

# CORPORATE DESIGN

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BRAND MANUAL GUIDELINES

MAHHLKÖNIG

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**Corporate Design**  
Brand Manual Guidelines

Mahlkönig 2021

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**Mahlkönig**

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## Mahlkönig

### Introduction

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As “The King of the Grinders” Mahlkönig proudly wears its crown inside the logo. The brand has been standing for quality leadership, spirit of innovation and for coffee passion for over 90 years. Only materials of the highest quality get selected with great care and assembled by experienced technicians.

High performances and excellent grinding results are the foundation for international customers’ deep trust in the brand. Mahlkönig grinders are known to be the best equipment on the global market to achieve the highest coffee quality possible. As such they have become promising symbols of a unique taste experience for sophisticated coffee enthusiasts. The company draws its motivation from its vivid contact to the international coffee industry. Located in Hamburg, one of the world’s largest trading centers for green coffee, and as being an active participant and co-organizer of industry events on all continents, Mahlkönig presents itself as a passionate active member of the barista scene. The mutual commitment to good coffee and the enjoyment of a continuous knowledge exchange are the essential drive and highly valued sources of information that contribute to the development of coming grinder generations.

By combining proven premium grinding with modern technology, Mahlkönig continues to expand its portfolio with innovative features and new models. With the latest introduction of the Grind-by-Weight technology Mahlkönig sets yet another new standard in the industry.

“The King of Grinders” keeps its lead on the competition.

### Logo - Components



#### Components

- Mahlkönig Lettering
- Crown
- Triangle

#### Fonts

- **Mahlkönig Lettering**
- ITC Avant Garde Gothic Demi

ITC Avant Garde Gothic Demi    Mahlkönig Lettering (modified K)

# AaBbCc01234

### Logo - Variations

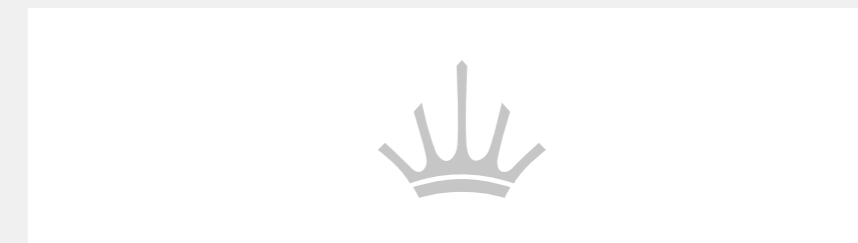
#### Primary Logo



#### Logo Lettering



#### Logo Element

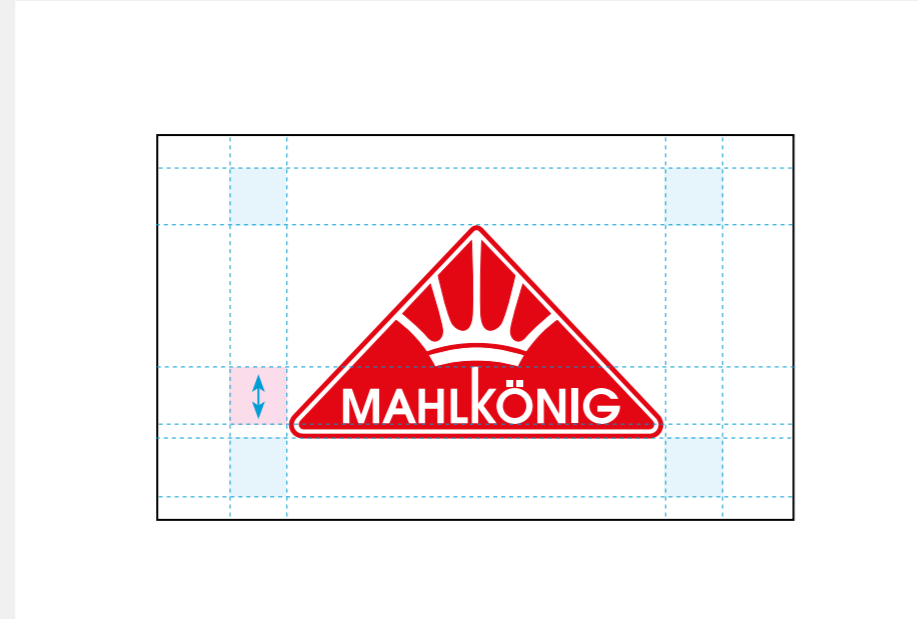


## Logo - Clearance & Size

### Clearance

The clearance of the logo in relation to other objects or the side edges is the height of the Mahlkönig lettering.

