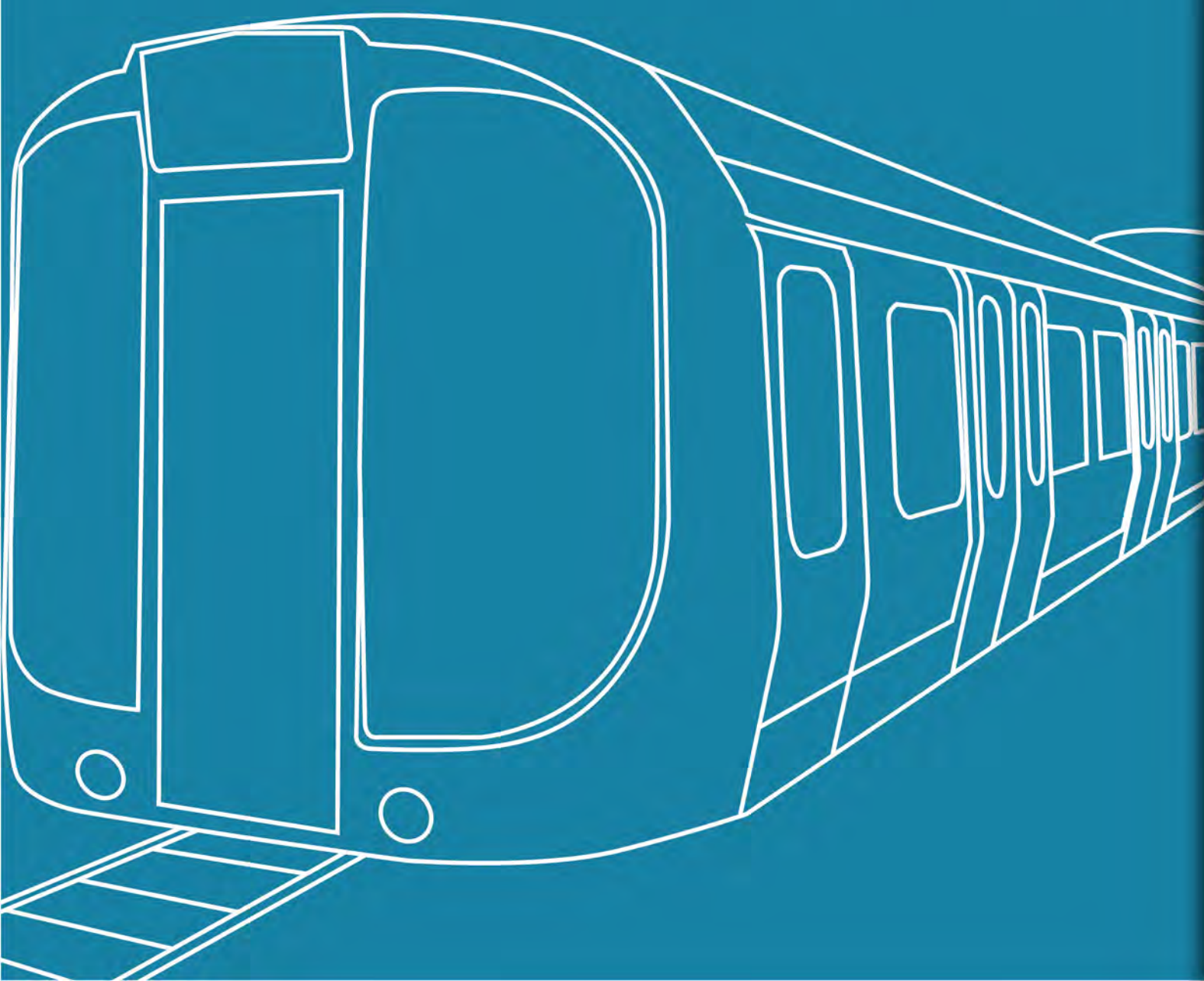




MORE THAN JUST A BOX SHIFTER

BRAND GUIDELINES 2020

metpro[®]

