

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