEAGUE GOTHIC

Standards for print typography

No double spaces after periods

This is a hangover from typewriters. In the digital world, typefaces are already programmed with the correct spacing after every character, even periods.

No paragraph indents

A typical paragraph indent is one 'm', however, MEA does not indent paragraphs as a stylistic choice.

Dashes and hyphens

Dashes and hyphens are used when:

- Hyphen (-) used when connecting adjectives that both describe a noun (e.g. long-term solution)
- En dash (–) the width of an 'n', this is used when describing anything between two numbers, and
- Em dash (—) the width on an 'm', this is used, without spaces, to denote an aside.

Numbers

Numbers can be set with either tabular or proportional spacing depending on what they are used for. Generally speaking, proportional figures are appropriate when numbers are going to be read in text, and tabular figures are preferable when numbers will be read in columns.

Layout

A layout arranges and organizes blocks of ideas to imply hierarchy and direct flow. Successful layouts:

- Is the text large enough for comfortable reading?
- Is the leading open enough for the type to breathe
- Are the margins proportioned to frame the page appropriately?
- Is the reading width of the body text appropriate? Typographic convention prefers no more than 70 characters on a line

Initial capitals

Do not use ornamental capitals at the beginning of paragraphs.

Orphans

Avoid orphans at all costs. These occur when paragraphs begin on the last line of a page and the rest of the paragraph continues on the following page.

Widows

Avoid widows at all costs. These occur when paragraphs end on the first line of the next page.

Runts

Avoid runts at all costs. These are short words at the end of a multiline paragraph.

Facing Pages

Facing pages should be balanced (except where a chapter ends and another begins). Typically, this means equal numbers of lines on both sides of a page.

Proper nouns

Especially proper names, should not be split across two lines.

Consistency

Stylistic choices should be consistent from cover to cover.

Quotation marks

Prime and double prime marks are used for minutes and seconds or for feet and inches. Single quotation marks are used for thoughts and specialist terms, double quotation marks are for speech.

Hyphenated paragraphs

Do not hyphenate paragraphs.