METPRO

A BRIEF HISTORY



1995

Metpro is established



1997

Metpro moves into our first warehouse premises of 3,500sq/ft



2002

Metpro global manufacturing division is formed to supply bespoke products to OEM's



2005

Metpro China is established to oversee production on the ground



2009

Metpro moves into new premises of 17,000sq/ft



2013

Metpro receives lul authorisation on all core product ranges following an intensive accreditation process



2015

Further growth results in another relocation to new 42,000sq/ft headquarters



2016

Metpro updates its visual identity through a full company rebrand



2017

In order to fulfil demand, metpro expands its hq through additional units taking its footprint to 52,000sq/ft



2019

Metpro consolidates its divisions under one group name;
Metpro

REDEFINING OUR IDENTITY

2016 - 2019

metpro[®]

metpro[®]
Mechanical & Electrical

metpro[®]
Global Manufacturing



Since 2002, we have branded & marketed ourselves around multiple identities and services, with the most recent and familiar iteration of this shown above.

However, following conversations with customers during 2019, it quickly became clear that from a customer perspective, we are known simply as, Metpro.

2020 & BEYOND

metpro[®]

INNOVATION, VALUE & QUALITY,
IN ALL THAT WE DO.



From January 2020, Metpro will no longer be a divisional organisation with our legacy M&E and MGM divisions being consolidated to create a multi-service manufacturing business.

This shift will allow for unified and cohesive marketing as well as informing all of our current & potential customers that **Metpro is not just a box shifter.**



TOP:
Our one & only logo

BOTTOM:
Metpro's vision statement, designed as a goal for how we wish to be perceived in the future, by starting now.

OUR LOGO

ACCEPTABLE USES



Our group logo will now be our only logo as we move into this new phase and will be incorporated across the business from business cards to email footers.

Shown to the left are the two most commonly accepted uses of the Metpro logo. Wherever possible this should be displayed using the two tone blue & grey colour scheme.

For occasions where this is not possible such as on block colours, the Metpro logo in a negative colour scheme should be used.

There are versions of the logo that include the trademark ® icon. This is preferred but optional - if the inclusion of the icon affects the design aesthetic, then the ® icon can be removed.

A black colour scheme version of our logo is also available however this should be limited for use on Metpro boxes only

UNACCEPTABLE USES



Our logo should never have the blue & grey colours inverted



Our logo should never be used in only the blue colour



Our logo should never be stretched horizontally or vertically



Our logo should always have space around it and not be constrained

ENHANCING OUR COLOUR SCHEME



GROUP BLUE



GROUP GREY



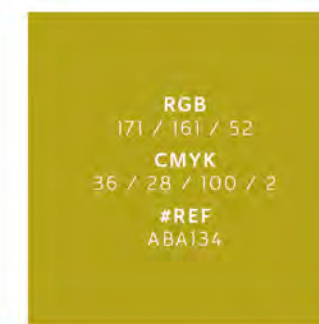
CABLE
ACCESSORIES



FLAT FOOT



CHANNEL NUTS,
BRACKETRY &
ACCESSORIES



FIXINGS &
FASTENERS



FLEXIBLE
CONDUIT &
ACCESSORIES



PVC CONDUIT
ACCESSORIES



STEEL
CONDUIT TUBE,
ACCESSORIES &
CONSUMABLES

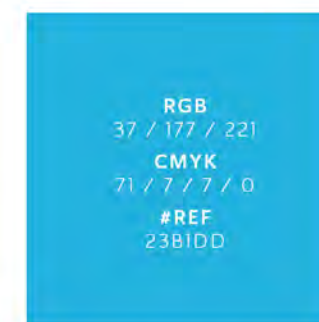
(This blue will
also serve as the
central colour on
all presentation
documents)



SWITCH &
SOCKET BOXES,
ADAPTABLE
BOXES AND
ACCESSORIES



INNOVATIONS
MAIN



INNOVATIONS
ACCENT

Designed to enable quicker and easier product range identification, this enhanced colour scheme will be adopted group-wide from 1st January 2020.

