



# mer

## brand book

# mer table of contents

<u>logotype</u>	3 - 10
<u>colours</u>	12 - 13
<u>typography</u>	15
<u>iconography</u>	17
<u>photography</u>	10 - 20
<u>video</u>	22
<u>branding in media</u>	24 - 25
<u>brand architecture</u>	27

**mer** logotype

# mer logotype

## Main logotype

This is our main logotype. Please use this logo according to the further mentioned guidelines to maintain a clear and consistent language throughout all printed and digital materials.



# mer logotype

## Second option

The second option is to use a typography-only logotype. This secondary logotype option is essentially equal to the main option and can be used interchangeably depending on the occasion and the material.

mer

# mer logotype

Positive logotype version

Used on light backgrounds



Negative logotype version

Used on dark backgrounds



# mer logotype

Grayscale logotype version

Used on light backgrounds



Grayscale logotype version

Used on dark backgrounds



# mer logotype

## Black & white logotype version

Use second option logotype.  
Please use these logotypes when the  
main logotype cannot be used due  
to legal or printing limitations.

**mer**

**mer**



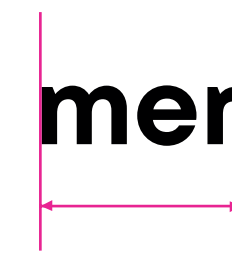
# mer logotype

## Smallest size

This is the smallest size of the logotype that can be used for it to still be legible



print 70 mm  
digital 200 px



print 20 mm  
digital 75 px

# mer logotype

## Space around the logotype

In order to make sure the logotype is legible it needs some white space around it. Please avoid placing anything in the free margin around the logotype.

The free margin is created by taking the width of a part of the letter “m” as a free zone around the logotype.

The value of x



# mer logotype

## Use the logotype correctly

The logotype should always maintain the original proportions and colours. There should always be enough background contrast and the correct amount of free space around the logotype.



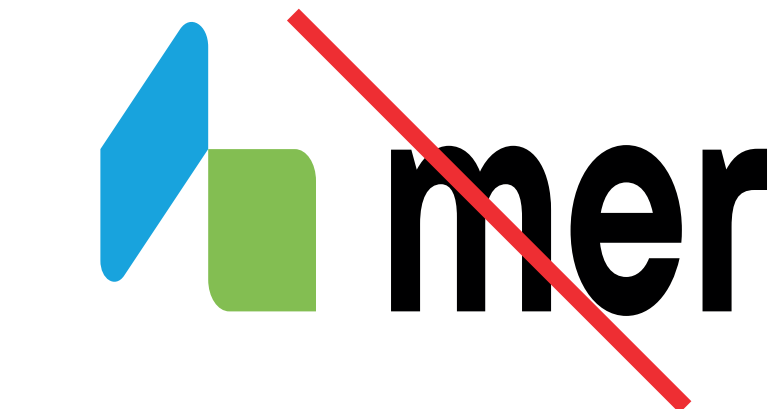
proportions



background contrast



free space all around



**mer** colours

# mer colours

## Colours primary palette

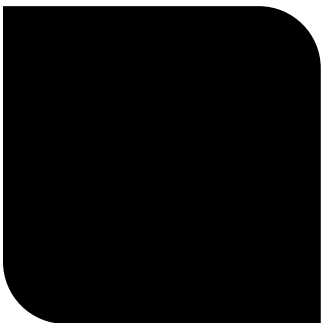
Using light blue and light green as main colors invokes a clear, fresh, and recognizable feel. For the typographic part of the logo, black should be used on light backgrounds, while white should be used on dark backgrounds



R:00 G:169 B:228  
C:72% M:15% Y:00% K:00%  
**#00A9E4**



R:147 G:200 B:65  
C:47% M:00% Y:97% K:00%  
**#93C841**



R:00 G:00 B:00  
C:75% M:68% Y:67% K:90%  
**#000000**

## Colours secondary palette

For certain purposes, adding extra color can look good and be functional. Depending on the design, colors from the secondary palette can be used as an additional background color, to highlight a subtitle, as an accent around boxed text, or as colors for icons and other graphic elements.

