



MIDWEST
CUSTOM ENGINEERING

— Performance redefined. —

2024

Brand Style Guide

01

Prepared by **Crestmark Studio**



Outline

What We'll Be Covering

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Introduction

American built.

MCE stands at the intersection of precision engineering and American values, deeply rooted in the agricultural and industrial sectors. Our audience, primarily U.S. farmers and industry leaders, values products that are reliable, durable, and built with integrity.

By embracing an "American" theme, we connect with their sense of patriotism, aligning with their preference for homegrown, American-made solutions. This strategy strengthens our brand identity, making it more relatable and trusted within these key sectors, while emphasizing our commitment to innovation and quality.



GET INSPIRED

“Cultivators are the most valuable citizens... they are tied to their country.”

— Thomas Jefferson



Consumer Psychology

U.S. farmers and agricultural professionals often have a deep-rooted sense of patriotism, which aligns with their work ethic, self-reliance, and contribution to the nation's well-being. This sentiment is particularly strong in rural areas, where traditional values and pride in American-made products are prevalent.

Research shows rural Americans, particularly in agriculture, tend to hold strong conservative and patriotic views. President Reagan's praise for farmers as "miracle workers" further underscores their pride in sustaining the nation. For MCE, leveraging a patriotic "American-made" theme aligns with these values, fostering trust and loyalty among this audience.

74%

Americans prefer buying American-made products.

64%

of American farmers align themselves more closely with traditional republican and patriotic values.





Brand Strategy

Explaining the Design



BUILT ON AMERICAN VALUES

MCE's focus on American-made quality connects with the strong patriotic sentiment in U.S. agriculture, fostering trust and loyalty.



PRECISION MEETS PERFORMANCE

Highlighting MCE's commitment to delivering top-tier, precise engineering that addresses the needs of agriculture and industrial sectors through reliability and durability.



INNOVATE WITH INTEGRITY

MCE blends innovation with a strong sense of integrity, aligning with our audience's values of hard work, honesty, and dependability, ensuring we are a trusted partner.



STRONGER TOGETHER

MCE blends innovation with a strong sense of integrity, aligning with our audience's values of hard work, honesty, and dependability, ensuring we are a trusted partner.

Brand Logo

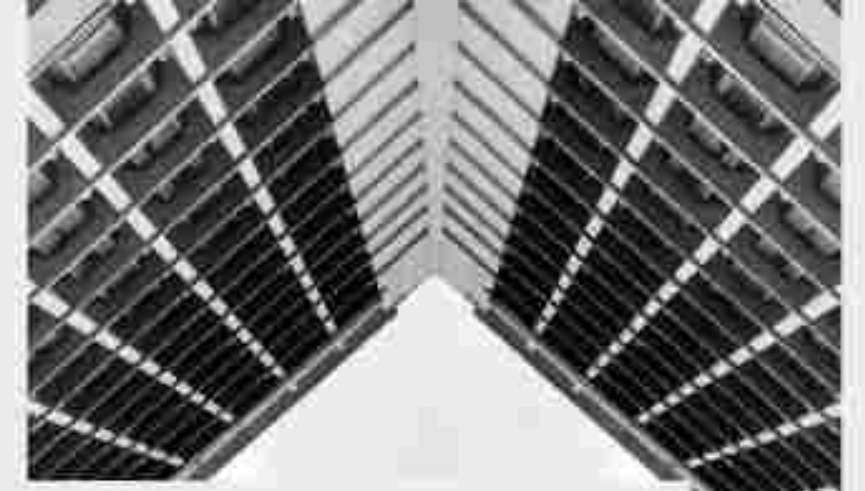
Heritage Drive

This logo? It's more than just an impressive design. It's a statement.

Start with the eagle—bold, sharp-eyed, and unmistakably American. This bird doesn't just represent strength and freedom, it owns them. It's the same way MCE approaches its work—focused, relentless, soaring above the competition with a vision that's as clear as the eagle's gaze. There's a reason this symbol leads, not follows.

Now, pair that with the gear. Here's where grit meets precision. The gear represents the relentless turning of progress, of hard work, and innovation. It's industrial, but it's also the heartbeat of MCE's engineering genius. The gear moves the eagle, and together, they capture the balance between power and precision—whether you're moving grain or pushing boundaries in the agricultural field.

This isn't just a logo. **It's MCE's story: American-made, with a sharp eye on the future and a gear in constant motion. Bold. Unstoppable.**





**MIDWEST
CUSTOM ENGINEERING**

— Performance redefined. —

Built on bold foundations.

