

Our style

What defines us – "Innovation and future"

Leading elements of our corporate identity are visualized in the corporate design.

In the corporate design, we adopt a minimalist approach to intuitively convey the feeling of future orientation and a focus on the essentials. Clear lines and minimal forms distinctively convey our brand essence.

Our corporate colors communicate innovation and progress:
Blue represents trust, reliability and technology.
White and **silver gray** convey a feeling of purity and future.

Our Corporate Design makes our brand recognizable.

Design elements

In order to ensure strong and consistent branding, the following design guidelines apply to:

- › **Logo**
- › **Claim**
- › **Colors**
- › **Typography**
- › **Shapes**
- › **Imagery**

The name of our brands

We write our brand names consistently to create an identity both internally and externally.

The name of our company and the names of our own brands form part of our corporate identity and are an important part of our brand communication. The following styles are correct. **All other styles are incorrect.**

MD Group

Never write with a hyphen

- › MD Group
- › MD Gruppe (German Language)

MD own brands

Always write in capital letters

- › MD SYSTEMS
- › MD ACADEMY
- › MD TESTLAB / MD PRÜFLABOR (German Language)

MD internal

Always write the company abbreviation for each location

- › MD(D) › MD(BG) › MD(CN.B) › MD(MX)
- › MD(CZ) › MD(US) › MD(CN.C) › MD(JP)

MD external

Always write out in full

- › **ELEKTRONIK** or **ELECTRONICS** is always written in capital letters
- › The sub-line ELEKTRONIK / ELECTRONICS is specific to the location and language-neutral
- › MD ELEKTRONIK GmbH; Waldkraiburg; Germany
- › MD ELEKTRONIK spol. s r.o.; Chotěšov; Czech Republic
- › MD ELEKTRONIK EOOD; Vratsa; Bulgaria
- › MD ELEKTRONIK de México S. de R.L. de C.V.; León; Mexico
- › MD Asia-Pacific (Beijing) ELECTRONICS Co., Ltd.; Peking; China
- › MD (China) ELECTRONICS Co., Ltd.; Changzhou; China
- › MD ELECTRONICS Corporation; Southfield; USA
- › MD ELECTRONICS Japan G.K.; Shinjuku-ku, Tokyo, Japan

Our Logo

VISUALIZATION

- › **Plain**
- › **Simple**
- › **No effects**



Our Logo

VISUALIZATION | COLOR

Contrast is important in making the logo easy to recognize.



On a light background, the color "Pioneer Blue" is used for the logo.



For the inverted presentation of the logo, the colors "Visionary White" or "Quantum Gray" are used on a dark background.

Our Logo

VISUALIZATION | GRAYSCALE PRINT

80 % black



Our Logo

VISUALIZATION | BLACK/WHITE PRINT

100 % black



Our Logo

Free spaces

The distances to surrounding elements must always be maintained for the logo to have maximum impact.

The lateral spacing must be at least half the width of the logo.

The distance above and below must be at least the height of the logo.



Our Logo

DON'TS

Examples of incorrect applications due to insufficient space



Too close to the edge and claim



Too close to the edge and font elements



Too close to the edge and important image elements

Our Logo

DON'TS

Examples of
incorrect applications



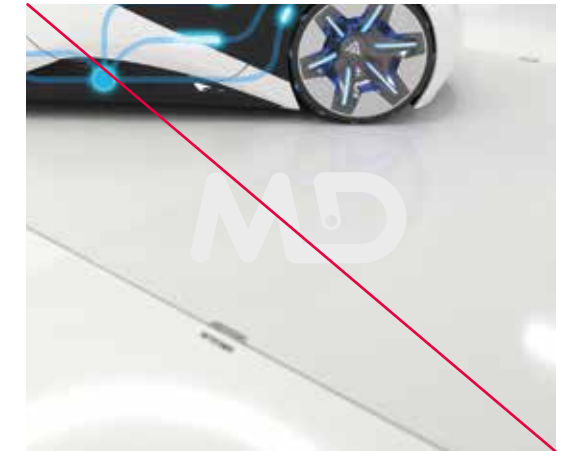
No changes to the proportions



No changes to the angle



No placement on non-brand colors



No placement on busy images or backgrounds that offer too little contrast,
or where the logo is too close to other elements

Logo variants

VISUALIZATION

Plain and simple.
No effects.

The logo is only used with the name suffix in exceptional cases when an explanation of the name is required.

Variants with the addition "ELECTRONICS" and "ELEKTRONIK" exist.

The position of the additional text is fixed and must not be changed.

If there is insufficient space to place the additional text below "MD", the second variant (right) is used.



