

guidelines: brand equity

# core brand asset

Midea International Business

# pronunciation



It is critical that we all know how to pronounce our brand in a standard, uniform way.

Sometimes you need to translate the brand name into a local language, to say it in the same way as we would want our guest to talk about us with their friends.

Without knowing the standard pronunciation, people won't know that it's the Midea brand being discussed, and our guest won't be able to share any nice Midea brand stories.

So now, let's please say "Midea."

[ M 'd ]



[audio mp3="http://www.mideabrandbook.com/wp-content/uploads/Midea\_Pronounce.mp3"][/audio]

# brand logo types



At the core of the Midea brand identity is our logo. It is one of the most important elements of Midea's brand image. Using the logo correctly and uniformly is of great importance in communicating the brand effectively. The Midea logo provided by this manual is standard, and it must not be changed, altered or recreated in any manner.

The logo is represented in three primary configurations, as illustrated on the right. Each configuration is designed for specific applications. Care must be taken to ensure the correct configuration is used in the correct application.



## **Midea Sans Block**

The Sans Block logo is used primarily on corporate applications (stationery, forms, ppt documents, email signatures, etc.), as well as for most signage applications. For any instance where the use of a Block logo (Tab or Lozenge) is impractical, the Sans Block logo should be considered. The Midea Sans Block logo can be used in reverse format as well.



## **Midea Tab Block**

The Tab Block logo is used primarily on consumer-facing applications, such as advertising, packaging, and product literature. This configuration is always positioned along the top leading edge of an application's "canvas" (i.e., the content area).



**Midea Lozenge Block** The Lozenge Block logo is used primarily in instances where it is impractical to position the logo along a top leading edge, but where the visual presence of a color block is desired. These applications may include signboards in store fronts, light boxes, and other unique environments.

# with registration mark



The registration symbol should always appear in superscript. This requirement is not legally mandated but strongly advised for maximum trademark protection.

In written documents – articles, press releases, promotional materials, etc. – it is only necessary to use a symbol once, either in the first or most prominent instance of the mark.



# sans block logo



The Sans Block logo does not have a defined color block surrounding it, i.e., it exists in a free space of white (as shown to the right) or reversed out of Midea blue.

## Clearspace

Clearspace is needed to ensure the logo has enough visual breathing room to live within a given space and with other graphic elements. This space is the minimum area around the logo that must be kept free of any other graphics or text. The clear space is defined by “X” which is established by the height of the “i.”

## Minimum size

The minimum size for the Sans Block logo is as illustrated. This is the minimum required, but larger sizes are generally preferred.



Minimum size = 1p9



# sans block logo with tagline



The Sans Block logo is the only logo configuration that may feature an accompanying tagline.

The tagline is the only graphic that is permitted to appear within the designated clearspace area.

It is sized and positioned as illustrated to the right.

## Tagline tints:

- Positive version: 60% black
- Reverse version: 20% black

NOTE: The tagline is a fixed graphic that is part of official artwork. Do not recreate.

The tagline configuration can also exist against a Midea Blue background.

IMPORTANT: The example to the right is a Sans Block logo version sitting against a Midea Blue background. It is NOT to be confused with a fixed block logo.



# tab block logo



## Clearspace

Most consumer facing applications, including advertising, packaging, and product literature, must use the Tab Block logo.

The proportions and configurations of the Tab Block logo are as illustrated on the right.

The clear space is defined by "X" which is established by the height of the "i."

The Tab Block logo is a fixed configuration and must not be changed.

## Minimum size

The minimum size for the Tab Block logo is as illustrated. Again, this is the minimum required but larger sizes are generally preferred.

Note: No clearspace required on bleed edge.



# lozenge block logo



Special applications such as signboards in store fronts, light boxes, and other environments use the Lozenge Block logo. This version is shorter but remains easily identifiable at long distances.

The proportions and configurations of the Tab Block logo are as illustrated on the right. The clear space is defined by “X” which is established by the height of the “i.”

The Lozenge Block logo is a fixed configuration and must not be changed.

## Minimum size

The minimum size for the Lozenge logo is as illustrated. Again, this is the minimum required, but larger sizes are generally preferred.





# background as per logo types



The relationship between the Midea logo and its background is strictly controlled to ensure maximum visual clarity and brand consistency.

