

**mema.**

The Vehicle Suppliers Association

# Brand Guide



Version 1.0  
February 2023



# The importance of this book.

This book is a guide to understand what we stand for and how we express our brand identity to the world. Inside you will find our visual and verbal language to create meaningful and cohesive brand expressions for marketing, communications, and experiences.

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**memma.**  
The Vehicle Suppliers Association

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**Consistency is Key** 56



**We are...  
Who we are...  
Because of our connections.**



An aerial, top-down view of a multi-level highway interchange with several overpasses and ramps. Numerous cars are visible on the roads. A semi-transparent dark grey overlay covers the entire image, featuring a network of white lines and dots that suggest a digital or data network. The text is centered in the middle of the image.

**A wide network of respected suppliers,  
industry leaders and enterprising start-ups,  
influencing and impacting mobility.**



A grayscale photograph of a man and a young girl standing in a garage. The man, wearing a plaid shirt, is looking at something in his hands. The girl is looking towards a classic car with its hood open. The scene is dimly lit, with light coming from windows in the background.


**We are legacy.**

A grayscale photograph of a vintage, open-top car parked in a field. A group of people, including men and women wearing hats and coats, are gathered around the car. The background shows a landscape with trees and a building in the distance.

**We are history.**

A grayscale close-up photograph of the front end of a modern car. The image focuses on the front wheel, the headlight, and the multi-slatted grille. The car's design is sleek and aerodynamic.

**We are the future.**



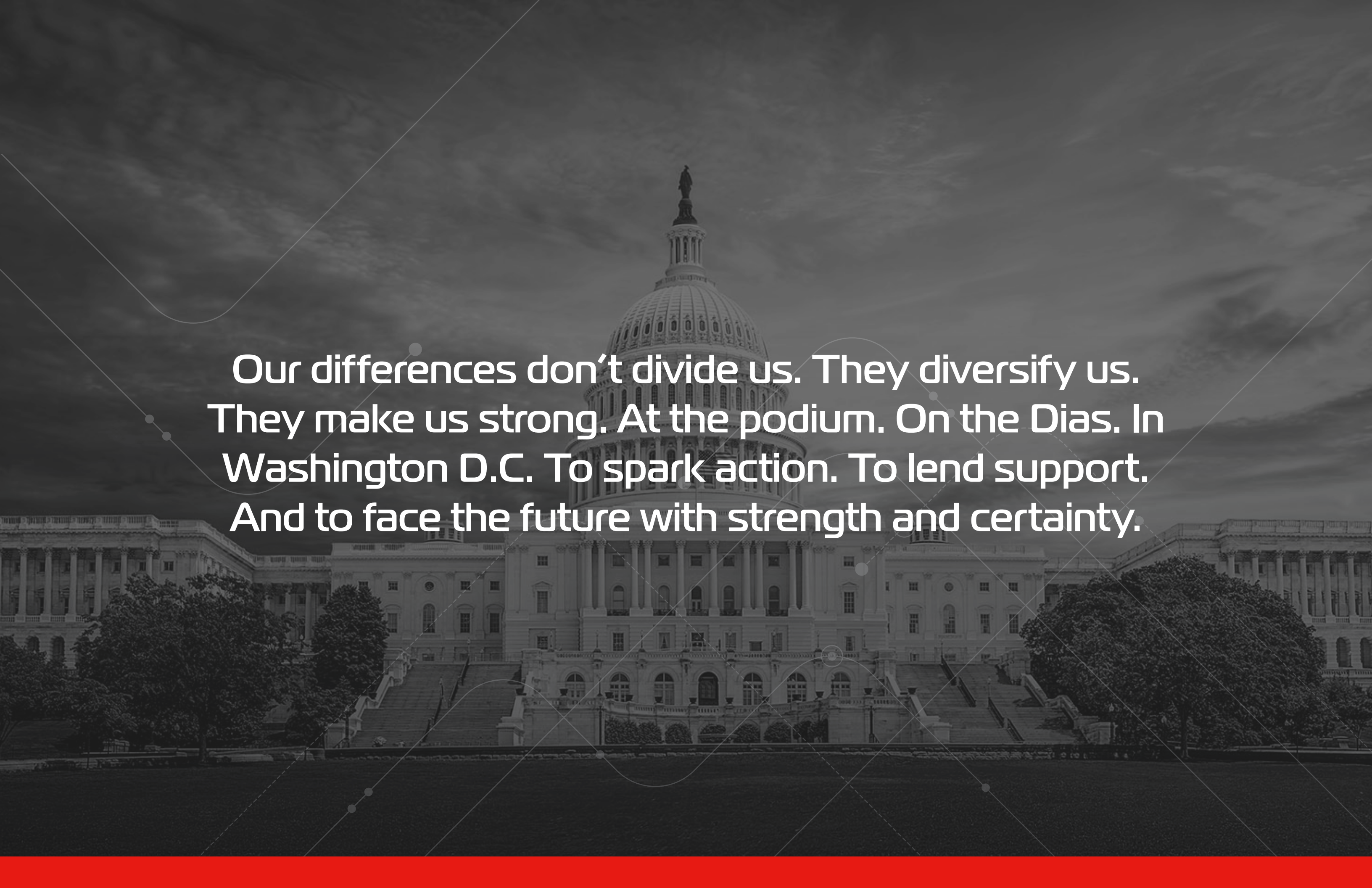
**We represent the parts that make the whole...  
of anything and everything that moves  
people and things from here to there.**

**And so we come together.**



Bringing knowledge, bringing solutions, and  
yes, even opposing views, so we can work  
the problems and move forward.





Our differences don't divide us. They diversify us.  
They make us strong. At the podium. On the Dias. In  
Washington D.C. To spark action. To lend support.  
And to face the future with strength and certainty.

**We are vehicle suppliers.  
We are MEMA and together  
we are invincible.**

**memna.**  
The Vehicle Suppliers Association



# Brand Framework.

1.0

Our brand framework is a road map for building our brand meaning and connection.  
It is a summary of who we are, what we stand for, and how we communicate.





## THE ROLE OF A BRAND

# Business Intent

## MEMA Vision

To foster a growing, profitable, innovative, and influential supplier industry and an association that is vital to our members' success.

## MEMA Mission

To champion and advance the business interests of vehicle suppliers and the mobility industry.

# Brand Intent

## Idea

What you stand for.

## Character

Who you are.

## Promise

What you deliver.

## Identity

Visual and verbal expression.



## OUR BRAND IDEA

Our Brand Idea is the heart of what we stand for. It is an internal beacon for decision-making and an external beacon of shared meaning and aspiration.

# Strong by Association

Influential  
Established  
Successful  
Healthy  
Enduring

Partners, peers, friends  
Like-minded group  
Coming together  
Creating connection



## OUR BRAND PROMISE

Our Brand Promise is a standard to which we hold ourselves and everything we do, and it's the experience people can expect when they connect with our organization.

**MEMA empowers the Vehicle Suppliers community with the strength and certainty to take action for themselves, their business and their industry.**

## OUR BRAND CHARACTER

Our Brand Character personifies MEMA. As the essence of who we are, it embodies our values and personality, giving life to our Brand Idea and inspiring how we'll sound, appear, and act, out in the world.

# The Industry Champion.

As The Industry Champion, MEMA finds fulfillment through our sense of duty to the greater good of society, and our ability to empower and champion others.

