The Mercers' Company
Brand Guidelines

HONOR DEO

Background

The Mercers' Company is a livery company focused on being a philanthropic force for good. We have a rich history dating back over 700 years with philanthropy as the common thread between our past, present and future.

It is important that our audience understand exactly who we are and that our publications are always delivered in the most powerful and engaging way.

This document will help anyone who creates content for the Company to convey its branding consistently and professionally across all communications.

The guidelines provide information and tools and set the standards for using brand names, logos, typefaces and other design elements in advertisements, brochures, newsletters, packaging and online communications.

Brand story

No one knows why a maiden was chosen to be the emblem of the Company or what she might have meant to the early Mercers; but the various maidens that have appeared over the years, aptly represent the company's longevity.

The Mercers' Company is proud of its long and rich history and rightly celebrates it. Despite its strong history, the Company has always looked to the future.

The colour palettes in this document (pages 04 and 05) derive from surviving images of the maiden.

c.15th Century

1654

1880

1911

Section 02
Coat of Arms & Logotype

In 1911 the College of Arms confirmed the arms and granted the Company a crest and motto.

Coat of Arms

Arms

The grant describes the arms as: 'Gules, issuant from a bank of clouds a figure of the Virgin couped at the shoulders proper vested in a crimson robe adorned with gold, the neck encircled by a jeweled necklace crined or and wreathed about the temples with a chaplet of roses alternately argent and of the first, and crowned with a celestial crown, the whole within a bordure of clouds also proper'.

Crest

The grant describes the crest as: 'On a wreath of the colours, issuant from a bank of clouds proper a figure of the Virgin as in the Arms'.

Motto

'Honor Deo' (Honour to God).

Note

All of these elements have been crafted in proportion with weight and configuration. They must not be altered or redrawn.

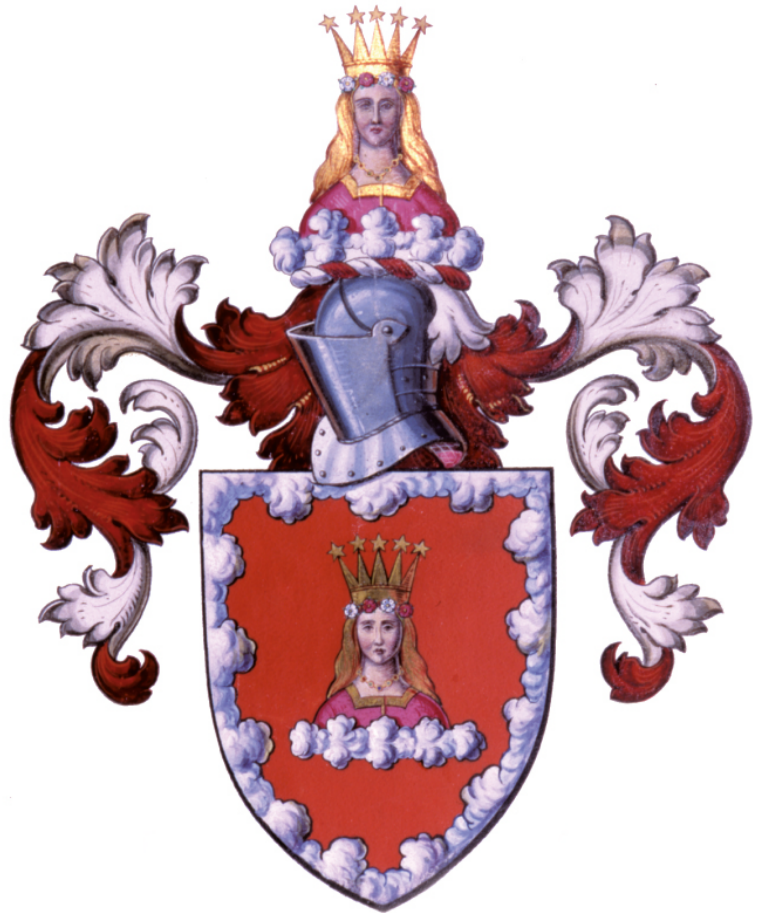You will find these in the Master Artwork Library held by the Communications Team and on the Company Drive.

The logotype has been refreshed to make it clearer.

Logotype

Note

Always use Master Artworks of our logo, you will find these in the Master Artwork Library held by the Communications Team and on the Company Drive.

All of these elements have been crafted in proportion with weight and configuration. They must not be altered or redrawn.

On rare occasions the Company uses the 1911 Coat of Arms.

Coloured Coat of Arms

Note
You will find the artwork in the Master Artwork Library held by the Communications Team and on the Company Drive.

Please seek the advice of the Communications Team before using the 1911 Coat of Arms.

A variant of the logotype has been created. It should be used where space is limited and the vertical variant is not appropriate. For example, a website header or other digital interface.

Logotype/ Variant

THE

MERCERS'

COMPANY

Note
Where possible, the vertical logotype (page 08) should be used.

Always use Master Artworks of our logo, you will find these in the Master Artwork Library held by the Communications Team and on the Company Drive.

