

CORPORATE DESIGN

BRAND MANUAL GUIDELINES

MAHHLKÖNIG

Corporate Design
Brand Manual Guidelines

Mahlkönig 2023

Table of Contents

Mahlkönig

Introduction	4
Logo	6
Typography	14
Colors	18
Tone of Voice	22
Visual Appearance	24
Online Appearance	28



Mahlkönig

Introduction

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



ITC Avant Garde Gothic Demi Mahlkönig Lettering (modified K)

Components

- Mahlkönig Lettering
- Crown
- Triangle

Fonts

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

AaBbCc01234

Logo - Variations

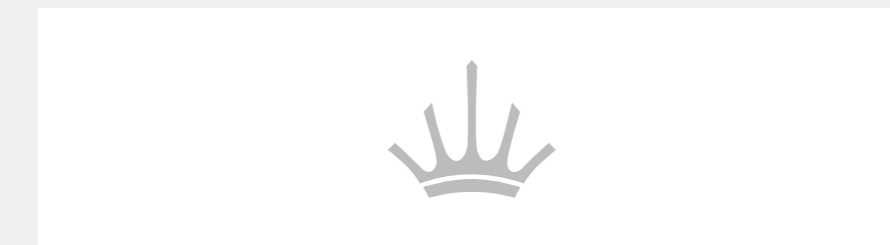
Primary Logo



Logo Lettering



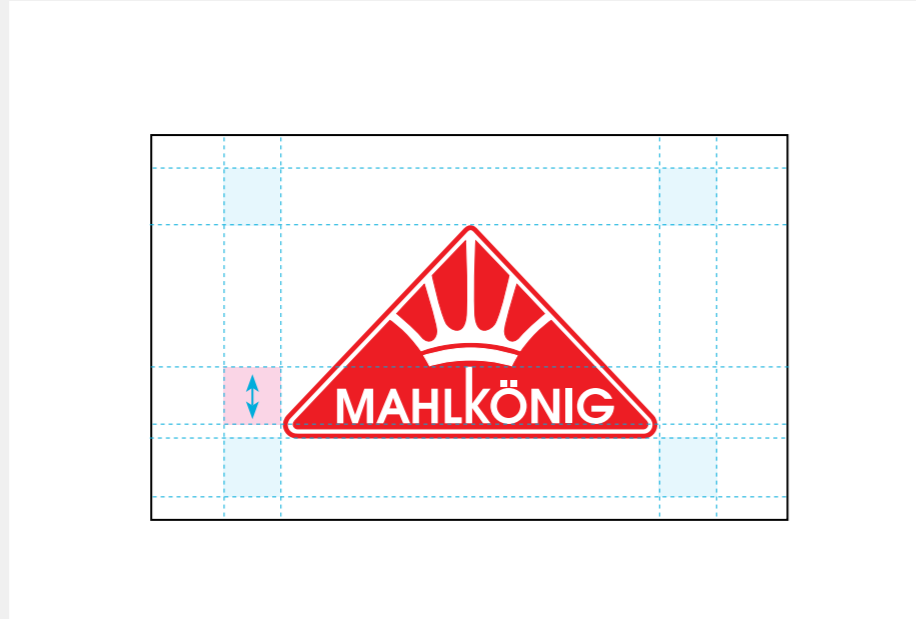
Logo Element



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



-
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.