Colour codes have been provided which can be accessed in most commonly used programmes such as Microsoft Word and Excel.

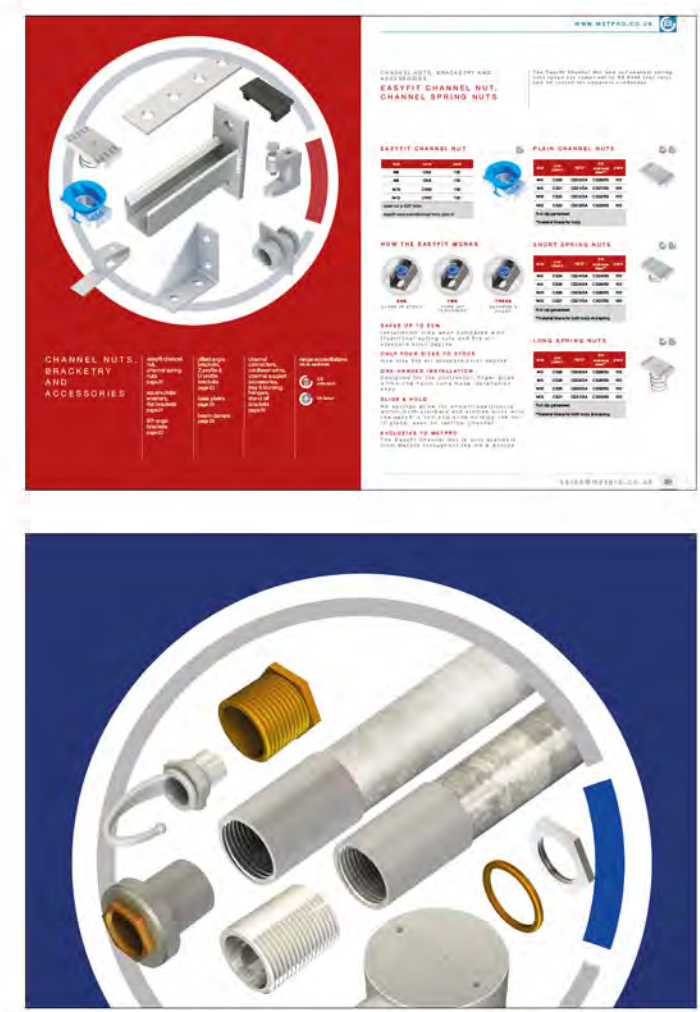
These new colours should be used as shown here where relevant and if you have any questions or would like any assistance, please speak with the Marketing Department.

ENHANCING OUR COLOUR SCHEME

EXAMPLE DOCUMENTS

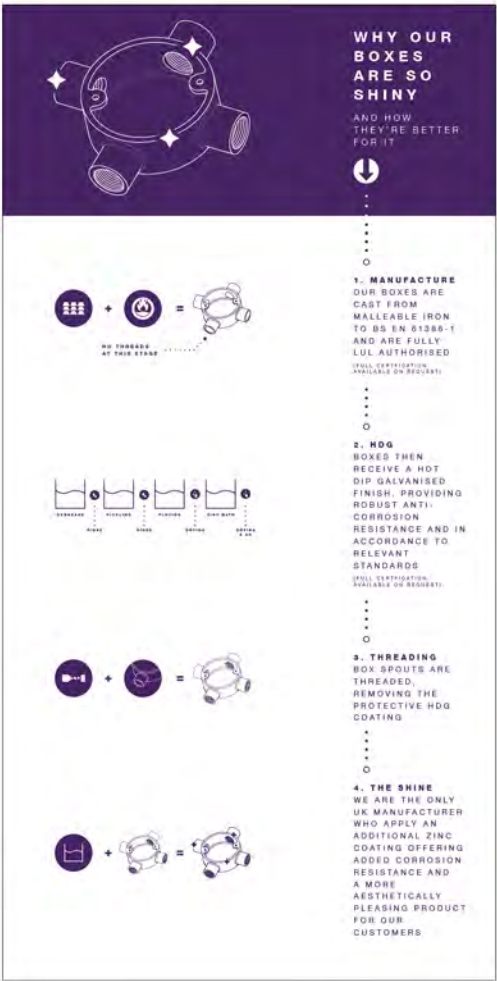


New data sheet designs in line with new colour scheme - technical data sheets will remain uniformly grey