The logotype should be kept free from other graphic elements.

The clear-space area is defined by the distance from baseline to baseline of the logotype words 'The' and 'Mercers' elements.

The 'X' distance formed as a square provides the minimum distance other graphic elements can appear in next to the mark.

Logotype
Clear-space

Note
'X' is the distance between two baselines within the logotype and forms the basis for a consistent exclusion area around the new logotype.

There are two positive variants of the logotype.

Logotype/ Positive

THE **MERCERS'** COMPANY

THE **MERCERS'** COMPANY

Gold
This is the primary logotype, which should be used wherever possible.

There is also a file for a landscape variant in gold.
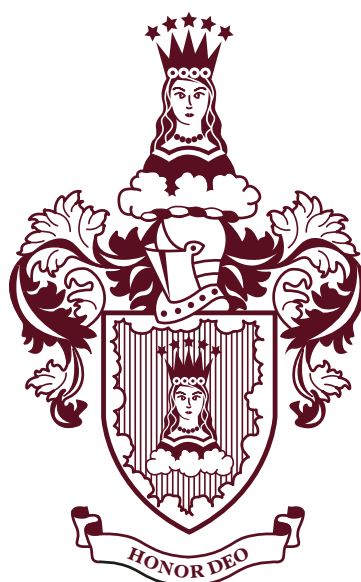
Red
The red variant should be used in instances where gold is not suitable.

There is also a file for a landscape variant in red.

A black variant is available for in-house printing.

There are two variants in negative for use on dark backgrounds.

Logotype/ Negative

THE
MERCERS'
COMPANY

THE
MERCERS'
COMPANY

Gold
This logotype can be used on light or dark background colours from the primary and secondary colour palettes.

White
This logotype should be used on darker backgrounds.

The maiden emblem should be used in digital and print when the size is too small for the full logotype to be clear.

Maiden Emblem

Note
The maiden emblem should be used when the logotype's vertical height falls below 25mm.

Gold
This is the primary maiden emblem to be used digitally in RGB colour output and on printed publications using PMS Gold 872.

Mercer Crimson
A crimson version is available for use if there is no possibility of printing gold.

Section 03
Our Brand
Visual Toolkit

The four corporate colours derive from surviving coloured versions of the coat of arms from 1654 to 1911 (see page 05).

All are of equal importance and should be used as a foundation set of colours across all communications.

Primary Colour Palette
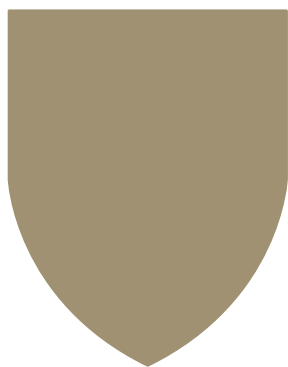
Mercer Gold
RGB (digital)
R 163
G 145
B 097

CMYK (Print)
Gold is not to be printed using CMYK. Use pantone colour to achieve gold finish.
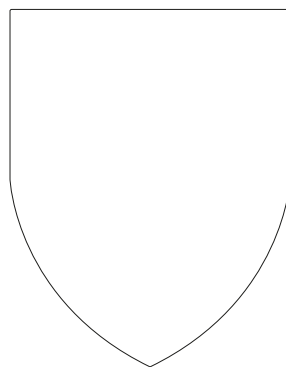
Pantone (Print)
PMS 872c
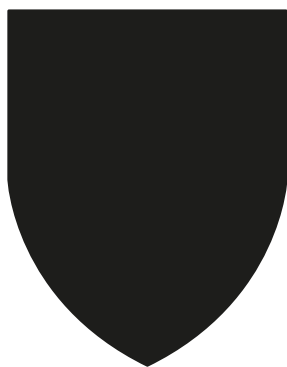
Black
RGB (Digital)
R 0
G 0
B 0

CMYK (Print)
C 60
M 40
Y 40
K 100

Pantone (Print)
PMS Black 7c

White
RGB (Digital)
R 255
G 255
B 255

CMYK (Print)
C 0
M 0
Y 0
K 0

Pantone (Print)
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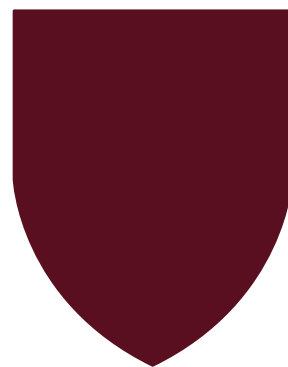
Mercer Crimson
RGB (Digital)
R 90
G 10
B 30

CMYK (Print)
C 18
M 100
Y 45
K 67

Pantone (Print)
209c

Note
Each colour has been carefully selected in PMS (Pantone Matching System), CMYK (Cyan Magenta Yellow Key) and in RGB (Red Green Blue) and should not be altered from their original PMS or colour breakdown.

The colours in the secondary colour palette derive from 1654 image of the coat of arms and modernise our branding.

