In 2013, Megger began a process of viewing our business in terms of application sectors. In June of 2016, the group management team began the formation and implementation of market application sectors across our company to align our global business plans more closely with our customers’ needs.

2015 was the year we also embarked on the process of revisiting our brand message and position, for the Megger master brand and also for each application.

We are a new Megger; a more capable Megger, a more global Megger.

This led to the conception and roll out of our messaging vehicle that will help us to enrich and better transport a more complete, unified and cohesive Megger brand: ‘Power on’

You are important in this process, you are creating new designs, building new products in our factories, performing a field demo in a substation or fulfilling customer orders in our warehouses. It is essential that internally you - we, the employees of Megger - have a clear understanding of who we are and what we represent to our customers.

‘Power on’ is an elementary part of our logo and will help us transport a richer meaning of our mission and brand values, both externally and internally.

A key piece in communicating the ‘new’ Megger is our company brochure. This brochure elaborates on the Megger history, our brand, our values and our mission and, of course, how well we serve the six application segments and what differentiates us in helping customers in their daily challenges.

Now, and for many years to come, your essential job is to help us keep the Power on for our customers and to accomplishing Megger’s mission in the electrical world.

Please join us in supporting this important development of our brand position and values; help us to ‘Power on’ as a company.

**Corporate presentation**

Please take a few minutes to go online and explore our new [Brand landing page](#) where you will also find our Corporate presentation.

**Corporate video**

Our corporate introduction video is available to view [online](#) on our Power on landing page.

**Corporate brochure**

Please take a few minutes to go online and explore our new [Power on page](#) where you will also find our corporate brochure.
Megger corporate identity standards

Power on - what it means for you

Please take a few minutes to go online and explore our new Power on landing page. There, you’ll find:
- Our new Megger company introduction video
- Our new Megger company brochure
- Our new Megger application segment catalogues, located on the associated landing pages (registration required)

What all these marketing materials do is to bring together the brand story of Megger through messaging vehicles that will help us to enrich and better transport a more complete, unified and cohesive Megger brand to our customers.

It also covers how well we serve the six application segments and what differentiates us in helping customers in their daily challenges.

You will recognise that ‘Power on’ has become an elementary part of our logo and will be used from now on in all marketing communication as the core brand statement.

Regular Power on campaigns, such as the Power on Newsletter, will help to continuously build upon and strengthen the value and benefit of our brand to our customers across markets and segments.

Please find here the rules on where the ‘Power on’ logo should and should not be used.

For anything not covered, please contact Group Marketing before use.

MUST BE USED
- All advertising in printed media
- All email promotional blasts
- Exhibitions posters
- Exhibition videos (not product)
- All digital company pages in social media
- Catalogues (multiple products)
- Powerpoint template
- Landing pages associated with campaigns
- Product brochures (single product/family)
- Corporate brochure
- All give-aways/merchandise
- Newsletters (ET, ePrüfer...)

NOT TO BE USED ON
- Internal communications (noticeboards, etc)
- Tag line in email signatures
- Datasheets, user guides, product updates
- Advertorial – diminishes neutrality so becomes an advert
- Quotes, order confirmation, invoices, statements
- Business cards
- Site signage
- Company stationery - letterheads, business cards, compliment slips
- Application notes or Technical guides
Fundamentals is a section designed for ALL Megger employees. Whether engineer, sales exec, production teams or customer service representatives, we all work for Megger and we should all be familiar with the fundamentals of the Megger brand. Items included within the individual sections are listed here and colour coded throughout the document.

You can also click straight to the item of interest.

All other sections are divided by roles, so Marketers and Designers have access to all templates for ad, catalogues etc - this is not needed by most sales teams or office staff. Likewise, Marketers do not need info on product design etc.

