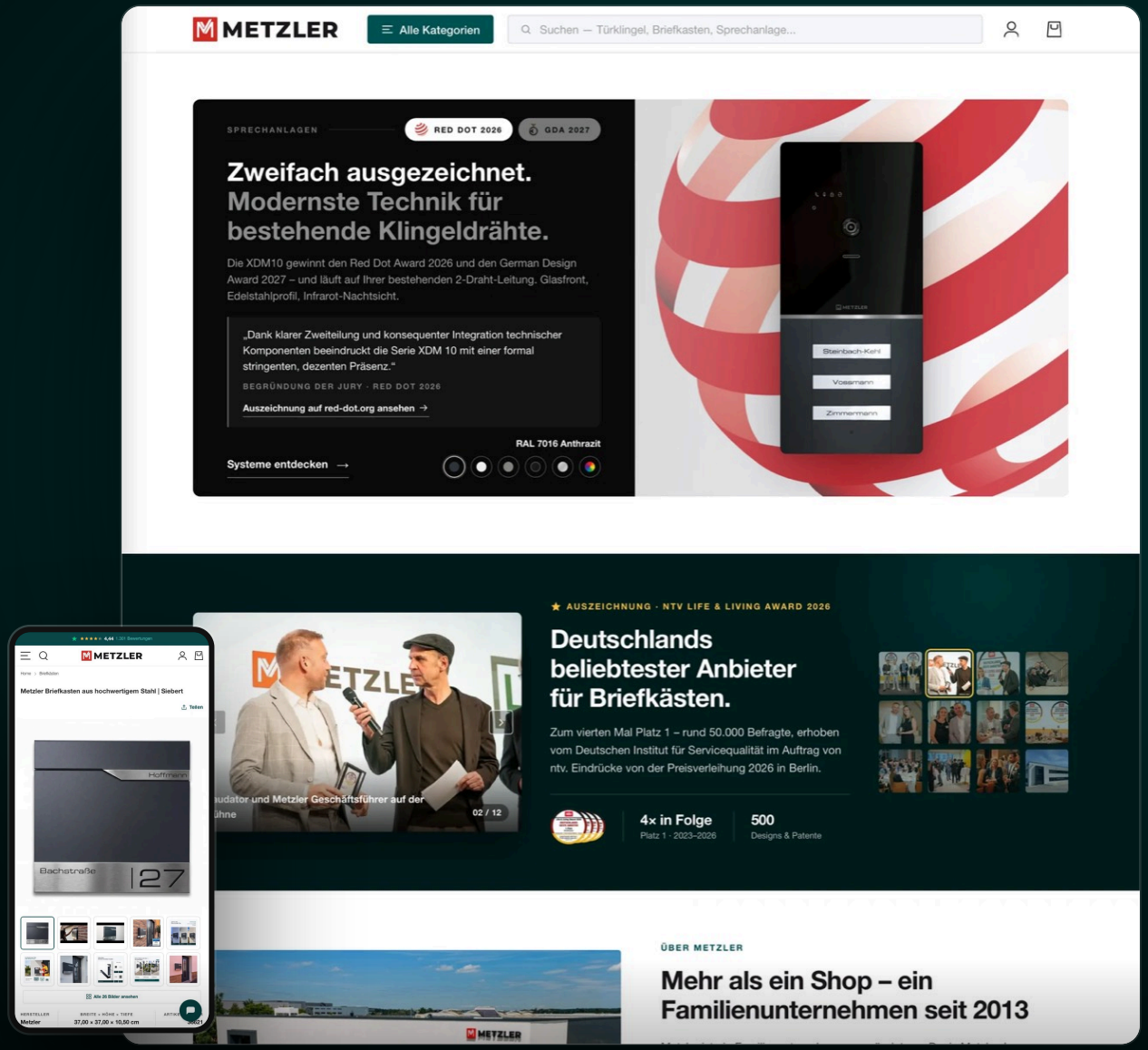
METZLER

BRAND MANUAL · EDITION 2026

Brand Identity Guidelines

In the shop, on paper, on the device.
The rules that make Metzler recognisable.



EDITION
2026 · Version 1.1

CONTENTS
15 chapters · brand to templates

USE
Print · Office · Trade fair · Vehicle

ONLINE
www.metzlergmbh.de

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BRAND MANUAL · EDITION 2026

01

Introduction

One brand. Equally good everywhere.

VERSION 1.1 15 CHAPTERS DEUTSCH · ENGLISH PRINT · OFFICE · TRADE FAIR

METZLER

This manual is the single source for how we look outside the shop: brochures, datasheets, letters, presentations, trade fairs and vehicles. It replaces gut feeling with clear rules so Metzler is recognisable everywhere.

1.0 What this manual is for
1.1 Who it is for
1.2 How it is built
1.3 Formats
1.4 Approval and questions

1.0

What this manual is for

Every print piece, presentation and letter builds the brand. When everyone works to the same rules, Metzler looks premium and familiar everywhere, no matter who designs.

Recognisable

Same colours, same type, same logo – on every medium.

Faster

Templates and copyable values save review rounds.

Safe

Clear “Do / Don’t” examples prevent costly misprints.

1.1

Who it is for

Team	Typical tasks	Key chapters
Marketing	Brochure, booklet, campaign, social, trade fair	04 · 05 · 06 · 07 · 09 · 12 · 13
Sales & B2B	Presentation, offer, dealer material	03 · 06 · 11
Service & engineering	Manual, datasheet, wiring diagram	06 · 08 · 14
Office & admin	Letter, e-mail, form, internal documents	03 · 10 · 11
Agencies & printers	Final artwork, print files, large format	04 · 05 · 12 · 13

1.2

How it is built

Each chapter opens with an overview and is split into numbered sections (4.0, 4.1 …). Numbers match on the website and in the PDF, so you can point each other to a rule.

01

Rule

One short sentence on what applies.

02

Example

Picture or drawing, often with “Do / Don’t”.

03

Specification

Exact values to copy: sizes, colours, measurements.

04

Template

A ready file to download, where one exists.

1.3

Formats

All content is built from one source. That is why website, PDF, Word, PowerPoint and the Claude file always match.

PDF

Brand manual as PDF

A4 landscape, with linked contents

DOCX

Brand manual as Word

Complete, editable

PPTX

Overview as PowerPoint

16:9, the key rules

MD

Claude file

All rules and values as Markdown for Claude and other AI tools

1.4

Approval and questions

01 Marketing approves everything that goes outside: print pieces, ads, trade fair, vehicles.

02 Letters, e-mails and presentations made from the templates need no approval.

03 Is a rule missing or not fitting? Tell the marketing team. The manual is updated continuously.



BRAND MANUAL

02

Who we are

Family business from Reutlingen since 2013: attitude and values.

Metzler is a family business from Reutlingen. Since 2013 we have designed and made letterboxes, intercoms, doorbells and house numbers – with our own engineering and the aim that every entrance suits its home.

2.0 Metzler in numbers
2.1 Our promise
2.2 Our values
2.3 What we offer
2.4 Awards

2.0

Metzler in numbers

2013	165	2.500	500+	2 m
founded, family business	employees in Reutlingen	products in the range	registered designs	satisfied customers

These numbers come from the shop's "About us" page. Use them exactly like this and check before each print run that they are still current.

Specification

Source	Shop "About us", as of 01.10.2026
Spelling	"over 2 million satisfied customers" · "family business since 2013" · "over 500 registered designs"

2.1

Our promise

> Draft v1.0 – written from "About us". Please have it approved by management.

"An entrance that suits you. Precisely designed and made in Reutlingen."

The promise is not a slogan on every print piece. It is the yardstick for every text and image: does it fit a premium, personal entrance?

2.2

Our values

> Draft v1.0 – please approve.

01

Precisely made

Own engineering in Reutlingen, over 500 registered designs. We show technology honestly and accurately.

02

Personally designed

Customers choose colour, engraving and accessories themselves. Every product can become one of a kind.

03

Built to last

Stainless steel, powder coating and the Metzler guarantee with up to 10 years of protection against rust-through.

04

Close to you

A family business with advice, hotline and trained partner installers. We are reachable.

2.3

What we offer

The shop has these main ranges. Always use these names.

Briefkästen · Sprechanlagen · Türklingeln · Hausnummern · Paketboxen · Mülltonnenboxen · Außenleuchten · Funkklingeln · Briefkastenschilder · Schriftzüge · Hochbeete · Sicherheitstechnik



Letterboxes
e.g. Siebert



Intercoms
e.g. SDM10 on a stand



Parcel boxes
e.g. Avalon on a stand



Doorbells
with name plates



House numbers
e.g. with street name



Bin stores
e.g. wood look

2.4

Awards

Awards may only be mentioned with the exact wording, the year and the original seal.

Award	Exact wording	Applies to
Red Dot 2026	“Red Dot Winner 2026”, category Product Design	XDM10
ntv / DISQ	“Germany’s most popular letterbox supplier – for the fourth year in a row”	Letterboxes
COMPUTER BILD & Statista	“Top Shop” 2023, 2024, 2025	Online shop

Specification

Seals	Original files only, never rebuild, recolour or crop
“Made in Germany”	Only where the product page says so. Otherwise “Designed in Germany” (XDM10) or “from Reutlingen”.



BRAND MANUAL

03

Voice & tone

How we write: formal “Sie”, clear, factual, friendly.

We write warmly and factually, like a good specialist adviser: benefit first, then proof. Short sentences, concrete words, always using the formal “Sie”.

3.0 Basic tone
3.1 How we write
3.2 Before – after
3.3 Words
3.4 Numbers, prices, units
3.5 Product names
3.6 Claims we check
3.7 English

3.0

Basic tone

Clear

One thought per sentence. No jargon without explanation.

Factual

Facts instead of superlatives. Numbers only when they are right.

Friendly

Formal “Sie”, helpful, never lecturing or loud.

Specification

Address	Always formal “Sie”, also in social media and newsletters
Sentence length	Aim for under 20 words

3.1

How we write

01 Benefit first, then proof: “No folding – the slot fits A4 envelopes.”

02 Headlines as short nouns with one explaining sentence below: “Concealed lock”.

03 Concrete instead of general: name material, size, function.

04 Lists with an en dash: “Flexible opening – by fingerprint, RFID or app”.

05 Write actively: “You see who is ringing” instead of “It can be seen”.

3.2

Before – after

Before

~~Our innovative premium intercoms offer you an unparalleled first-class experience!~~

After

With the app you can always see who is at the door.

Concrete benefit instead of empty superlatives.

Before

~~Installation is carried out using the existing cable infrastructure.~~

After

You simply keep using your existing 2-wire doorbell cable – no new cables.

Active, addressing the reader, with a benefit.

Before

~~GREAT OFFER!!! Grab it now!~~

After

15 % off security technology – valid from 01.10. to 31.10.2026.

Calm, precise, with a period.

3.3

Words

Use	Avoid
hochwertig	revolutionär
massiv	einzigartig (ohne Beleg)
witterungsbeständig	Weltneuheit
rostfrei	unschlagbar
pulverbeschichtet	günstig / billig
individuell	Premium (als Füllwort)
personalisiert	Kunde (nur männlich)
Unikat	Smart Home (ohne Funktion)
Eingangsbereich	
Zuhause	

3.4

Numbers, prices, units

What	Do	Don't
Price	1.490,00 €	1490 EUR · € 1.490,-
Price from	from 699,00 €	only 699 €!
Dimensions	37 × 37 × 10,5 cm	37x37x10,5cm
Percent	15 %	15%
Date	12.11.2026	12.11.26 · 2026-11-12
Time	09:00–16:00 Uhr	9-16h
Phone	+49 (0) 7121 / 317 7310	07121-3177310

Specification

Prices	Only take from the shop; "UVP" and "ab" exactly as in the shop; price note on the last page
Non-breaking space	Between number and unit so they never break apart

3.5

Product names

Product names are written exactly as in the shop. Model names are proper names and come last.

Before

~~XDM 10 · Xdm10 · VDM-10~~

After

XDM10 · VDM10 2.0 · SDM10

System names without a space, versions with a space.

Before

~~Siebert letterbox in anthracite~~

After

Letterbox Siebert, anthracite

Product type first, model name last.

3.6

Claims we check

01 “Made in Germany” only where the product page says so.

02 Guarantee always precisely: “Metzler guarantee: up to 10 years protection against rust-through” – the terms of the guarantee apply.

03 “Pay by invoice” only as the payment page allows.

04 Customer numbers and ratings only with the source date.

3.7

English

English texts use British English, friendly and direct (“you”). Sizes and prices keep the German format when the text is for the German market.



BRAND MANUAL

04

Logo

Construction, clear space, sizes, versions and misuse.

The logo is our most important sign. It is made of the red M-square and the METZLER wordmark. Neither is ever redrawn, recoloured or changed: always use the original file.

4.0 Overview
4.1 Construction
4.2 Clear space
4.3 Minimum size
4.4 Colour versions
4.5 Backgrounds
4.6 Placement
4.7 Avoid misuse

4.0

Overview

The full lockup is the main form. Use it wherever there is room. The M-square alone is the short form for very small spaces.



Full lockup (left) and brand mark (right)

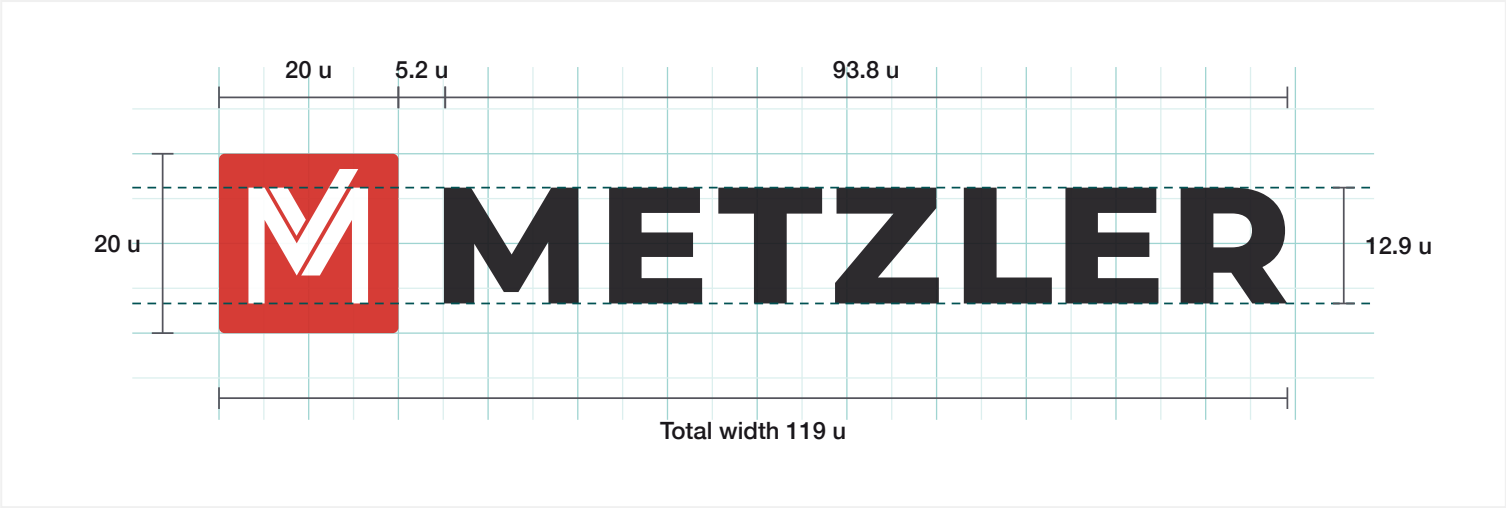
Specification

Main form	Lockup: M-square + METZLER wordmark, horizontal
Short form	M-square alone (favicon, app, stamp, engraving under 25 mm)
Source	Original files from the logo pack only

4.1

Construction

The logo sits on a grid where the square is 20 units high. All distances are fixed: 5.2 units between square and wordmark, the wordmark is 93.8 units wide and 12.9 units high.