We are passionate about the things that motivate us. We're not afraid to be emotionally expressive. With skill and extensive experience, we are able to foster inclusive and collaborative relationships, making space for others to have a voice.

## Character Attributes:

Passionate

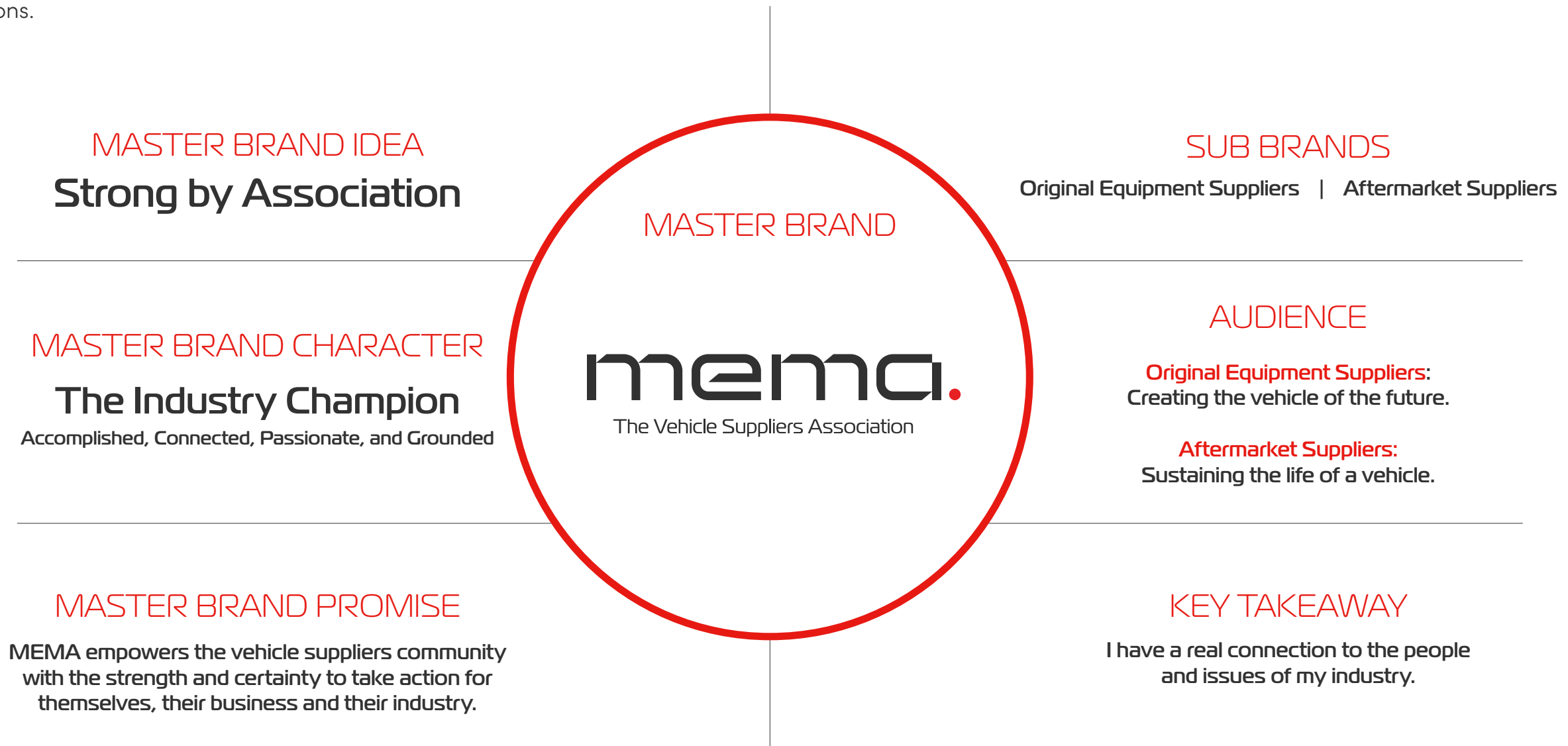
Accomplished

Connected

Grounded

BRAND FRAMEWORK RECAP

The Master Brand serves the entire organization. Additionally, this framework identifies our two membership sub-brands, including their member audiences and the key membership takeaway. The framework is a tool to both inspire and guide our actions and expressions.





# Verbal Identity.

# 2.0

Verbal identity guides our language. It enables us to accurately and consistently reflect who we are. It provides the foundation for all our communications, which in turn inspires messaging and narratives.



## OUR VOICE

Voice gives dimension to who we are and what we stand for. It brings our brand identity to life through words, guiding how we communicate through a consistent and recognizable style. Whether through social media, the printed word or in person, our voice should be unmistakable.

### As MEMA, our voice is...

## Strong

Not only are we “Strong by association,” we also have a strong voice. Readers and listeners will sense a strong hand at the wheel, guiding this organization to achieve for its members and get things done. This is the voice of a leader – a leader made up of many leaders in the groups and councils that make it a powerful voice as a whole. We use words like “powerful” and “success,” and make bold statements about “taking on issues” and “changing the industry.” Such words reflect our strength and productive attitude toward getting things done and making things better.

#### Example statements:

**MEMA. Key to supplier success in a rapidly changing industry.**

**MEMA. Taking on the issues of our industry with one powerful voice.**

## Precise

Less is more. Just as we want to convey that we are an effective organization, we use our words and language efficiently. We try to be concise, clear, relatable, and understandable, with clear calls to action for our various audiences. Our members, industry leaders, and other interested parties are busy people, so we make it our duty to get to the point. There is precision through the best word choice and direct, punchy headlines that attract our readers and listeners. What’s more, keeping writing concise will be more easily sharable among platforms for your communicators.

#### Example statements:

**One association. One powerful voice.**

**Grow your industry connections in an instant.**

## Inspiring

Together we can change things. We can move the industry forward. Bold statements like these paint a picture of what we can do when we connect and share, and what it means to be a part of something bigger. Whether we’re writing headlines or creating videos, we want to share the optimism we feel and our vision for a dynamic future for all automotive, mobility, and tech suppliers who want to join us. Future-forward does not mean dreamy and intangible, however. While our messaging is forward leaning, we are always grounded in what is possible in the foreseeable future.

#### Example statements:

**MEMA. Moving our industry forward together.**

**Growing our membership. Building on success.**

## OUR VOICE

# Bringing our voice to life.

Just like we say in our Manifesto, “We are who we are because of our connections.” Very simply, our members are our purpose, and communicating with them and for them is our reason for being. What does that mean in terms of our voice? It means that our messaging must address everything from their needs, wants, and worries, to celebrating their optimism, initiative, and victories.

We speak as a leader, with a strong point-of-view and messaging that can be trusted. Our voice itself might be more businesslike, but at the same time, we cannot be boring. We must reach them at a deeper level that stirs camaraderie, pride in our heritage, forward-thinking for our future, a desire to get involved, and a passion to see things through all the way to Capitol Hill. Maybe messages start with a question to draw people in or a statement or fact that makes them think. Maybe it’s a quote that inspires. Whatever it is, let’s make it a message that cannot be ignored.



## MESSAGING STATEMENTS

Our Messaging Statements help us communicate what's important in a cohesive and impactful way. Key statements such as these help bring our brand to life and create connections with our audiences. They can also inspire communications that fortify our brand and reflect everything we do.

### Members and General Public

Group communications/educating industry/communicating influence.

One association. One powerful voice.

MEMA. Working together for supplier success.

