



brand book

brand story

mer was born as a natural evolution of the **mojeRačun** platform. As our portfolio of digital services expanded to include solutions like eArchive, DMS, business intelligence tools, and open banking, it became clear that the existing brand name no longer reflected the full scope of what we offer to our users.

We are proud to introduce **mer** – a unified digital platform that brings everything together in one place. The mer brand represents simplicity, integration, and the digital transformation of everyday business operations. What started with eInvoicing has grown into a complete ecosystem for modern entrepreneurs and businesses.

mer is a new name for the trust you already know. Still here, only better.

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logo

color black

COLOR VERSION

main logo

This is our main logotype in full color.

Please use this logo according to the following guidelines to maintain a clear and consistent brand language across all printed and digital materials.

Use this version whenever possible, especially on neutral or light backgrounds where full-color reproduction ensures brand recognition and visibility.

brand book



color white



black

BLACK & WHITE VERSION

main logo

These are the monochrome versions of our horizontal logotype - black and white. They are designed for single-color applications or situations where color reproduction is not possible.

- The black version should be used on light or neutral backgrounds to ensure maximum legibility.
- The white version (reversed) should be used on dark or colored backgrounds to maintain visibility and contrast.

Both versions help maintain brand consistency when the full-color logo cannot be applied. Avoid using them on complex or textured backgrounds that reduce clarity.

brand book



white



color black

COLOR VERSION

secondary logo

This is the secondary (vertical) version of our logotype in full color.

It follows the same rules as the main logo and should be used in situations where a vertical or stacked layout is more suitable, such as narrow formats or limited horizontal space.

Maintain the defined clear space and proportions to ensure consistency with the main logo.



color white



black

BLACK & WHITE VERSION

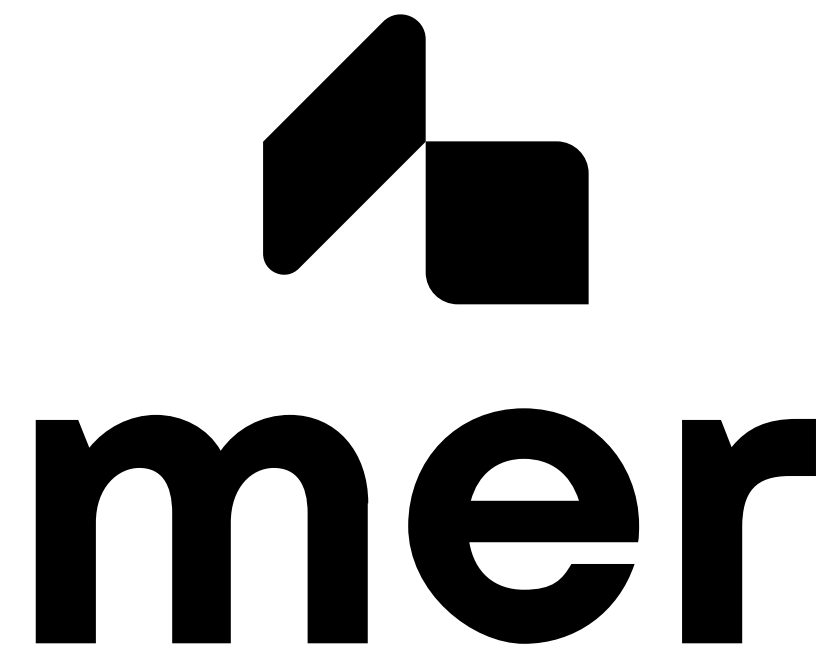
secondary logo

These are the monochrome versions of our secondary (vertical) logotype — black and white. They should be used in single-color or limited-print scenarios where the full-color version is not appropriate.

