



Visual Guidelines 1.6 Light  
For distributors, partners and representatives

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# Introduction

## **Welcome to the Munters' Visual Guidelines for distributors, representatives and partners**

I am pleased to introduce Munters Visual Guidelines Light. The aim is to build and maintain a modern identity based on Munters foundation of innovation, passionate engineering and energy efficiency that unites Munters and our partnering companies.

We seek to increase our brand value through unified communications with you as our partner, representative or distributor.

We are welcoming a dialogue with you, to certify that the efforts we do together in presenting, using and maintaining the brand Munters, are the right ones. Please do not hesitate to contact your Munters sales or marketing manager in order to submit comments or ideas relating to our joint work with Munters brand or products, or simply e-mail Munters brand consistency board, see contact details on the last page of this document.

Group Vice President  
HR & Corporate Communications

**Per-Arne Håkansson**

# Logotype

Munters logotype is available in two different embodiments: Full logotype (icon + "Munters"). and an embodiment for smaller spaces, where the small munters text in the icon has been removed. Munters logotype may not be placed on top of images or multi-colored backgrounds.

1a. Primary embodiment. This is our first choice for all use.

1b. For promotional materials and for spaces where the positive (blue text on white) embodiment is not applicable, due to background.

1c. For use in black/white.

1d. For use in black/white, where positive embodiment is not applicable, due to background.

2a. Primary for smaller spaces (height = < 12 mm).

2b. Negative for smaller spaces (height = < 12 mm).

2c. Black/white for smaller spaces (height = < 12 mm).

2d. Black/white for smaller spaces (height = < 12 mm), where the positive embodiment is not applicable, due to background.

Please contact your regional Munters sales or marketing representative to receive approved logotypes for download.



## Prohibited use of the logotype

Do not use the logotype and symbol in any other configuration than shown previously on page 4 and also on page 6. On this page are examples of how the Munters logo SHOULD NOT be used.

Do not place the black logotype against a dark or colored background. It shall only appear on a white background in a black and white print.

Do not place the negative (white) logotype against a light or colored background. It shall only occur on a black or cyan blue background.



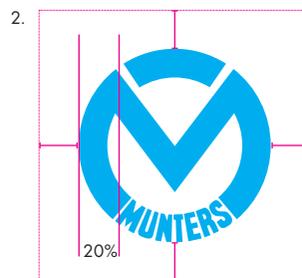
# Use of logotype

1. The restricted area of the complete logotype: Should always be at least 25 % of the diameter of the symbol.

2. The restricted area of the symbol only:

Should always be at least 20 % of the diameter of the symbol.

Avoid placing text right under the logotype and creating a "tagline" of your own. Please consult with Munters Brand Consistency Board if needed.



# Typography

We have chosen Futura as our Munters font, a timeless and Scandinavian looking typeface created in Germany 1927 by designer Paul Renner.

Renner labeled his creation "the typeface for our time". Even though it is of German origin, Futura is clearly related to what generally is considered the Scandinavian school of design. This is not a standard font but all the marketing communications team members have Futura installed. Please consult the Brand Consistency Board if your work requires this font. If you don't have Futura please use Arial and Arial Narrow.

For web and ppt we will be using Arial and Arial Narrow - a standard Microsoft Office font installed on all computers.

Arial is allowed as font for Microsoft Word and Excel. Arial Narrow is used in PowerPoint.

## Heading - Futura Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ1234567890!?!?  
abcdefghijklmnopqrstuvwxyzåäö1234567890!?!+)(/ &

## Sub heading - Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ1234567890!?!+  
abcdefghijklmnopqrstuvwxyzåäö1234567890!?!+)(/ & # " @ \* ' ^

## Text - Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ1234567890!?!+)(/ &  
abcdefghijklmnopqrstuvwxyzåäö1234567890!?!+)(/ & # " @ \* ' ^ £ \$

## Explanatory text - Futura Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ1234567890!?!+)  
(/ & abcdefghijklmnopqrstuvwxyzåäö1234567890!?!+)(/ & # " @ \* ' ^ £ \$

## Web/Word/Excel - Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ1234567890!?!+)(/ &  
abcdefghijklmnopqrstuvwxyzåäö1234567890!?!+)(/ & # " @ \* ' ^ £ \$ \$ ≈

## PPT/alt headings - Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ1234567890!?!+)(/ &  
abcdefghijklmnopqrstuvwxyzåäö1234567890!?!+)(/ & # " @ \* ' ^ £ \$ \$ ≈