Construction on the unit grid (1 u = 1/20 of the square height)

Specification

M-square	20 × 20 u
Gap square → wordmark	5,2 u
Wordmark width × height	93,8 × 12,9 u
Total width	119 u (aspect ratio 5.96 : 1)
Wordmark vertical	Cap line 3.8 u, baseline 16.7 u

4.2

Clear space

The logo always keeps free space around it. It is called X and equals half the height of the M-square. No text, image edges or other marks go inside this zone.



X = ½ of the M-square height, on all four sides

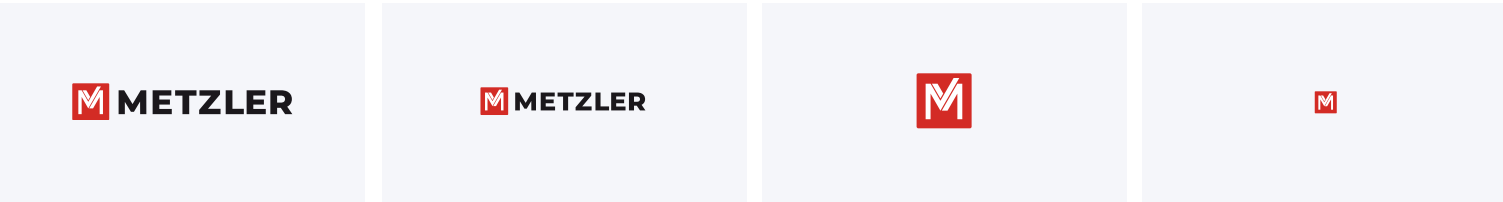
Specification

Clear space	X = 0.5 × M-square height, all sides
Brand mark alone	also X = 0.5 × square height
Status	Set new in v1.0

4.3

Minimum size

Below these sizes the wordmark is no longer reliably legible. Use the M-square alone instead.



25 mm
Lockup in print

120 px
Lockup on screen

5 mm
M-square in print

16 px
M-square as favicon

Minimum widths for print and screen

Specification

Lockup print	≥ 25 mm wide
Lockup screen	≥ 120 px wide
M-square print	≥ 5 mm
M-square screen	≥ 16 px (favicon)
Engraving / embossing	Lockup ≥ 25 mm, otherwise M-square

4.4

Colour versions

There are exactly four versions. Red + black is the default. When in doubt, use the single-colour black or white version.



01 · Red + black

Default on white and light surfaces



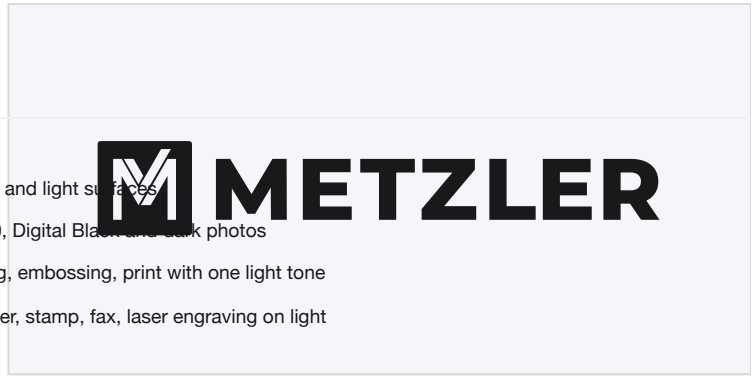
02 · Red + white

On teal, black and dark photos



03 · White single colour

Engraving, embossing, one light tone



04 · Black single colour

Newspaper, stamp, laser engraving

4.5

Backgrounds

The logo needs a calm background with clear contrast. On photos it only sits on a calm, even area.



Do

Pure white

Do

Paper white



Do

Teal 500



Do

Calm, dark photo area



Don't

Red on background



Don't

Teal Mint as background



Don't

Gradient behind the logo



Don't

Busy photo, too little contrast

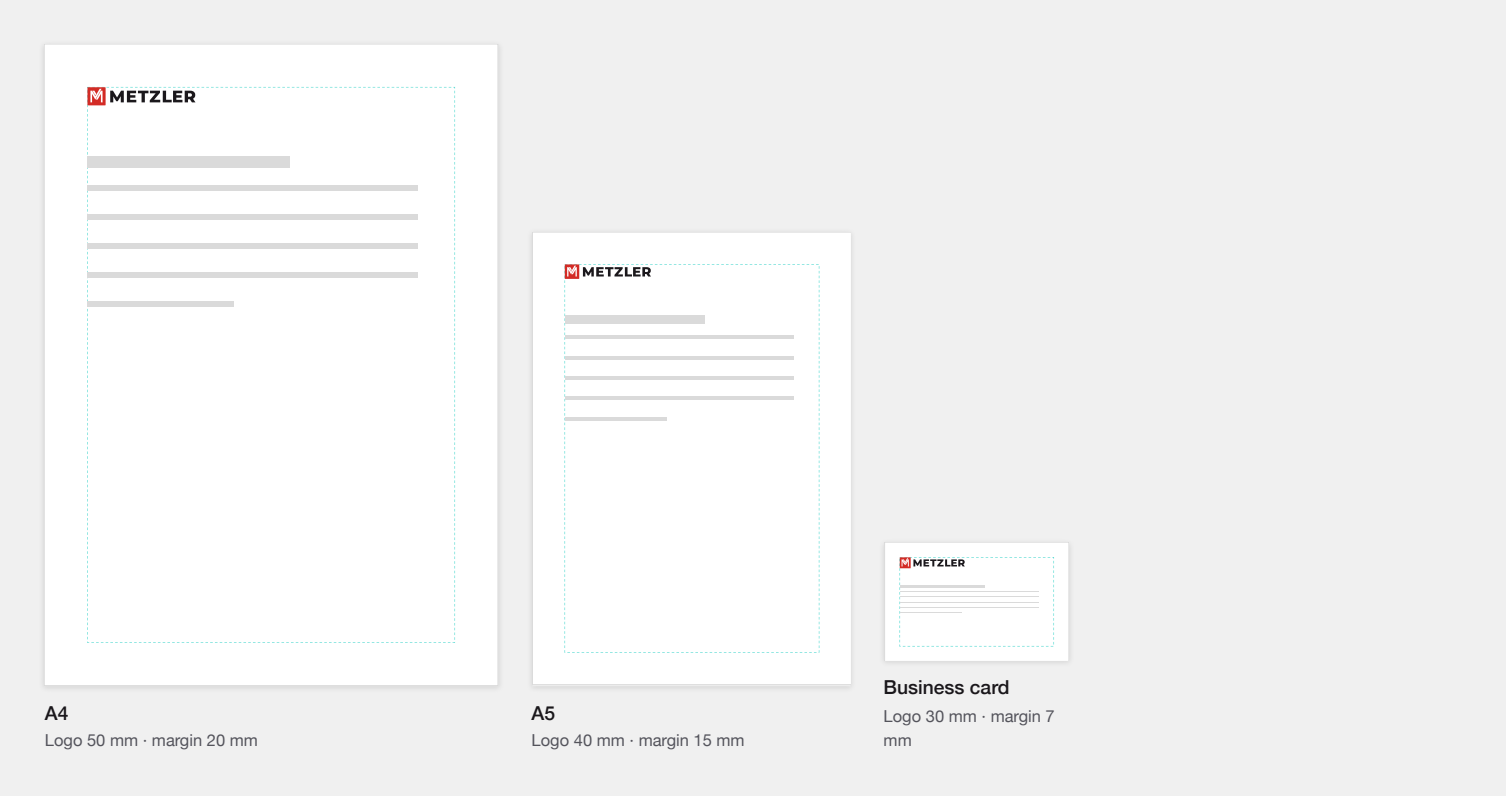
Specification

Allowed	Pure white, paper white, Graphite 100, Teal 500/700/900, Digital Black, calm photo areas
Not allowed	Metzler Red, Teal Mint, gradients behind the logo, busy photos

4.6

Placement

The logo sits top left or top right, always aligned to the type area. Its width depends on the format.



A4
Logo 50 mm · margin 20 mm

A5
Logo 40 mm · margin 15 mm

Business card
Logo 30 mm · margin 7 mm

Logo to scale on A4, A5 and business card

Specification

A4 (210 × 297 mm)	Logo 50 mm wide, margin 20 mm
A5 (148 × 210 mm)	Logo 40 mm wide, margin 15 mm
Business card (85 × 55 mm)	Logo 30 mm wide, margin 7 mm
Status	Set new in v1.0

4.7

Avoid misuse

These are the most common mistakes. Each of them weakens the brand.



Don't
Stretched



Don't
Other colours



Don't
Rotated



Don't
With shadow or effect



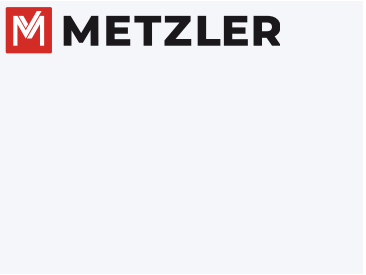
Don't
Blurred, low resolution



Don't
Rearranged



Don't
Wordmark outlined



Don't
Too close to the edge, no clear space



BRAND MANUAL

05

Colour

Brand colours with HEX, RGB, CMYK and Pantone, proportions and pairs.

Our colour world is calm: lots of white, clear black, teal as the brand colour. The red belongs to the logo alone. Every colour has fixed values for screen and print. Never pick a colour from a photo.

5.0 Core colours
5.1 Teal scale
5.2 Graphite scale
5.3 Proportions
5.4 Colour pairs
5.5 Gradients
5.6 Print and Office
5.7 Avoid misuse

5.0

Core colours

Four colours carry the brand.

Teal 500	Digital Schwarz	Reinweiß	Metzler Rot
HEX #015253	HEX #1A171B	HEX #FFFFFF	HEX #D42924
RGB 1, 82, 83	RGB 26, 23, 27	RGB 255, 255, 255	RGB 212, 41, 36
CMYK 95, 45, 60, 55	CMYK 70, 70, 60, 85	CMYK 0, 0, 0, 0	CMYK 10, 95, 95, 5
Pantone 3295 C	Pantone Black 6 C	Pantone White	Pantone 185 C
Brand colour: surfaces, accents, links	Wordmark, headings, text	Paper, base surface	Only inside the logo M-square

Specification

Brand colour	Teal 500 · #015253 · CMYK 95/45/60/55 · Pantone 3295 C
Text	Digital Schwarz · #1A171B · CMYK 70/70/60/85 · Pantone Black 6 C
Logo red	Metzler Rot · #D42924 · CMYK 10/95/95/5 · Pantone 185 C

5.1

Teal scale

From light to deep. Light tones for surfaces and tables, dark tones for covers, back pages and large areas.

Teal 50	Teal 100	Teal 500	Teal 600
HEX #F2F6F6	HEX #E6EEEE	HEX #015253	HEX #014A4B
RGB 242, 246, 246	RGB 230, 238, 238	RGB 1, 82, 83	RGB 1, 74, 75
CMYK 2, 0, 0, 4	CMYK 7, 2, 2, 6	CMYK 95, 45, 60, 55	CMYK 97, 40, 42, 67
Pantone —	Pantone —	Pantone 3295 C	Pantone 3305 C
Tinted surfaces, table rows	Info boxes, highlights	Brand colour: surfaces, accents, links	Second depth next to Teal 500

Teal 700	Teal 900	Teal Mint
HEX #01292A	HEX #001D1D	HEX #5CDBD3
RGB 1, 41, 42	RGB 0, 29, 29	RGB 92, 219, 211
CMYK 95, 50, 65, 75	CMYK 100, 55, 55, 90	CMYK 58, 0, 4, 14
Pantone 3308 C	Pantone Black C	Pantone 3255 C
Dark surfaces, back pages	Deepest brand surface, covers	Accent on dark surfaces

5.2

Graphite scale

Greys carry text, rules and surfaces. In print they are pure black (K), so they stay neutral.

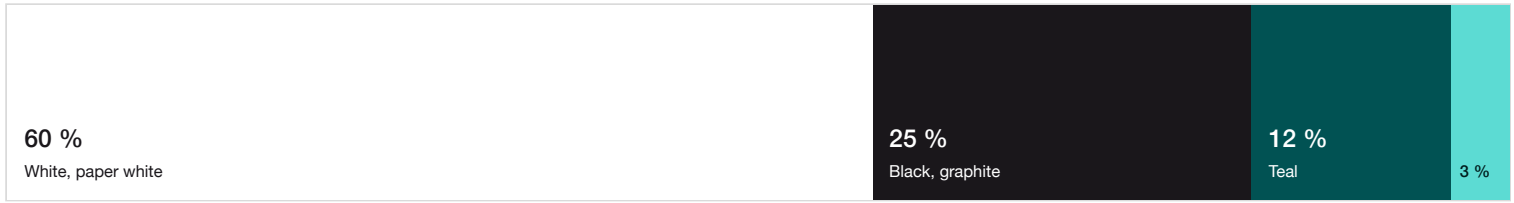
Papierweiß	Graphit 100	Graphit 300	Graphit 500
HEX #F5F6FA	HEX #F0F0F0	HEX #DADADA	HEX #A1A1A1
RGB 245, 246, 250	RGB 240, 240, 240	RGB 218, 218, 218	RGB 161, 161, 161
CMYK 2, 1, 0, 2	CMYK 0, 0, 0, 6	CMYK 0, 0, 0, 15	CMYK 0, 0, 0, 37
Pantone —	Pantone Cool Gray 1 C	Pantone Cool Gray 2 C	Pantone Cool Gray 7 C
Calm background surface	Divider surfaces, studio backdrop	Rules, frames	Inactive elements

Graphit 600	Graphit 700	Graphit 800	Graphit 900
HEX #7A7A82	HEX #54545C	HEX #2E2E36	HEX #1A1A1F
RGB 122, 122, 130	RGB 84, 84, 92	RGB 46, 46, 54	RGB 26, 26, 31
CMYK 0, 0, 0, 49	CMYK 0, 0, 0, 64	CMYK 0, 0, 0, 79	CMYK 0, 0, 0, 88
Pantone Cool Gray 9 C	Pantone Cool Gray 11 C	Pantone Black 3 C	Pantone Black 6 C
Captions, metadata	Secondary text	Body text	Headings, product names

5.3

Proportions

This much of each colour belongs on a page. White gives calm, teal sets accents, red appears only in the logo.