**FUNDAMENTALS**

All Megger employees

- Megger logos
- Using the logo - clearzones
- Megger colours
- Megger fonts and usage
- Writing styles
- Email signatures
- Corporate stationery
- Business cards, letterheads and comp slips
- Presentation (powerpoint) templates
- Application note templates,
- Filing and shared servers, images datasheets locations etc
- Merchandising

**MARKETING DESIGNS**

Graphic designers and marketing teams

**PRODUCT DESIGN**

Drawing offices, Engineers, Product managers
Megger strives to present a clear and consistent image to its customers. That clear and consistent image is reflected not just in marketing communications but also in presentation.

Our corporate identity standards have been developed to ensure that we are outputting a clear and consistent image, along with leveraging positive values.

Corporate identity standards bring together and reinforce Megger’s identity for all media and products across the globe. That clear and consistent image is essential to a coherent and recognised corporate image.

Please adhere to these standards; they are our branding bible and a standard for the whole company, not a guideline. They should be referred to when any design or customer facing artwork is required. Great detail has been put into them and it is up to all of us within Megger to follow these standards while executing our professional tasks. If you feel a need to vary from them, consult with Group Marketing before doing so.

The Megger group board

Andrew Boughtwood
Sales & Marketing Director
Megger Group Limited

Andrew Dodds
Group Director
Megger Group Limited

Richard Aylwin
Group Finance Director
Megger Group Limited
Megger corporate identity standards

Logo

LOGO - Acceptable variants

PREFERRED
Wherever possible, show the logotype in red and black on a white background.
This is the preferred version.

Dark/Light background alternative
When the Megger logotype is reproduced in white, the background should be 100% black.
When using a full block colour background, the greyscale equivalent value must not be less than 50%.
So for anything with a transparency greater than 40%, (the grey shown is at 55% transparency) use the white logo.
Megger corporate identity standards

Logo - clear zones

LOGO - Uses and clear zones

Logotype
Logos are the chief visual component of a company's overall brand identity.

- A well-designed logo can contribute to business success
- A substandard logo can imply amateurishness and turn off potential customers
- A logo should cohere well with other aspects of a company's visual presentation

The Megger® logotype should appear as is on a white background wherever possible.

This is the ONLY acceptable 2-colour logo, any other variants are off-brand and not our logo.

The logotype must always be reproduced from the master artwork. All options are available on Webimage

Under no circumstances should the logotype be re-drawn or altered in any way.

Megger standard logo
Product, Product related document, non-marketing materials

Megger ‘Power on’ logo
Marketing collateral only

Download the full colour logo here

Clear zone
A clear zone must be observed at all times. It ensures that the logotype is not crowded by other typography or other images and appears to its best advantage.

The clear zone around the logotype is determined by the height of the Megger ‘M’, and is equal to the height of ‘M’.

Registered trademark
Whenever the Megger logotype is used, acknowledge its status as soon as possible by incorporating the statement

‘The word ‘Megger’ is a registered trademark’.
The styles to the right are incorrect and damaging to the brand.

Please do not represent the logo in this way - doing so de-values all the hard work of Megger Marcomms teams and years of familiarisation with the customer. To do so is to damage the Megger visual identity and the clean, clear and consistent visual message that Marcomms teams globally have been striving to effect for the last 10 years.

Please note that none of these specifications have changed. We are hoping that clarification and re-iteration will help us all be better at brand adherence.

**Drawing Offices/ Product Design teams** - Please see Page for DO specifications (contact Group Marketing in the interim for any queries)

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**DO NOT** reproduce the Megger logotype in any other colour than those on previous page this is not our logo. Always use the master artwork. Instances of incorrect branding may be cause for further action and refusal of cost covering from shared budgets.

**DO NOT** use the Megger logotype within body copy. When including the Megger name in body copy, always use an upper case ‘M’.

**DO NOT** use the M or any other part of the logotype on its own. The one exception is the use of the M as the Favicon for the Megger web URL as space is extremely limited.