**Tip:** To keep the design fresh and strong, add colors sparingly. Especially when it comes to text – you want to impress your reader with the message, not with a rainbow of colors.



R:244 G:151 B:39  
C:02% M:47% Y:96% K:00%  
**#F49727**



R:255 G:253 B:229  
C:00% M:00% Y:12% K:00%  
**#FFFDE5**



R:231 G:227 B:228  
C:08% M:08% Y:07% K:00%  
**#E7E3E4**



R:255 G:82 B:89  
C:00% M:83% Y:58% K:00%  
**#FF5259**



R:246 G:240 B:240  
C:02% M:04% Y:03% K:00%  
**#F6F0F0**



R:233 G:249 B:255  
C:07% M:00% Y:00% K:00%  
**#E9F9FF**



R:101 G:196 B:178  
C:58% M:00% Y:37% K:00%  
**#65C4B2**



R:123 G:110 B:180  
C:58% M:62% Y:00% K:00%  
**#7B6EB4**



R:22 G:87 B:75  
C:87% M:44% Y:68% K:35%  
**#16574B**

**mer** typography

# mer typography

## Main typography

Mont is the font used in both online and printed material such as flyers, brochures, and banners. For titles and subtitles we mainly use the Bold. The Semi Bold can sometimes be a bit overpowering. For body text and all other secondary information we use the Regular.