Metzler Red appears only in the M-square of the logo.

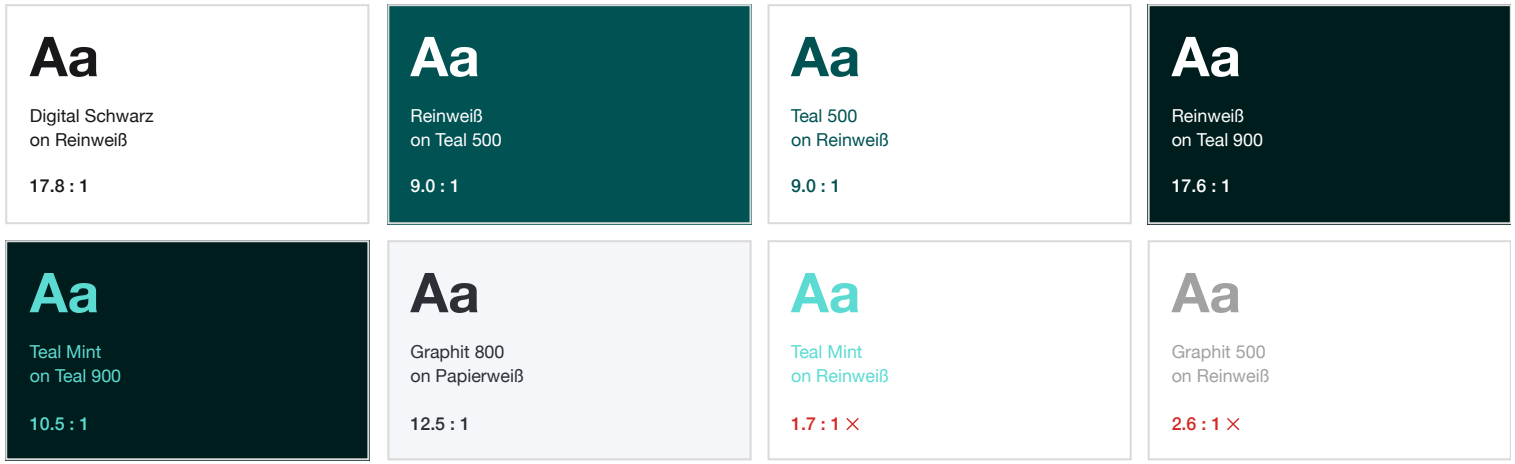
Specification

White / paper white	≈ 60 %
Black / graphite	≈ 25 %
Teal 50–900	≈ 12 %
Teal Mint	≤ 3 %, on dark surfaces only
Metzler Red	logo only

5.4

Colour pairs

These combinations read well. The number is the WCAG contrast: 4.5 or more for body text, 3 or more for large headings.



Specification

Body text	Contrast ≥ 4.5 : 1
Large headings ≥ 18 pt	Contrast ≥ 3 : 1

5.5

Gradients

Gradients always have a job: depth behind text, legibility on photos or light behind a product. Never as decoration.



Teal Depth

Dark brand panels behind text: covers, back pages, info boxes

`linear-gradient(160deg, #001D1D 0%, #015253 100%)`



Teal Scrim

Over photos so white text stays legible

`linear-gradient(0deg, rgba(0,29,29,.95) 35%, rgba(0,29,29,0))`

Studio Light

Light stage behind cut-out products

`radial-gradient(ellipse 70% 80% at 50% 45%, #FFF 0%, #F0F0F0 45%, #DADADA 100%)`

5.6

Print and Office

Medium	Colour space	Note
Offset, digital print	CMYK · FOGRA39	Total ink ≤ 330 %
Spot colour, signage	Pantone C	Pantone value from the table above
Powder coating, product	RAL	Values from the RAL list; “colours are a guide”
Word, PowerPoint, E-Mail	RGB / HEX	Colours from the template, never chosen freely

Specification

Print PDF	PDF/X-3 oder PDF/X-4 · FOGRA39 · 3 mm Beschnitt
Convert CMYK	With Illustrator/InDesign colour management, never by formula

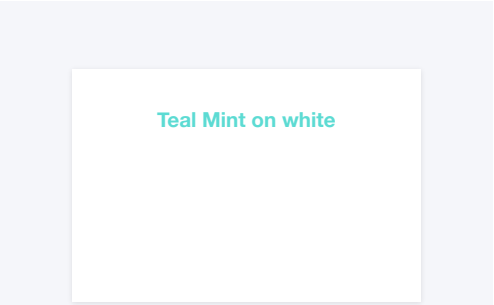
5.7

Avoid misuse

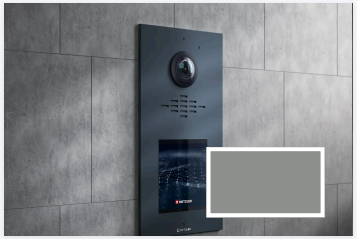
Do
Lots of white, teal as accent

Don’t
Red as surface or heading

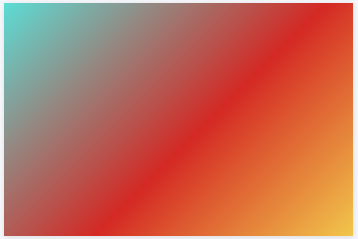
Don’t
More than two accent colours



Don’t
Light text on light ground



Don’t
Colour picked from a photo



Don’t
Gradient as decoration

BRAND MANUAL

06

Typography

Three typefaces, three clear jobs, sizes for print and Office.



Our type is factual and precise, like our products. Helvetica Neue is the house typeface. Arial replaces it in Office. KMR Apparat is for marketing print only.

6.0 Three typefaces
6.1 Weights
6.2 Sizes in print
6.3 Sizes in Word and PowerPoint
6.4 Typesetting rules
6.5 Avoid misuse

6.0

Three typefaces

01 — House typeface

Aa

Helvetica Neue

For	Datasheet, manual, packaging, label, technical print
Never for	Word and PowerPoint sent to outside partners
Weights	Thin to Bold; mostly Regular + Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
äöüß 0123456789 „“ – € %

02 — Office only

Aa

Arial

For	Word, PowerPoint, Excel, e-mail, forms
Never for	Print pieces for the printer
Weights	Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
äöüß 0123456789 „“ – € %

03 — Marketing print only

Aa

KMR Apparat

For	Booklet, brochure, catalogue, trade fair, campaign
Never for	Office, web, shop, product UI
Weights	Light – Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
äöüß 0123456789 „“ – € %

Specification

Helvetica Neue	House face: datasheet, manual, packaging, label, technical print
Arial	Office: Word, PowerPoint, Excel, e-mail, systems without Helvetica Neue
KMR Apparat	Marketing print only: booklet, brochure, catalogue, trade fair. Never in Office or web
Rule	One type family per document

6.1

Weights

Hierarchy comes from size and weight, not from colour or effects. Two weights per document are usually enough: Regular and Bold.

Thin — Precision from Reutlingen

Light — Precision from Reutlingen

Regular	Precision from Reutlingen	Default
Medium	**Precision from Reutlingen**	
Bold	**Precision from Reutlingen**	Default

6.2

Sizes in print

These sizes apply to A4 documents in InDesign with Helvetica Neue. For A5 use roughly 85 % of each.

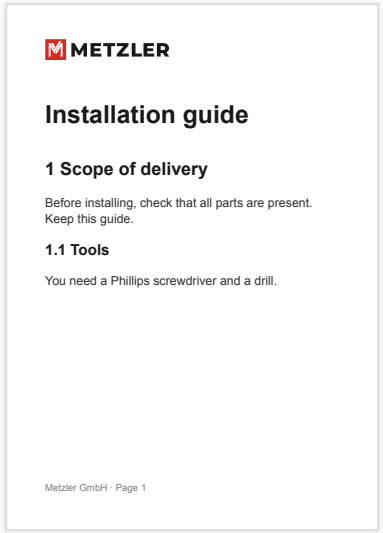
Title 36/40 pt · Bold	**Intercoms 2027**
Heading 1 20/24 pt · Bold	**Clear lines, robust technology**
Heading 2 12/16 pt · Medium	**Concealed lock**
Body 9,5/13,5 pt · Regular	The letterbox is made of stainless steel and powder coated.
Caption 7,5/10 pt · Regular	Fig. 3 · XDM10 on a concrete wall
Label 7 pt · Medium, caps	TECHNICAL DATA

Specification	
Title	Helvetica Neue Bold · 36/40 pt
Heading 1	Helvetica Neue Bold · 20/24 pt
Heading 2	Helvetica Neue Medium · 12/16 pt
Body	Helvetica Neue Regular · 9,5/13,5 pt
Caption	Helvetica Neue Regular · 7,5/10 pt
Label	Helvetica Neue Medium, caps · 7 pt

6.3

Sizes in Word and PowerPoint

In Office always use Arial. The templates already contain these styles. Please use the styles only, never format by hand.



App	Style	Size	Weight
Word	Title	24 pt	Bold
Word	Heading 1	16 pt	Bold
Word	Heading 2	12 pt	Bold
Word	Normal	10 pt, line spacing 1.3	Regular
Word	Footer	8 pt	Regular
PowerPoint	Slide title	32 pt	Regular
PowerPoint	Text	18 pt, never below 14 pt	Regular
PowerPoint	Source, footnote	10 pt	Regular

Specification	
Word · Title	Arial Bold · 24 pt
Word · Heading 1	Arial Bold · 16 pt
Word · Heading 2	Arial Bold · 12 pt
Word · Normal	Arial Regular · 10 pt, line spacing 1.3
Word · Footer	Arial Regular · 8 pt
PowerPoint · Slide title	Arial Regular · 32 pt
PowerPoint · Text	Arial Regular · 18 pt, never below 14 pt
PowerPoint · Source, footnote	Arial Regular · 10 pt

6.4

Typesetting rules

01 Left aligned, ragged right. Centred only for titles up to three lines.

02 Tracking always 0. Never spaced out, never tightened.

03 All caps only for short labels up to five words.

04 German quotes „like this“, en dash with spaces – like this.

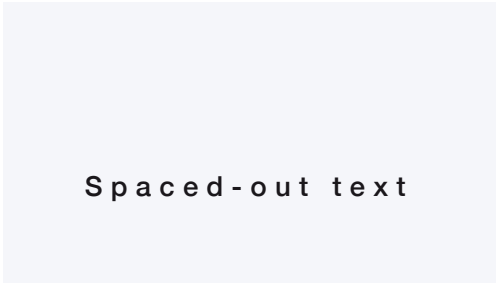
05 Number and unit with a space: 3 mm, 12 V, 699,00 €.

06 Date: 12.11.2026. Product names exactly as in the shop: XDM10, VDM10 2.0, Siebert.

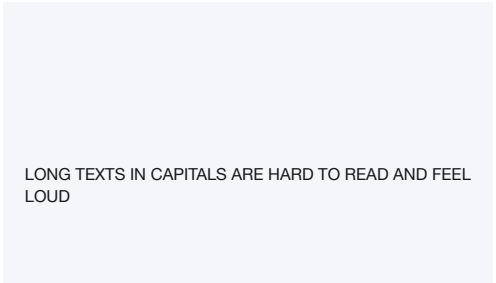
07 Line length 45–75 characters. Leading about 140 % of the type size.

6.5

Avoid misuse







Don’t

Tracking changed

Don’t

Several type families

Don’t

Body text in capitals

Centred body text is hard to read because every line starts somewhere else and the eye has to search.

Don’t

Long text centred

With effect

Don’t

Shadow, outline, effects

Concealed lock

One sentence explains the benefit.

Do

One family, two weights, left aligned



BRAND MANUAL

07

Imagery

Product, studio light, architecture, details, people.

Our images show real products on real homes: calm, premium, with natural light. The product is always the hero, never decoration.

7.0 Principles
7.1 Image worlds
7.2 Mood and light
7.3 Retouching
7.4 Avoid misuse

7.0

Principles

Real

Original products, never rebuilt or altered. Displays show real interfaces.

Calm

One subject, lots of space, clear lines. No clutter in the background.

Light

Soft daylight or evening mood. Stainless steel shines without glare.

7.1

Image worlds

Four image worlds cover almost everything. Choose one per page or spread.



Studio: cut out on Studio Light – overviews, datasheets, range



Architecture: product on the house, daylight – brochure, cover, trade fair



Detail: material and function up close – explain benefits



People: everyday life at the entrance, natural and relaxed

7.2

Mood and light



Evening: lights and displays come alive



Weather: show robustness, do not dramatise



Indoor: indoor station dark and precise

7.3

Retouching

01 Never alter, distort or redraw devices. Insert screen content only in correct perspective.

02 Always show cut-out devices in full: never crop them, never let them run off the image or page edge.

03 Product colours must be right: anthracite stays anthracite, stainless steel stays stainless steel.

04 Backgrounds may be extended but not replaced when the image should look “real”.

05 Engravings and name plates only with sample names, never real customer addresses.

06 Print: at least 300 ppi at placed size. Web: at most 2000 px wide.

Specification

Resolution print	≥ 300 ppi at 100 %
Colour space	Master in RGB (Adobe RGB/sRGB), convert to FOGRA39 only in layout
Files	Image requests and AI images: skill “metzler-image”

7.4

Avoid misuse



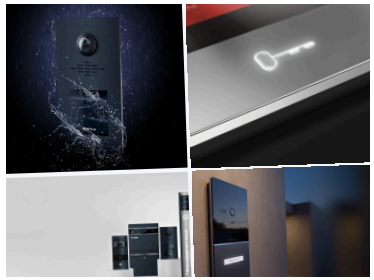
Do
Real light, calm background



Don’t
Filters and colour cast



Don’t
Product distorted



Don’t
Many small images without order



BRAND MANUAL

08

Icons & graphic elements

Line icons, rules, surfaces, QR code, seals.