The previous logo served as a strong visual foundation, representing Midwest Custom Engineering's commitment to precision, quality, and integrity. Its industrial feel with sharp, bold lines highlighted our technical expertise and reliability in the engineering sector. The orange and gray colors gave a sense of energy and groundedness, fitting for a brand focused on high-performance solutions.

Ushering in a new era.

Our revamped logo takes this legacy further. The eagle, a powerful symbol of American strength, paired with the gear, represents innovation and craftsmanship. The shift to a sleek, modern design reflects our forward-thinking approach and the bold vision we have for the future —**performance, redefined.**

New Color Palette

The Proper Hex Codes





The meaning behind the colors.

1

BOLD BEGINNINGS

The deep blue hue symbolizes trust, strength, and reliability. It's a nod to our brand's solid foundation and credibility in the industry.

2

REDEFINING PERFORMANCE

The bold red represents energy, passion, and innovation—perfect for a company that's always pushing boundaries and redefining industry standards.

3

BALANCED PRECISION

The subtle grays stand for precision and balance, reflecting our commitment to detail and engineering excellence in every project.

4

TIMELESS CRAFTSMANSHIP

Together, these colors create a palette that speaks to tradition and patriotic values while embracing the future, combining durability with modern innovation.

Typography

Basic Principles

We have selected Mont, Montserrat, and Garet to represent MCE's visual identity.

Mont delivers a modern, professional tone, fitting for a brand rooted in engineering precision and innovation. Montserrat complements this with its clean, versatile style, ensuring readability and authority in both digital and print. Garet adds a touch of geometric simplicity, reinforcing clarity and approachability. Together, these fonts create a balanced look that communicates confidence, trust, and forward-thinking design.

Mont

Montserrat

Garet

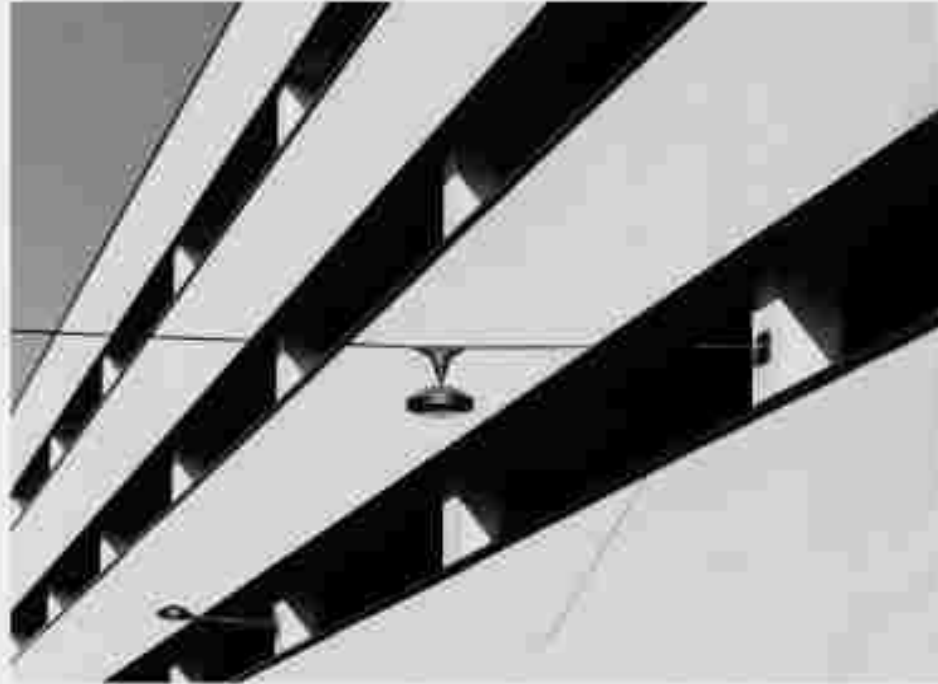
Creating a Brand Voice

How we speak to customers



CONFIDENT AND APPROACHABLE

Our voice strikes a balance between expertise and warmth. We speak with authority about the technical aspects of our products, but always in a way that feels approachable and human. This fosters trust while keeping our customers engaged.



CLEAR AND DIRECT

We avoid jargon and unnecessary complexity. Our messaging is straightforward and easy to understand, ensuring that customers from all backgrounds can connect with our products and values without feeling overwhelmed.



SINCERE AND SUPPORTIVE

We value our customers, and it shows in how we communicate. Our tone is always genuine, emphasizing support and solutions. Whether addressing inquiries or presenting information, we aim to make every interaction feel helpful and considerate.

Thank you.

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