You may make an exception to this rule if you ensure that the logo gets enough space. The overall harmony of the layout has priority.



### Size

The logo may not be displayed smaller than with 14,5 x 9 mm. You may make an exception to this rule for prints on promotional products (e.g. print on pens).

There is no limitation to the up-scaling of the logo. However, it should always appear in harmony to the layout size and to the other elements.

## Logo - Backgrounds & Colors



- Usage on white & colored backgrounds: the crown and the lettering always appear in white.



- Usage on dark & dark colored backgrounds: the white and silver colored logo may be used with transparency in case of grey scale prints or in prints on dark pictures that do not affect the logo's readability.



- Usage on non-colored materials.

## Logo - Display & Usage

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-  
The logo may not be used with an interlay and may neither be squeezed nor clinched.



-  
The logo may neither be cut nor displayed incomplete.



-  
The logo may only be turned by exception and by exactly 90 degrees, only.

Claim

**T H E K I N G O F G R I N D E R S**

**Montserrat Bold**

Claim Lettering

The Mahlkönig claim is "The King of Grinders". The font used for the claim is "Montserrat Bold". (InDesign: font size 20 pt at a letter spacing of 400)

Claim - Backgrounds & Colors

**T H E K I N G O F G R I N D E R S**  
T H E K I N G O F G R I N D E R S

- Usage on white & bright backgrounds.

**T H E K I N G O F G R I N D E R S**

- Usage on dark backgrounds.

**T H E K I N G O F G R I N D E R S**  
T H E K I N G O F G R I N D E R S

- Usage on non-colored materials.

Typography - Corporate Font

Open Sans Light  
*Open Sans Light Italic*

Open Sans Regular  
*Open Sans Italic*

Open Sans Semibold  
*Open Sans Semibold Italic*

Open Sans Bold  
*Open Sans Bold Italic*

Open Sans Extrabold  
*Open Sans Extrabold Italic*

Mahlkönig Corporate Font

Open Sans  
**ABCDEFGHIJKLM**  
**NOTUVWXYZ**  
0123456789

Light

-  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

Regular

-  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

Bold

-  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**0123456789**

Typography - Web Font

Noto Sans Regular  
*Noto Sans Italic*

Noto Sans Bold  
*Noto Sans Bold Italic*

Mahlkönig Web Font

Noto Sans  
**ABCDEFGHIJKLM**  
**NOTUVWXYZ**  
0123456789

Regular

-  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

Bold

-  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**0123456789**



Typography - Web Font

Montserrat Hairline

Montserrat Ultra Light

Montserrat Light

Montserrat Regular

Montserrat Medium

Montserrat Semibold

Montserrat Bold

Montserrat Extra Bold

Montserrat Black

Mahlkönig Web Font

Montserrat

**ABCDEFGHIJKLM**

**NOTUVWXXZ**

0123456789

Light

-  
 ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 0123456789

Regular

-  
 ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 0123456789

Bold

-  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**0123456789**

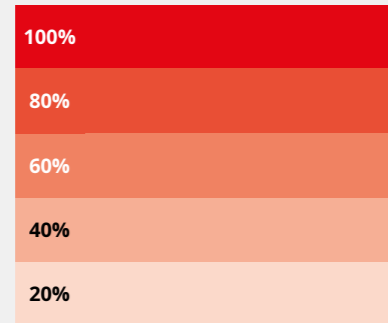
### Colors - Primary Colors



#### Mahlkönig Red

##### Color Codes

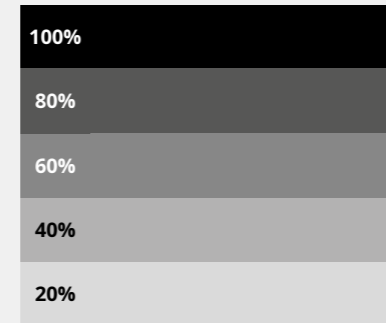
**CMYK** : C0 M100 Y100 K0  
**Pantone** : 1795 C  
**RAL** : 3020  
**HKS** : 14



