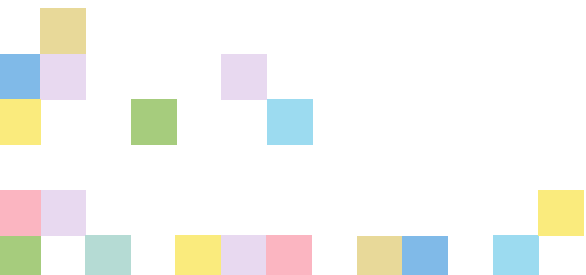


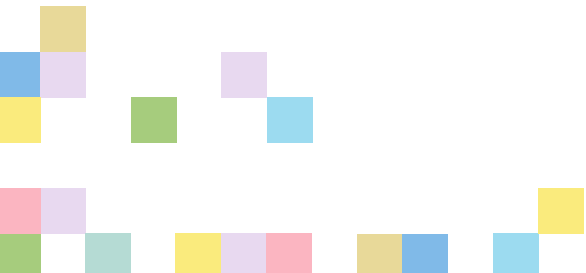
*comfee'*



# Brand Positioning & Brand Guidelines 1.0

27th Aug 2020

Brando Brandstaeter  
Head of Brands & Communication  
Midea Group – International Business  
[Brando.Brandstaeter@Midea.com](mailto:Brando.Brandstaeter@Midea.com)



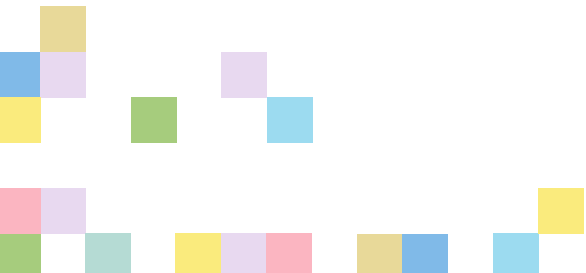
# Brand Positioning

*Brand House*

## Brand Guidelines 1.0

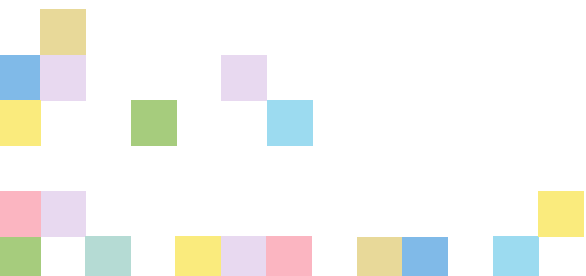
*Logo, Colours, Tagline, Typeface, Website, Social Media, Stationary*