MEMA. Key to supplier success in a rapidly changing industry.

MEMA. Taking on the issues of our industry with one powerful voice.

Strong together. Strong by Association.

We are MEMA. Together we're moving the industry forward.

MEMA. Moving our industry forward together.

MEMA. Connecting suppliers for greater success.

Growing our membership. Building on success.

Thousands of members. One powerful voice.

A driving force since 1904.

### Individual Members

A focused, personal approach.

Connections that make your business stronger than ever.

MEMA. Working together for your success.

See what one powerful voice can do. For you.

MEMA. Taking on the issues you care about, with one powerful voice.

Strong together. Strong by Association.

Strong industry connections make for one powerful voice.

We can change things, with one powerful voice.

We're listening, and together, we have one powerful voice.

Grow your industry connections in an instant.

This is networking that gets things done.

Success. Just one of many powerful reasons to join us.

## NARRATIVES

Narratives are our story. It's how we tell the world about us. Below are sample communications for different audiences you will be speaking to. You will see different lengths in the following pages too, for varying space requirements. You can use these examples in part or in total for videos, speeches, collateral pieces, or as inspiration for your own messaging.

### About Us

The About Us is an overview that could live on a website or in a brochure for example.

#### Strong By Association

We are MEMA. We are vehicle suppliers. A wide network of respected makers, industry leaders and enterprising start-ups coming together to advocate for our collective interests and to influence our industry. We represent Original Equipment suppliers for both light vehicles and heavy duty, as well as Aftermarket suppliers dedicated to vehicle safety and mobility. We've been a driving force since 1904, and while we are proud of our past, we're always looking ahead.

We see a bright future. A future where legacy technologies and new innovations are both vitally important, as they supply their customers with safe and reliable elements that will keep us all moving down the road. A future that attracts digital and software companies to the vehicle space in ways that are surprising and imaginative. It's a growing landscape of change and innovation, and we will need the shared wisdom of everyone to thrive.

We come together to build our knowledge, to work the problems our industry faces, and lend support to our members. Together we see new possibilities and new ways forward. There's never been a more exciting time to join us.

We are the future. We are Strong by Association. We are MEMA.

### Members

The Members narrative could be used in a video, an email, or at an event.

#### Moving Our Industry Forward

As vehicle suppliers, we are literally moving the world forward. We make and innovate the parts that drive our industry. From supplying original equipment to aftermarket parts, from heavy duty equipment to remanufactured components, our members come from all points on the vehicle supply chain. We look to each other to stay current with the issues and anticipate what's ahead.

What's more, we are growing. Coming together to expand our base, our voice, and our influence as we move to the future.

What does that look like? Well, it's exciting. Everything we touch moves people and products somewhere. We're an important part of progress today and tomorrow. Whether we're manufacturing legacy technologies that keep today's vehicles on the road or innovating for the years to come, we're here to help all suppliers stay ahead of the curve. That's why we meet, work, solve, plan, and innovate together. So that we succeed together, and move our industry forward.

And it all starts with our organization moving forward. Realizing our strength. Realizing we are strong by association. We are MEMA.

## NARRATIVES

The narratives below are intended to stir emotion and pride in our members, or inspire new members to join us. The manifesto currently exists in video form, but it can be repurposed for a TV commercial, as individual headlines in print, or blocks of copy. The Call to Action can live on our website, in collateral, or edited for social media.

**Call to Action** A short-form piece for web and print, with useable elements for social media too.

### Why MEMA?

What does it take to grow and be successful in today's rapidly changing world?

You need access, clarity around the range of possibilities, and a voice that is heard in real time. You need connections to people who have been where you are and can provide meaningful perspectives. And you need the strength and the confidence that comes from being a part of the whole with a powerful voice. People who have your back, who are committed to helping each other overcome obstacles, push through challenges, and achieve success.

This is the power of MEMA. Working together to improve our industry.

## Manifesto

Can be used in videos, as a voiceover for a TV commercial, as inspiration for a speech.

### Strong by Association

We are...who we are...because of our connections.

A wide network of respected suppliers, industry leaders and enterprising start-ups, influencing and impacting mobility.

We are legacy. We are history. We are the future.

We represent the parts that make the whole... of anything and everything that moves people and things from here to there.

And so we come together.

Bringing knowledge, bringing solutions, and yes, even opposing views, so we can work the problems and move forward.

Our differences don't divide us. They diversify us. They make us strong. They give us credibility and presence.

At the table. On the Dias. At the podium. In Washington D.C.

To spark action. To lend support. And to face the future with strength and certainty.

We are vehicle suppliers. We are MEMA and together we are invincible.

MEMA. Strong by Association.

## NARRATIVES

These short narratives quickly explain the relationship between MEMA and their groups. Each group has its own descriptor and describes its forward-thinking purpose that reflects back to MEMA.

# Membership Group Narratives

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**memca.**  
Original Equipment Suppliers

**Creating the Vehicle of the Future.**

We are vehicle suppliers who represent the Original Equipment group – manufacturing components for Light Vehicles and Heavy Duty and innovating for the vehicles of tomorrow.

**memca.**  
Aftermarket Suppliers

**Sustaining the Life of a Vehicle.**

We are vehicle suppliers who represent the Aftermarket and Remanufactured components group – Legacy technologies that keep vehicles safely and reliably on the road today and tomorrow.

## USING OUR BRAND NAME IN COPY

Below are some “do’s and don’ts” when using the MEMA brand name and Supplier group names in communications. This applies to print, video, social applications, and anywhere the brand is seen. Adhering to these rules maintains the integrity and strength of the brand.

### Organization-Wide

**DO** Spell our name in all caps, in printed copy.

**Correct use:** MEMA

---

**DO NOT** use periods after each capitalized letter.

**Wrong:** M.E.M.A.

---

**DO NOT** use a period/dot as a part of our printed name.

**Wrong:** “MEMA. is the vehicle suppliers association.”

---

**DO NOT** use possessives with our brand name in printed form.

**Not ideal:** “MEMA’s members...” **Ideal:** “The members of MEMA...”

Sentences should be structured around MEMA. This preserves the integrity of our name and brand as a strong, respected entity. While possessives are perfectly acceptable in speech and we may see and hear ourselves represented in this way in journalistic avenues and narration (perhaps in a video or a speech on a stage), while in printed form we control, it looks the most professional in its perfect form: MEMA.

### Membership Groups

Our two membership groups are:

**Original Equipment Suppliers**

**Aftermarket Suppliers**

---

**DO** use initial caps (first letter of each word capitalized) with both membership group names, everywhere.

---

**DO** refer to the membership groups in reference to MEMA, whenever possible.

MEMA Original Equipment Suppliers membership  
MEMA Aftermarket Suppliers membership

---

**DO NOT** use possessives with our Membership groups names.

“Original Equipment Supplier’s members are...”; “Original Equipment Suppliers’ members are...”; again we restructure the sentence to avoid possessives like: “The members of the Original Equipment Suppliers are...”

## A FINAL WRITING CHECK

Below are some points to consider after drafting messaging – a kind of checklist to stay on track with our guidelines.

### **Are our words and messaging Strong?**

Are we speaking like a leader in a businesslike fashion, but still conveying a personality that draws people to us?

### **Are our words and messaging Efficient?**

Could we say it with fewer words and still have the same or greater impact? And if we are being brief, are we still being personable?

