

Merko Visual Identity Guidelines

2023/2024

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Welcome

to the updated version of Merko visual identity.

Our renewed visual identity modernizes and refreshes Merko`s visual appearance. Yet maintains a recognisable image in the eyes of customers and preserves visibility among competitors. It creates a broader functionality for communicating with Merko's different target groups.

The updated visual toolbox corresponds to today's marketing needs, especially regarding digital channels, and contains necessary information for creating and upkeeping a consistent brand experience.

One Merko

WHY?

Our purpose

**We create a better living environment.
We build into the future.**

We are inspired by projects that improve life quality and influence the future. Homes and living environments we create as well as projects built for our clients will remain in Estonia, Latvia, Lithuania and Norway for years. We take great pride in our work and focus on quality, client needs, end result and social impact in order to contribute to the development of countries of our home markets.

WHAT?

What business are we in?

We construct buildings and infrastructure and develop real estate. We operate in the Baltic countries and Norway.

The heart of Merko is in construction. We have flexibility to implement various projects and capability to tackle complex challenges. We focus on areas that add value to our core business. In real estate development we build quality homes for thousands of households in Tallinn, Tartu, Riga and Vilnius and create modern and high-quality living environments.

HOW?

Main operating principles of the group

We operate as one Merko.

- Each employee is an ambassador of Merko, everything we do influences our reputation – we follow common values and operating principles
- Cooperation and shared experience creates highest value for everyone
- We act according to Merko's high standard

We see opportunities, act upon them and have a long term view.

- We are entrepreneurial, identify opportunities and act before others
- Good preparation ensures better decisions and best execution
- We decide from long term perspective.

Our focus is on profitable growth.

- Our decisions are guided by long term financial results
- We continuously develop our company
- We are in close touch with the market and our business and make quick adjustments as needed

COMMON VALUES

I am competent

I value quality, professionalism and cooperation. I continuously develop my knowledge and skills.

I keep my word

I give realistic promises and keep them. Best agreements are developed in good cooperation.

I care and take responsibility

My decisions are driven by business results and ethical standard. I develop sustainable, efficient and environmentally friendly solutions.

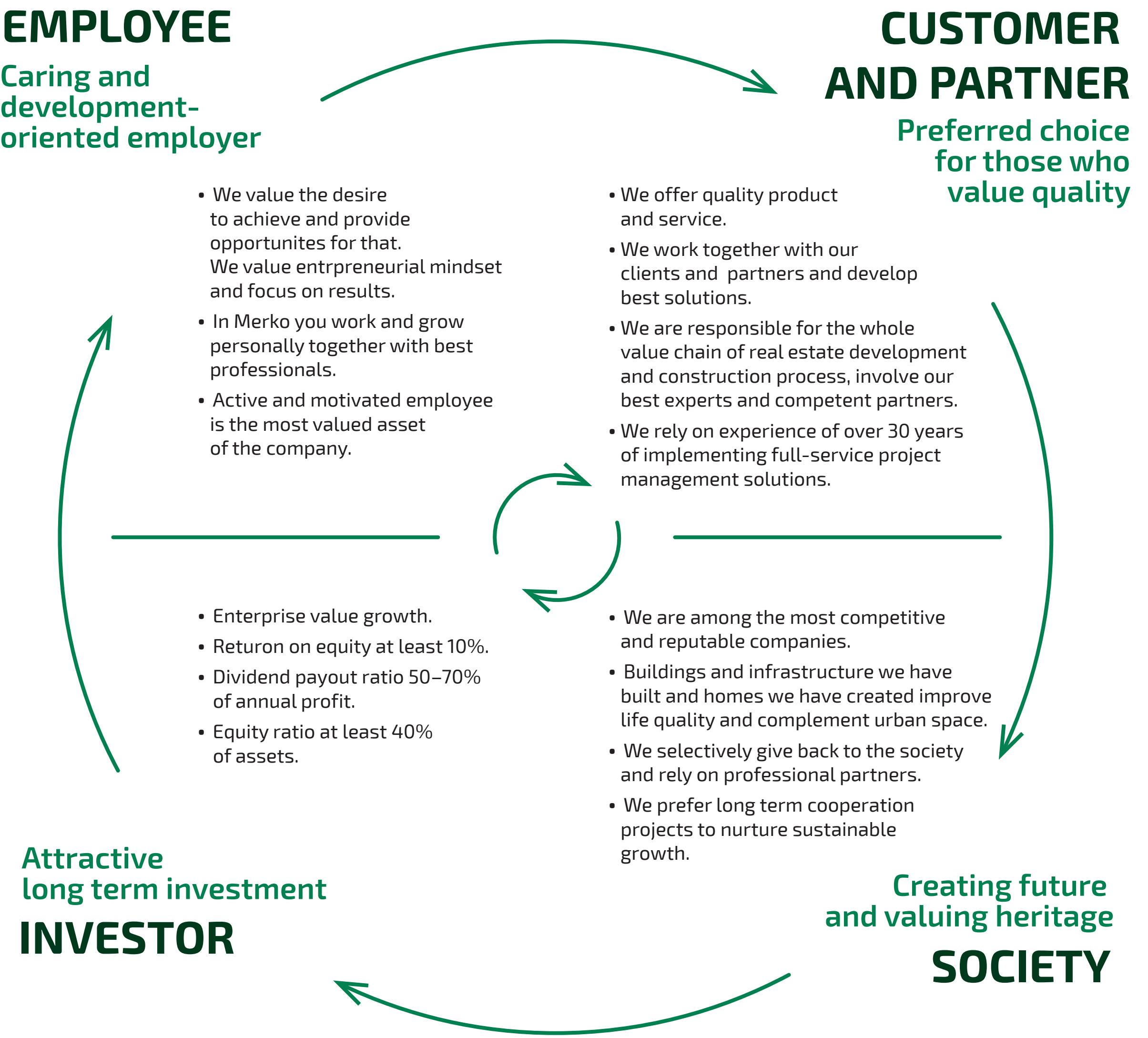
I initiate and make it happen

I notice opportunities and take up challenges. Our common result depends on me. I aim higher and drive to achieve more.

I look for new ideas

I am open minded to develop and implement pioneering solutions.

One Merko



Logo

Our logotype is the main carrier of the Merko identity and is used as our guarantee.



Logo

Merko Green



Green is our primary brand colour which differentiates us from our competitors and should always be present.

Merko Green is a strong and trustworthy colour that supports our brand position and identity.

It represents Merko's experience, but has gained more richness and depth compared to previous logo green. This helps to create a more premium and modern feeling.

Together with a spectra of vibrant accent colours it creates a lively, dynamic expression. And in combination with natural warm colours it signals a trendy, yet cosy expression.

Logo

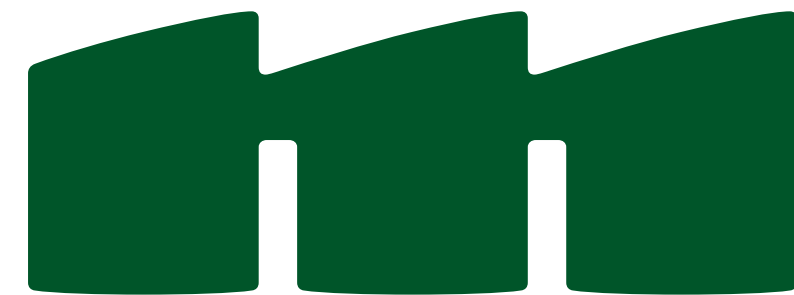
Logo, symbol, wordmark



LOGO

MERKO's main visual identity element is the LOGO. The logo consists of a SYMBOL (a stylized letter M) with fixed proportions and position and WORD-MARK.

Use: the full logo mainly for Merko corporate materials.



SYMBOL

The symbol without the wordmark can be used for individual decorative cases where the informational aspect is not of main importance.

Use: SoMe profile images, on merch and in minimal keepsakes, like chest pin etc. On print materials, use with contrast colour Tag if necessary.

merko

WORDMARK

Use the wordmark where the communication is clear and Merko brand is recognisable. For example outdoor ads, construction site branding etc.

Use: in residential and employer branding, also in merch.

Logo minimal size



Minimal logo width
56 px / 20 mm



Minimal symbol width
28 px / 10 mm



Minimal wordmark width
56 px / 20 mm

Logo

Safety zone

Give the logo space

To ensure that your logo looks best, avoid adding text, other graphic elements or other objects to your logo in the safety zone.



Safety zone is quite simple - free space around the logo should never be less than letter O.

Do's and dont's



Don't ❌

Don't use monochrome logo in other colours than black or white.



Do ✅

Monochrome logo should only be black or white, with good contrast with the background.



Don't ❌

Don't change logo structure



Do ✅

On narrow spaces use Merko wordmark.



Don't ❌

Never use drop shadow on logo.



Do ✅

Use duocolor logo on light photo background, but make sure the background is calm.



Don't change proportions



Don't change colours



Don't tilt logo



Don't stretch the logo in any way

Don't ❌

Never change or manipulate the logo in any way.

Logo

Special Logos

A logo with a specific, narrower focus, created for events, anniversaries or inner communication campaigns, developed as part of the company's marketing activities.



MEIE MERKO

Merko's values



ONE MERKO

Merko's values



MINI MERKO

Mini Merko marks the theme of the successor brand.



SINU MERKO

Your Merko marks the stories of our clients. Used in residential brand, SoMe.

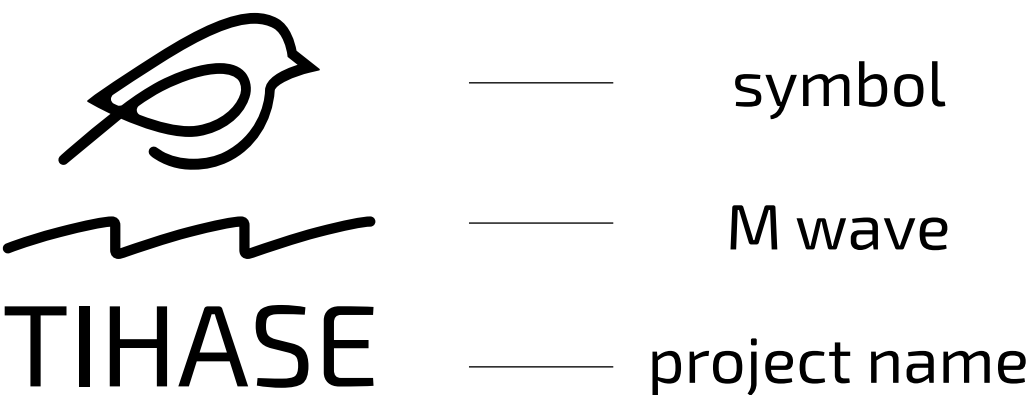
Previous anniversary logos



Logo

Residential development logo

Residential development logos are part of Merko group and carry Merko's visual identity. They consist of symbol, M wave and project name. Detailed logos are created during developing the specific residential development brand.



Special cases of different font and logo use are allowed, e.g. in case of cooperation projects or especially largescale development projects (for example Veerenni).

If the proportions allow, the logo can be used on bubble background - decide it upon the design. Background is better on the "noisy" photo. On calm photo prefer logo without background.



Always use the same line thickness in symbol and M wave.

Horizontal logo: use only on very narrow space.



Residential development logo uses by default Exo2 font.

Logo

Colour usage

Monochrome (one colour) logo is allowed only in black and white. In special cases also in gold or silver print.

Two colour logo on white background



Black logo on light contrast plain background



Black logo on light photo background



Two colour logo on light photo background



White logo on dark plain background



White logo on dark photo background



Two colour logo on light neutral background

Colours

We are green!

But now, together with a supporting palette of natural warm colours, we aim to be cosier and trendier. And in combination with brighter hues, to create a lively, future-oriented expression.

Colours

Merko brand palette



CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529

Green is our primary brand colour which differentiates us from our competitors and should always be present.

To communicate in various channels and ways, we use a spectrum of different greens.

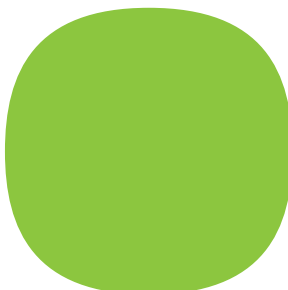
Merko Green is a new colour in the Merko palette. It is fresh and warm, a bit darker than the current green, which makes it more premium.

Use it in marketing and brand materials for advertising purposes, especially on large-scale advertisements.

Complimentary colours

To guide and clarify information, we have complementary colours:

MERKO FRESH GREEN



CMYK 50 / 0 / 99 / 0
RGB 140 / 198 / 63
PMS 376 C
RAL 6038
Luminous Green
#8cc63f

MERKO PLASTER BEIGE



CMYK 3 / 3 / 4 / 0
RGB 244 / 242 / 239
PMS 2330 C
RAL 9018
Papyrus White
#f4f2ef

MERKO STUCCO BEIGE

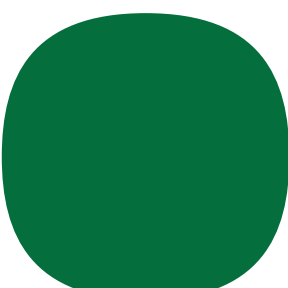


CMYK 10 / 9 / 12 / 0
RGB 227 / 222 / 216
PMS 406 C
RAL 7038
Agate Grey
#e3ded8

Functionality colours

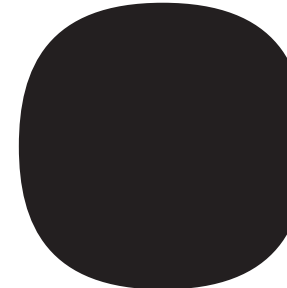
Merko Office Green has a better contrast on white backgrounds, therefore use it in corporate, everyday work documents, materials and smaller formats (e.g. e-mail, letter templates, e-mail signature, reports, calendar etc). Black, white - to use in texts.

MERKO OFFICE GREEN



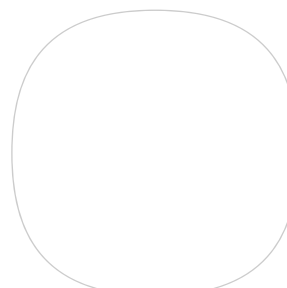
CMYK 100 / 5 / 90 / 30
RGB 0 / 111 / 61
PMS 356 C
RAL 6029
Mint Green
#046F3D

BLACK



CMYK 70 / 67 / 64 / 74
RGB 35 / 31 / 32
#231f20

WHITE

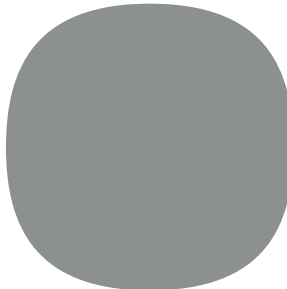


CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
#FFFFFF

Celebratory colours

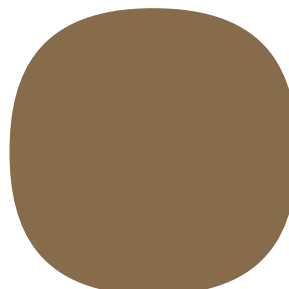
To use in order to enrich the existing colour palette in special and celebratory cases, to emphasize a really premium feeling. Gold and silver o be combined with the right green tone, usage depends very much on certain material and production technology.

MERKO SPECIAL SILVER



Pantone 877 C
Metallic

MERKO CELEBRATORY GOLD



Pantone 873

Merko Green equivalent colours in vinyl sticker series:

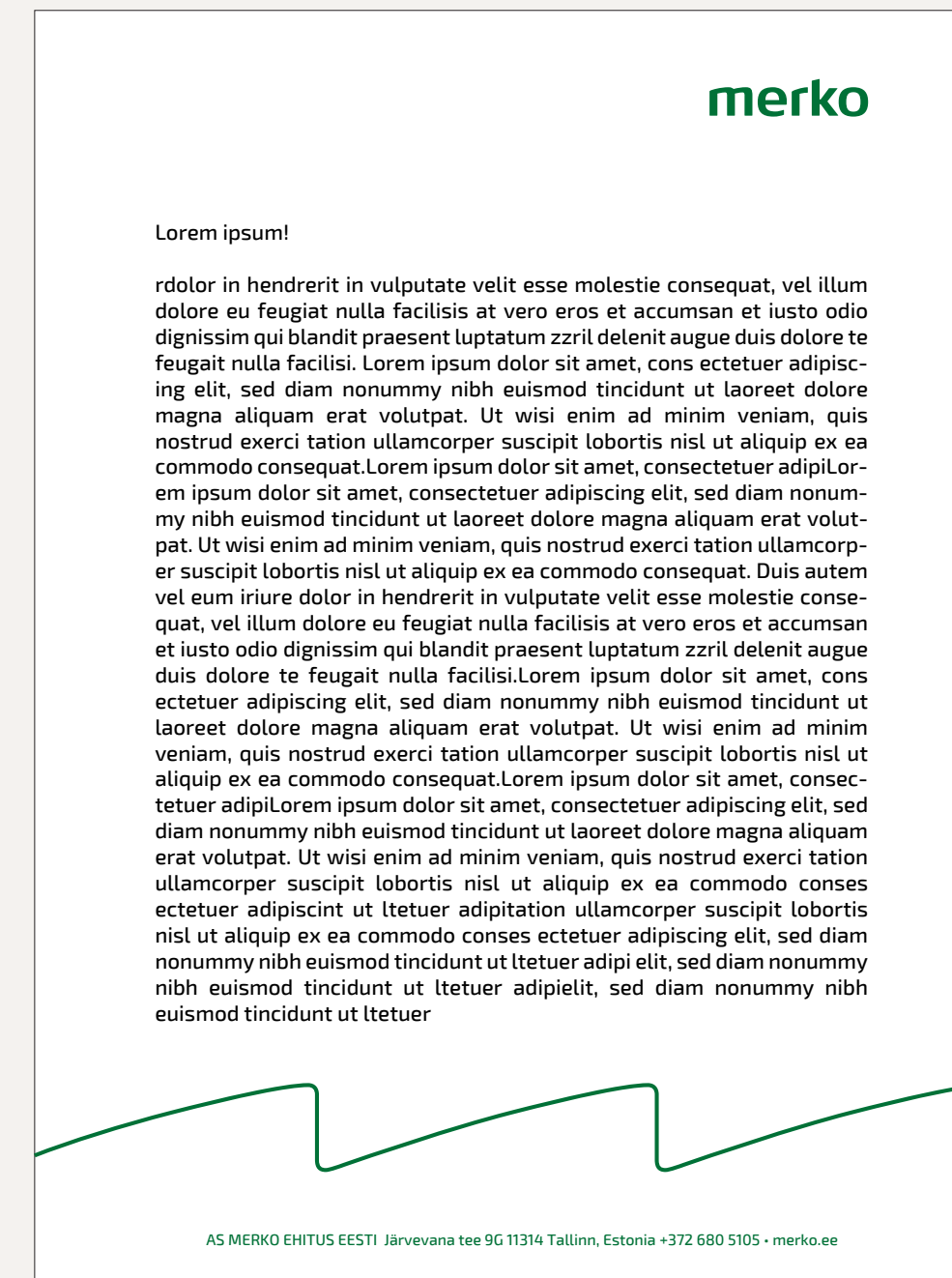
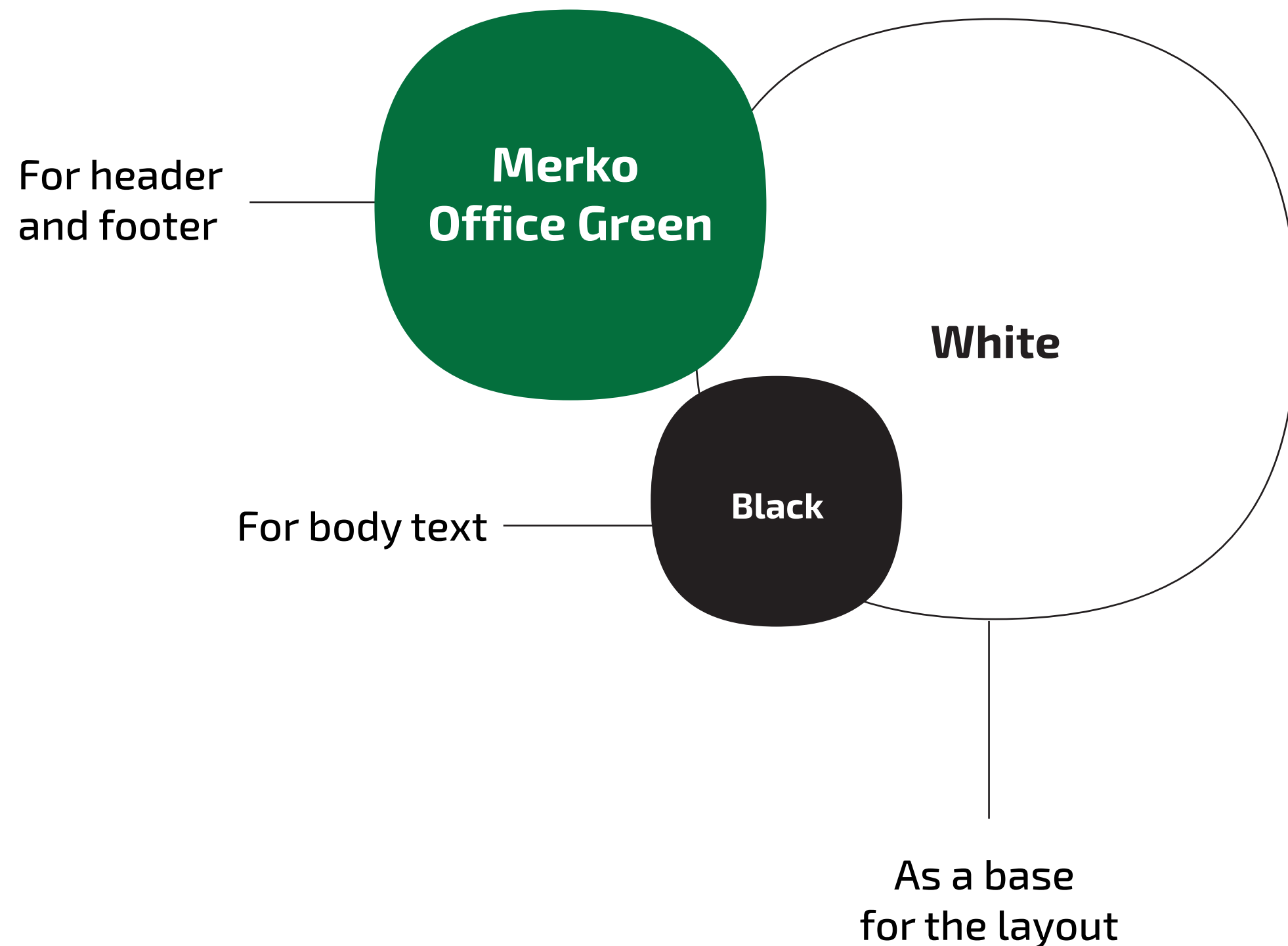
Avery Dennison 500 - 533EM, Forest Green
Oracal Economy Cal - 613M, waldgrün, forest green



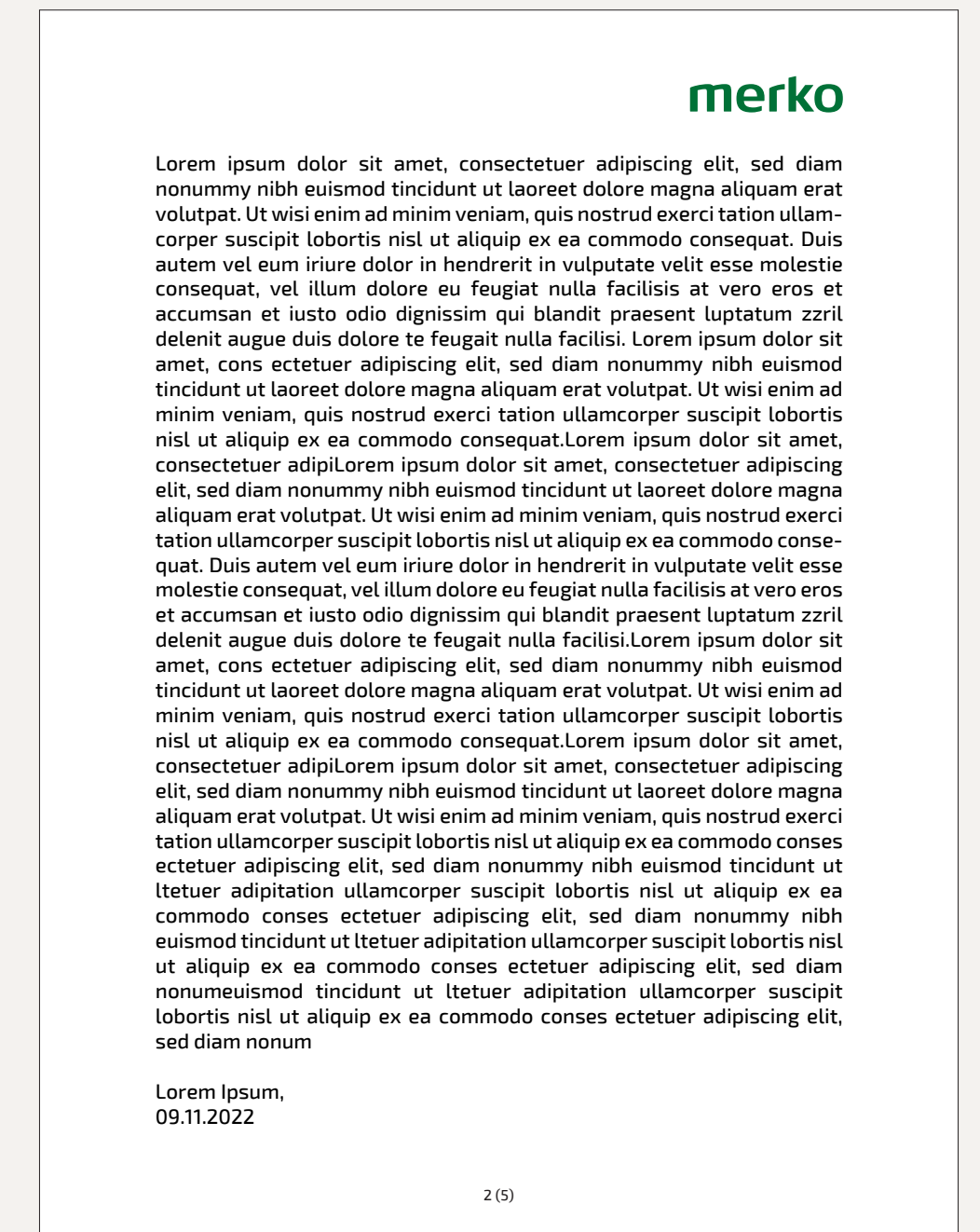
The right green tone for each application and design is marked by the design in this brandbook.