## Chinese typefaces

**Text - STXiHei (Chinese name: 华文细黑)**

蒙特空气处理设备（北京）有限公司  
1234567890

**Web/ppt/substitute - SimSum**

蒙特空气处理设备（北京）有限公司  
1234567890

## Japanese typefaces

**Headings - HGPGothic E**

ムンターズ株式会社エアートリートメント事業部  
1 2 3 4 5 6 7 8 9 0

**Body text - HGPGothicM**

ムンターズ株式会社エアートリートメント事業部  
1 2 3 4 5 6 7 8 9 0

**Web/ppt - MS Gothic**

ムンターズ株式会社エアートリートメント事業部  
1234567890

## Korean typefaces

### Headings - NanumGothicExtraBold

문터스 제습공조 사업부는

1234567890

### Body text - NanumGothic

문터스 제습공조 사업부는

1234567890

### Web/ppt - NanumGothic

문터스 제습공조 사업부는

1234567890

# Colors

100 % Cyan is the primary color of Munters. When used in brochures / case studies as an additional color, use 50% Cyan. The text should then be in white.

As a second additional color, primarily used for i.e. fact box, use 25 % or 10 %. (Ex local retailers and distributors, see back of Product Sheets). The text should then be in black.

The pantone color is pms cyan c (for coated) and "pms cyan u" (for uncoated).

Please note that we have color codes provided for web and screens. See below in instructions.

## Colors for illustrations

Our recommendation is to use:

1. For arrows representing results. (Ex when air has passed through our installations).
2. For all remaining colored areas and needs.
3. For showing installations. Avoid gradient.
4. For arrows representing results. (Ex when air has passed through our installations).
5. For all remaining colored areas and for our Munters media.
6. For all remaining colored areas and for our Munters media.

## Color management settings

CMYK values are defined within the color space: U.S. WEB COATED (SWOP) v2.

RGB values and web colors(# hex triplets) are defined in the color space sRGB IEC61966-2.1.



C = 100  
M = 0  
Y = 0  
K = 0

R = 0  
G = 174  
B = 239

#00AEEF



PMS CYAN  
RAL Sky Blue  
NCS S 1060-B

The NSC code is not a perfect match, please make sure to always provide a sample to the supplier.



C = 50  
M = 0  
Y = 0  
K = 0

R = 109  
G = 207  
B = 246

#6DCFF6



C = 25  
M = 0  
Y = 0  
K = 0

R = 185  
G = 229  
B = 251

#B9E5FB



C = 10  
M = 0  
Y = 0  
K = 0

R = 225  
G = 244  
B = 253

#C7EAFB

## Color scheme for illustrations



C = 100  
M = 0  
Y = 0  
K = 0

R = 0  
G = 174  
B = 239

#00AEEF



C = 50  
M = 0  
Y = 0  
K = 0

R = 109  
G = 207  
B = 246

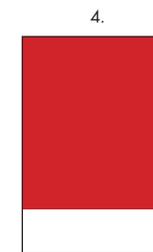
#6DCFF6



C = 0  
M = 0  
Y = 0  
K = 25

R = 199  
G = 200  
B = 202

#C7C8CA



C = 15  
M = 100  
Y = 100  
K = 0

R = 210  
G = 35  
B = 42

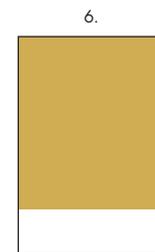
#D2232A



C = 40  
M = 5  
Y = 60  
K = 0

R = 160  
G = 199  
B = 135

#87C088



C = 20  
M = 30  
Y = 80  
K = 0

R = 209  
G = 173  
B = 83

#D1AD53

# Business cards for Munters distributors, partners and representatives

As our representative we welcome your use of representative business cards. The business card presents your business as a partner, representative or distributor authorized by Munters. The business card is using the same authorization badge that is available for the web, consisting of Munters logotype and a descriptive text about your authorized role.

## Standard / bilingual

The default version of the business card has a front with your information and role, plus Munters web address. The reverse side is printed with the badge in CMYK: 100% CYAN. The business card template is available in your local language if needed.

Primarily for Asian countries e.g. China and Japan, there is a bilingual version available, with one side in English and the other in Chinese or Japanese. Here is the authorization badge placed in the right top corner.

## Printing

Please contact your regional Munters sales or marketing representative to receive the template for business cards for representatives/distributors.