### **Are our words and messaging Inspiring?**

Have we told our members or interested parties anything new today? Have we shared a vision of what we can do together in the future that opens their minds to new possibilities? If you weren't a member, would you be inspired to join?



# Visual Identity.

3.0

These Visual Identity Guidelines define the way we visually communicate with the world. Our visual identity is a system of elements including color, graphics, typography, imagery and layout that work together to create a distinct language – elements by which MEMA and our membership groups are known and recognized. It is important for anyone designing communications for MEMA to have a thorough understanding of these guidelines and their consistent implementation.

## DESIGN PRINCIPLES

These principles guide and define our visual communications and keep the consistency strong throughout our brand. Together they create a visual language that gets people's attention, conveys leadership, and invites members and the industry to engage with our brand.

# Dynamic

Because MEMA is dynamic, flexible, and able to change as the times require, so too are our design elements. Our dynamism as an organization is what attracts people. So, all of our design elements – including photography, typography, graphics, and patterns – can be used alone or together to tell a story that is uniquely MEMA.

# Bold

Bold shapes, colors, and typography convey strength and confidence. This is a captivating brand grounded in experience and success, yet forward-facing for the future.

# Visionary

Our design should convey forward thinking and a vision of the future for suppliers of the automotive industry and beyond. We actively play a role in the development of what's next, and careful consideration of the fresh, forward-leaning photography, imagery, and layout should reflect that vision.

# Refined

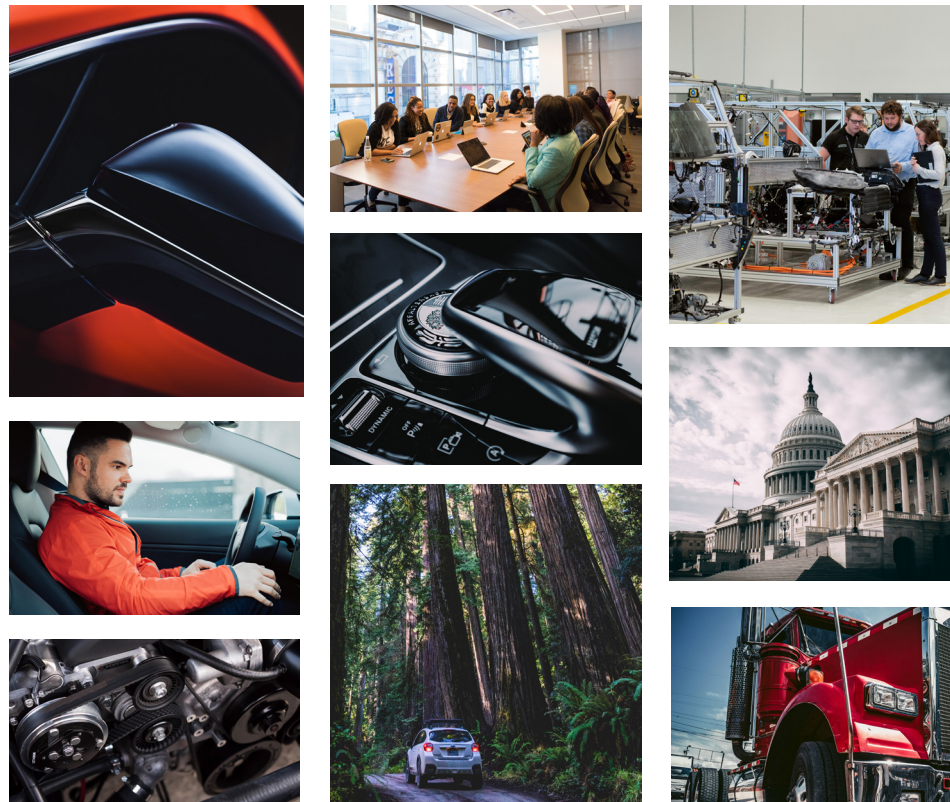
Our visual communications should feel thoughtful, well edited, and elevated. This is about an elegant minimalism with maximum effect. Visuals should feel balanced and convey a sense of sophistication and authority.



VISUAL ASSETS

Our visual assets are our toolkit to build our visual identity. Here we see all the individual elements that make up our visual system. When used together, they create an identity that is unique to MEMA and reinforce our authentic perspective on how we communicate visually.

Photography



Brandmarks



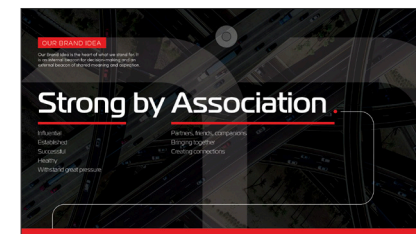
Typography

VISUAL ASSETS

Strong by Association.

We are vehicle suppliers. We are MEMA.  
Together we are invincible.

Graphic Elements



Color





VISUAL STYLE

Using our design principles – along with all of the elements that make up our visual identity system – results in a modern, refined look at what’s next for the automotive industry that is uniquely ours.

mema.

The Vehicle Suppliers Association

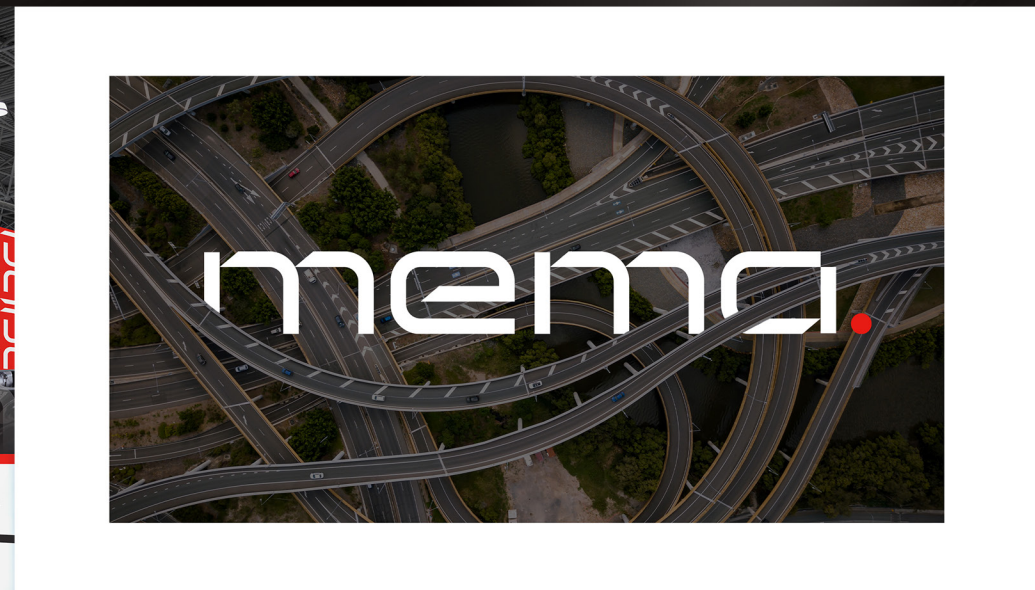
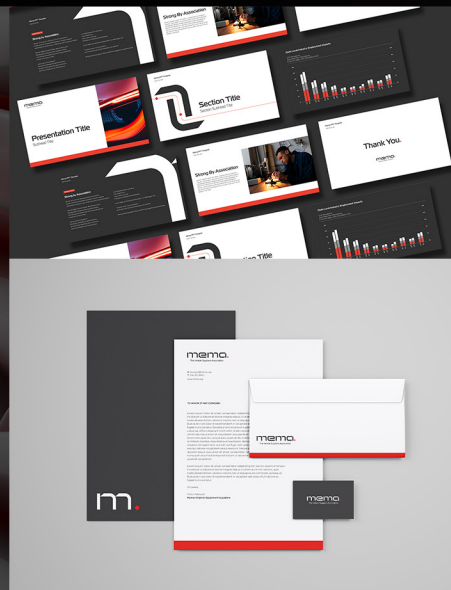
Strong by Association.