Logo – Product Applications



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

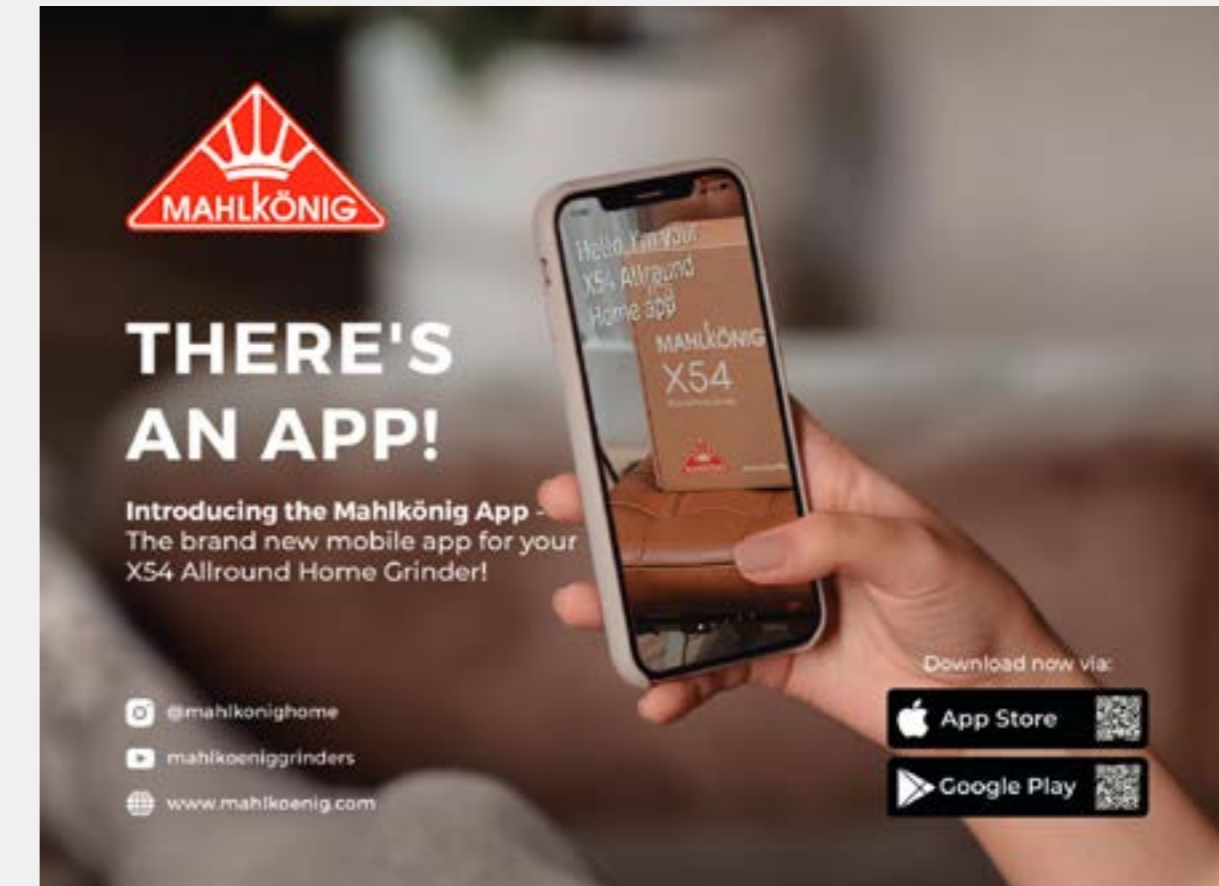
Regular

-
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 0123456789

Bold

-
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Typography - Type Family Application



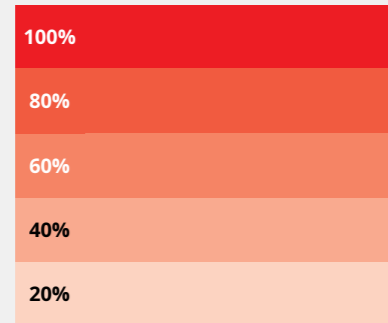
Colors - Primary Colors



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

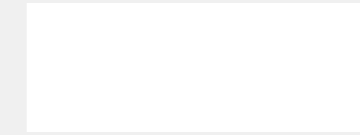


Grey

-

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

Mahlkönig | The King of Grinders

-

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**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

