METIRI

Branding Style Guide

August 2021

METIRI

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We power decisions to sustain and improve the lives of people and our planet.

METIRI

Our Company

Metiri, LLC acquires businesses to create an integrated testing laboratory /solutions group that spans the continuum of environment /agriculture / nutrition / health.

Through the lens of sustainability and impact, Metiri is building the leading, boutique testing laboratory and scientific solutions company. With solutions focused on the environmental, nutrition and products markets, we serve our clients with the information and insights they need to make decisions of impact.

With committed financing support from an investment group – Metiri, LLC is interested in partnering with top laboratory businesses and hopes that their teams also want to build something of size, and more importantly, differentiated and best-in-class.

Backed by the Sustainable Investing Group within Goldman Sachs' Merchant Banking Division, Metiri seeks to partner with laboratory businesses with a legacy of top science and leading client service to grow the opportunities to impact the lives of their clients, employees and communities.

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00. Strategy

Branding Strategy

The branding strategy for Metiri will focus on stakeholder level communication through the lens of sustainability and impact.

The three primary stakeholders are:

- CLIENTS
- VENDOR PARTNERS
- EMPLOYEES

Metiri will exist as a platform brand under which acquired companies centered in and around water quality, soil, agricultural, and food laboratory testing. The goal will be to provide core communication around mission, vision, and values for the entire organization to rally behind. Also, for newly acquired companies, the brand will set forth the aspirations of the company to provide solutions while maintaining stakeholder commitments.

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01. Logo

Logo Variations

The logo combines the colors green and teal and communicates the ideas of water and environmental solutions as the two colors come together in the center of the “M”.

This visualization communicates Metiri at its core. Metiri powers decisions to sustain and improve the lives of people and our planet.

Further derivations of the logo are for specific placement requirements that may be needed from time to time.

Improving lives by continually balancing the needs of progress and development, while measuring the impact and testing to ensure the quality of water are communicated through this visualization.

The highlighted section on this page indicates the primary logo variations to be used for production. Note the colored “M” has no shading in the middle of the “M”. The shaded “M” is only to be used on a dark/black shaded background.

The horizontal varations are to be used for production when the vertical spacing is limited.

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02. Color

Color Palette

Use of color for the printed and digital logo and branding.

The following palette has been selected for the use in all communications. Lighter and tints of these colors is also allowed, but the logo may only be used at 100% tint.

The primary colors are highlighted, however, the lighter and darker versions of the colors can be used for branding as well. The gray and black colors can be used for the typography and backgrounds.

COLOR 2413 C

CMYK: 71 | 0 | 51 | 0
RGB: 56 | 186 | 155
HEX/HTML: 38BA9B

COLOR 3248 C

CMYK: 52 | 0 | 33 | 0
RGB: 119 | 202 | 186
HEX/HTML: 77CABA

COLOR 573 C

CMYK: 30 | 0 | 15 | 0
RGB: 176 | 223 | 219
HEX/HTML: B0DFDB

COLOR 2299 C

CMYK: 31 | 0 | 100 | 0
RGB: 190 | 214 | 48
HEX/HTML: BED630

COLOR 2300 C

CMYK: 43 | 4 | 100 | 0
RGB: 159 | 196 | 59
HEX/HTML: 9FC43B

COLOR 4212 C

CMYK: 57 | 9 | 100 | 0
RGB: 126 | 180 | 66
HEX/HTML: 7EB442

COLOR 425 C

CMYK: 64 | 56 | 53 | 28
RGB: 88 | 89 | 91
HEX/HTML: 58595B

COLOR Black C

CMYK: 71 | 65 | 62 | 64
RGB: 44 | 44 | 45
HEX/HTML: 2C2C2D

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03. Typography

Fonts and Style

BROWN (Primary Font)
"Bold" for headlines and titles and "Regular" for subtitles and full text.

MULI
Muli can be used as a substitute font for print and digital. "Bold" for headlines and titles and "Regular" for subtitles and full text.

POPPINS (Google font)
Poppins is to be used for everything on the web such as the website. "Semi-Bold" for headlines and titles and "Regular" for subtitles and full text.

