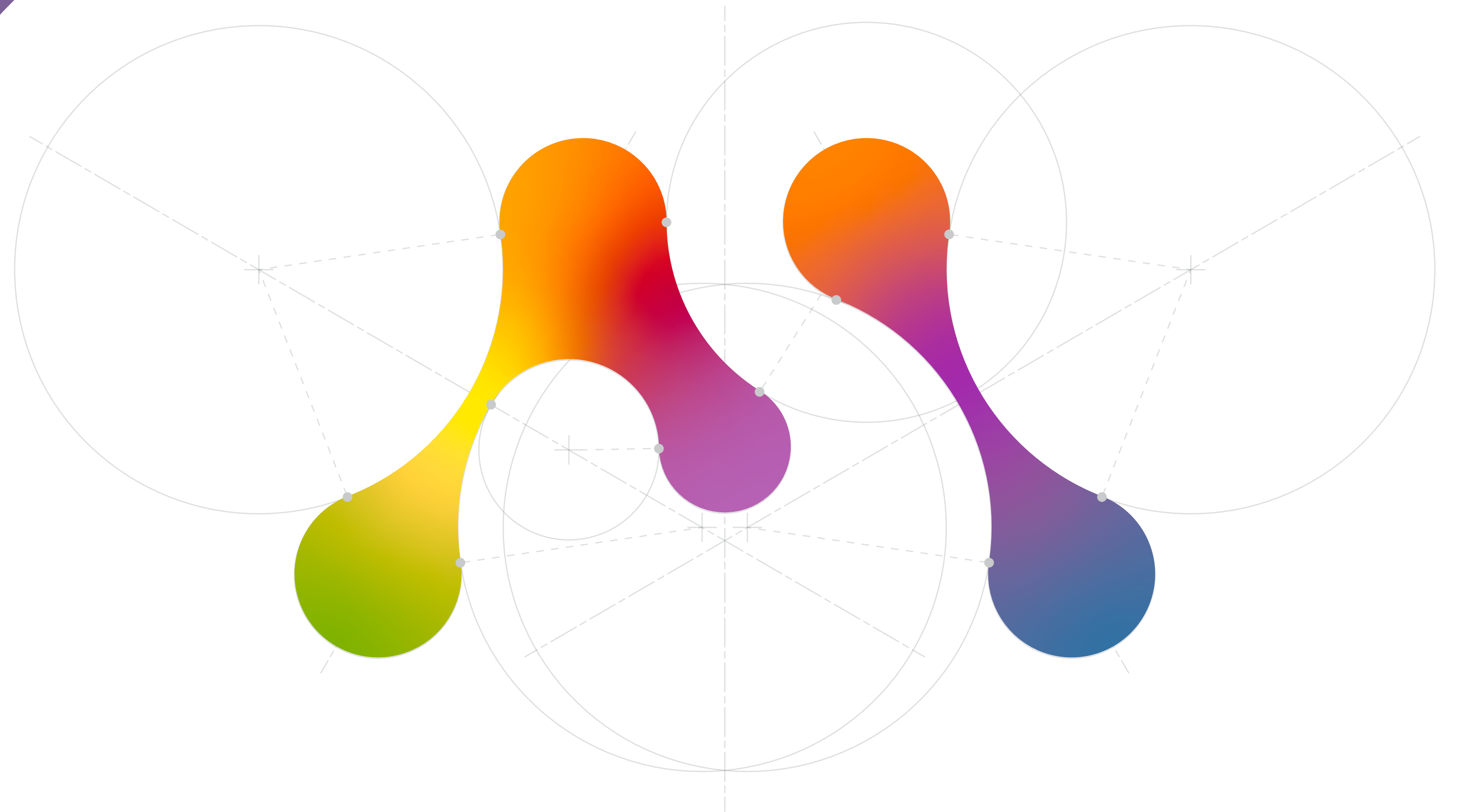




Brand guidelines

October 2024



Welcome to the brand book for Merge Consultants.

These guidelines are the blueprint for ensuring that every aspect of our brand aligns to our core values and strengths. They are the tool for maintaining the consistency of our brand, from visual elements to messaging.

Let's get started.

Table of contents

Introduction

| About these guidelines

Brand Strategy

| Introducing Merge

| Mission and vision

| Company values

| Audiences

| Services

| Sectors

| Value proposition

| Brand essence

| Positioning statement

Verbal identity

| Brand personality

| Tone of voice

Visual identity

| Logotypes

| Member logo

| Fonts

| Colours

| Colour palettes

| Creative device

| Dos and Don'ts

| Photography

Examples

| LinkedIn company profile

| LinkedIn posts

| Website

About these guidelines

Why do we have them?

To be consistent

These guidelines ensure all communications and collateral resonate with our target audience. This is achieved with consistency in our tone and language, as well as in how we deploy the visual elements of our brand across all channels. Our aim is to leave a unique and lasting impression to differentiate our brand.

To be coherent

As Merge, it is important that we speak as one. This will build trust and help foster connections with our clients. Our tone of voice guidelines will ensure we do this verbally, while a unified visual strategy will make our brand recognisable and trusted.

To collaborate

These guidelines should serve as a common reference point for Merge members involved in marketing initiatives. Having guidelines in place enables better collaboration, as everyone is working from the same playbook. All members should use these guidelines as a reference point for all Merge-led activities.



Brand strategy



Introducing Merge

The Merge Consultants network was formed in 2002. What started as a trusted space for friends across Europe to learn, share knowledge and do business in partnership with each other has quickly grown into something much bigger. Now, the network is built up of specialist engineering consultancies across 18 European countries – and counting.

CampbellReith
consulting engineers

CampbellReith | Great Britain

Jamie Siggers



CDM Engineering Ukraine | Ukraine

Daniel Aspleaf



CES nv. | Belgium

Paul and Bart Blommaert



De Bondt | Slovakia

René Meravý Murárik



EKJ CONSULTING ENGINEERS AS | Denmark

Joergen Nielsen

GEN-TES Müh.Ltd.Şti.

GEN-TES Engineering Ltd. | Turkey

Fatma Cölasan



Gliwice Office of Industrial Building Projects PROJPRZEM S.A. | Poland

Artur Szymanski



Hanley Pepper Consulting Engineers | Ireland

Joe Ryan

IDOM

IDOM | Spain

Tomas Gonzalez



ISP Ziviltechniker GmbH | Austria

Josef Schmeiser



Royal HaskoningDHV | The Netherlands

Jan Janssen MSc., Janko Arts MSc.



SIO | Italy

Francesco Iorio

SOLWERS

Solwers PLC | Finland

Leif Sebbas



Studio IN-EX | Hungary

Marc Schlaghecke



suisseplan Ingenieure AG | Switzerland

Roman Dober



Technoprojekt, a.s. | Czech Republic

Martin Zustik



Terrell | France

Terrell



Troup Bywaters + Anders LLP | London

Peter Anderson



WTM ENGINEERS GmbH | Germany

Dr.-Ing. Karl Morgen, Dr.-Ing. Stefan Ehmann

Mission

Our mission is our purpose. It's what we aim to achieve, how we will achieve it and the impact we want to make. It may evolve as we grow.

To share local European engineering knowledge and expertise beyond borders.

Vision

Our vision is our future state. It's what we hope to achieve or become, always reflecting our core principles. Our vision should not change – it is aspirational and evergreen.

International collaboration for better engineering practice to help shape a sustainable future.

Values

Company values are the guiding principles that shape the culture, behaviour and decision-making within an organisation. These values reflect the core identity of the company.

Core values

Commitment to excellence	Collaboration and teamwork	Long-term perspective	Powered by people
As a network, we hold ourselves accountable for delivering quality standards . This is part of our commitment to clients .	We are a network of friends , connecting, sharing and exchanging knowledge beyond our own borders in Europe .	We are forward-thinking as part of our pledge for continuous improvement , prioritising long-term progress over short-term gains.	The network is only as strong as its members . We are truly powered by people, for people.

