


Morek Visual Identity

2024



Morek's mission

***Enabling electrical connections through
top-quality products *and* true partnerships.***

Values that matter

HOLISTIC WELLBEING

Taking care of people, teams, families, communities and their wellbeing.

TRUE PARTNERSHIP

Building loyal long-term relationships with all stakeholders.

SUSTAINABILITY

Keeping the balance between people, nature and resources.

EXCELLENCE

Quality in everything we do.

INTEGRITY

We do, what we promised.

Graphic Rules

- 4. Color Palette
- 5. Typeface
- 6. Logo
- 7. Logo Protected Area and Minimum Size
- 8. Logo Color Versions
- 9. Prohibited Use of the Logo
- 10. Design Principles and Additional Elements
- 13. Compact Visualization of Design Concept

Design Materials

- 15. Business Contacts
- 16. Letterhead
- 16. The basis of the presentation
- 18. Web Banners
- 19. Channels presentation
- 20. Social Media
- 21. Displays - Trade Shows
- 20. Disclaimer

Color palette

Primary and Additional Colors:

Use the primary colors consistently for all materials, while additional colors can be used for accents or to distinguish product lines. New colors can be added, but they must match the tonal harmony of the primary colors.

Color Matching:

All colors should be checked against the Pantone Matching System (PMS) for both print (CMYK) and digital (RGB). Be cautious about color variations due to paper type or printing method.

Morek Yellow (Primary)
PANTONE 1235C | 115U
CMYK 0/30/100/0
RGB 253/184/21
HEX #FDB815

Morek Dark Gray (Primary)
PANTONE 433C (90%)
CMYK 70/65/60/60
RGB 49/48/50
HEX #313032

Gray
PANTONE 877
CMYK 0/0/0/50
RGB 158/158/158
HEX #9E9E9E

Light gray 1
PANTONE Cool Gray 3
CMYK 0/0/0/20
RGB 218/218/218
HEX #DADADA

Gold
PANTONE 1245C | 7550U
CMYK 0/38/100/15
RGB 212/148/0
HEX #D49400

Light gray 2
PANTONE Cool Gray 1
CMYK 0/0/0/1
RGB 236/236/236
HEX #ECECEC

White (Primary)

Soft Sage Green –
a light and calming
green that works well
with grays.

PANTONE ?
CMYK 7/0/21/23
RGB 183/197/155
HEX #B7C59B

Not in use yet!

Typeface

Corporate Font: The Ubuntu font family is the standard for all corporate materials.

Fallback Font:

If Ubuntu is not technically possible (e.g., in emails or PowerPoint presentations), use Arial as the alternative.

The Ubuntu Font Family consists of libre/open fonts developed between 2010-2011, funded by Canonical Ltd for the Free Software community and the Ubuntu project. The font's technical design and implementation are handled by Dalton Maag.

The Ubuntu font family can be downloaded for free from fonts.google.com/specimen/Ubuntu.

UBUNTU

1234567890

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ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
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The standard Lorem Ipsum passage, used since the 1500s

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Alternative typeface ARIAL:

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Logo

Original Typeface:

The Morek logo must remain unchanged, with no added details, shadows, or effects.

The Morek logo is designed with an original typeface that cannot be changed. The logo is a whole, to which it is forbidden to add details, contour lines, shadows or any other effects that are not specified in the style book.

The logo label with slogan can be used as a logo, according to the following instructions, if the format of the specific design material allows it and its use is justified.

1 Morek logo



2 Morek logo with slogan



3 Morek logo label



Logo protected area and minimum Size

Protected Area:

Maintain a designated space around the logo to ensure it stands out, free from surrounding text or elements.

Minimum Size:

Always adhere to the minimum size guidelines for readability and distinctiveness.

The recommended minimum width of

- A. the logo without the slogan;
- B. minimum width with the slogan;
- C. logo label minimum.

In the case of the minimum size, the Moreki logo is in the minimum readable size.




In the case of a logo that has been moved to the material, readability should be achieved at small sizes
in the interest of distinctiveness and visibility, to make separate decisions each time.

Logo + logo with slogan



Logo label



- A  9 mm, 35 px
- B  29 mm, 100 px
- C  39 mm, 150 px

Different possibilities of using the logo

Color Versions:

Use the preferred yellow logo on a white or black background. The logo can be used with or without the slogan.