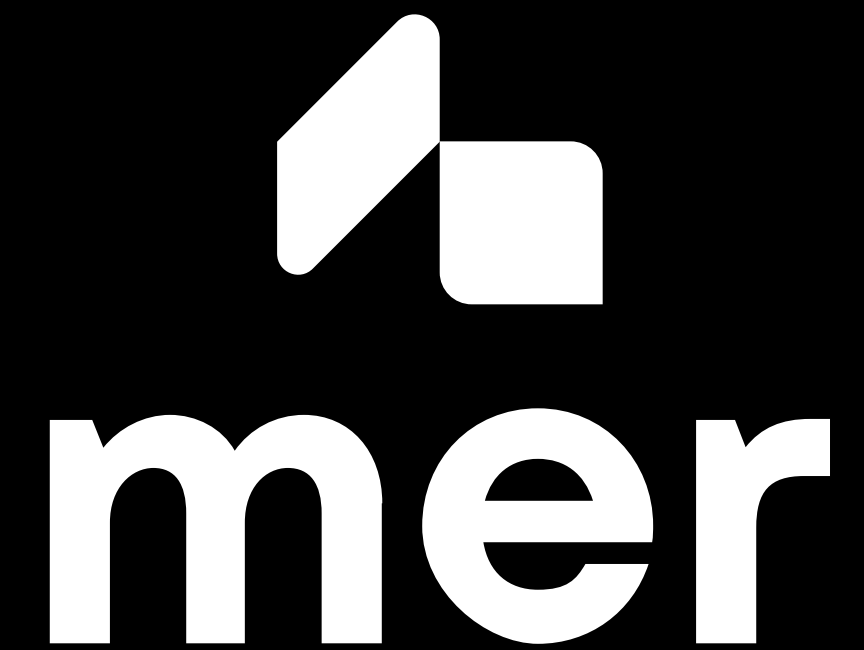
- The black version is intended for light backgrounds.
- The white version (reversed) should be used on dark or photographic backgrounds for better contrast and visibility.

Always ensure sufficient contrast and avoid placing the logo on busy or patterned surfaces that reduce readability.

brand book

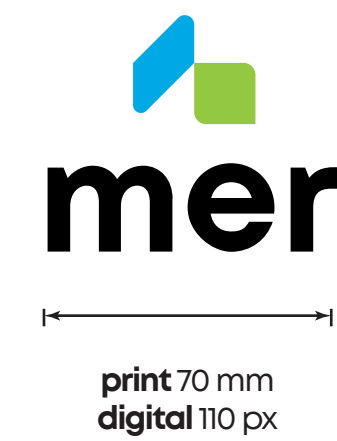


white



smallest size

This is the smallest size of the logotype
that can be used for it to still be legible





brand colors

primary colors

Our primary color palette consists of blue, green, and black, representing the core essence of our brand identity.

These three colors should be used as the dominant tones across all visual materials to ensure consistency and recognition.

The primary colors form the foundation of our visual language and should always be used in their correct color values to maintain visual harmony.

Avoid altering their shades or combining them in ways that compromise readability or brand integrity.

Whenever possible, use the primary colors in accordance with accessibility standards to ensure optimal contrast and legibility across both digital and print applications.

#00A9E4

R:0 G:169 B:228
C:72% M:15% Y:0% K:0%

#93C841

R:147 G:200 B:65
C:47% M:0% Y:97% K:0%

#000000

R:00 G:00 B:00
C:75% M:68% Y:67% K:90%

secondary colors

The secondary color palette consists of sub-brand colors defined within the brand architecture.

These colors are used to support and extend the primary palette, allowing for clear differentiation between sub-brands while maintaining overall brand coherence.

Secondary colors should never overpower the primary colors, but rather complement them and enhance visual hierarchy.

They are intended for accent elements, supporting graphics, and sub-brand identification across selected touchpoints.

All secondary colors must be applied consistently and in accordance with accessibility standards to ensure sufficient contrast, clarity, and legibility across both digital and print applications.

#9746FF

R:151 G:70 B:255
C:61% M:74% Y:0% K:0%

#F07C21

R:240 G:124 B:33
C:2% M:63% Y:100% K:0%

#F0555C

R:240 G:85 B:92
C:0% M:82% Y:58% K:0%

#47BEAE

R:71 G:190 B:174
C:66% M:0% Y:39% K:0%



typography

main typography

Mont is the font used in both online and printed material such as flyers, brochures, and banners. For titles and subtitles we mainly use the Bold. The SemiBold can sometimes be a bit overpowering. For body text and all other secondary information we use the Regular or Light.

Mont Bold

Letter spacing: -50

ABCČĆDDŽĐEFGHIJKLLJMNNJOPRSŠTUVZŽ
abcčćddžđefghijkljmnjopršštuvzž
0123456789
.,;!?

Mont SemiBold

Letter spacing: -25

ABCČĆDDŽĐEFGHIJKLLJMNNJOPRSŠTUVZŽ
abcčćddžđefghijkljmnjopršštuvzž
0123456789
.,;!?