Underpins everything

Sustainability

Sustainability **underpins everything we do**. It's more than just legislation and compliance. As an industry, we have a duty to consider the environmental, social and economic impacts of operations to preserve resources for the future generations to come.

Audiences



Services

As a network, we specialise in building services, civil and structural engineering and project management, with specialist services within these.

Project management	Building services	Civil engineering	Structural engineering
Asset Management	Building Performance	Bridge structures	Building Structures (New and Conversions)
Building Diagnostics	Building physics	Dynamic Analysis	Dynamic Analysis
Building Inspection	ESRS Reporting	Geotechnical	Foundations
Facilities Management	Health & Wellbeing	Hydraulic engineering	Legal Expert Witness
Lead Design	Intelligent buildings	Infrastructure	Off-Shore Engineering
Project Management	IT and Communication Services	Land Quality Consultancy	Port Structures
Site Supervision	Lighting and Creative	Off-Shore Engineering	Seismic Engineering
Traffic Planning	Mechanical, electrical and public health design	Seismic Engineering	Soil-Structure Interaction
3rd Party Review	Noise assessments	Soil-Structure Interaction	Sustainability Certification (BREEAM, LEED, NABERS, DGNB)
	Sustainability Certification (BREEAM, LEED, NABERS, DGNB)	Sustainability Certification (BREEAM, LEED, NABERS, DGNB)	Tall Structures
	Vertical transportation	Road and Rail Construction	
		Tunnels/Metro	
		3rd party review	

Sectors



Energy and Water
(Utilities and Facilities)



Governmental



Healthcare



**Historical/
Heritage Buildings**



Industrial



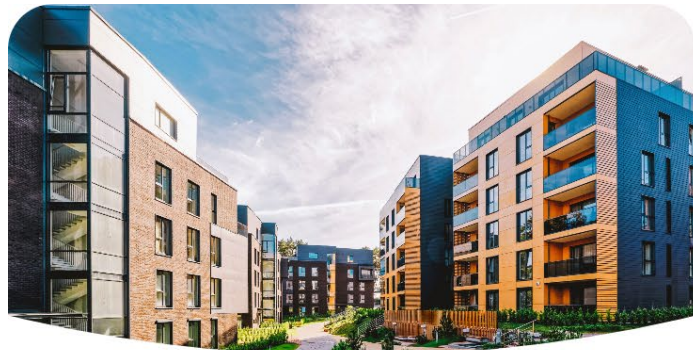
Infrastructure



Mobility



Ports



Residential



Retail and Real Estate



Science and Research



Sports/Leisure/ Culture

Merge's value proposition

Who, what, why and how? This is how we articulate Merge to our two audiences, conveying our **capability**, **quality** and **approach** to everything we do.

	For clients	For members
Who Profile and pain points	Clients pursuing built environment projects within Europe . Sustainability and compliance is key.	European built environment consultancies that want to be part of a network of like-minded peers with a goal of knowledge-sharing and international collaboration for better engineering practice .
What Top-level summary of the offering	A network of European engineering consultancies , delivering local knowledge and expertise via consultants specialising within building services, civil and structural engineering and project management services.	As a network, Merge offers a trusted space for members to learn, share knowledge and do business in partnership with each other. The network is only as strong as its members .
Why Why should someone choose this route?	<p>Regulation is nuanced and it changes from country to country. Whilst an existing consultancy contact may be suitable for one country, it doesn't necessarily transcend borders.</p> <p>Through the network, clients are able to tap into the local expertise of the members to deliver their projects via trusted consultants.</p>	As a member, being part of the network gives you access to international experience and knowledge from local consultants in their native European countries . Develop and evolve your practice beyond your border, with new business opportunities across Europe via recommendation . Members are stronger together .
How How are we uniquely qualified to do this?	With engineering consultants covering 27 European countries – and counting – the Merge network is able to connect you with local specialists . If the knowledge doesn't already exist within the Merge network, members will consult trusted partners within their own wider networks.	The network meets annually at the yearly conference, but member contact is maintained virtually to share knowledge and new business opportunities . Typically, a client would approach a local member who would triage via the Merge network to find the right member for the project.

Merge's brand essence

Speaks directly to members and clients. Feels friendly and informal.



Member collaboration with each other within the network, as well as with clients.



Represents expertise and capabilities.



Your European partners with local knowledge

Clearly defines where Merge operates.



Accessible and relevant to 'you'.



Positioning statement



Target market

For those pursuing new built environment projects within Europe, Merge is a network of trusted European engineering consultants.

Category

Point of difference

Through international knowledge-sharing and collaboration, partner with members to progress engineering practice beyond borders to overcome today's challenges and shape tomorrow's future.

End benefit

Reason to believe

Together, we can advance further and faster.



Verbal identity



Verbal identity

If our brand personality is the set of human characteristics we want to project, our tone of voice guides how we instil them, providing the language, vocabulary, and overall messaging approach to ensure we consistently speak with one voice as Merge.

How to get the most out of these guidelines:

- | Aim to achieve our desired emotional impact.
- | Consider our personality. Think: how would someone with those traits speak and write?
- | Keep the target audience in mind. What will resonate with them?
- | Avoid abrupt shifts in tone or style that may confuse or disengage the reader.
- | Pay attention to the choice of language and vocabulary.



Brand personality

If our brand was a person, these are the human characteristics and traits it would have.

These help us to shape our communication and messaging and helps inform our overall brand experience.

Trait	Definition
Inclusive	As a European network, we not only celebrate the nuances in our collective cultures – it's what shapes us.
Knowledgeable	With consultants in 8/10 of the top European markets*, as a network, we have true local European knowledge .
Reliable	For both clients and members alike, the network is dependable and consistently delivers on quality .
Trustworthy	The network grows with enduring personal connections and recommendations based on trust .

*Source: FIEC 2022 Statistical Report, EUROPEAN UNION



Tone of voice

A consistent tone of voice is a key element of a brand's identity.

It helps articulate the brand personality, evoke emotions and foster a connection with the target audience on a more personal and emotional level. In short, it allows us to write in a style that consistently feels like 'Merge'.

There are three elements to this guideline:

Emotional

The attitude, emotional and overall mood we want to establish. How do we want the reader to feel?

Style

Our words must mirror our audience's world.

Word choice

Words: those we use and those we don't. We are engineers, so accuracy is key.



Emotional tone

The attitude, emotional and overall mood we want to establish. Think: how do we want the reader to feel?

Ultimately, it influences how we want the reader to feel.

As a network, we serve two audiences: **clients** and **members**. Whilst the network serves them in different ways, the emotional tone remains consistent for each. As such, we must always be:

Reassuring

Collectively, we cover a broad range of specialist services across the field of engineering. We are qualified.

Friendly

We are a network built by friends, and we want our clients to feel like an extension of this.

Helpful

A sense of support – both for clients and members – and a willingness to help overcome challenges together.

Caring

We care about people and planet, and the impact that our actions have on them.

High-quality

As a network, we are committed to excellence. This level of quality should be reflected in how and what we communicate.



Style

Our style of language must align with our brand personality and resonate with our target audience.

Using a consistent style across channels will help to **reinforce our brand awareness**.

To help achieve this, there are certain elements to consider. We should be:

Up-to-date

Regulation changes and we must be up-to-date from a compliance perspective. This should be reflected in the way we communicate.

Confident

We have expertise across primary and specialist engineering fields, so we must speak with confidence to portray this.

Straightforward

To the point.

Transparent

Transparency builds trust and credibility with our audience. Acknowledge limitations and bias to build authenticity.