All versions of the logo's color usage are presented in the accompanying illustrative guide.

A logo label can also be used, which is preferred for front-facing materials and spotlight positions.

For partner logos, the non-label version is preferred.



Alternative logo for Social Media



Prohibited use of the Logo

It is forbidden to add details, outlines, shadows or any other effects to the logo or its parts that are not specified in the style book.

Disproportionate enlargement, reduction, deformation and relocation of logo details is prohibited.

It is forbidden to partially or completely replace the typeface with another typeface.

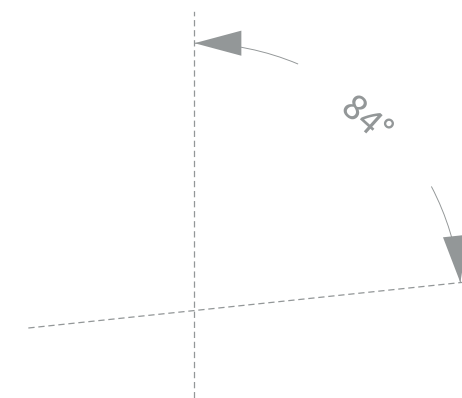
It is forbidden to use colors, textured surfaces or photos in the logo type or its details that are not specified in the style book.

It is forbidden to use the logo type in the design with any additional shape or surface that is not specified in the style book.



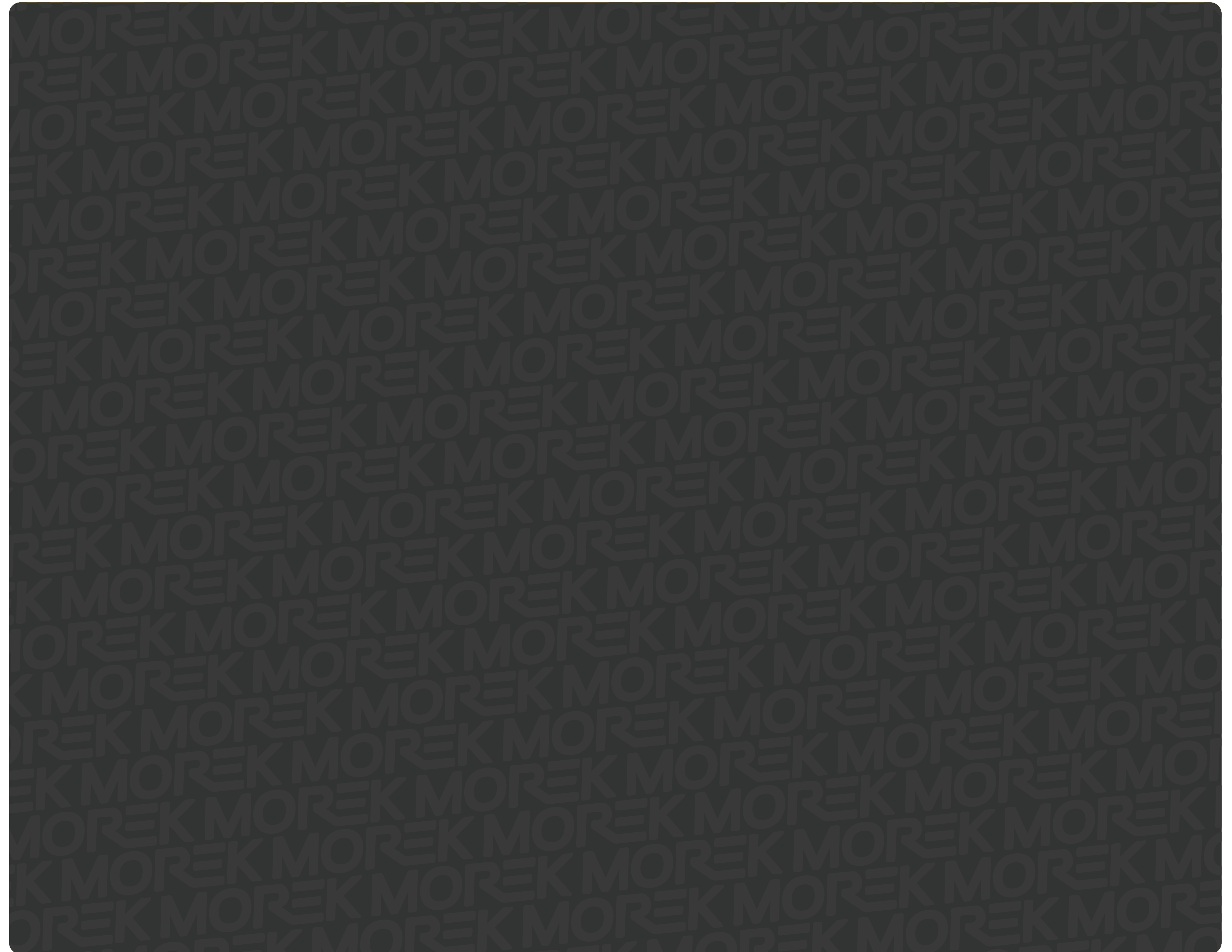
Design elements: Morek corporate background