Colours

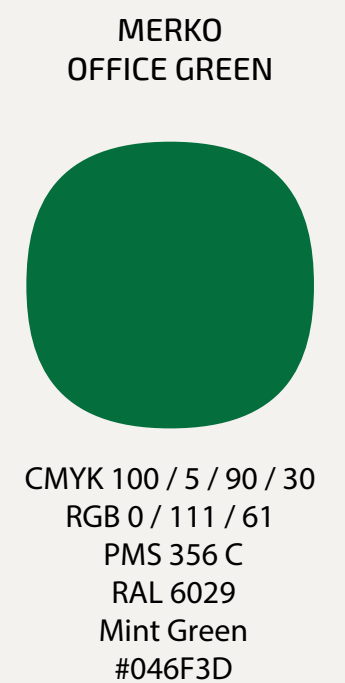
Merko brand palette colour usage - documents



One page letter - M wave and contacts in footer, logo in header



From second page on - only page number in footer and logo in header



Colours

Merko brand palette colour usage - texts

We inspire
you to live
better

We inspire
you to live
better

We inspire
you to live
better

We inspire
You to live better
Lorem ipsum dolor sitLorem
ipsum dolor sit amet adipiscing
elitLorem ipsum dolor amet
adipiscing elit amet adipiscing
elitLorem ipsum.

We inspire
You to live better
Lorem ipsum dolor sitLorem
ipsum dolor sit amet adipiscing
elitLorem ipsum dolor amet
adipiscing elit amet adipiscing
elit Lorem Ipsum.

Text

White

Merko Fresh Green

Background

Merko Green

Text

Merko Office Green

Background

White

Text

White

Merko Green

Background

Merko Fresh Green

Merko Office Green

Black

White

Text

Merko Green

Black

Background

Merko Pink Sand

For using in SoMe (Instagram), recruitment listings

Merko Office Green for basic print materials

For using in SoMe, ads, recruitment listings

For using in presentations, annual reports

Some materials have Pink Sand background (residential, presentations)

Colours

Merko brand palette colour usage - do's and dont's



We inspire
you to live
better

Do ✓

Background and font colour shoud make good contrast, so use Merko Office Green on basic texts on white background

We inspire
you to live
better

Do ✓

Bring out one word or phrase to keep the message clear.

We inspire
you to live
better

Don't ✗

Don't highlight more than one word or phrase - it will make the message confusing.

We inspire
you to live
better

Don't ✗

Merko Fresh Green is for highlights - don't use this colour on its own, and/or on neutral beiges.

We inspire
you to live
better

Don't ✗

When using Exo2 Regular, dont use Merko Green in text highlights on white background - it has not enough contrast, especially in print. In cases like this, use Merko Office Green.

We inspire
you to live
better

Do ✓

Use Merko Office Green in text highlights on print materials (calendars etc).

Colours

Merko employer brand palette

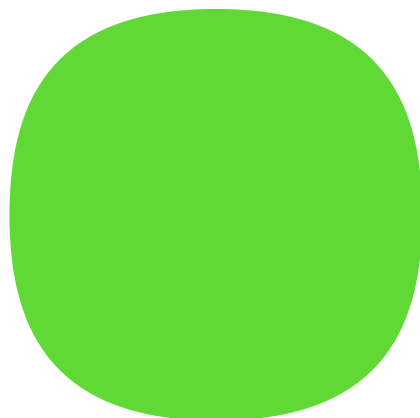


CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529

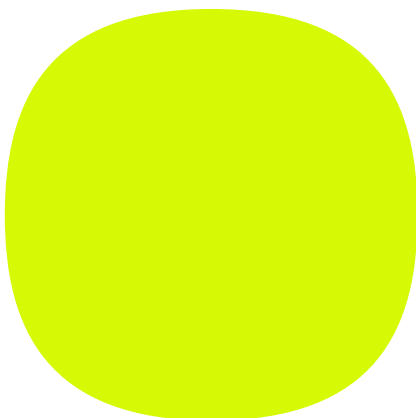
Complimentary colours

To use on Merko Green background.
Only one neon colour per layout

MERKO SALAD GREEN MERKO SAFETY YELLOW



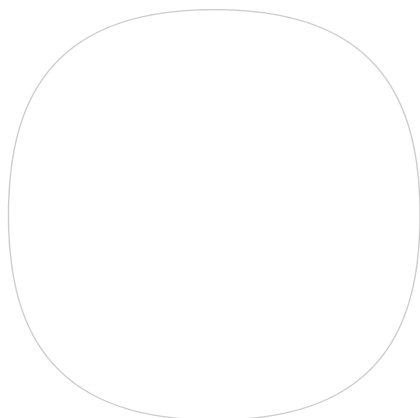
CMYK 60 / 0 / 100 / 0
RGB 96 / 217 / 55
PMS 802 C
RAL 6038
Luminous Green
#60d937



CMYK 22 / 0 / 100 / 0
RGB 214 / 249 / 6
PMS 809 C
RAL 1016
Sulfur Yellow
#d6f906

Functionality colour

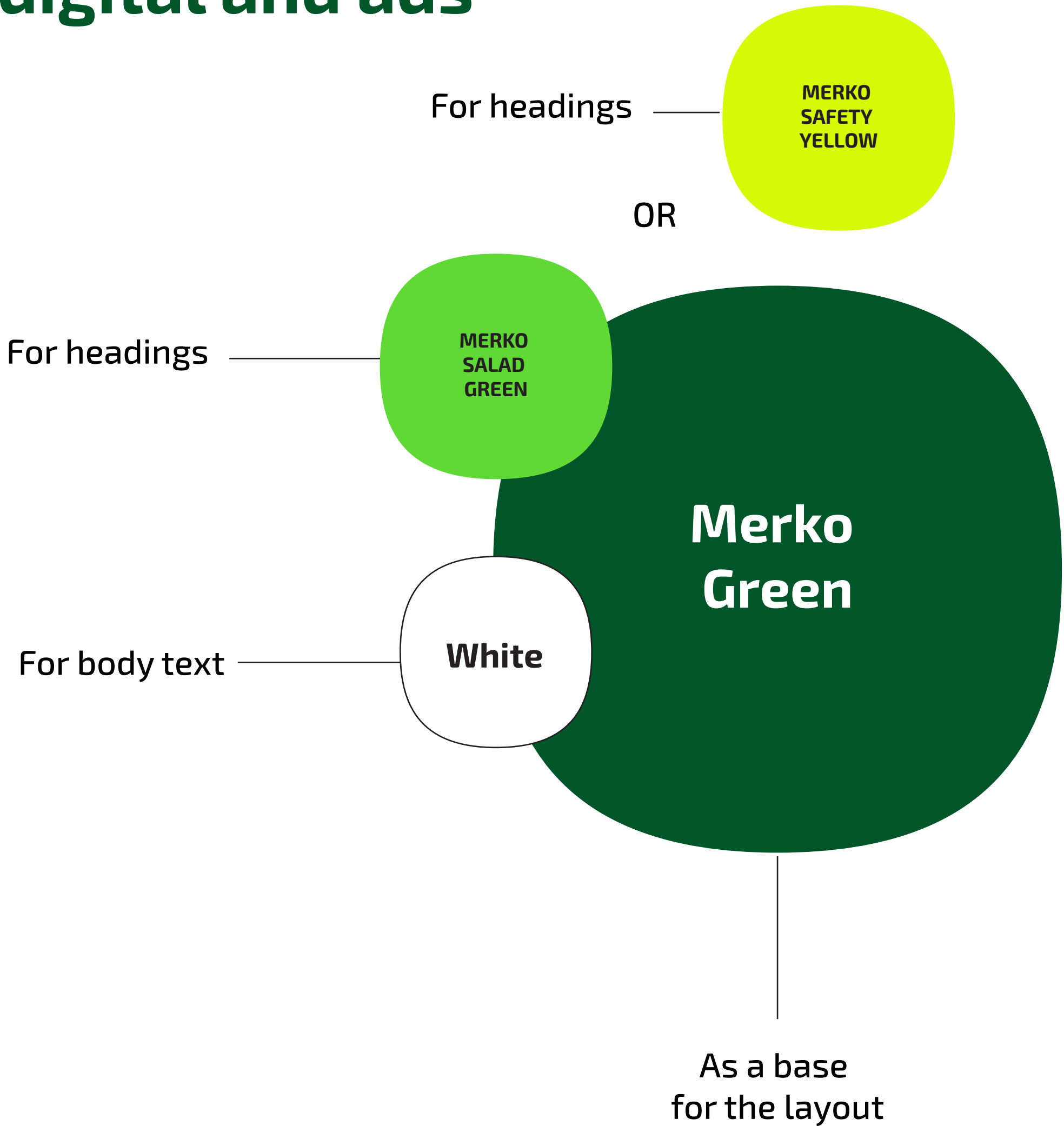
To use in texts, on Merko Green background



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
#FFFFFF

Colours

Merko employer
brand palette colour usage -
digital and ads



Colours

Merko employer
brand palette colour usage -
do's and dont's



Do ✓

Always use only one neon colour per layout.



Do ✓

Use one neon colour on Merko Green to ensure right contrast for best readability.



Don't ✗

Neon catches the attention. To keep the message clear, don't use two neons on one layout - they start to compete with eachother.



Don't ✗

Don't use white and/or neon colour on another neon, because they have similar intensity and low contrast.

Colours

Merko residential
brand palette

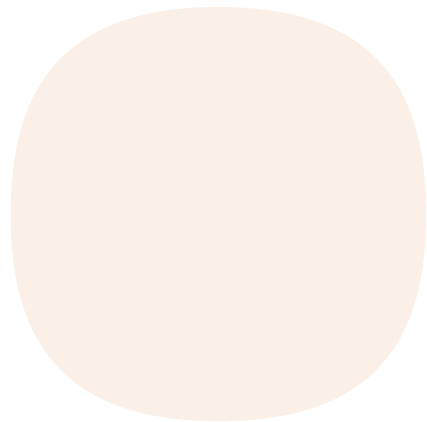


CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529

Complimentary colours

To use as background colours, to emphasize modern and light home feeling

MERKO PINK SAND



CMYK 1 / 4 / 7 / 0
RGB 250 / 240 / 231
PMS 2309 C
RAL9001
Cream
#faf0e7

MERKO PLASTER BEIGE



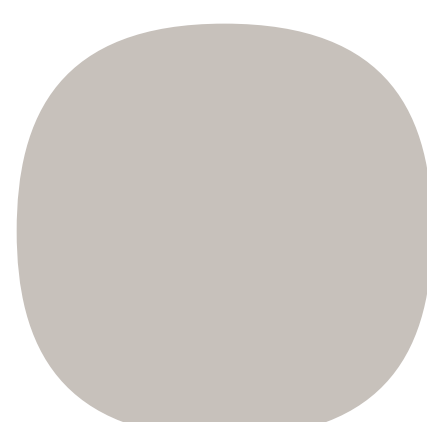
CMYK 3 / 3 / 4 / 0
RGB 244 / 242 / 239
PMS 2330 C
RAL 9018
Papyrus White
#f4f2ef

MERKO STUCCO BEIGE



CMYK 10 / 9 / 12 / 0
RGB 227 / 222 / 216
PMS 406 C
RAL 7038
Agate Grey
#e3ded8

MERKO GREY SAND

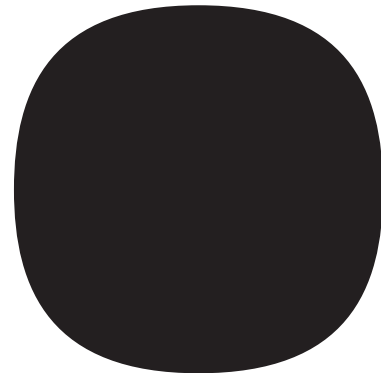


CMYK 22 / 20 / 23 / 0
RGB 199 / 193 / 187
PMS P 178-1 C
RAL 7004
Signal Grey
#c7c1bb

Functionality colours

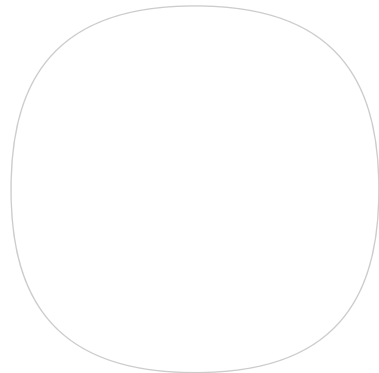
To use in texts.

BLACK



CMYK 70 / 67 / 64 / 74
RGB 35 / 31 / 32
#231f20

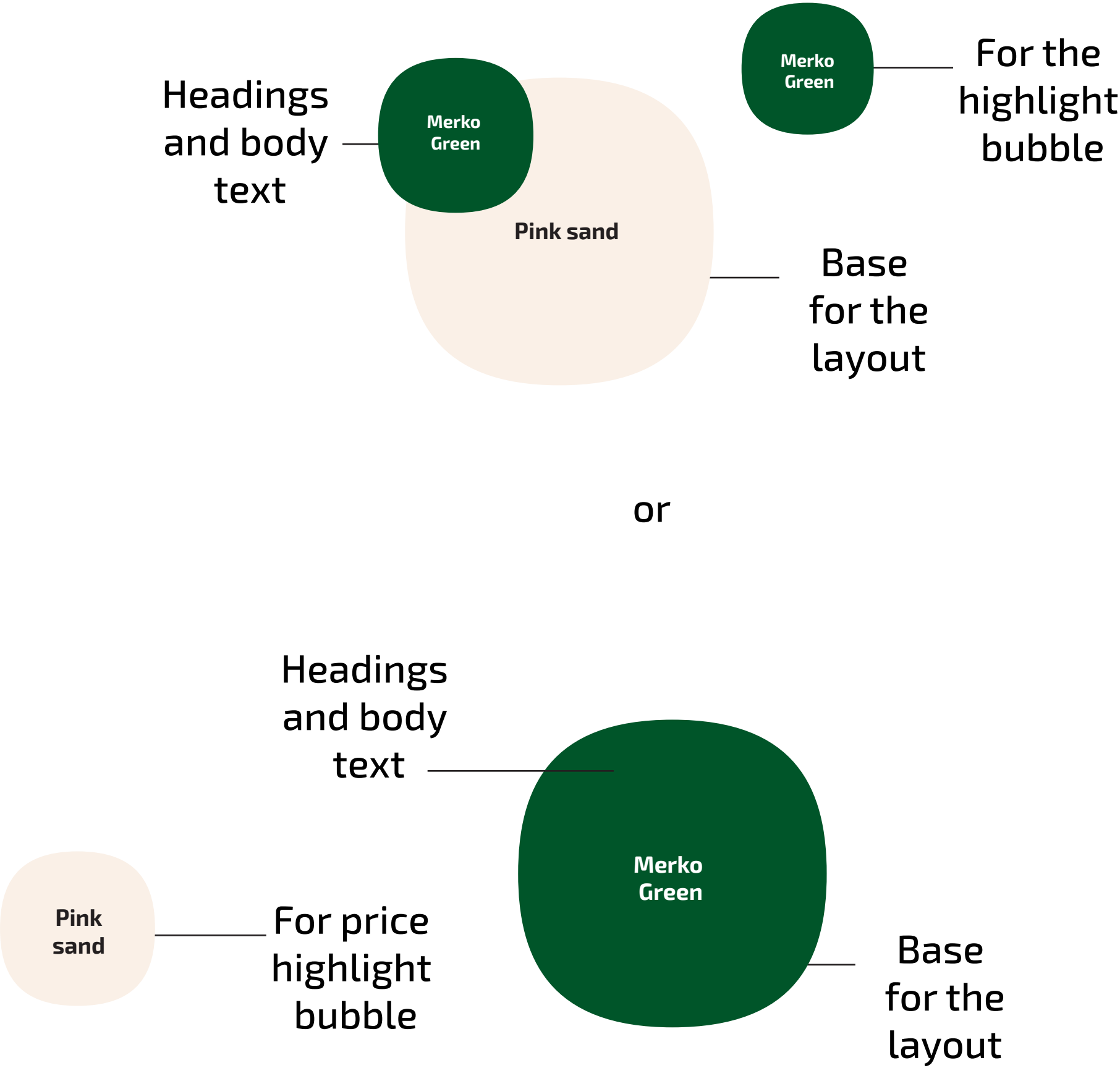
WHITE



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
#FFFFFF

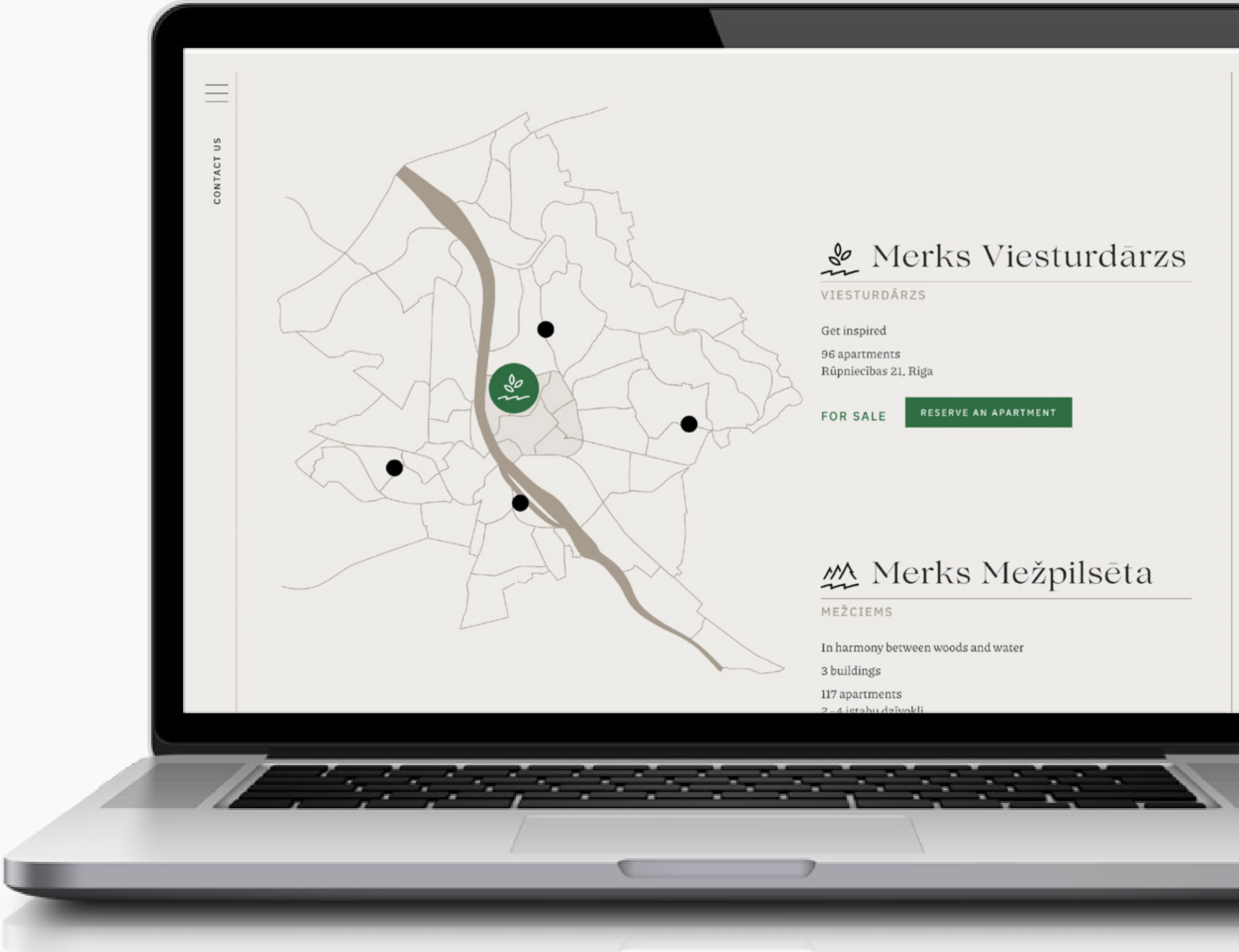
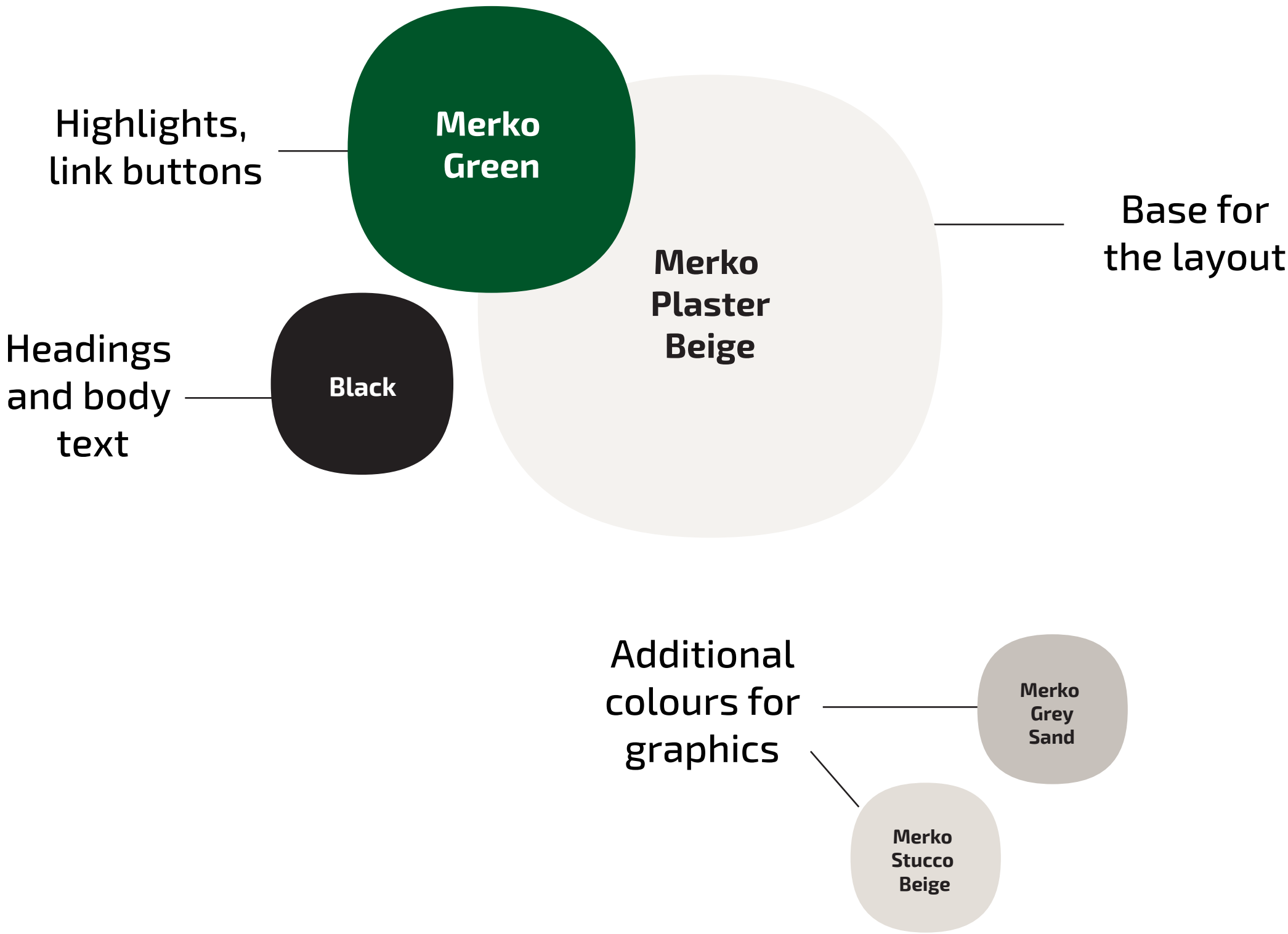
Colours

Merko residential brand
colour usage - outdoor and ads



Colours

Merko residential brand
colour usage - web, SoMe



Typography

Typography is our visual voice.

Typography

We use Exo2 as our primary typeface. It is universal and modern.

Exo 2 font family has lots of different thicknesses, but in our branding we use following styles:

Exo2 Light

Exo2 Regular

Exo2 Medium

Exo2 Semi Bold

Exo2 Bold

Exo2 Semi Bold Italic

If you need an alternative font (required for technical cases or you don't have Exo2 fonts installed, we recommend **Calibri system font**. However, the alternative typeface is not part of the Merko identity.

What thickness and where to use, you can see in different sections of this brandbook.

Do's and
dont's

We inspire
you to live
better

Do ✓

Use correct line spacing (leading) in headings. It makes the text easier to read. By default use "auto" setting in Leading.

We inspire
you to live
better

Don't ✗

Never use too much line space (leading). It gives poor visual expression and makes the text difficult to read.

Tips!

Download fonts:

[Download link](#)

Typography - residential brand

For residential branding, there are following fonts used:
Lovelace Text Regular, Sidecar Bold, Piazzolla and IBM Plex Sans.

Lovelace Text Regular

Aa Bb Cc Dd Ee
Ff Ii Jj Kk Ll Mm
Nn Oo Pp Rr Ss
Tt Uu Vv Öö Ää
Üü Xx Yy Zz

Sidecar Bold

Aa Bb Cc Dd Ee Ff
Ii Jj Kk Ll Mm Nn
Oo Pp Rr Ss Tt Uu
Vv Öö Ää Üü Xx
Yy Zz

Piazzolla

Aa Bb Cc Dd Ee
Ff Ii Jj Kk Ll Mm
Nn Oo Pp Rr Ss
Tt Uu Vv Öö Ää
Üü Xx Yy Zz

In use: regular, **bold**, *italic*

IBM Plex Sans Regular

Aa Bb Cc Dd Ee
Ff Ii Jj Kk Ll Mm
Nn Oo Pp Rr Ss
Tt Uu Vv Öö Ää
Üü Xx Yy Zz

In use: regular, **bold**, *italic*

Other fonts can be used in bigger co-projects web and overall branding (for example Veerenni), but these are special cases and these designs are managed by agencies responsible for certain co-project.