### Mont Bold

**EQUE NOBIS PLAM EAQUE QUAM, NOSANDAE  
LATUR RENDUCI PSAMUSDAE CONET VOLINI  
DOLORERRUM FACERER**

### Mont SemiBold

**EQUE NOBIS PLAM EAQUE QUAM, NOSANDAE  
LATUR RENDUCI PSAMUSDAE CONET VOLINI  
DOLORERRUM FACERER**

### Mont Regular

EQUE NOBIS PLAM EAQUE QUAM, NOSANDAE  
LATUR RENDUCI PSAMUSDAE CONET VOLINI  
DOLORERRUM FACERER



**mer** iconography

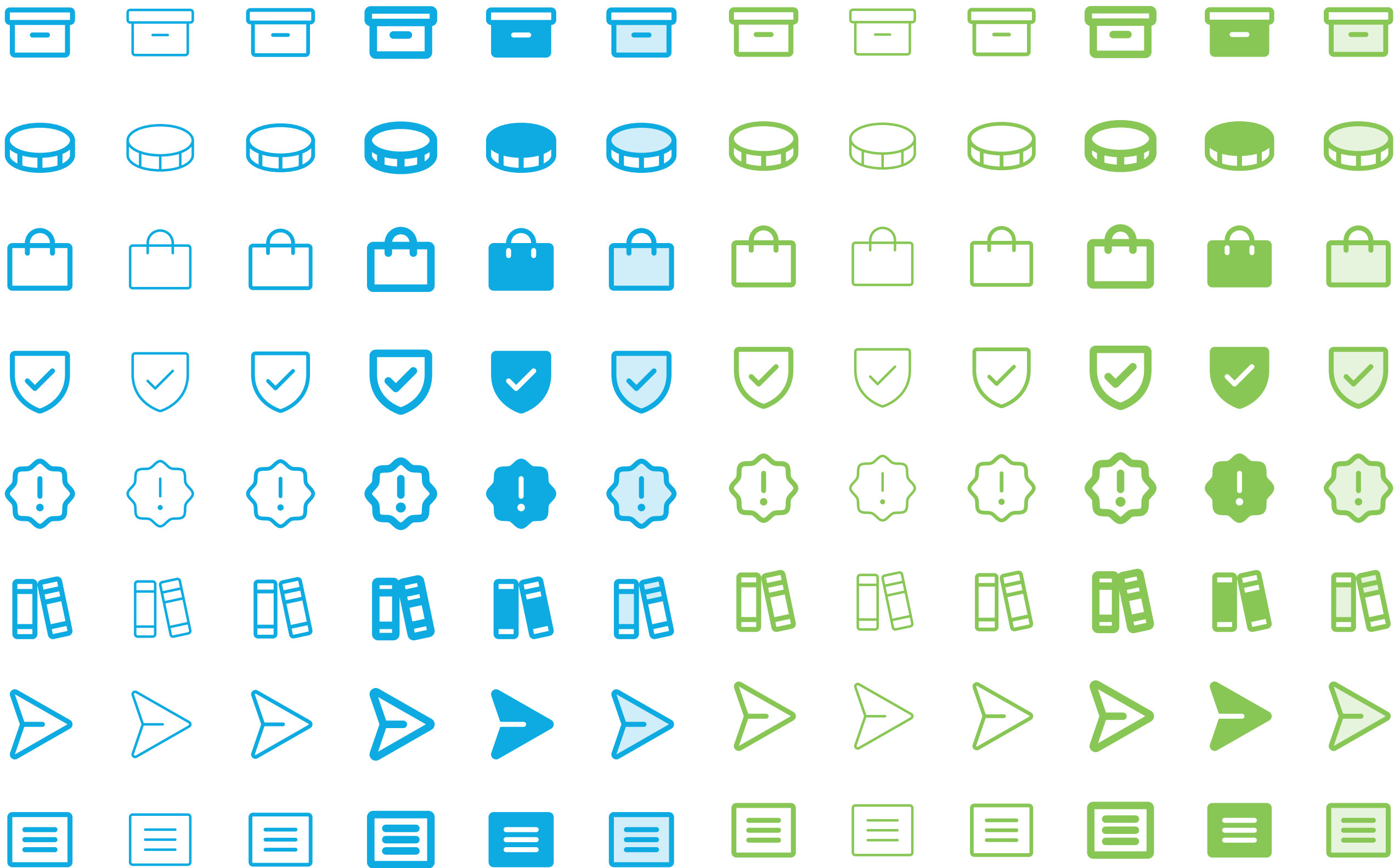
# mer iconography

## Iconography

mer icons are used across different brand touchpoints from marketing, environment to product. They provide symbolism, conceptual clarity, and visual interest in simplistic shapes and forms.

These icons may never substitute the main logo, but may be used across the entire brand. They also make content more visual and easily digestible.