Mont Regular

Letter spacing: 0

ABCČĆDDŽĐEFGHIJKLLJMNNJOPRSŠTUVZŽ
abcčćddžđefghijkljmnjopršštuvzž
0123456789
.,;!?

Mont Light

Letter spacing: 0

ABCČĆDDŽĐEFGHIJKLLJMNNJOPRSŠTUVZŽ
abcčćddžđefghijkljmnjopršštuvzž
0123456789
.,;!?



graphic elements

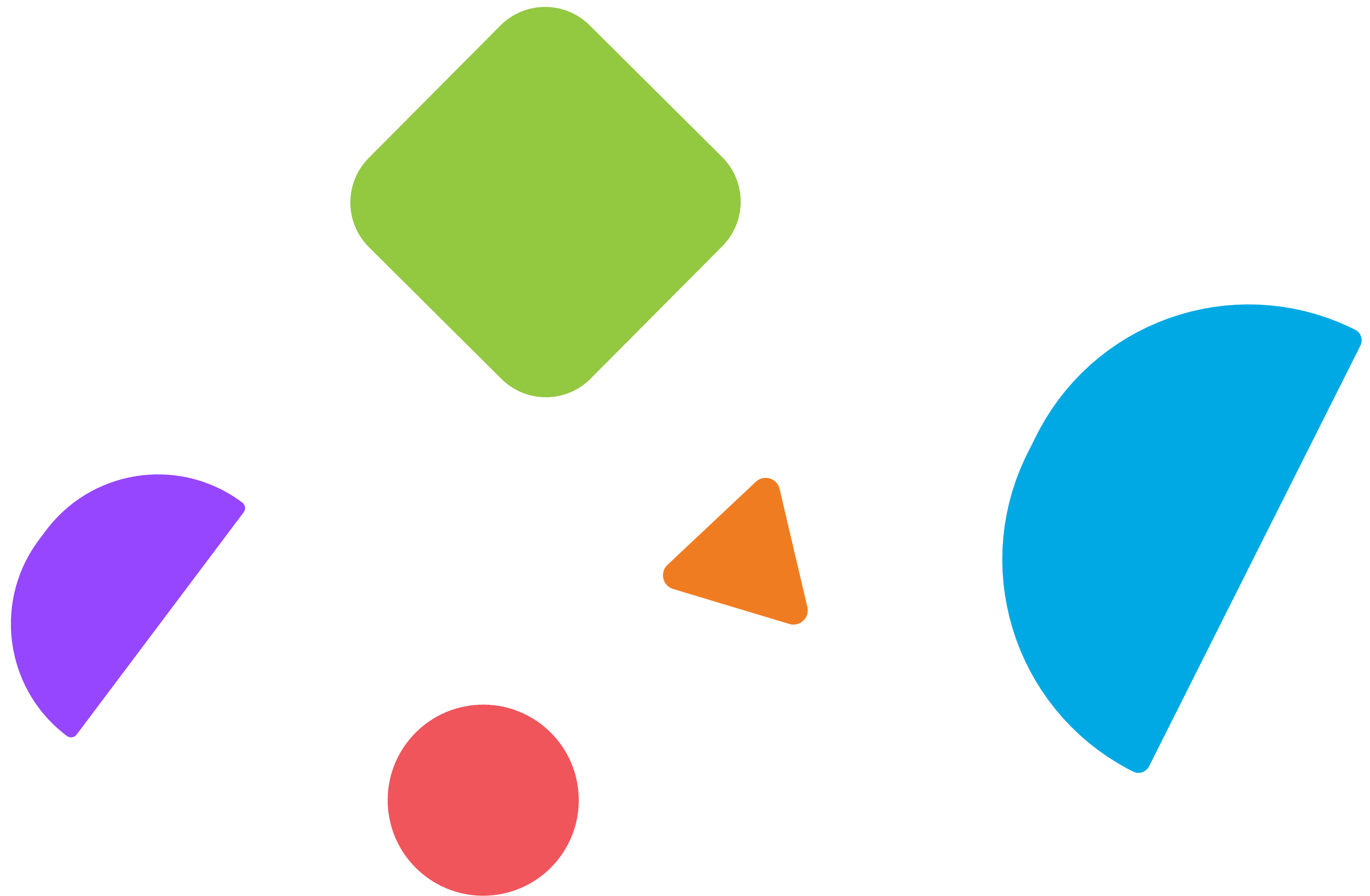
graphic elements

Graphic elements are based on simple geometric shapes and add flexibility to the visual system.