*+ Bonus Track: Midea Group Brands Architecture - Overview*

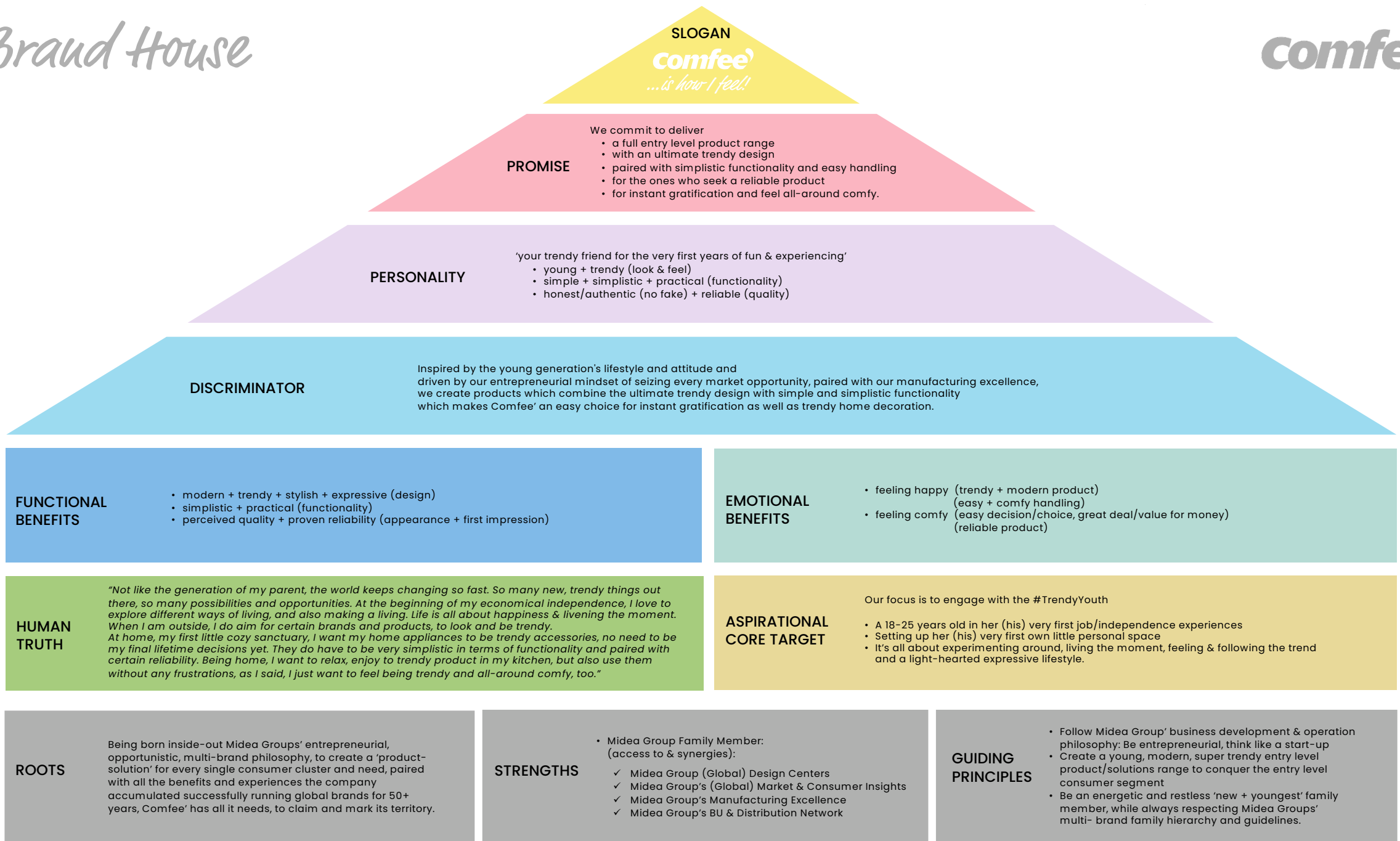


# Brand Positioning

## *Brand House*

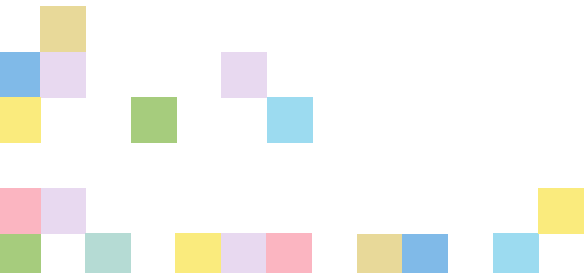






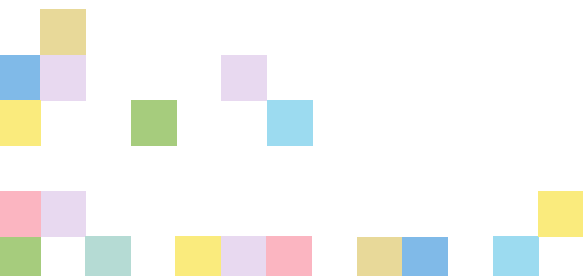
# Brand Guidelines 1.0

*Logo, Colours, Tagline, Typeface, Website, Social Media, Stationary*  
*+ Bonus Track: Midea Group Brands Architecture - Overview*



# Brand Guidelines

## *Logo*



# Basic Logo Treatment

**comfee'**

The Comfee' logo outlined on the right is standard, and must not be changed, altered or recreated in any manner.

The main usage should be grey on white background.

Only if a colourful background would harm the visibility, we use white logo.  
(See Comfee' Trend Colours section)

When writing the brand name in copy, the C is capital and the ' should not be forgotten at the end: Comfee'

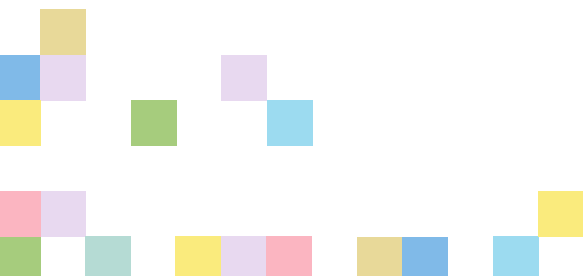
**Comfee'**



R=176 G=176 B=176

C=0 M=0 Y=0 K=31

#b0b0b0



# Logo Clearspace

**comfee'**

As for every brand, logos need room to 'breath' and to fully unleash their power.

Their power is to be seen – clearly, easily, without any confusion nor distraction.

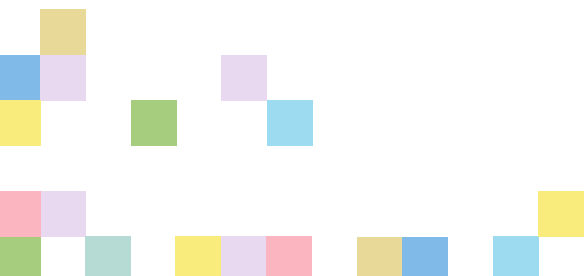
Therefore, the upper, lower, left, and right sides of our logo should be left blank.

The width of the blank space should be at least the same as the square enclosing the letter »o« from the Comfee' logotype.



# Brand Guidelines

## *Brand Colours*



# Core Colours



The core colour of the Comfee' brand design is the Comfee' logo's grey as well as gradients thereof.

We have chosen grey to transmit and underline the quality + reliability of the brand and its products.

The reduced colour spectrum of the core colours helps us build the stage offering room and giving focus on our main asset – the world of Comfee' products which will be put into scene with the help of our Comfee' trend colours.

## Comfee' Core Colours

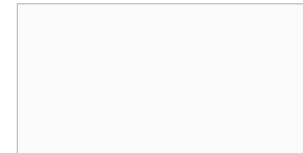


R=176 G=176 B=176  
C=0 M=0 Y=0 K=31  
#b0b0b0

## Additional Core Colours



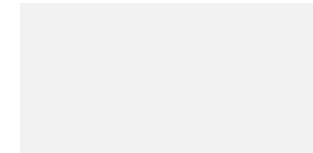
R=255 G=255 B=255  
C=52 M=15 Y=0 K=0  
#ffffff