Download fonts:

[Download link](#)

How to use typography in Merko general branding

Exo 2 Bold
for headings

Heading is the
most eye-catching

Exo 2 Medium
for intro

Sub-heading or introduction wants
attention too, but is secondary

Exo 2 Regular
for body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

How to use typography in Merko employer brand

Exo 2 Bold Italic
for headings

*Heading is the
most eye-catching*

Exo 2 Medium
for intro

Sub-heading or introduction wants
attention too, but is secondary

Exo 2 Regular
for body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.



How to use typography in Merko residential brand

Print materials - print ad, booklet etc.

Sidecar Bold
to use in bubble

New!

Lovelace for
headings

We inspire you
to live better

Exo 2 light
for intro

Sub-heading or introduction
wants attention too, but is
secondary

Exo 2 Regular
for body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nummy nibh euismod tincidunt ut laoreet dolore magna aliquam.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nummy nibh eui smod tincidunt ut laoreet dolore magna aliquam.



How to use typography in Merko residential brand

Digital channels - SoMe, web banner etc.

Sidecar Bold
to use in bubble

New!

Exo2 Light for
headings

We inspire you
to live better



How to use typography in Merko residential brand

Outdoor ads

Exo2 Medium
for headings

Use Exo2 Medium only on naturally calm and clear photos.

Lahekalda kodud

Depending on the photo, Exo2 Bold is also an option for outdoor ads. If the photo is rich in details, use Exo2 Bold to ensure clear readability.

Exo2 Bold
for headings

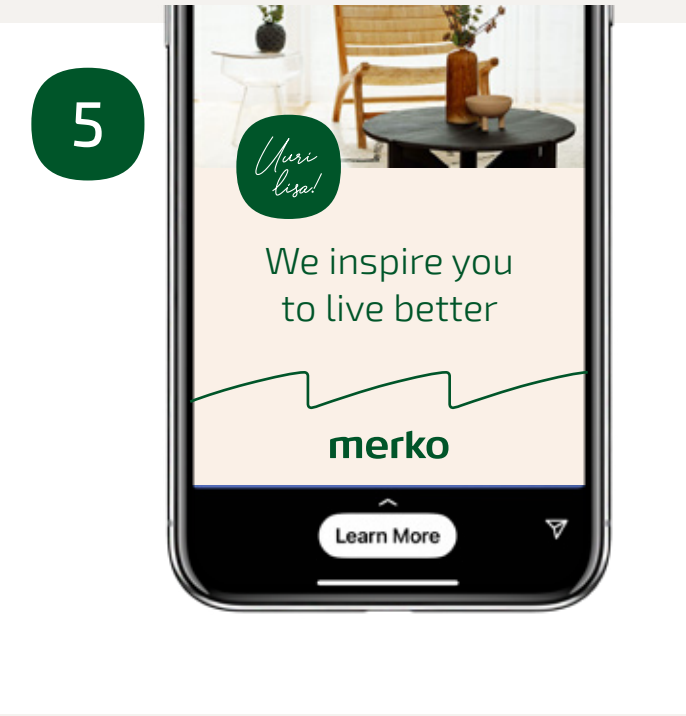
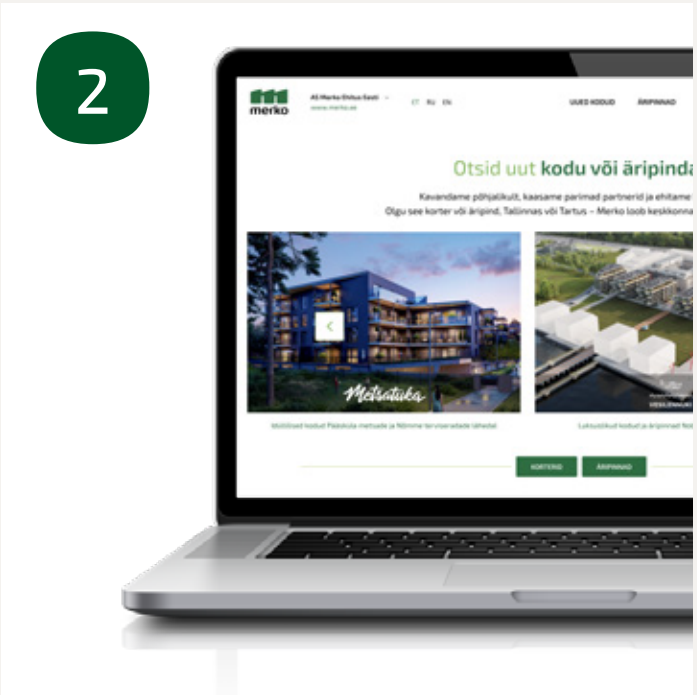
Veerenni kodud



Typography

How to use typography
Summary

1	Corporative print materials (annual report, presentations etc)	Exo2 Bold Exo2 Semi Bold Exo2 Regular	for headings for subheadings for body text
2	Merko.ee website	Exo2 Medium Exo2 Regular	for headings for body text
3	Outdoor ads / Merko image	Exo2 Medium	
4	Outdoor ads / residential marketing	Exo2 Medium Exo2 Bold	a) on calm and clean visual b) on visually "noisy" photo
5	Digital ads / residential photo-colour-text based	Exo2 Light <i>Sidocar Bold</i> <i>Bad Script</i>	for headings for info bubbles (New!) for info bubble in Cyrillic
6	Print and digital ads / text based	Exo2 Medium	
7	Print and digital ads / employer	Exo2 Bold Italic Exo2 Medium Exo2 Regular	for headings for subheadings for body text
8	Residential projects website	Lovelace Piazzolla <i>Sidocar Bold</i> IBM PlexSans	for headings, numbers for body text for names, excerpts Caps Lock texts in the beginning of topics)



How to use typography - size and weight

Headline
Exo2 Bold,

Main heading is 100% size.

Sissejuhatus
Exo2 SemiBold,

Lead text and secondary heading is 50% of main heading.

Body text
Exo2 Regular

Body text is 50% of lead text and sub-heading. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobor.

Sentence case

In our typography we always use sentence case text, such as "We inspire you to live better". We avoid using ALL CAPS. If you need to create typographic hierarchies, use different weights and sizes instead.

Always use sentence cased text like this.

Typography on an image

When placing typography directly on an image, place it on a calm part of the image. Another option is to use transparent colour layer on the image to emphasize text on it.

Do's and dont's



Do ✓
Always use sentence case.



Don't ✗
Don't use all caps.



Do ✓
Use transparent colour layer between the image and the text. Set the blending mode of the layer to "Multiply".



Don't ✗
Don't use text directly on an image, especially if the image is visually too "noisy". Use text directly on the photo only if the photo is naturally enough dark or light and calm.

Graphic elements

Our graphic world is inspired by the constant progress and movement found in construction and cityscape. We use the graphics to stand out, to create inspiring visuals, and to help to clarify and guide information usage.

Graphic elements

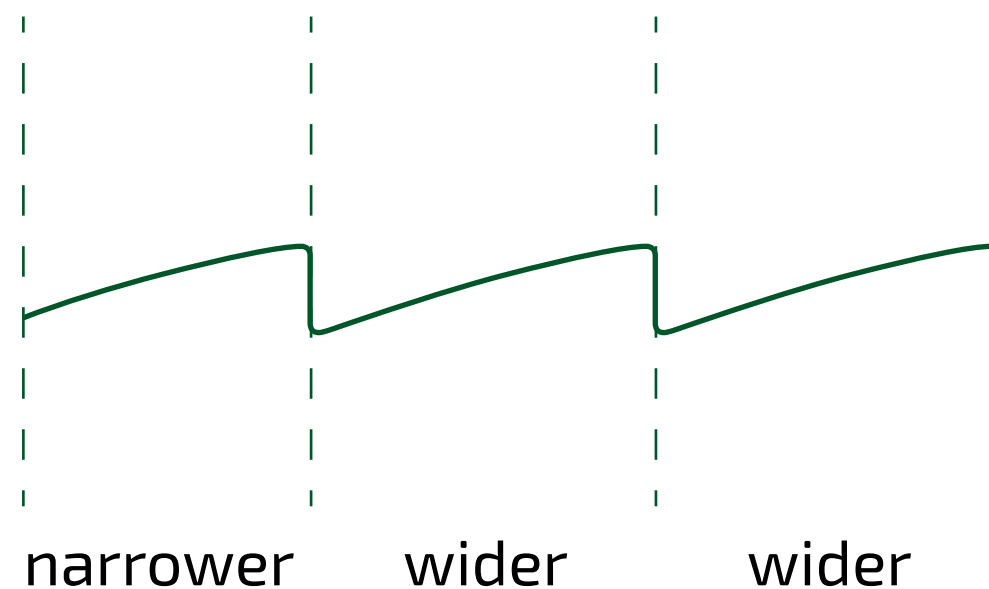
M wave

It all starts with the M.

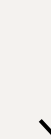
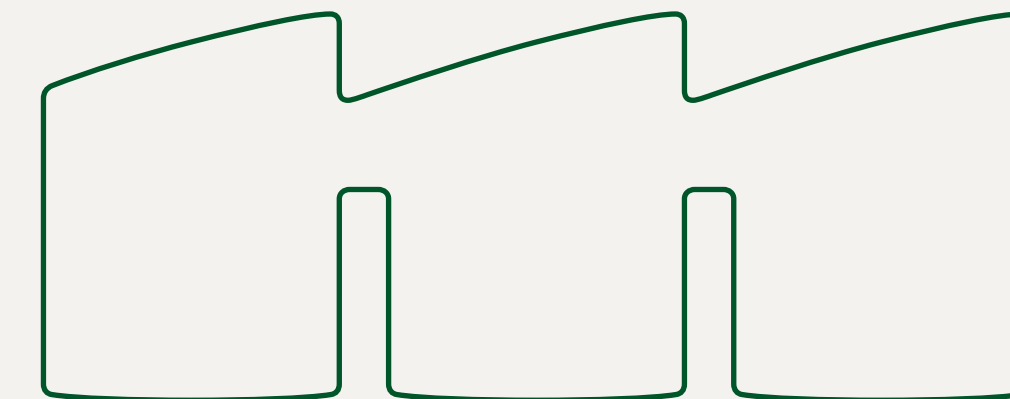
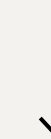
The M wave is derived from Merko symbol. It carries a feeling of movement and dynamic. On designed materials the M element functions as a subtle reminder of the brand presence.

The M wave is the basis for layout creation and can be used throughout brand communication in different forms - either for layout logic, as a separate pattern etc.

NB! The “waves” of the M wave are not equal, as it is derived straight from the Merko logo mark. That peculiarity gives the M wave its uniqueness.



Don't change or crop the wave in any way!



Graphic elements

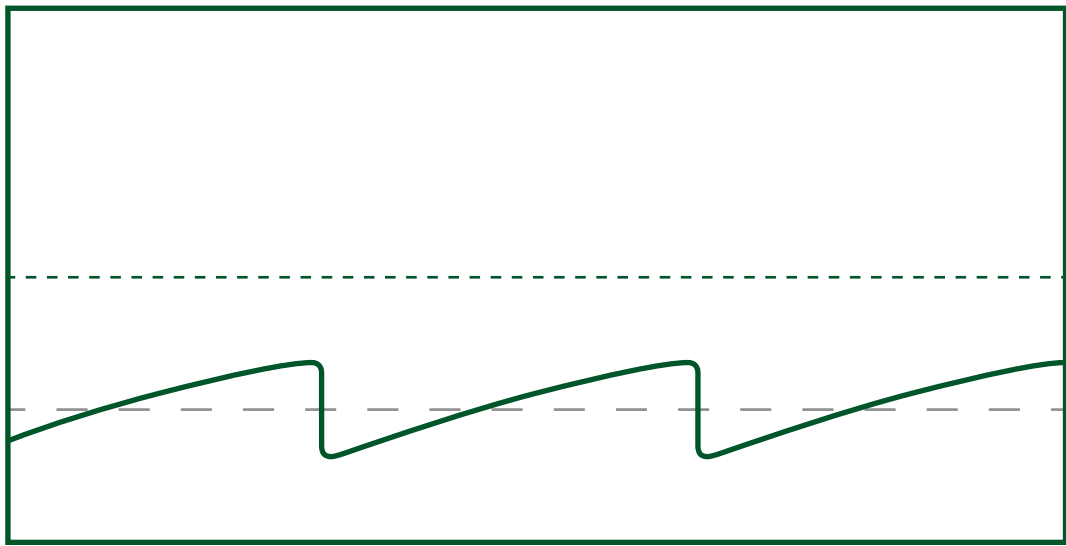
M wave

Usage on different formats

General placement logic for the M-wave



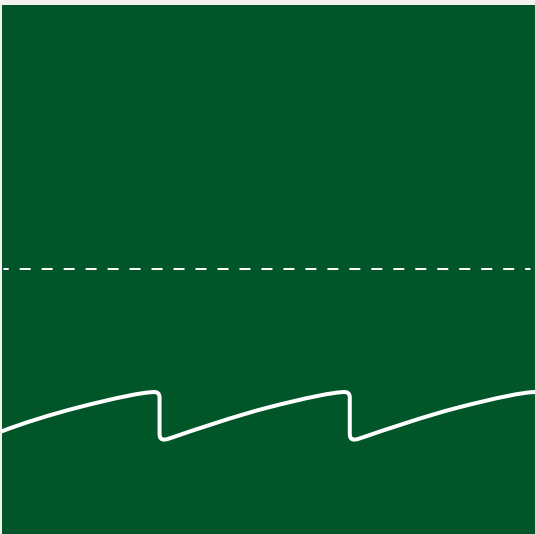
On narrow portrait formats - place the M wave in the middle of lower 1/3 of the layout



On landscape format - place the M wave on the middle of lower half of the layout

Middle point of the M wave

M wave placement logic on banner ads and object advertisement



On square format - place the M wave on the middle of lower 1/2 of the layout

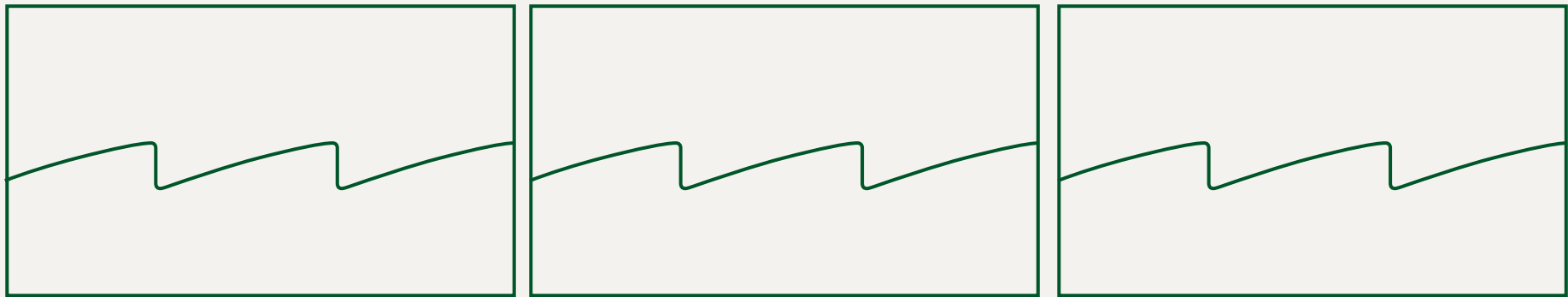


On portrait formats with photo: Divide the layout in half (upper half is for photo, lower half for text, M wave and logo.

Place the M wave on the middle of lower part of the square layout

Middle point of the M wave

M wave placement logic on fence banners



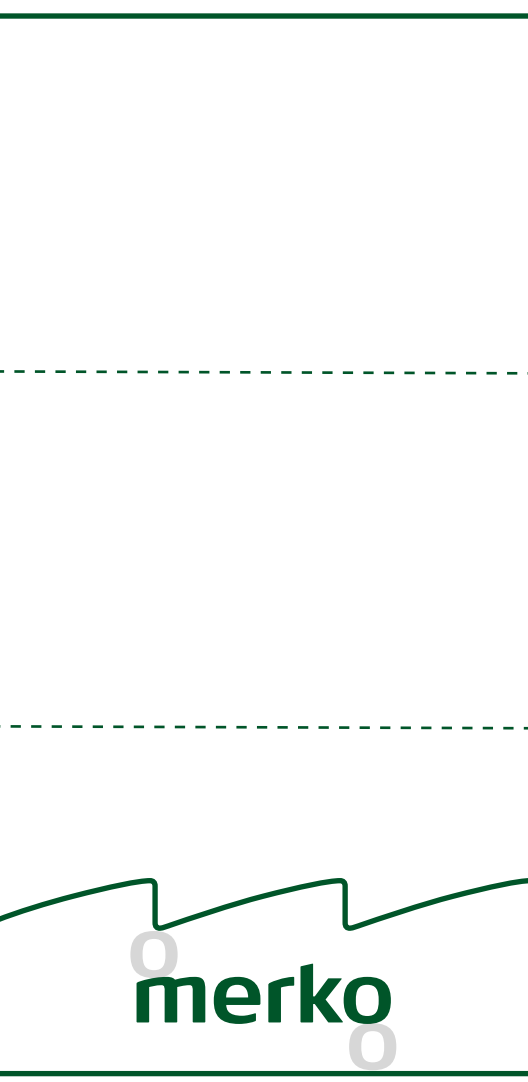
Usage on fence banners - in the middle

Graphic elements

M wave and logotype

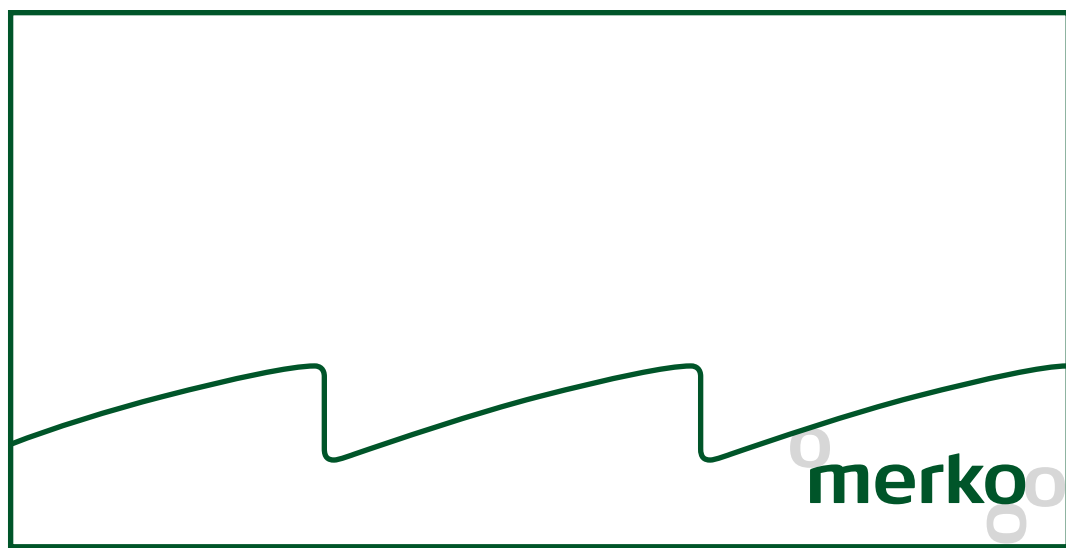
Usage on different formats

General placement logic for logo with the M-wave



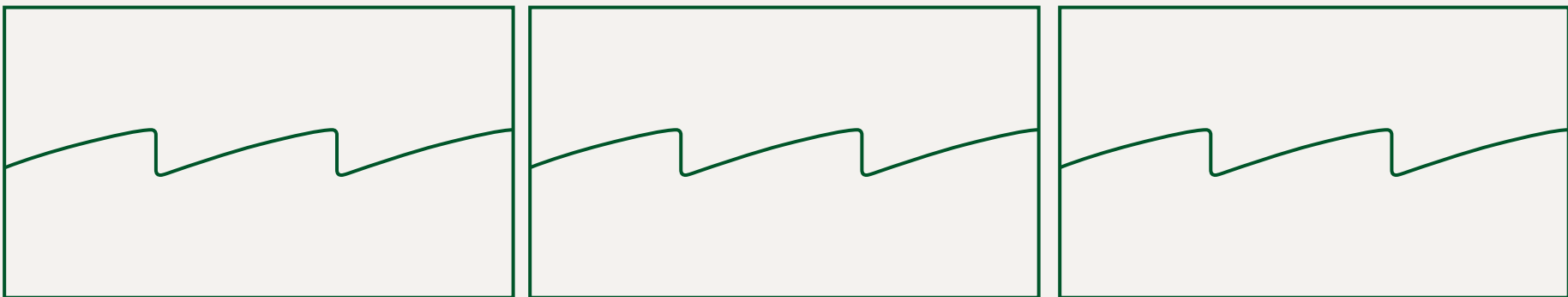
On portrait formats - place the logotype under the M wave in the centre of the layout

Always check the **safety area** - the logo must not be closer to the edge than the width of the letter o in Merko logo.

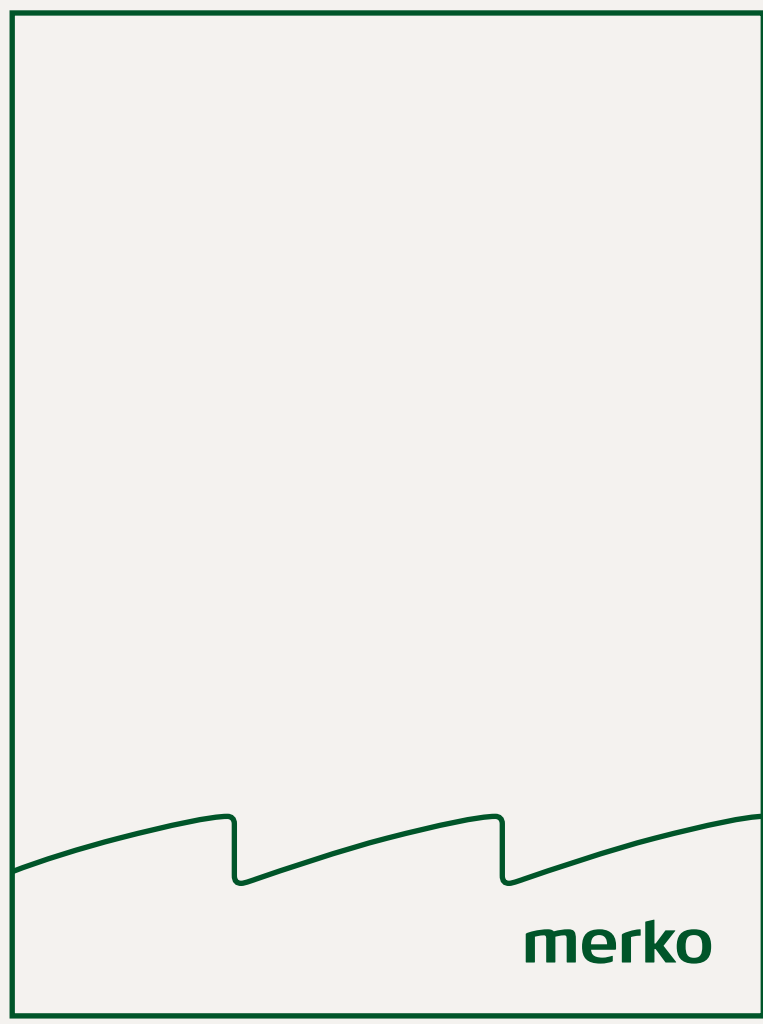


On landscape format - place the logotype under the M wave on the right lower corner of the layout

Minimum distance from the edge



On fence banners use only M vawe, without logotype



On bigger formats, the **space between logo and the edge can be wider than the letter o**, but not less (than letter o of the logo).

The distance between the logo and the side edge & the bottom edge should be even.

If the portrait layout is wider that 3:1, you can place the logo to the right corner - decide upon design.