They may be used with or without a subtle blur effect, depending on the context and desired emphasis.

Blurred elements are recommended for background use, while sharp elements should be used for clearer visual structure.

The elements can appear in both primary and secondary brand colors and may be scaled or rotated, as long as their proportions and simplicity are maintained.





brand architecture —

brand architecture

The brand architecture is built around a strong master brand with clearly defined sub-brands.

Each sub-brand has its own color for easy recognition, while maintaining a consistent visual system.

This structure ensures clarity, scalability, and a unified brand presence across all products and touchpoints.



 **eRačun**

 **DMS**

 **eArhiv**

 **BI**

 **Banking**



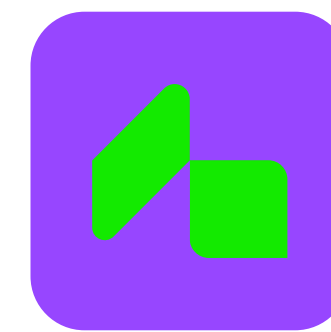
applications

applications

For all applications, the main mer logo within the house shape is used consistently as the core brand identifier.

The logo structure remains unchanged, while color variations are applied according to the specific application branding. This approach ensures strong brand recognition while allowing flexibility and clear differentiation between applications.

Typography, proportions, and logo usage rules must always follow the core brand guidelines to maintain consistency across the ecosystem.



merKreiraj



brand applications —

DIGITAL

brand applications

Digital applications demonstrate how the brand is applied across digital touchpoints.

They showcase the consistent use of brand colors, typography, and graphic elements to ensure clear recognition and a unified visual presence.

All digital executions should follow the brand guidelines to maintain legibility, accessibility, and visual coherence across platforms.

brand book

**Testna faza
fiskalizacije**
= zadnji poziv za eRačun



 mer

**Povjeravaš li svoje
podatke bilo kome?**
Biraj najsigurnije za eRačune!



 mer

**Ako ne izdajete
eRačune, dužni
ste ih zaprimati.**
mer omogućuje zakonito i
besplatno rješenje.



 mer



**Odaberite
pouzdanog
informacijskog
posrednika**

mer osigurava usklađenost i
podršku pri svakom koraku
slanja i fiskaliziranja eRačuna.

[Ugovori mer >](#)

**Saznajte koliko
možete uštedjeti!**

Troškovi papira i administracije
rastu, ali vi i dalje možete uštedjeti!

[Saznaj kako >](#)



PRINT

brand applications

Print applications present examples of how the brand is used across physical materials.

They illustrate the correct application of brand colors, typography, and graphic elements to ensure consistency and recognizability.

All print materials should reflect the same visual principles as digital applications, maintaining clarity, balance, and brand integrity.





Dočekaj Božić u miru!

7 od 10 poduzetnika bira **mer** za razmjenu eRačuna

S više od 130.000 korisnika, 12 godina iskustva i više od 2 milijuna isporučenih eRačuna mjesečno, **mer** je najsigurniji informacijski posrednik za razmjenu eRačuna u Hrvatskoj. Odaberite provjereni servis i pripremite se na vrijeme za Fiskalizaciju 2.0.

**Odaberi sigurno rješenje**

mer - certificirani informacijski posrednik za eRačune



Najbolje rješenje za fiskalizaciju, eRačun i porezno izvještavanje

Cjelovito rješenje u potpunosti usklađeno sa zakonom.

Fiskalizacija ulaznih i izlaznih računa

Sigurno slanje, primanje i arhiviranje eRačuna

Porezno izvještavanje – pouzdano i na vrijeme

Svi potrebni certifikati uključeni

Račune možete slati putem svog ERP rješenja, a ako ga nemate tu je naša **besplatna aplikacija Kreiraj** za slanje eRačuna. Budite spremni na nove zakonske obveze!

**Idemo na mer!**





Skoro svaki drugi korisnik bira **mer**

Ili ga je već izabrao.

Digitalizacija poslovanja ulazi u svoju najintenzivniju godinu. S obveznim eRačunom od 2026., tvrtke žele rješenje koje je sigurno, pouzdano, jednostavno i usklađeno s novim pravilima. **mer** je izbor više od polovice korisnika koji prelaze na digitalno izdavanje i zaprimanje računa.

Pridružite se poslovanjima koja su već spremna za 2026.

**Idemo na mer!**



brand book 2026

For any brand inquiries contact marketing.eracun@visma.com