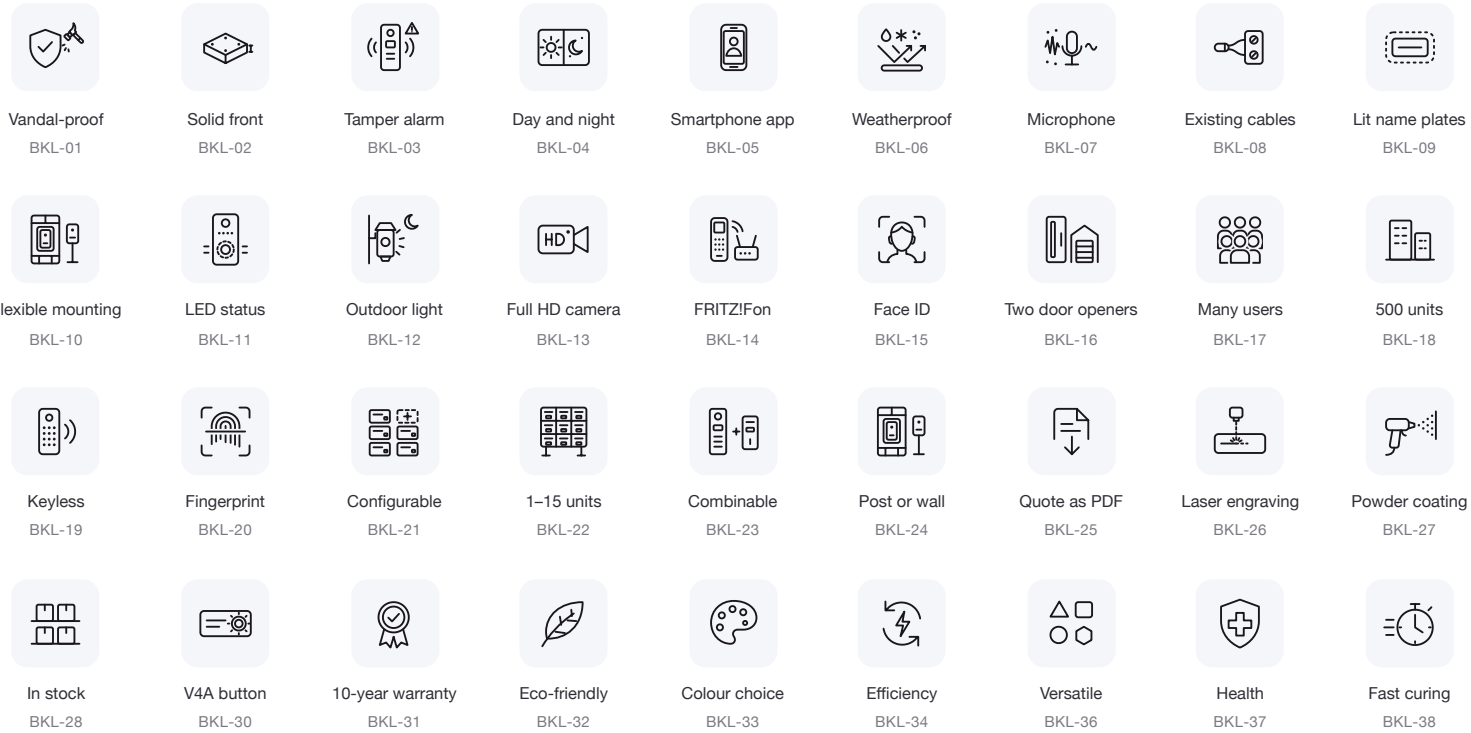
Few, calm elements: fine line icons, clear rules and single-colour surfaces. Everything comes from the Metzler UI Kit; nothing is invented.

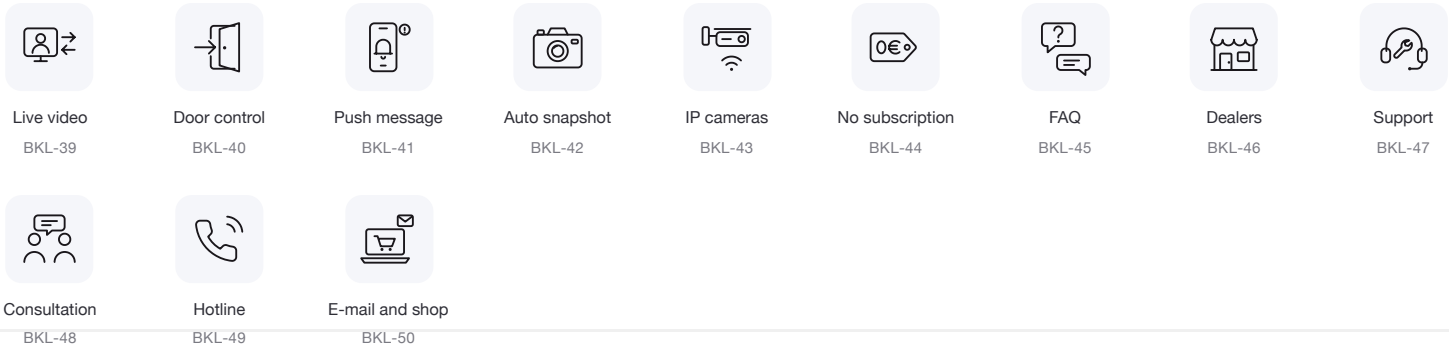
8.0 Icons in print
8.1 General icons
8.2 Two-tone icons
8.3 Topic icons
8.4 Original icons
8.5 Rules and surfaces
8.6 QR code
8.7 Seals and third-party logos

8.0

Icons in print

For print we use the booklet set: single-colour line icons on a 48 grid, stroke 1.5. They are black or Teal 500, never multicoloured. Here is the complete set from the UI Kit (48 icons).





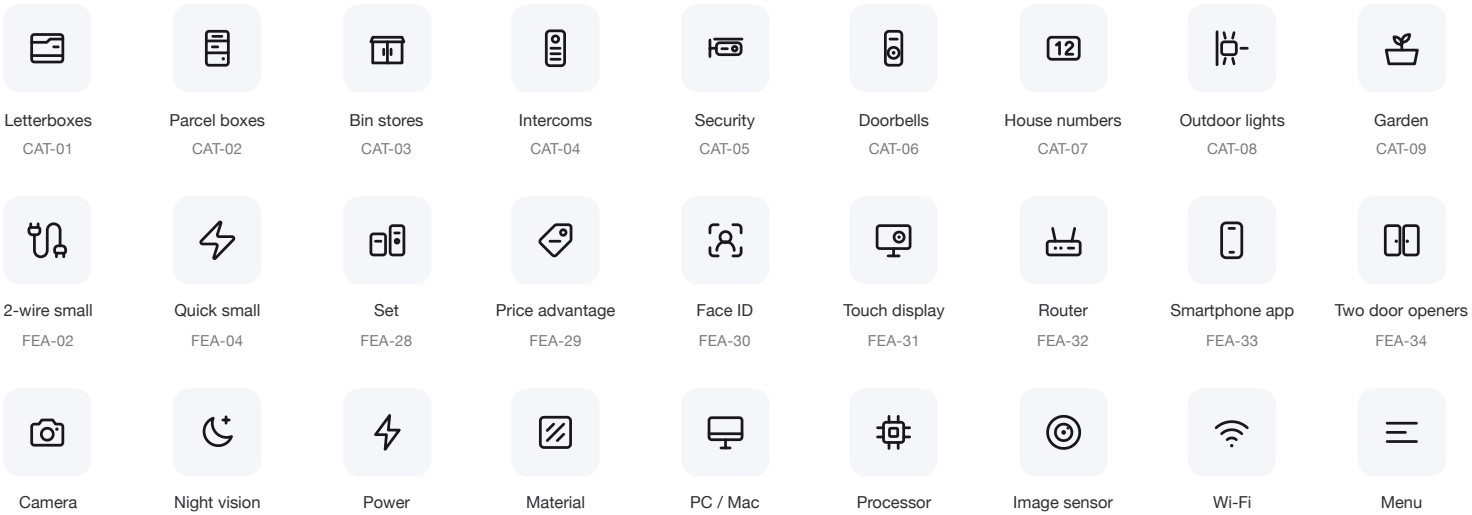
Specification

Source	Only icons from the UI Kit (ICONS.md, set “Booklet · Monochrome”). No icon fits? Ask marketing.
Size	Print at least 8 mm, in feature lists 10–12 mm
Colour	Black or Teal 500, white on dark

8.1

General icons

For Office, presentations, forms and small notes there are the line icons: 24 grid, stroke 1.5, round ends. They work from 4 mm and are black, graphite or Teal 500. The complete set from the UI Kit (95 icons):



FEA-35	FEA-36	FEA-37	FEA-38	FEA-39	FEA-40	FEA-41	FEA-42	NAV-01
								
Search	Close	Account	Cart	Compare	Arrow right	Arrow left	Chevron left	Chevron right
NAV-02	NAV-03	NAV-04	NAV-05	NAV-06	NAV-07	NAV-08	NAV-09	NAV-10
								
Chevron down	Chevron up	Dropdown	Show	Hide	Share	Copy link	List	Zoom
NAV-11	NAV-12	NAV-13	NAV-14	NAV-15	NAV-16	NAV-17	NAV-18	NAV-19
								
Filter	Minus	Plus	Text size	Play	Edit	Remove	Refresh	Wishlist
NAV-20	NAV-21	NAV-22	NAV-23	NAV-24	NAV-25	NAV-26	NAV-27	NAV-28
								
Log out	Logged in	Grid	Home	3D view	Video	Sort	Print	WhatsApp
NAV-29	NAV-30	NAV-31	NAV-32	NAV-33	NAV-34	NAV-35	NAV-36	SOC-06
								
E-mail	Download	About us	PDF	Invoice	Service hours	Hotline	Phone	Tick
SRV-02	SRV-08	SRV-10	SRV-11	SRV-12	SRV-13	SRV-14	SRV-15	STA-01
Done	Warning	Info	Translated	Origin	Privacy	Error	Added	Helpful
STA-02	STA-03	STA-04	STA-10	STA-11	STA-12	STA-13	STA-15	STA-16

Review	Comment	Notification	Customer photos	Dimensions	2-wire	LAN / PoE	Datasheet	Settings
STA-17	STA-18	STA-19	STA-20	TEC-01	TEC-02	TEC-03	TEC-04	TEC-05

Network	Branching	Quality	Delivery	Ship date	Trust	Design
TEC-06	TEC-07	USP-01	USP-03	USP-04	USP-10	USP-11

Specification

Source	UI Kit, ICONS.md, set “Line icons · Soft Line”
Size	4–6 mm in text and tables, 8 mm as bullets
Rule	Never mix with booklet icons in one row

8.2

Two-tone icons

For product descriptions and datasheets there are two-tone icons: black base line, teal accent, 48 grid. The colours are fixed in the file. The complete set (24 icons):

Retrofit	2-wire	Tested	Quick install	App	Smartphone	Weatherproof	Full HD	Wide view
FEA-01	FEA-02	FEA-03	FEA-04	FEA-05	FEA-06	FEA-07	FEA-08	FEA-09

Night vision	Security module	Tamper alarm	Indoor station	Microphone	Touch	Camera	Material	Door release
FEA-10	FEA-11	FEA-12	FEA-13	FEA-14	FEA-16	FEA-17	FEA-19	FEA-20

Multiple users	Fingerprint	Security	Modular	Noise reduction	IK08 / IP65
FEA-21	FEA-22	FEA-23	FEA-25	FEA-26	FEA-27

8.3

Topic icons

For larger topic tiles on light ground there are topic icons: base line in black, one accent in teal.

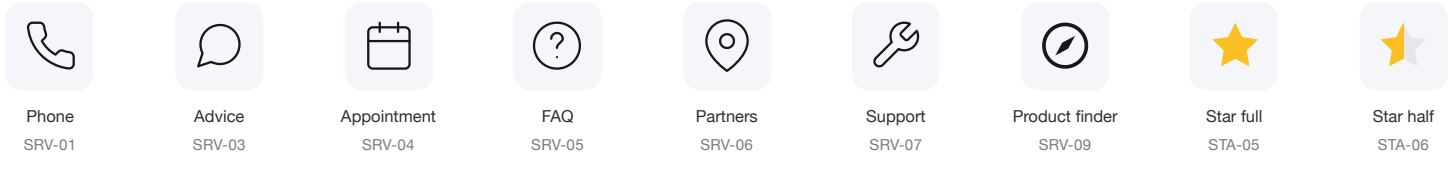


Delivery time TOP-01 · Installation TOP-02 · Engraving TOP-03 · Software TOP-04 · Support call TOP-05 · Business TOP-06 · Spare parts USP-09

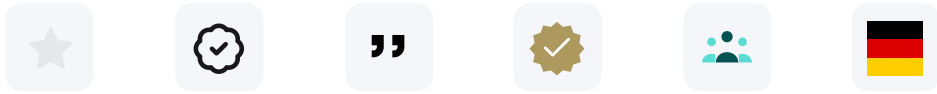
8.4

Original icons

These icons stay exactly as in the shop: service, rating stars, quote, warranty seal, “Designed in Germany”.
Never recolour or redraw (15 icons):



Phone SRV-01 · Advice SRV-03 · Appointment SRV-04 · FAQ SRV-05 · Partners SRV-06 · Support SRV-07 · Product finder SRV-09 · Star full STA-05 · Star half STA-06



Star empty STA-07 · Verified STA-08 · Quote STA-09 · Warranty USP-05 · 2m customers USP-06 · Designed in Germany USP-07

8.5

Rules and surfaces

Divider 0.5 pt

Section rule 1 pt

Teal accent rule

Specification			
Rule	0.5 pt Graphite 300 as divider, 1 pt Digital Black above sections		
Surface	Single colour: paper white, Teal 50/100 or Teal 900. No patterns, no texture		
Corners	Square in print. Radii only for photos of devices with round corners		
Paper white	Teal 50	Teal 100	Teal 900

8.6

QR code

There is one standard element: QR code with the short label “More details”. On dark pages white on black.
Every code is scanned before printing.