The rounded corners should be used as much as possible. Preferable paper is: Scandia 2000 White, or equal, depending on region and availability. Paper density is 270 grams for Scandia 2000 and might be up to 300 for other paper types.

## Dont's

No form of embossing or relief printing is allowed, use standard white paper. No individual designs. No other logotypes are allowed on the business card.



# Rules for registering domain names connected to Munters or any of our brands

Munters has registered the trademark Munters (or any of our product brands) in many countries, but nevertheless it is not practical or even possible to register domain names in all potential markets. We urge our partners to refrain from registering the name Munters in your respective markets.

Should the registration of Munters be crucial in your market and Munters currently don't have a registration there, please refer your request to your Munters sales contact.

The same applies to Munters product brands SIAL<sup>®</sup>, Euroemme<sup>®</sup>, DryCool<sup>™</sup>, Oasis<sup>™</sup>, CELdek<sup>®</sup>, Aerotech<sup>®</sup>, ComDry, IceDry, Desi-Cool<sup>®</sup> etc.

~~[www.munters.com](http://www.munters.com)~~

~~[www.aerotech-rep.com](http://www.aerotech-rep.com)~~

~~[www.munters-euroemme.com](http://www.munters-euroemme.com)~~

# Rules for linking to Munters websites

These rules apply to individual consultants or companies who are eligible to link to Munters websites as an affiliated partner. The rules are subject to periodic review by Munters Brand Consistency Board and may be revoked without notice. Participation may be suspended or terminated if we determine at our discretion that your site is unsuitable for linking to Munters websites. Or if your website promotes our products and services while not being authorised to do so by Munters

## Unsuitable sites include those that:

- Promote illegal activities
- Violate Munters intellectual property rights
- Use Munters images to infer Munters products sale and servicing while not being an authorised sales and servicing company or are used to represent own or competing technology or services
- Or are deemed inconsistent with Munters best interests

These rules apply to individual and company-owned and managed websites, as indicated in the "Link to our website registration form". Under no circumstances may Munters affiliate links be placed on sites not registered and approved in writing by the Munters regional business area marketing representative.

## Creating the Affiliate Link

Once you have completed the application form you will be presented with a set of graphics to use and the preferred landing page to link to by your Munters marketing representative.

You may link or hyper-link to the home page of Munters site or specific webpages provided you notify us in the affiliation link registration form the URL of each page you wish to link to

To permit accurate tracking, we will provide you with a proposed link format for links between your site and our website. This is so we can track web visitors to the Munters local websites resulting from customers coming to the Munters website from your link.

Munters will not be liable for any failure by you to correctly configure your affiliate link to Munters website or any failure resulting from issues of internet connectivity, web-site application failure on your server or our server

We will make available to you a small graphic image that identifies your site as an affiliate company. You may display this logo or phrase "Authorised Munters Products and Services Affiliate" somewhere on your site. We may modify the text or image of this notice from time to time. You may not make any press release with respect to your affiliation without our prior written consent, which may be given or withheld at our sole discretion. You may not in any manner misrepresent or embellish the relationship between us, except as expressly permitted by Munters.

## You will be solely responsible for

- Posting Munters product and service descriptions on your site and linking those descriptions to our product pages or to your Munters catalogue listings as approved by Munters
- Posting Munters appropriate and accurate product and case materials on your site

Once approved for linking, your website will be added to our approved affiliate sites list.



When you have completed the application form and returned it to Munters regional business area marketing representative, he/she will provide you with these Authorized Partner or Dealer badges to be placed on your website.

# Authorization and promotion badges for web

The web badge is primarily set in in CYAN blue with a white logotype. Preferably place the badge on a white or light neutral background.

For use on a black and white layout there is a badge in black and white. Also a negative version is available.

Please observe: the cyan blue web color is slightly paler than the 100% CYAN for print. There are CMYK versions of the template for print and clothes.

Please fill in the application form for linking to Munters website and send it to your local Munters sales/marketing representative. He/she will provide you with a badge suiting your needs.



