



Corporate Identity Manual

Version 1.0

Use of Metabond image elements

The chapter on the use of the emblem in the Corporate Identity Manual sets out the requirements for the use of the emblem. It demonstrates in detail, illustrated with examples the appropriate and avoidable use of colors and sizes, and it also regulates the possibilities of placing the emblem. It is not recommended to deviate from the rules and illustration specifications set out in the manual, they must be applied strictly and consistently.

CONTENT

4	Metabond emblem - Horizontal - Color	16	Spirit of the Engine emblem - Horizontal
5	Metabond emblem - Horizontal - Monochrome	17	Spirit of the Engine emblem - Vertical
6	Metabond emblem - Vertical - Color	18	Spirit of the Engine emblem - Color usage
7	Metabond emblem - Vertical - Monochrome	19	Improper use of the Spirit of the Engine emblem
8	Color usage - Corporate identity colors		
10	Color usage - Color emblems		
11	Color usage - Monochrome emblems		
12	Improper use of the Metabond emblem		
13	Typography		
14	Use of images		
15	Metabond Brand - Keywords		

Metabond Emblem

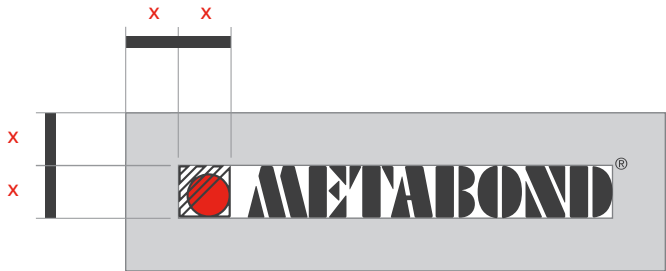
Horizontal – Color



Sizing

Given the richness of detail of the emblem and the limitations of today's printing and digital technologies, we need to determine the minimum use dimensions of the sign. For smaller sizes the interpretability of the emblem is not guaranteed.

In addition, we need to define a security field around the emblem, within no other graphic elements can be present. Its dimensions are derived from the base size of the square, which is marked by x.



Metabond emblem

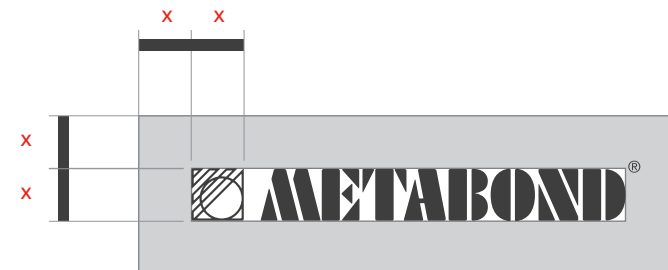
Horizontal - Monochrome



Sizing

Given the richness of detail of the emblem and the limitations of today's printing and digital technologies, we need to determine the minimum use dimensions of the sign. For smaller sizes the interpretability of the emblem is not guaranteed.

In addition, we need to define a security field around the emblem, within no other graphic elements can be present. Its dimensions are derived from the base size of the square, which is marked by x.



Metabond emblem

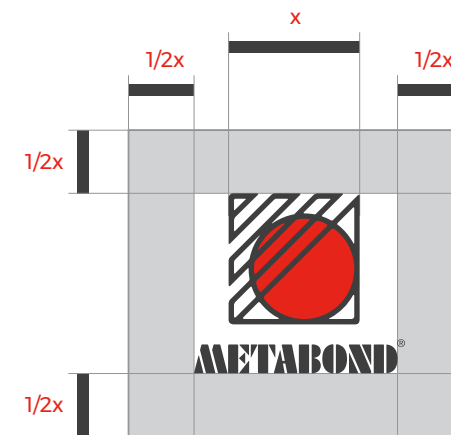
Vertical – Color



Sizing

Given the richness of detail of the emblem and the limitations of today's printing and digital technologies, we need to determine the minimum use dimensions of the sign. For smaller sizes the interpretability of the emblem is not guaranteed.

In addition, we need to define a security field around the emblem, within no other graphic elements can be present. Its dimensions are derived from the base size of the square, which is marked by x.



Metabond emblem

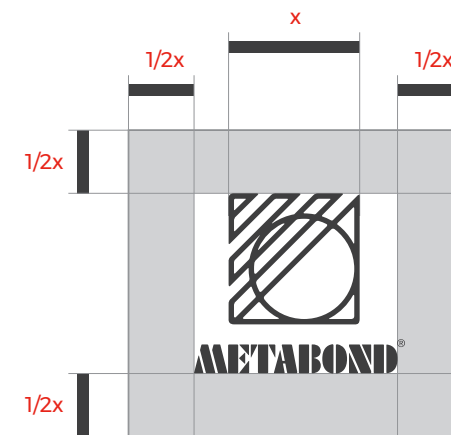
Vertical – Monochrome



Sizing

Given the richness of detail of the emblem and the limitations of today's printing and digital technologies, we need to determine the minimum use dimensions of the sign. For smaller sizes the interpretability of the emblem is not guaranteed.