BROWN

Bold For Headlines For Titles

Regular For Subitles For Full Text

MULI

Bold For Headlines For Titles

Regular For Subitles For Full Text

POPPINS

Bold For Headlines For Titles

Regular For Subitles For Full Text

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04. Imagery

Photos and Images

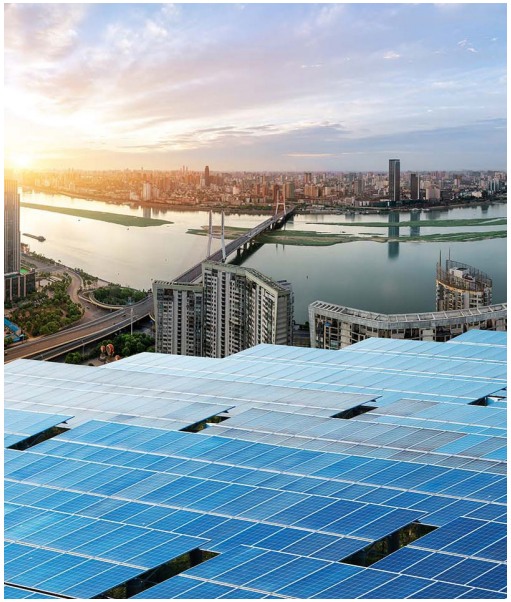
The success of Metiri's communications depends on excellent images used well. Keep these four guidelines in mind when selecting and designing with photos.

1. **Show people drinking water:** Metiri's mission is to improve lives by continually balancing the needs of progress and development, while measuring the impact and testing to ensure the quality of water. This needs to be communicated through visualization.

2. **Focus on the 'what':** Always select and use the photos that can visually communicate what the subjects are doing or looking at to present a complete visual message.

3. **Take advantage of "white space":** Photos that naturally provide "white space" for incorporating any text content are ideal for presenting a more professional look of the Metiri brand.

4. Water and environment images: Metiri focuses on aquiring companies centered in and around water quality and testing services.



METIRI

05. Icon

Iconography

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06. Online

Web design

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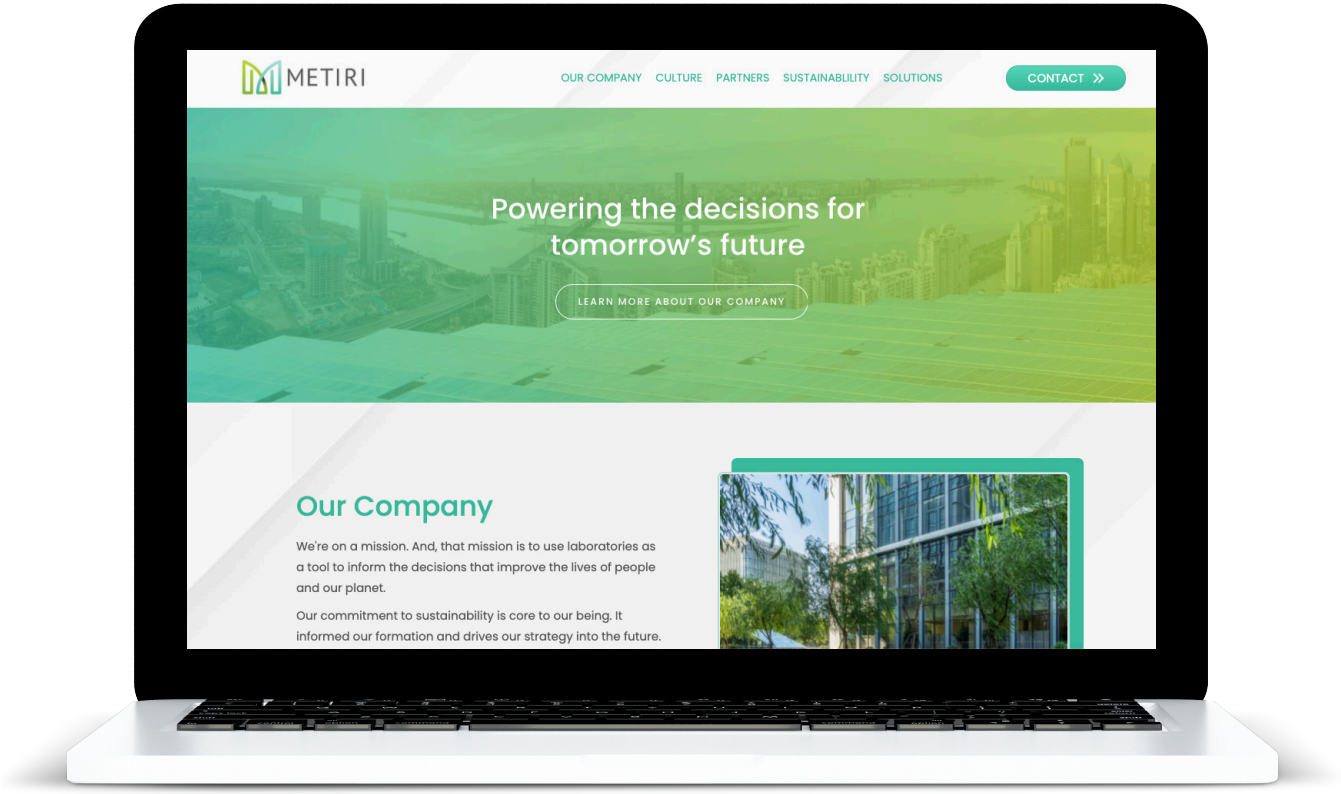