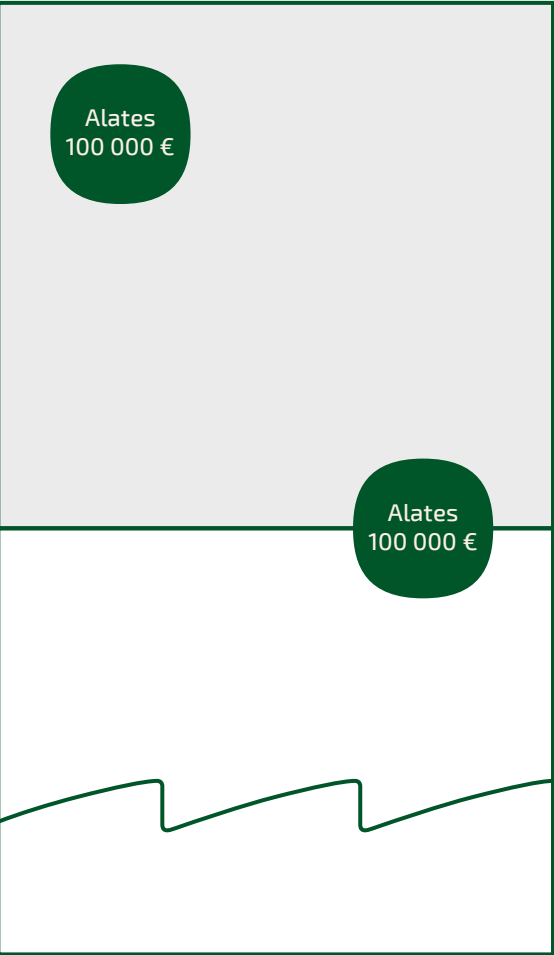
Graphic elements

Merko Bubble

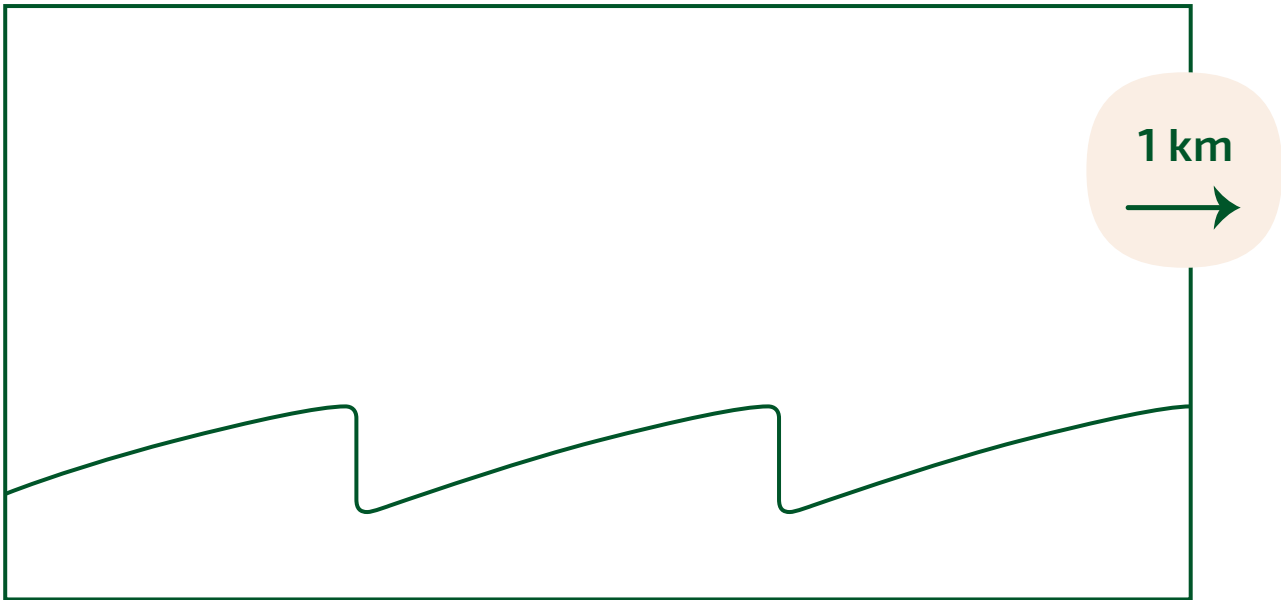
merko → merko●



Merko Bubble is playful tool for ephasizing different details on the layout - you can put the price, directional arrow or project logo on it or write short sentences (e.g. New!).



On **print layouts**, place the bubble on the photo (upper left corner) or between the photo and lower part.



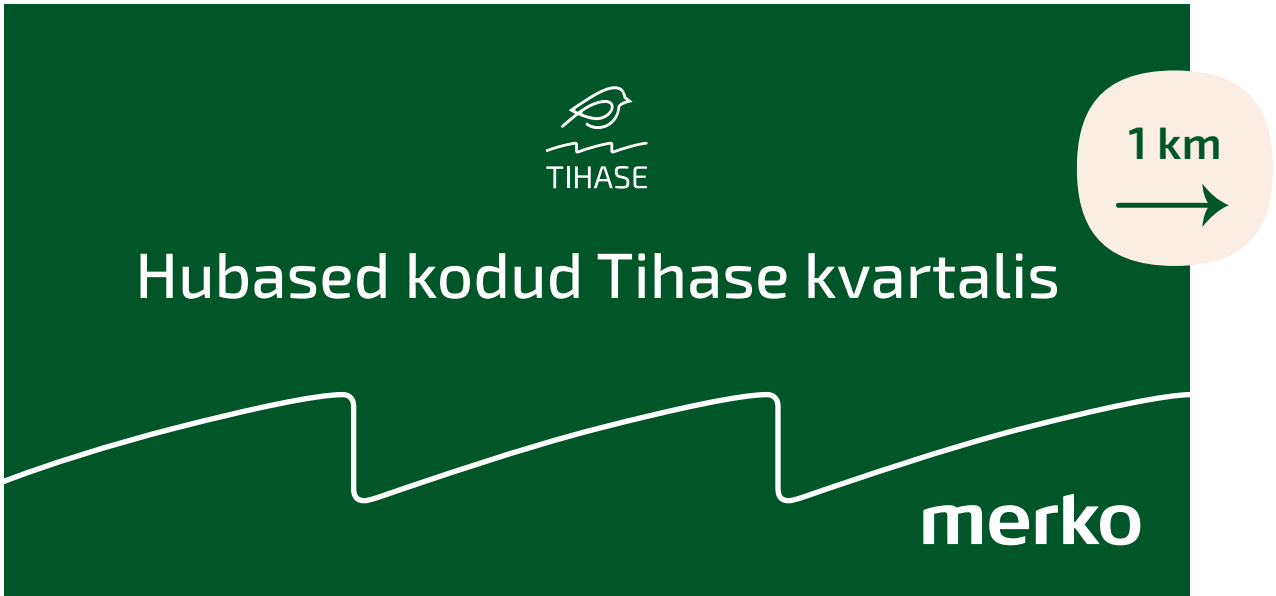
Outdoor advertisment

The size of Merko Bubble: 1/4 width on portrait layouts and 1/6 width on landscape layouts. Bubble position on the layout - it can be placed on the edge of the photo or on the photo.



The Merko Bubble can be White, Merko Pink Sand, Merko Green. Preferably use one Bubble per ad.

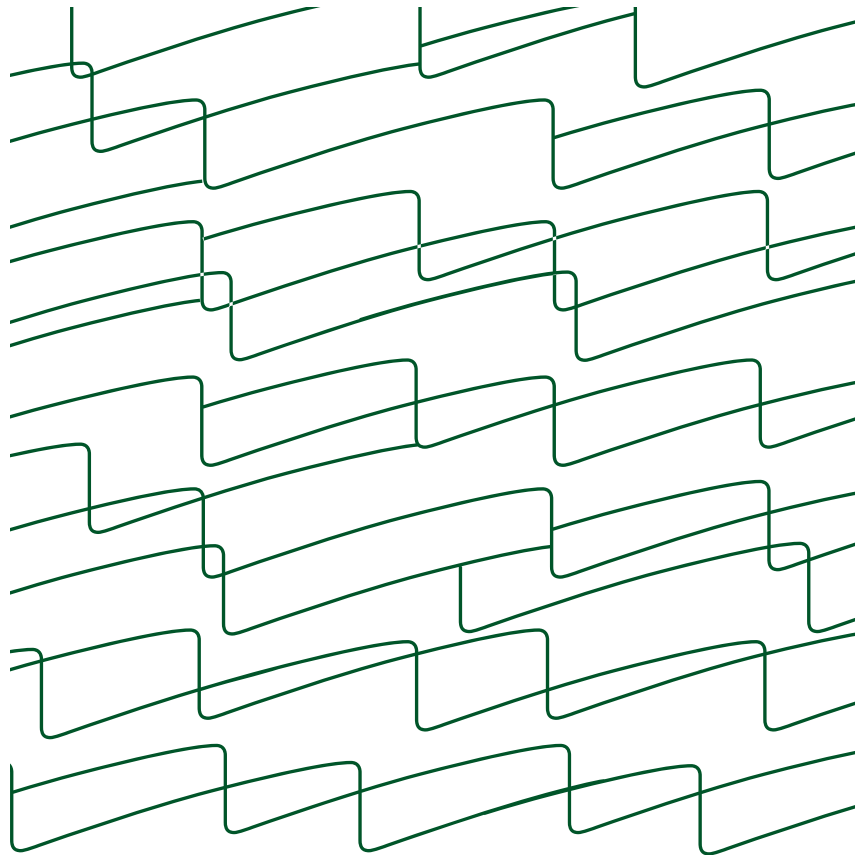
Do ✓
On outdoor ads, the Bubble can be used as a special solution - attached to an ad.



Don't ✗
Don't use the Bubble in any other colour than Merko colours. Don't make the bubble too big or too small - right bubble size is 1/3 of the banner height.

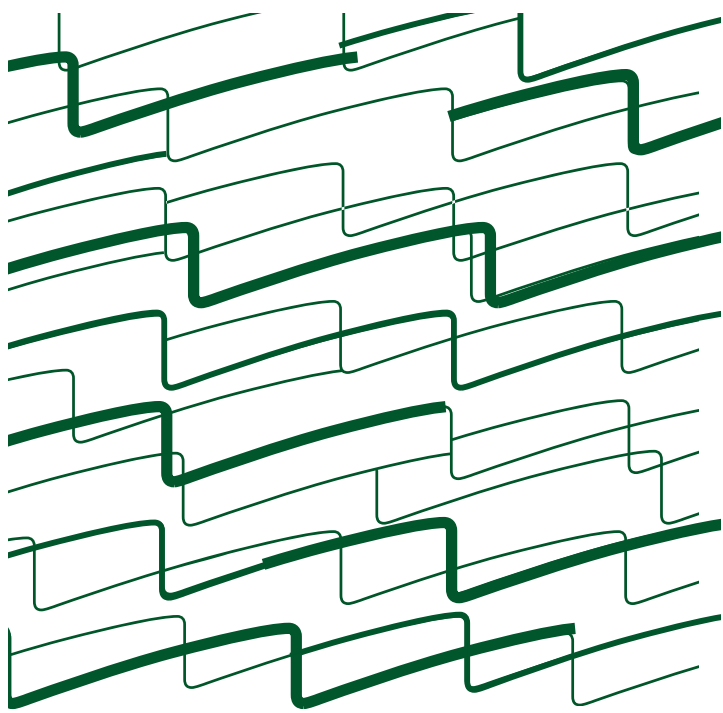


Pattern

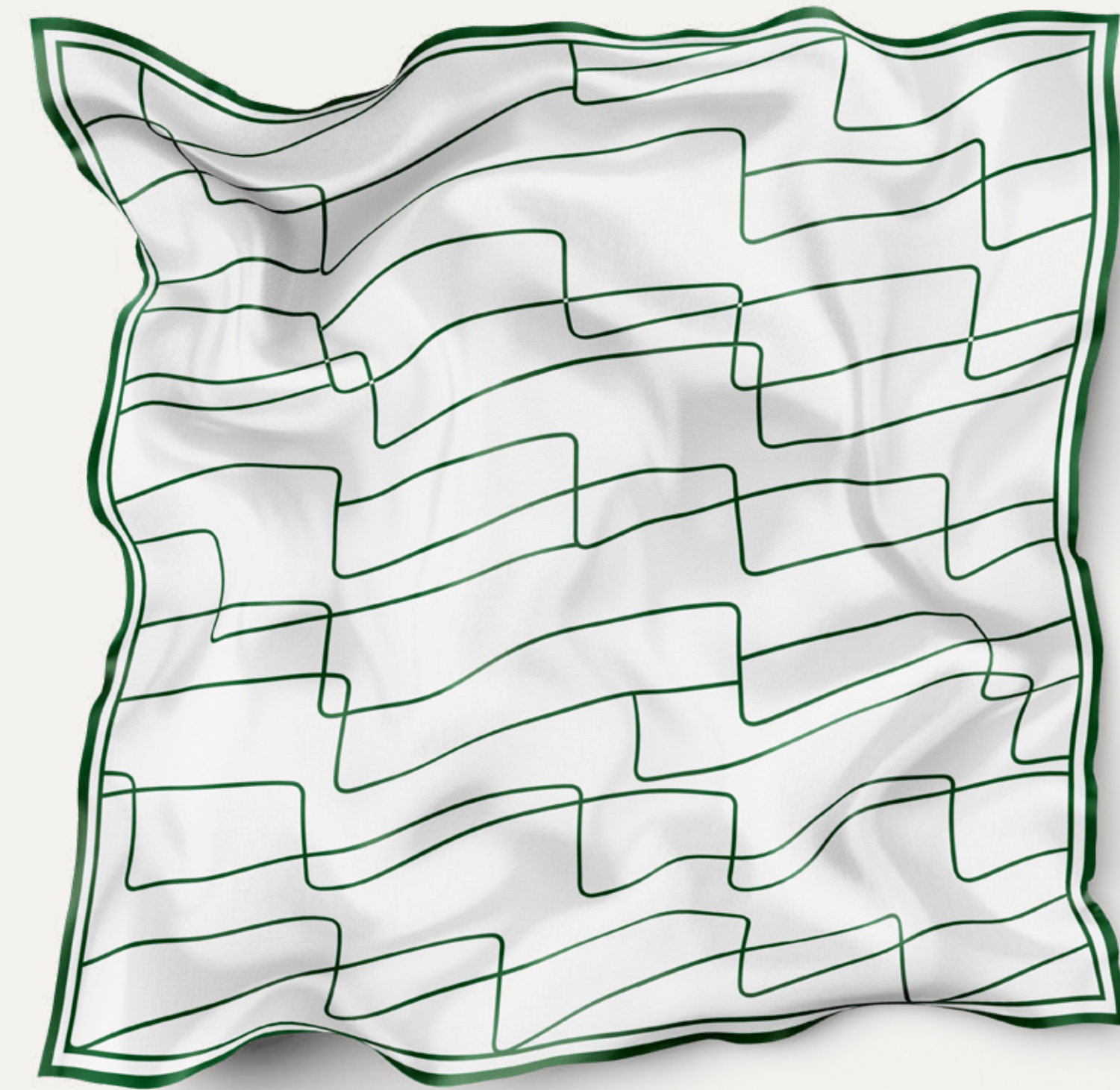


Pattern is created by multiplying the M waves and combining the M waves together.

Pattern can be used on print materials (e.g. gifts and stationery) and everywhere where the background is calm.



Additional pattern - to create more emotion and playful feeling, it is also possible to use the existing pattern with different line weights.



Silk scarf

Graphic elements

Merko Tag

The shape of the Merko Tag is derived from the Merko logo shape.
The Tag is meant to be used in the corner - upper left or lower right.

Tag size:

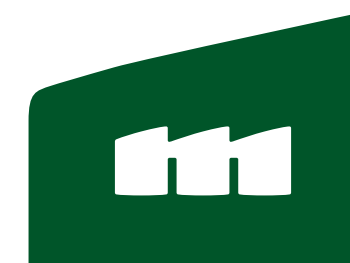
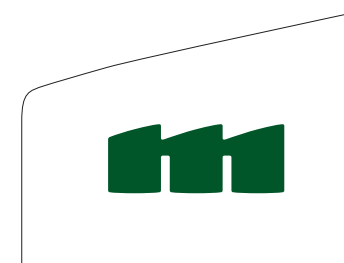
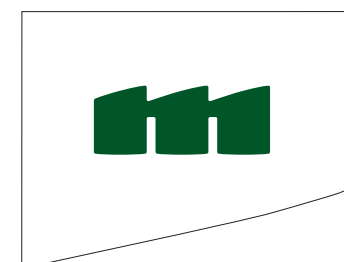
Horizontal layout - 1/6 of the image width

Vertical, square layouts - 1/3 of the picture width

Final decision of the size to make upon the design - make sure the tag is not visually too big or too small.

Tag is used on a photo (instead of the logo), if the logo without a background does not stand out from the detailed background image.

Depending on the communication, the Tag can be used as a word-mark or a symbol.



Merko tag with wordmark
can be used in cases where
the wordmark without back-
ground is not well visible
(e.g. on very detailed photo)

Merko tag with symbol can
be used in cases where the
brand is well recognisable.

Don't ✗
Don't use Merko
tag with logo.



Merko Tag width on horizontal layout is 1/6 of the whole image width



Smaller vertical, square
layouts - 1/3 of the picture



Bigger vertical layouts
(A4) - 1/4 of the picture

Imagery

Imagery is our most emotional tool.

In Merko, we inspire You to live better. That is why our imagery tells stories of how and by whom the source of inspiration, the buildings are constructed, and shares vision of how to create a home within them.

Imagery

Image categories: Construction

Our construction imagery depicts and represents our experience in the field - specialists, skills necessary in the process of building, objects from construction site.



Tips!

Avoid generic, ordinary images - if possible choose a different angle or perspective to depict a crane or a wall etc.

Avoid overposed images of personnel - if possible prefer to capture specialists in action, showing their skills.

Prefer portrait photos with light mood, not too serious.

Avoid photos of people taken from behind and showing people's backs from a distance.



Don't ✗

Never use old-fashioned, stereotypical approach in photos

Imagery

Image categories:
Employer

Our employer imagery depicts our people - we have two types of portrait photography and team imagery.

Portraits are either aimed for corporate web usage or residential development marketing usage.
Team imagery is meant to be used in employer branding communication.

Team imagery:
Warm natural light, people in their own environment



Positive vibe, natural light, no posing



Do's and dont's

Employer photography in web



Do ✓

Employees in their own element, natural light, relaxed and friendly.

Don't ✗

Avoid strict formal headshots and white, impersonal background.

Residential development marketing portrait photos



Do ✓

Photographed on site, with welcoming and warm feeling.

Don't ✗

Avoid strict formal headshots and white, impersonal background.

Imagery

Image categories: Interior photography

Our residential development interior photography depicts a warm, modern, hygge atmosphere and sends a message of creating a homely environment.



Tips!

Use natural light. Try to catch a best sunlight moment for photoshoot - morning or the "golden hour" in the afternoon.

Use little details in the set stylistics - books, candles, flowers, plants, art, cushions etc. to create a warm and welcoming vibe.



Don't ❌

People don't like empty, anonymous homes.

Imagery

Image categories: Home & hygge

This is a new category of imagery. It is created to support marketing communication. Home and hygge imagery is designed to draw the attention and inspire the audience. Especially for usage in SoMe.

People can also be seen in Hygge imagery - not in focus, but in their own environment, relaxing or doing something in background.

Tips!

Try to catch an emotion on an image. It is not necessary to depict the whole room in one image.

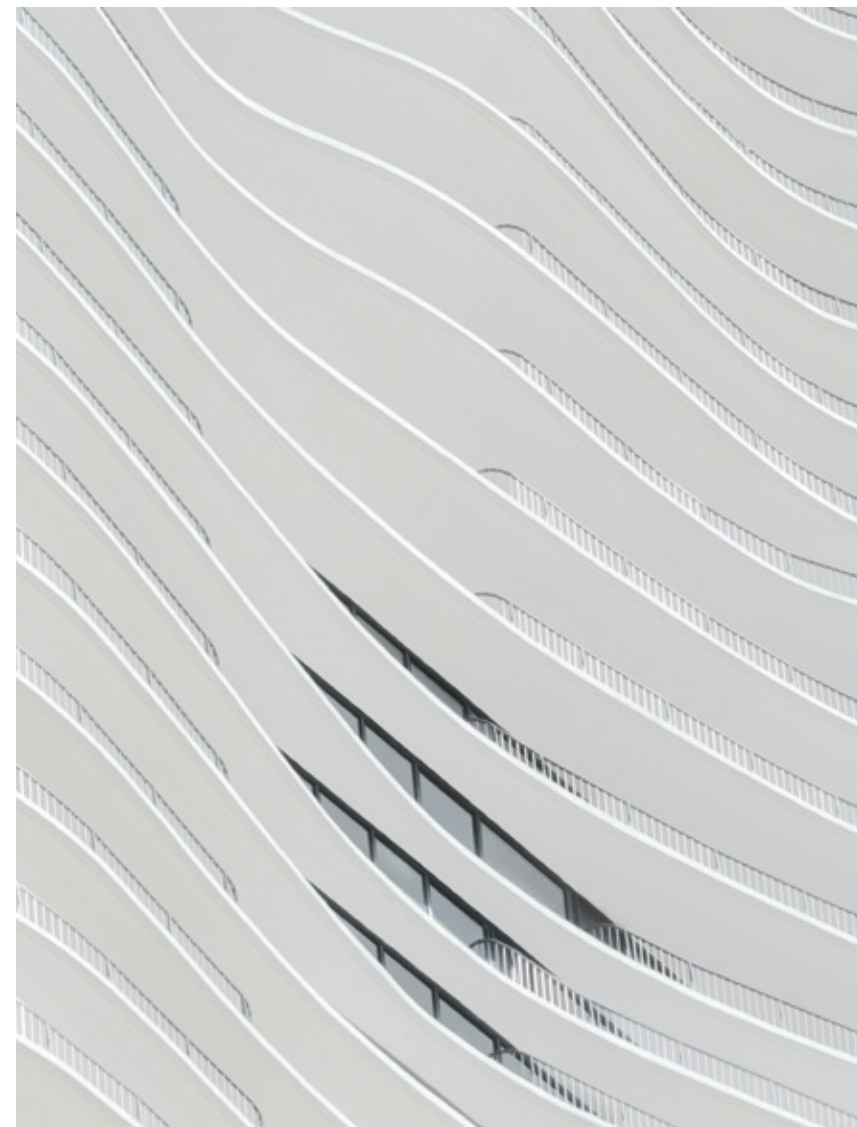
Rather try to depict emotional details or combinations of elements that create a special mood.



Imagery

Image categories: Abstract architectural photography

This is a new category of imagery. It is created to support corporate communication and marketing in digital channels. Abstract architectural photography is a subtle visual tool that helps to send the message of Merko as an construction expert.



Tips!

Try to find a different angle to capturing a building.

The image can depict a pattern, an angle, a partial perspective. Avoid depicting a building as a facade panorama.

Abstract architectural photography

Imagery

Displaying people in interior photography

Tips!

Depict people in interior photography as if they were actually at home. Natural look and make-up are preferred - use light, neutral clothing.

To show life and natural movement inside interiors, people can also appear blurred (picture taken upon movement).



Depict daily life situations as they are - if people are having a meal, do not show untouched and uncut tomatoes on the plate. Or if the family is resting in the bed, do not depict them wearing official or full-clothing.



Imagery

Image categories: Fake photo / 3D guidelines

Tips!

To describe views that can be seen from residential premises, we use realistic photos taken from the correct height.

We don't show buildings from bird-view (roofs in focus) - they are impossible to relate to as no person can actually see such a view.

The focus of the image is the central building, we don't put too much focus on the surrounding buildings or new buildings in development stages.



Bird-view photos are in order only in case of a large-scale development, e.g. depicting a whole block of building being developed. Or to showcase the neighbourhood.



Logo applications

Stationery

Letter template

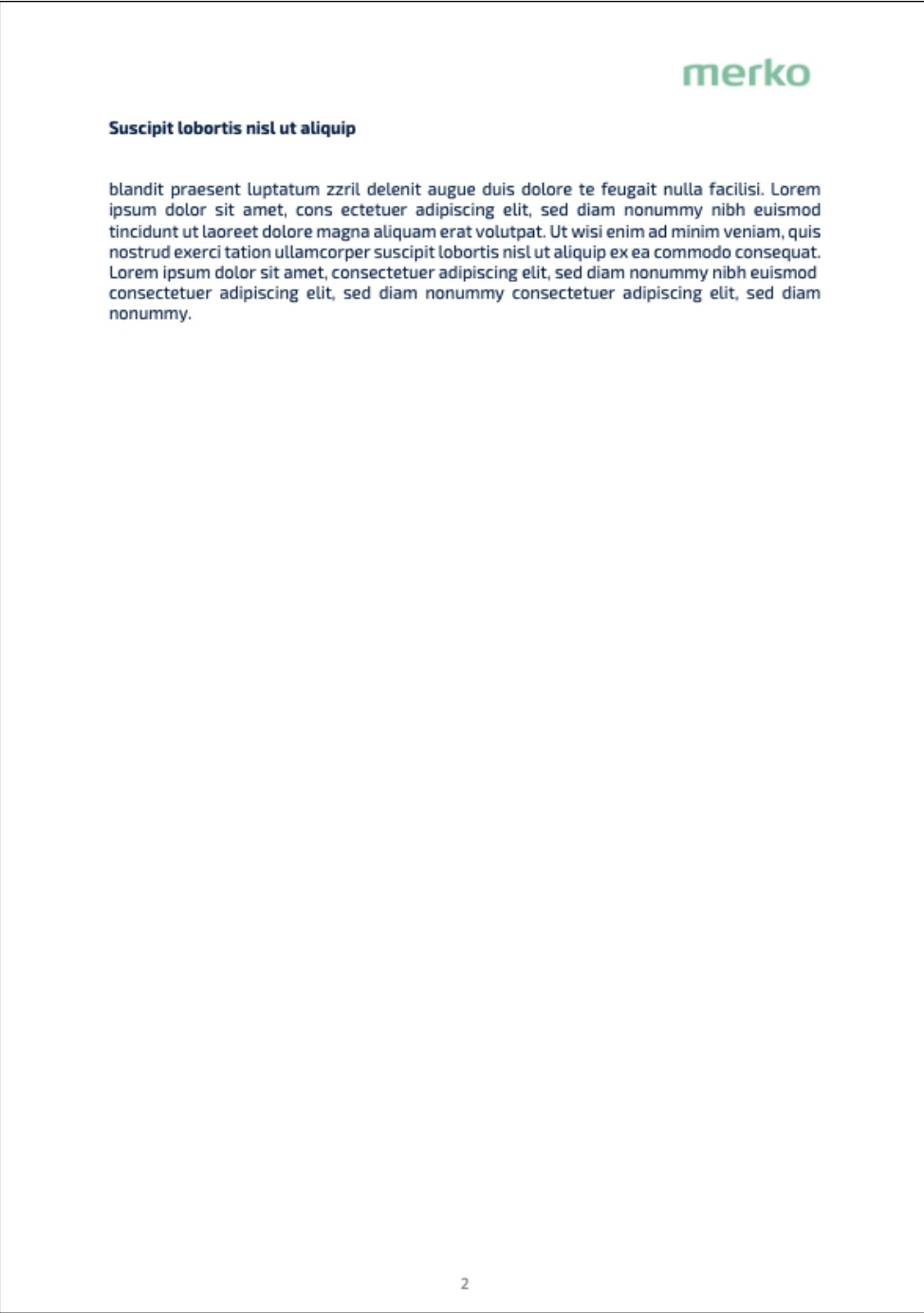


A4 letter (one page)

For multiple page letters use following layout:

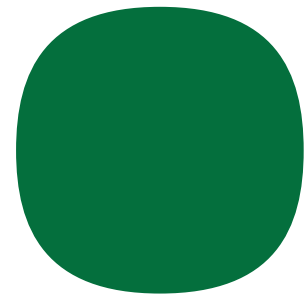


On first page use the full layout -
logotype in upper left corner +
M wave and contacts in the footer.