**The above variation has become increasingly common throughout the company over recent years even appearing on products!! This is NOT our logo and off brand and ALL instances of it should be amended and updated as soon as possible. This standard like all regarding the logo are not new and have been in place since Megger launched in 2002**

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All instances shown on this page are off-brand and should NEVER be used
Red
When red is combined with the other elements in the identity, it creates a strong and recognisable marketing tool that sets Megger apart from its competitors.

We have a strict list of colours that are an integral part of our brand and our recognisability, please help support and continue this by always using values and colours specified here.

Drawing offices, please see your section for colour values for products and displays etc.

**4-colour process (CMYK print).**

When printing in 4-colour process, Megger Red is achieved by using values of 100% magenta and 100% yellow.

**Black and white**

When a colour Megger logotype cannot be used, a black or white Megger logotype must be used instead.

**Two colour printing**

When using spot colour printing, specify *Pantone 485 Red and Solid Black.*

**2 Colour printing - All values Pantone Solid C**

- Pantone 485 C
- Pantone 432 C
- Pantone 429 C

**Pantone Process Black C**

*Anthracite grey - C 65 / M 43 / Y 26 / K 78*  
*Cool grey - C 21 / M 11 / Y 9 / K 23*
Megger corporate identity standards

The Megger fonts

**Arial**

Arial is the font most widely used among staff and content generators. Readily available and already part of our application notes, letterheads, powerpoint presentations it is clean available for all languages and easy to use and read.

**Basic styling guidance**

**Arial black** - Headers and main titles

**Arial bold** - sub-headers and bullets

**Arial Regular** - general content

**Arial italic** - captions and quotations.

**Frutiger**

Frutiger is Megger’s official corporate typeface. This means that on all products, catalogues, datasheets, user guides and other professionally generated documentation Frutiger will be the font used.

We have a limited numbers of licences - these are managed by Group marketing please contact them to check if you are licensed or to discuss options.

**Usage** - for everyone - sales, administration, HR. Anyone not requiring Adobe Creative cloud or Solidworks.

Use of this font without a license is illegal.
Megger corporate identity standards

Megger writing styles and headers

Headers

As with all Megger documents, our customers find and read it online more than in print. Headlines and body copy should not use abbreviations or jargon and should reflect likely keyword searches. Beware of too high a keyword density however; use your preferred keyword up to five times so that your article stays readable.

Keywords should be placed at the start (headline, first sentence or first paragraph) and end (last sentence or last paragraph) of the article

Sentence case headers

This is the correct style and means that our product’s names stand out in the crowd (it also differentiates us from others and is cleaner). Also, a lot of our headers are very technical and this ensures that the message and content is not compromised

Capitalised Case Headers

Every word capitalised reduces the impact of what we are trying to achieve... all words now struggle for attention of the reader.

Plurals

Plurals do not have an apostrophe, even if you are using an acronym or an abbreviation. Eg: terminals, volts, LCDs, RCDs.

The word ‘Megger’ is a singular proper noun since it refers to an organisation with a singular legal personality.

Megger is launching a new product. Megger has a huge product range.

Megger are launching a new product. Megger have a huge product range.

Quotes

Please only use single quotes as the standard quotation mark.

The ‘differential screen’ in Megger’s RTMS software is designed to simplify the testing of transformer differential relays.

The “differential screen” in Megger’s RTMS software is designed to simplify the testing of transformer differential relays.

More detailed writing guides will be given in the Marketing and Product Design/Documentation sections of the CIS documents when they are released, as these are the more technical, and also more globally visible, content areas.
The company name and address block does not use normal punctuation. Use a single space between words. Emails must conform to company policy on correct usage. For further information, contact the IT Services department or Group Marketing.

- Personalise these details and respect punctuation and layout.

When inserting the signature, please ensure the following:

- Use Arial only.
- Do not embed the Megger logo.
- All text is to be black. Do not use any other colours such as red or blue.
- Do not add text to the signature, such as proverbs, quotations or personal messages.