*White badges has round corners just like the blue badges. The dotted outlines above are present to illustrate the border of the white badge over the white background. White badges must not be placed on white backgrounds. Borders are not allowed.*

# Application form for linking to Munters websites

## AFFILIATE PARTNER WEB LINK APPROVAL FORM

ORGANISATION  
CONTACT NAME  
JOB TITLE  
ADDRESS  
CITY STATE / PROVINCE ZIP / POSTAL CODE /COUNTRY  
PHONE NUMBER  
E-MAIL

Please indicate:

TRADE ASSOCIATION / CONSULTANT / AGENT / DISTRIBUTOR / REPRESENTATIVE  
OTHER:

I, CONTACT NAME \_\_\_\_\_ JOB TITLE \_\_\_\_\_

Wish to apply for COMPANY NAME \_\_\_\_\_

to be able to link to Munters website page(s) URL address(s) as an affiliated partner company or individual

\_\_\_\_\_

I understand that authorisation is subject to periodic review by Munters Brand Consistency Board and may be revoked without notice if determined the site is unsuitable for linking to Munters websites due to:

- Illegal activities
- Violation of Munters intellectual property rights
- Use of Munters images and material to represent competing technology or services
- Inconsistency with Munters interests

We understand these rules apply to individuals and company owned and managed web sites. Under no circumstances may Munters affiliate links be placed on sites not registered or approved in writing by a Munters BA Marketing representative.

Please provide the link ID to Munters Web page(s): eg [www.companyname.com/munters](http://www.companyname.com/munters)

LINK ID(s):

\_\_\_\_\_

Signed on Behalf of Company Name:

Name of Company Contact

Date:

Munters Authoriser BA Marketing

Name of Company Contact

Date:

## Joint advertising

In order to reach full benefit of your partnership with Munters, we suggest opportunities of joint advertising. This will enhance both company brands and save on the media budget, while also clarifying where the end user can turn to source Munters products.

Here is an advertising example we have created together with one of our representatives.

Don't hesitate to contact your Munters sales manager in order to get some input of how joint advertising can be achieved. Our marketing & communications department is ready to assist you.



**Norm Wettstein**  
Phone 309-825-4258  
Email: [ndwett@psdvent.com](mailto:ndwett@psdvent.com)  
[www.munters.us/aerotech](http://www.munters.us/aerotech)

**Rick Zimmerman**  
Phone 309-635-6635  
Email: [rzimm@ventexperts.com](mailto:rzimm@ventexperts.com)  
[www.munters.us/aerotech](http://www.munters.us/aerotech)

**Jonathan Chalupa**  
Phone 319-530-8042  
Email: [pinnacle.llc@live.com](mailto:pinnacle.llc@live.com)  
[www.munters.us/aerotech](http://www.munters.us/aerotech)

## New motor technology, Customized for you.



Offering three different airflow and efficiency options, allowing for a customized approach to ventilation. Options include (HE) high efficiency for minimum ventilation, (HO) high output to move a large volume of air, (HR) that will maximize output while qualifying for regional energy efficiency rebates.

- Eliminates belt, bearings and pulley maintenance
- Lower installation cost
- No additional variable frequency drive or thermal overload required
- Soft start-up eliminates energy spikes
- Runs quiet and cool
- Easy to retrofit current 51" and 55" Vortex fans



# Co-branding for dealers

The marketing material produced with/for dealers (third parties) differs a lot from case to case and the Munters brand is lost in many instances.

## Aim

When we work with dealers, we can try to influence the look of the marketing material so that it to the greatest extent possible looks like Munters. We don't have the final say, but we can strive towards a unified look.

## Main guidelines

If possible, one of Munters templates should be used as a basis (see next slide).

## Logo

It is not accepted to create a new logo with Munters and any other company logo. It is allowed to connect a dealer/third party logo with the Munters logo with a clean "powered by" (Futura condensed): or "by", where there is less space.

## Color

If the third party wants to use their own company color palette, that is accepted.

## Images

Product images and application images are preferred. Color is optional.



**Not many does big size air treatment with a standard range.**

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**Lorem ipsum.**

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# Co-branding for dealers

The marketing material produced with/for dealers (third parties) differs a lot from case to case and the Munters brand is lost in many instances.

Rounded corners, if possible

Product image or application image  
Color: optional



## Save Energy

- Decrease Operating Costs
- Improve Indoor Air Quality
- Provide Optimum Conditions

Text box: optional  
Color: ok to change to third party colors

Text: optional  
Text size: optional

## Lorem ipsum dolor sit amet, consectetur adipiscing.

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- Incidunt ut labore et dolore.