More details
edelstahl-tuerklingel.de/xdm10



More details
edelstahl-tuerklingel.de/xdm10

Sample – not a scannable code

Specification	
Minimum size	20 × 20 mm, quiet zone 4 modules all round
Target	Always a specific page, never just the home page

8.7

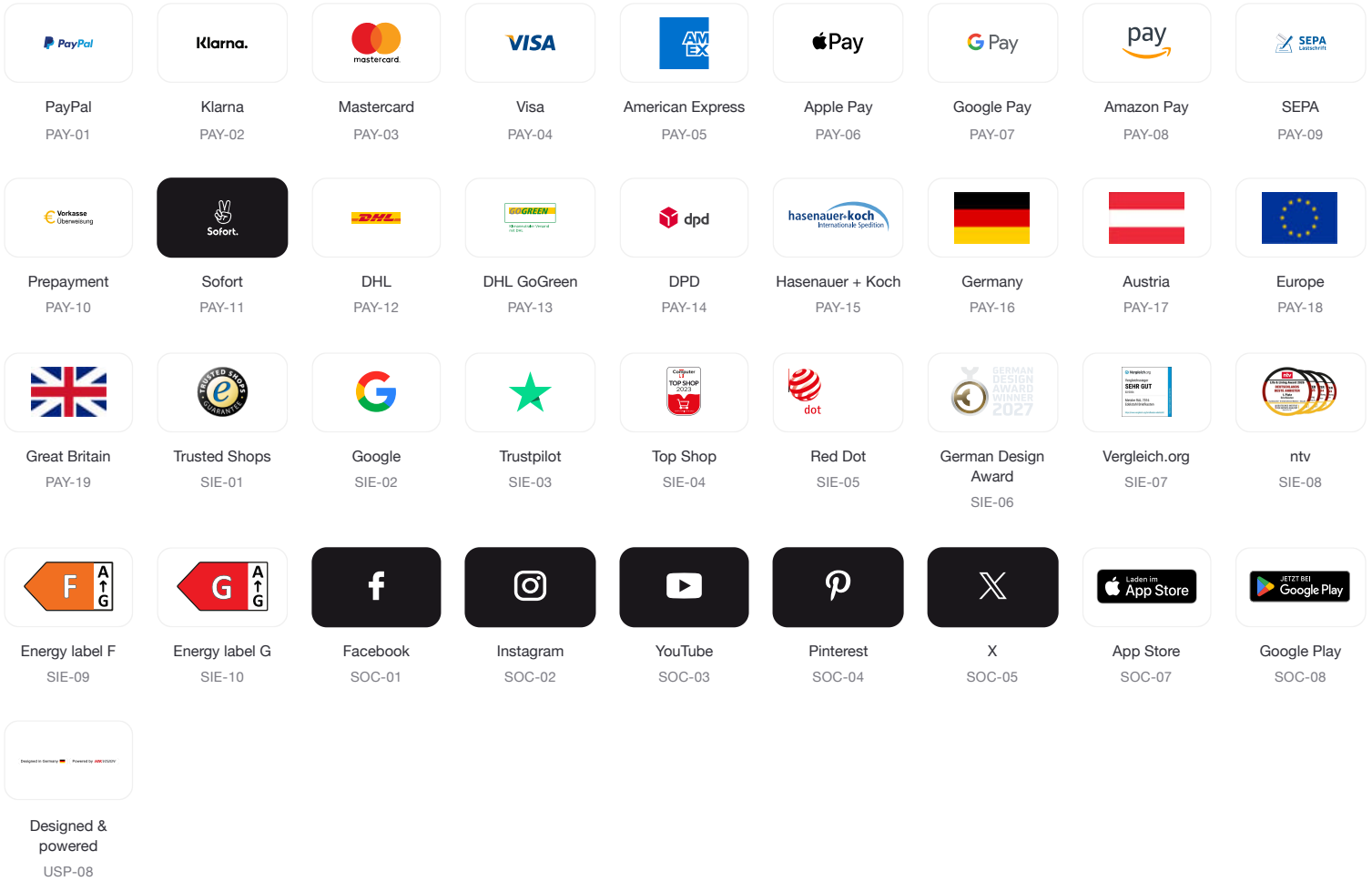
Seals and third-party logos

01 Seals and partner logos only as original files: never rebuild, recolour or crop.

02 At most three seals side by side, same height, spaced half a seal height apart.

03 Seals sit at the edge or bottom, never over the main subject.

All original files from the UI Kit: payment, shipping, countries, seals and awards, social media (37 files).





BRAND MANUAL

09

Layout & grid

Type area and grid for A4, A5 and 16:9, covers.

A fixed grid makes every page calm and recognisable. We work with few columns, lots of white space and one clear focal point per page.

9.0 Principles
9.1 A4 portrait
9.2 A5 landscape (booklet)
9.3 16:9 presentation
9.4 Covers
9.5 Avoid misuse

9.0

Principles

01 Grid first, then layout. 2–3 columns are almost always enough.

02 The most important content sits in the top third of the page.

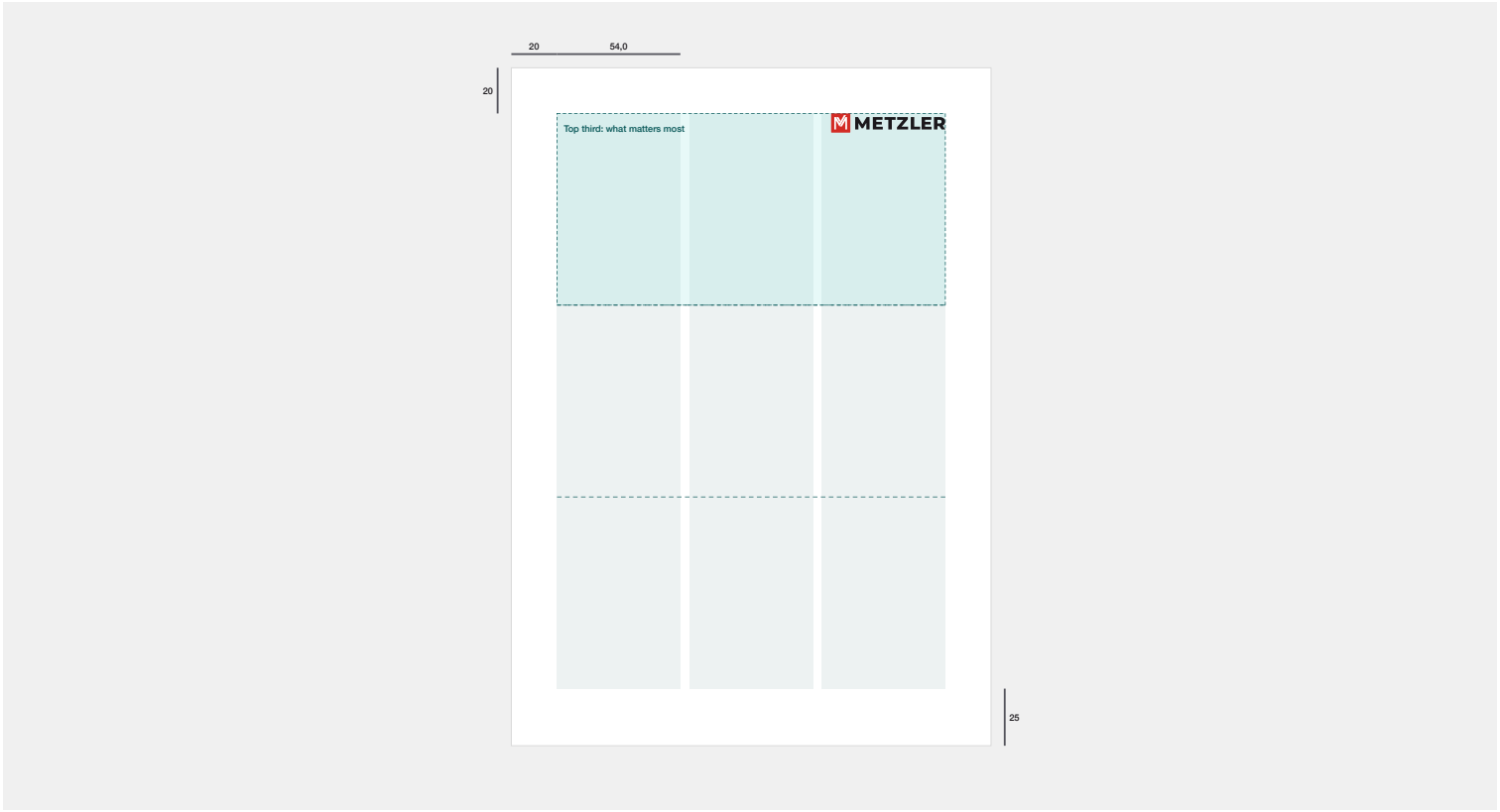
03 A spread is one surface: images may cross the gutter, text never.

04 White space is intended: at least 5 mm between image and text.

05 Same function, same position: page numbers, running heads and logo are identical on every page.

9.1

A4 portrait



A4 type area: margins 20 mm, bottom 25 mm, 3 columns with 4 mm gutter

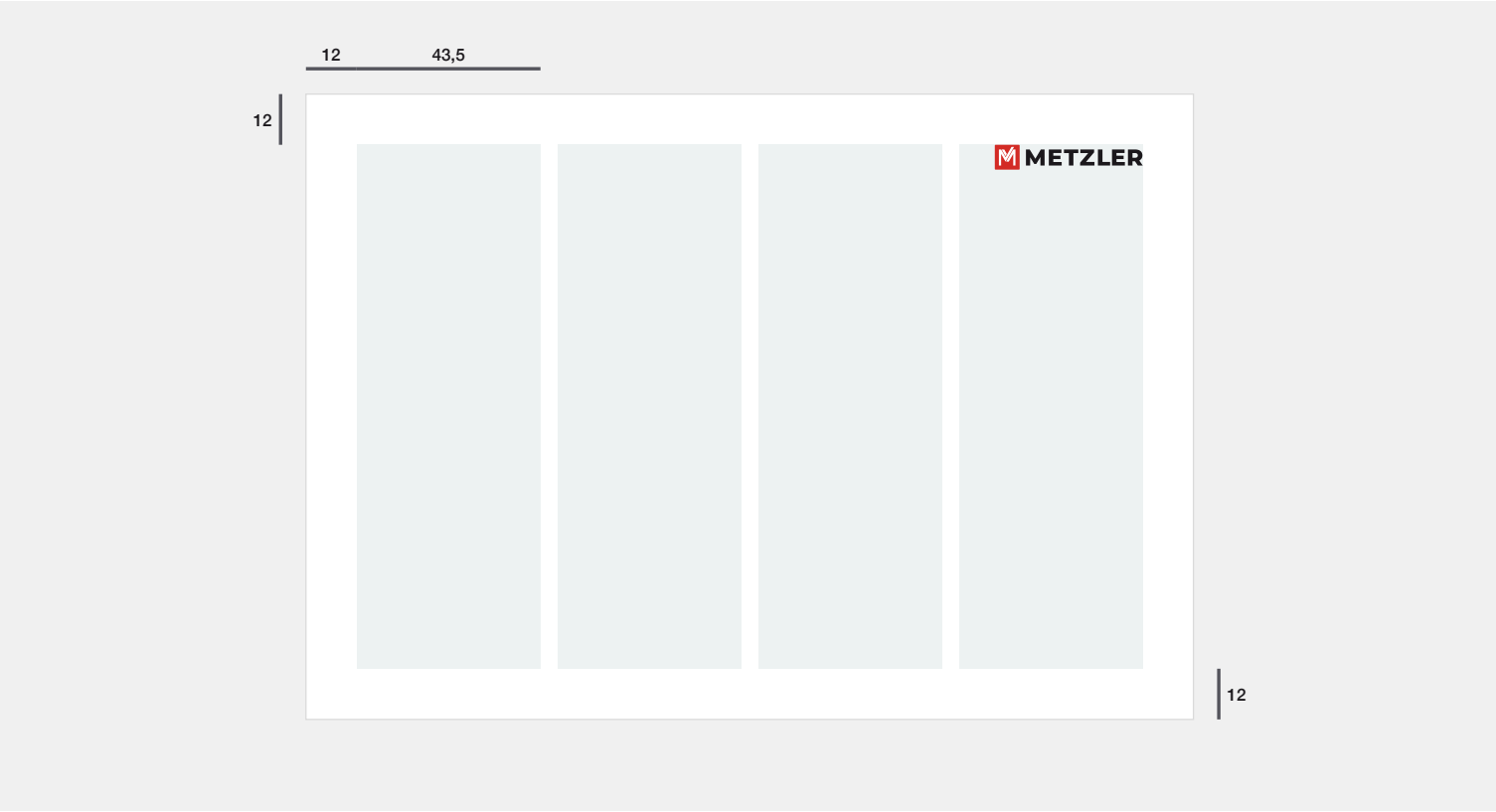
Specification

Margins	top 20 · inside/outside 20 · bottom 25 mm
Columns	3 columns, 4 mm gutter (or 6 columns for tables)
Baseline grid	13,5 pt
Page number	8 pt, Graphite 600, bottom outside in the margin

9.2

A5 landscape (booklet)

The 2026 intercom booklet is A5 landscape. It remains the format for product booklets.



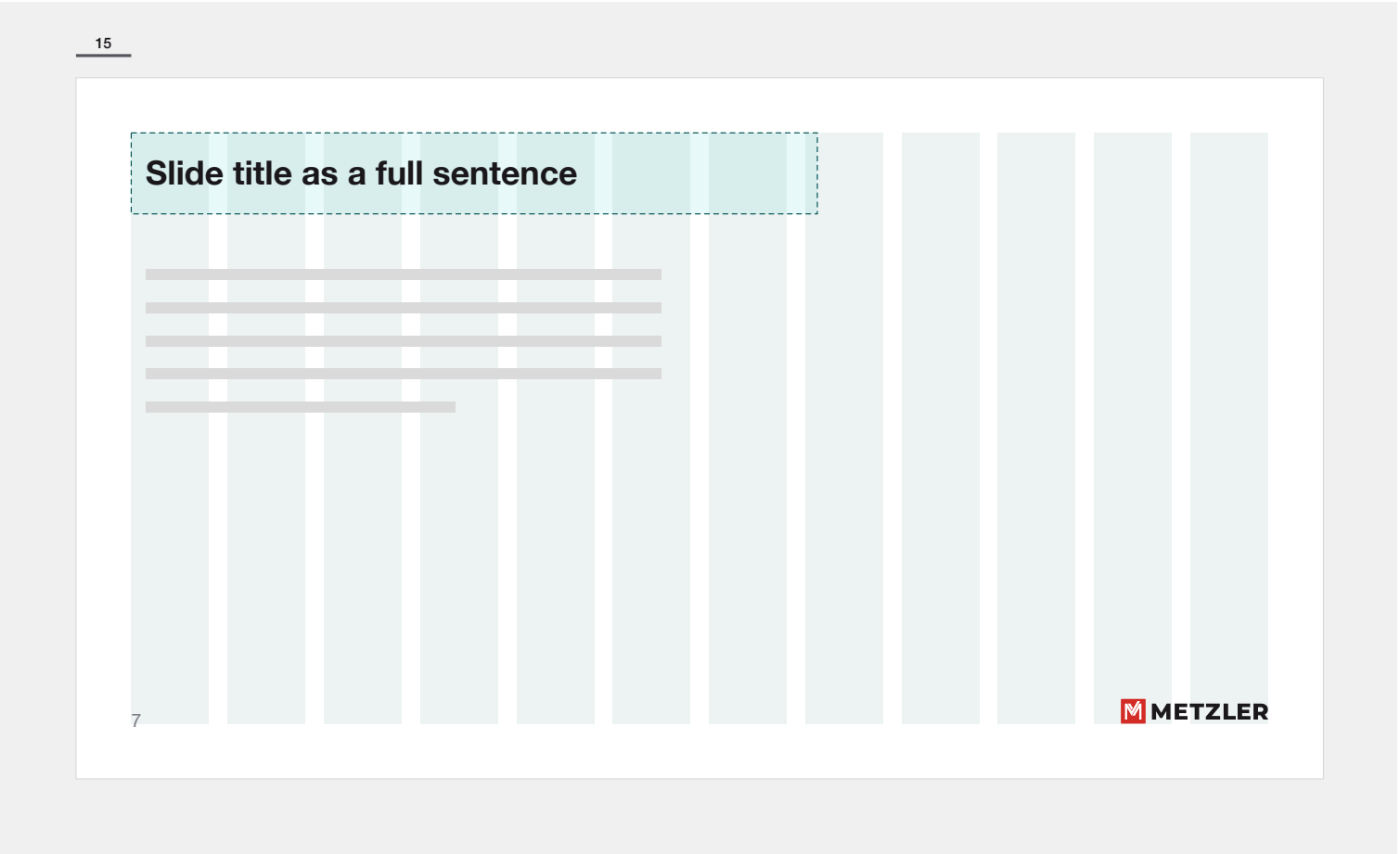
A5 landscape: margins 12 mm, 4 columns with 4 mm gutter