Our Claim

SPECIFICATIONS

Helvetica New LT Pro 77 Bold Condensed
Color: Pioneer Blue

The claim must be inserted as a graphic.

Beyond Connections



Our Claim

VARIANTS

MAIN CLAIM

Beyond Connections

OTHER CLAIMS

Smart Connections

Everything we do connects

Everything we do improves mobility

Click or scan
Download claim



Application example of image display



Datenübertragung im Fahrzeug.
Ganzheitlich gedacht.
Herausragend realisiert.

Beyond Connections



Kontaktieren Sie uns für
ein individuelles Angebot
www.md-elektronik.com

Our Claim

TYPESET

LEFT-ALIGNED

Beyond Connections

Everything we do connects

Smart Connections

Everything we do improves mobility

LEFT-ALIGNED OVER 2 LINES

**Beyond
Connections**

**Everything we do
connects**

Smart Connections

**Everything we do
improves mobility**

CENTERED

**Beyond
Connections**

**Everything we do
connects**

Smart Connections

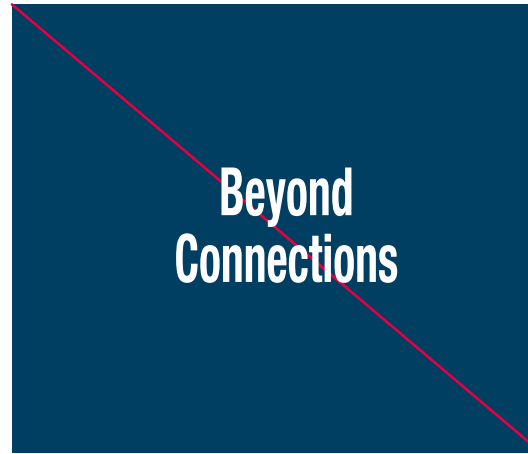
**Everything we do
improves mobility**

Click or scan
Download claim

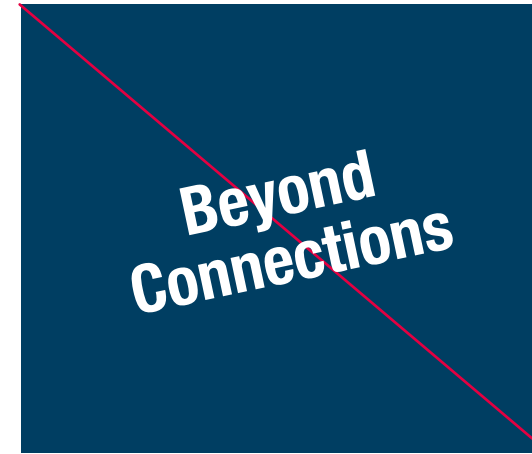


Our Claim