The Vehicle Suppliers Association.

mema.  
Aftermarket Suppliers

mema.  
Original Equipment Suppliers



## OUR BRANDMARK

Our brandmark reflects many of our attributes as an organization: our forward thinking, our openness, our flexibility, and even our history through its strength, confidence, and authority.

Sharp angles paired with rounded letterforms suggest our ability to adapt and change with the industry and our members needs.

The red dot symbolizes our 360 degree view of the industry and the individuals that make up our association.

Within our brandmark system, as you can see here, there are a variety of brandmark lockups and variations to utilize for different scenarios. The following pages provide guidance for appropriate use cases for each variation.

Primary Brandmark



Primary Brandmark: The word "mema." in a bold, black, sans-serif font with a red dot at the end of the period. Below it, the tagline "The Vehicle Suppliers Association" is written in a smaller, black, sans-serif font.

Primary Brandmark  
No Descriptor



Primary Brandmark: The word "mema." in a bold, black, sans-serif font with a red dot at the end of the period.

Secondary Brandmark



Secondary Brandmark: The word "m." in a bold, black, sans-serif font with a red dot at the end of the period.



**PRIMARY BRANDMARK****With Descriptor**

Our primary brandmark with the descriptor: “The Vehicle Suppliers Association”, should be used in most cases. The only reason it shouldn’t be used is when the brandmark appears at small sizes and the descriptor becomes difficult to read.



memca.  
The Vehicle Suppliers Association

---

**Centered Version**

The centered version of our brandmark can be used in any layout or visual communication materials in any position.



memca.  
The Vehicle Suppliers Association

---

**Left Justified Version**

The left justified version of our brandmark should be used in a layout or composition where all of the content on the page is left justified or when the brandmark appears along the left margin of a layout or composition.

PRIMARY BRANDMARK

**Without Descriptor**

This version of our primary brandmark should be used when the version with the descriptor becomes too small to read; or when the phrase “The Vehicle Suppliers Association” appears as a headline.



mem.

## SECONDARY BRANDMARK

Our secondary brandmark should be used when both versions of the primary brandmark appear too small to read or when space becomes an issue.

The secondary brandmark can also be used in conjunction with the primary brandmark in communication materials or within a body of work where the primary brandmark also appears at least once.



## GROUP-LEVEL BRANDMARKS

Each of our groups within MEMA – Original Equipment Suppliers and Aftermarket Suppliers – have their own brandmark lockups to be utilized in their group-specific communications materials.

The group’s name is an essential part of the brandmark in these lockups, and each group-level brandmark should always display the group name.

Both have variations of primary and secondary versions, like our organization-wide brandmark, to be used in different scenarios dependent upon size and space requirements.

We do not use any of our organization-wide brandmark variations for group-level communications materials. Either group’s brandmark should always be used on their specific messaging materials to signal where the communication is coming from.

The centered and left-justified versions of our group-level brandmarks follow the same parameters as our primary organization-wide brandmarks listed on page 32.

The secondary versions of our group-level brandmarks are to be used when space or size restrictions become an issue for the primary group-level brandmarks.

### Primary Group-Level Brandmarks

**memca.**  
Original Equipment Suppliers

**memca.**  
Aftermarket Suppliers

**memca.**  
Original Equipment Suppliers

**memca.**  
Aftermarket Suppliers

### Secondary Group-Level Brandmarks

**memca.** Original Equipment Suppliers

**memca.** Aftermarket Suppliers

**m.** Original Equipment Suppliers

**m.** Aftermarket Suppliers

**m.**  
Original Equipment Suppliers

**m.**  
Aftermarket Suppliers

## COUNCIL LOCKUPS

We have many councils within MEMA that occur at both the organization level and the group level. Council names are paired with the primary brandmark at the organization or group level.

To the right we see examples of how a council lockup should be constructed utilizing the corresponding primary brandmark at the organization or group level.

We can construct center-aligned stacked and horizontally oriented lockups depending on the needs of the council. A thin MEMA gray line is used to separate the descriptor or group name from the council name in both cases. The council name should always be written out using our primary brand font, Magistral, in bold weight. The text should use our primary brand color, MEMA Red. Font size may vary depending on length of council name. For more on typography and fonts, please refer to page 44. For color reference, please refer to page 42.

Council names can also appear separate from a primary brandmark lockup as long as the primary brandmark is located somewhere on the same page or frame of a communication.

All council lockup requests should be approved prior to creation by Megan Gardner. They should then be approved before being used in any communication materials

### Organization-Wide Council Lockup Example



### Group-Level Council Lockup Example





## PROPERTY LOCKUPS

In addition to council lockups, we have the ability to create lockups for our properties. These will occur at the organization level. While they appear similar, there are slight differences in how we handle property lockups compared to our council lockups.

The primary difference is that the lockups we create for our properties appear centered and stacked only, and do not use a thin dark gray line to separate the primary brandmark and the property name.

In these lockups we use our primary brand font, Magistral, in bold weight. We also use our primary brand color, MEMA Red for the text color, like we do for the council lockups. For more on typography and fonts, please refer to page 44. For color specs, please refer to page 42.

Lockups that we create for our properties appear centered and stacked only, and do not use a thin dark gray line to separate the primary brandmark and the property name.

Property names can also appear separate from a primary brandmark lockup as long as the primary brandmark is located somewhere on the same page or frame of a communication.

All property lockup requests should be approved prior to creation by Megan Gardner. They should then be approved before being used in any communication materials.

## Property Lockup Example

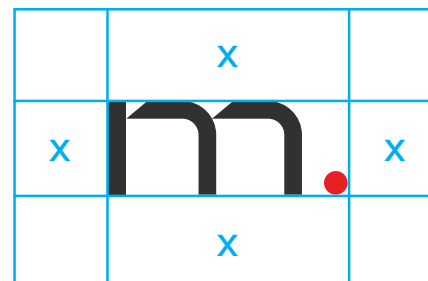


BRANDMARK CLEAR SPACE

Clear space is required to ensure that our brandmarks do not become crowded or cramped by other elements and maintain their integrity.

All Primary Brandmarks, Lockups, and Secondary Brandmarks

All primary brandmarks, lockups, and secondary brandmarks shall maintain a clear space on all sides that is greater or equal to the height of the M in the respective MEMA brandmark.



BRANDMARK MINIMUM SIZE

Minimum size requirements are essential to maintaining legibility of our brandmarks at small sizes. If a version of a brandmark in use becomes restricted by size requirements or a smaller size is required, use another version with smaller minimum size requirements.

All council and center lockups should abide by the “Primary Brandmark With Descriptor” minimum size dimensions.

Primary Brandmark Minimum Size



**With Descriptor**  
1.5in Wide / 100px Wide

\*Applies to both the centered and left justified versions of primary brandmark with descriptor.