The standard signature may change periodically.

For further information, contact Group Marketing or IT Services.

Please note: any variant other than the top left version is off-brand and should be changed immediately.

Spelling

Always check copy for correct spelling and punctuation for your geographic region. Although we are dealing with professional electrical engineers, they will still wince at bad grammar. In their eyes, if we can’t spell or punctuate correctly, can they be sure that we can make good, accurate test instruments?

Headlines

We want the maximum number of customers and potential customers to enjoy what we publish. Punchy headlines have always been essential for printed marketing materials, and it is increasingly important to grab online attention as well. More people read Megger-generated content online than in print and more visitors arrive at our website via search engines and aggregators than any other route.

SEO

It is important (and will grow even more so) that when writing for the internet, you ‘optimise’ your copy so that the likes of Google can find articles and display them prominently. The easiest way to do this is to write headlines (and introductions) that are ‘keyword-rich’.

On the internet, the priority for any headline is to inform search engines (and, therefore, potential customers) what the article is about. A headline’s language should be concrete, not abstract, and contain full names. There is plenty of guidance online on how to write headlines that meet these criteria.

Abbreviations and acronyms

Avoid abbreviations, jargon and acronyms for any material that might be seen outside Megger. Jargon is convenient to you as a writer and you know what it means, but it is a problem for readers and search engines. Imagine you run Megger’s Technical Support Group (‘TSG’). Now imagine someone searching Google for technical support on Megger products. If that person searches on TSG, a law firm will be the first result.

If you must use an acronym, spell it out on the first usage on each page, then use the abbreviation thereafter. (Note the caveat ‘on each page’; any page can be a landing page.)

In legal jurisdictions, where Megger is classed as a limited company, spell Limited in full and capitalise the initial L; eg Megger ‘Limited’, Megger (pty) Limited. Do not use ‘Ltd’ or any other abbreviation.

Do not use ‘&’ when you mean ‘and’. Of course, it is quite acceptable to use % for percent, $ for dollar, V for volt, € for euro and £ for pound.
Corporate stationary

Letterhead, comp slips and business cards

Company stationery items, including business cards, are one of the most important vehicles to disseminate consistent corporate identity.

With this in mind, all stationery address layouts must give emphasis to the Megger logotype, positioning the address to the bottom left. The address should always be presented in this way.

Never use words like ‘division’ or ‘department’ in the address, as this will detract from the single, unified image that we wish to portray.

For business cards, we now have two options: one predominantly for low voltage, and another for high voltage. These will need tweaking for the local markets and what is appropriate for role and language dependent areas of social media, please contact your local marketing team for more info or Group Marketing.
Powerpoint templates

We now have two new templates to support the two types of monitors/projectors that are available:

16:9 aspect ratio, for wide-screen applications/presentations

And

4:3 aspect ratio, for presenting to groups where the white boards/screens are of a more traditional format.

Use the adequate template for end usage

Please do not use tricks or effects; they are detrimental to the technical aspects of the documents and are more likely to detract from the content than to add to it.

The file should be saved in the Powerpoint templates folder. Adapt existing presentations using the template.

Typography

Only use Arial – it is a clear presentation typeface, comes with all Windows PCs and Mac systems and supports most languages.

Corporate presentation

Our corporate presentation has a wealth of knowledge about the company and is a great tool for customer introductions or a great starting point for your presentation - find it online on our Brand or Power on landing pages.
Megger corporate identity standards

Application notes

Application note templates

Megger should have a consistent, coordinated look when presenting internally and externally. All staff should work to the same design for professional consistent presentations.

**Typography**

Only use Arial – it is a clear presentation typeface, comes with all Windows PCs and MAC systems and supports most languages.

Please send completed Word docs to your local Marcomms team who can ensure they’re available on necessary website pages.