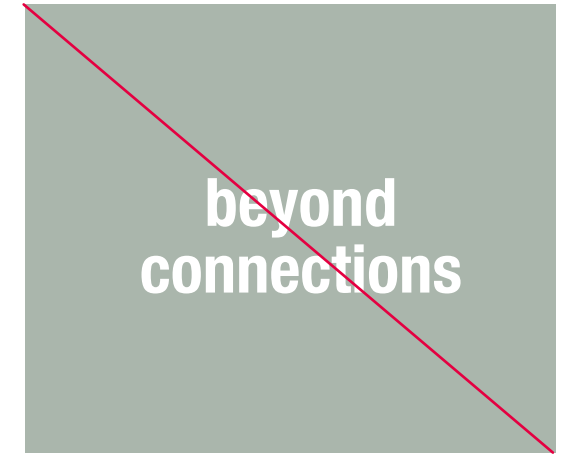
DON'TS



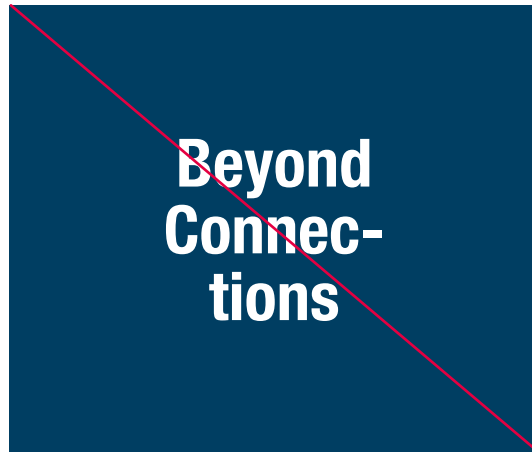
No changes to the proportions



No changes to the angle



No changes to the typography



No hyphenation or incorrect line breaks

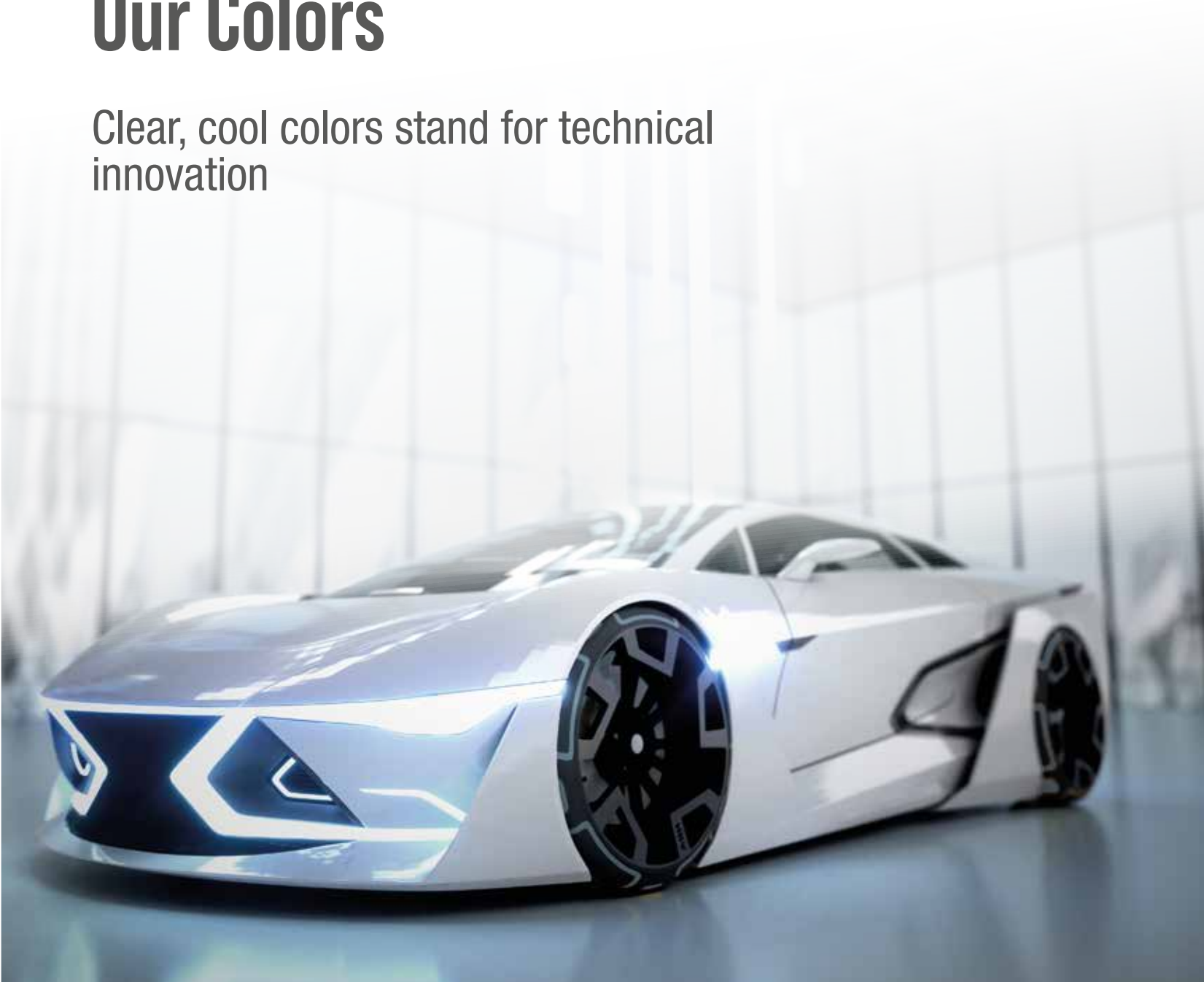


No placement on busy images or backgrounds that offer too little contrast



Our Colors

Clear, cool colors stand for technical innovation



VISIONARY WHITE

QUANTUM GRAY

NANO BLUE

TITANIUM GRAY

PIONEER BLUE

Our Colors

DEFINITION

- › **Clear**
- › **Cool**
- › **Technical**
- › **High-tech**
- › **Speed**
- › **Premium**
- › **Lightness**
- › **Quality contrast**

Click or scan
Color pallet download



PIONEER BLUE

CMYK 100 / 30 / 0 / 65
RGB 0 / 62 / 100
PANTONE 302 C
HEX #003d61
RAL 5001
HKS 41 K

VISIONARY WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff

QUANTUM GRAY

CMYK 0 / 0 / 0 / 11
RGB 235 / 235 / 235
HEX #eaeaea

DARK GRAY

CMYK 0 / 0 / 0 / 80
RGB 87 / 87 / 86
HEX #575756
HKS 93 K

NANO BLUE

CMYK 57 / 25 / 19 / 11
RGB 113 / 153 / 176
HEX #7099af

Our Typography

A statement for stability.