To effectively communicate the Morek brand, it is important to use corporate design elements. Feel free to use them confidently, but make sure to review the sample designs and carefully follow the guidelines for logo usage.



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Design elements: Morek hotspot map

The Morek hotspot map is a graphic representation of the business markets where Morek is already present. It highlights the countries where Morek has established a presence and is updated regularly to reflect the company's expansion into new regions.



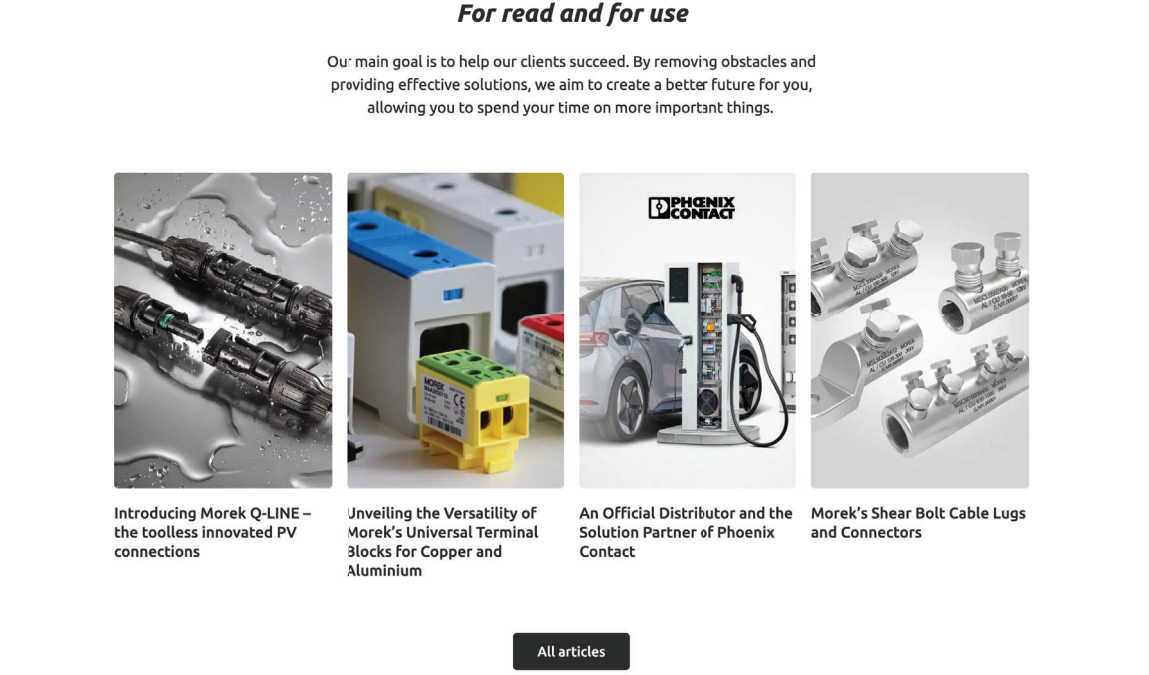
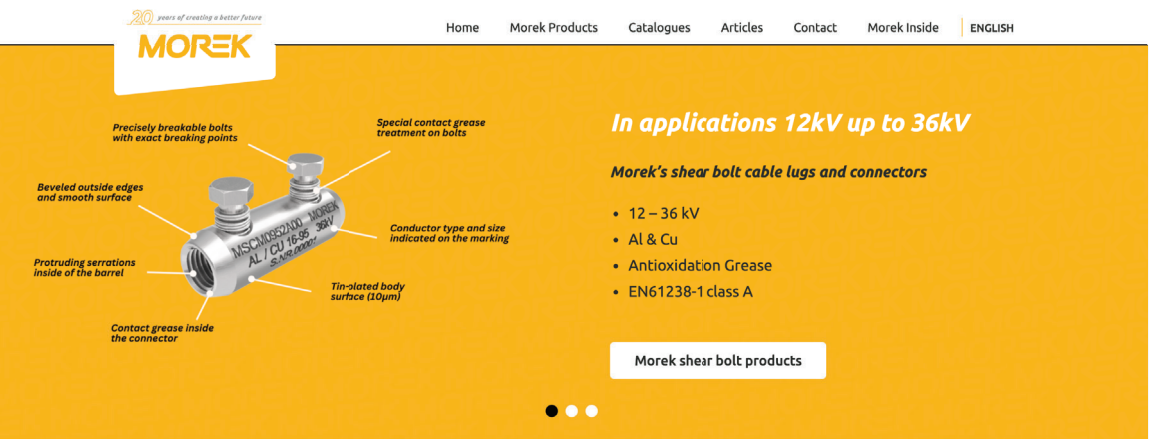
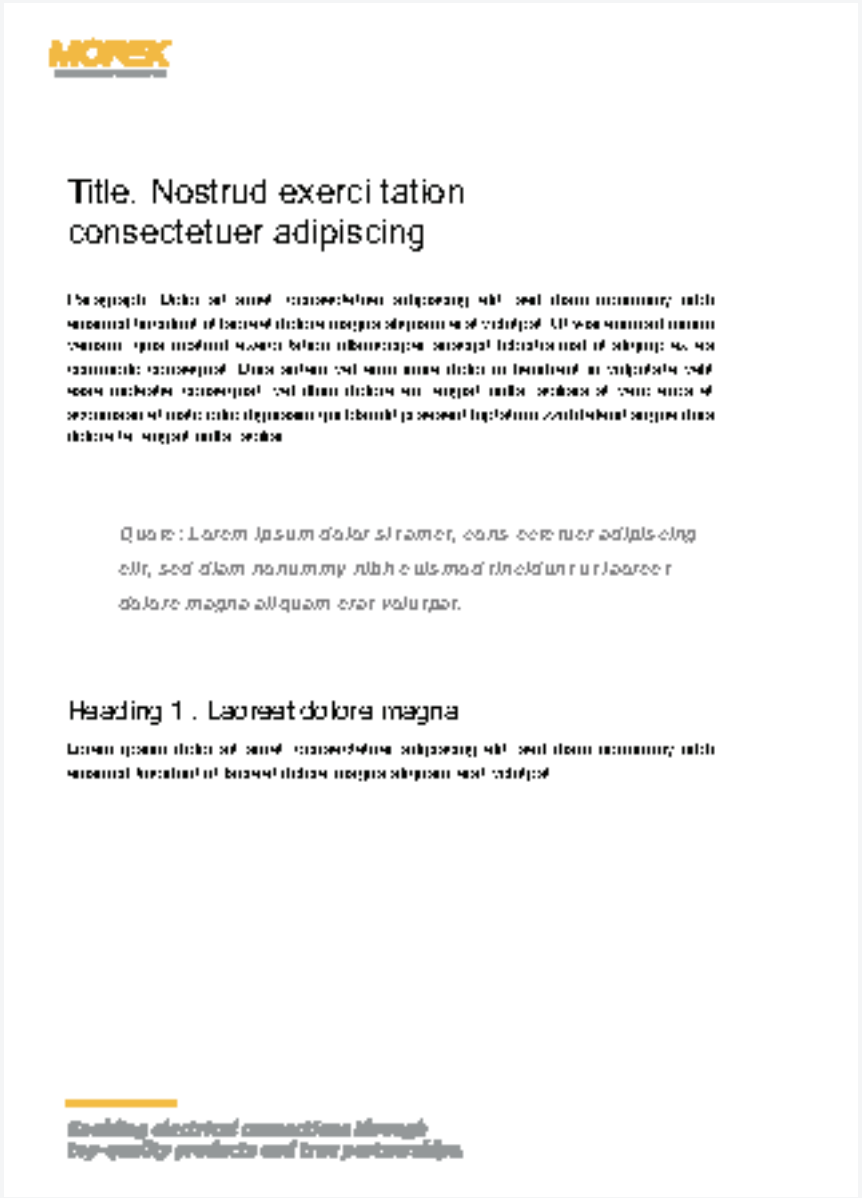
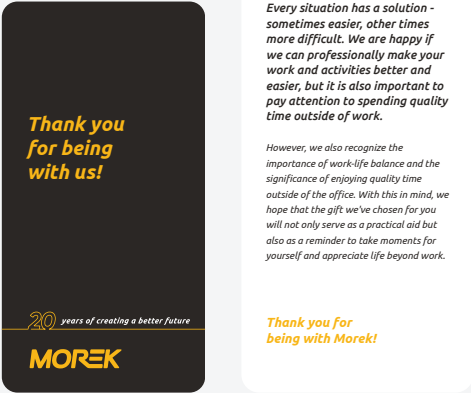
A compact visualization of the design concept