**Without Descriptor**  
.75in Wide / 55px Wide

Secondary Brandmark Minimum Size



Group-Level Brandmarks Minimum Size

Original Equipment Suppliers



**Primary Versions**  
1.25in Wide / 90px Wide

\*Applies to both the centered and left justified versions of the Original Equipment Suppliers primary brandmark.



**Secondary “M” Horizontal**  
1.5in Wide / 100px Wide



**Secondary Horizontal**  
2in Wide / 150px Wide



**Secondary “M” Stacked**  
1.25in Wide / 90px Wide

Aftermarket Suppliers



**Primary Versions**  
1.25in Wide / 90px Wide

\*Applies to both the centered and left justified versions of the Aftermarket Suppliers primary brandmark.



**Secondary “M” Horizontal**  
1.25in Wide / 90px Wide



**Secondary Horizontal**  
1.75in Wide / 125px Wide



**Secondary “M” Stacked**  
1in Wide / 75px Wide

BRANDMARK ACCEPTABLE USE

In addition to different lockups and orientations, all of our brandmarks are available in different color combinations for use over brand color backgrounds in order to maximize usability and the dynamic nature of our brandmark system. For more info on our brand colors, see page 42.

These backgrounds can be added to or adjusted. For example, we can use our links pattern (page 48) with a reduced opacity as a background and place our brandmarks over it if desired or appropriate for the communication material being designed.

The most important aspect is that our brandmarks always remain legible and have high contrast against any background that is used.



Over white / with or without links pattern



One color over MEMA Red / with or without links pattern



Over MEMA Gray / with or without links pattern



Over Light Gray / with or without links pattern



Over contrasting image or with MEMA Gray/ White Overlay

**BRANDMARK UNACCEPTABLE USE**

Here are some examples of how our brandmarks should NOT be used. This applies to all versions within our brandmark system.

1. DO NOT stretch, distort, or warp brandmark.
2. DO NOT change the brandmark's orientation.
3. DO NOT recolor the brandmark.
4. DO NOT alter, apply shadows, glows or outlines to the brandmark.
5. DO NOT apply any effects or filters to the brandmark.
6. DO NOT use the brandmark over busy graphics or photos.
7. DO NOT recreate any part of the brandmark.
8. DO NOT place text or shapes within the clear space boundary.
9. DO NOT contain the brandmark with a shape.
10. DO NOT use the brandmark over colors with hue and value characteristics that interfere with its legibility.
11. DO NOT under any circumstance recolor the MEMA dot.



**COLOR SYSTEM**

Our primary brand color, MEMA Red, conveys the strength, confidence, and passion of our members. Paired with our other brand colors, MEMA Gray, Black, Light Gray and White, we are adding a sense of sophistication, elegance and authority in our communication materials.

MEMA Red should be used in a way that isn't overpowering. That is, use it sparingly in combination with our other colors. It should be used to draw attention to important areas of communication materials and can also be used within a strip across a composition to add weight, to give a sense of groundedness and structure.

There are opportunities to use MEMA Red as a background color, but this should be done sparingly as red can be too aggressive and also affect legibility in large amounts. It is acceptable to use MEMA Red in this way when a layout is paired with other identity elements or among other communication materials such as in a publication, a presentation, or a trade show booth, as examples. It should always appear with our other brand colors as support.

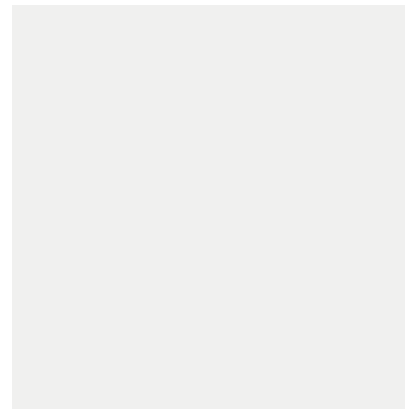
**MEMA Red**



**COLOR CODES**

#E71A13  
R 231 G 26 B 19  
C 3 M 100 Y 100 K 0

**Light Gray**



**COLOR CODES**

#F0F0EF  
R 240 G 240 B 239  
C 4 M 3 Y 4 K 0

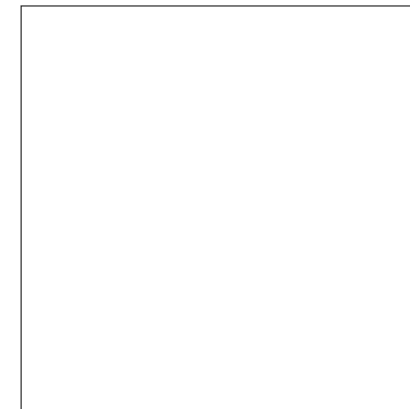
**MEMA Gray**



**COLOR CODES**

#323232  
R 51 G 50 B 50  
C 69 M 64 Y 63 K 60

**White**



**COLOR CODES**

#FFFFFF  
R 255 G 255 B 255  
C 0 M 0 Y 0 K 0

**Black**



**COLOR CODES**

#000000  
R 0 G 0 B 0  
C 30 M 30 Y 30 K 100

## TYPOGRAPHY STYLE

The typography for MEMA is bold, future-forward, and confident. Magistral is our primary typeface for headlines (medium weight), identifiers and subheads (light weight). Sofia Pro Light is our typeface for body copy. When used together, they create a typographic system that is unique to MEMA, clear to understand, and easy to read across print and digital mediums.

Magistral Medium  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789!@#\$%^&\*{"?;

Magistral Light  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789!@#\$%^&\*{"?;

Sofia Pro Light.  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789!@#\$%^&\*{"?;

## Typographic Layout / Style Example

### INDUSTRY CHAMPIONS

# We are MEMA and together we are invincible.

## A driving force since 1904

MEMA is a wide network of respected makers, industry leaders and enterprising start-ups coming together to advocate for our collective interests and to influence our industry. We represent Original Equipment suppliers for both light vehicles and heavy duty, as well as Aftermarket suppliers dedicated to vehicle safety and mobility.



**TYPOGRAPHY SYSTEM**

The elements of our typography system are the identifier, headline, subhead and body copy, and their relationship to one another. To the right are design specifications which should be used for most reading material. Adjustments to these specifications may be needed based on the content and format of the communication. The identifier does not always need to be used, but rather is a tool to be used if needed to identify a topic or subject in a given communication.

**3.16 – Typography System**

**Identifier**

Magistral Light  
 Size: 50% of headline  
 Tracking: 100  
 Upper Case

**Headline**

Magistral Medium  
 Size: 100%  
 Tracking: 0  
 Sentence Case

**Subhead**

Magistral Light  
 Size: 50% of headline  
 Tracking: 100  
 Sentence Case

**Body**

Sofia Pro Light  
 Size: 50% of Subhead  
 Tracking: 0  
 Sentence Case

**INDUSTRY CHAMPIONS**

**We are MEMA and together  
 we are invincible.**

A driving force since 1904.

MEMA is a wide network of respected makers, industry leaders and enterprising start-ups coming together to advocate for our collective interests and to influence our industry. We represent Original Equipment suppliers for both light vehicles and heavy duty, as well as Aftermarket suppliers dedicated to vehicle safety and mobility.

**Special Use**

**Descriptor 1 (Council)**

Magistral Book  
 Size: 50% of headline  
 Tracking: 100  
 Sentence Case

**Emerging Leadership Council**

**Descriptor 2 (Center / Property)**

Magistral Bold  
 Size: 50% of headline  
 Tracking: 100  
 Sentence Case

**Center For Sustainability**



## PHOTOGRAPHY

Our photography selection should reflect our forward-thinking perspective and communicate a refined, modern take on the automotive industry, the network of people who make it all happen, and our ability to provide clarity and support to our members.