9.3

16:9 presentation

Specification

Format	210 × 148 mm, landscape, saddle stitched
Margins	12 mm all round, gutter +3 mm
Type	KMR Apparat, body 6 pt Light (as booklet 2026)

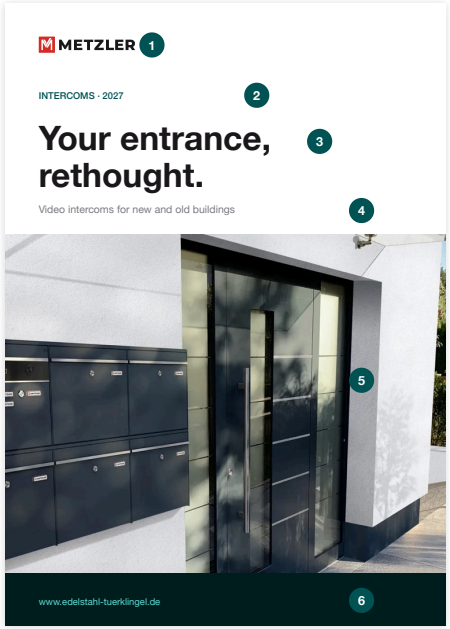


16:9 (33.87 × 19.05 cm): margin 1.5 cm, 12 columns, title top left, logo bottom right

9.4

Covers

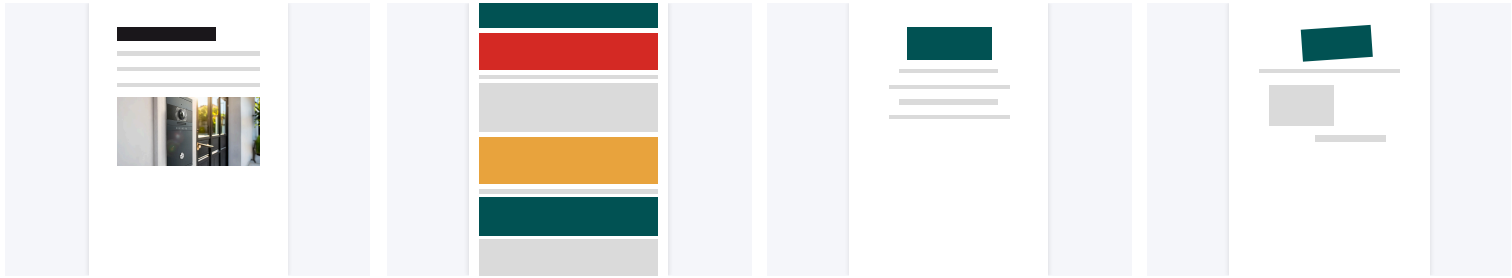
A cover sells one story: one strong image, one big line, lots of calm. Every cover has the same six zones.



1. Logo, always the same position
2. Kicker: series, issue
3. Main line: biggest type, one idea
4. Supporting line: short
5. One image, subject on a third
6. Footer: date, web, no seal carpet

9.5

Avoid misuse



Do
Grid, white space, one focal point

Don't
No white space, everything equally loud

Don't
Everything centred

Don't
Elements scattered without a grid



BRAND MANUAL

10

Stationery

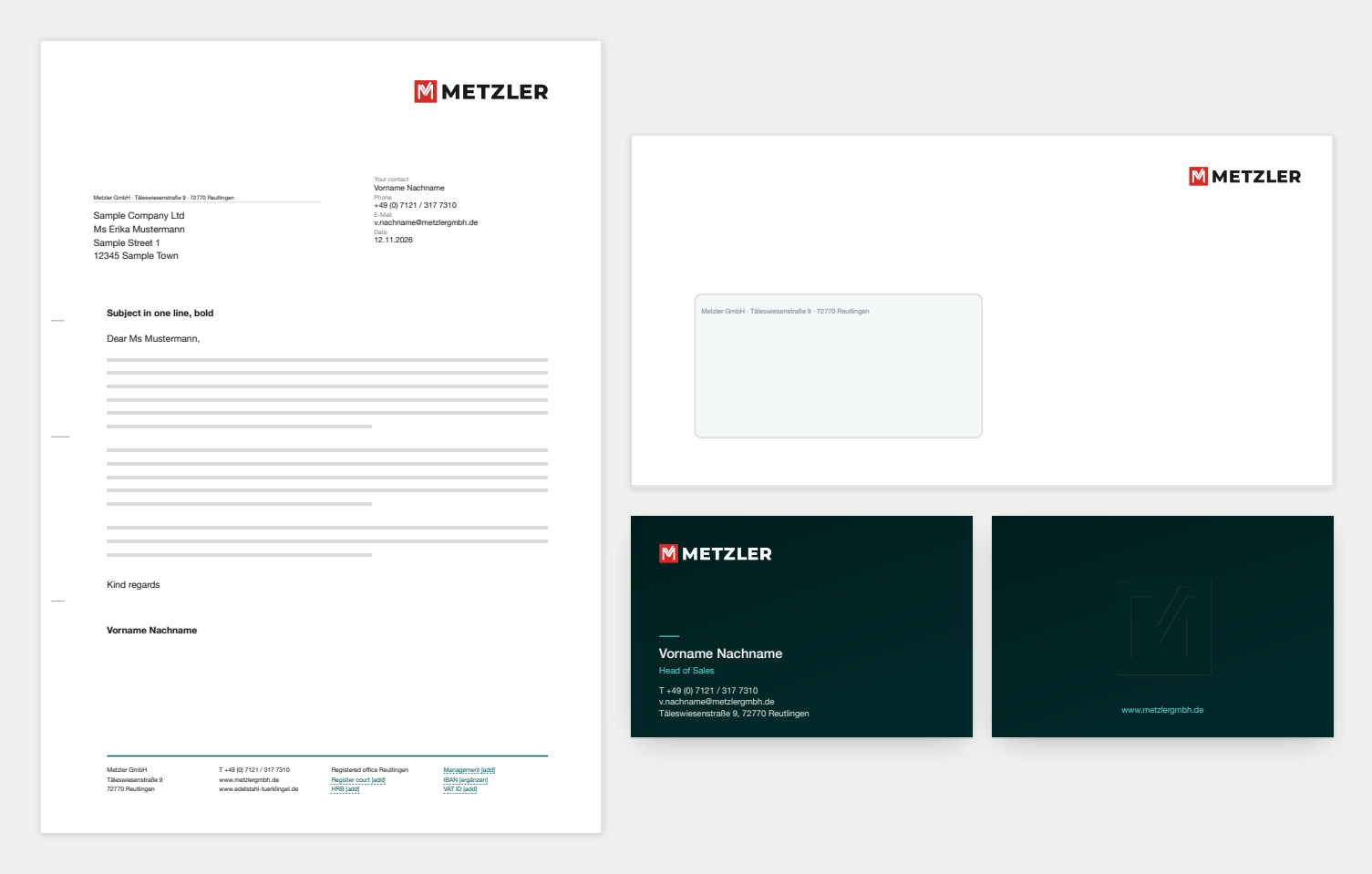
Letterhead, business card, envelope, e-mail signature.

Our stationery is calm and precise: lots of white, the logo top right, a fine teal rule as signature. All measurements follow DIN 5008 so letters fit window envelopes.

10.0 Overview
10.1 Letterhead
10.2 Business card
10.3 Envelope
10.4 E-mail signature
10.5 Templates

10.0

Overview

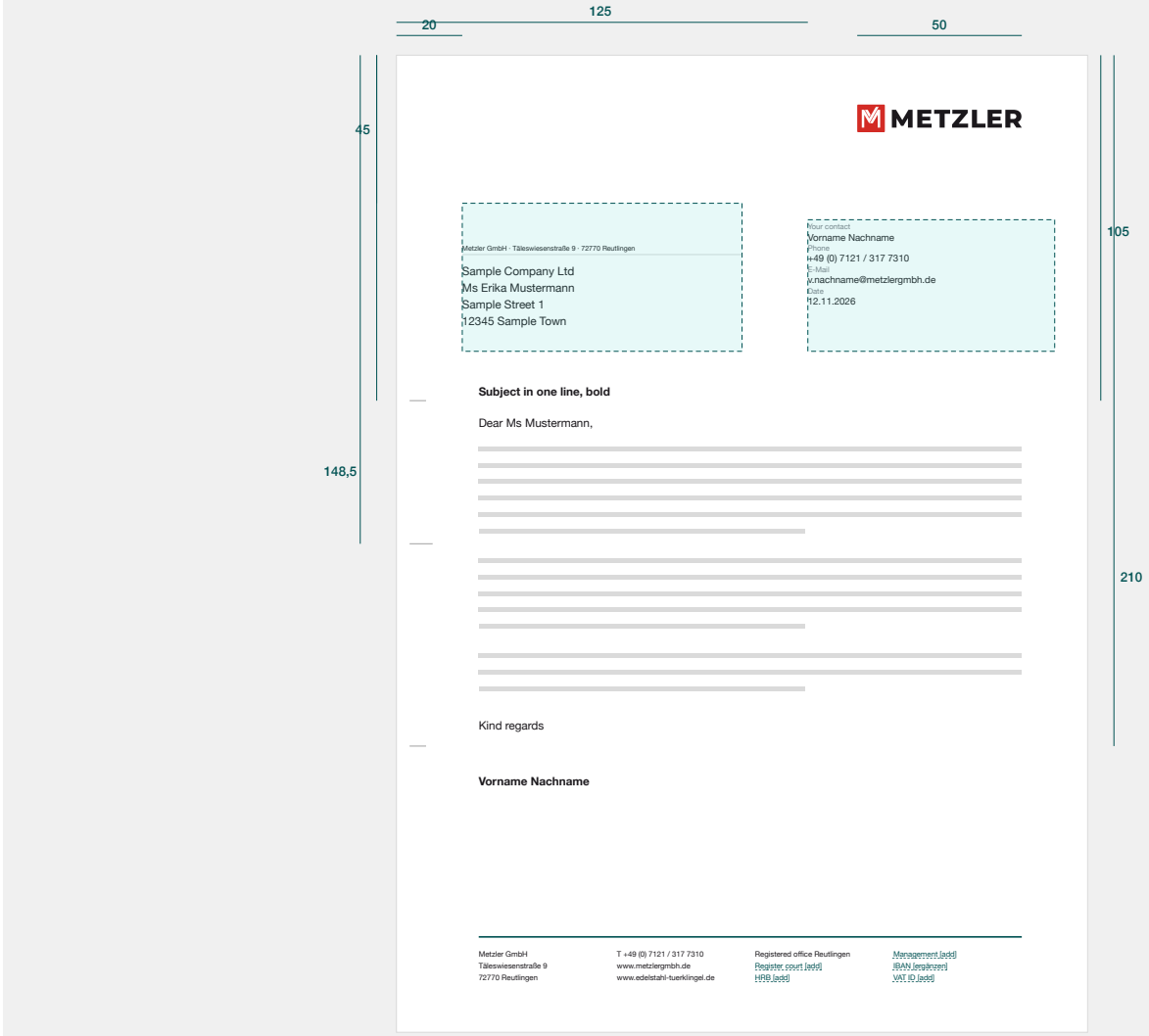


> Newly designed in v1.0. Register details, bank account and VAT ID are still missing and marked as placeholders.

10.1

Letterhead

A4 to DIN 5008, form B. The address field fits DL and C5/6 window envelopes. Fold and punch marks are printed finely.



Letterhead A4 with measurements in mm

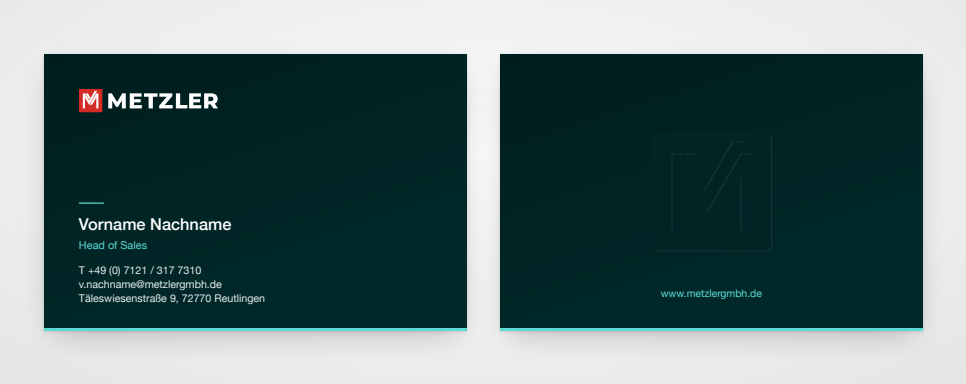
Specification

Logo	50 mm wide, top right, 15 mm from top and 20 mm from right edge
Address field	left 20 mm, top 45 mm, 85 × 45 mm (17.7 mm for return address and notes)
Info block	left 125 mm, top 50 mm, 75 mm wide: contact, phone, e-mail, date
Text	left 25 mm, right 20 mm; Arial 10 pt, line spacing 1.3
Marks	Fold marks 105 and 210 mm, punch mark 148.5 mm, 0.25 pt Graphite 500
Footer	from 272 mm, 7 pt, Graphite 700, four columns

10.2

Business card

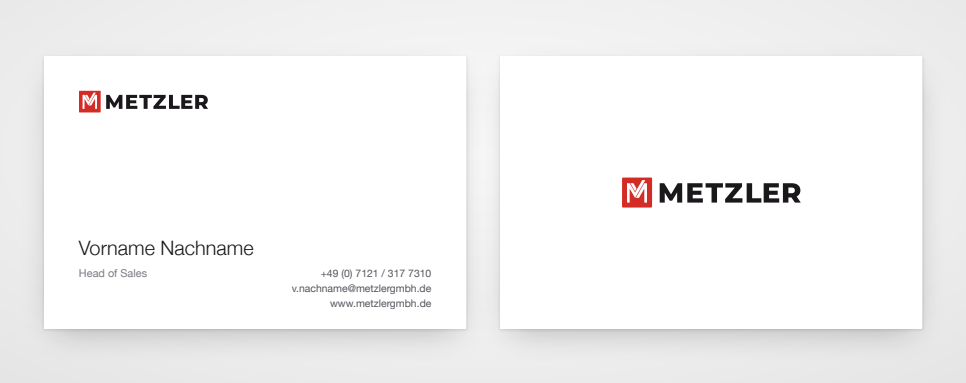
There are three business cards, all 85 × 55 mm. Each person uses exactly one of them – never both mixed. Personal data goes into the print template; the design always stays the same.