Example brochure pages using new colour scheme

IMAGERY



Infographic designed to inform customers of a change in the look of our malleable boxes



Graphics created for use on LinkedIn with accompanying editorial content



Infographic for internal use regarding our 2019 Christmas plans

Clean & simple imagery will be used as required in all communications, as shown to the left.

A combination of line work, iconography, and clean images will create a uniform look across the business in order that Metpro content is instantly recognisable for our customers as well as enabling us to create visually engaging infographics for use in external presentations and internal communications.

For any requirements, please speak with the Marketing Department.

TONE OF VOICE & FONTS

SMART CASUAL

VOICE

At Metpro, we understand the needs of our customers as well as those of the industries which our products serve.

Using a conversational voice, we are able to inform, educate and raise awareness across a variety of different topics throughout a multitude of industries.

We treat everyone both internally and externally with the same levels of respect and integrity, **no matter who they are.**

All of the above means

- We are informative
- We keep things simple
- We are respectful
- We are more than just the products we sell

TONE

Our tone at Metpro takes a more informal approach in order to humanise ourselves and relate to our target audiences and as such, we believe in clarity over entertainment.

Our main aim is to achieve what we set out to with our content and if there is space for a touch of light-heartedness, it's OK with us.

STYLE OVERVIEW

- Use a conversational voice
- Keep away from jargon
- Maintain a positive tone
- Always be respectful

FONTS

Our fonts have been chosen for their legibility across both physical & digital media, as well as offering a highly professional look.

OFFICE-WIDE FONT

Calibri

Calibri Light should be used as the main body text

Calibri Bold should be used for headings or to highlight key information

MARKETING FONT

Ainslie Sans

Ainslie Sans Norm Book should be used as the main body text. On supporting software the following further typography should be adhered to:

- Kerning: Optical
- Tracking: -25

Ainslie Sans Norm Bold should be used to highlight key information within body text.

Ainslie Sans Norm Bold should also be used for headings. On supporting software the following further heading typography should be adhered to:

- UPPERCASE
- Kerning: Optical
- Tracking: 100

WHAT SETS US APART

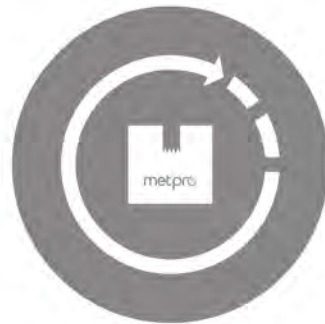
OUR EVERY DAY SERVICES



Over 100 years' combined in-house knowledge



Fully equipped in-house quality control office



Next day delivery as standard on all orders



BIM files readily available for all standard products



LUL authorisation on all core product ranges



We operate to ISO 9001:2015 ensuring maximum efficiency

OUR ADDED VALUE SERVICES



In-house product design & support



In-house technical drawing team



Research & development team



Rapid prototyping facilities



Significant manufacturing capabilities



Full warehousing & logistics support

THANKS FOR READING

WE REALLY APPRECIATE YOUR TAKING THE TIME TO READ THIS DOCUMENT AS WE SEEK TO FURTHER ENHANCE THE METPRO EXPERIENCE FOR OUR CUSTOMERS AND OTHERS WITH WHOM WE WORK.

How our customers and the wider industries we operate in perceive us is extremely important to the continued success of Metpro and we require all our colleagues to play their part in upholding the standards we have set for ourselves.

We hope the information provided within these guidelines is sufficient and straightforward however if you require any clarification or further support at any time, please do not hesitate to speak directly with the marketing department.



INNOVATION, VALUE & QUALITY,
IN ALL THAT WE DO.

metpro[®]

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 metpro.co.uk
 metprome