From second page onwards -
only page number in footer.
Upper logotype stays.

MERKO OFFICE GREEN



CMYK 100 / 5 / 90 / 30
RGB 0 / 111 / 61
PMS 356 C
RAL 6029 Mint Green
#046F3D

E-mail signature



JOHN SMITH

Position

+372 123 4567 · +372 1234 5678 · john.smith@merko.ee

AS Merko Ehitus · Pärnu mnt 141, Tallinn

The signature consists:

- Name and Surname
- Position
- Office phone (with area code), mobile phone (with area code), email link
- Company name, Company address

What to keep in mind:

E-mail signature font is

- Calibri Bold CAPS LOCK in name
- Calibri Regular in contacts and address

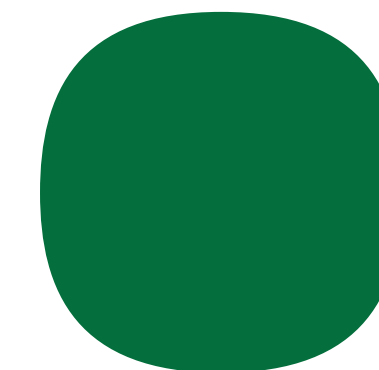
Set the leading as 1,0

(don't force it wider - the height of the text block must be equal with the height of the Merko Bubble in left. Not higher, not shorter).

E-mail signature should preferably be in one language - not bilingual. Choose the language as you need (English, Estonian, Latvian, Lithuanian, Norwegian).

Use Merko Office Green in name and e-mail link.

MERKO OFFICE GREEN



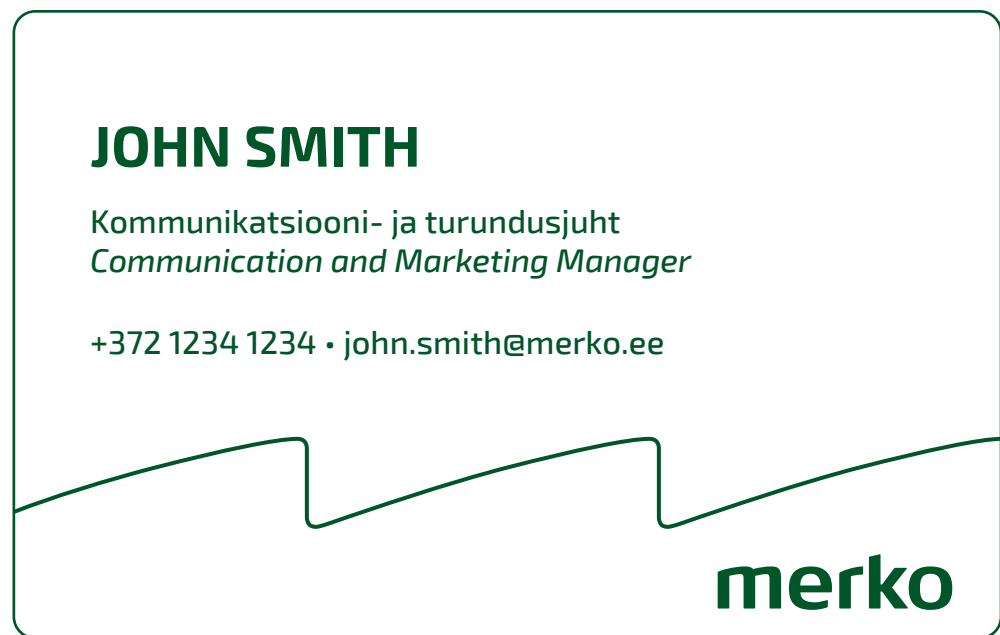
CMYK 100 / 5 / 90 / 30
RGB 0 / 111 / 61
PMS 356 C
RAL 6029 Mint Green
#046F3D

Business card

Business card size is 85 x 54 mm. Round corners (3 mm radius). Sales manager's card is always green, other cards are optional - either with white or green front side. On sales managers businesscards, project logos on white background are added upon current project sales. Max 3 logos per card.



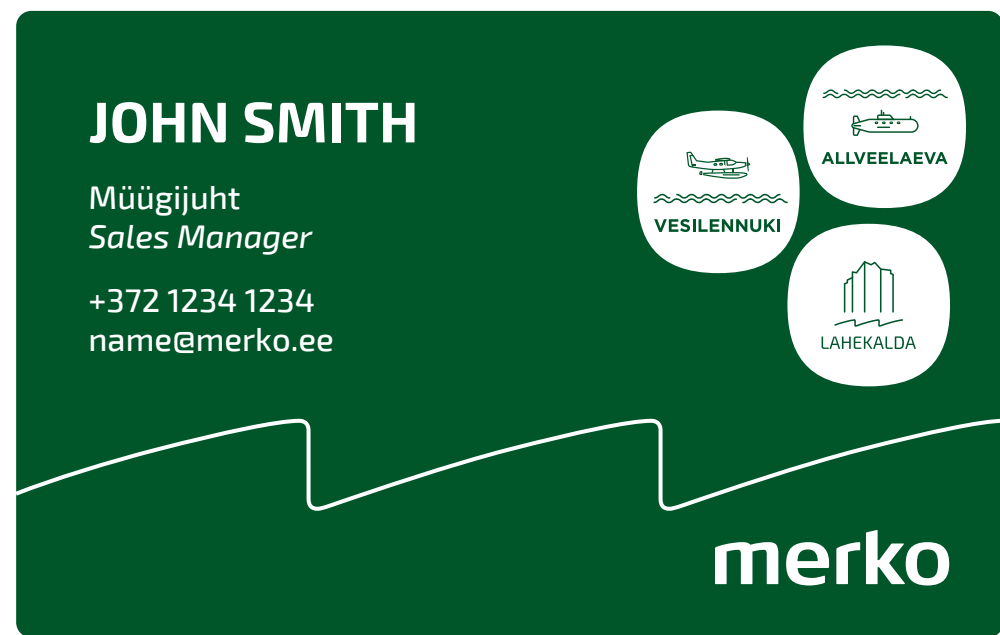
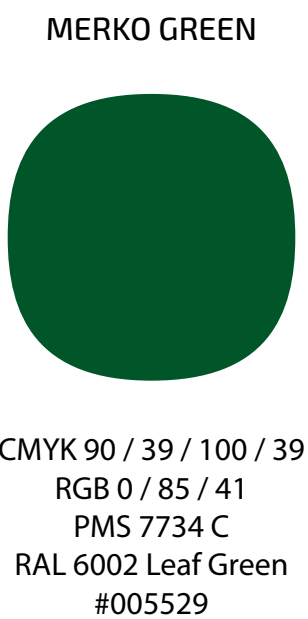
Regular business card / green



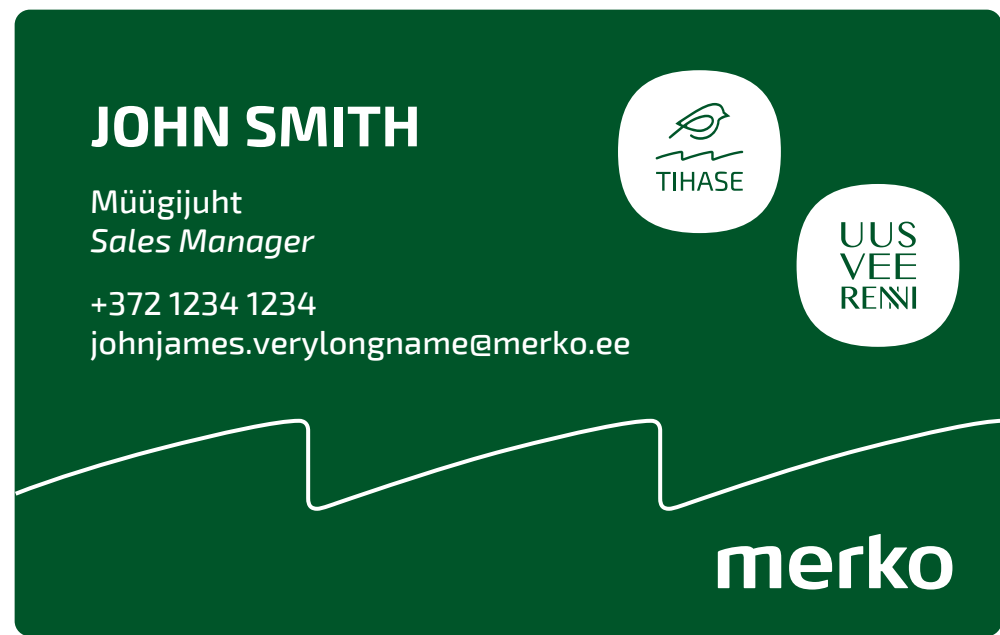
Regular business card / white



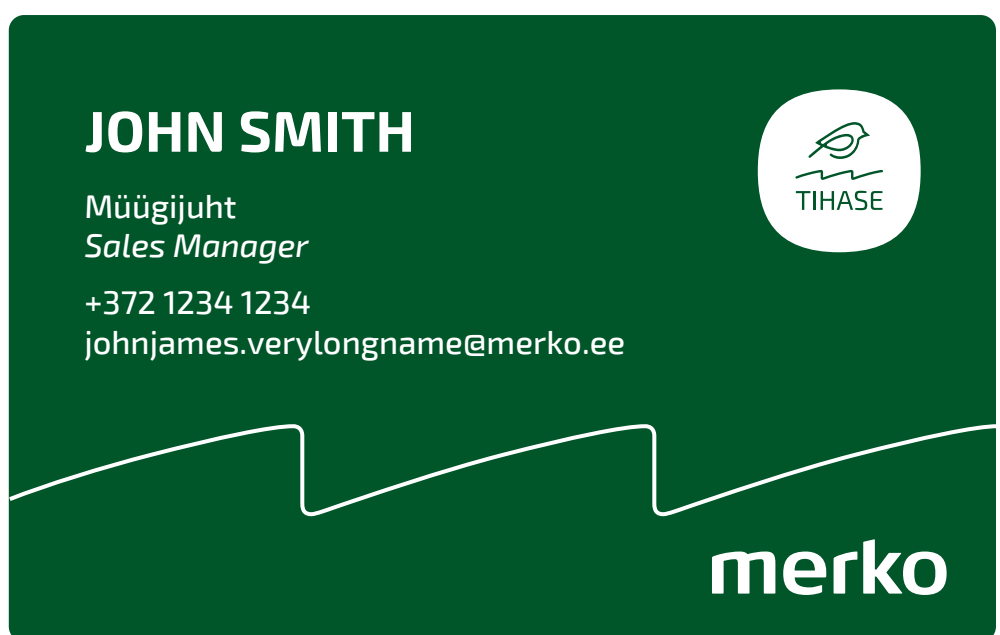
Back side - always green



Sales managers card with 3 logos.



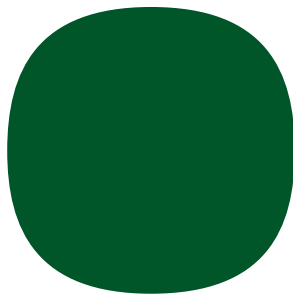
Sales managers card with 2 logos.



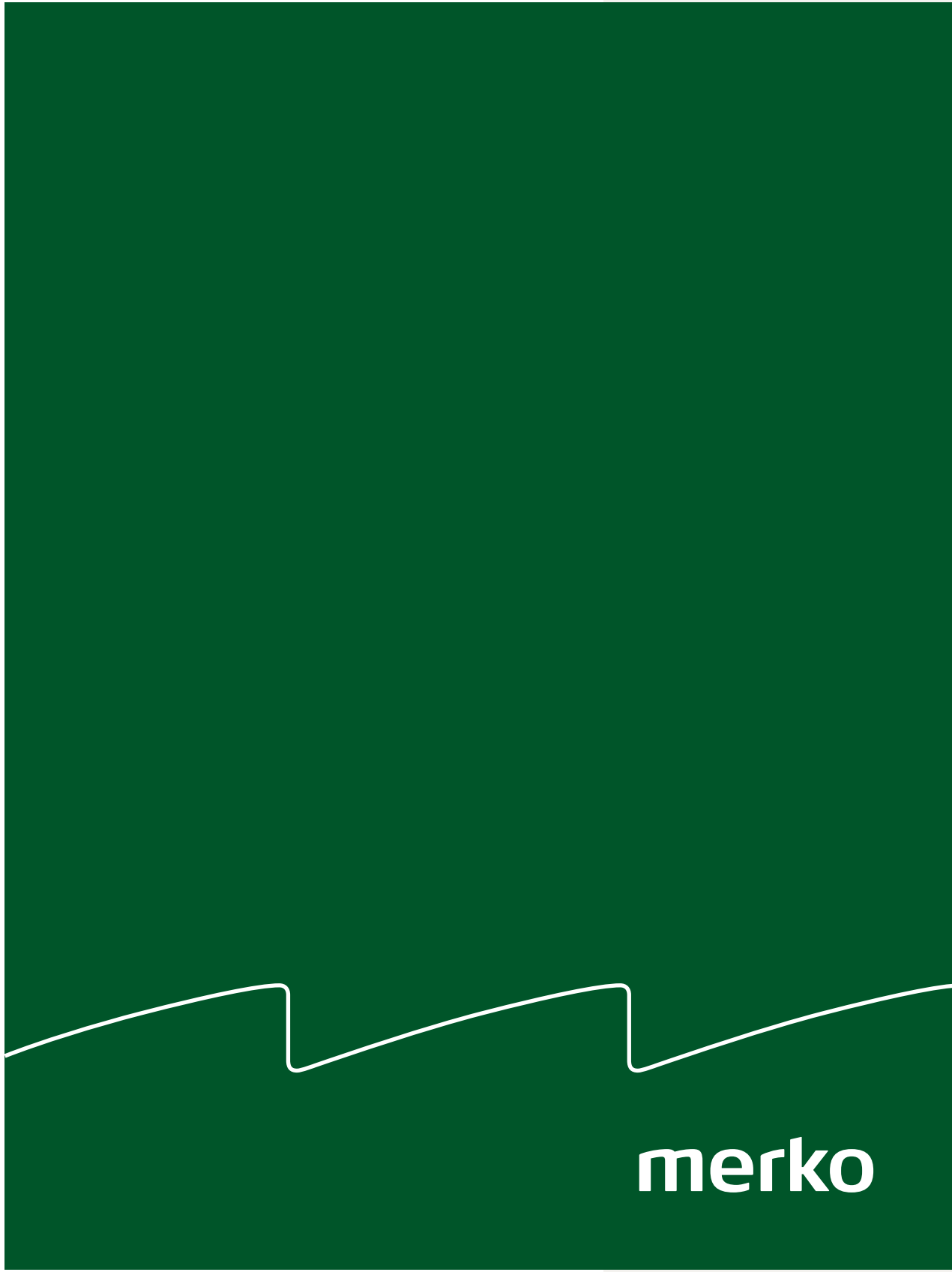
Sales managers card with 1 logo.

A4 document covers

MERKO GREEN



CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529



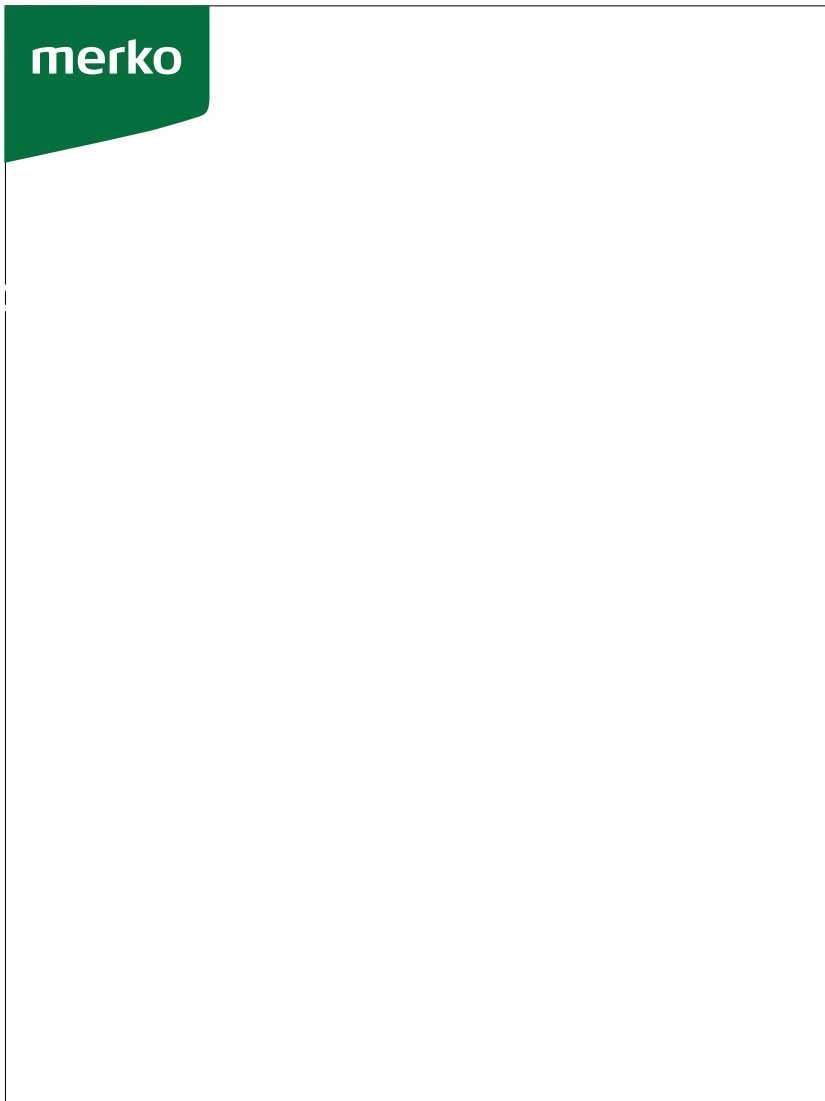
Front



Back

Stationery

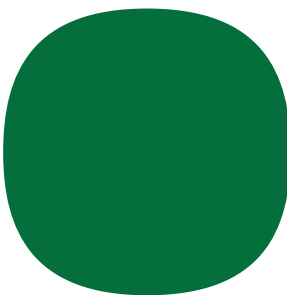
Notebook, pencils



Notebook



MERKO
OFFICE GREEN



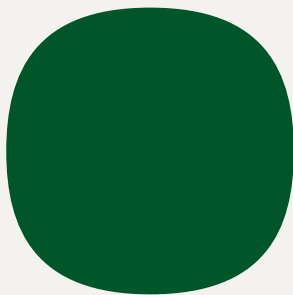
CMYK 100 / 5 / 90 / 30
RGB 0 / 111 / 61
PMS 356 C
RAL 6029 Mint Green
#046F3D