Conversational

The network has a friendly and informal feel, so using a conversational writing style without jargon portrays this.

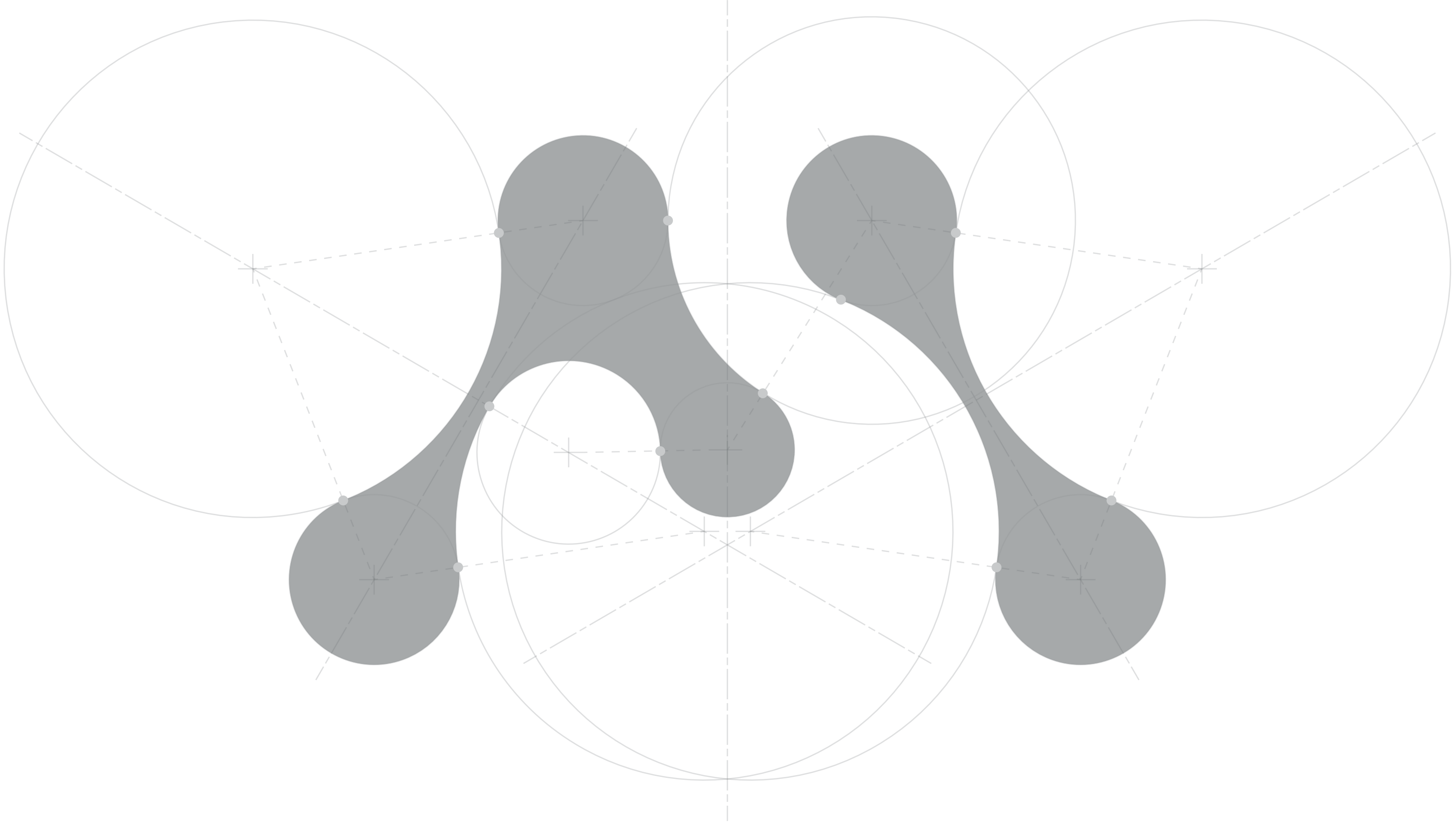


Word choice

When thinking about the words we choose to use, there are some rules to remember:

Rules				
UK ENG	To-the-point	Active	Accessible	The Merge Name
As a network, we are multi-lingual, however we primarily use UK ENG in our written marketing communication – unless specified.	Direct, precise, clear and succinct – no waffling.	We want encourage action and progress, so we use active words. E.g., “we will” rather than “we might.”	Whilst some of our audience will have the technical industry-specific understanding, we must be mindful of varying levels of knowledge.	When introducing the network, it should be written in full as ‘Merge Consultants.’ Following that, the network can be referred to as ‘Merge’. ‘Merge’ should be written in sentence case with a capital ‘M’, with the rest of the letters in lowercase. It should not be written as ‘MERGE’.

Visual identity



The Merge logo

Our Horizontal logo is the preferred logo. However, should that not be feasible, the other versions can be used. With the exception of social icons, the Merge brand mark should not be used in isolation.

HORIZONTAL
(PREFERRED)



NEGATIVE



WHITE



SOCIAL ICON



STACKED



GREYSCALE

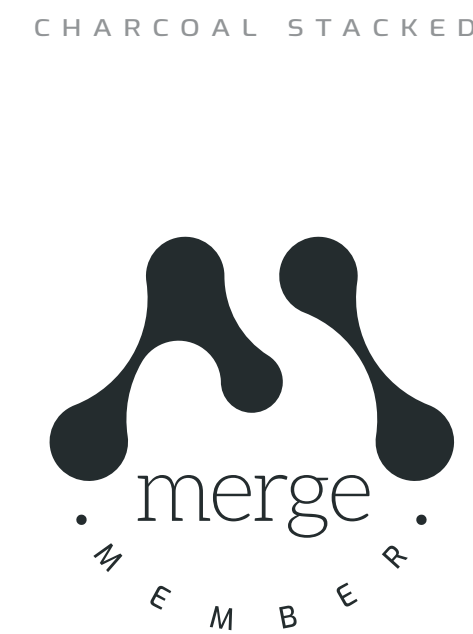


BLACK



The Merge Members' logo

If the positive or negative logo does not work, members can use the Merge colour palette to choose a colour from the Merge colour palette which is more appropriate.



Fonts

We employ two fonts to represent us:

Aleo – representative of our legacy and the legacy of our members, and **Exo** – a font with technological finesse and elegant design to reflect our commitment to innovation and the environment.

As Google fonts, both Aleo and Exo seamlessly integrate across digital and print platforms.

Aleo Regular is used to emphasise our titles, quotes and pull-out text.

Exo Regular serves as the cornerstone of our main body copy, ensuring readability and engagement. Subheadings are elevated with Exo SemiBold, underscoring our brand's authority and modernity.

When working with larger format printing, such as exhibition panels, the use of Exo Light is appropriate to demonstrate the delicate finesse. Exo Bold should be used sparingly and only for emphasis.

The italic variations of Exo can also be used for quotes and pull-out text.