Product image : optional

Logo: either Munters logo and third party logo in separate corners or the two logos combined with a "by"

Munters Ltd  
Global enquiries: Phone +44 (0) 11 33 33 44 | Email: global@munters.com | Contact your local office via: www.munters.com/it



# Co-branding for dealers

Marketing material for exhibitions: if possible, try to include the Munters logo.

Product branding: Dealer logo and Munters logo combined with a "powered by" or "by".



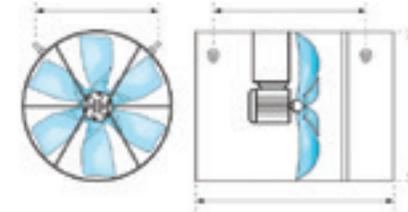
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### Dimensioner (mm)

Model	A	B	C	D
100	100	100	100	100
150	150	150	150	150
200	200	200	200	200

### Motor specificationer

Model	Maximal kraft (N)	Type	Maximal hastighet (rpm)	Spänning (V)	Ström (A)	Övertryck (Pa)
A	1.41	3	1200	24V	1.2	1.2
B	1.41	3	1200	24V	1.2	1.2
C	1.41	3	1200	24V	1.2	1.2
D	1.41	3	1200	24V	1.2	1.2
E	1.41	3	1200	24V	1.2	1.2
F	1.41	3	1200	24V	1.2	1.2

### Tekniska specifikationer

Parameter	Modell A	Modell B	Modell C	Modell D
Maximal luftflöde (m³/h)	10	15	20	25
Maximal tryckfall (Pa)	10	15	20	25
Spänning (V)	24	24	24	24
Ström (A)	1.2	1.2	1.2	1.2
Övertryck (Pa)	1.2	1.2	1.2	1.2
Maximal kraft (N)	1.41	1.41	1.41	1.41
Maximal hastighet (rpm)	1200	1200	1200	1200

### Beställningsinformation

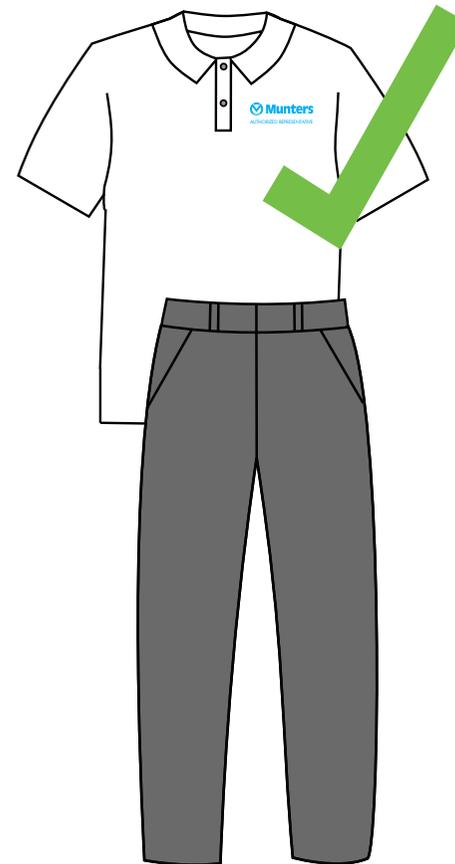
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# Promotional material and clothing

It is prohibited to offer items or clothing that have Munters logo in combination with other logotypes or symbols. This also applies to Munters trademarks and product brands. It shall only show Munters logotype.

For authorized partners, it's approved with clothing that has Munters authorization badge applied and you company name written in text.