In addition, we need to define a security field around the emblem, within no other graphic elements can be present. Its dimensions are derived from the base size of the square, which is marked by x .



Color usage

Corporate identity colors

Primary corporate identity colors

<div><div>PANTONE 485C</div><div>CMYK 5 / 98 / 100 / 0</div><div>RGB 226 / 35 / 26</div><div># E2231A</div></div> <div>Metabond piros</div>	<div><div>PANTONE 123C</div><div>CMYK 0 / 23 / 91 / 0</div><div>RGB 255 / 198 / 39</div><div># FFC627</div></div> <div>Metabond sárga</div>	<div><div></div><div>CMYK 0 / 0 / 0 / 10</div><div>RGB 226 / 35 / 26</div><div># E6E7E8</div></div> <div>Metabond világosszürke</div>	<div><div></div><div>CMYK 0 / 0 / 0 / 90</div><div>RGB 64 / 64 / 65</div><div># 404041</div></div> <div>Metabond sötétszürke</div>	<div><div></div><div>CMYK 0 / 0 / 0 / 0</div><div>RGB 255 / 255 / 255</div><div># FFFFFFF</div></div> <div>Metabond fehér</div>	<div><div></div><div>CMYK 0 / 0 / 0 / 100</div><div>RGB 35 / 31 / 32</div><div># 231F20</div></div> <div>Metabond fekete</div>
---	---	---	--	---	--

Additional corporate identity colors

<div></div> <div>CMYK 100 / 0 / 100 / 0</div> <div>RGB 0 / 165 / 80</div>	<div></div> <div>CMYK 0 / 0 / 0 / 20</div> <div>RGB 209 / 210 / 212</div>	<div></div> <div>CMYK 0 / 0 / 0 / 30</div> <div>RGB 187 / 189 / 182</div>	<div></div> <div>CMYK 0 / 0 / 0 / 40</div> <div>RGB 187 / 189 / 192</div>	<div></div> <div>CMYK 0 / 0 / 0 / 50</div> <div>RGB 147 / 149 / 151</div>	<div></div> <div>CMYK 0 / 0 / 0 / 70</div> <div>RGB 109 / 110 / 112</div>
---	---	---	---	---	---

Color usage

Corporate identity colors



Metabond silver

Metabond gold

Metallized look

For printed matter gold and silver effects can be applied instead of yellow or gray color. In this case, the primary use proposal is the label of the products and the special printed artworks for very important events.

The gold and silver surfaces can be different during manufacture. When using a metallized surface for a consistent appearance, please consult with our colleague regarding the appropriate printing technique and shade of the surface.

*Contact: Metabond Magyarország Kft.
metabond@metabond.hu*

Color usage

Color emblems

Color combinations

Colorful emblem can only appear in the indicated color combination using the primary corporate identity base colors.



Color usage

Monochrome emblems

Color combinations

The monochrome emblems can be displayed in multiple color combinations using the primary and additional corporate identity colors. When applying a positive element, we cannot deviate from the code of the main corporate identity colors, however, when applying a background color, it is also possible to use colors other than those specified in the corporate identity.



Improper use of the Metabond emblem

In order to maintain the unity of the corporate identity, we need to establish prohibitions on the incorrect application of the emblem, which are the followings:

1. Rotate the emblem
2. Distort the emblem
3. Modify the elements of the emblem
4. Change the font
5. Use coloring other than the allowed color combinations
6. Use the color version of the emblem in a single color and display the monochrome version in more than one color
7. Resize each element of the emblem
8. Rearrange the elements of the emblem
9. Display in a background color other than the allowed color combinations
10. Apply shadows and other effects
11. Display on a high contrast photo
12. Add extra elements to the emblem
13. Gradient, application of three-dimensional effect on the emblem
14. Modify the text
15. Outlined display

Prohibitions are of general application and apply to all versions of the emblem.



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



15.

Typography

Primary font

Aa

Monserrat

LIGHT | REGULAR | **BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ? ! \$ % & # @ + β

Additional font

Aa

Barlow

LIGHT | REGULAR | **BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ? ! \$ % & # @ + β

Use of images



If a homogeneous surface is available which is complementary to the red color of the Metabond, the color emblem can be used.



If a surface is available where the base color is not clearly separated from the red color of Metabond, the emblem shall be used in a monochrome version.

Metabond Brand - Keywords

Keywords can help to understand and position the brand. Knowledge of the corporate identity manual alone is not enough for a professional to apply the elements included in the corporate identity. If only roughly, but the scope of activity and the company philosophy of Metabond Magyarország Kft. need to be known.