Paper bags

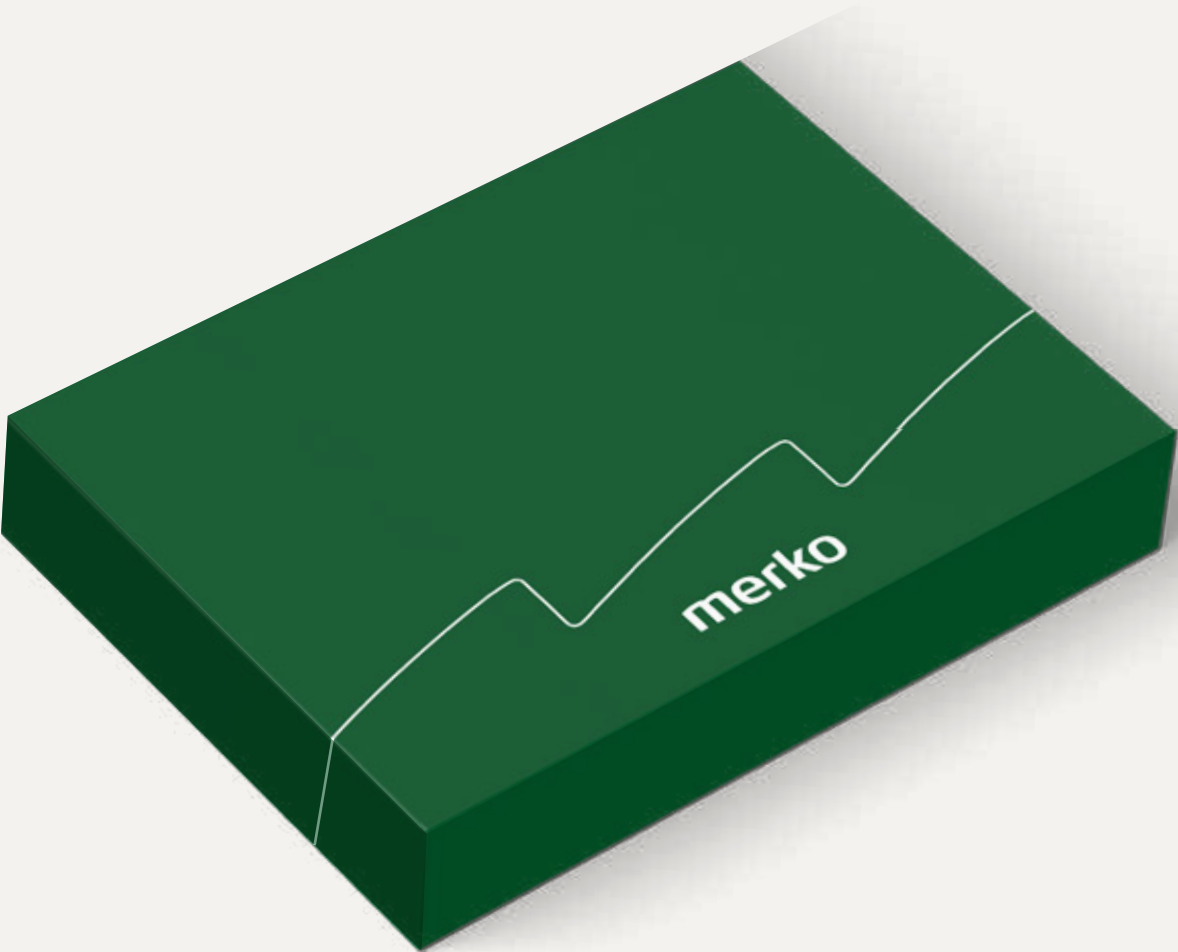


Gifts

MERKO GREEN



CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529

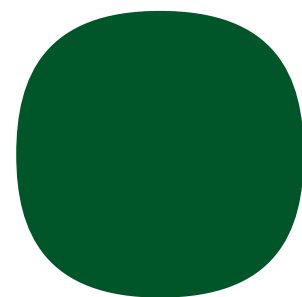


Gift box

Greeting card



MERKO GREEN



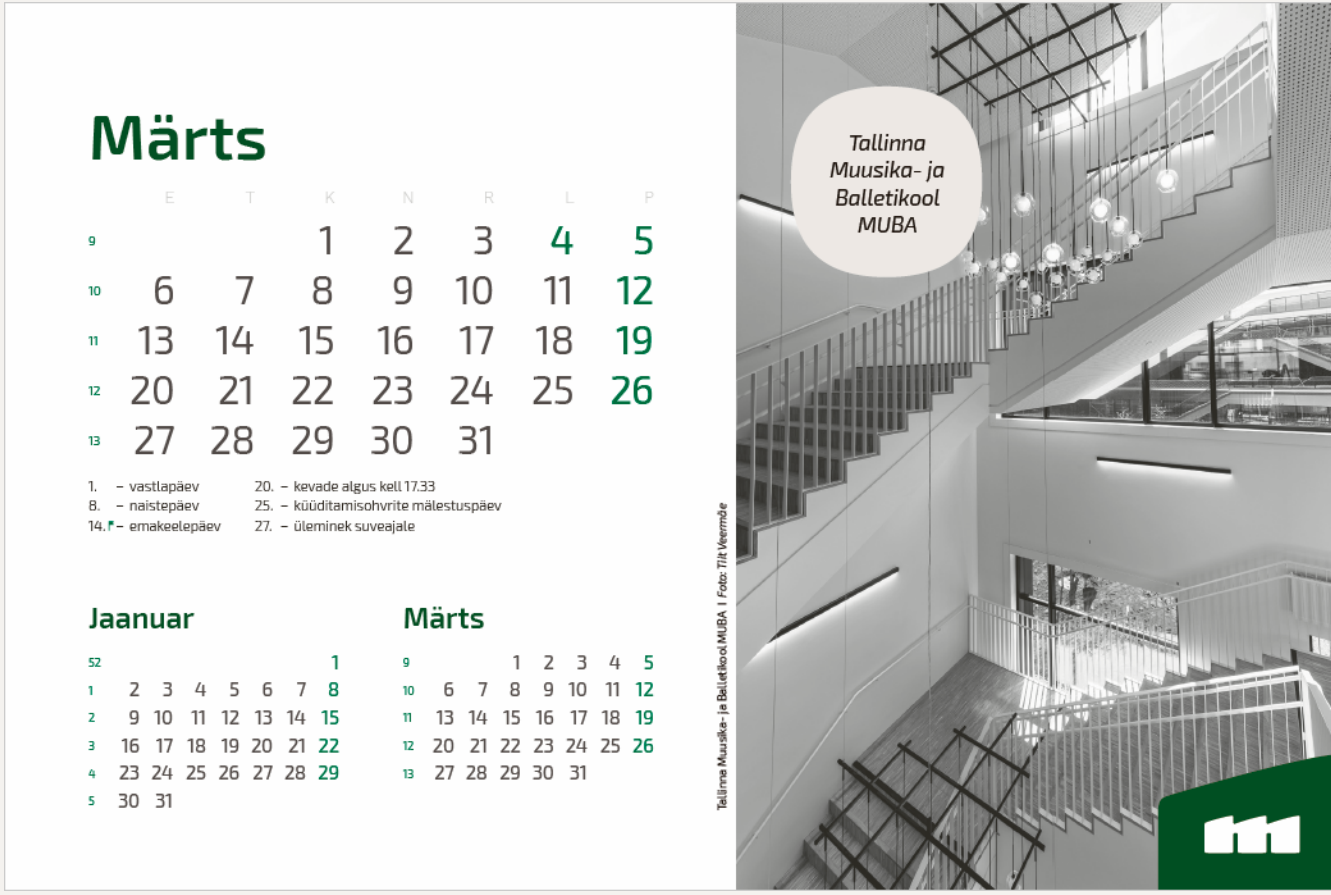
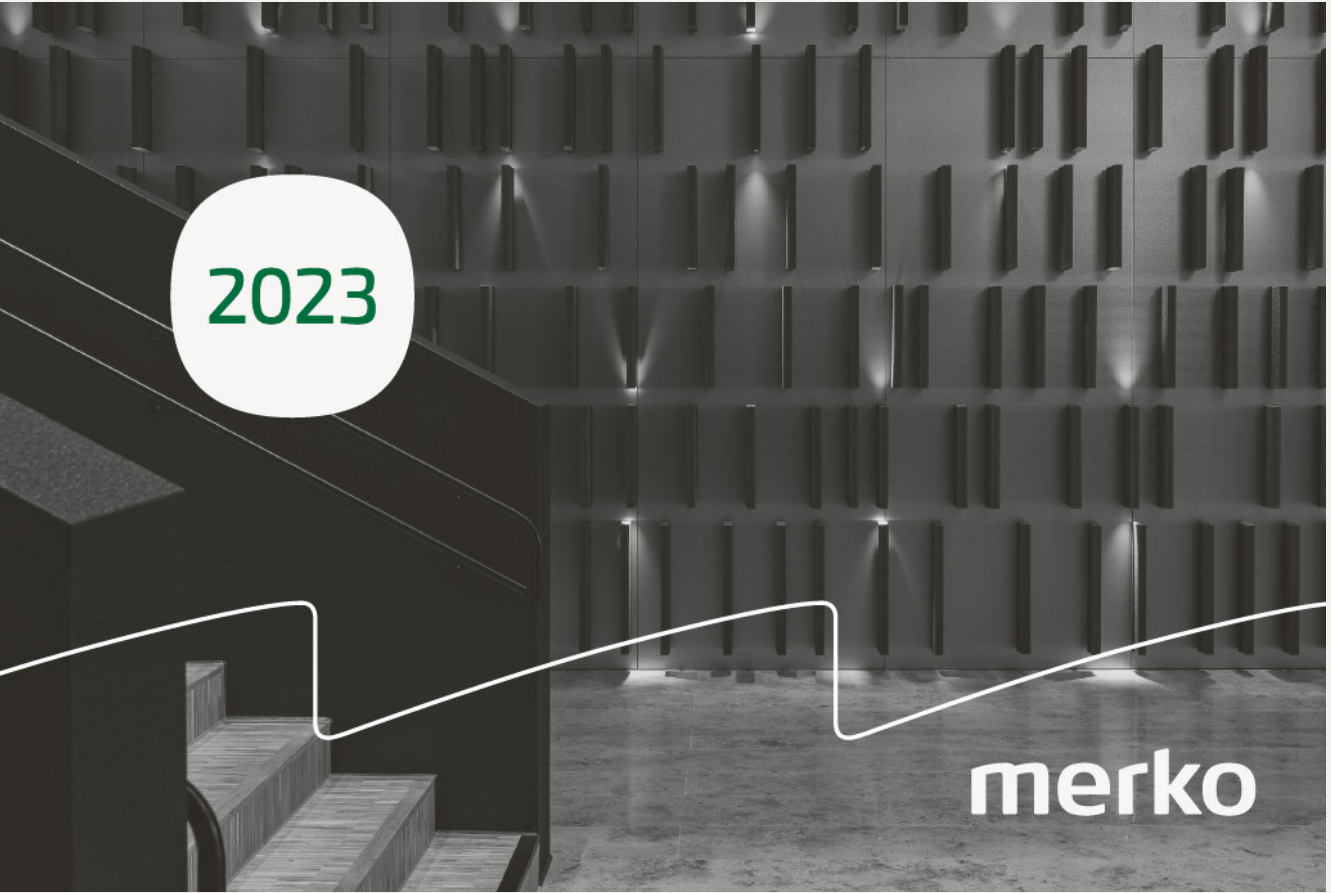
CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529



Calendars



Wall calendar

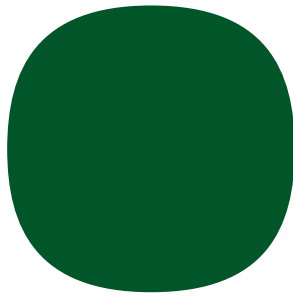


Desk calendar

Door card, neck strap



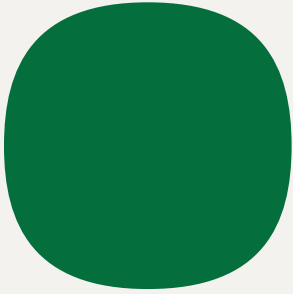
MERKO GREEN



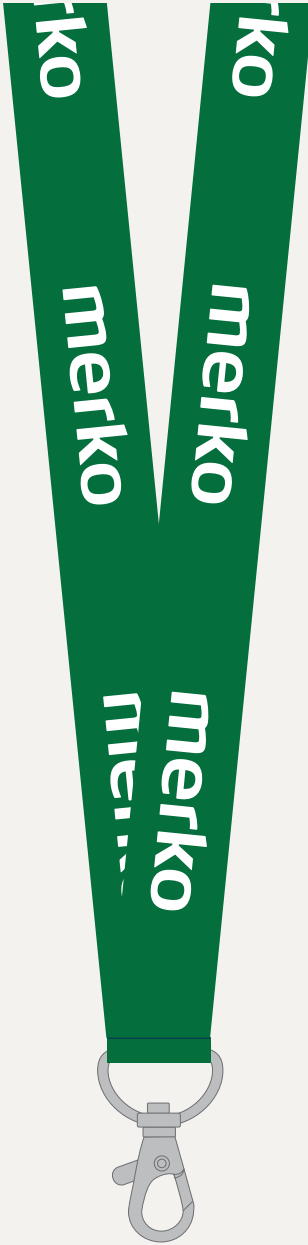
CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529



MERKO
OFFICE GREEN



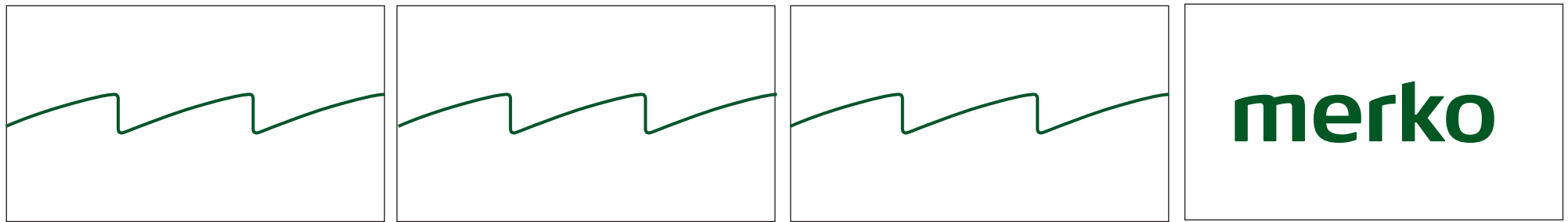
CMYK 100 / 5 / 90 / 30
RGB 0 / 111 / 61
PMS 356 C
RAL 6029 Mint Green
#046F3D



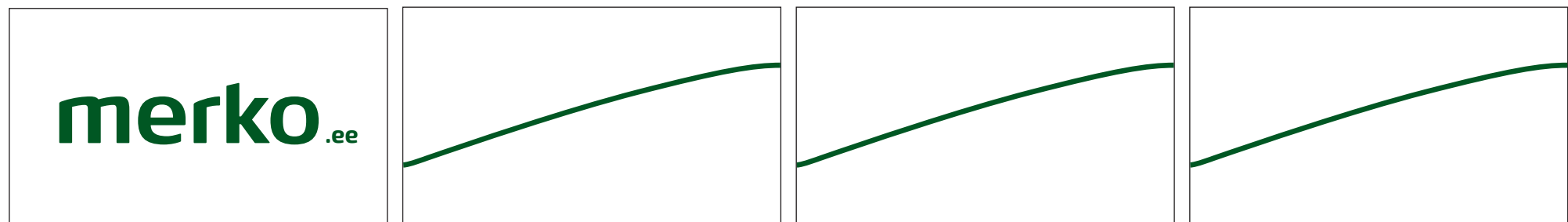
Logo applications

Construction site branding

Construction fence banners



Use this design on shorter fence

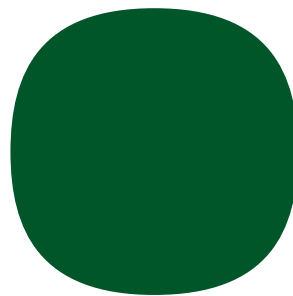


Use this design if the fence is long (like Arter and Tihase).

On the fence banner use the M element (expectionally) in the middle of the banner. Because there is no other info or visual to show and the M element can shine on its own. If the fence starts with the object advertisment, start the banners with the M wave, not the one with Merko logo.



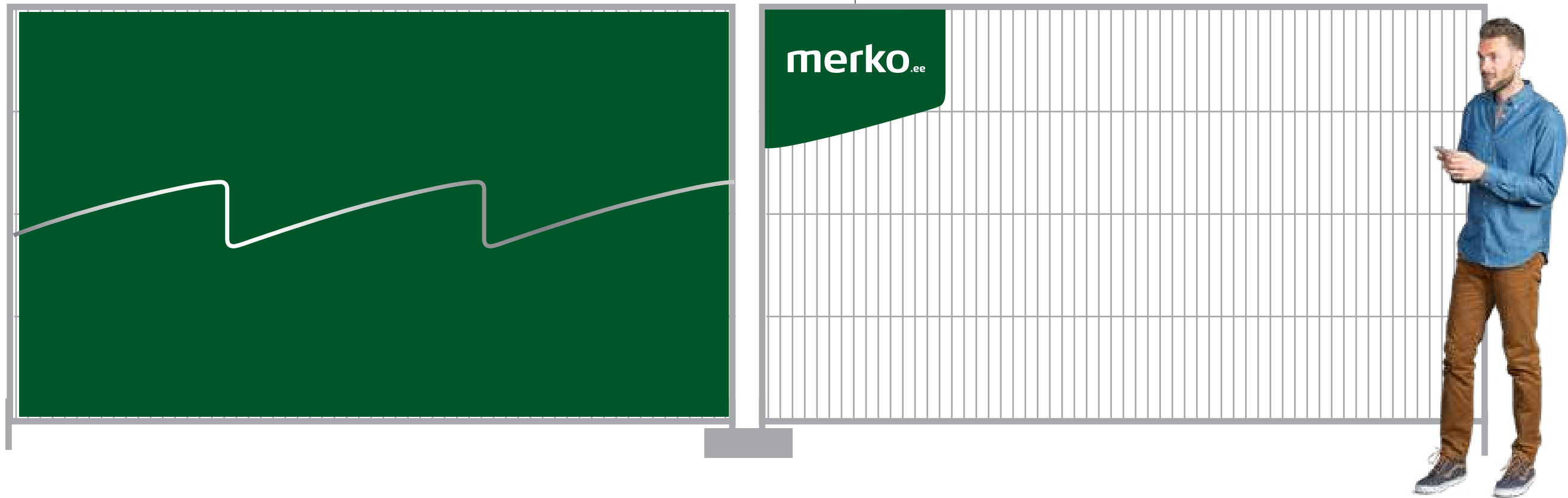
MERKO GREEN



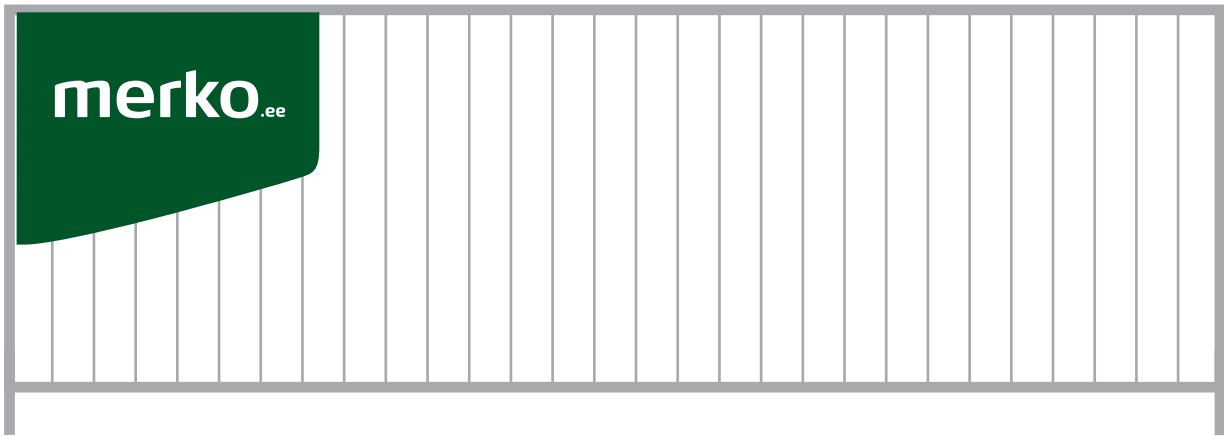
CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529

Alternative ideas for site branding

Merko Tag corner banner to be used in especially windy conditions (3mm PVC material, attached to fence in three outer corners)



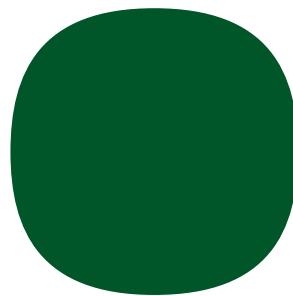
Reflector M Wave on fence banner



LED is cool option to show graphic element on construction.

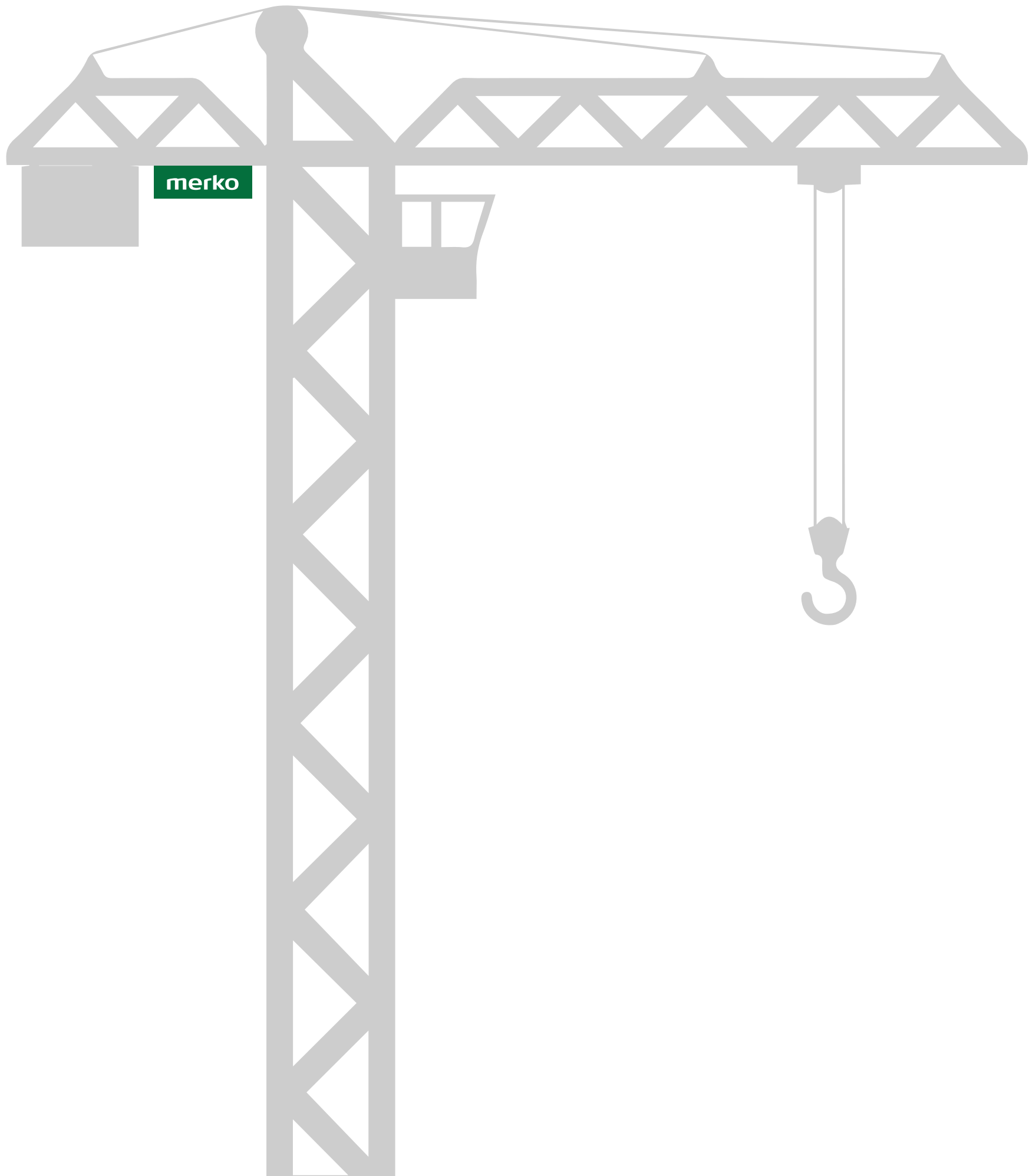
Depending on the location, check the need for permission from municipality or traffic authority.

MERKO GREEN

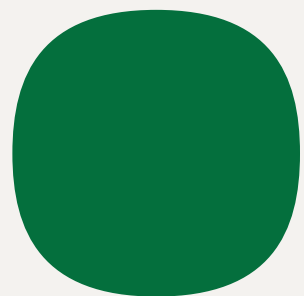


CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529

Crane light box



MERKO
OFFICE GREEN

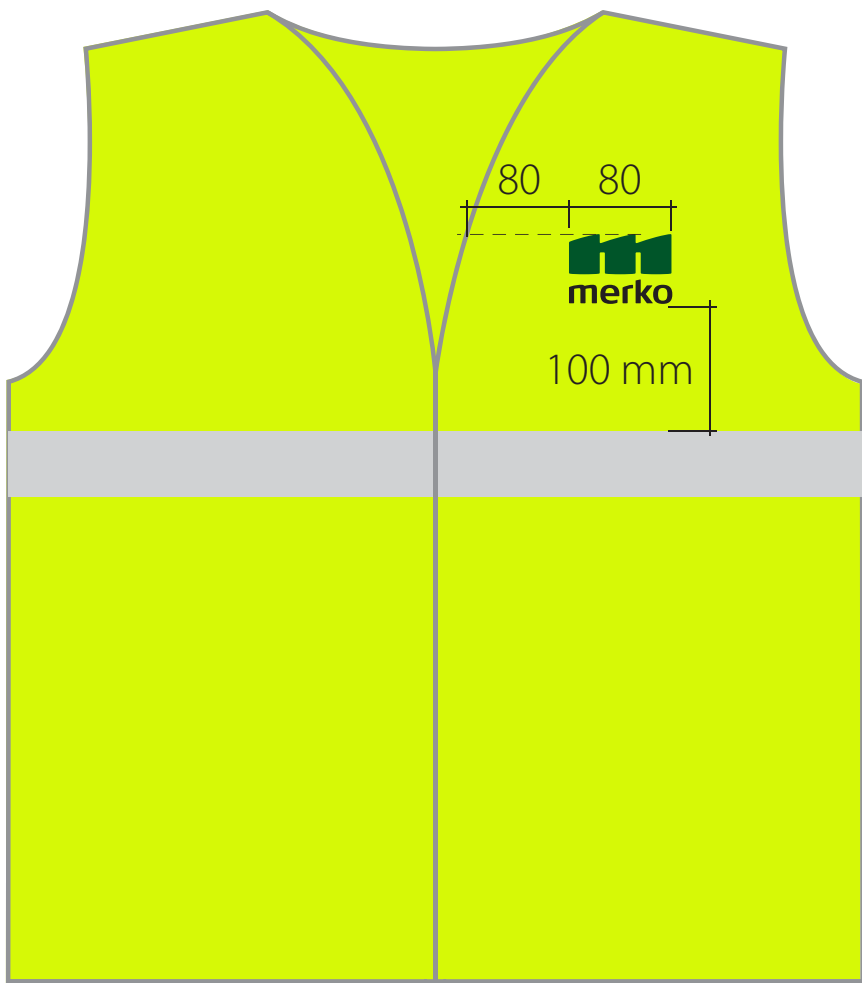


CMYK 100 / 5 / 90 / 30
RGB 0 / 111 / 61
PMS 356 C
RAL 6029 Mint Green
#046F3D



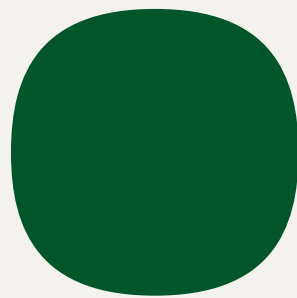
Size 3000x1000mm

Helmet and safety vest



Sign "Guest" on the back

MERKO GREEN



CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529



Advertisement with object information



Depending on the location,
choose a suitable size and style:

Option A - 125 x 250 cm,
text information only

Option B - 250 x 500 cm,
text information + photo

Option C - 250 x 750 cm,
text information + larger photo

For best visibility choose:

- single or double sided 2D label,
- two- or three-sided 3D post.

The bottom edge of the advertisement
must be located at least 1 m above the
ground. The advertising sign must
always be visible:

- located in a well-lit location around
the clock (option A, without
additional lighting),
- by forming the label as a light box
(option B, light box) or
- using additional lighting (option C,
with spotlights).

The mentioned lighting solutions can
can be used for labels of different sizes.

Advertisement with object information

1 m

merko

EHITUSOBJEKTI NIMI

Tellija:

Arhitekt:

Projekt:

Järelevalve:

Ehitusluba:

Tööde algus:

Tööde lõpp:

Kontakt:

Tellija nimetus

Arhitekti (büroo) nimi

Projekteerija nimi

Järelevalvaja nimi

nr 1234567

kuu nimi 2015

kuu nimi 2016

tel: 680 5105

merko@merko.ee

merko.ee

merko

EHITUSOBJEKTI NIMI

Tellija:

Arhitekt:

Projekt:

Järelevalve:

Ehitusluba:

Tööde algus:

Tööde lõpp:

Kontakt:

Tellija nimetus

Arhitekti (büroo) nimi

Projekteerija nimi

Järelevalvaja nimi

nr 1234567

kuu nimi 2015

kuu nimi 2016

tel: 680 5105

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Merko Ehitus Eesti AS

Arhitekt(büroo)

Projekteerija nimi

Järelevalvaja nimi

nr 1234567

kuu nimi 2023

kuu nimi 2024

tel: 680 5105

merko@merko.ee

merko.ee

merko



KLIENDI LOGO

EHITUSOBJEKTI NIMI

Tellija:

Ehitaja:

Arhitekt:

Projekt:

Järelevalve:

Ehitusluba:

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Järelevalvaja nimi

nr 1234567

kuu nimi 2023

kuu nimi 2024

tel: 680 5105

merko@merko.ee

merko.ee

merko



EHITUSOBJEKTI VÄGA PIKK NIMI

Tellija:

Ehitaja:

Arhitekt:

Projekt:

Järelevalve:

Ehitusluba:

Tööde algus:

Tööde lõpp:

Kontakt:

Tellija nimetus

Merko Ehitus Eesti AS

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Projekteerija nimi

Järelevalvaja nimi

nr 1234567

kuu nimi 2023

kuu nimi 2024

tel: 680 5105

merko@merko.ee

merko.ee

merko



KLIENDI LOGO

EHITUSOBJEKTI NIMI

Tellija:

Ehitaja:

Arhitekt:

Projekt:

Järelevalve:

Ehitusluba:

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merko.ee

Option with client logo

Option with client logo



Site information banners



EHITUSOBJEKTIL



KÖRVALISTEL ISIKUTEL OBJEKTIL VIIBIMINE **KEELATUD!**



ESMAABI:
NIMI NIMESTE
tel: 5432 6789

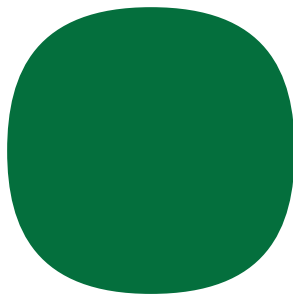


OBJEKTİ JUHT:
NIMI NIMESTE
tel: 5432 6789



TÖÖOHUTUSE KOORDINAATOR:
NIMI-LISANIMI NIMESTE
tel: 5432 6789

MERKO
OFFICE GREEN



CMYK 100 / 5 / 90 / 30
RGB 0 / 111 / 61
PMS 356 C
RAL 6029
#046F3D

Cornerstone event



M 1:1



Riigi
Kinnisvara

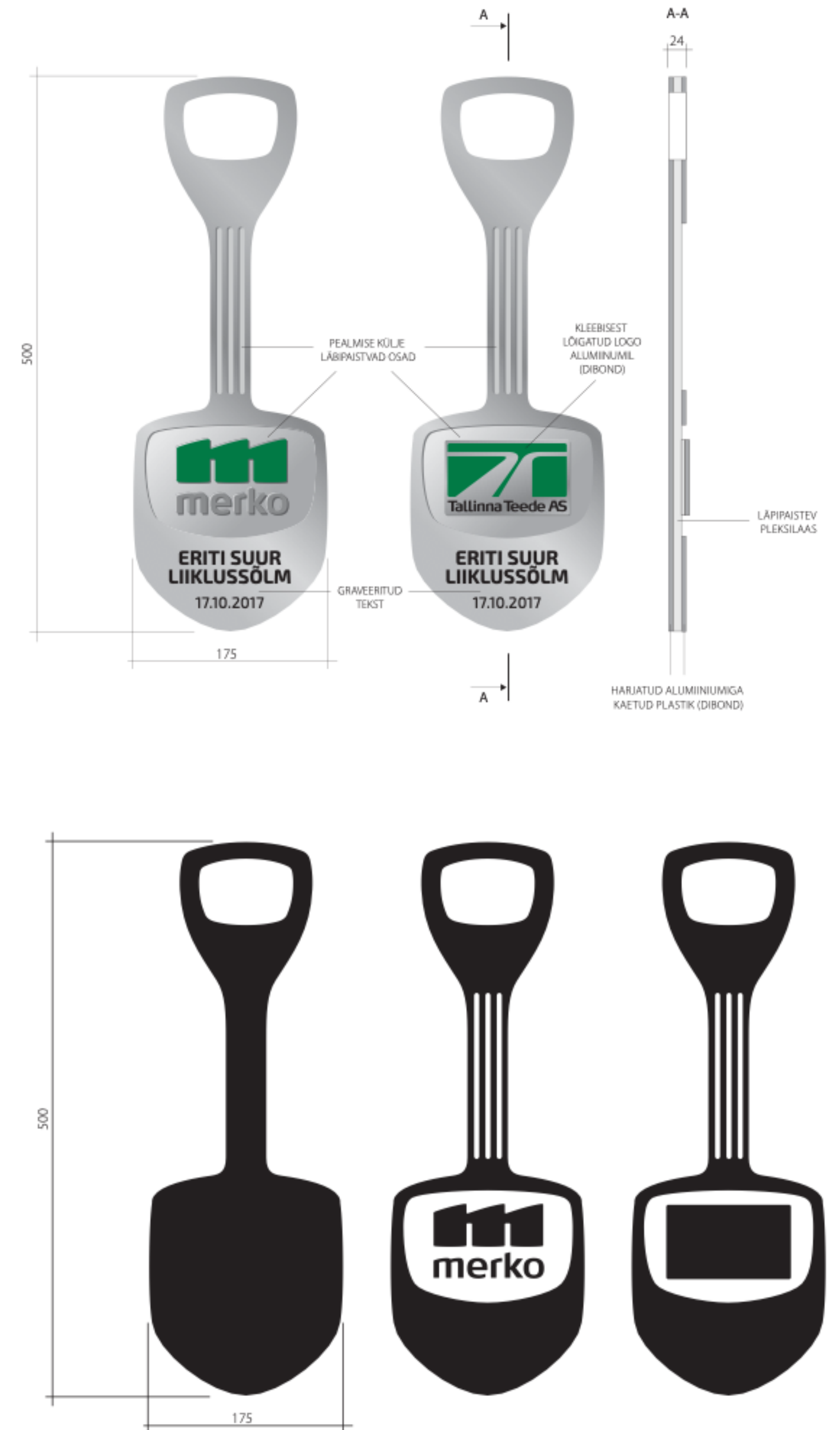
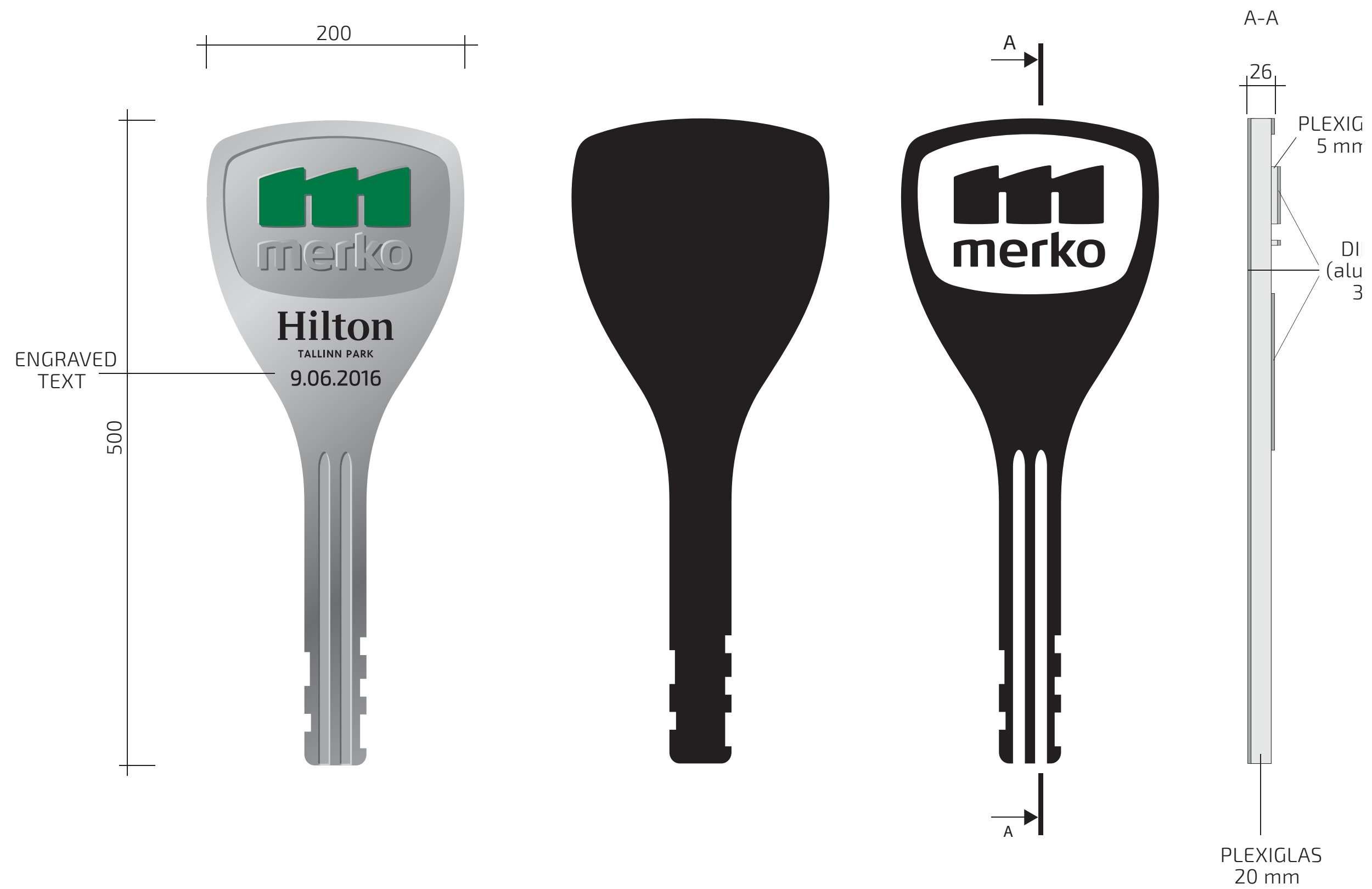
M 1:1



Topping out ceremony



Completion of the project - gift to client



Logo applications

Residential branding

Branding on residential development project

Year number to be placed in the centre of upper part of the plate



Keep logo safety zone in mind!

Merko wave - in the centre of the lower part in square / landscape format

In portrait format - in the centre of lower 1/3.

Limestone

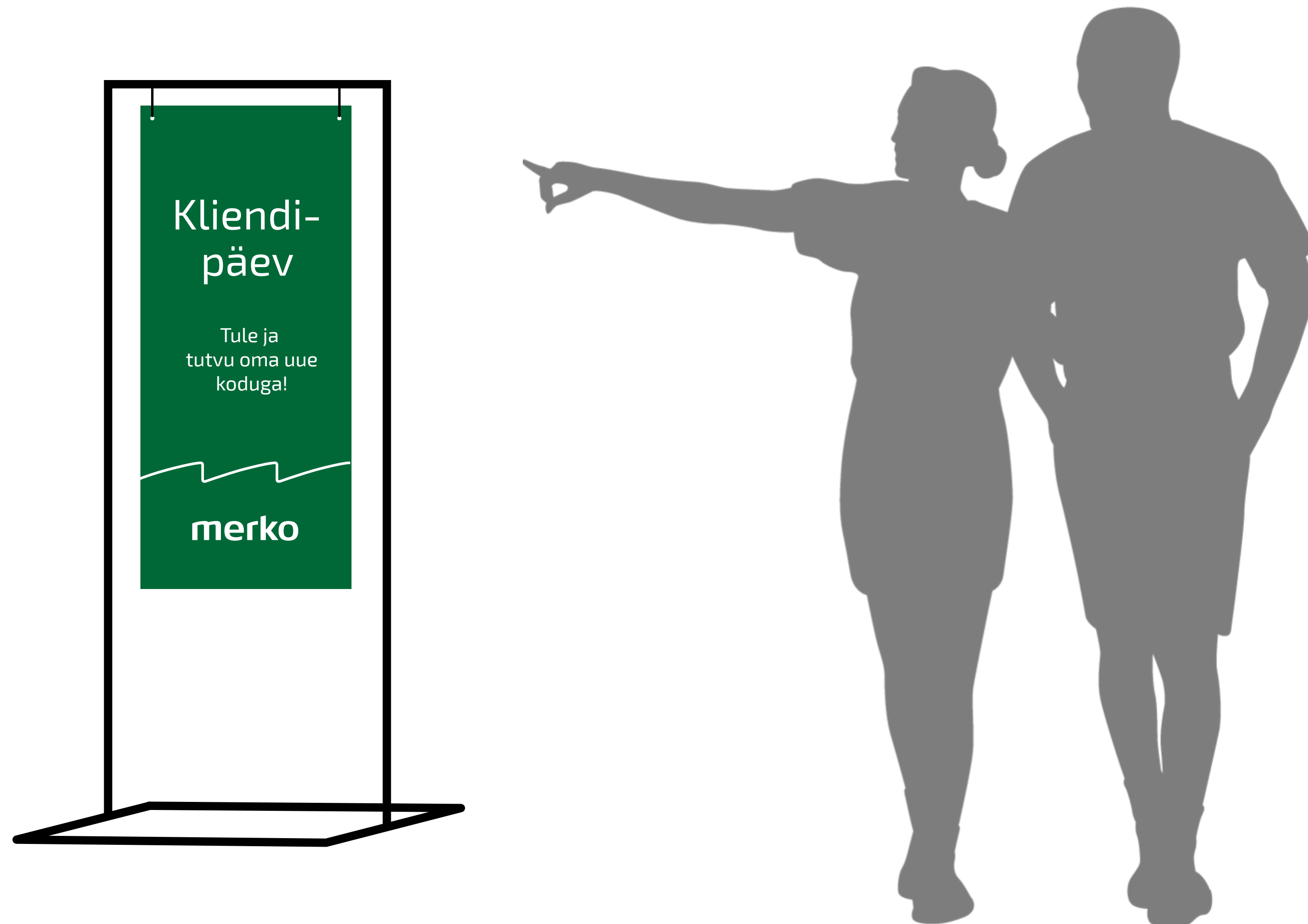


Metal

Customer event sign

Frame height 1600mm
Frame width 600mm

Banner size 454x1040mm
Material: plexiglass + vinyl



Logo applications

Advertisements

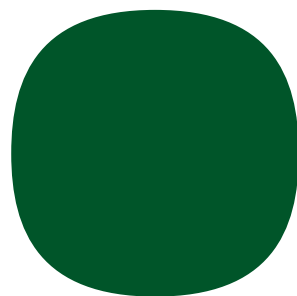
Outdoor advertisement - Merko image marketing

Use only one slogan, M-element & Merko logo.
Slogan can differentiate depending on the local target market.

General layout scheme:



MERKO GREEN



CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529



Outdoor advertisement - Merko image marketing Special solutions



The M Wave on outdoor ads can also be a reflector print or separately attached LED light, making it more visible and eye catching.

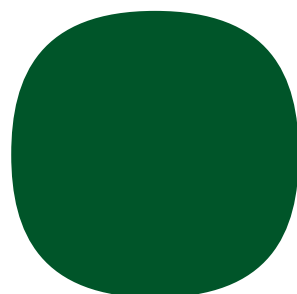


Recruitment advertisement



A5 format for recruitment ads with more text. Depending on a target group, use colourful or more neutral two-colour version.

MERKO GREEN



CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529



Recruitment site - partner logos always in bottom



SoMe feed



Layouts for digital channels

Residential project advertisements

Outdoor

There are two types of layouts to choose from: a) divided layout
b) overall photo based layout.

Divided layout has 1/3 color background with project logo and copy text and 2/3 photo background with the Merko wave and logotype.

Use overall photo based layout only if you have very good and suitable photo - the text, Merko wave and logotype must be very well seen and readable on the photo. Use rather calm, eye-catching, emotional photos, in order to stand out. Aim is to create a feeling, rather than give an overview of future building.

Preferrably use development logo in the middle. In case of too light or very detailful background, where the logo does not stand out visually, use alternative logo position in the left upper corner.



a) divided layout



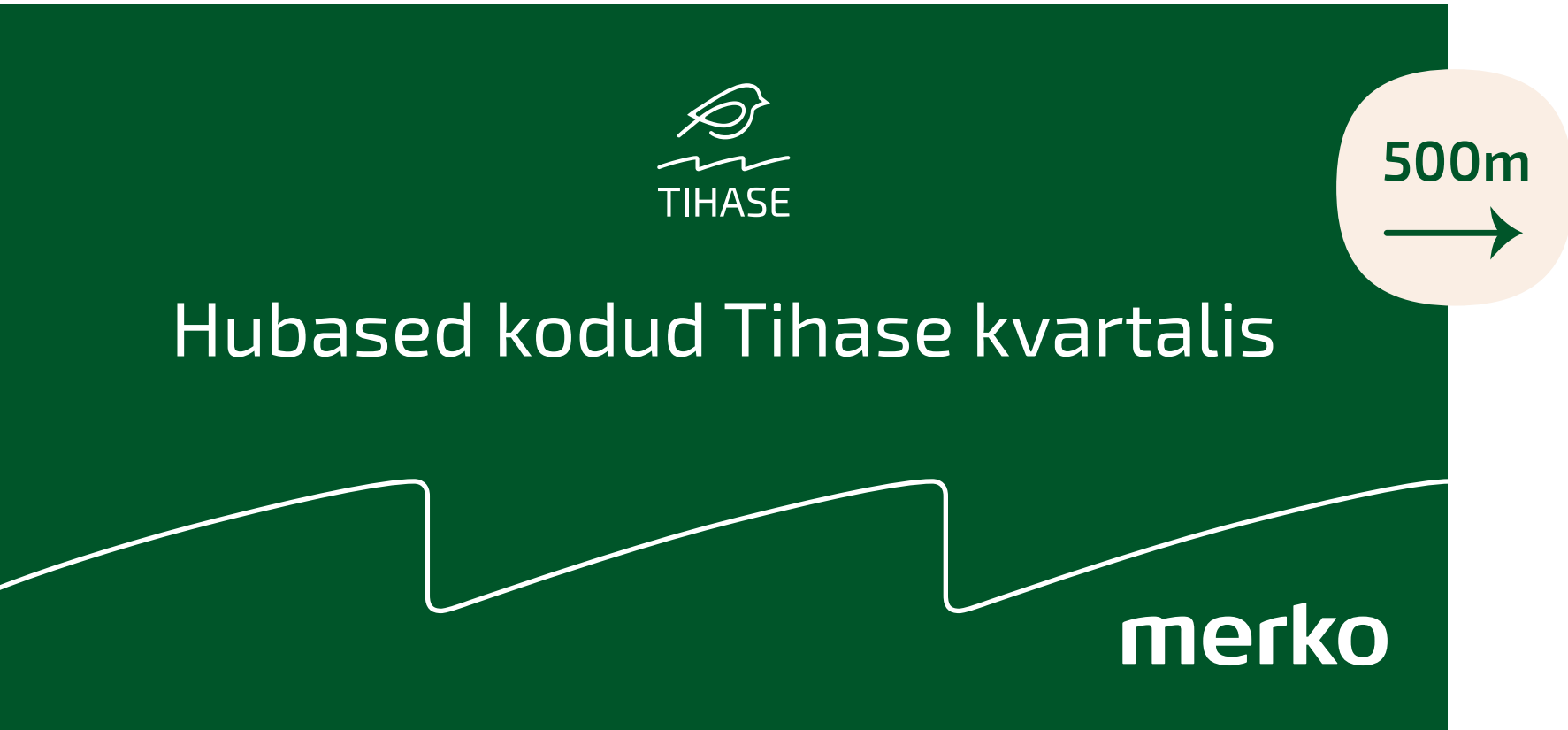
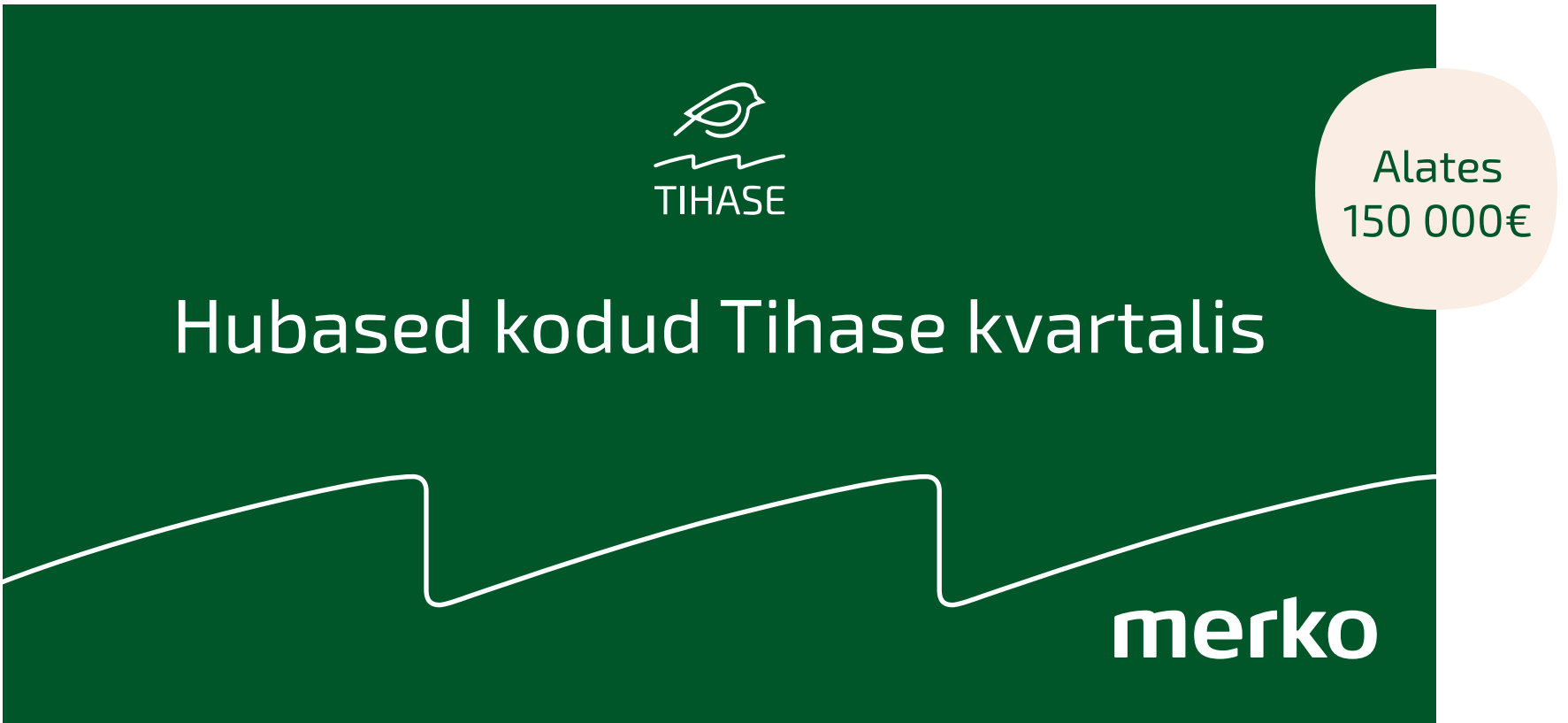
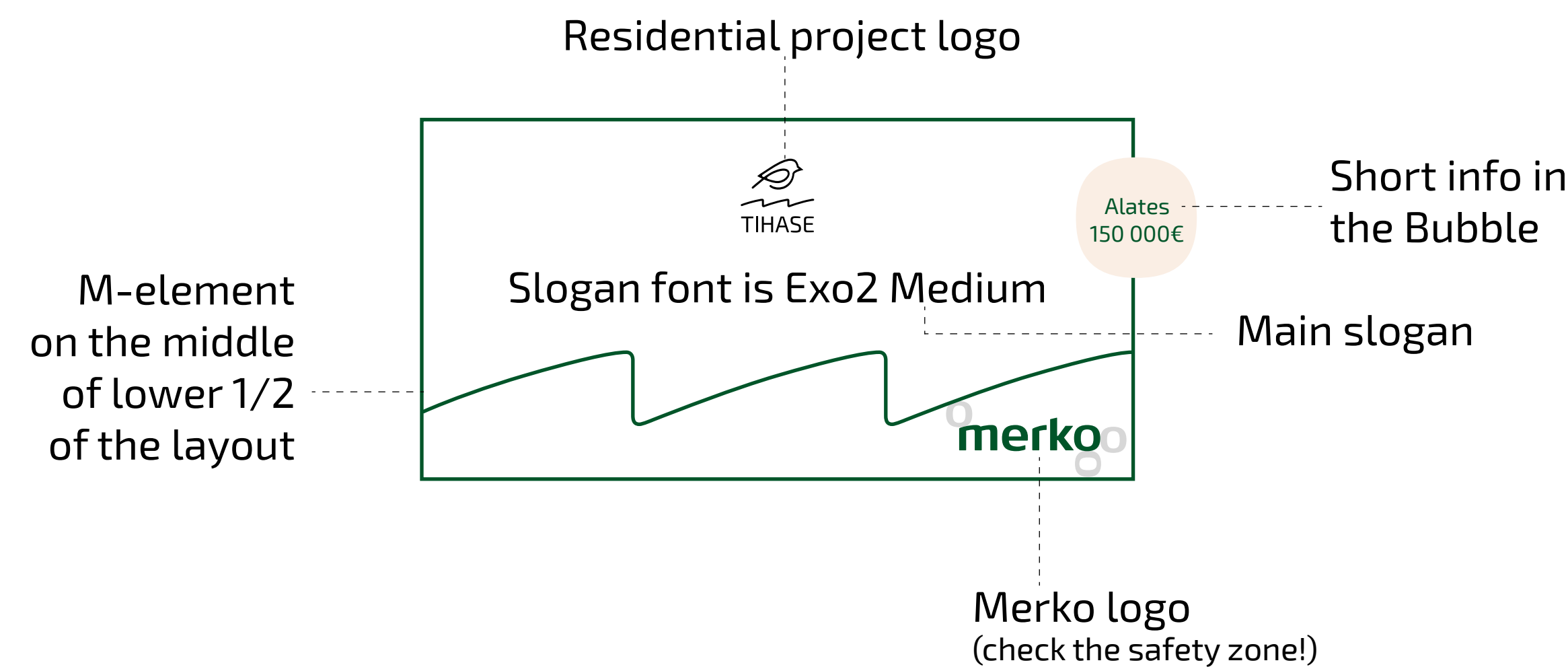
b) overall photo based layout

Residential project advertisements

Outdoor, with info bubble

Place additional info bubble to the right edge of the advertisement.

General layout scheme for the design:



Use only short, informational text on the bubble.

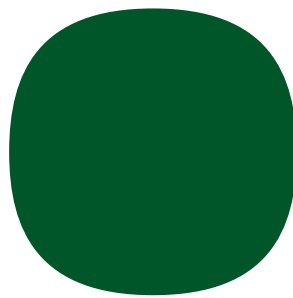
Residential project advertisements

Digital channels



Landscape banner layout logic

MERKO GREEN



CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529



Portrait banner layout logic



SoMe feed -
text area + photo

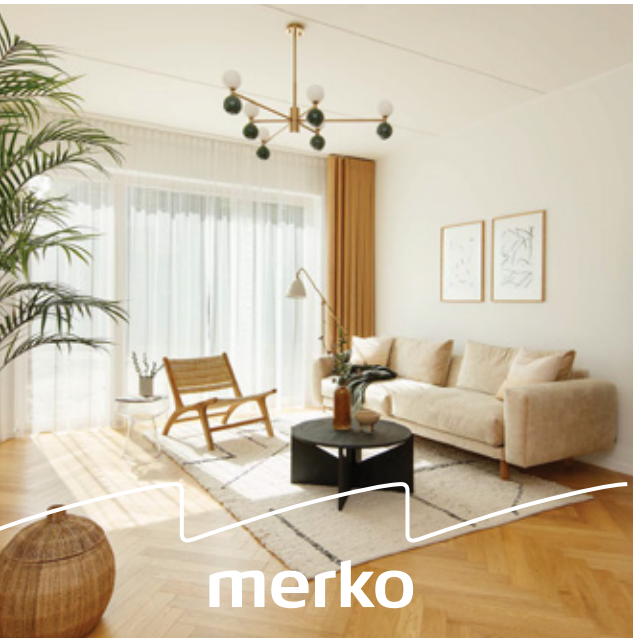


SoMe feed -
photo based

Residential project advertisements

Digital channels

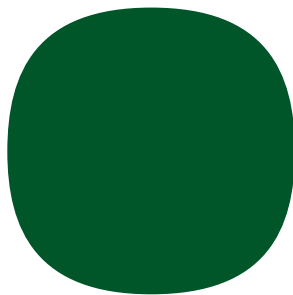
If possible, prefer moving, dynamic / animated html5 banners
to static or plain changeable gifs.



Frames for animated html5 banner



MERKO GREEN

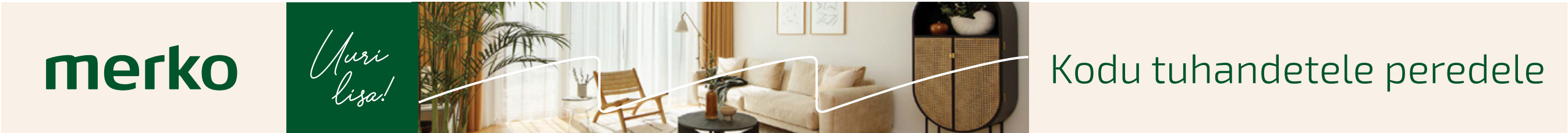


CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529

How to structure
square format.