Icons

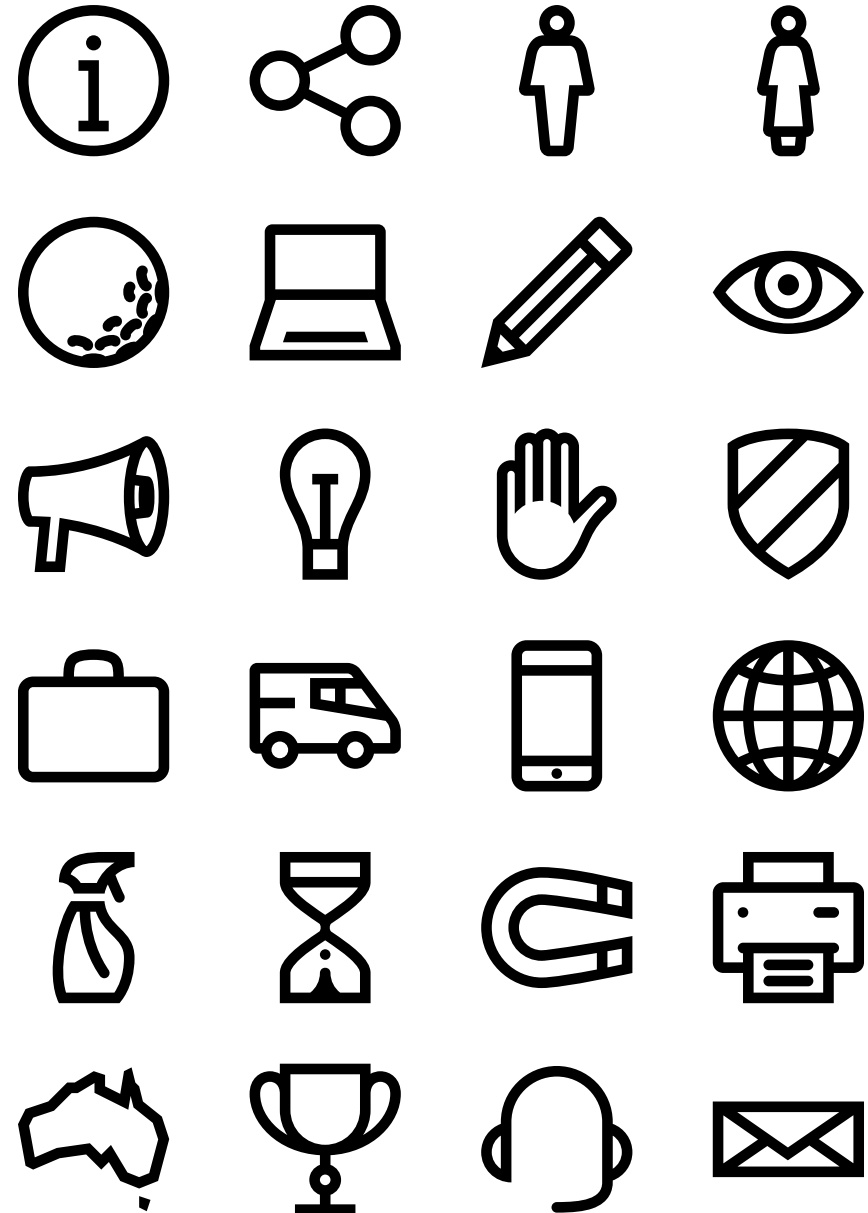
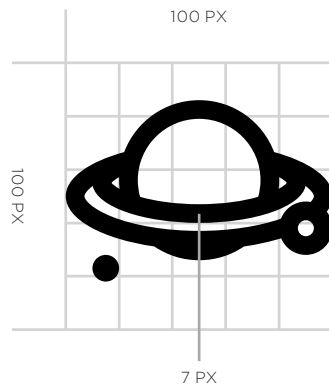
Consistency is a beautiful thing. Just like the consistent use of typeface is important across all member touch-points, the consistent use of icons further strengthens the MEA brand.

Therefore, a suite of icons has been designed to ensure consistency across all communication (shown right). The icons were designed according to a strict grid shown below:

- 100 x 100px art board
- Art board is divided into a 5 x 5 grid
- Stroke weight fixed at 7px, and
- Rounded vs. sharp corners up to the designer's discretion.

Sticking to the grid ensures consistency across MEA communication and marketing material resulting in a great brand experience.

NOTE: When creating a new icon, always ensure either the height or the width always equals 100px.



Tables

Tables are an important tool when presenting data, and quite often overlooked stylistically. In order to maintain consistency, follow the example below to guide you to more consistent representations of quantitative data.

FRAMING

- The table is framed top and bottom by black strokes set at 0.75pt and 95 per cent black.
- There are no vertical strokes separating cells.

COLUMNS

- Always try to keep the column widths equal or within multiples of the shortest width (e.g. if you have 'Attending' and 'Details' as columns, 'Attending' can be 25 per cent of the content field while 'Details' can be 75 per cent of the content field)

ROWS

- Cell rows alternate between five per cent black and white for better readability.