**Note:** Do not edit any individual element of the icons.



**mer** photography

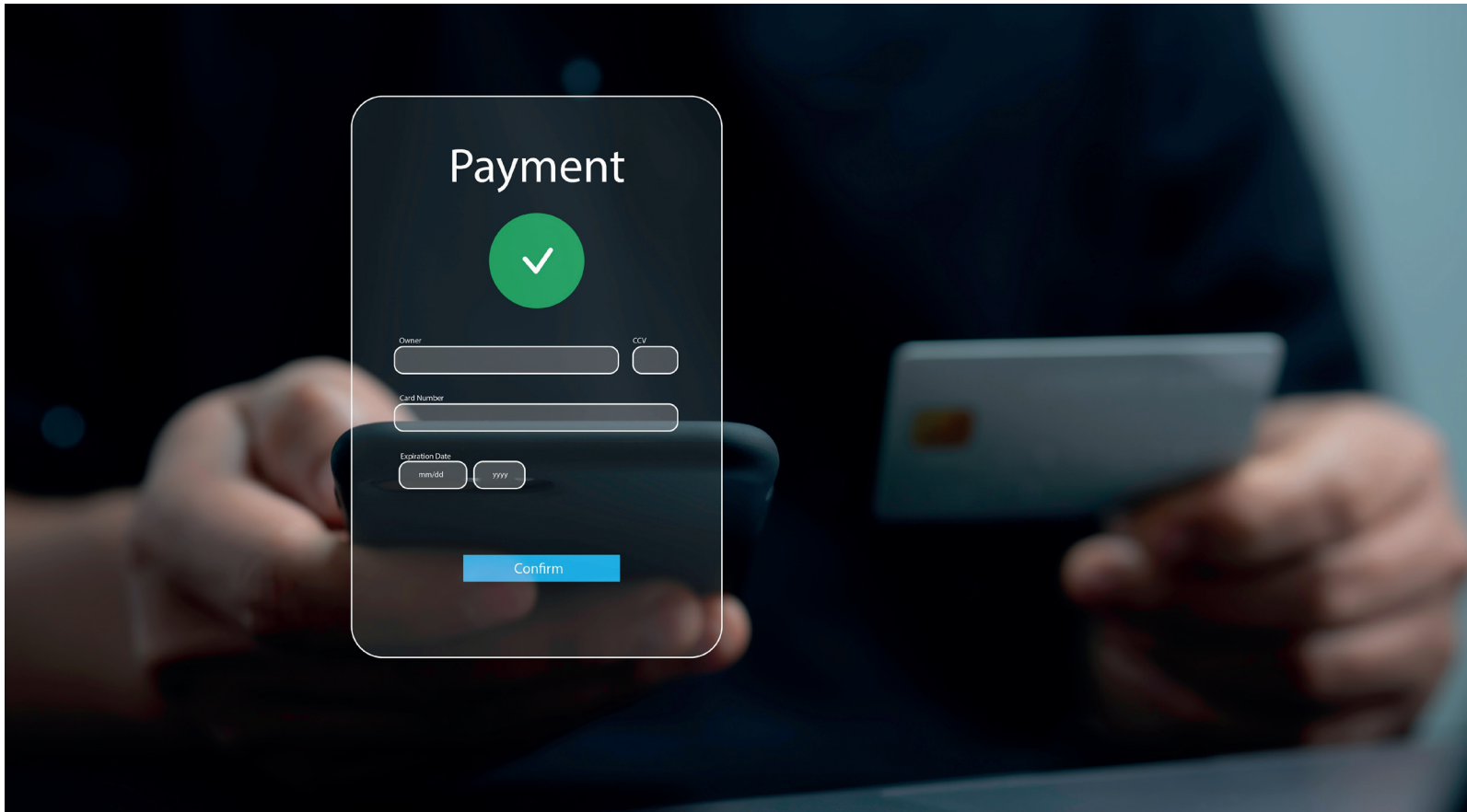
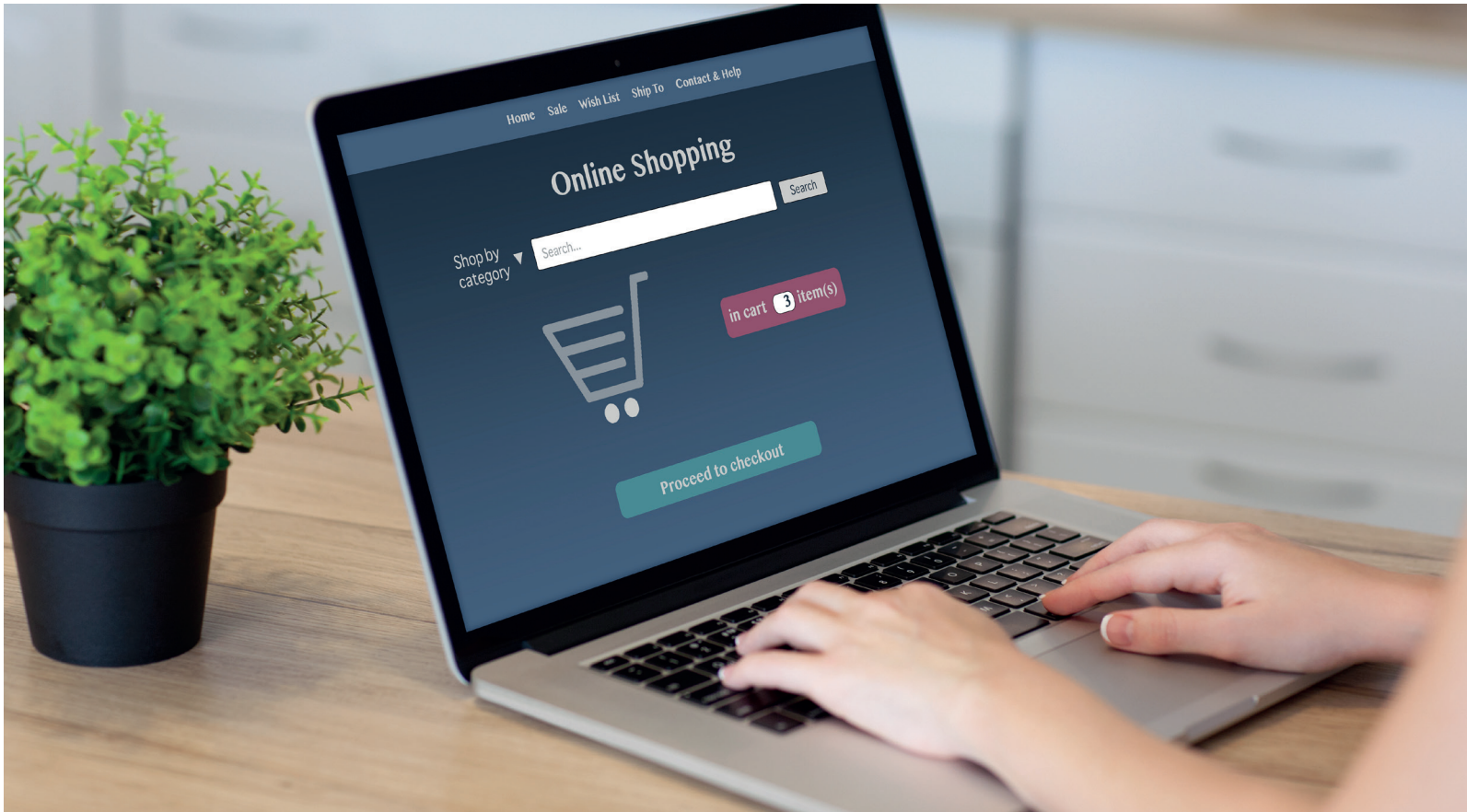


