





MOSER ENERGY SYSTEMS CORPORATE DESIGN GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Moser Energy Systems'** corporate identity. This includes our name, logo and other elements such as colors, and type.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Moser Energy Systems'** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of **Moser Energy Systems'** name and marks.

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the company name paired with the Globe icon – they have a fixed relationship that should never be changed in any way.



CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Design.

We have selected **Univers**, as the full brand typeface for **Moser Energy Systems'** communications, as the primary corporate typefaces.

The typeface family is suitable for print as well as online applications.

UNIVERS LT STD FONT

The font family has the advantage of having a variety of weights and styles, which, even when combined, give an impression of steadiness and homogeneity. The clear, objective forms of Univers make this a legible font suitable for almost any typographic need. Univers has been employed in numerous applications including corporate branding, signage, maps, standardized testing and consumer electronics devices.

TYPE EXAMPLES OF
UNIVERS LT STD

UNIVERS LT STD

UNIVERS LT STD ROMAN

Roman	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
Black	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
LIGHT FIGURES	0	1	2	3	4	5	6	7	8	9	0		
Special Characters	!	"	\$	%	&	/	()	=	?	`	;	:
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BRAND COLORS

PRIMARY COLOR SYSTEM

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Explanation:

Moser Energy Systems

has two primary brand colors:

Moser Red

Grabite Grey

*Included with these colors are also the use of black and white.



PRIMARY COLOR Moser Red

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COLOR CODES

CMYK : C005 M100 Y100 K001
RGB : R223 G031 B038
Web : #DF1F26
PMS : 485 C



PRIMARY COLOR Grabite Grey

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COLOR CODES

CMYK : C059 M051 Y050 K020
RGB : R103 G103 B103
Web : #676767
PMS : Pantone Cool Grey 10 C





CONTACT AND SUPPORT INFORMATION

ABOUT THESE GUIDES

If any information is unclear about these guides or the **Moser Energy Systems'** brand please reach out to us for clarification. In addition to these brand guides we are happy to provide official brand elements as we deem fit for accurate brand representation.

CONTACT

Brand Guidelines created by:

The Bark Firm

E: info@thebarkfirm.com

Moser Energy Systems Brand guides, logos, and other information can be found at:

moserenergy.com/brand