

The corporate Logo

Pictograph and logotype



The corporate logo consists of two components:

1. The logotype (lettering)

The logotype consists of the initials for the words "Meissner" and "Wurst", a modified plus sign, and the name "Zander". The typeface is Info Text Medium



2. The pictograph

The pictograph consists of four designed arrow-like elements which symbolize the M+W Zander value chain, "Consulting – Design – Construction – Operation".



The claim as a subtitle

The claim, "total facility solutions", is set in Frutiger Condensed.

In terms of form, the logo and the claim make up a single unit. Point sizes and the size of other elements and their spacings relative to each other are fixed and must be kept in the same proportions when increased or reduced.



The correct character spacing should be preserved at all times so as to maintain the distinctive character of the logo.



If for whatever reason it should prove impossible to observe the minimum 6 pt typeface size in the subtitle, then the logotype and pictograph should be used on their own.

Logo Colors



The logo colors for M+W Zander and all subsidiary companies are mandatory.

The color for the pictograph component of the logo (the 4 arrows) is HKS 41 / Pantone 533 C (cf. chapter 3 on "Colors").



The logotype is a two-color element. "m+w" is in blue (HKS 41), "zander" is in gray (55% black) and the claim is in black.

The logo must be set in this color combination on all two-color and multi-color media unless production problems render this unfeasible.



There are three options for single-color information media:

1. Single-color, black and halftoned black (e.g. for faxes)
2. Single-color, not halftoned (e.g. stamping)
3. Negative/halftoned black or solid color
4. Negative/not halftoned