EXO LIGHT

the quick brown fox jumps over the lazy dog 0123456789
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

EXO REGULAR

the quick brown fox jumps over the lazy dog 0123456789
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

EXO SEMIBOLD

the quick brown fox jumps over the lazy dog 0123456789
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

EXO BOLD

the quick brown fox jumps over the lazy dog 0123456789
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

EXO LIGHT ITALIC

the quick brown fox jumps over the lazy dog 0123456789
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

EXO REGULAR ITALIC

the quick brown fox jumps over the lazy dog 0123456789
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

ALEO REGULAR

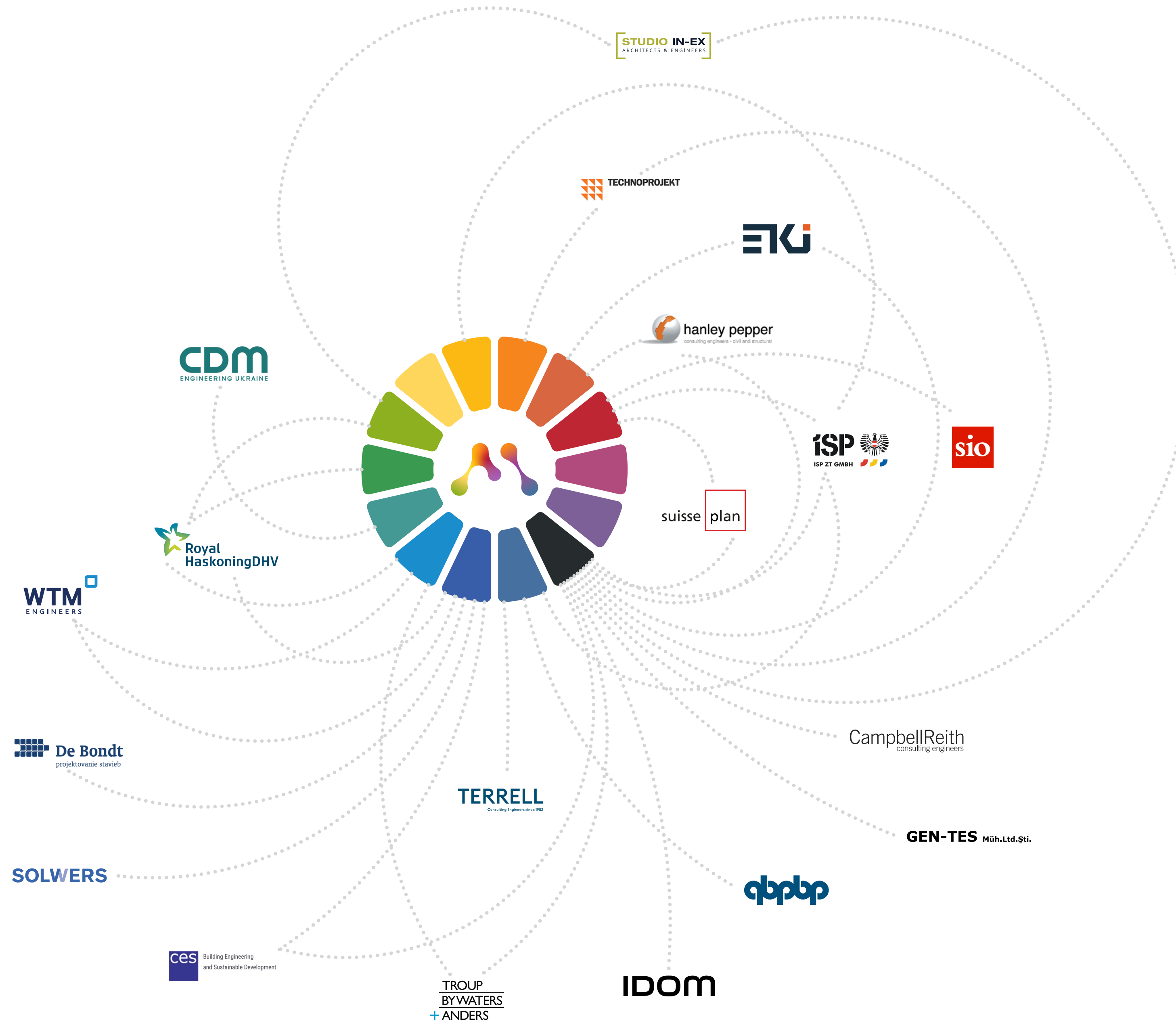
the quick brown fox jumps over the lazy dog 0123456789
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

ALEO SEMIBOLD

the quick brown fox jumps over the lazy dog 0123456789
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Colours

Merge's extensive colour palette has been informed by the diversity of the colours in the Merge members' individual identities. This allows the members to hone their input to joint-align with their respective guidelines.



Colour palette

All colours meet the WCAG accessibility criteria for use on a white background except those marked with an asterisk*. These colours are for use on Charcoal or black backgrounds or for backgrounds with Charcoal or black on them. They should not be used for text or iconography on a white background.

The Web Content Accessibility Guidelines (WCAG) are technical standards on web accessibility developed by the World Wide Web Consortium (W3C). The guidelines represent a shared, international standard developed by many different stakeholders, including industry, disability organizations, government, and accessibility research organizations.

Charcoal #262C2E 90% 80% 70% 60% 50%* 40%* 30%* 20%* 10%*			
Blue #45709F	Mauve #B14B7E	Purple #7D6097	
Crimson #BF2633	Dark orange #D86741	Orange #F6851E	
Green #3A9B50	Teal #449994	Royal #385EAA	
Cyan #1A8DCC	Faded orange* #FDB913	Yellow* #FFD65C	Leaf* #8CB01F

Example colour harmonies

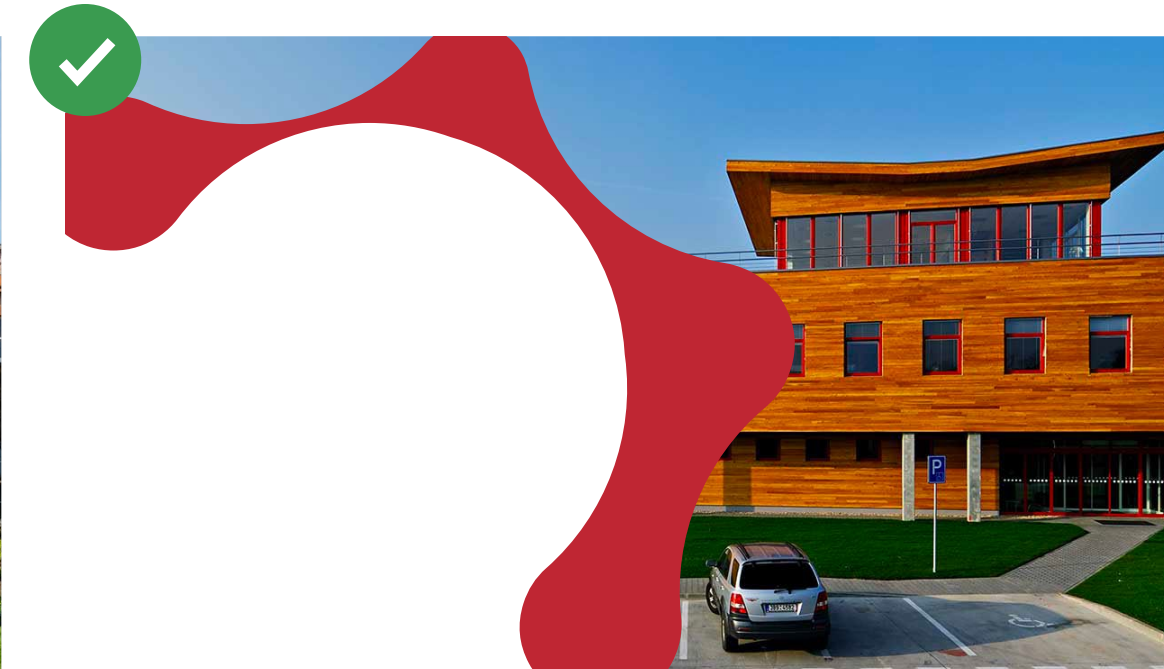
	Analogous colour harmony
	Square colour harmony
	Split complimentary colour harmony
	Triad colour harmony
	Complimentary colour harmony