Images to be used in communications from the organization as a whole should always speak to our brand idea of Strong by Association. Content could showcase advancements in the industry by MEMA members, our organization’s commitment to sustainability, or highlight our members and teams working together. People are extremely important to our association, as our members are the foundation of our association.

Whenever possible, we should show teamwork, sustainability efforts, problem solving, speakers at events, images of events, our presence in Washington D.C. to show the support we provide to our members and potential members.

Communications for Original Equipment Suppliers might contain more images of parts and technologies or vehicles currently in development, to convey the idea of the vehicle of the future. Communications for Aftermarket Suppliers should convey the idea of extending the lifecycle of a vehicle, and may contain images of legacy automotive parts or images that support sustainability efforts.





## PHOTOGRAPHY STYLE

In order to convey our forward-looking perspective through photography, there are a few style considerations to keep in mind.

People should always be shot in a candid, natural way. Images of people should not feel posed or staged unless for an editorial format or when there is a need to identify a speaker or person for a particular reason. For normal usage, images of people should be well lit; people should not be “flash-burnt” or appear white because of harsh light. People in images should appear as natural or real as possible and be as culturally diverse as possible. No effects or filters should be used over images, only retouching as needed to convey professional appearance in a real-world environment.

We can, however, use white or Mema Gray overlays on images with subjects such as roads or highways, or ambient backgrounds, in order to place our brandmark or text on them to ensure legibility and readability of the content.

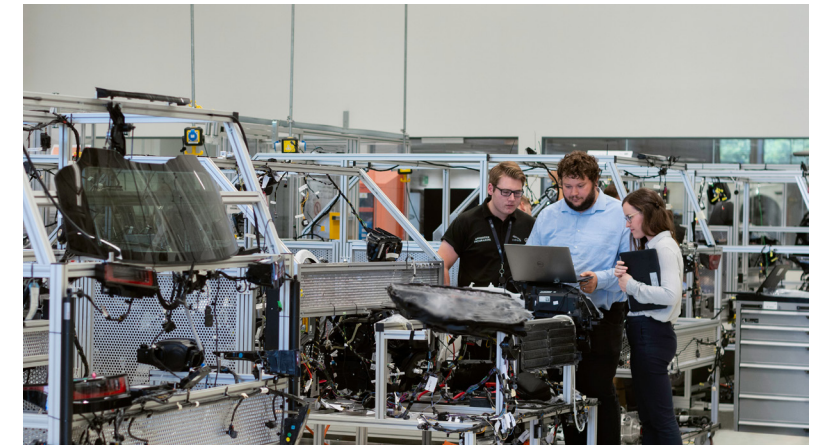
Images of vehicles and components should have high-contrast, dramatic lighting and be exceptionally sharp. We can utilize cropping in interesting ways to convey our unique perspective as well as images shot from angles that elevate the subject of the image. All images should feel professionally produced and not heavily manipulated with effects and filters.



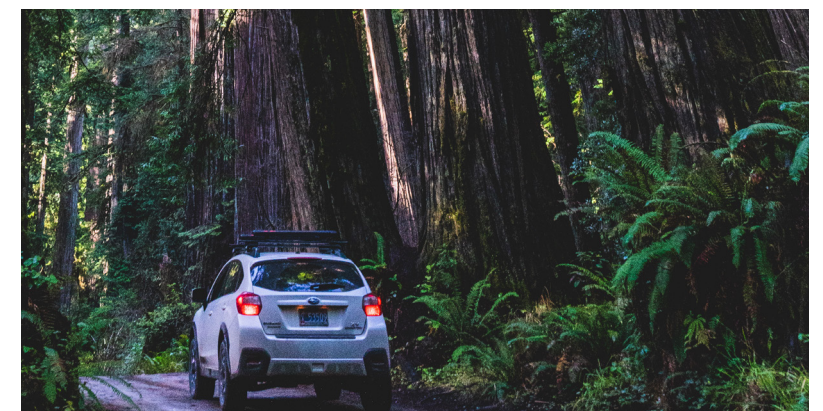
High-contrast, sharp images, dramatic lighting and crop provide visual interest.



People appear natural and in real-world environments. Images don't feel posed.



MEMA Gray over background image of highway system. These types of images suggest our broad view of the mobility landscape



Showing vehicles in the context of the environment convey our dedication to sustainability as it applies to the automotive industry.



## GRAPHIC ELEMENTS

### The MEMA Dot

The MEMA dot symbolizes our 360 degree view of the automotive industry, our network of suppliers, leaders and start-ups, the individuals that make up our association, and our continuous support for them.

While our dot is primarily used as part of our landmark, it can also be used in two other ways:

#### 1) As punctuation for a headline or for our brand idea, **Strong by Association.**

Using the dot in this manner connects the strength of our landmark to our messaging headlines and becomes a repeatable brand asset. It should be reserved to very short statements and not used for multiple lines within a communication or design. An exception is a series of short statements that co-exist with one another and depend upon each other for meaning and impact.

#### 2) Paired with thin paths to show connection, a path forward, or to enhance storytelling in communication materials.

We can utilize the dot in this way to illustrate the idea of connection within our network, by literally creating a network of lines and dots as a support illustration. We can also use a single line with a dot along the path to show we are providing structure and assistance in navigating the automotive industry. Or we can use it to simply draw attention to different areas of a given communication or design. This technique can also be paired with our Links graphic, see page 48.



The MEMA dot. The dot should never be removed from the landmark for any reason. When creating communications to use the dot in a way described on this page, it should always be represented as a perfect circle, in MEMA red. See page 42 for color breakdown.

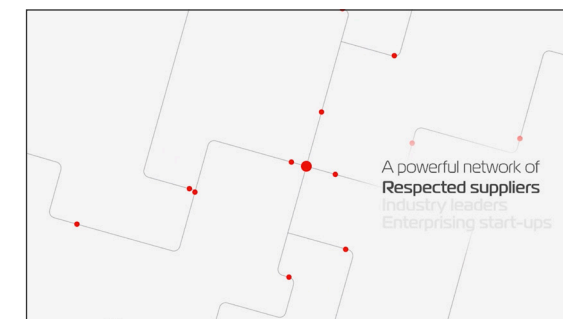
1 Here we see the dot punctuating a headline. The dot should take the place of font-based punctuation, and be sized accordingly. It should always align with the baseline of the text and be kerned to match spacing of characters in headline. The dot should be similar in size to font-based punctuation (in this case, a period) at the specified font size.

# Strong by Association.

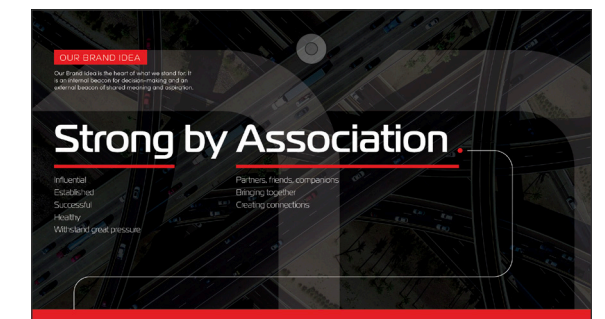
2 Here we see the dot used as a graphic storytelling device in a few different examples that are acceptable uses.