The overall style of Morek's designs is always clear, clean and minimalistic. Clean colors and design elements are used in the designs according to the rules and examples of the style book.

The dominant color in the designs is chosen according to the orientation of the design. Imagological and general design materials are always designed through the main color, and other colors are additional colors.

For photo designs, it is recommended to use one high-quality image image per design to keep the overall image clean. When using multiple product images, clean and clear photos taken on a white background are always used.

Designs are not overloaded with information and always take into account that empty space is also an important part of the design. The structure always remains simple, logical and rather minimalistic, being concentrated on content and messages.



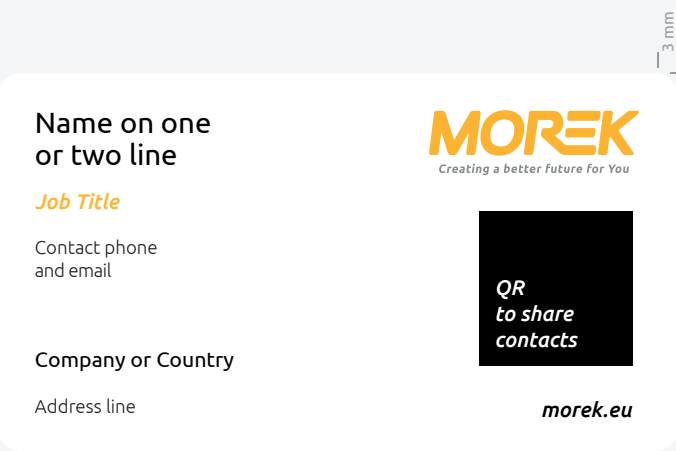
Business card & email footer

Size 90 x 50 mm
Print 4/4
Rounded corners 3mm
Mate laminate

All templates for corporate materials templates, can be found in the brand catalog, accessible with the appropriate permissions.

A personal QR code is generated during the onboarding process.

Basic structure



Corporate



Simplify



Unifed background with mission in local language



Basic structure

Best regards,
Markus Lindberg
International Sales Director

+44 20 7946 0958
markus.lindberg@morek.eu
www.morek.eu

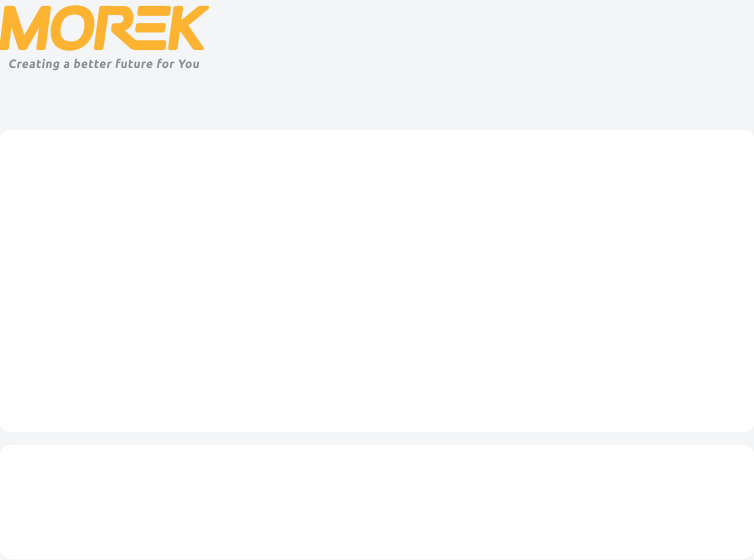
MOREK GROUP
123 King's Road,
London, SW10 0LJ, United Kingdom