Creative device

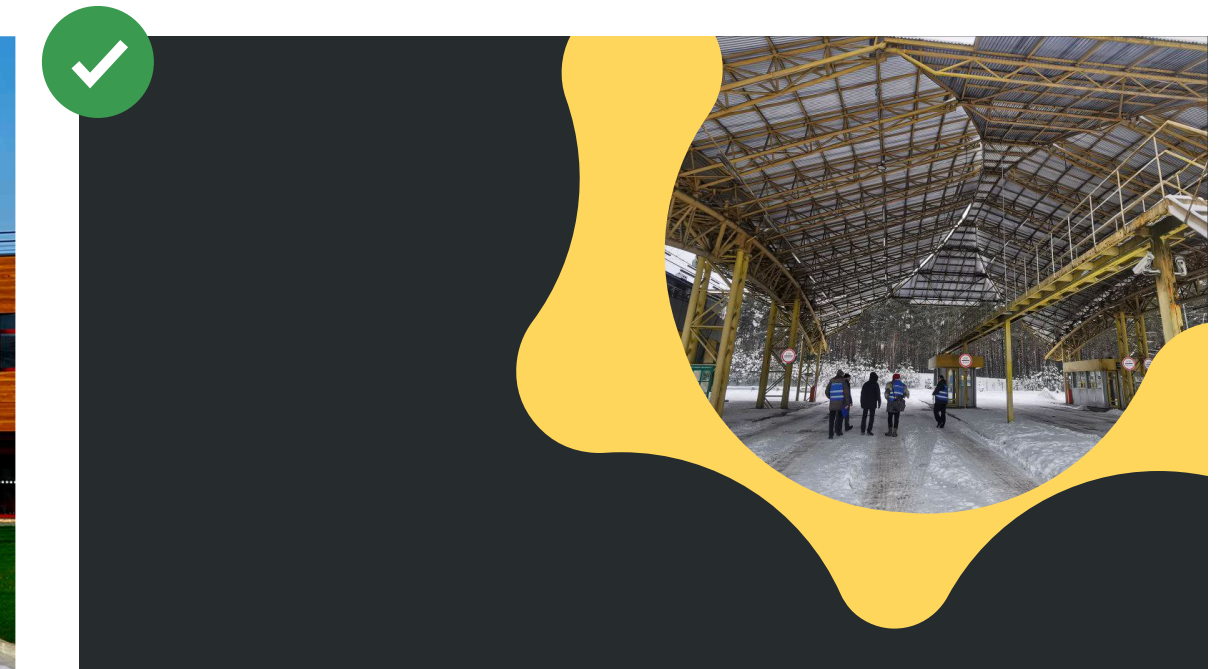
The Merge creative device has been designed to represent the fluidity of how Merge members share competencies – how Merge members come together to be greater than the sum of their parts. It is easily created in Adobe Illustrator using standard offset path filters. Like the Merge logo, the position of the 'nodes' sits on a 60^o grid.



Do utilise the device to frame the image or content.



Do choose the colour of the device based on the colours utilised in the image.



Do ensure a good contrast between the device colour and the background.



Do not utilise colours outside of the primary or secondary colour palette.



Do not use similar colours for the background and device, as it loses impact.



Do not center the design around the device. The device is a tool to highlight the content and image, and should only be used where necessary.

Logo dos and don'ts

Exclusion zone

Just as we all crave a bit of breathing room now and then, our logo too requires its space. By honouring the dimensions of the wave icon, we establish an exclusion zone, allowing our logo the freedom it needs to make its mark.



Exclusion zone

Wherever feasible, strive to maintain the consistent sizing of the "Merge Consultants" section of our logo across various assets. This ensures a unified and recognisable presence across all channels.

Screen - 120px (Width)

Print - 30mm (Width)

Do not



Do not rotate the logo. It must always appear horizontally.



Do not distort the horizontal or vertical aspect.



Do not change the colour of the logo.



Do not express the logo as an outline.



Do not place the logo on multiple colours.



Do not change the position or size of the icon.



Do not delete elements of the logo.



Do not place the logo on illegible background colours. Please check WCAG guidelines for colour contrast.

Photography

Project photography

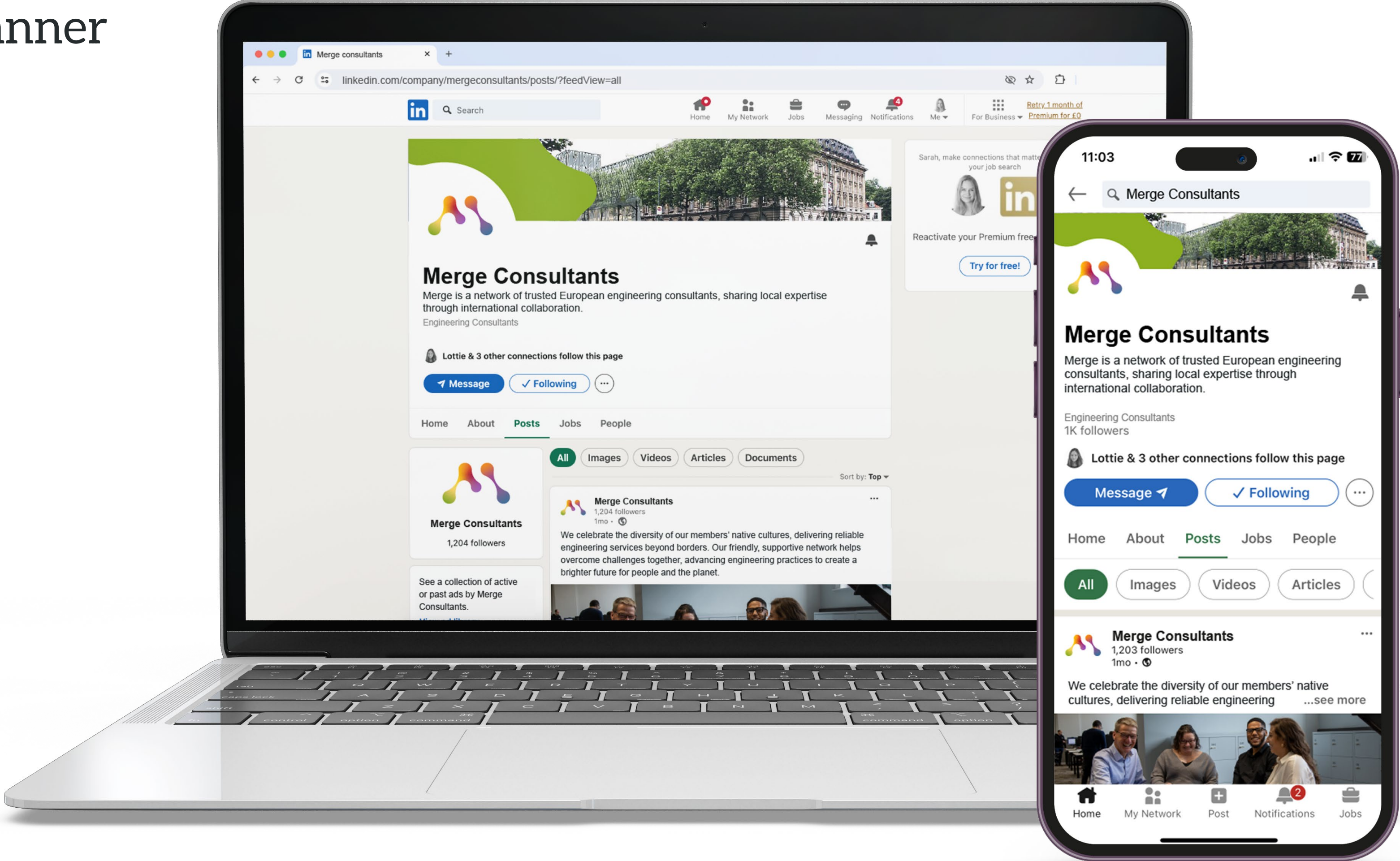
Photography contributions can come from all Merge members, but must adhere to high-quality standards. These images should highlight projects that each member is proud of, showcasing their best work and reflecting the excellence and dedication of our collective efforts. By displaying these standout projects, we reinforce our network's commitment to quality and pride in our achievements, ensuring that our visual identity remains strong and consistent.