1 Monolith

Both sides deep teal, soft touch. The back shows only the M-square as a blind deboss – you feel the brand more than you see it.

Soft-touch lamination · Blind deboss M-square · Edge colour Teal Mint · 600 gsm



2 Gallery white

Both sides pure white. Front with lots of space, large name in Light, contact bottom right. Back only the logo in red and black.

Uncoated 700 gsm · Letterpress both sides · Logo red + black · White edge



3 Gallery black

Both sides matt black. Same layout as Gallery white, type in white and grey. Back with the logo in silver foil.

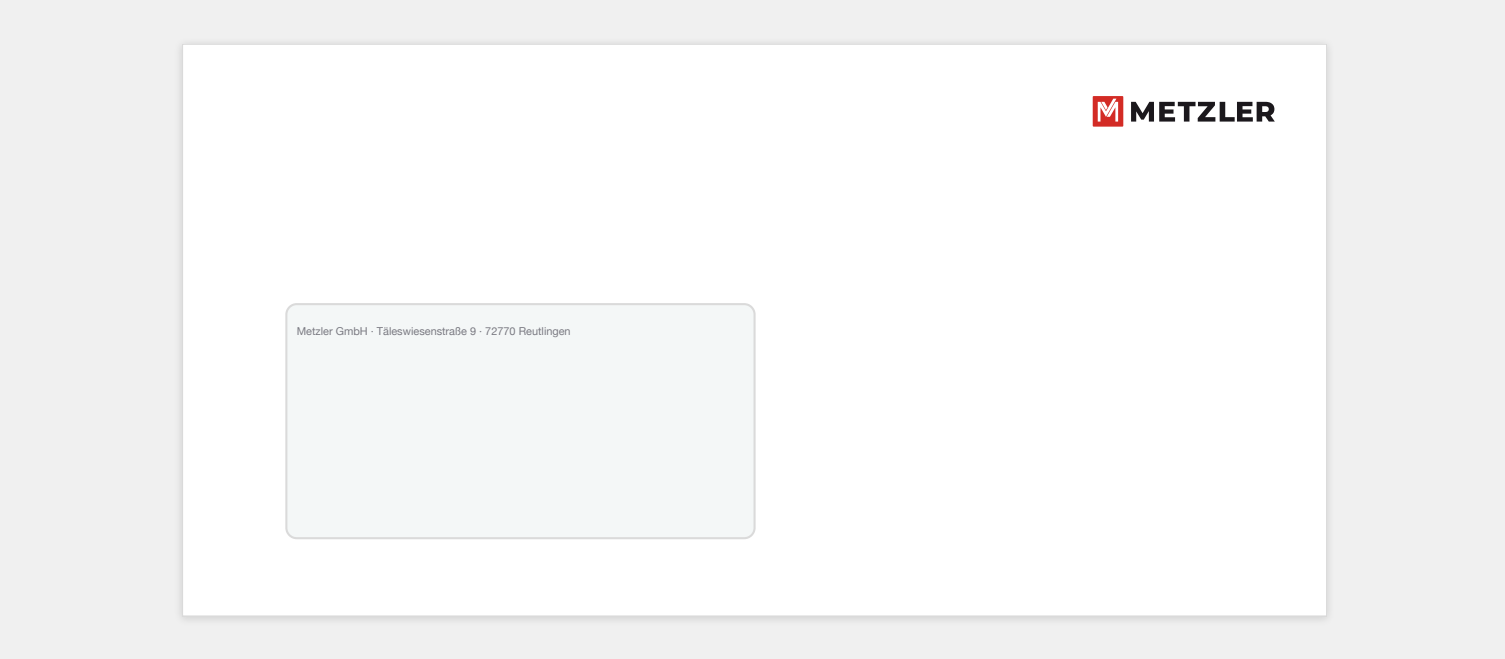
Black board 700 gsm, matt · White print front · Silver hot foil · Black edge

Specification

1 · Monolith front	e 28 mm left, margin 7 mm; name Helvetica Neue Medium 9 pt
1 · Monolith back	te 6 pt Teal Mint
1 · Monolith material	Mint
2 · Gallery white	op left, margin 7 mm; name Helvetica Neue Light 11 pt; role 6 pt
	700. Back logo 36 mm centred
2 · Gallery white material	Uncoated 700 gsm, letterpress both sides, white edge
3 · Gallery black	Both sides Digital Black matt. Front logo red + white 26 mm; name white Light 11 pt; role 6 pt Graphite 500; contact 6 pt grey. Back logo 36 mm centred in silver hot foil
3 · Gallery black material	Black board 700 gsm, matt, black edge

10.3

Envelope



DL 220 × 110 mm with window left

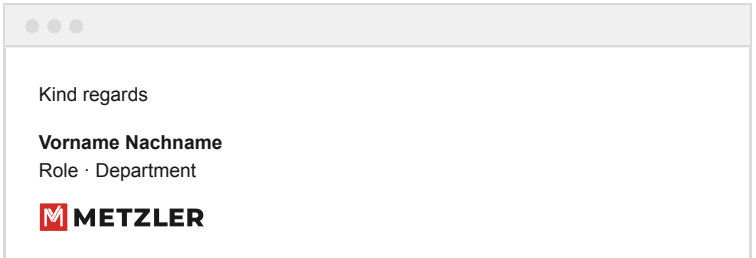
Specification

Formats	DL with window (letters), C4 without window (documents)
Logo	35 mm, top right, margin 10 mm

10.4

E-mail signature

The signature is plain text with a small logo. No images of quotes, no banners, no colours.



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www.metzlergmbh.de

Registered office Reutlingen · Register court [add] · HRB [add] · Management [add]

Specification

Type	Arial 10 pt, Digital Black; name bold
Logo	PNG 120 × 20 px (2× resolution), red + black
Mandatory	Company, seat, register court, HRB, management (placeholders until approved)

10.5

Templates

DOTX

Letter template

Word, DIN 5008 form B



BRAND MANUAL

11

Word & PowerPoint

Templates and rules for documents and presentations.

There are ready templates for Word and PowerPoint with all styles, colours and layouts. Anyone using the template is automatically right – no design knowledge needed.

11.0 Templates

11.1 Word: styles

11.2 Word: rules

11.3 PowerPoint: slide layouts

11.4 PowerPoint: rules

11.5 Avoid misuse

11.0

Templates

DOTX **Letter**
Word, DIN 5008 form B

DOTX **Document**
Word, report, concept, offer

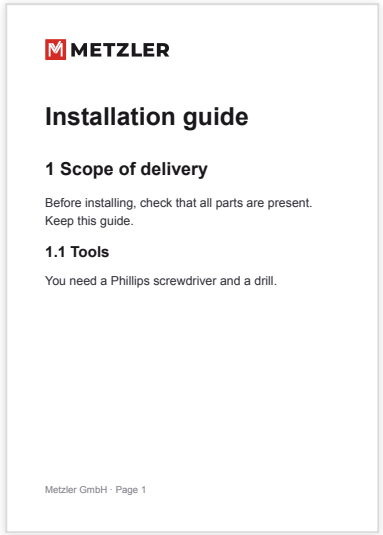
DOTX **Manual**
Word, installation and user manual

POTX **Presentation**
PowerPoint 16:9, six layouts

Double-clicking a .dotx or .potx file opens a new, empty document. The template itself stays unchanged.

11.1

Word: styles


METZLER

Installation guide

1 Scope of delivery

Before installing, check that all parts are present. Keep this guide.

1.1 Tools

You need a Phillips screwdriver and a drill.

Metzler GmbH · Page 1

App	Style	Size	Weight
Word	Title	24 pt	Bold
Word	Heading 1	16 pt	Bold
Word	Heading 2	12 pt	Bold
Word	Normal	10 pt, line spacing 1.3	Regular
Word	Footer	8 pt	Regular
PowerPoint	Slide title	32 pt	Regular
PowerPoint	Text	18 pt, never below 14 pt	Regular
PowerPoint	Source, footnote	10 pt	Regular

Specification	
Word · Title	Arial Bold · 24 pt
Word · Heading 1	Arial Bold · 16 pt
Word · Heading 2	Arial Bold · 12 pt
Word · Normal	Arial Regular · 10 pt, line spacing 1.3
Word · Footer	Arial Regular · 8 pt
PowerPoint · Slide title	Arial Regular · 32 pt
PowerPoint · Text	Arial Regular · 18 pt, never below 14 pt
PowerPoint · Source, footnote	Arial Regular · 10 pt

11.2

Word: rules

01 Use styles only: “Title”, “Heading 1–3”, “Normal”, “List”. Never enlarge or colour by hand.

02 Tables with the “Metzler” table style: bold header, fine rules, no colour fills.

03 Images full column width or half width, never floating freely.

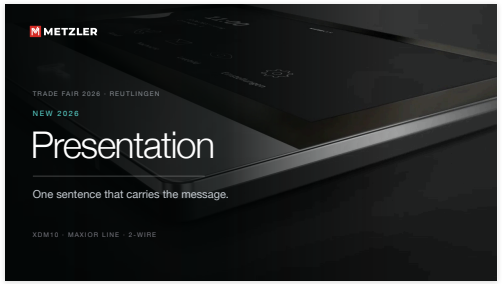
04 Emphasis with bold, never with underline, colour or capitals.

05 Send as PDF when the document should not be edited.

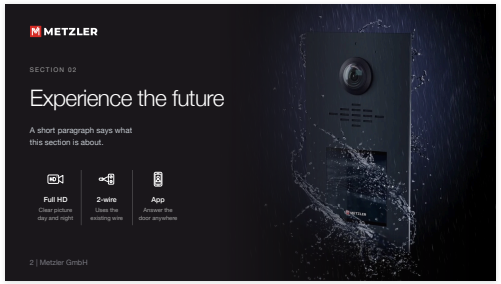
11.3

PowerPoint: slide layouts

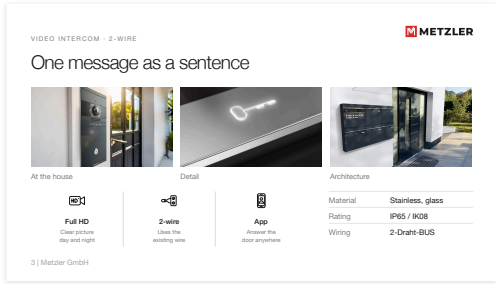
The template has six layouts. A good presentation needs no more.



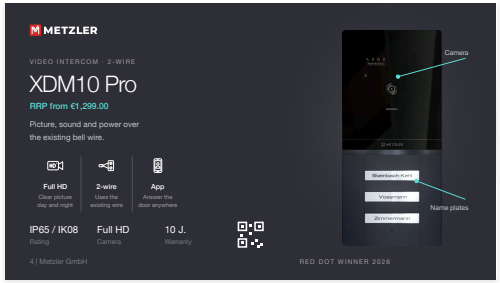
01 Title



02 Section



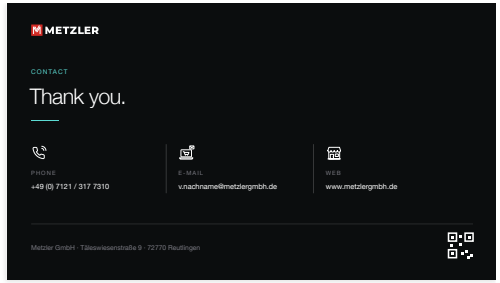
03 Content



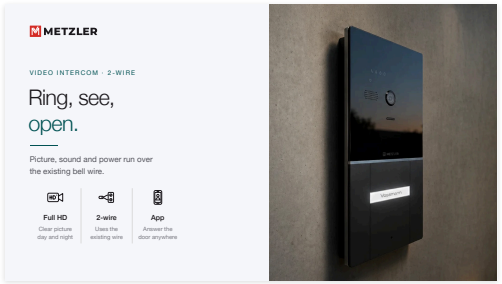
04 Product



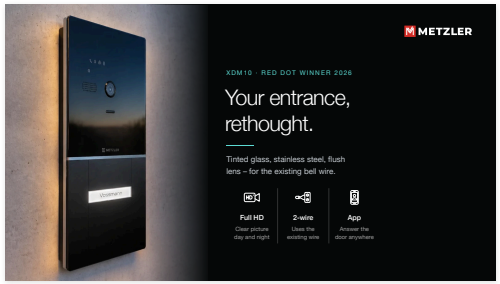
05 Overview



06 End



07 Product light



08 Product dark

Specification

Format	16:9, 33.87 × 19.05 cm
Type	Arial; title 32 pt regular (same on all slides), text 18 pt, never below 14 pt
Colours	Theme colours of the template: Teal 500, Teal 900, Teal Mint, Graphite 700, Teal 100, paper white

11.4

PowerPoint: rules

01 One message per slide. The slide title states it as a full sentence.

02 At most five bullets, at most two levels.

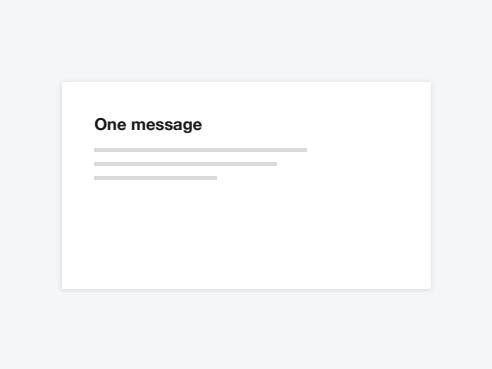
03 Real product photos instead of clipart or stock images.

04 No animations except “Appear”. No transitions.

05 Logo only in the slide master, not added to each slide.

11.5

Avoid misuse



Do

Template, one message, lots of space



Don’t

Wall of text in 10 pt



Don’t

WordArt, clipart, effects



BRAND MANUAL

12

Print production

Process, formats, print files, checklist.

Good print pieces follow a fixed order: type first, then layout, then files. These rules come from the 2026 intercom booklet and apply to every print piece.

12.0 Process

12.1 Typeface first

12.2 Formats

12.3 Print files

12.4 Checklist before printing

12.0

Process

01
Briefing
Clarify goal, format, run, deadline, printer.

02
Typeface
Choose the typeface before designing (12.1).

03
Layout
Grid, images, copy as in chapter 09.

04
Proofing
Check prices, names, data against shop and knowledge.

05
Print files
PDF/X as in 12.3 and printer specs.

06
Approval
Marketing approves, then it goes to print.

12.1

Typeface first

Before every print piece we ask: “Which typeface should it use?” One family per piece.