#### Black

##### Color Codes

**CMYK** : C75 M68 Y67 K90  
**Pantone** : Black 6 C  
**RAL** : 9005  
**HKS** : 88



#### Silver

### Colors - Secondary Colors

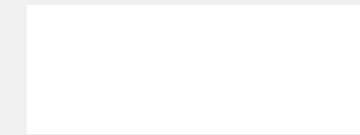


#### Grey

-

#### Color Codes

**CMYK** : C33 M25 Y26 K5  
**Pantone** : 179-7 U  
**RGB** : R178 G177 B177



#### White

-

#### Primary Color for Mahlkönig Home Range

## Tone of Voice - Text Creation and Tonality

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### **Mahlkönig** | The King of Grinders

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#### **Target Audiences:**

Coffee professionals, baristas,  
speciality coffee shops, restaurants, roasters,  
coffee shop chains, equipment manufacturers

#### **Demand:**

Innovations, premium product quality,  
top notch grinding results, best taste

#### **Secondary Target Audience:**

Internal stakeholders (investors, owners, employees)

#### **Demand:**

Reliability, continuity, potential, growth

## Tone of Voice - Text Creation and Tonality

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### **Tonality:**

Mahlkönig speaks in a straight, powerful and proud way. The brand uses exaggerations and superlatives to show off its superior position. It proves its leadership by showcasing its products' innovative features and premium quality.

Mahlkönig speaks the speciality coffee industry's language and sounds like a passionate barista or sophisticated coffee shop owner. By relating to its target audiences' passion for coffee and by presenting its grinders as the ultimately best tools, the brand gets perceived as the first choice for anyone who is seriously caring for his or her beans.

"The King of Grinders" takes pride in always being one step ahead of the competition – and shares this attitude with his target audience. The notion of Mahlkönig as an undisputable champion is the major USP of the brand, which needs to punch you from every single line you read about it.

### **Example:**

**Mahlkönig is the first choice of baristas from all around the world. Our coffee grinders are regarded as guarantors for the highest coffee quality possible – since as early as 1924. We enable an even extraction of the entire precious coffee aroma with our outstanding grinding performances. The results are truly unique tastes experiences being served with every single cup.**

Tone of Voice - Word Cloud

PREMIUM QUALITY - SPONSORING - MADE IN GERMANY - HIGH  
EXTRACTION - PARTICLE SIZES - UNDISPUTED - INNOVATIVE  
TECHNOLOGY - INSPIRED - LEADER - SPECIALTY COFFEE -  
HAMBURG - CREATIVE - TOP PERFORMANCE - **THE KING OF  
GRINDERS** - PIONEER - GERMAN CRAFTSMANSHIP - PASSION  
- BENCHMARK - MODERN DESIGN - WORKMANSHIP - BARISTA  
COMMUNITY - COFFEE ENTHUSIAST - SHAPING THE TRENDS  
OF TOMORROW - COMPETITIVE - MANUFACTURED BY HAND -  
UNMACHED - EXPERTISE - WORLDWIDE - INNOVATION - BEST  
TASTE - SOCIAL RESPONSIBILITY - SOPHISTICATED

### Visual Appearance - Pictures

Mahlkönig's imagery contributes to the strong sovereign overall impression of the brand. The photos used are snapshots from the everyday of a sophisticated coffee shop. The images touch the observer with either inspiration or surprise. However, the pictures have a clean look. Situations get displayed in an authentic and clear way. The grinders can be shown only partly as this may create a modern look and feature a high level quality.



### Visual Appearance - Pictures



### Visual Appearance - Iconography

Mahlkönig uses icons to illustrate different brewing methods or special functionalities in order to present its broad expertise in an easy to understand way.