R=250 G=250 B=250  
#fafafa



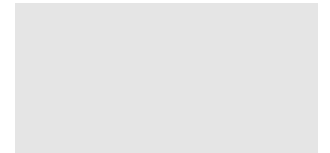
web use only



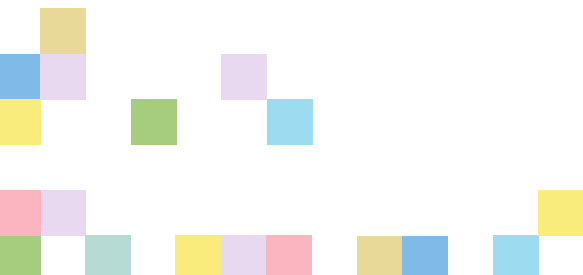
R=242 G=242 B=242  
#f2f2f2



web use only



R=229 G=229 B=229  
C=0 M=0 Y=0 K=10  
#e5e5e5



# Comfee' Trend Colours

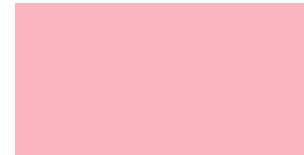
**comfee'**

In addition to the Comfee' core colours, which are 'shades of grey' and aim to transmit the quality + reliability of the brand and products, we developed a secondary colours palette to reflect and transmit the young, modern, stylish, fresh, expressive, overall 'trendy' aspects of the brand.

The right combination of the 'reliable' grey with our 'trendy' brand colours will shape and build our brand's VI (Visual Identity).



R=250 G=235 B=125  
C=5 M=3 Y=61 K=0  
#faeb7d



R=255 G=184 B=196  
C=0 M=38 Y=13 K=0  
#3ffb8c4



R=232 G=217 B=240  
C=11 M=18 Y=0 K=0  
#e8d9f0



R=156 G=219 B=240  
C=41 M=0 Y=7 K=0  
#9cdbf0



R=128 G=186 B=232  
C=52 M=15 Y=0 K=0  
#80bae8



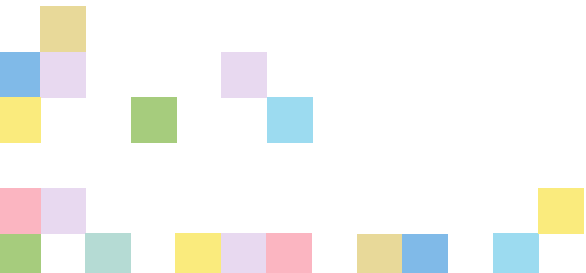
R=181 G=219 B=212  
C=34 M=1 Y=20 K=0  
#b5dbd4



R=166 G=204 B=125  
C=42 M=1 Y=63 K=0  
#a6cc7d



R=232 G=217 B=153  
C=11 M=11 Y=47 K=2  
#e8d999





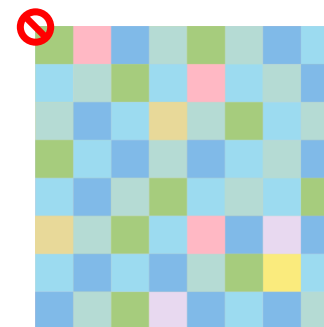
# Colour Mix

comfee'

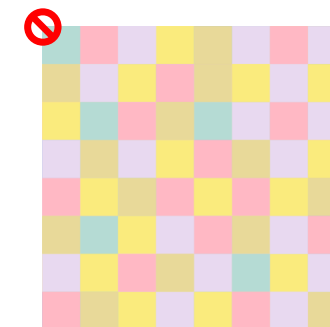
The Comfee' trend colours should **not** be used as a tile design e.g. as product backgrounds.

The Comfee' trend colours are required to be used always in balance and without any colour being dominant, repetitive and/or changing the overall 'temperature' of the colour mix.

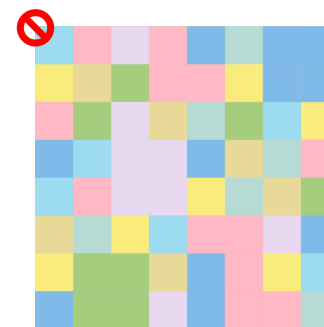
The perfectly balanced trend mix.



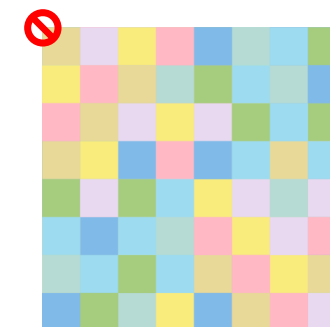
Don't let cool colours dominate



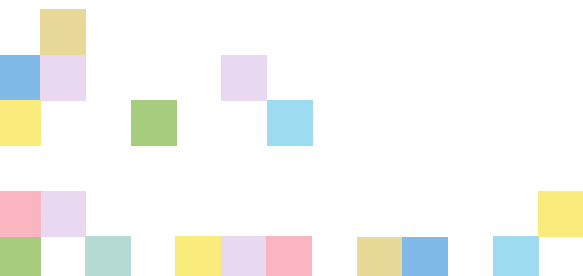
Don't let warm colours dominate



Don't repeat the same colours

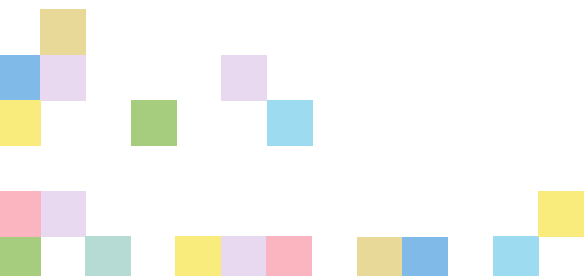


Don't let colours dominate areas



# Brand Guidelines

## *Trend Colours Application*



# Logo White vs Grey on Trend Colours

**comfee'**

Please see how white vs grey logo treatments affect vs improve logo visibility.