Email Footer

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Cabot Earle
CEO | Metiri LLC
cabot@metirillc.com
Pittsburgh, PA | 401.864.0276
metirillc.com

METIRI

Social Media Guidelines

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07. Video

Video Guidelines

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08. Presentation

Power Point & Google Slides

DARK VERSION

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LIGHT VERSION

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09. Stationery

Business Card

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Istintur, que conet il mi, tetur, que inum nullam etSedicatem fugit lautemquo volorro te plit odis quasped ma quisim faceaqui totaspissum quas digent optat.

Envelope

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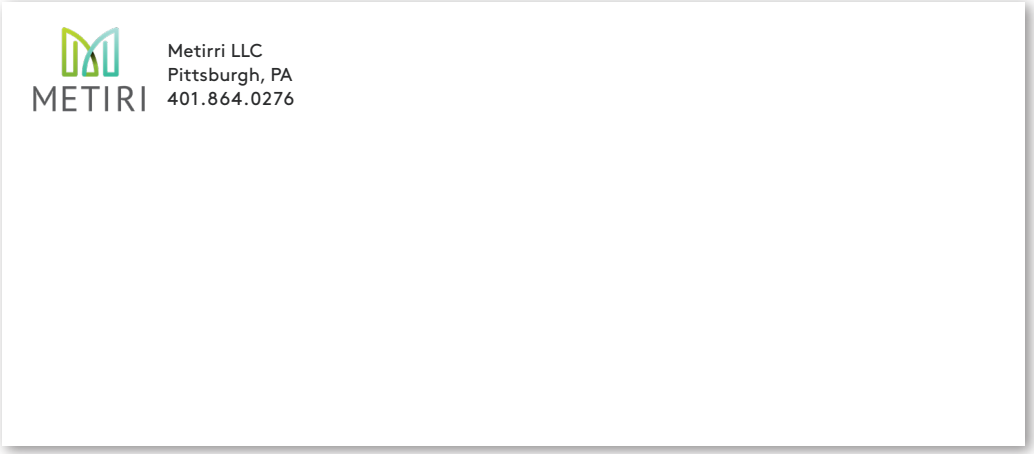

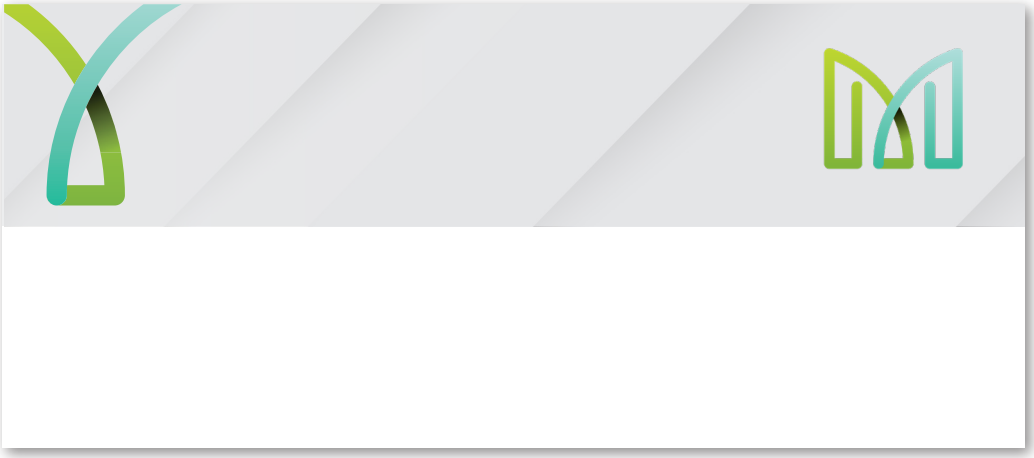

Letterhead

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Press Folder

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Dandit, culparit, quiaspid que saectat urehendae consequis im fugiatia solessequi utet, si re precus consequ untestio. Nem labores.

METIRI
METIRI
Cabot Earle
cabot@metirillc.com
Pittsburgh, PA | 401.864.0276
metirillc.com
METIRI
METIRI
METIRI
METIRI
METIRI
Metirri LLC
Pittsburgh, PA
401.864.0276
METIRI

METIRI

Pittsburgh, PA
cabot@metirillc.com
401.864.0276

metirillc.com