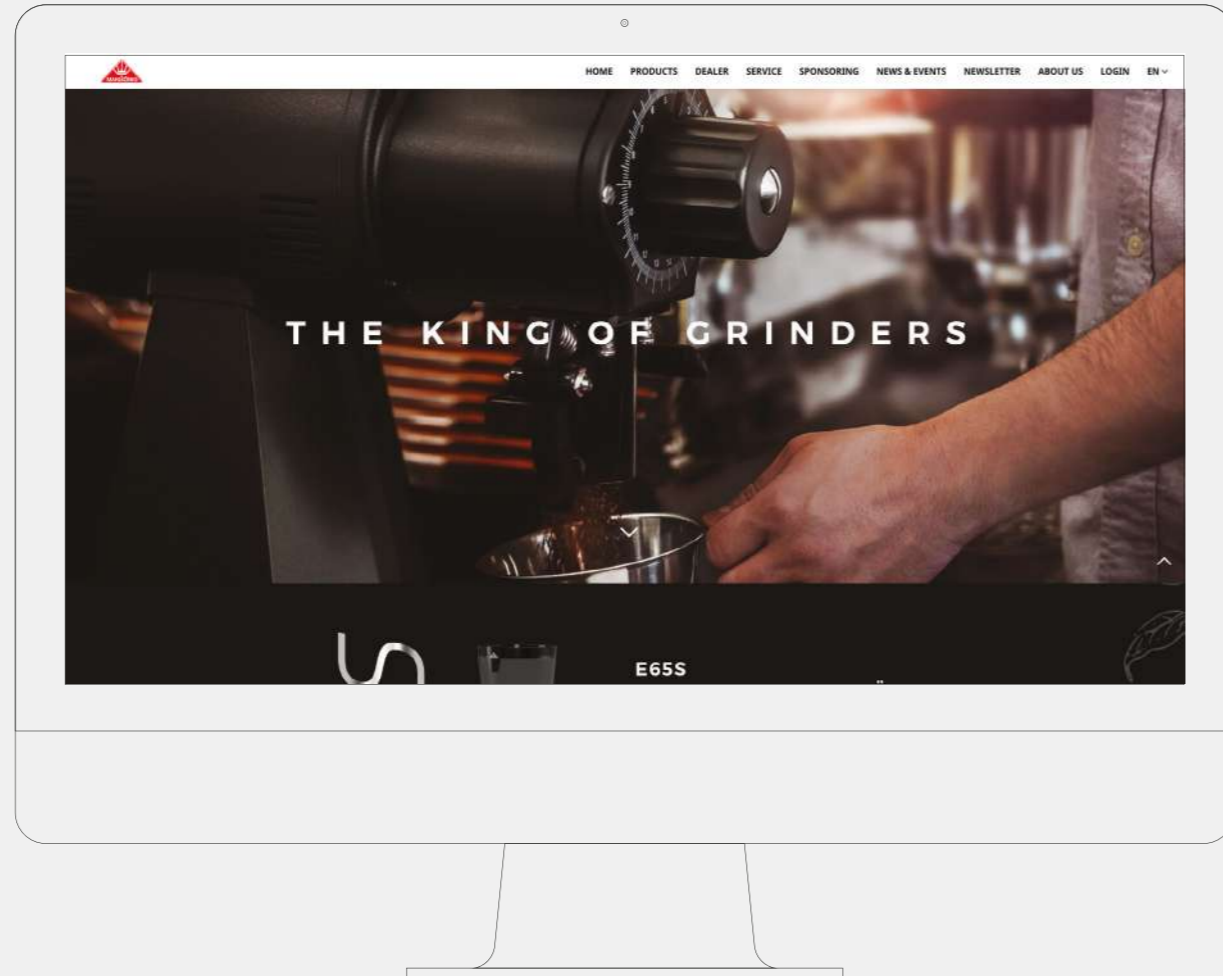


### Visual Appearance - Iconography Home Range



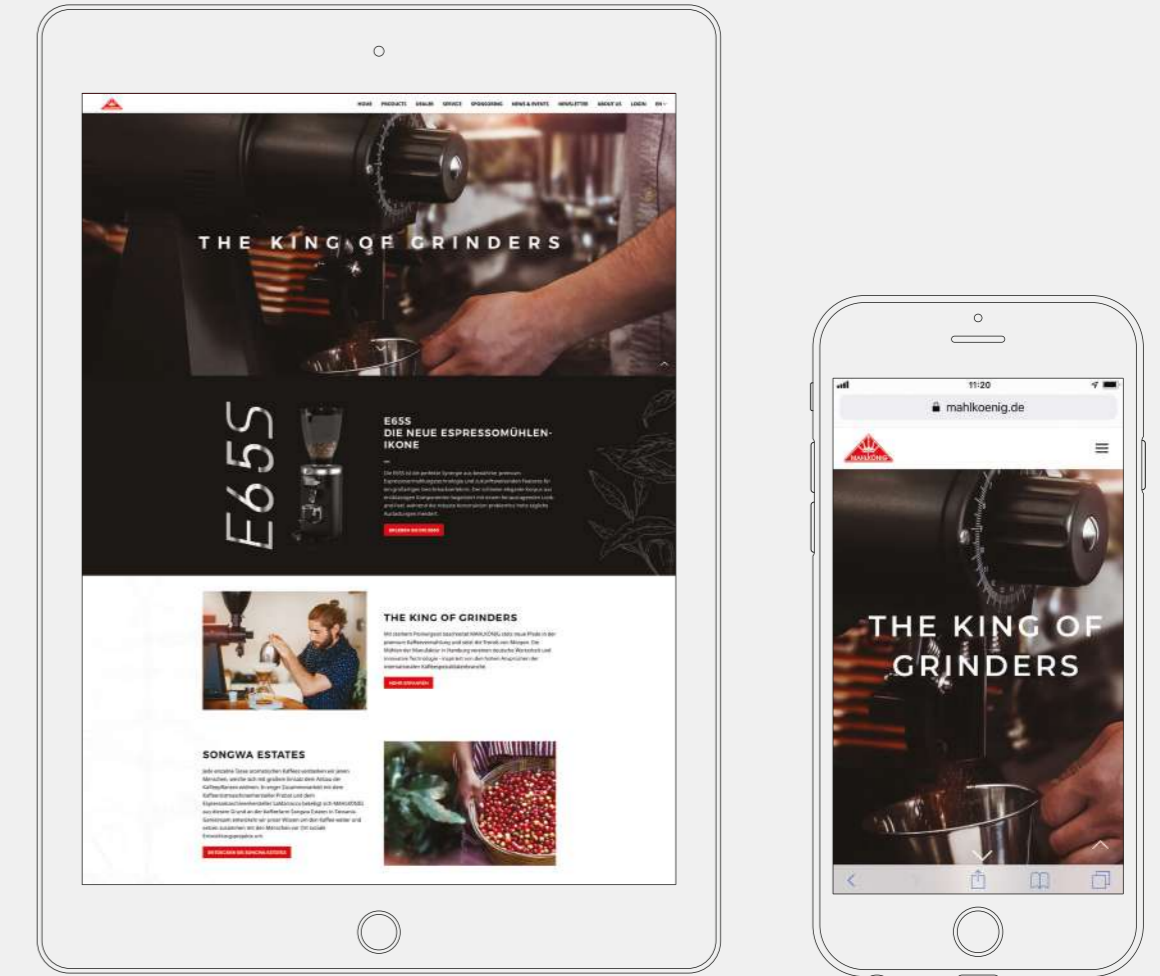
## Online Appearance - Web Design

Mahlkönig's website is both a presentation platform for the brand and its current product portfolio as well as an outlet for service information and news. It is the only brand of the group that showcases its most recent product highlights directly at the front page as well as with individual sub-pages.



## Online Appearance - Mobile Applications

The website is optimized to meet the requirements of the "mobile first" generation. All contents get displayed optimally and with an intuitive user experience, no matter on what device the user is visiting the website.



If you have any questions, or if you require further information,  
please feel free to send an e-mail:

**[marketing@hemrogroup.com](mailto:marketing@hemrogroup.com)**

or visit our website:

**[www.hemrogroup.com](http://www.hemrogroup.com)**



# MAHLKÖNIG

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