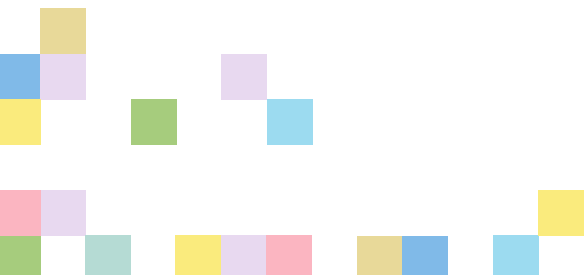
This serves as a guidance and needs to be carefully 'judged' by designers depending on the application.

In general one could say:

- on white background = grey logo
- on trend colour background = white logo

Our recommendation:

- ⊘ too weak visibility
- ⊙ most probably too weak



# Trend Colors Usage Examples

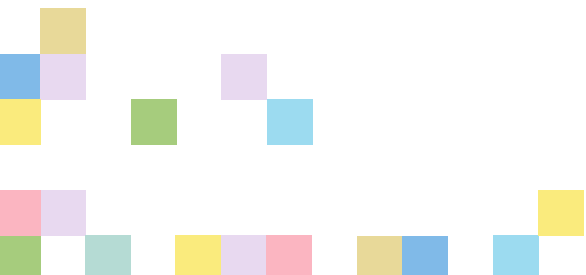
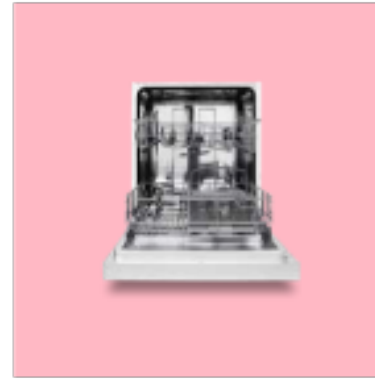
**comfee'**

The additional colour palette should be used as the trendy + modern + young + fresh + eye-catching element(s):

E.g. as backdrop colours when presenting Comfee' products in print or digital.

We want to avoid, that a certain colour stands for a certain element or products.

In digital applications like website + social media we hence use 'random + constant changing' colours.



# Brand Guidelines

*Logo + Tagline*



# Logo + Tagline

**comfee'**

We envision our brand tagline

*...is how I feel!*

to strengthen the emotional power of the the 'comfy' meaning of our brand.

*'Comfy ...is how I feel when using Comfee'.*

Check our Comfee' Brand House, we aim for consumers to feel trendy, young, modern, smart and happy using our brand.

To be able to transmit the individualism of each target consumer and each individual product, our tagline can be used in all 8 trend colours.

**comfee'** ...is how I feel!

**comfee'** ...is how I feel!

**comfee'** ...is how I feel!

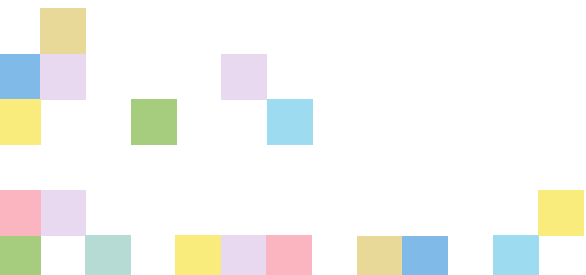
**comfee'** ...is how I feel!

**comfee'** ...is how I feel!

**comfee'** ...is how I feel!

**comfee'** ...is how I feel!

**comfee'** ...is how I feel!



# Logo + Tagline Clearspace

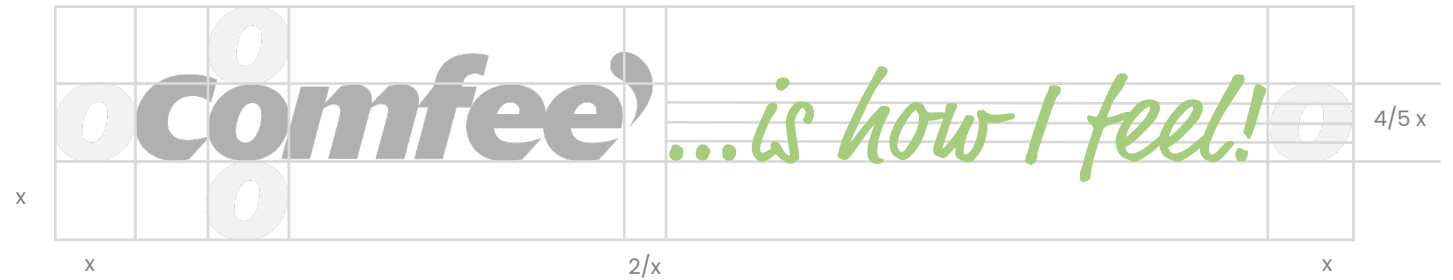
**comfee'**

The blank space for the logo with tagline defines itself in the same way as with the primary logo only.

The space between logo and tagline is half the size of the letter »o«.

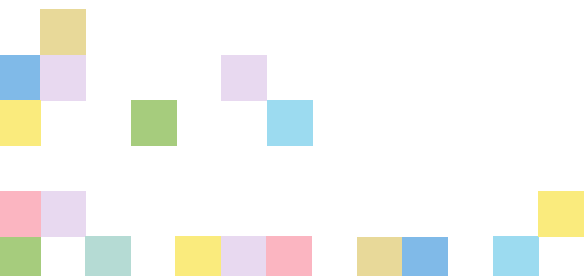
The size of the tagline defines itself with the size of its lowercase letters which are  $\frac{4}{5}$  the size of the Comfee' logotype.

The proportions between logo and claim are mandatory and should not be changed.