Dots traveling along a path.



Dots and lines forming a network.



Combined use with headline and path. The path continues through multiple pages of a document, presentation, or video to convey forward movement or simply to be used as a tool to draw viewers attention to key areas.

## GRAPHIC ELEMENTS

### MEMA Links

The MEMA Links are graphic elements that can be used in a number of different ways. The links come from the “M” in the MEMA brandmark. This is another technique we can deploy to reinforce our unique brand assets and carry the meaning of our brand even further. As little as a single link can be used or multiple links can be used to create a pattern or to create an illustrative idea to support a communication concept. The use is quite open to interpretation, as they are intended to be dynamic and their use evolved, but a few things to consider when using the links:

The links should never disrupt legibility or readability of messaging and other brand assets.

The links can be used in conjunction with the dot to create a more immersive storytelling device.

Two links interlocked shows partnership and togetherness within the association. The resulting form is strong and has interesting visual appeal that supports our brand idea, “Strong by Association.”

Links used as a pattern represent the many members of the association operating together.

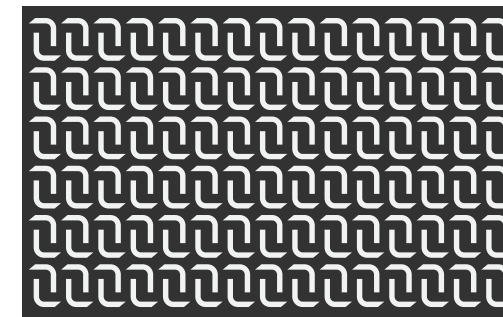


The links are derived from the “M” in the MEMA brandmark.

### Usage Examples



Interlocking links paired with dots and path convey strength, support, solidarity in navigating the automotive industry.



Links used as a pattern. This can be a background element or used to create texture over a solid colored background or image background. Again, be sure that all content placed on top of pattern doesn't become hard to read or illegible.

VISUAL INSPIRATION

Collateral System



The collateral system is clear, easy to read, and communicates the MEMA brand. This is also an example of the MEMA secondary brandmark being used in conjunction with the MEMA primary brandmark. The red strip grounds the system.



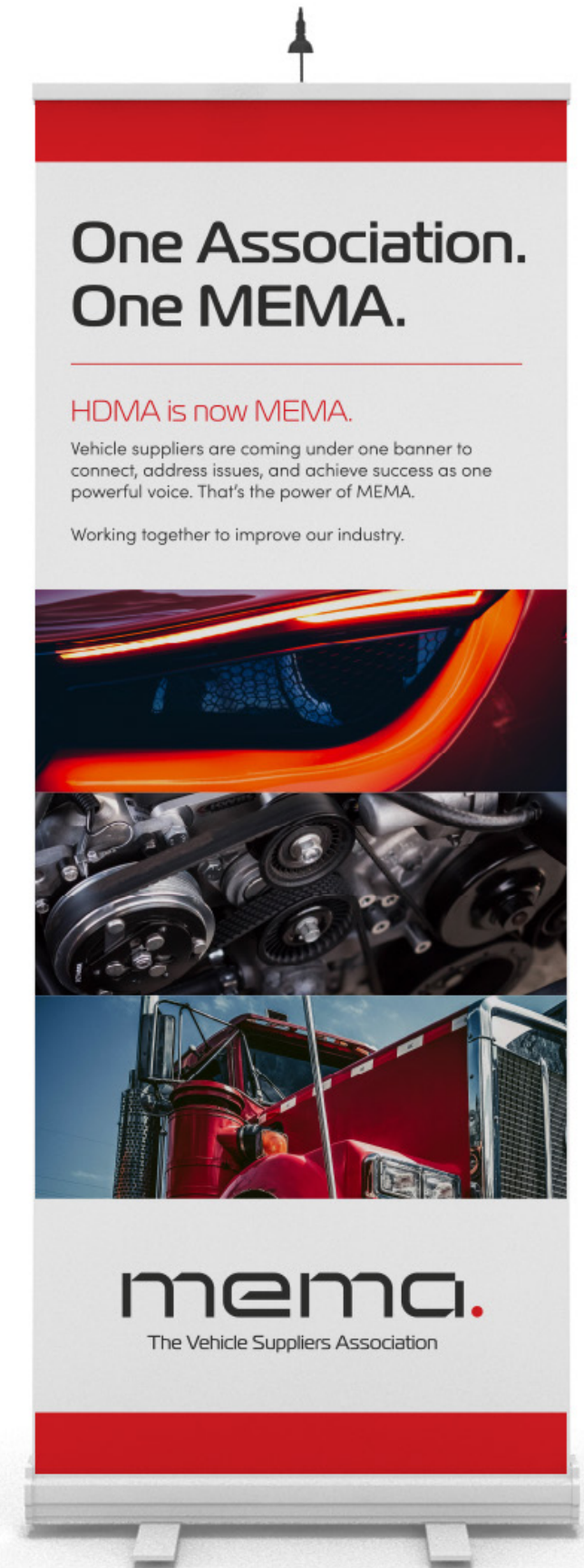
VISUAL INSPIRATION

Print

Trade show banner has clear hierarchy of information and typography, it uses MEMA red sparingly, and incorporates brand imagery in an organized, structured layout.



Ad utilizes MEMA Gray background, the MEMA dot along a path, and imagery to create a communication that is uniquely MEMA. MEMA Red appears sparingly, to draw attention and ground composition.





VISUAL INSPIRATION

Trade Show



Usage of MEMA primary brandmark along with secondary brandmark. MEMA Red appears in graphic strip and in the dot of secondary brandmark.



Example of how large areas of MEMA Red can be used in conjunction with other design executions. Not to be used as a standalone execution.

# VISUAL INSPIRATION

## Presentation Template



The MEMA presentation template gives us a way to consistently express our brand through all of our presentation materials. There are a variety of slides and examples to choose from for various situations or content that needs to be presented.



## VISUAL INSPIRATION

## Digital



Text over large background images with MEMA Gray overlay are a visually appealing way to display content in mediums that will appear small. Headlines are bold and attention getting while imagery supports the headline.

VISUAL INSPIRATION

Immersive Display Graphic Using Brandmark



When used in this way, the primary brandmark becomes a graphic element and is treated slightly different than if it is used as the main brandmark in communication materials.

We must use this technique with intention, and not as decoration. In this example we are communicating that MEMA is intertwined in the mobility landscape and has a strong relationship with the automotive industry.

When the primary brandmark is used as part of a display graphic, it should not be the only signal of MEMA branding in a given communication. It should be treated as an image within the context of a composition or marketing communication.

An additional separate primary brandmark should appear somewhere near the display graphic in full, not masked or distorted, otherwise following the brandmark approved and disapproved usage guidelines on pages 40 and 41.



VISUAL INSPIRATION

Miscellaneous / Swag



MEMA brand assets can be used to create a variety of giveaways, apparel or swag items for business partners or for brand recognition outside the office.



# Consistency is Key.

The purpose of this guide is to maintain consistency in MEMA brand communication materials. Consistency is paramount to delivering an experience that is recognizably MEMA every time a viewer interacts with our brand in person, in print, online or otherwise. Thank you for adhering to these brand guidelines.

## CONTACT INFORMATION

For more questions, concerns or general brand inquiries, please contact Megan Gardner.

### **Megan Gardner**

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