The colours are to be used in conjunction with the primary colour palette (page 16). There is no hierarchy of usage but each colour should be applied with the overall design in mind.
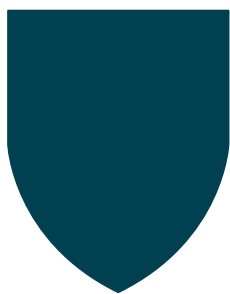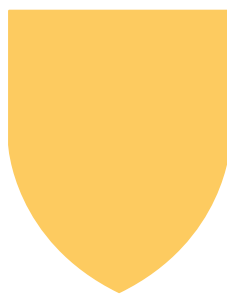
Secondary Colour Palette
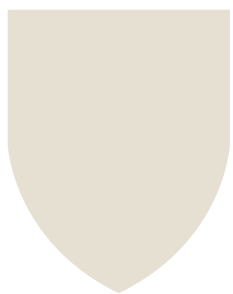
Maiden Skin
RGB (Digital)
R 209, G 204, B 189

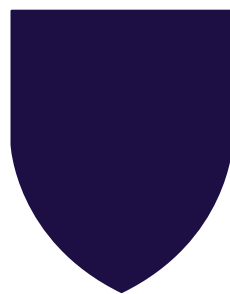CMYK (Print)
C 5, M 5, Y 15, K 8

Pantone (Print)
7534c
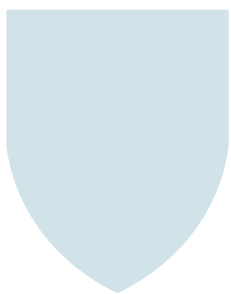
Sky
RGB (Digital)
R 163, G 199, B 210

CMYK (Print)
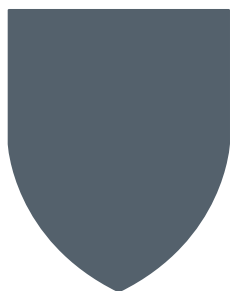C 35, M 3, Y 8, K 7

Pantone (Print)
551c

Teal
RGB (Digital)
R 0, G 64, B 80

CMYK (Print)
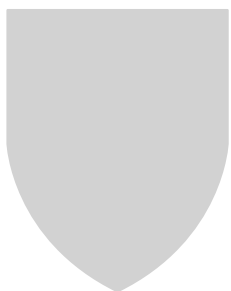C 80, M10, Y 13, K70

Pantone (Print)
3155c

Mustard Gold
RGB (Digital)
R 249, G 193, B 110

CMYK (Print)
C 0, M 23, Y 70, K 0
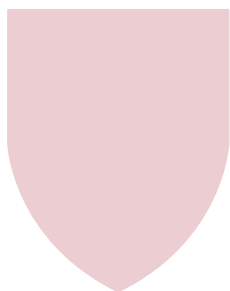
Pantone (Print)
141c

Celestial Blue
RGB (Digital)
R 20, G 27, B 77

CMYK (Print)
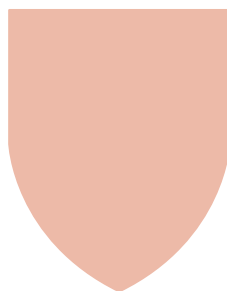C 100, M 85, Y 5, K 65

Pantone (Print)
2766c

Dark grey
RGB (Digital)
R 91, G 103, B 112

CMYK (Print)
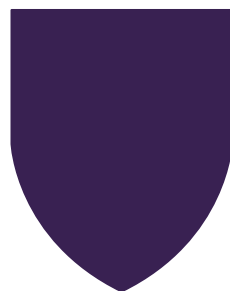C 45, M 25, Y 16, K 65

Pantone (Print)
431c

Light grey
RGB (Digital)
R 199, G 201, B 199

CMYK (Print)
C 8, M 8, Y 8, K 16

Pantone (Print)
420c

Light Rose
RGB (Digital)
R 220, G 182, B 186

CMYK (Print)
C 4, M 22, Y 10, K 4

Pantone (Print)
5052c

Rose
RGB (Digital)
R 236, G 186, B 168

CMYK (Print)
C 0, M 38, Y 33, K 0

Pantone (Print)
488c

Violet
RGB (Digital)
R 60, G 16, B 83

CMYK (Print)
C 85, M 100, Y 10, K 60

Pantone (Print)
2627c

Poppins is our Company typeface. It should be used across all print and digital mediums. This modern sans-serif typeface has been chosen to create a contemporary feel and to align with the refreshed colour palettes.

Headings and display copy should be set in Poppins Medium or Regular. Body copy should be set as Poppins Light or Extra-Light.

Company Typeface

Note
The example below is set in Poppins Medium.

Designer Note
Display copy such as titles or headlines can be kerned as this example, using professional publishing software such as inDesign or Illustrator improving typography.

Poppins

POPPINS EXTRA LIGHT

AaBbCcDdEeFfGg;1234567

POPPINS LIGHT

AaBbCcDdEeFfGg;1234567

POPPINS REGULAR

AaBbCcDdEeFfGg;1234567

POPPINS MEDIUM

AaBbCcDdEeFfGg;1234567

No.6 Frederick's Place

HONOR DEO