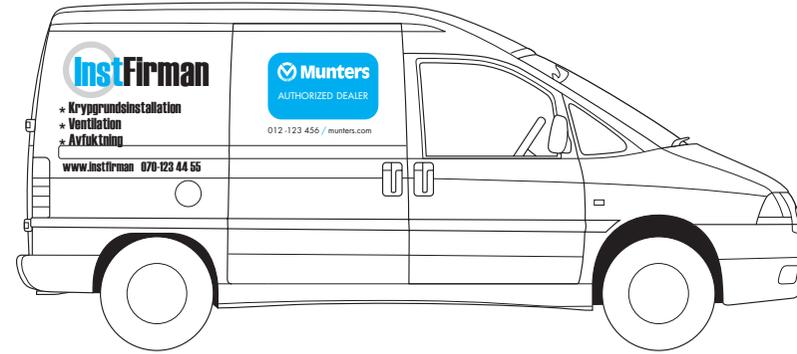
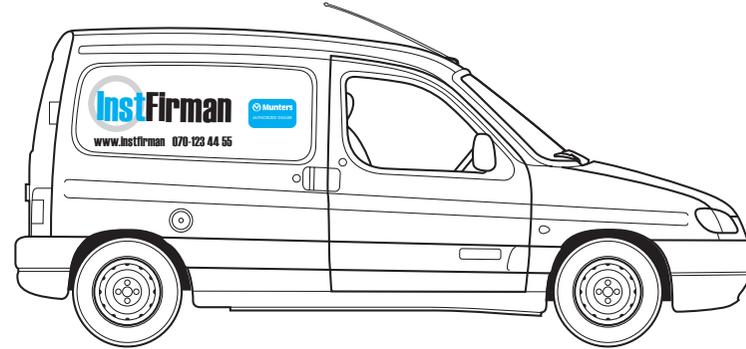
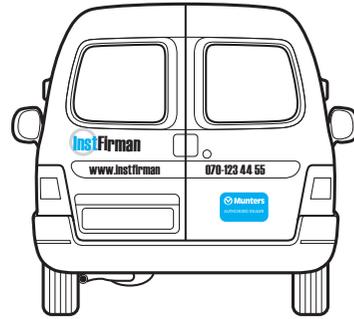


# Vehicles

For sales reps and partners there are also possible to use a badge on vehicles. Use the blue badge primarily on vehicles with white, light grey (e.g. metallic) paint. Contact details are written in black with a 100% cyan blue slash. If the vehicle has a black, dark or colored paint, please apply a white badge and white text outside the badge.

The badge is available with different texts so that it matches the company. For example it could point out authorized partner or service technician. There is no problem to add text for important services.

However the blue badge must not be placed on a colored background and don't use the white on white background.



# In-store marketing material for customer show rooms

Munters can provide posters and banner rollups to those distributors and customers who have a showroom for product display. This material can also be requested for small exhibitions

Please contact your Munters sales or marketing representative to learn more about Munters promotional material. If you have more questions please contact Munters Brand Consistency Board at any time.

## Roll Ups

**Climate. Controlled.**  
Munters ofrece a todos sistemas de climatización para todo tipo de confortamiento animal. Estancia distribuida a lo largo de la granja, creando y controlando las condiciones perfectas para el crecimiento.

**Climate. Controlled.**  
Munters ofrece a todos sistemas de climatización para todo tipo de confortamiento animal. Estancia distribuida a lo largo de la granja, creando y controlando las condiciones perfectas para el crecimiento.

**Sport Heating. Inside the place. Outside the climate.**  
El aire acondicionado de calefacción y refrigeración para todo tipo de confortamiento animal. Estancia distribuida a lo largo de la granja, creando y controlando las condiciones perfectas para el crecimiento.

**Sport Cooling. Inside the place. Outside the climate.**  
Munters ofrece todo tipo de sistemas de climatización para todo tipo de confortamiento animal. Estancia distribuida a lo largo de la granja, creando y controlando las condiciones perfectas para el crecimiento.

Munters logo and contact information are present at the bottom of each roll-up.

## Posters

**Sport Heating. Inside the place. Outside the climate.**  
El aire acondicionado de calefacción y refrigeración para todo tipo de confortamiento animal. Estancia distribuida a lo largo de la granja, creando y controlando las condiciones perfectas para el crecimiento.

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Munters logo and contact information are present at the bottom of each poster.

# Distributor catalogues and websites

Munters logotype in 100% CYAN, must always be displayed against a white background.

Only in cases with a black and white print, Munters logotype shall be used on black or negative (white).

When displaying product pictures please ask your Munters sales or marketing representative for the most recent product pictures.





# Exhibitions

The starting-point is to always keep Munters logotype and other logotypes as separate as possible. When Munters partner is of equal importance in a project or situation, the logotypes should be of the same size (Alt. 1).

If Munters is the more important partner, the collaborating partner's logotype should be smaller (Alt. 2). If the partner does not contribute to a positive image, in any other way than financially, Munters logotype alone should be used (Alt. 3).

In alternative 1, 2 and 3 where Munters logotype should be placed in the bottom right hand corner, Munters visual guidelines apply. If Munters is the less important partner in a partnership, the Munters logotype should be placed in the bottom left hand corner (Alt.4). In this case Munters visual guidelines should not be applied, but the two logotypes should be balanced in relation to each other. Always to be approved by Brand Consistency Board.



<< Example of an exhibition design by Munters.

# Contacts

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