# mer photography

## Photography

**Still life:** Attainable, clear, concise; reflects Mer personality; simple but not overly complex; visually clean and aligned with a professional business environment.

**Lifestyle:** Aspirational; alludes to collaboration; confident, clear, and focused; professional and business-relevant while remaining inspiring.

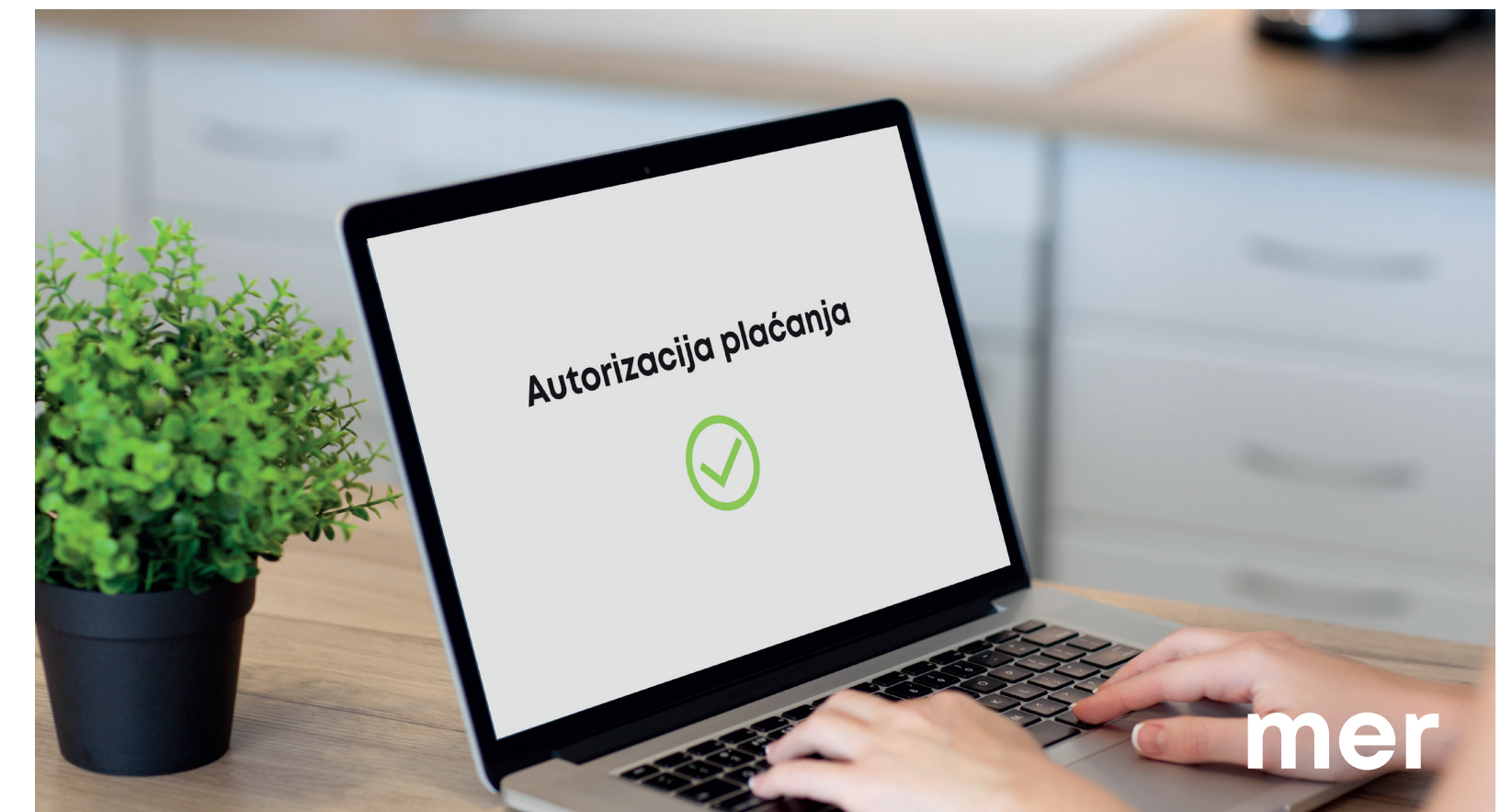
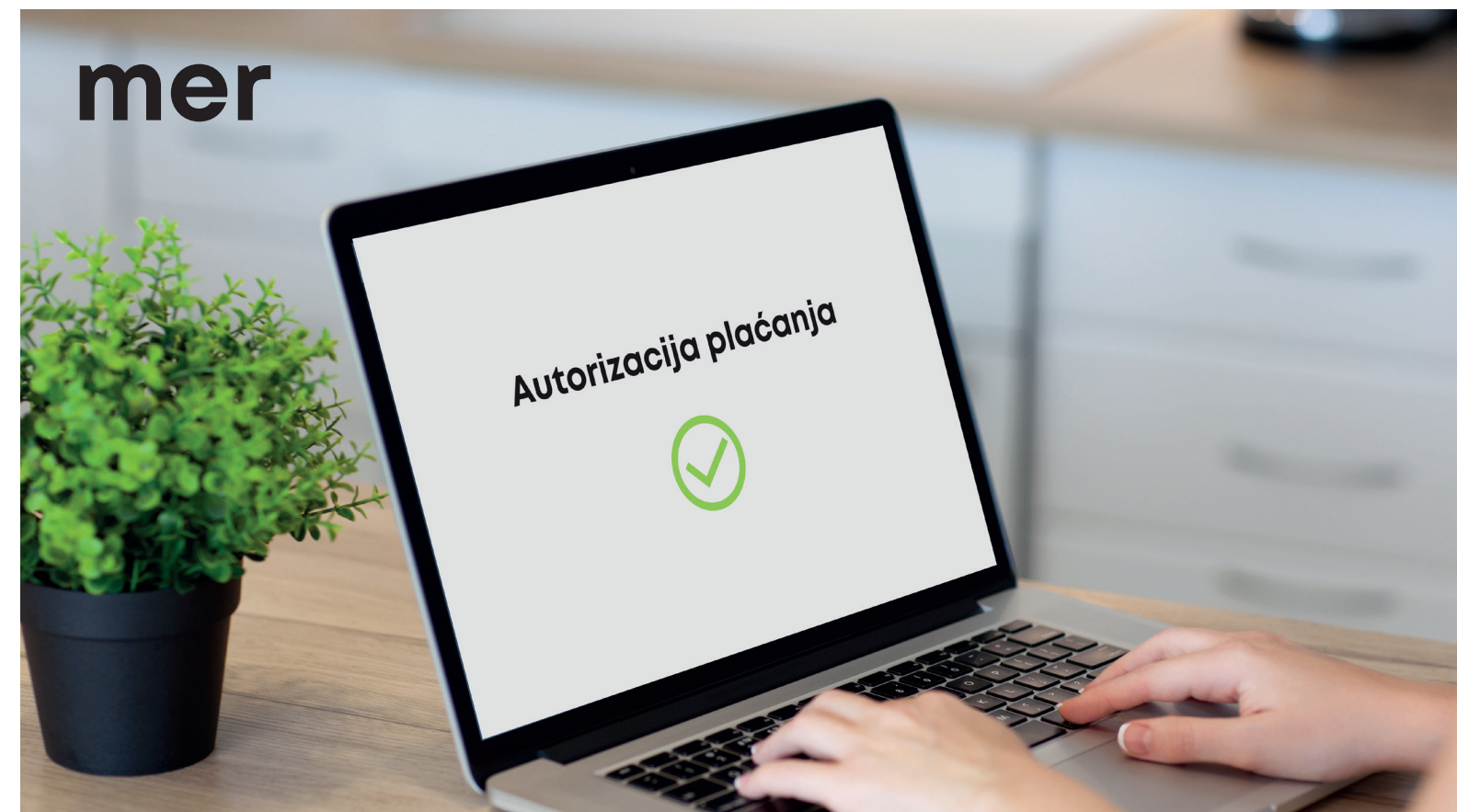