Examples assets

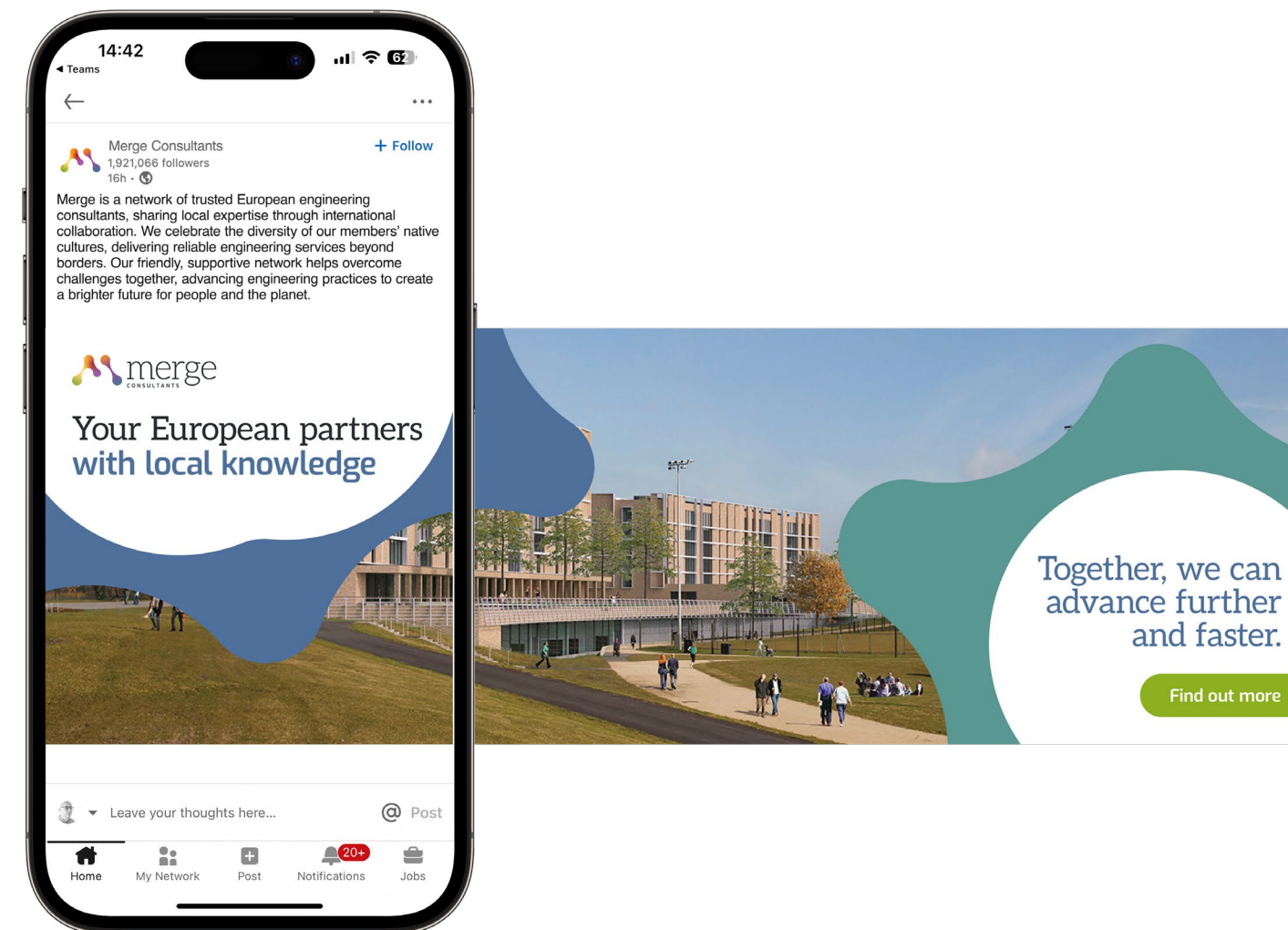
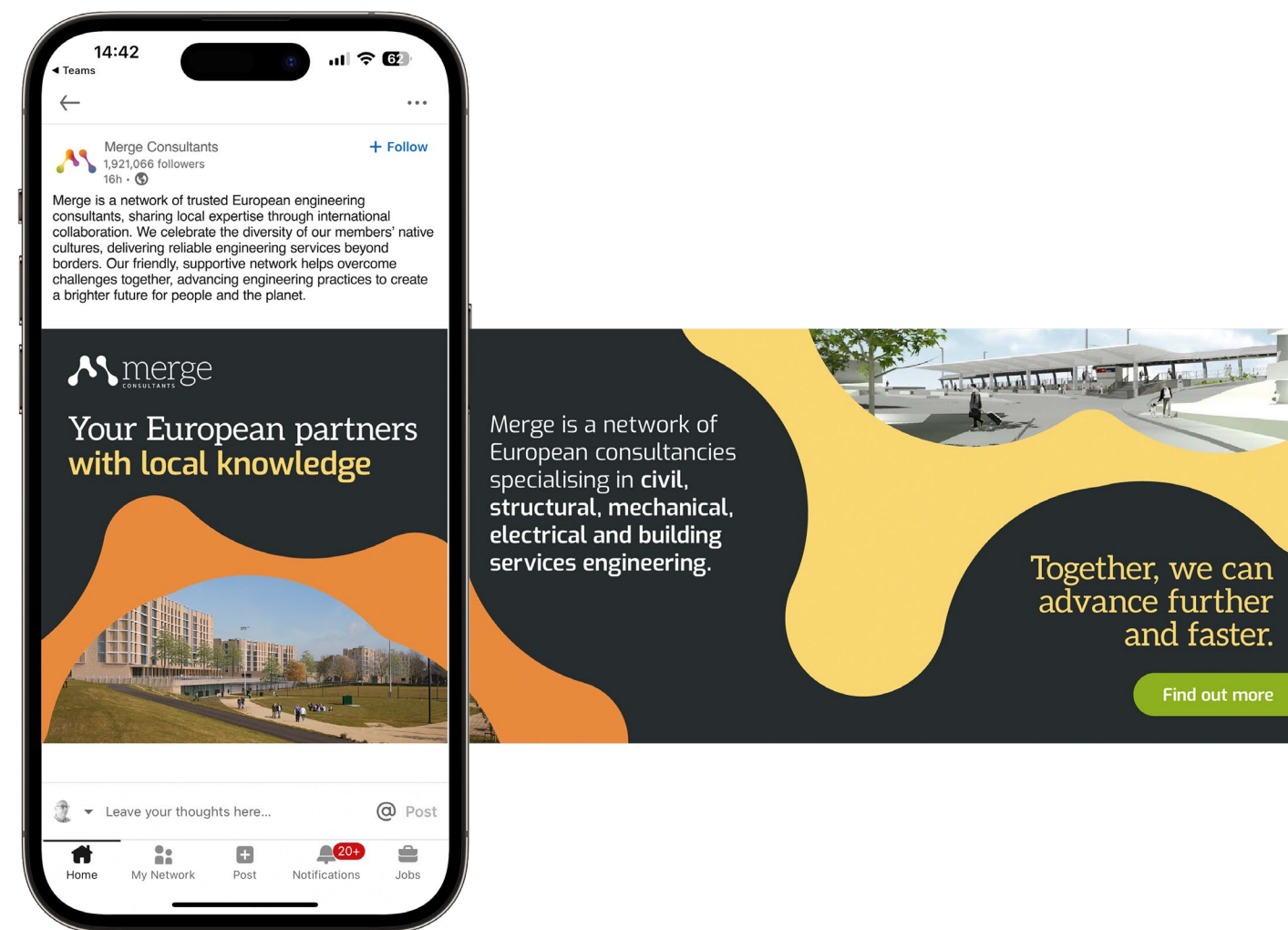