TYPOGRAPHY

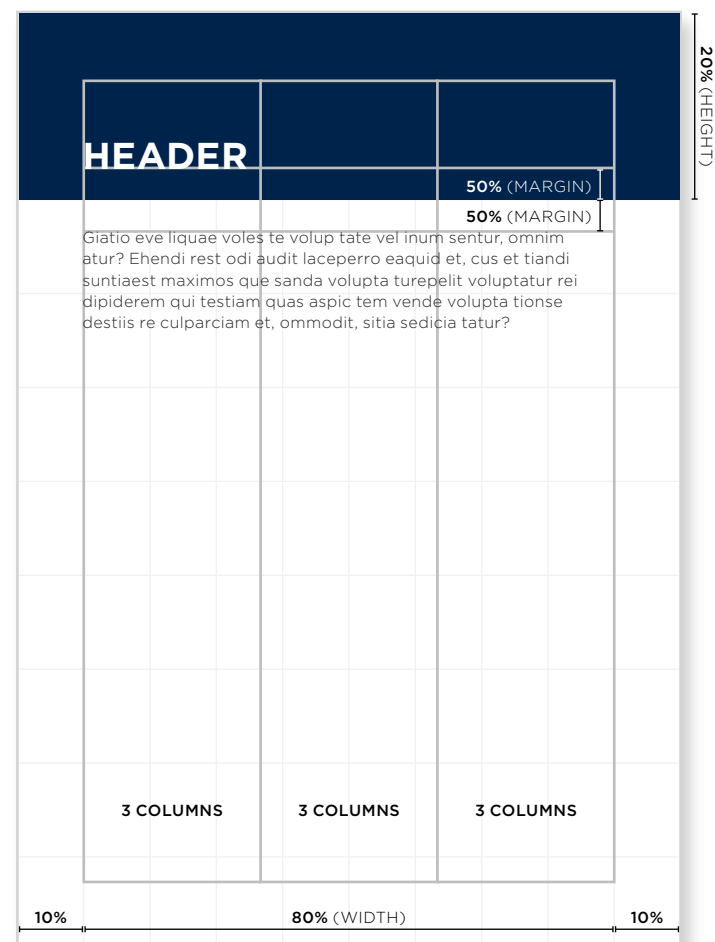
- **Table Heading:** Gotham Medium, 8pt, leading set to 10pt, kerning set to 'Optical', space after set at 0mm, uppercase, and black.
- **Table Body:** Gotham Light, 9pt, leading set to 10pt, kerning set to 'Optical', space after set at 0mm, sentence case, and 95 per cent black.

TABLE HEADING	TABLE HEADING	TABLE HEADING
Table body	Table body	Table body
Table body	Table body	Table body
Table body	Table body	Table body

Grid

There is a consistent grid underlying most MEA documents:

- The margin equals 10 per cent of the shortest edge of the page to create adequate breathing room
- The content area is split into; three columns for portrait and four columns for landscape orientations, and
- If there is a header, it equals 20 per cent of the height of the page.



Imagery

The idea is to create a sense of excellence and credibility through a simple and uncluttered style. This means that models should look at ease, after all, they are the Master Electricians and they have the advantage: us.

Set the scene; show the benefits of membership with images that are:

- Natural; the images should not feel staged
- Candid; models are confident and friendly.
- On a neutral background; to deep etch later or place copy over without concerns of readability.
- High quality; colours are vibrant, focus is sharp, there is a good depth of field, deep etching is clean, etc...
- Showing positive emotional benefits of being a Master Electrician
- Supporting MEA's key values; integrity, teamwork, quality, and customer service.
- Member- and/or industry-focussed.
- Diverse; reflect the diversity of our members.



BLACK AND WHITE

BLACK	CMYK C20 M20 Y20 K100	RGB R19 G12 B14
WHITE	CMYK C0 M0 Y0 K0	RGB R255 G255 B255

RED FAMILY

SECONDARY RED	CMYK C10 M100 Y100 K0	RGB R218 G33 B40
SECONDARY ORANGE	CMYK C0 M45 Y100 K0	RGB R249 G157 B28
SECONDARY YELLOW	CMYK C5 M5 Y90 K0	RGB R247 G226 B52

GREEN FAMILY

SECONDARY GREEN	CMYK C90 M35 Y75 K15	RGB R0 G115 B89
CORPORATE GREEN	CMYK C50 M0 Y100 K0	RGB R159 G197 B76
SECONDARY YELLOW	CMYK C5 M5 Y90 K0	RGB R247 G226 B52