Residential project advertisements

Digital channels

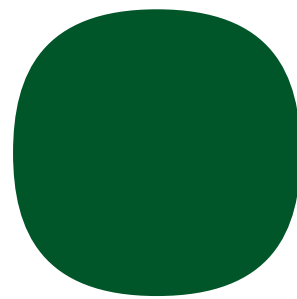


If the layout is very narrow, use green section instead of a Bubble



Minimum height for a Bubble is 145px

MERKO GREEN



CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529

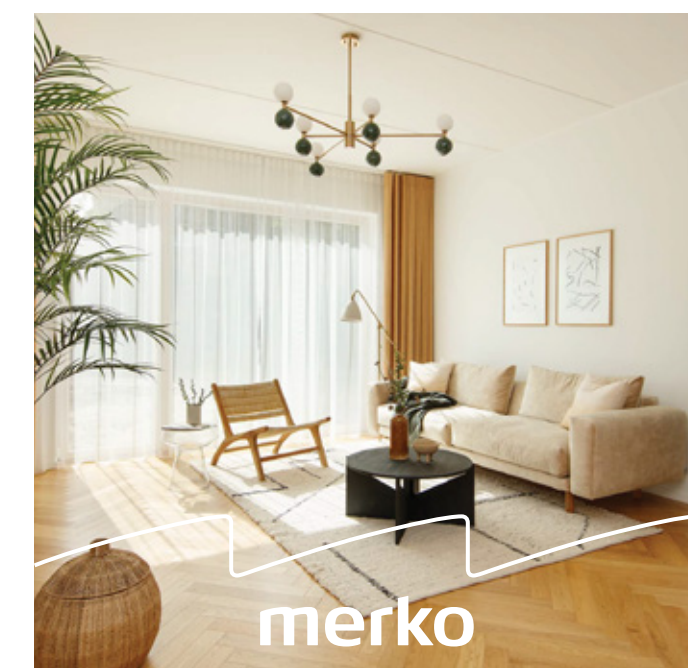
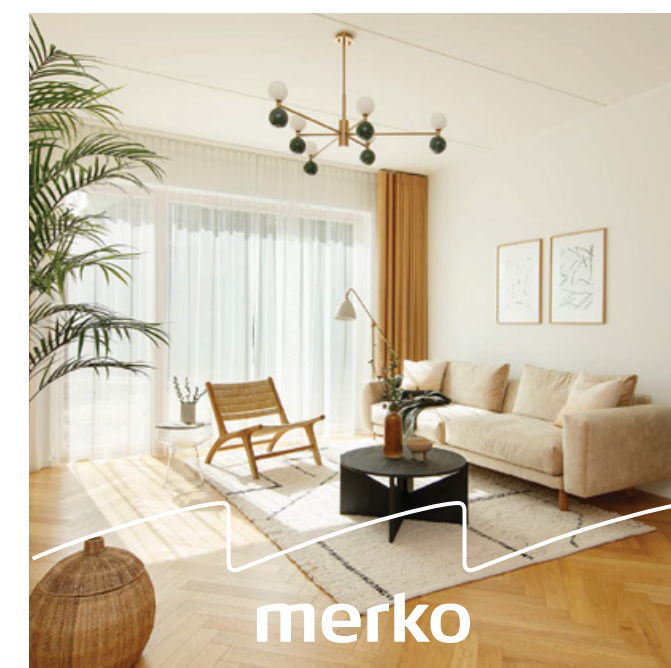
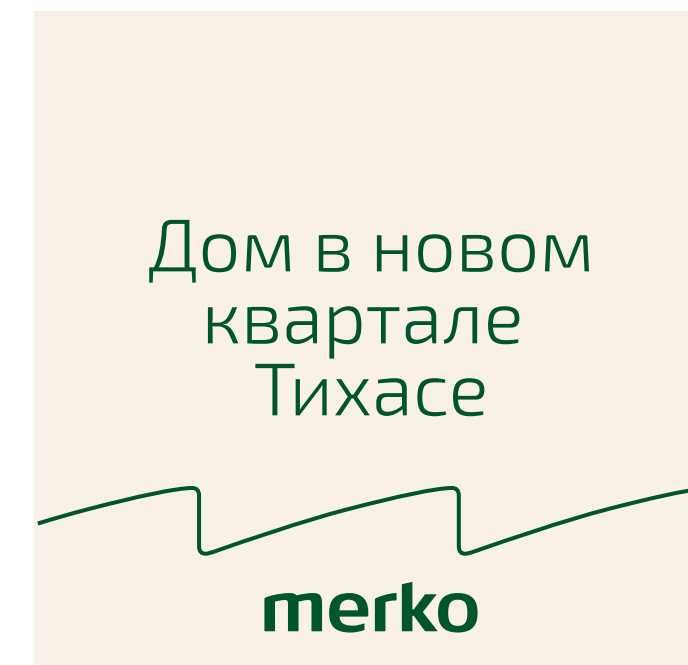
Residential project advertisements

Digital channels

If possible, prefer moving, dynamic / animated html5 banners to static or plain changeable gifs.



How to structure square format.



Frames for animated html5 banner

Residential project advertisements

Print channels

In print ad, use one photo over the page.

The biggest challenge is to combine text and photo so that the text is well readable, but the photo is yet well presented.

To bring out text use darkening layer on the photo if necessary. Slight shadow behind the text is also an option, to highlight the text.

On light photos, do not use darkening layer. Instead, set slight light extra background behind the main text if necessary.

Try to find visually "calm" interior photos or crop and position photo so that the text can be on calm background without lots of details.

Depending on the photo, the text and the M-wave can be in different colours, because green colour on darker background is not well visible.

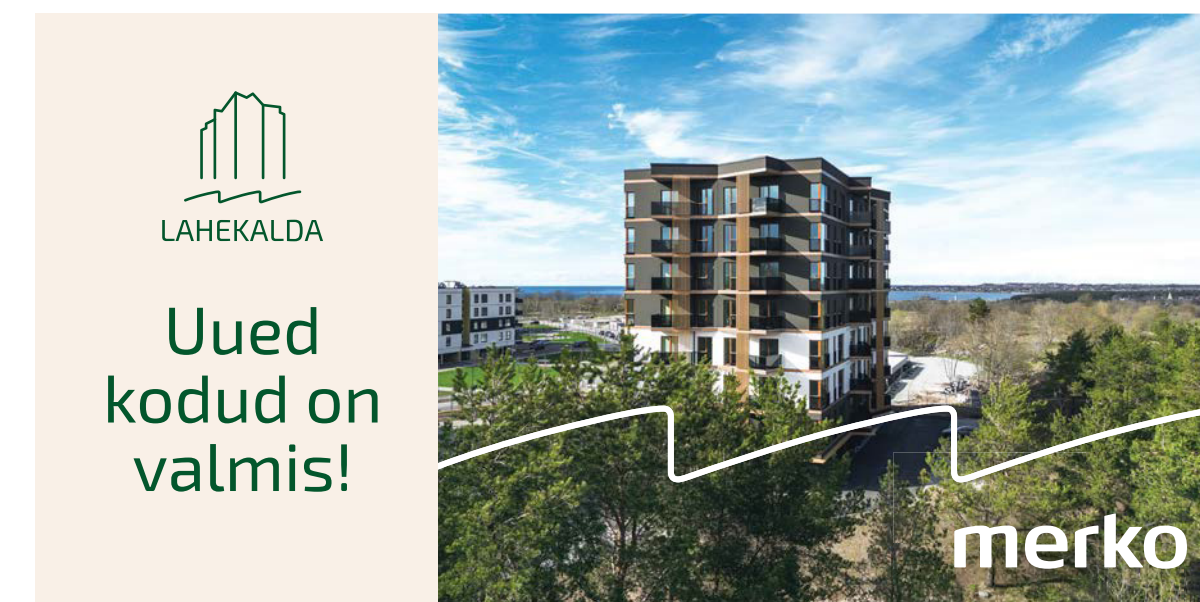
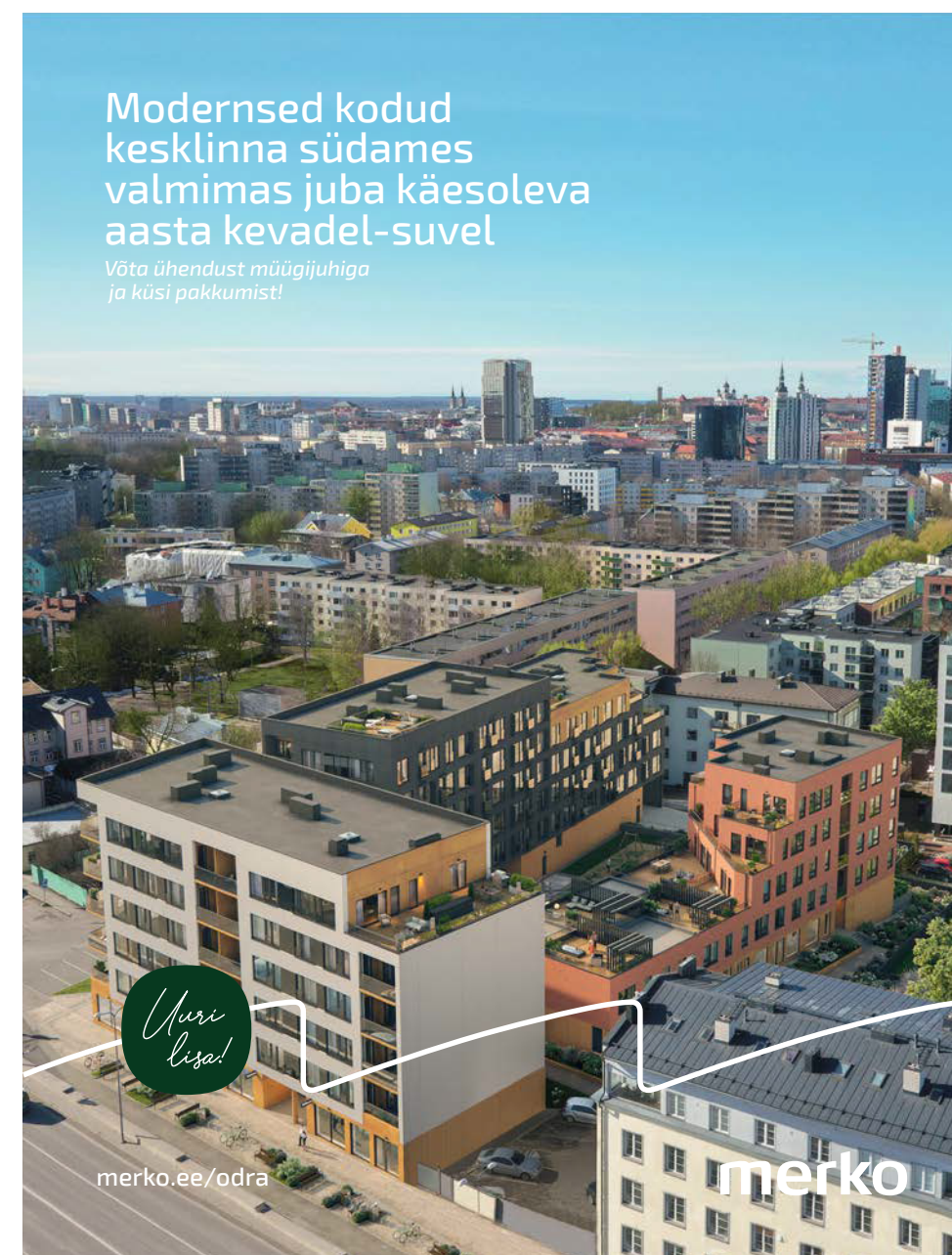


On print portrait formats, the logo under the M wave can be either in the middle or on the right corner of the layout. Prefer right corner logo position in magazines.

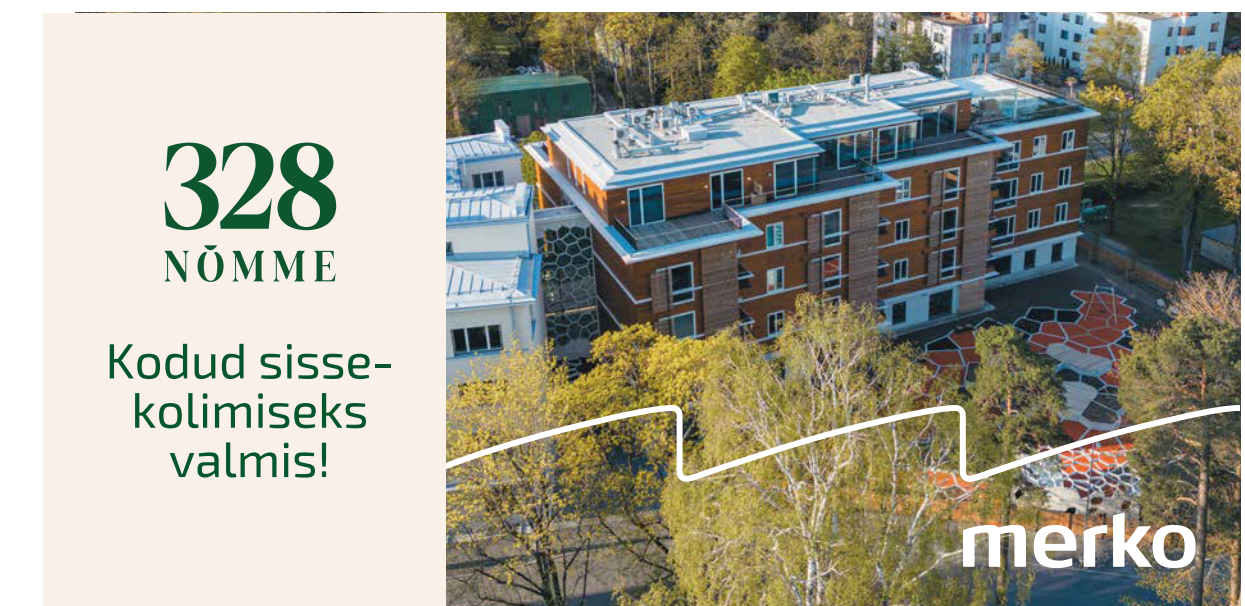
Residential advertising



Samples of print ads



Samples of outdoor ads



Residential branding

Samples of logo and wave usage in interior and exterior



Elevator branding sticker



Elevator branding during construction.



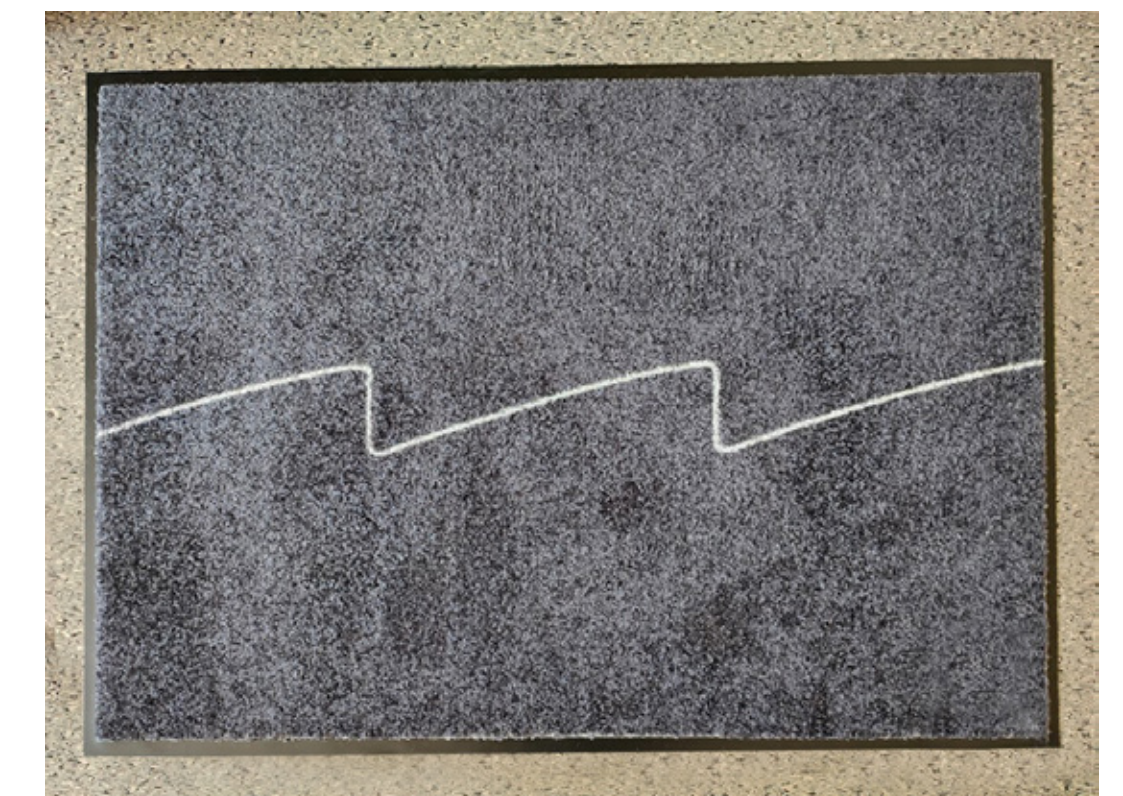
Branded bicycle pump



Branding on residential development project



Logo on mirror



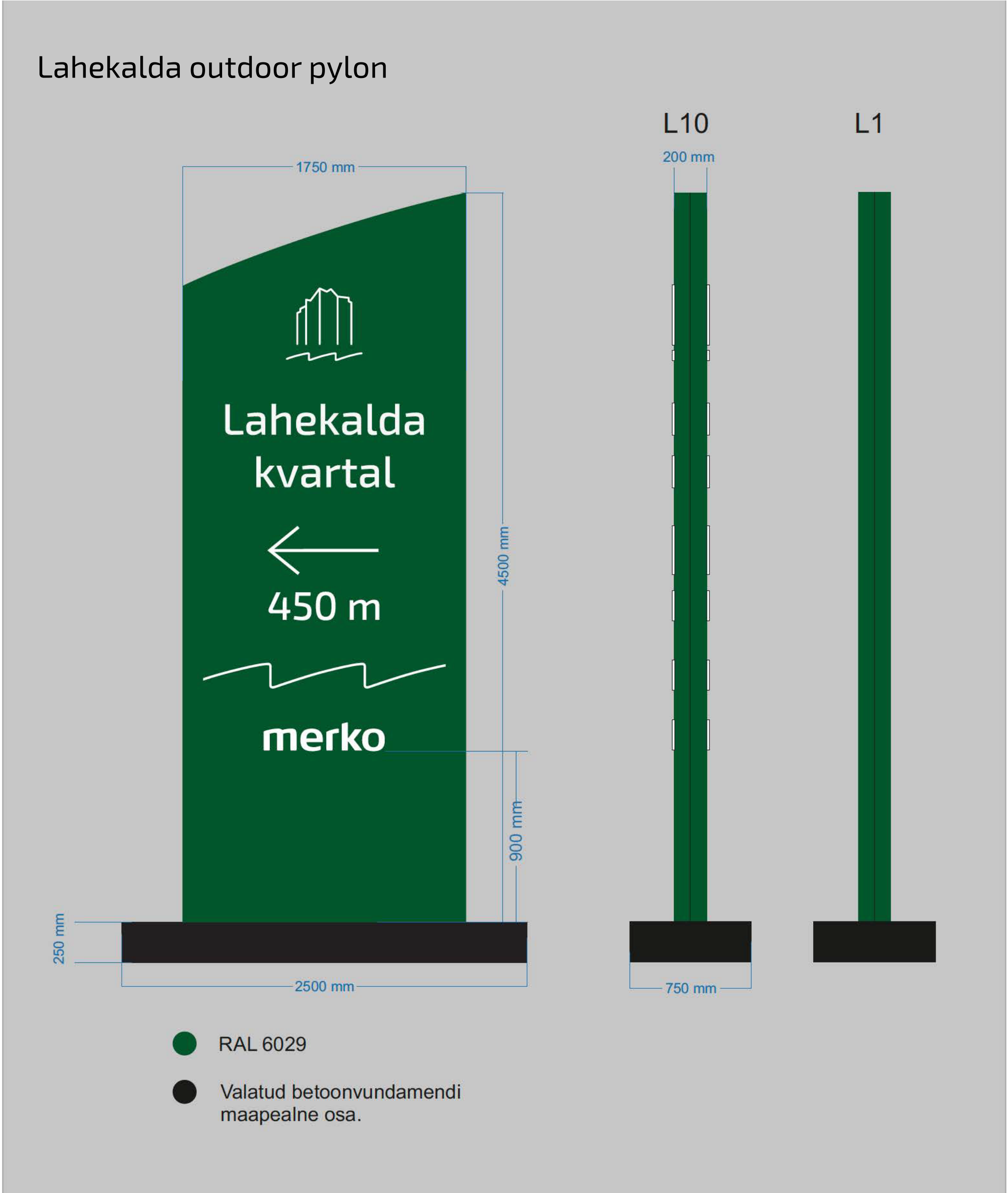
Door mat

Residential branding

Samples of logo and wave usage in exterior



Logo bench



Logo applications

Other

Clothing



T-shirt



Childrens T-shirt



Cycling clothing



Transport

Merko Green equivalent colours in vinyl sticker series:

Avery Dennison 500 - 533EM, Forest Green
Oracal Economy Cal - 613M, waldgrün, forest green

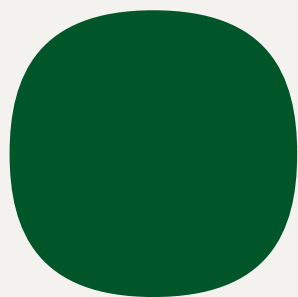


One M-element line in pattern is reflector

Peugeot Boxer

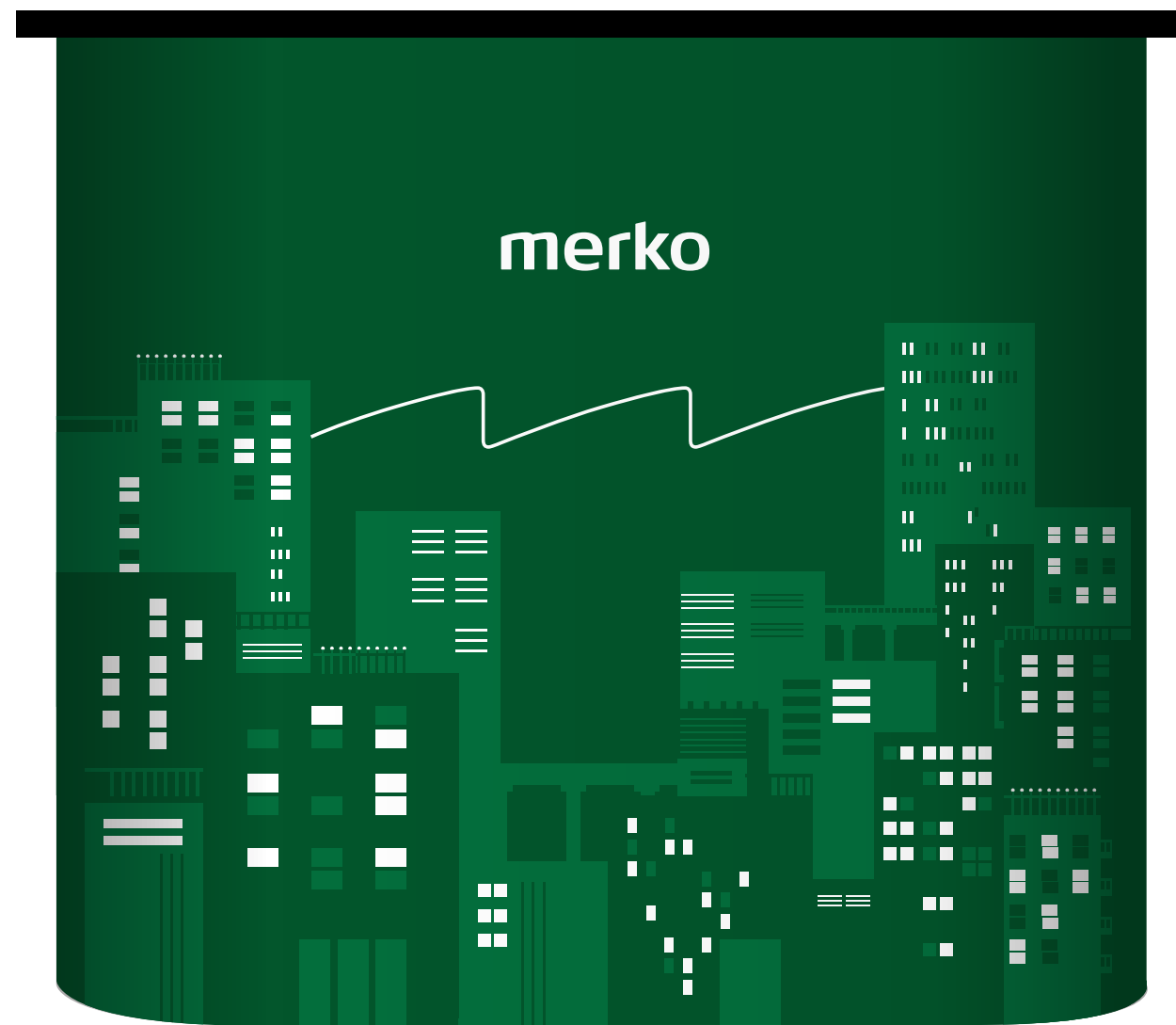


MERKO GREEN



CMYK 90 / 39 / 100 / 39
RGB 0 / 85 / 41
PMS 7734 C
RAL 6002 Leaf Green
#005529

Pop-up display table



Elypse



BIG QUICK LED

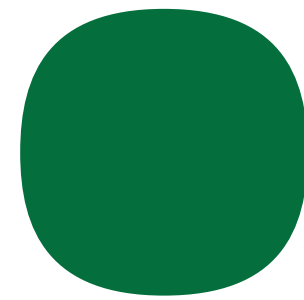


Flags



Flag 2500x1500mm

MERKO
OFFICE GREEN



CMYK 100 / 5 / 90 / 30
RGB 0 / 111 / 61
PMS 356 C
RAL 6029 Mint Green
#046F3D

Surf flags



Light boxes



Merko Green background, full logo



White background, Meie Merko logo



Photo background, Merko bubble with text



Before we part

Nothing in this life is ever ultimately finished. In the same way,
You should not think of the Merko brand as something that is
completed now. In order to remain dynamic and relevant,
development and continuous improvement of the existing are welcome.

For all questions regarding the visual identity, please consult the marketing department of Merko.