It is permissible for all three logo configurations to be used on both Midea Blue and white backgrounds, as illustrated in the four states to the right.

## States 1 and 2:

A Sans Block logo can be used on either Midea Blue or white backgrounds.



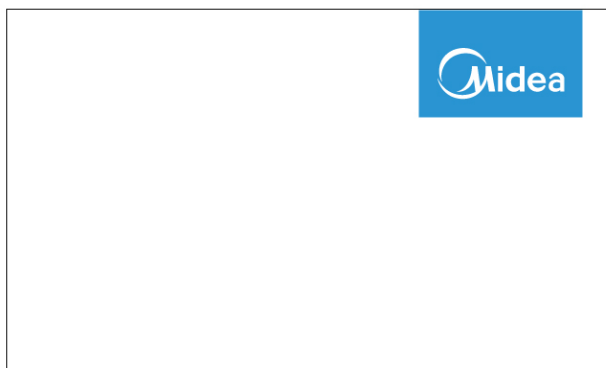
State 1: Sans Block logo on white



State 2: Reverse Sans Block logo on blue

## States 3 and 4:

A Tab Block logo can be used on either Midea Blue or white backgrounds. Tab Block logos must be anchored along the top edge. A white keyline is also required when used against a blue background.



State 3: Tab Block logo on white



State 4: Lozenge Block logo on white

# background as per logo colors



While the Tab Block and Lozenge Block logos can only appear against a 100% blue or white background (as illustrated on the preceding page), there is additional flexibility when using the Sans Block logo.

The illustration to the right shows the acceptable permutations the Sans Block logo may take relative to its background color or tint.

Background color

Permissible brand color on this background

White



Midea Blue



Black



Dark grey



Light grey



# general principles



As indicated above, most consumerfacing applications, including advertising, packaging, and product literature, use the Tab Block logo. It is the default logo configuration, and as such, has the most specific applications requirements. (NOTE: there are no specific placement guidelines for the Sans Block logo, other than standard clearspace / minimum size restrictions.)

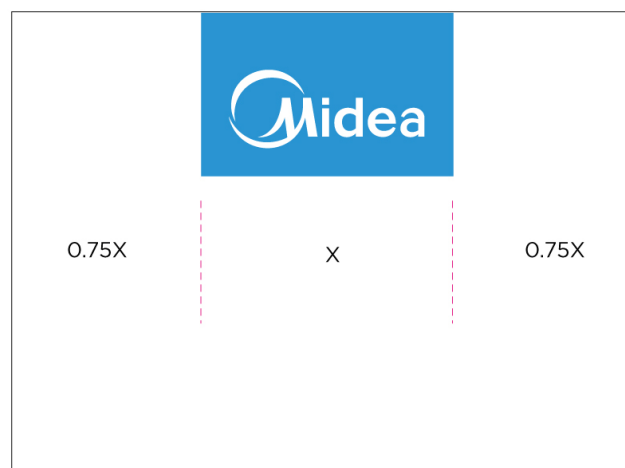
There are two positions within any given media space where the Tab Block logo can be placed, as illustrated on the right.

Normally, the Midea logo is placed at the top right-hand corner of the canvas and aligned with the margin of the page. However, when the width of the media space is less than 2.5x the width of the Midea logo, the logo should instead be applied at the top center of the canvas.

The size of the logo relative to the canvas is also important. The following pages serve as a guide to correct logo placement and proportion in each media format.



**Main position**  
Upper right corner.



**Secondary position**  
Centered.

# dos and don'ts



An overall and universal guiding principle regarding correct and incorrect logo usage and execution is **use only officially supplied artwork**. NEVER recreate or alter the logo in any fashion.

To the right are a few examples of what not to do.

## IMPORTANT:

It is permissible to isolate the Midea M for unique applications (such as an app button, for instance). See example below.



*App button example*



Do not alter



Do not position on an angle



Do not distort



Do not fragment



Do not use unapproved  
logo colors



Do not use unapproved  
block colors



Do not use unapproved  
color combinations



Do not use low-contrast  
combinations



Do not invert colors



Do not alter proportions



Do not adjust placement  
of elements



Do not alter lozenge  
or tab blocks



Do not infringe on  
clearspace



Do not infringe on  
clearspace



Do not add effects  
such as drop shadows



Do not add effects  
such as strokes

# slogan and slogan tab block usage



## Slogan Usage

The slogan is the only graphic that is permitted to appear within the designated clearspace area of the logo. It is sized and positioned as illustrated to the right.