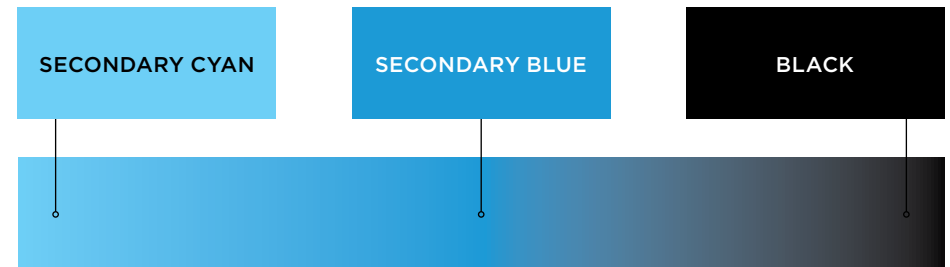
BLUE FAMILY

SECONDARY PURPLE	CMYK C90 M90 Y25 K20	RGB R56 G51 B107
SECONDARY BLUE	CMYK C75 M25 Y0 K0	RGB R28 G154 B214
SECONDARY CYAN	CMYK C50 M0 Y0 K0	RGB R109 G207 B246

Image treatment

Images can be converted to duotone or tritone to create vibrant and colourful graphics with the colour scheme described across. Sticking to the colour scheme will help you stick to the the MEA brand creating a consistent brand experience across the board.

Colours have been broken down into families to help you get started.



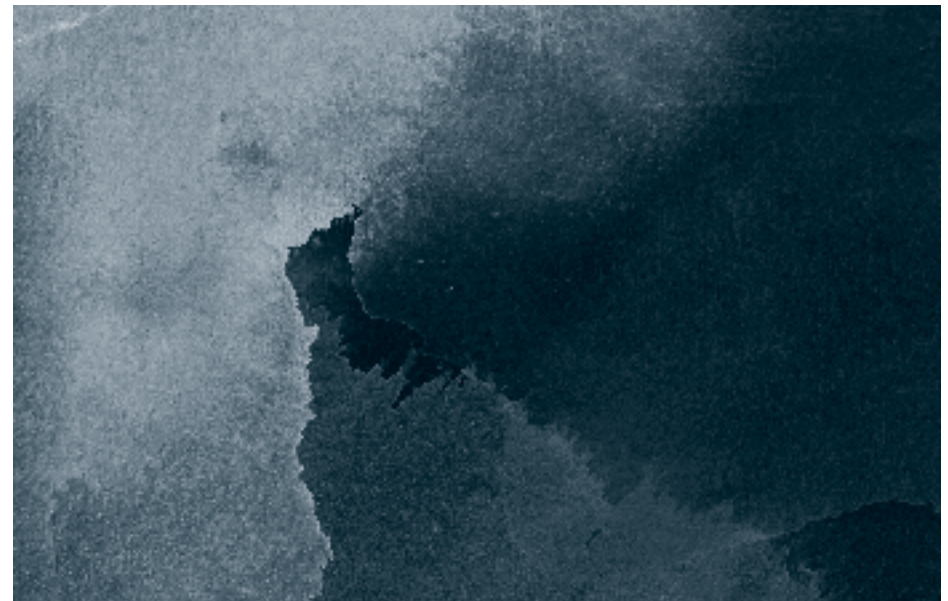
Backgrounds

To create interest, excitement, and depth, use textures to bring MEA's brand to life.

The key here is to set a strong contrast between a textured background and a striking foreground. To achieve this, choose a background with similar natural qualities, hues, and tones to the foreground.

Take inspiration from a huge variety of sources ranging from natural to artificial, tactile to photographic, three-dimensional layers, and more visually engage audiences.

Examples of background use can be seen throughout this document with the header bar and chapter headers.



Don't

In order to distance MEA from its old brand, avoid using elements popular with the old designs, such as:

- Rounded corners
- Large blocks of corporate blue
- Movement bars
- The 'Lead.Connect.' promise
- MEA-focussed messaging
- Designs with little white space
- Inconsistent grid structures, and
- Text heavy designs.

See right for an example of old branding to avoid.



IT'S UP TO EACH OF US TO MAKE SURE WE STAY ON BRAND: FOLLOW THESE GUIDELINES TO HELP US ENSURE BRAND CONSISTENCY.

Thanks in advance for your efforts and support of our brand and its integrity.

For more information and to answer questions about this guide or the MEA brand please contact: marketing@masterelectricians.com.au



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