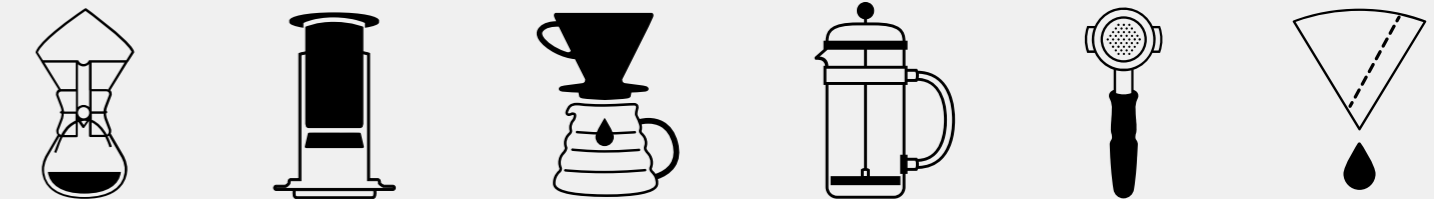


Visual Appearance - Iconography

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

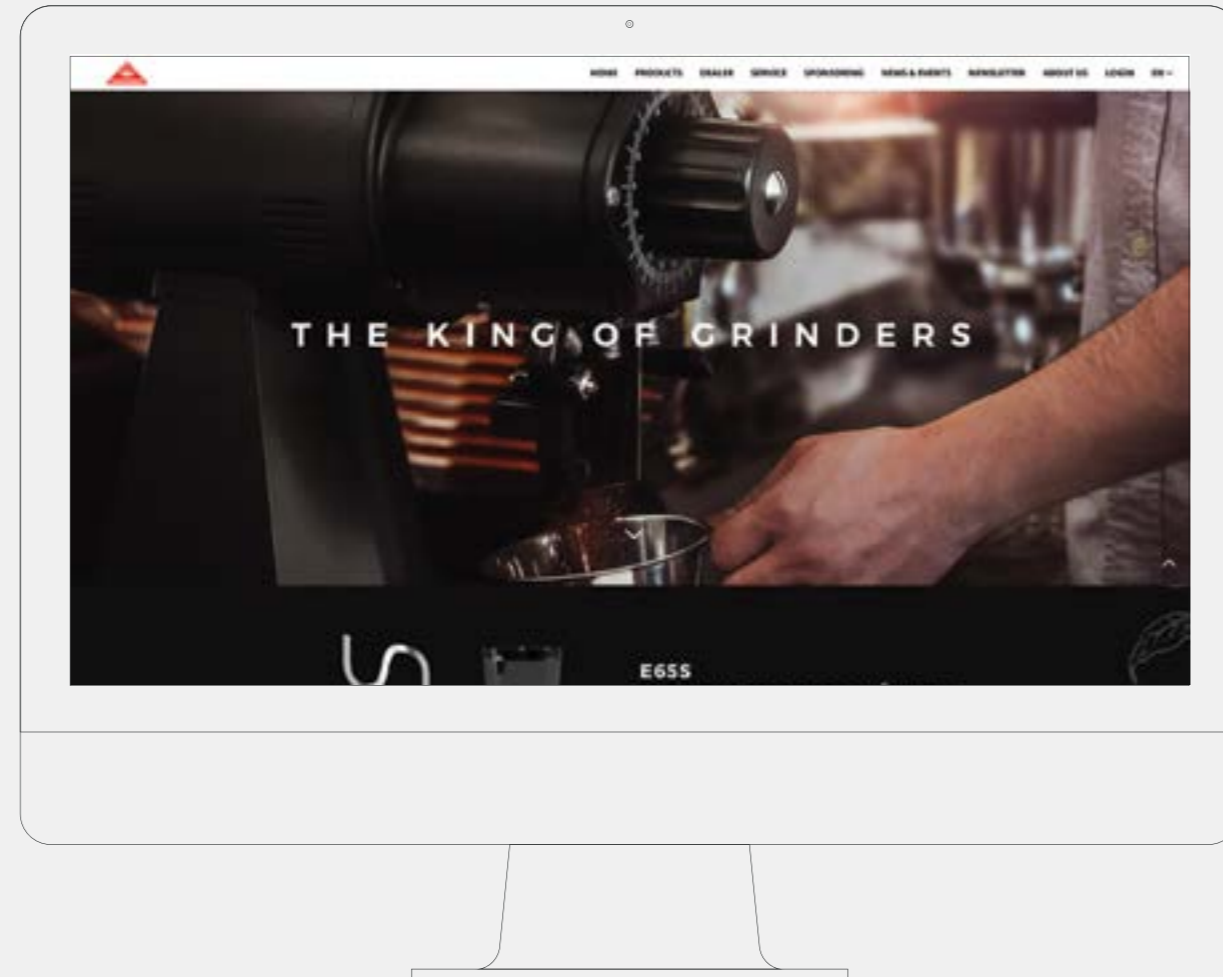


Visual Appearance - Iconography Home Range