The tagline configuration can also exist against a Midea Blue background.

## Slogan Tab Block Usage

Because we intend to include our slogan on more elements, primarily advertising and print, a NEW Slogan Tab Block has been created. This new device improves readability, regardless of surrounding content. However, it is not recommended on many digital applications due to minimum size constraints.

## RECOMMENDED USE

- Advertising
- Print Collateral
- Social media

## RESTRICTED USE

- Website
- Powerpoint templates



Midea Sans Block - Positive



Midea Tab Block

# slogan and slogan tab block color versions



*make yourself at home*

Midea Sans Block – Midea Blue and 60% Black



*make yourself at home*

Midea Sans Block – Black



Midea Tab Block – Reverse white and 20% Black  
on Midea Blue



Midea Tab Block – Reverse white on black

# slogan in other languages



The block-logo with slogan can be seen as a brand symbol. The block-logo with slogan is a registered trademark and is never translated to a local language.

When the slogan is used as a separate tagline (eg. in packaging) or within text, the slogan alone is not protected as a trademark. In some countries a local translation is therefore specifically required.

We only translate the slogan when its legally required in the target country.

Use the approved exceptions below.

(Russian)

Почувствуй себя дома  
Russian

البيت بيتك

Arabic

خانه، خانه دوست

Farsi

(Arabic)

)

Farsi)

# brand typographic



## Primary and Substitute Typefaces

Midea uses three weights from the Gotham family of fonts as its corporate typeface. These weights are Gotham Bold, Gotham Medium, and Gotham Book / Book Italic.

Limiting the font selection to three weights ensures that greater consistency and design discipline will be achieved across all brand touchpoints.

### Electronic communications

In a scenario where the Gotham series fonts are not available, such as internal office communications (Email, Word and Powerpoint documents, etc.) use the official substitution font Arial (a system font).

## Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## *Gotham Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890



# brand typography full color usage



Using a universal standardized font across all brand touchpoints is essential in maintaining consistency and clarity. However, the way in which the font is set (i.e., implemented) is equally important. What we are referring to here is “typographic style.”

Typographic style refers to the manner in which a font is utilized and the rules and conventions around such use. These rules would include styles for headlines, subheads and body copy, display copy, titles, information graphics, etc. It also includes guidance on when to use all caps, upper and lowercase, specifications regarding letterspacing and wordspacing, and other conventions.

## TYPICAL CONVENTIONS

(Nominal tracking applies to all)

A Main headings: Gotham Bold, all caps.

B Secondary headings: Gotham Book, sentence case.

C Deck copy: Gotham Medium, sentence case, typically in a 60% grey or in black.

D Level One subheads: Gotham Bold, all caps.

E Level Two subheads: Gotham Bold, upper and lower case, title case.

F Level Three subheads: Gotham Book Italics, upper and lower case, title case.

G Body Copy: Gotham Book, upper and lower case, sentence case.

### A THIS IS AN EXAMPLE OF A MAIN HEADING IN ALL CAPS

### B This is an example of a Secondary Heading in upper and lower case

C This is an example of a deck copy set in sentence case. It's main um bibendum sed libero interdum. Nulla suspendisse turpis emollis mauris tortor ultrices. Euismod vitae aliquam vestibulum, metus dictum, lorem volutpat pede, placerat sit integer id massa tauris. Elementum nam lacus hac neque ultricies a, tellus nec metus, nulla mauris nunc est amet ame. Et velit quality of our product.

### D LEVEL ONE SUBHEAD EXAMPLE

G All of our interdum ulla suspdisse turpis mollis dolor sit amet, mauris ha bitasse, mauris dolor erat blandit, ultrices ege hgft luctus orci nulla, nulla nec, gravida vestibulum bibendum sed.