With additional info

Best regards,
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International Sales Director

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markus.lindberg@morek.eu
www.morek.eu

MOREK GROUP
123 King's Road,
London, SW10 0LJ, United Kingdom



Letter forms & body of the document

All templates for corporate materials, including letterhead and document templates, can be found in the brand toolbox, accessible with the appropriate permissions.

Letter form



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Representation form



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Name Surname

The basis of the presentation

All templates for corporate materials, including presentation templates, can be found in the brand catalog, accessible with the appropriate permissions.

Morek products at each electrical installation.

Markus Lindberg
International Sales Director
2023

Morek products at each electrical installation.

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4. Color Palette	13. Business Cards
5. Typeface	14. Letterhead
6. Logo	15. Email Footer
7. Logo Protected Area and Minimum Size	16. PowerPoint Presentation Template
8. Logo Color Versions	17. Web Banners
9. Prohibited Use of the Logo	18. Social Media
10. Design Principles and Additional Elements	19. Website Style Examples
11. Compact Visualization of Design Concept	20. Newsletter

Morek products at each electrical installation.

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MOREK

Morek products at each electrical installation.

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Clip-in for markings (5 mm width)

Tightening torque labels on the connector cover

Safe UL 94 V-0 class plastic material

Pre-greased contact area

Easier installation with conductor input collars

Higher 1000 V AC and 1500 V DC voltage rating

Class A short circuit tested

MOREK

Morek products at each electrical installation.

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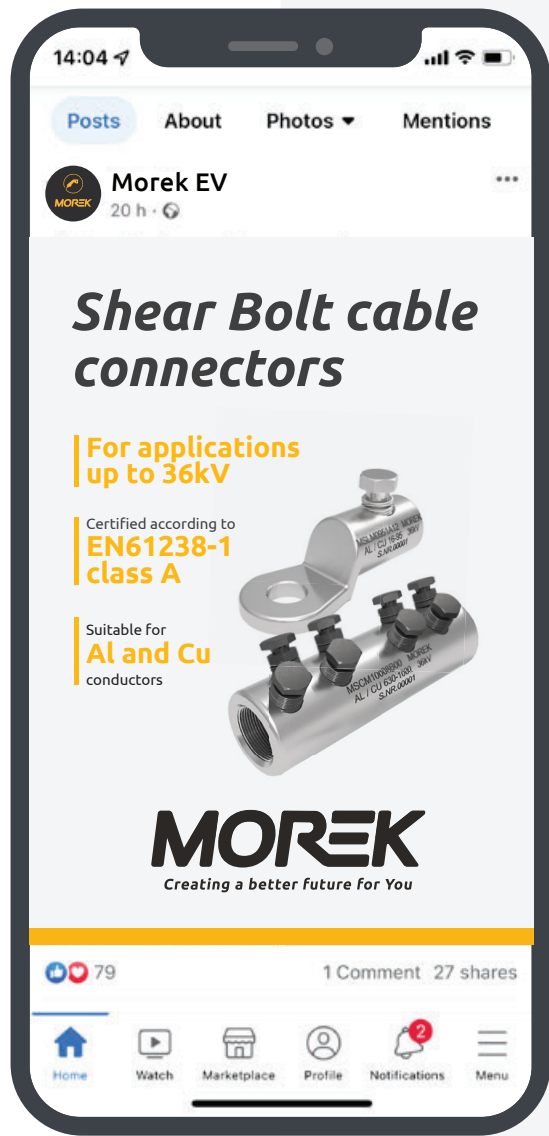
MOREK

Enabling electrical connections through high-quality products and true partnerships.

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markus.lindberg@morek.eu
morek.eu

Online ad materials

Online materials must be targeted toward the intended audience or highlight the strongest features of the product. Excessive design elements should not be used.