# Brand Guidelines

*Logo + Taglines Don'ts*





# Logo + Tagline Don'ts

**comfee'**

Here are some examples of Don'ts.

Please:

- don't change logo proportions
- don't change size or position of tagline
- don't combine with written text
- don't combine with other graphic elements
- be careful with coloured background and always opt for best logo visibility
- if you use one of the 8 trend colours as a background, please always opt for best logo visibility and use the respective logo colour for best visibility (see respective brand book section)
- don't use any photographic background which always harms logo visibility



Do not change the proportions



Do not change size or positioning of the tagline



Do not combine with any written text, product descriptions, model numbers or names



Do not combine with graphic signs or logos



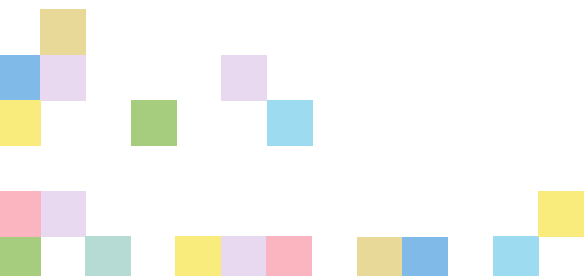
Only use one of the 8 trend colours and carefully choose grey or white logo for best logo visibility



Do not combine with pictures

# Brand Guidelines

## *Typeface*



To reflect the newly defined brand values, we have selected a modern + clean + simplistic and still young but also reliable + credible typeface.

**Poppins** is the obligatory typeface.

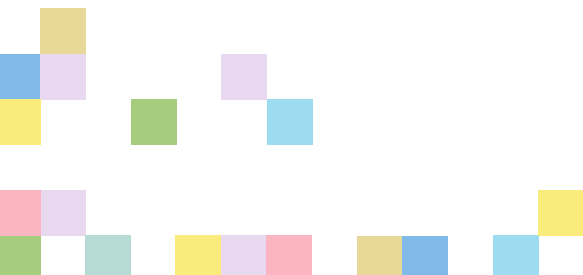
In combination to Poppins, we have selected a typeface that brings emotional closeness + young + trendy + expressive attributes into the communication mix.

*FF Market* is the obligatory typeface for the tagline and can also be used to highlight and emphasize.

Both font families are downloadable on <http://contentlibrary.midea.com/>

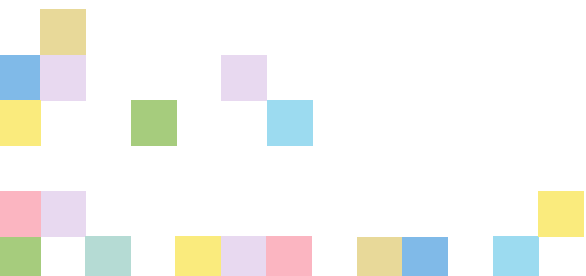
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (#\$%&!@[ ])

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (#\$%&!@[ ])