Print and graphics

- › **Bebas New Pro Bold**
- › **Helvetica New**

Internal

- › **Arial**
- › **SimHei (Chinese)**

Web

- › **Roboto Condensed**
- › **Open Sans**



Our Typography

Print and graphics

Use of these fonts is always preferred.

Headline

Bebas New Pro Bold

Subheadline

Helvetica New LT Pro 57 Condensed

Second subheadline

Helvetica New LT Pro Bold Condensed

Text

Helvetica New LT Pro Condensed



Our Typography

Internal

All locations use Arial.
Arial also supports the Cyrillic alphabet.

However, Arial does not support
Chinese characters.
The font "SimHei" is used here.

Headline

Arial Bold

Subheadline

Arial Regular

Text

Arial Regular

Our Typography

Web

Headline

Roboto Condensed

Subheadline

Open Sans

Text

Open Sans



Our Shapes

Design language and samples

We associate straight lines and edges with order, precision, consistency, strength, energy, balance and courage.

Dos: Images are placed in rectangles and squares.

Don'ts: Place images inside circles or ellipses.

DOS

ADAS & autonomes Fahren

Mit best connectivity – mehr Sicherheit schaffen

0,8 bis 1,2 Sekunden benötigen selbst geübte Fahrer, um eine Gefahrenbremsung einzuleiten. In etwa 0,2 Sekunden schaffen es moderne Notbremsassistenten. Im Stadtverkehr kommt ein Auto mit ADAS durchschnittlich 10 lebensrettende Meter früher zum Stehen.

Unsere Lösung: Datenübertragung mit geringer Latenz und perfekter Schirmung. In Echtzeit.

Unser Ziel: Höchste Sicherheit für Fahrer und Verkehr.

Sie wollen im Wettbewerb um autonom fahrende Fahrzeuge auf Nummer sicher gehen? Wir konfektionieren Ihnen die optimale Leitung zur schnellen und sicheren Übertragung der enorm großen Datenmengen.



18



DON'TS

ADAS & autonomes Fahren

Mit best connectivity – mehr Sicherheit schaffen

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18



Our Imagery

Future-oriented renderings,
clear minimalism and
light-dark contrasts ensure
expressive and authentic images.



Our Imagery

MD imagery brightens the mood.

- › Colors used in the images are based on the corporate design: **white, gray, blue, pastel shades**
- › **Bright, light, organic design** represents speed and lightness and underlines our expertise: High-speed performance
- › We associate **cubic crop images and straight lines and edges** with order, precision, consistency, strength, energy, balance and courage

Image elements

In this section, we define guidelines for:

- › **Photographs**
- › **Stock images**
- › **Stock videos**
- › **Renderings**
- › **Illustrations**
- › **Icons**

Our Imagery

Photographs - portrait

Expression:

authentic, self-confident, motivated, friendly, natural smile,
hands crossed / leaning against something / possibly holding an object,
upright posture, looking forward

Outfit: neutral, simple, stylish, authentic, no inscriptions or eye-catching patterns



Background: strong bokeh with depth effect,
modern, bright, calm, friendly, pastel shades,
if there are lines, pay attention to the layout



Our Imagery

Photographs - portrait

Image composition: Symmetry or golden ratio

Image sections: Section above chest, section above hips

Lighting: very soft, daylight

Image processing and white balance:

balanced neutral saturation, dynamic, high contrast, clear, even authentic skin tone, daylight, balanced shadows

Image format: Landscape 3:2

Don'ts: Unauthentic outfit such as a tie, use of effect filters, distortions, unnatural lighting and editing, exaggerated smiling / laughter, dark and busy background, background in focus



SECTION ABOVE CHEST



SECTION ABOVE HIPS



Our Imagery

Photographs - portrait DON'TS



Background too dark



Excessive smiling, outfit color does not meet the criteria



Image crop too close



Incorrect body alignment, background too busy



Image is overexposed, contrast too strong, line in the background is too distracting



Background too busy, expression not confident

Our Imagery

Photographs - Image

Expressions of people

Authentic, self-confident, motivated, friendly, natural smile, upright posture, natural expression

Outfit: neutral, simple, stylish, authentic, no inscriptions or eye-catching patterns