Merge LinkedIn banner



Merge LinkedIn social assets

LinkedIn carousels

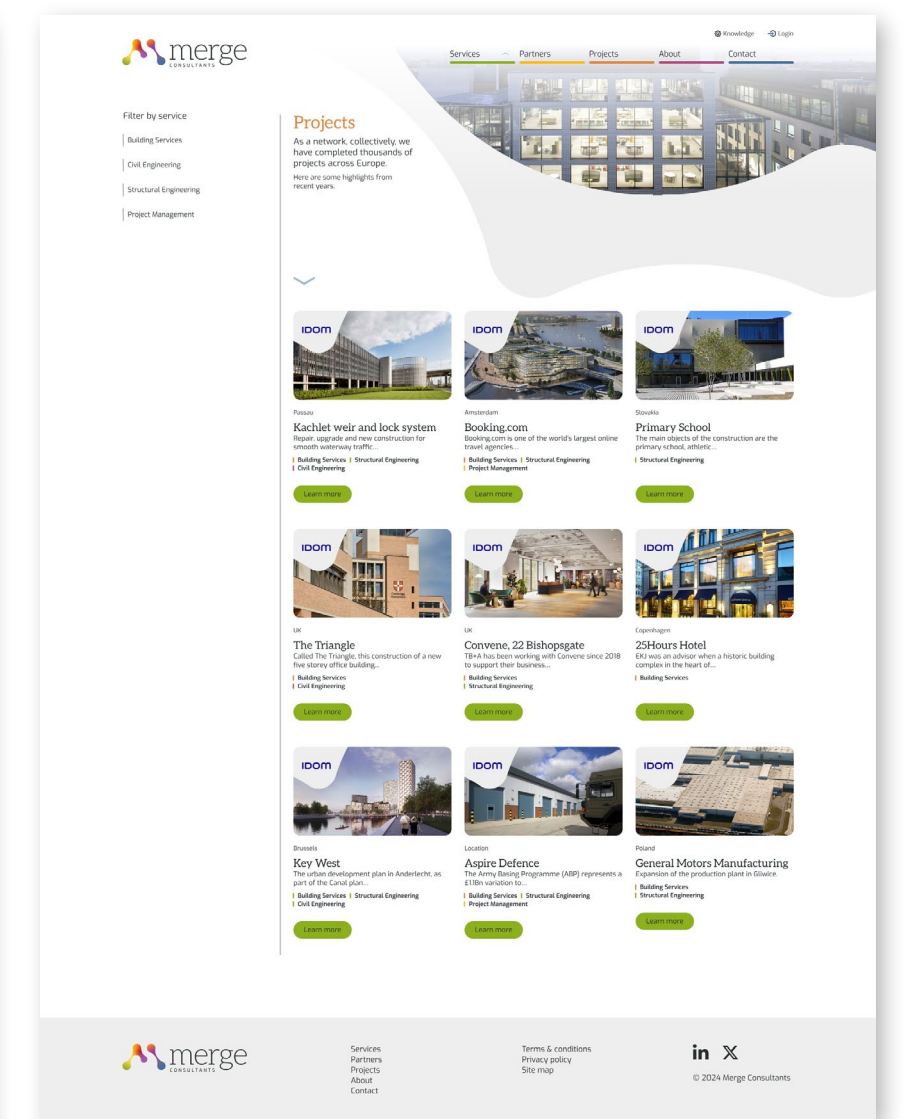
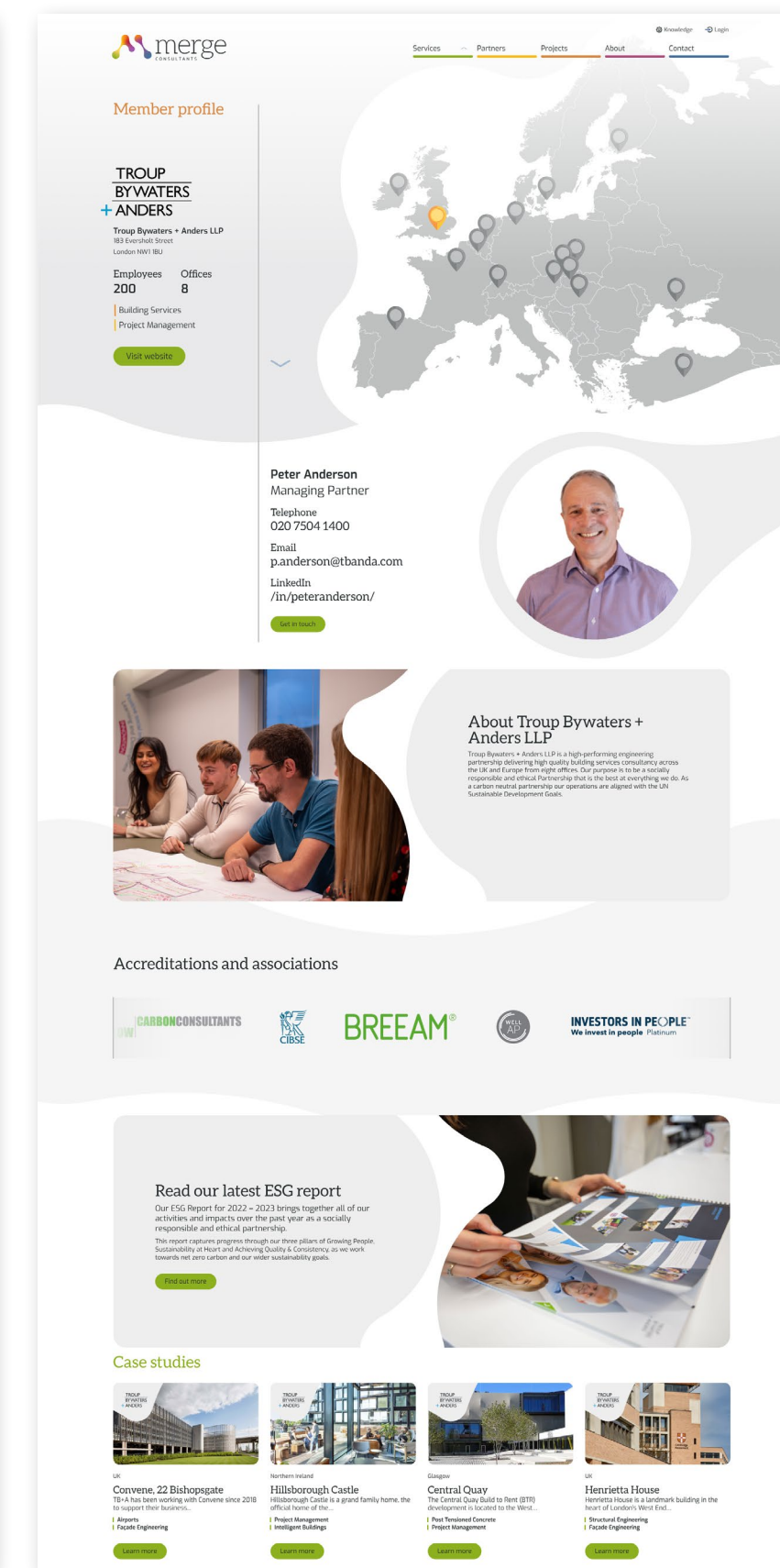
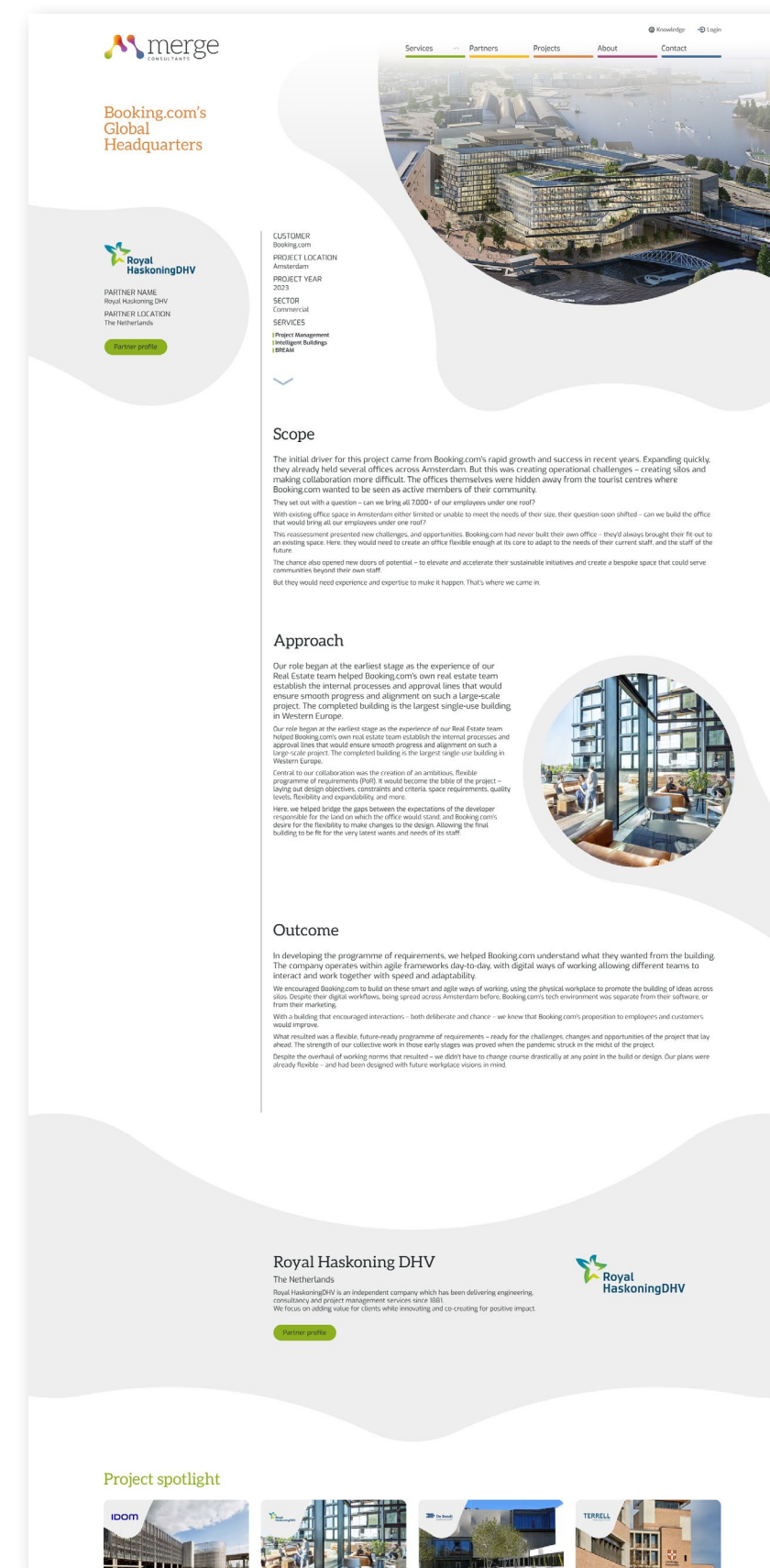
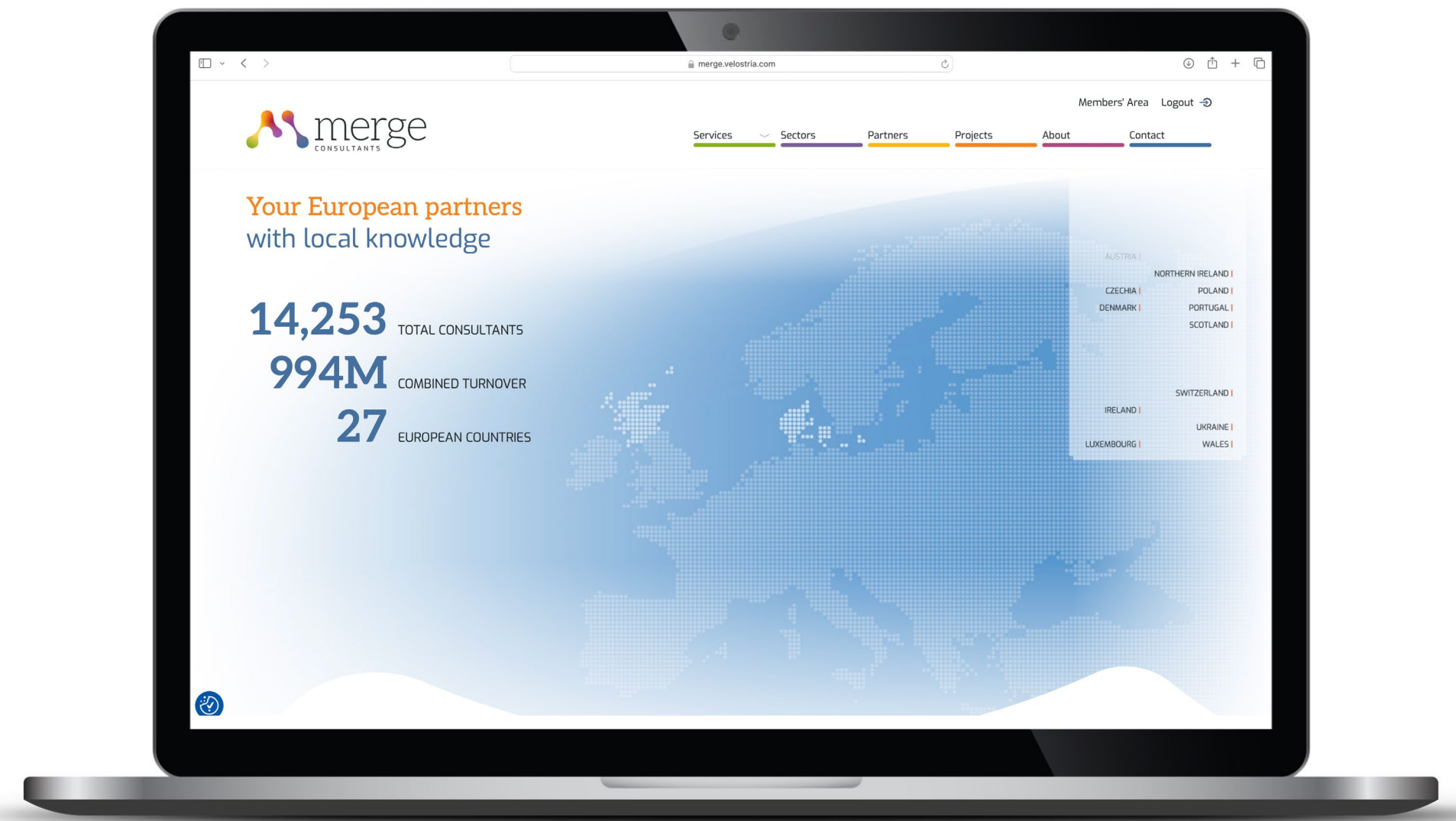


LinkedIn posts



Website

The purpose of our website is to give an overview of the Merge network, introduce each of the members and showcase example projects. The objective is for prospective clients to enquire about working with the network on new projects.



Got a question?

For any queries, please contact
merge.consultants.brand@gmail.com