FUNCTION
FRICTION HIGH-TECH
PRECISION LABORATORY
METAL SURFACE FINISHING
LUBRICATION
ENVIRONMENTAL AWARENESS

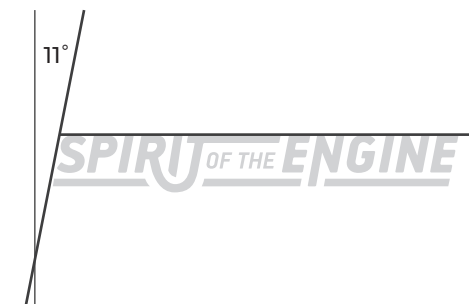
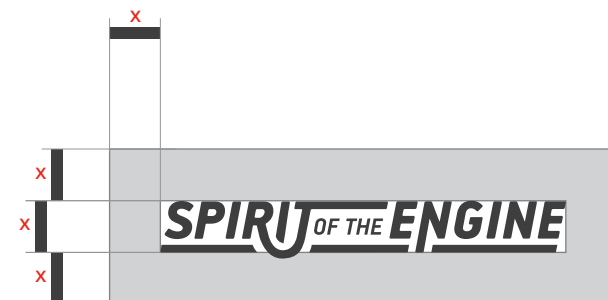
Spirit of the Engine emblem Horizontal

The emblem consists of the words "SPIRIT OF THE ENGINE" in a bold, italicized, sans-serif font. The words "SPIRIT" and "ENGINE" are underlined with two parallel lines. The words "OF THE" are smaller and positioned between "SPIRIT" and "ENGINE".

Sizing

Given the richness of detail of the emblem and the limitations of today's printing and digital technologies, we need to determine the minimum use dimensions of the sign. For smaller sizes the interpretability of the emblem is not guaranteed.

In addition, we need to define a security field around the emblem, within no other graphic elements can be present. Its dimensions are derived from the base size of the square, which is marked by x.



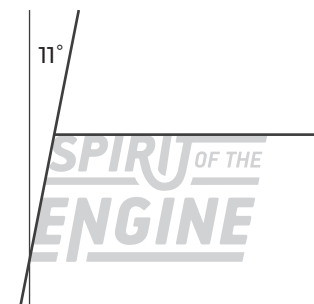
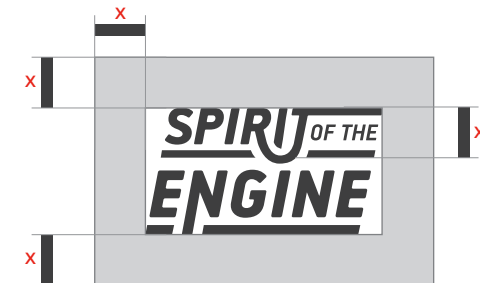
Spirit of the Engine emblem Vertical



Sizing

Given the richness of detail of the emblem and the limitations of today's printing and digital technologies, we need to determine the minimum use dimensions of the sign. For smaller sizes the interpretability of the emblem is not guaranteed.

In addition, we need to define a security field around the emblem, within no other graphic elements can be present. Its dimensions are derived from the base size of the square, which is marked by x.



Spirit of the Engine emblem Color usage

Color combinations

The "Spirit of the Engine" emblem can be displayed in multiple color combinations using the primary and additional corporate identity colors. When applying a positive element, we cannot deviate from the code of the main corporate identity colors, however, when applying a background color, it is also possible to use colors other than those specified in the corporate identity.

It cannot be used as a separate element without the Metabond emblem, therefore its color may differ from the color of the characters of the Metabond emblem only in justified cases. For this reason, it can also be used in gold and silver versions.



Improper use of the Spirit of the Engine emblem

In order to maintain the unity of the corporate identity, we need to establish prohibitions on the incorrect application of the emblem, which are the followings:

1. Rotate the emblem
2. Distort the emblem
3. Modify the elements of the emblem
4. Change the font
5. Use coloring other than the allowed color combinations
6. Rearrange the elements of the emblem
7. Display in a background color other than the allowed color combinations
8. Apply shadows and other effects
9. Display on a high contrast photo
10. Gradient, application of three-dimensional effect on the emblem
11. Outlined display

Prohibitions are of general application and apply to all versions of the emblem.



1.



2.



3.

SPIRIT OF THE ENGINE

3.



4.



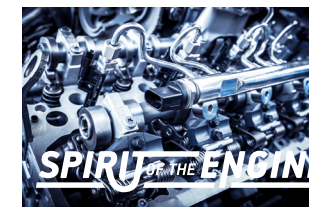
5.



6.



7.



8.



9.



10.



Metabond Magyarország Kft. / Szigligeti Ede u. 5. H-9030 Győr / www.metabond.eu