Background:

modern, bright, calm, friendly, pastel shades, if there are lines, pay attention to the layout



Our Imagery

Photographs - Image DON'TS



No green clothing



Exaggerated smiling



Background too busy,
clothing too red



Image is overexposed, too little contrast



Background too dark,
clothing too dark

Our Imagery

Photographs / video Location

Modern room setting:

bright, calm, friendly, innovative,
minimalistic, pastel shades, muted colors



balanced lighting conditions,
preferably daylight,
if there are lines, pay attention to the layout,

Don'ts: Saturated green, lots of green, saturated
colors, pictures in the background, dark uneven
lighting conditions, busy setting



Our Imagery

Photographs / video
Location
DON'TS



Too dark, too many lines



Too dark



Too dark, busy, colors too saturated



Too dark, busy



Too dark, busy, colors too saturated

Our Imagery

Stock images

The use of stock photos is possible.
These should be based on the example images (right)
and convey the look and feel of the company.
MD stands for high-tech and innovation.



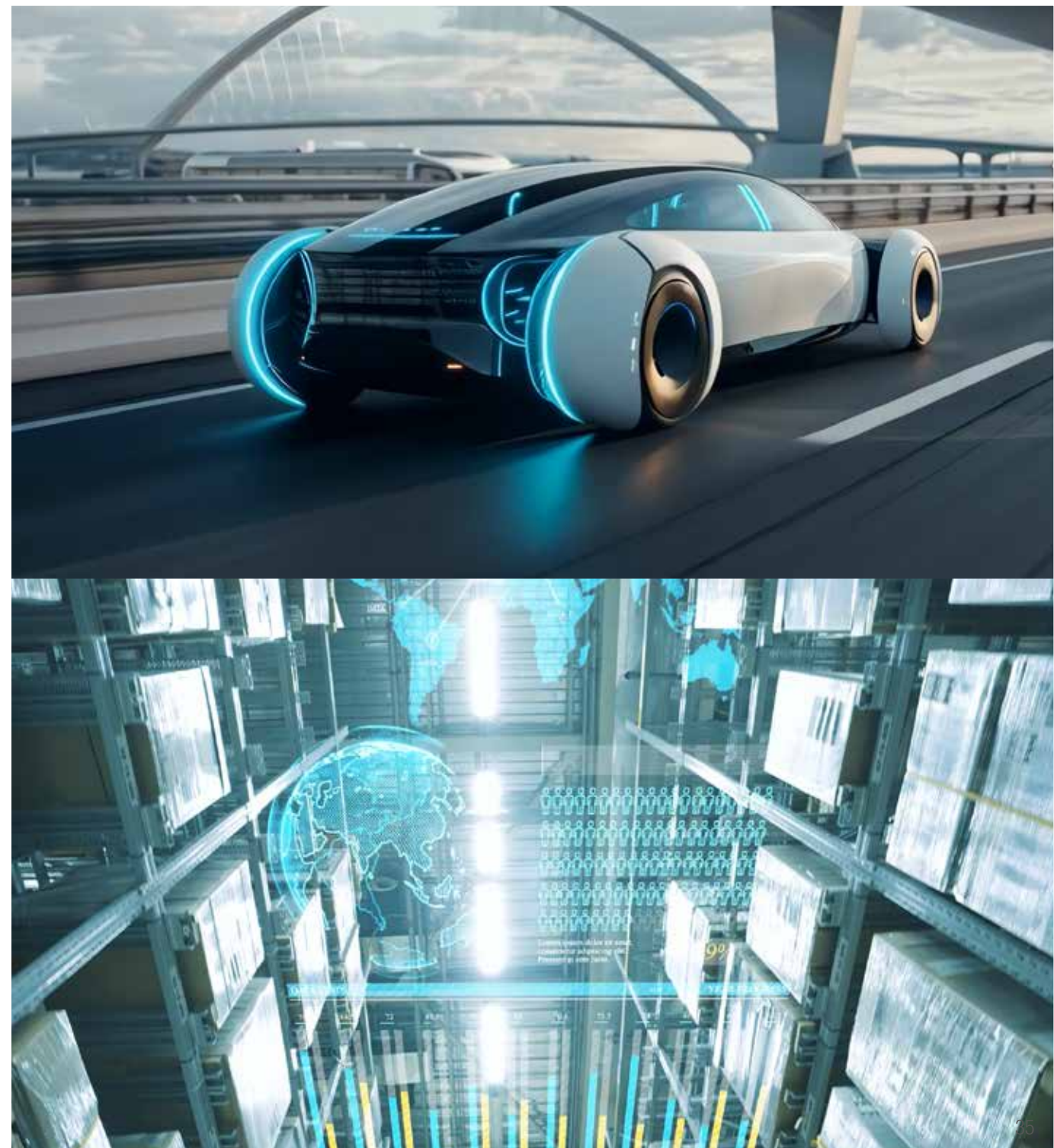
Our Imagery

Stock videos

Stock videos can be used. These should be based on the examples (right) and convey the look and feel of the company. MD stands for high-tech and innovation, speed, transparency and motivation.