# Brand Guidelines

## *Website Design*

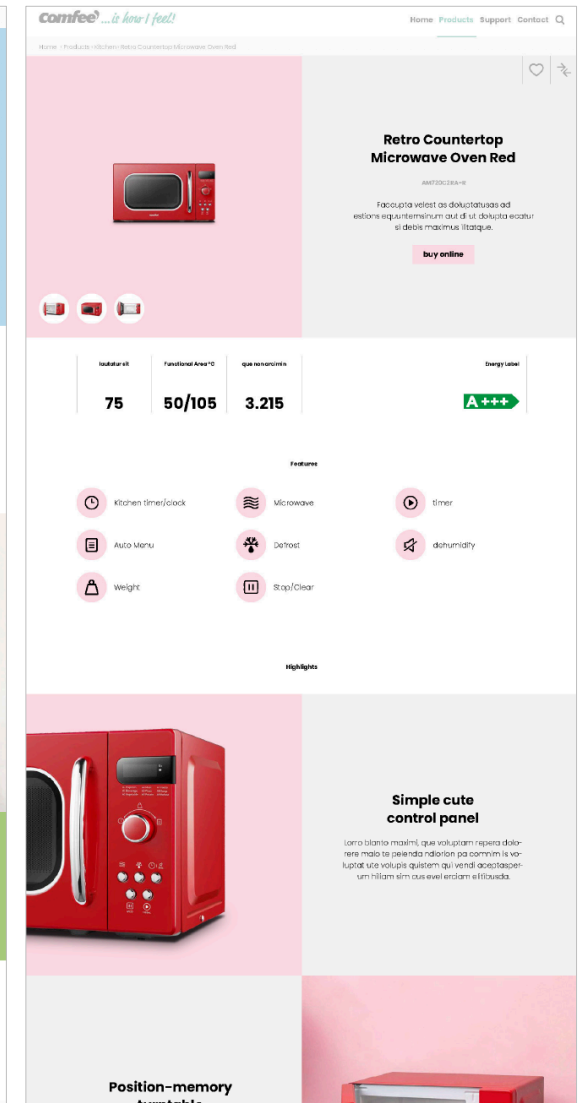
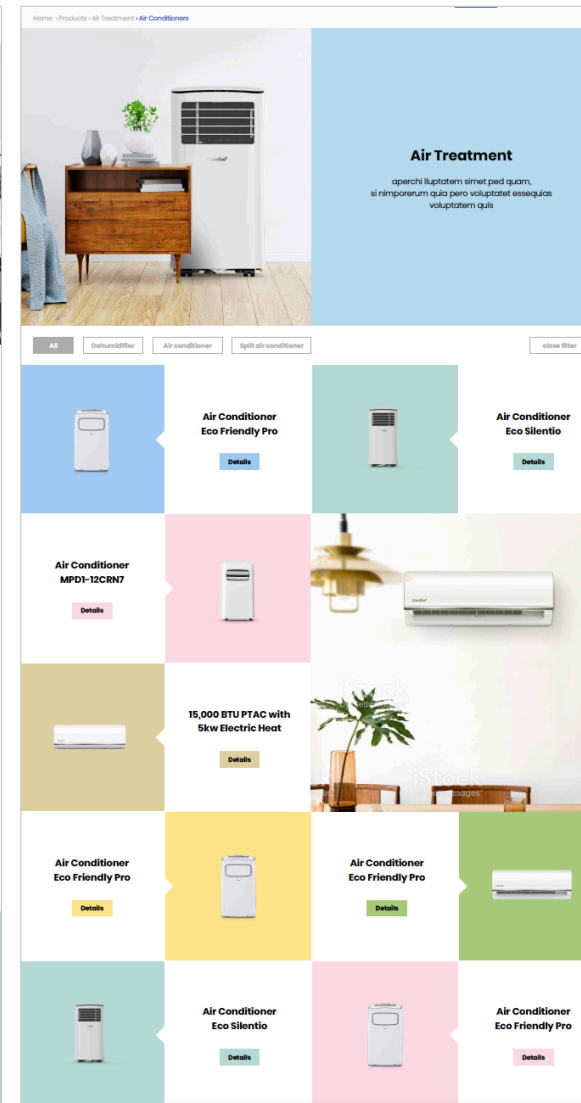
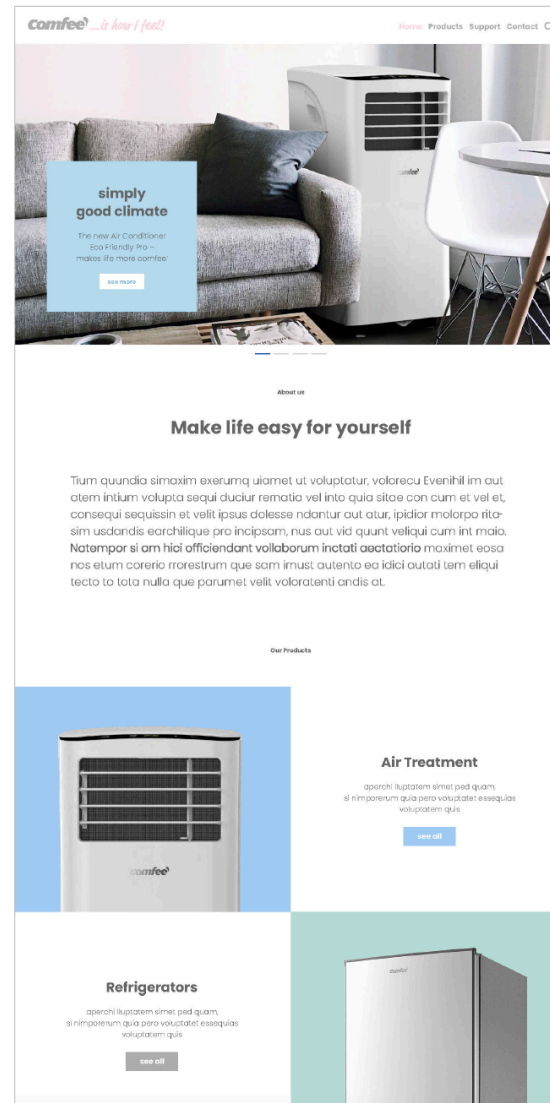


# Website Design (WIP)

Comfee'

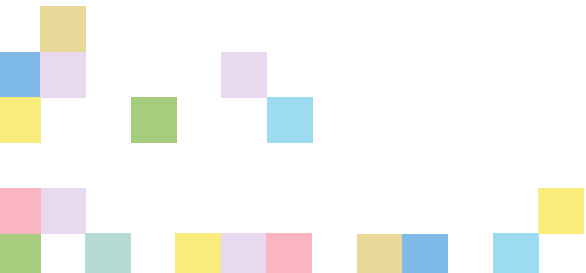
We already started to develop the Comfee' website design based on the new brand positioning and the new brand guidelines.

As all Midea Group brand websites, we aim to have website and webpage templates designed in Magnolia for fasted and most efficient roll-outs in all BUs selling Comfee'.



# Brand Guidelines

*Pre-Tagline Messages in Communication*



# Brand Tagline Usage in Communication

**comfee'**

We envision our brand's tagline *...is how I feel!* to strengthen the emotional power of the the brand.

'comfy' has in many languages the positive meaning of feeling 'comfortable', hence:

*'Comfy ...is how I feel when using Comfee'.*

On top, we aim to 'load' Comfee' with other values and attributes. Ideally, in consumers mind to feel trendy, young, modern, smart and happy using our brand.

To enforce the full product range aspect of Comfee', we aim to highlight the product category or product USPs to be reflected in the 'adjusted' pre-tagline.

The product or product category tagline is not allowed to stand alone or in isolation, but as a supporter of '*...is how I feel!*', which always have to be shown afterwards, too!