Enabling electrical connections *through high-quality products and true partnerships.*

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MOREK



Enabling electrical connections *through high-quality products and true partnerships.*

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MOREK
Creating a better future for You



MOREK

Enabling electrical connections *through high-quality products and true partnerships.*

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 Consectetur adipiscing elit.

Product presentation and channels

Communication materials distributed through Morek’s channels, especially to partners, should have a clear message and a clean design. Materials aimed at end customers through partners should feature stronger and more aggressive branding.

Focus on UVP
in Morek channels



Building Connections for a Sustainable Future: Introducing Morek’s Innovative Solar Connectors.

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40A High performance
1500 V Top of range
IP65 protection degree

Read more about Q-Line

Quick, Qualified, and Quotable Photovoltaic Connections

Focus on product
in partners channels



Morek Q-Line – the tool-less innovated PV connections



40A High performance
Rated input current at the highest levels in its category.

1500 V Top of range
Rated voltage at the highest level in the category: 1500V.

IP65 protection degree
Maximum protection degree of the category that resists both to continuous immersions and high-power water jets.

Campaign offer - lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

The new Morek “Q-LINE” connectors feature the innovative patented “TwinLock” technology, where the special construction of the spring clamp, thanks to the combination of two bladesallows you to:

- Firmly lock the conductor of the solar cable
- Ensure exceptional current transmission thanks to the large contact surface.

All is certified by the prestigious TÜV SÜD mark, to guarantee the maximum performance of the MOREK connectors.

In this way, the connection is fast, secure and avoids the frequent crimping errors that arise from repetitive movements in uncomfortable environments such as rooftops. 50% time saving compared to a standard crimp connection.

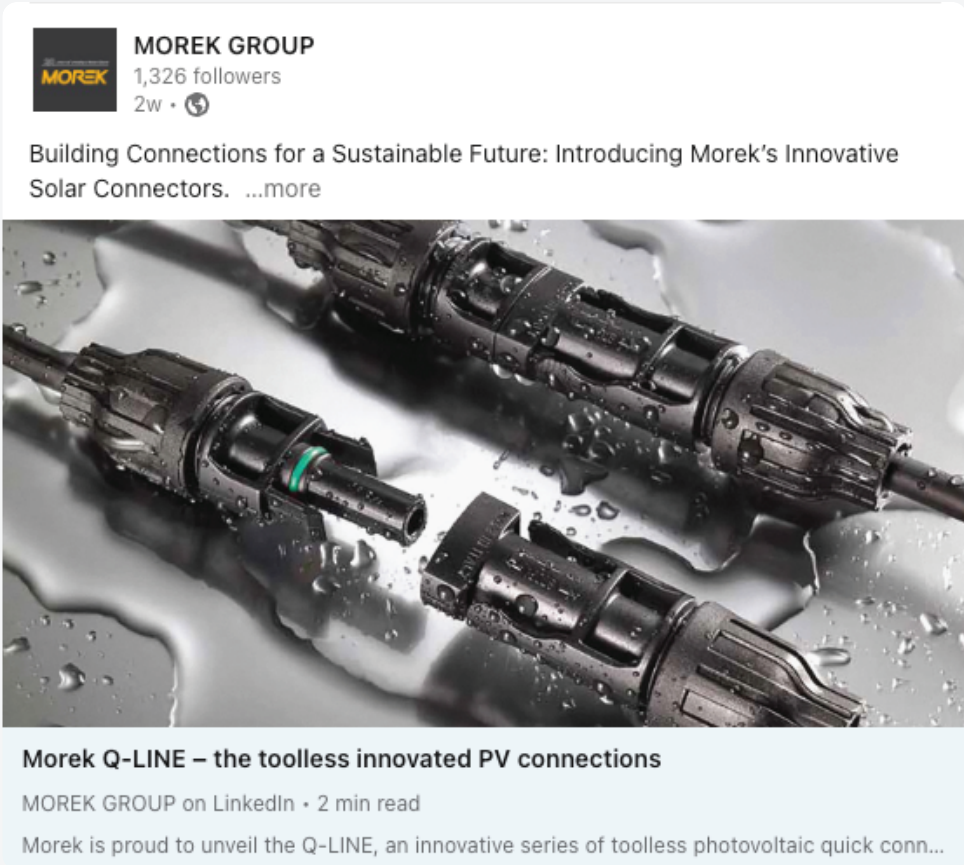


Partner
logo

Social media visuals

Use as much of your own images and videos as possible in social media. Images should contain minimal additional information, which should instead be conveyed through text. If you want to communicate something to the target audience, ensure the designs are consistent with the unified style.

