



Brand Guide

POSITIONING

Doors and door frames for commercial applications where value, flexibility, and support matter most.

LOGO



HOW TO USE

In order to create a consistent tone and personality, please reference this brand guide when creating marketing materials.

PERSONALITY

CANDID
EXPERIENCED
HARD WORKING



Use the full logo to represent the Mesker brand. Use the full color logo on white backgrounds only. Use the single color applications on varying backgrounds.

TYPE

Helvetica Neue

REG / 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

BOLD CONDENSED

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

COLOR



Mesker Black

CMYK 100 / 100 / 100 / 100
RGB 0 / 0 / 0
HEX #000000



Mesker Maroon

CMYK 33 / 73 / 93 / 38
RGB 122 / 33 / 46
HEX #7A212E



Light Accent

HEX #D12D52



Dark Accent

HEX #6C1723

PHOTO OVERLAY



Use the primary Mesker Maroon as an photo overlay to create relevant textured backgrounds

ICON FRAMING

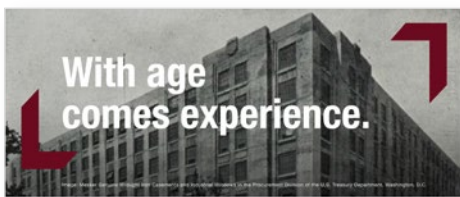
The Mesker door icon can be utilized as a framing device where the brand is already established (i.e. social media, email, internal communications.) Use this visual tactic to frame logos, headlines, copy, etc.



EXAMPLES



Full service and quick-ship HMX program lets you customize to meet your needs.



We've been producing the most rugged commercial doors since the Mesker Brothers built their first steel door in 1846.



“ Mesker products are better than what we have found elsewhere. The bends in the metal are crisper and the doors are easy to weld. ”

Distribution General Manager
Nebraska