**comfee'** *...is how I eat!*

**comfee'** *...is how I drink!*

**comfee'** *...is how I bath!*

**comfee'** *...is how I sleep!*

**comfee'** *...is how I relax!*

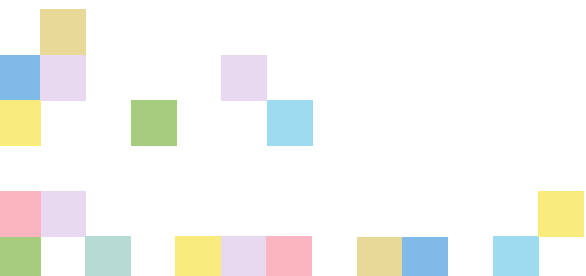
**comfee'** *...is how I blend!*

**comfee'** *...is how I cook!*

**comfee'** *...is how I feel!*

# Brand Guidelines

## *Social Media*





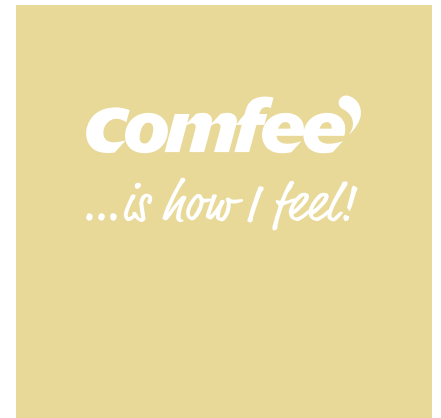
# Social Media (WIP)

**comfee'**

In Social Media we aim for a simple + young + modern + eye-catching + expressive + trendy look and feel.

You can either select one of the trend colours to highlight your product or e.g. have all 8 colours 'flashing' behind the product.

The combination of product USP + emotional benefit + brand tagline will over time 'create' the desired brand VI and brand image.

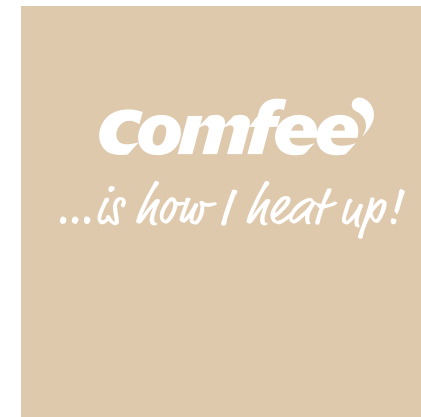
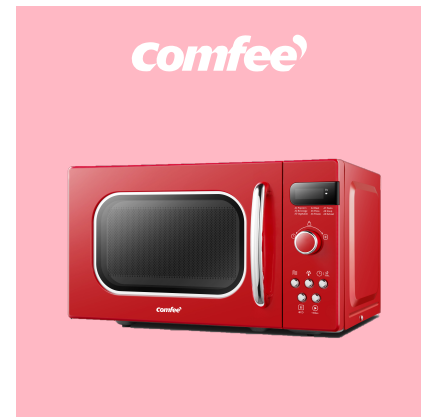
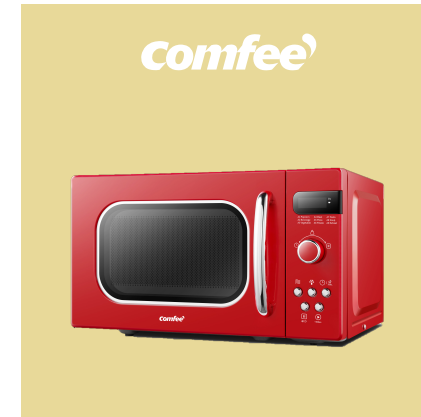
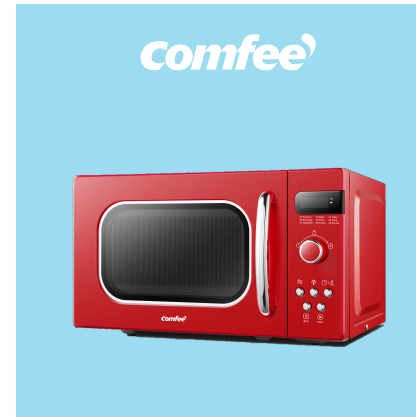
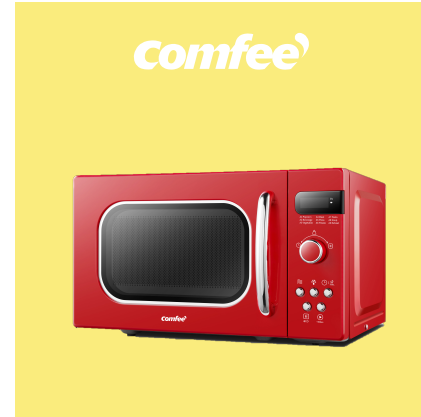


# Social Media (WIP)

**comfee'**

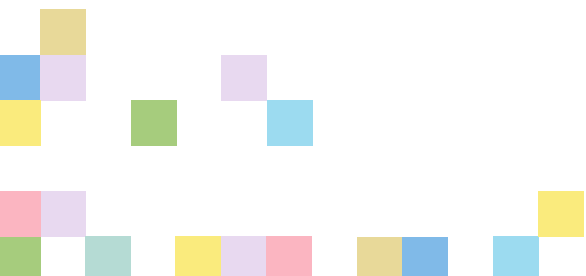
Please use those WIP inspiration in combinations with the new brand house + new brand guidelines to create attractive and on-brand assets.

Before publishing any creatives, please always seek approval from MGIB BMM team + help to create and build our Comfee' digital assets library for mutual inspirations and production synergies on our Digital Library.