### E Level Two Subhead Example

The body copy interdum. Nullase turpis mollis mauris tortor ultrices. Euis mod vitae aliquam vestibulum, metus dictum, lorem utpat pede, placerat sit integer id massa mauris. Element um nam lacus hac neque ultricies a, tellus nec metus, nulla mauser ris nunc est amet ame weujft velit mollis. Egsaw eet cursus quis cqñ

If the interdum. Nulla suspesddisse turpis mollis dolor sit amet, mauris ha bitasse, mauris dolor erat blandit, ultrices eet, mauriasse, mauris dolor erat blandit, ultrices ege hgft luctus orci nulla, nulla nec, gravida vesge hgft luctus orci nulla, nulla nec, gravida vestibulum bibendum sed ibero interdum. Nulla suspesddisse turpis mollis mauris tortor ultrices.

### F Level Three Subhead Example

Overall, we metus dictum, lorem utpat pede, placerat sit integer id massa mauris. Element um nam lacus hac nequeris nunc est amet ame weujft velit mollis. Egsaw eet cu with quality.

# brand typography one color usage



When full-color print is not available (such as with newsprint or flyers), the same conventions apply. However, the font should be printed in 60% black. Or full black, depending on printer capabilities.

## TYPICAL CONVENTIONS

(Nominal tracking applies to all)

A Main headings: Gotham Bold, all caps.

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C Deck copy: Gotham Medium, sentence case, typically in a 60% grey or in black.

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C This is an example of a deck copy set in sentence case. It's main um bibendum sed libero interdum. Nulla suspendisse turpis emollis mauris tortor ultrices. Euismod vitae aliquam vestibulum, metus dictum, lorem volutpat pede, placerat sit integer id massa tauris. Elementum nam lacus hac neque ultricies a, tellus nec metus, nulla mauris nunc est amet ame. Et velit quality of our product.

### D LEVEL ONE SUBHEAD EXAMPLE

G All of our interdum ulla suspddisse turpis mollis dolor sit amet, mauris ha bitasse, mauris dolor erat blandit, ultrices ege hgft luctus orci nulla, nulla nec, gravida vestibulum bibendum sed.

### E Level Two Subhead Example

The body copy interdum. Nullase turpis mollis mauris tortor ultrices. Euis mod vitae aliquam vestibulum, metus dictum, lorem utpat pede, placerat sit integer id massa mauris. Element um nam lacus hac neque ultricies a, tellus nec metus, nulla mauser ris nunc est amet ame weujft velit mollis. Egsaw eet cursus quis cqñ

If the interdum. Nulla suspesddisse turpis mollis dolor sit amet, mauris ha bitasse, mauris dolor erat blandit, ultrices eet, mauriasse, mauris dolor erat blandit, ultrices ege hgft luctus orci nulla, nulla nec, gravida vesge hgft luctus orci nulla, nulla nec, gravida vestibulum bibendum sed ibero interdum. Nulla suspesddisse turpis mollis mauris tortor ultrices.

### F Level Three Subhead Example

Overall, we metus dictum, lorem utpat pede, placerat sit integer id massa mauris. Element um nam lacus hac nequeris nunc est amet ame weujft velit mollis. Egsaw eet cu with quality.

# color palette



## Primary color

Color specification

Midea Blue

**Midea Blue**  
Pantone: 2925C  
CMYK: C90 M20 Y0 K0  
RGB: R31 G148 B210  
Web: 1F94D2

Permissible color tints

60%

20%

White

Tone on tone

Clear

Black

60%

20%

# secondary color



Midea Gradient  
Blue

**Radial gradient**

CMYK: C100 M86 Y38 K29  
CMYK: C90 M20 Y0 K0  
RGB: R0 G48 B91  
RGB: R0 G147 B214



Midea Gradient  
Orange

**Radial gradient**

CMYK: C2 M50 Y100 K0  
CMYK: C0 M27 Y56 K0  
RGB: R243 G147 B27  
RGB: R252 G188 B124



Midea Gradient  
Green

**Radial gradient**

CMYK: C71 M6 Y100 K0  
CMYK: C38 M2 Y56 K0  
RGB: R60 G175 B71  
RGB: R153 G208 B149



Midea Gradient  
Grey

**Radial gradient**

CMYK: C49 M37 Y29 K0  
CMYK: C22 M17 Y18 K0  
RGB: R138 G146 B159  
RGB: R199 G198 B197