Videos offer greater added value than images, as movement and sound appeal even more strongly to viewers on an emotional level.

Click or scan
Stock videos download



Our Imagery

Renderings

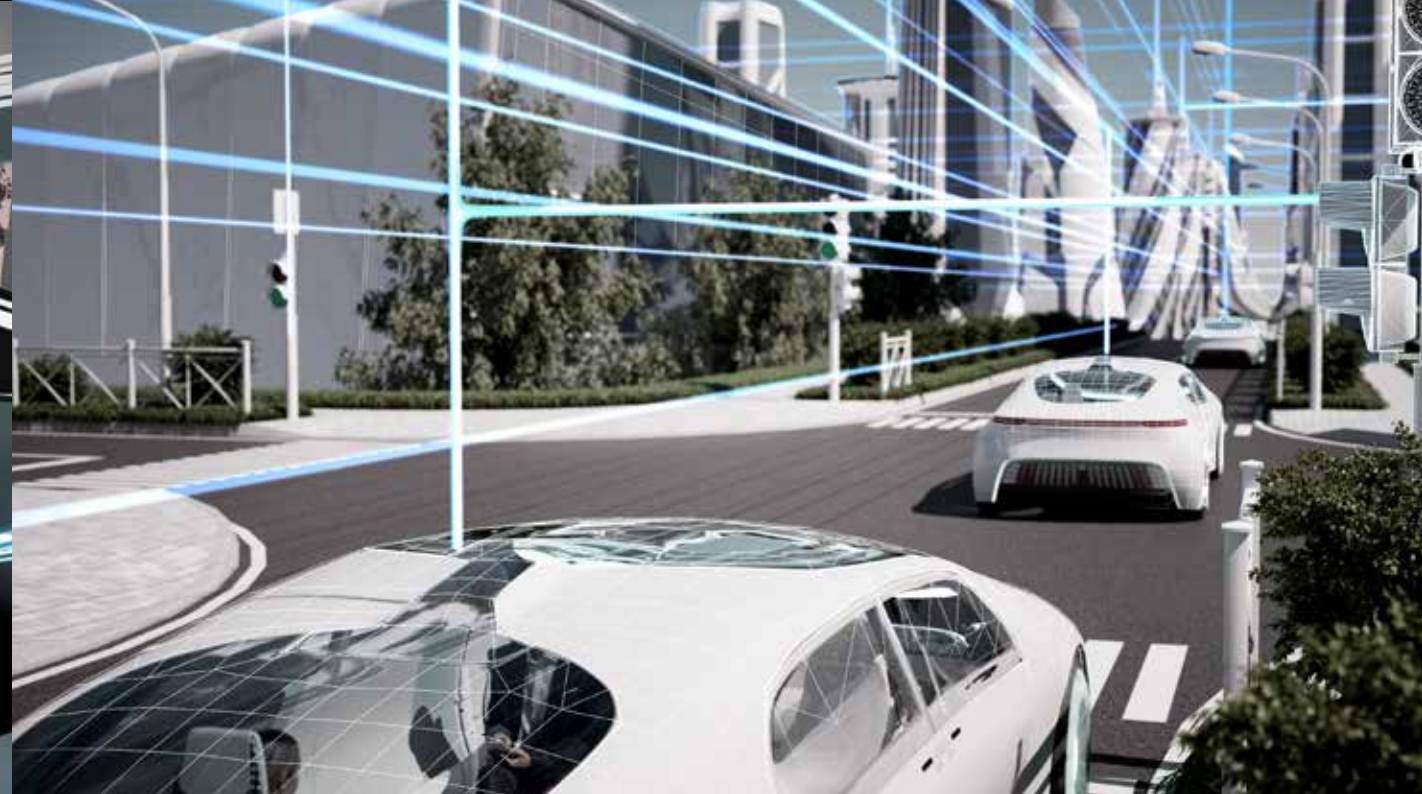
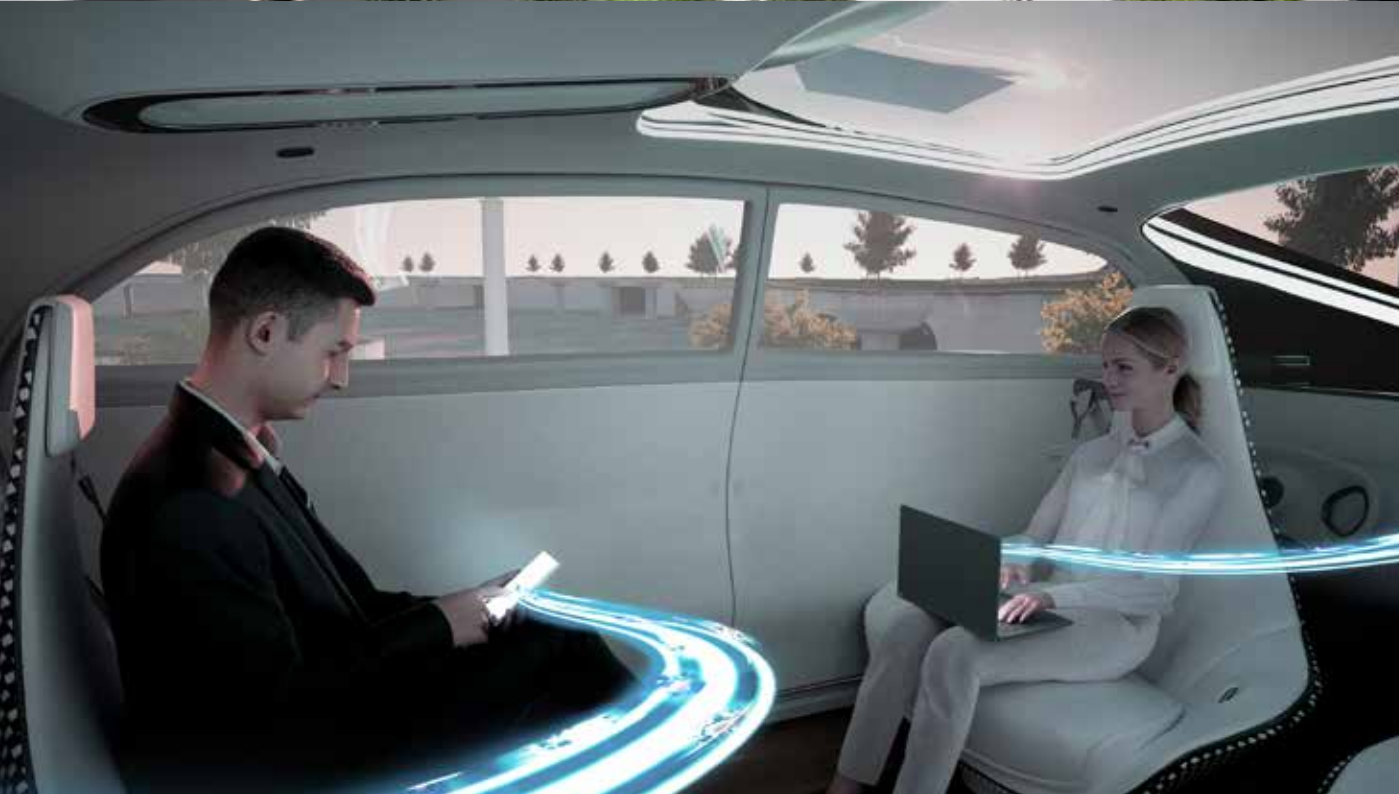
Dynamic, organic, minimalist, futuristic, bright appearance, in line with the basic colors of our corporate design