# Brand Guidelines

## *Stationary*



# PowerPoint Template

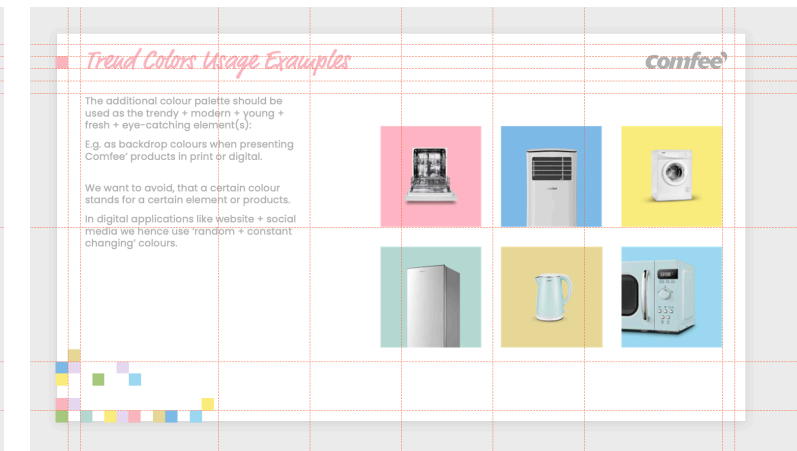
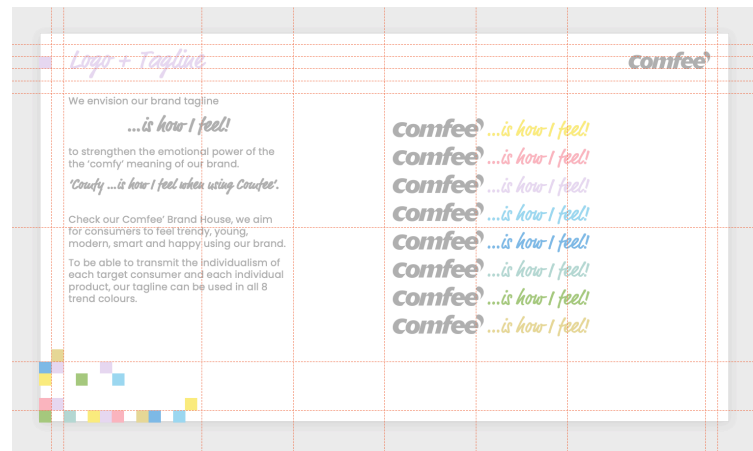
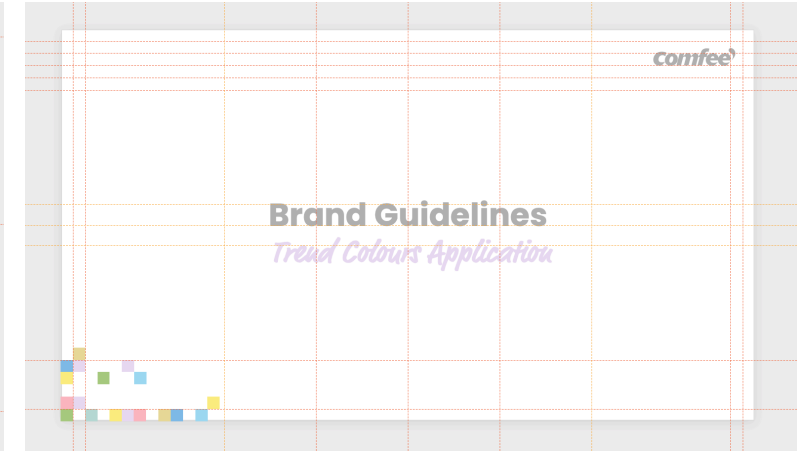
**comfee'**

The PowerPoint template is the first and most important internal and external communication carrier to introduce, showcase and distinguish our new brand.

Overall the design is very simplistic and practical, however also gives hints to the trendy elements our brand aims for – in communication as well in product design and product features.

The combination of grey Poppins typeface in the right balance with Market typeface highlights in the 8 trend colours allow the user enough flexibility and individualism.

Please download the ppt template at  
Content Library:  
<http://contentlibrary.midea.com/>

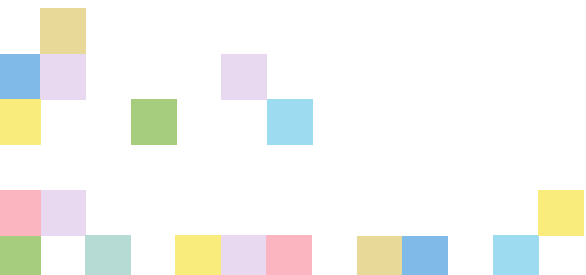


# Brand Guidelines

## *Midea Group*

### *Main Home Appliances Brands*

#### *Overview*



# Midea Group – Brands' Architecture

Main Target	Main Logo	Logo Alternatives	Tagline	Main Brand Colour	Additional Brand Colours	Typeface	Font Colour
#B2B 30+			<i>humanizing technology</i>			Neue Haas Grotesk	
#AGG #AmbitiousGoGetter 35-45			#Details <b>Matter</b>			Myriad Pro	
#YUG #YoungUpgrader 25-35			<i>make yourself at home</i>			Gotham <i>Quentin</i>	
#TY #TrendyYouth 18-25			<i>...is how I feel!</i> <i>...is how I feel!</i> <i>...is how I feel!</i> <i>...is how I feel!</i> <i>...is how I feel!</i> <i>...is how I feel!</i> <i>...is how I feel!</i>			Poppins <i>Market</i>	

# Contact & Approval

For any further

- information, clarifications, recommendation and also
  - approval of any guideline adaptations and all brand activations,
- please contact:

Brando Brandstaeter

Head of Brands & Communication

Midea Group – International Business (MGIB)

[brando.brandstaeter@midea.com](mailto:brando.brandstaeter@midea.com)