**NB:** Always save your App note as a PDF before circulation! This way, the content is not easily editable and reduces risk of erroneous and unsafe content being added!
Filing, shared servers, cloud drives

Megger corporate identity standards

Megger has, over the last year, been working very hard to shift from isolated systems and servers to a global inclusive and accessible system.

This will eventually enable all employees, regardless of role or requirements, to have as much support and access to as many suitable documents as possible.

Whilst this project is under way as part of the CRM project, we have these clear areas where you can find information, documentation and assets.

Product photography

Webimage

All product photography is now held on Webimage; an online portal that houses the images for both download and the website. For logins, please contact web-support and note that you will need VPN connection to login remotely. Please contact websupport@megger.com if you are not already.

Product documentation

Megger web

All product documentation, including Application notes and Technical guides, are now held on the website. (If they have been made available to marketing teams)

Shared internal documentation

Google Docs (on Drive)

Whilst long term there is a plan for shared document centres within the new CRM system, this is not ready for launch, so in the interim, the Google Docs feature of Drive will be utilised as an easy-to-access tool for all relevant employees, and does not require FTP or VPN access to do so; you just need to be authorised as a user. Please contact websupport@megger.com if you are not already.

DESCRIPTION

The LRCD200 series is the latest generation of combined non-tripping loop tester and RCD test instruments that provide simple, affordable and flexible test tools for electrical contractors testing energised circuits.

All LRCD200 series instruments are supplied with a Megger calibration certificate.

Three instruments are available:

LRCD200

This instrument provides 3 phase safe non trip loop testing and 1xI tests of 10mA to 500mA RCDs.

NOT SUITABLE FOR UK APPLICATIONS.

LRCD 210

This instrument provides three phase safe nontrip loop testing and 1/2I, I, and 5I RCD testing for standard, selective and pulsed DC RCDs. Suitable for domestic installers testing to UK Part P requirements.

LRCD220

As the LRCD210 with the addition of 110 V loop testing and 2 wire fast testing, plus phase to phase and phase to earth measurement and automatic RCD testing with result recall.

All three instruments will not trip RCDs rated at 30 mA or greater during loop testing, even electronic RCDs.

GENERAL FEATURES

All instruments are designed using the new Megger electricians tester case, providing tough rubber armouring, built-in front cover, weatherproof to IP54 and easy-to-use functions and layout.

The instruments can be hung around the neck or hand held and will not slip if placed on a bench or shelf.

Test leads can remain attached with the front cover open or closed.

L-N-E connection indicator LEDs show connection status and reverse polarity supplies.

NON-TRIPPING LOOP TESTING

The Megger 'No-Trip' loop test is designed for loop testing on circuits where an RCD is fitted. The RCD is guaranteed not to trip if rated 30 mA or greater.

The 'No-Trip' loop test is also guaranteed not to trip electronic RCDs.

All LRCD testers offer

- Non-tripping Loop test. RCDs rated 30 mA or greater are not tripped by the loop test, even electronic RCDs.
- 3 wire low current non-tripping loop test provides measurements from 0.01 ohms to 2 kohms.
- Auto-ranging tests.
- PFC calculation and display from the loop test measurement
- Supply voltage display on connection to circuit.
- Supply frequency measurement
Megger corporate identity standards

Merchandising

The key issue for ordering merchandising is the use of the Megger logo. Please only use the acceptable variations shown to the right.

These do not vary for merchandising.

**Remember:** the Megger logo should never appear in any other format than shown to the right - any other instances are NOT the Megger logo!

For support or to clarify anything, please contact Group Marketing or your local marketing managers who can support and design.

To the right are visuals of both correct branding and the branding that does not use the logo appropriately. All on the naughty step are off-brand.

Please help us to keep our brand quality high by not varying from the approved logos.

Teacher’s pet

The naughty step!
Megger corporate identity standards

Megger CIS documents - FUNDAMENTALS - Issued June 2017

Future amendments to this document will be tracked and listed here.