Piece	Recommendation	Why
Booklet, brochure, catalogue, trade fair, campaign	KMR Apparat	Technical, precise, premium; face of the 2026 booklet
Datasheet, manual, price list, label, packaging	Helvetica Neue	Matches the shop 1:1, legible from 6 pt
Files partners edit	Montserrat	Free licence (OFL), static OTF only
Word, PowerPoint, Windows	Arial	Installed everywhere; never for the printer

12.2

Formats

Piece	Format	Note
Flyer	DL 99 × 210 mm or A5	Roll fold 6 pages or single
Product booklet	A5 landscape 210 × 148 mm	Saddle stitch, page count divisible by 4
Brochure, catalogue	A4 210 × 297 mm	Perfect binding from 48 pages
Datasheet	A4	1–2 pages, chapter 14
Poster	A2 · A1 · A0	Chapter 13

12.3

Print files



Bleed 3 mm, safety margin 5 mm to trim

Job	Usually needed	Note
Flyer, poster, postcard	Print PDF	Bleed and format per printer
Brochure, booklet, catalogue	Print PDF + preview for sign-off	Spreads PDF only for presentations
Label, packaging	Print PDF with die line	Die line as spot colour on its own layer
Roll-up, banner, fair wall	Print PDF at the printer’s scale	Often 1:10 or 1:4 – ask
Web, e-mail, social	RGB-PDF · PNG · JPG	From a copy, never from the print master

Specification

PDF	PDF/X-3 oder PDF/X-4 · Output Intent FOGRA39 (ISO Coated v2)
Bleed	3 mm (Illustrator: export 9 pt)
Colour	CMYK, total ink ≤ 330 %; black text 100 K
Images	≥ 300 ppi, no downsampling on export
Fonts	Fully embedded
Filing	Keep the editable file (.indd/.ai), each round in a new dated folder

12.4

Checklist before printing

- [ ] Prices, product names and technical data checked against shop and knowledge
- [ ] “UVP” / “ab” as in the shop, price note on the last page
- [ ] All QR codes scanned and target checked
- [ ] Umlauts, ligatures and hyphenation checked in the PDF
- [ ] Logo from the logo pack, clear space kept
- [ ] Page numbers, running heads and positions the same on all pages
- [ ] Images ≥ 300 ppi, no RGB images in the print PDF

- [ ] Approval by marketing

13

Trade fair & outdoor

Roll-up, fair wall, vehicle, poster.

Large formats are read in passing. So: big logo, one message, one strong image – understood in three seconds.

13.0 Principles

13.1 Roll-up

13.2 Merchandise and vehicle

13.3 Fair wall and poster

13.0

Principles

3 seconds

At most seven words in the main line.

Reading height

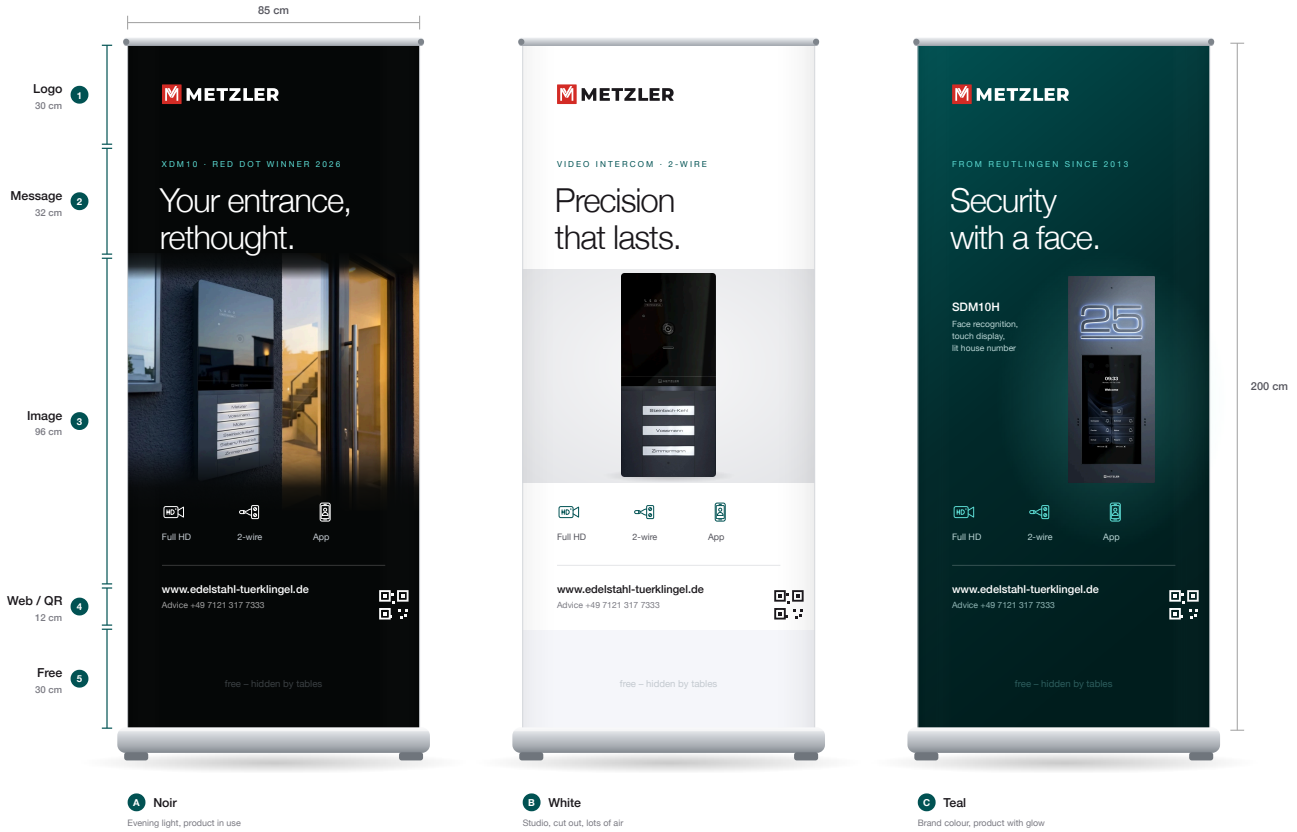
Message between 100 and 200 cm height, nothing important at the bottom.

Contrast

Dark surfaces (Teal 900) with white type work best in halls.

13.1

Roll-up

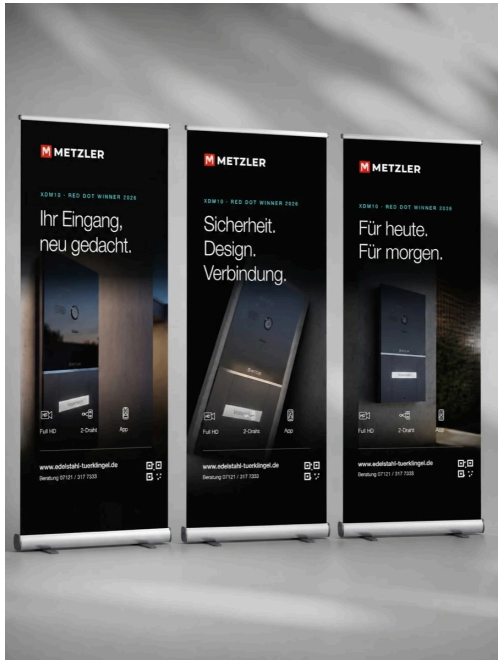


A **Noir**
Evening light, product in use

B **White**
Studio, cut out, lots of air

C **Teal**
Brand colour, product with glow

Roll-up 85 × 200 cm: three designs on the same zone grid



A · Noir



B · White



C · Teal

> Mood pictures (AI-generated). The designs above and the sizes in the specification are binding.

Specification

Format	85 × 200 cm visible, + cassette at the bottom per printer (usually 10 cm)
Logo	Red + white 50 cm wide, top, margin 10 cm
Main line	KMR Apparat Bold, at least 8 cm cap height
Bottom free	Lower 30 cm without text (hidden by tables and people)

13.2

Merchandise and vehicle

Wall logo, mug, pen, shirt, polo, business card, notebook, bottle, bag and vehicle follow one line: matt black or anthracite, the logo in red + white, nothing else. Calm, high quality, instantly recognisable.



Reception, office, textiles, merchandise and vehicle in matt black

> Mood pictures (AI-generated) for orientation. For production always use the original logo file and the sizes in the specification.

Specification

Base colour merchandise	Black or anthracite matt; white only where the product requires it (e.g. pen variant)
Logo	Red + white on dark, red + black on light; never recoloured; clear space ½ M-square; at least 25 mm
Finish	Textiles: embroidery or screen print; mug, bottle, pen: pad print or laser engraving; wall logo: acrylic or metal
Base	Vehicle colour white or anthracite
Logo	Side: 120 cm wide towards the front; rear: 60 cm
Details	Only website and phone, no product lists
Film	Cast film, colours to Pantone from the colour table

13.3

Fair wall and poster

01 Fair wall: logo top left or centred above head height (from 220 cm) so it is visible over people.

02 One large product image instead of many small ones. Details belong at the counter or on screens.

03 Poster: the same zones as the cover (9.4), logo bottom right.

04 Plan large formats at final size and check before printing: image resolution refers to the final size.

Specification

Large format resolution	Roll-up/wall: 100–150 ppi at final size; poster A1: 200 ppi
Scale	Per printer, usually 1:10 or 1:4

14

Product & technical documents

Datasheet, manual, wiring diagram, safety notes.



Technical documents must above all be correct and easy to understand. They use Helvetica Neue, a fixed structure and only data from verified sources.

14.0 Datasheet

14.1 Installation manual

14.2 Safety notes

14.3 Wiring diagram

14.4 Technical data

14.0

Datasheet



Structure of an A4 datasheet

1. Header: logo, document type, article number
2. Product name and one benefit sentence
3. Product image in full, cut out on Studio Light
4. Benefits with booklet icons (3–6)
5. Technical data as a table
6. QR code “More details”, scope of delivery
7. Footer: status, version, “Subject to technical changes”

Specification

Type	Helvetica Neue; product name 20 pt bold, text 9 pt, table 8 pt
Footer	Status (date), version, note “Subject to technical changes”

14.1

Installation manual

01
Safety
Safety notes always first.

02
Scope of delivery
All parts with picture and quantity.

03
Tools
What you need, as icons.

04
Steps
One step = one picture + one sentence, numbered.

05
Commissioning
Test, app, troubleshooting.

06
Service
Hotline, guarantee, disposal.

14.2

Safety notes

DANGER
Risk of death from electric shock. Work on 230 V by a qualified electrician only.

WARNING
Disconnect power before installing.

CAUTION
Mind sharp edges when unpacking.

NOTICE
Do not use aggressive cleaners on stainless steel.

TIP
Clean stainless steel with a soft cloth and clear water.

Specification

Standard	Signal words and structure to ANSI Z535.6 / ISO 3864-2
Design	As the UI Kit alerts: tinted card, icon in a box, coloured title. Danger red #D42924, warning and caution orange #E67E00, notice blue #0070E3, tip green #009951 (not a safety notice, positive tips only)
Colours	Status colours only in safety notes, never as design element

14.3

Wiring diagram

Wiring diagrams use fixed wire colours, terminal labels and an info band – made with the “metzler-anschlussschema” skill as PDF and SVG.

01 Every wire has a fixed colour and a label at both ends.

02 Devices as simple rectangles with product name, no photos.

03 An info band at the bottom with cable type, maximum length and date.

14.4

Technical data

01 Values only from product data (knowledge/products) or the manufacturer, never estimated.

02 SI units with a space: 12 V DC, 2.4 GHz, IP65, –20 to +60 °C.

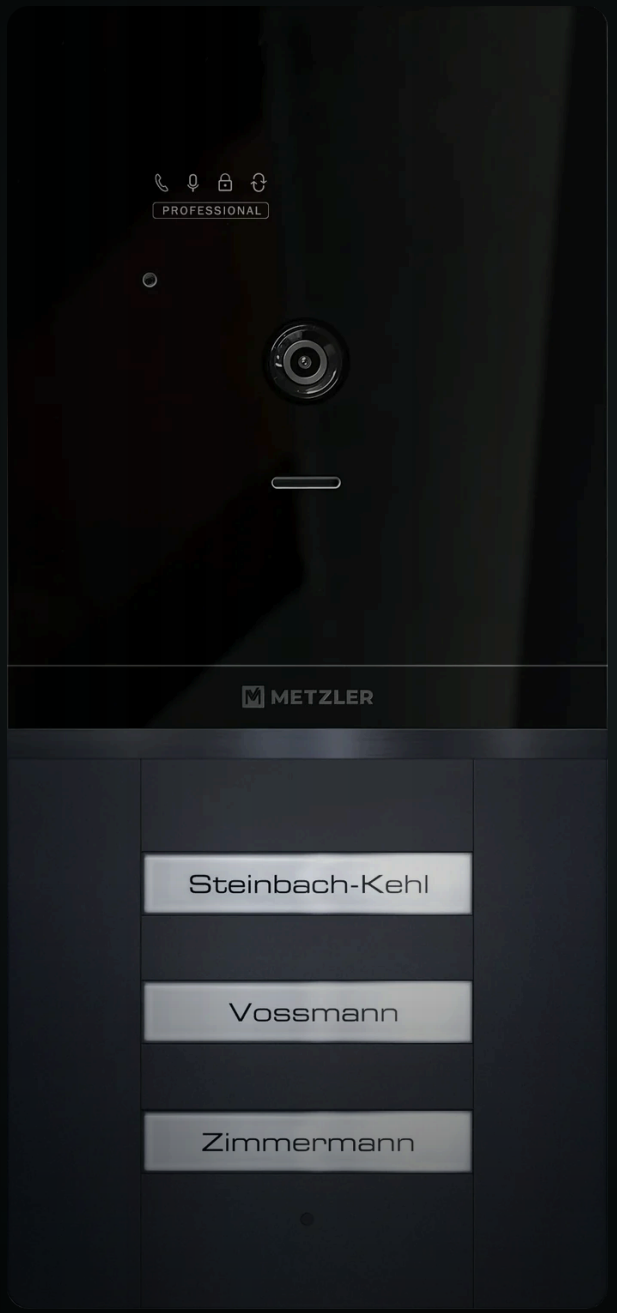
03 Tables in two columns: feature left, value right, same order in every datasheet.

BRAND MANUAL

15

Downloads

All logos, templates and formats in one place.



Here you find every file of this manual. Always download the current version from here instead of passing on old copies.

15.0 Brand manual

15.2 Templates

15.3 Colours

15.4 Typefaces

15.0

Brand manual

PDF — **Brand manual as PDF**
A4 landscape, with linked contents

DOCX — **Brand manual as Word**
Complete, editable

PPTX — **Overview as PowerPoint**
16:9, the key rules

MD — **Claude file**
All rules and values as Markdown for Claude and other AI tools

15.2

Templates

DOTX — **Letter**
Word, DIN 5008 form B

DOTX — **Document**
Word, report, concept, offer

DOTX — **Manual**
Word, installation and user manual

POTX — **Presentation**
PowerPoint 16:9, six layouts

15.3

Colours

CSV — **Colour values**
HEX, RGB, CMYK, Pantone, for Excel

15.4

Typefaces

Typefaces are not distributed here because they are licensed. Helvetica Neue is installed on Macs, Arial on every computer. Get KMR Apparat from marketing, Montserrat free from Google Fonts.

METZLER

Questions about the brand? Contact the marketing team.

Metzler GmbH · Reutlingen