Our renderings reflect the statement "Future mobility". The main focus here is precision high-speed data transmission.

Data streams are represented by illuminated white-blue lines that end in dynamic curves.





Our Imagery

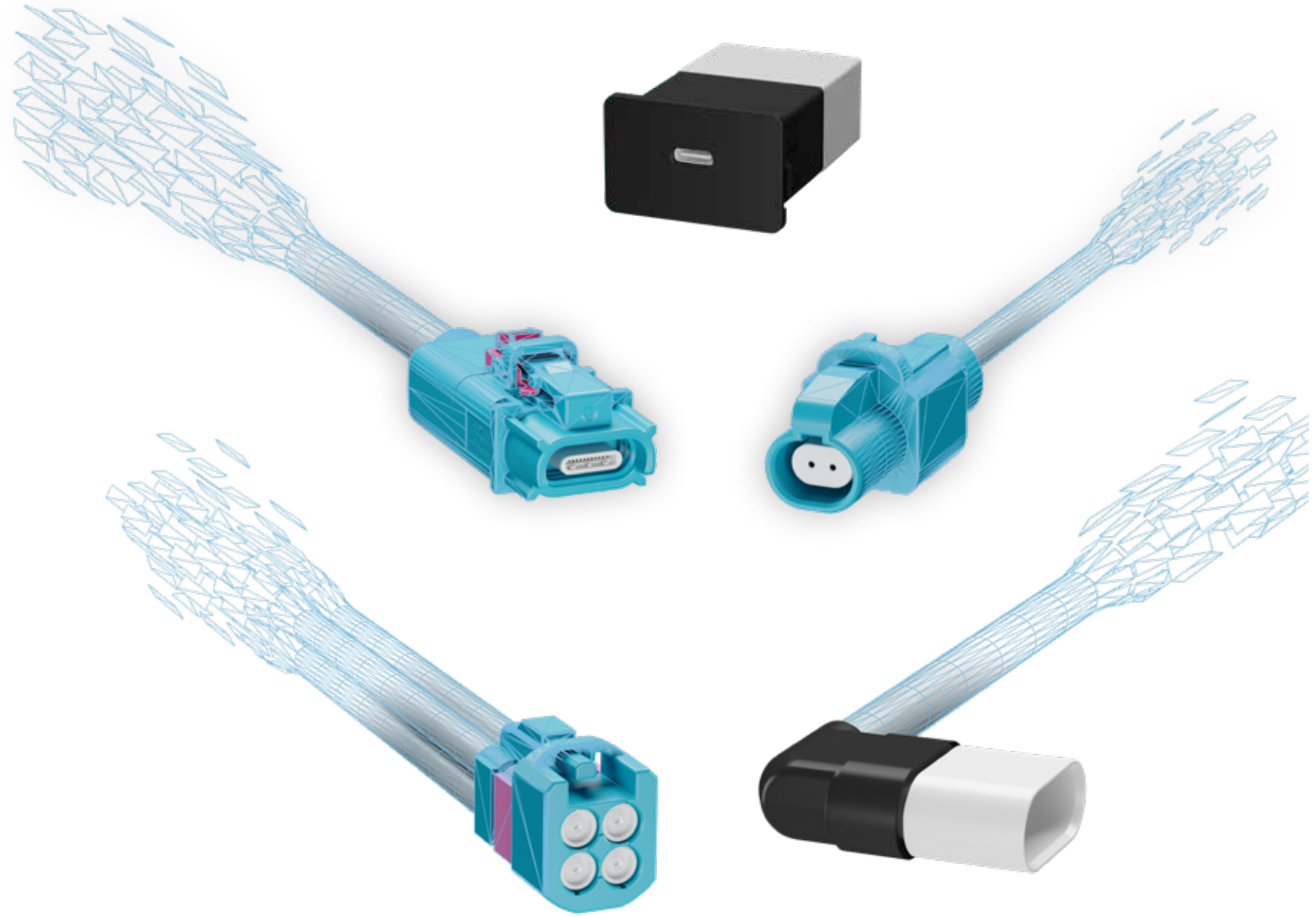
Illustrations

3D visualizations

in 3-point perspective are used to display individual product categories.

The lines are shown in blue with a very fine line width. Data cables end in an explosion to make the length appear endless.

Extraordinary special colors such as rosé are used depending on the actual product color. Color gradients with a light and shadow effect enhance the 3D effect. A slight shadow cast to the right appears behind the renderings.



Click or scan
Rendering download



Our Imagery

Icons

Visual shortcuts for our statements

The in-house icons in a flat design embody the angular, linear, minimal and reduced appearance of the visual brand:

Clarity, order, precision, innovation, stability, courage, strength, technology, energy, data, reliability, quality, safety, speed, transparency, sustainability.

It is also possible to use the icons alone without a description.

On the right are twelve examples from the icon library.



High frequency range



Cable assembler



Flexible volume supplier



Saving installation space



Reduction of mating processes



Leading global specialist
for data transmission in vehicles



Over 5,500 employees



Locations in nine countries



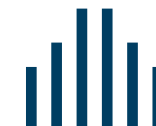
Globally accredited test
laboratories



100 % automotive



Global MD ACADEMY



Foundation-owned company



Our Imagery

Inverted icons

Presentation on a dark background

In order to display the icons adequately, even on dark backgrounds, the inverted variant is selected.

Make sure that the background is sufficiently dark and the contrast is high.



High frequency range



Cable assembler



Flexible volume supplier



Saving installation space



Reduction of mating processes



Leading global specialist
for data transmission in vehicles



Over 5,500 employees



Locations in nine countries



Globally accredited test
laboratories



100 % automotive



Global MD ACADEMY



Foundation-owned company