# mer photography

## Logotype on photography

On photographs, use only the secondary logo option. It is essential to consider the background and choose either the positive or negative logo version accordingly to ensure optimal visibility and readability.



mer video



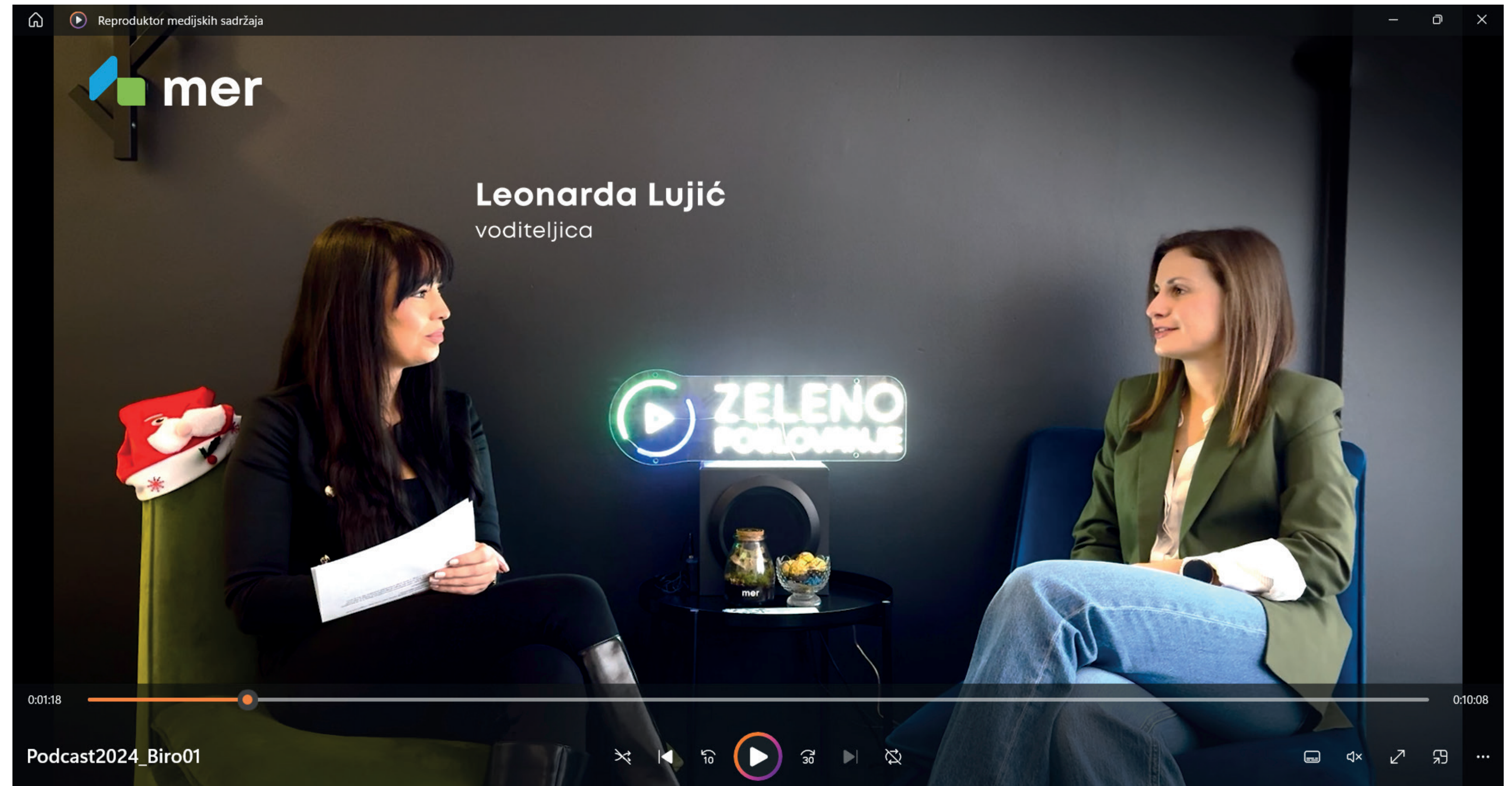
# mer video

## Video

**Lower thirds:** The design should be clean and clear. Names should be set in Mont Bold, and titles in Mont Regular typography.

**Ending slates:** All videos should end with the mer logo, either animated or static.

**Watermarked logos:** They should be placed in the top left corner.



**mer** branding in media



# mer branding in media

## Online Branding

On all online materials, including website banners, social media, and other digital platforms, only the secondary logo option should be used. It is crucial to consider the background and choose either the positive or negative version of the logo accordingly to ensure optimal visibility and readability.

mer

## Webinar "Fiskalizacija 2.0 & eArhiv" - sve što morate znati!

Saznajte kako ispravno arhivirati vaše eRačune i koje vas obveze čekaju s novim zakonom o eRačunu za poduzetnike!



## Webinar "Fiskalizacija 2.0 & eArhiv" - sve što morate znati!

Saznajte kako ispravno arhivirati vaše eRačune i koje vas obveze čekaju s novim zakonom o eRačunu za poduzetnike!




mer


# mer branding in media

## Print

On printed materials, the logo is used in the same way as on online materials. The primary logo option should be positioned in the top left corner, while the secondary logo option can be placed in the bottom right corner, depending on the specific needs. It is crucial to consider the background and choose either the positive or negative version of the logo accordingly to ensure optimal visibility and legibility.




# 31.3.2025. BRIŠEMO eARHIVU VAŠIH eRAČUNA!





## Odgovornost je na vama!

Ako nemate ugovoren eArhiv za sve svoje **primljene i poslane eRačune**, od 31.3.2025. vaši eRačuni više neće biti dostupni na servisu **mojeRačun**. Preuzmite ih odmah – pravilno arhiviranje nije samo zakonska obveza, već i temelj za dostupnost vaših poslovnih podataka.


**Preuzmite svoju eArhivu odmah!**

[moj-eracun.hr](http://moj-eracun.hr)






# 31.3.2025. BRIŠEMO eARHIVU VAŠIH eRAČUNA!




## Odgovornost je na vama!

Ako nemate ugovoren eArhiv za sve svoje **primljene i poslane eRačune**, od 31.3.2025. vaši eRačuni više neće biti dostupni na servisu **mojeRačun**. Preuzmite ih odmah – pravilno arhiviranje nije samo zakonska obveza, već i temelj za dostupnost vaših poslovnih podataka.

**Preuzmite svoju eArhivu odmah!**

[moj-eracun.hr](http://moj-eracun.hr)



**mer** brand architecture

# mer brand architecture


## Brand architecture


The brand architecture of mer encompasses all the brands under the mer umbrella, along with their respective color schemes and visual identities. The logotype within the brand architecture features Mont Regular typography for part of the logo 'moj', while the brand names (eRačun, eArhiv, DMS, BI) are rendered in Mont Bold typography. The exception is merBanking, where 'mer' is in Mont Regular typography and 'Banking' is in Mont Bold typography.



 moj**eRačun**

 moj**eArhiv**

 moj**DMS**

 moj**BI**

 mer**Banking**

**mer questions?**

For any brand inquiries contact  
**[marketing.eracun@visma.com](mailto:marketing.eracun@visma.com)**



**THANK  
YOU**