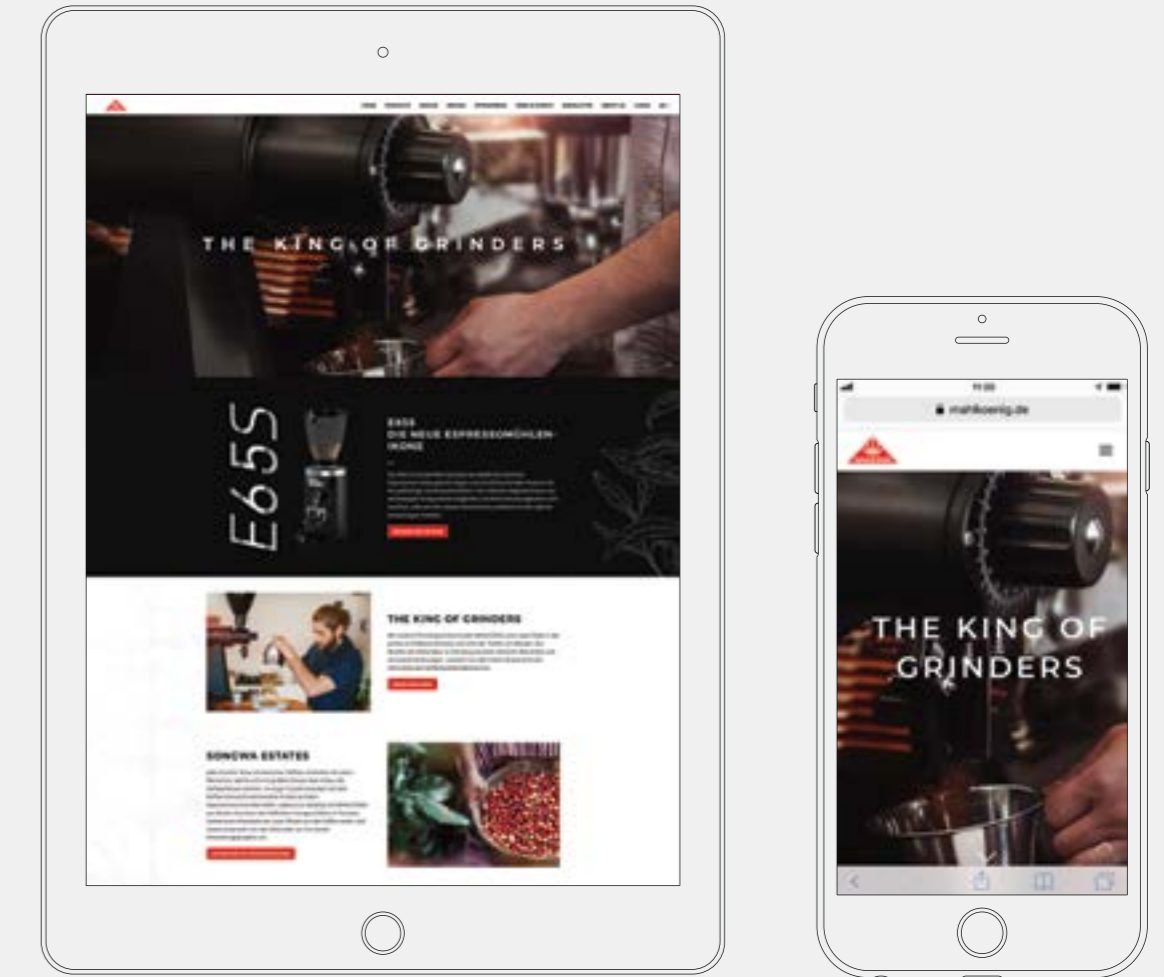
Online Appearance - Web Design

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

or visit our website:

www.hemrogroup.com

MAHLKÖNIG

www.mahlkoenig.com | www.hemrogroup.com