Paul Mueller Company’s identity is a unified system comprised of core elements such as messaging and brand voice, a logo, colors and type, as well as extended expressions including imagery and graphics. This wide range of tools is designed to be flexible and expandable. To effectively define the Paul Mueller Company brand experience, these core elements must be aligned across every touchpoint, from stationery to the website.

This quick reference was designed to provide key elements of Paul Mueller Company’s Brand Identity Guidelines to ensure clear, consistent visual communication.
**BRANDMARK USAGE**

The primary brandmark should work across all media. To ensure the expression of the brandmark is right for its context, we have created a system that includes PANTONE® color, as well as CMYK and RGB formulas.

### PRIMARY BRANDMARK

**MUeller**

**WORDMARK**

**PAUL MUELLER COMPANY**

The wordmark uses one color, and may be used as needed IN SUPPORT OF—not a replacement of—the primary brandmark.

**SYMBOL**

The symbol uses one color and should be used less frequently and only IN SUPPORT OF—not a replacement of—the primary brandmark.

### USAGE DETAILS

In most situations, PrimaryBrandmark_Full should be used. This will present the Mueller name in white on a blue background.

One-color versions of the brandmark should only be used in situations where color is limited. When necessary, use the one-color mark that provides the most contrast.

The wordmark uses only one color, and may be used as needed IN SUPPORT OF—not a replacement of—the primary brandmark. The symbol should be used less frequently and only IN SUPPORT OF—not a replacement of—the primary brandmark.

When either the wordmark or symbol is used in addition to the brandmark be sure to pair like colors. For example, use Wordmark_Vertical_Black when PrimaryBrandmark_Black is in use. Do not mix colors.

### CLEAR SPACE

As a general rule at any size, use the size of the M as a measurement of clear space around the brandmark and other supporting marks. This will ensure visual clarity, and allow for ample space around the mark. This exclusion zone should be free from any other elements.

### MINIMUM SIZE

To ensure legibility, adhere to the minimum reproduction size of each individual brandmark layout. Units in inches for print, pixels for web.

### EXAMPLE MISUSE

DO NOT:

A. Use unapproved layouts
B. Use unapproved colors
C. Stretch or condense
D. Add elements inside exclusion zone
E. Use unapproved fonts
F. Alter elements
G. Use one-color on competing background
Color

Paul Mueller Company’s colors serve as a foundational palette that works universally across all mediums. These colors will anchor and balance the brand visually. When it is important to signal Paul Mueller Company’s brand equity with color alone, Mueller Blue should be used in conjunction with the neutral palette.

The secondary palette is reserved for small accent colors and should never be used in large amounts or as background floods of color.

Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.

NOTE:
Colors will always need to be adjusted to suit the medium in use. All monitors reproduce color differently, all papers absorb color differently, and all printers are calibrated differently. Use the Pantone Matching System to ensure the most accurate color reproduction.
TYPOGRAPHY

Paul Mueller Company’s typography consists of two typefaces: Mueller Display and Sentinel. These typefaces should be used as often as possible. Commitment to these typefaces will create a consistent and strong identity. When Mueller Display is not available, Arial Bold may be used. When Sentinel is not available, Georgia may be used.

WHICH TYPEFACE SHOULD I USE?

USE MUELLER DISPLAY FOR HEADLINES, DETAILS AND SHORT PARAGRAPHS.

USE SENTINEL FOR PARAGRAPHS, LARGE AMOUNTS OF COPY AND MEDIUM-SIZED HEADLINES.

MUELLER DISPLAY SHOULD ALWAYS BE USED IN ALL CAPS.

RECOMMENDED FONT

MUELLER DISPLAY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£&@?!+/.,;)

Sentinel Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&@?!+/.,;)

Sentinel Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&@?!+/.,;)

SYSTEM DEFAULT

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£&@?!+/.,;)

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&@?!+/.,;)

EXAMPLE USAGE

MUELLER DISPLAY
HARD-WORKING YET APPROACHABLE

Sentinel
Classic, professional & easy to read.

PROUD PARTNERS IN PROTECTING YOUR INVENTORY.

Since 1940, Paul Mueller Company has manufactured high quality stainless steel equipment. The work of our dedicated artisans and fabricators is known worldwide on dairy farms and in a wide variety of industrial applications.

Proud partners in protecting your inventory.

Since 1940, Paul Mueller Company has manufactured high quality stainless steel equipment. The work of our dedicated artisans and fabricators is known worldwide on dairy farms and in a wide variety of industrial applications.