The photo must be of high quality and deliver the message as precisely as possible—aiming to capture the needs and attention of the target audience.



Displays – Trade Shows

Displays, including trade show and POS materials, should be clear and clean, focusing on the product's strengths. A touch of corporate branding should be added in line with the specific goals.

Smaller displays, aimed more at brand awareness, can be set up using pre-designed materials.

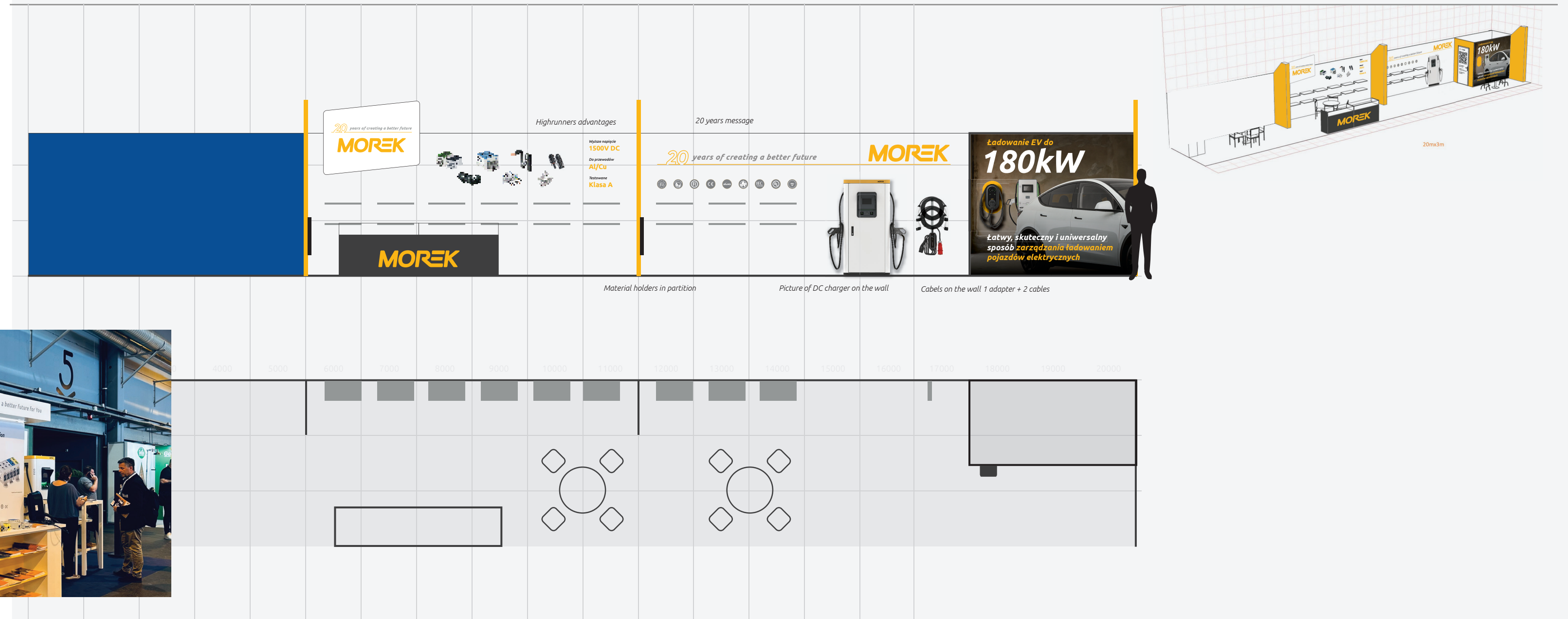
For larger displays, the design should be tailored to align with the specific goals and expected outcomes.

...and there's Never Too Much Light!



Pre-designed inventory based display

Custom made by purpose



The images used in the style guide are for illustrative purposes. The designs included in the style guide are conceptual, not final or production-ready. They do not include print preparation, the insertion of specific texts and data, or precise specifications for details, materials, and dimensions dependent on technology or cost.

For design templates and access to the Morek brand kit, please contact your representative or email marketing@morek.eu.

