



**MUMME**  
— TOOLS —  
*Crafted Tough Since 1936*

# BRAND GUIDELINES





WE WILL BE  
THE PREMIUM AND  
MOST TRUSTED  
FORGED HAND TOOL  
OF CHOICE FOR  
OUR CUSTOMERS,  
WHILST WINNING  
THE HEARTS AND  
MINDS OF THE  
CONSUMERS WHO  
USE THEM  
EVERY DAY

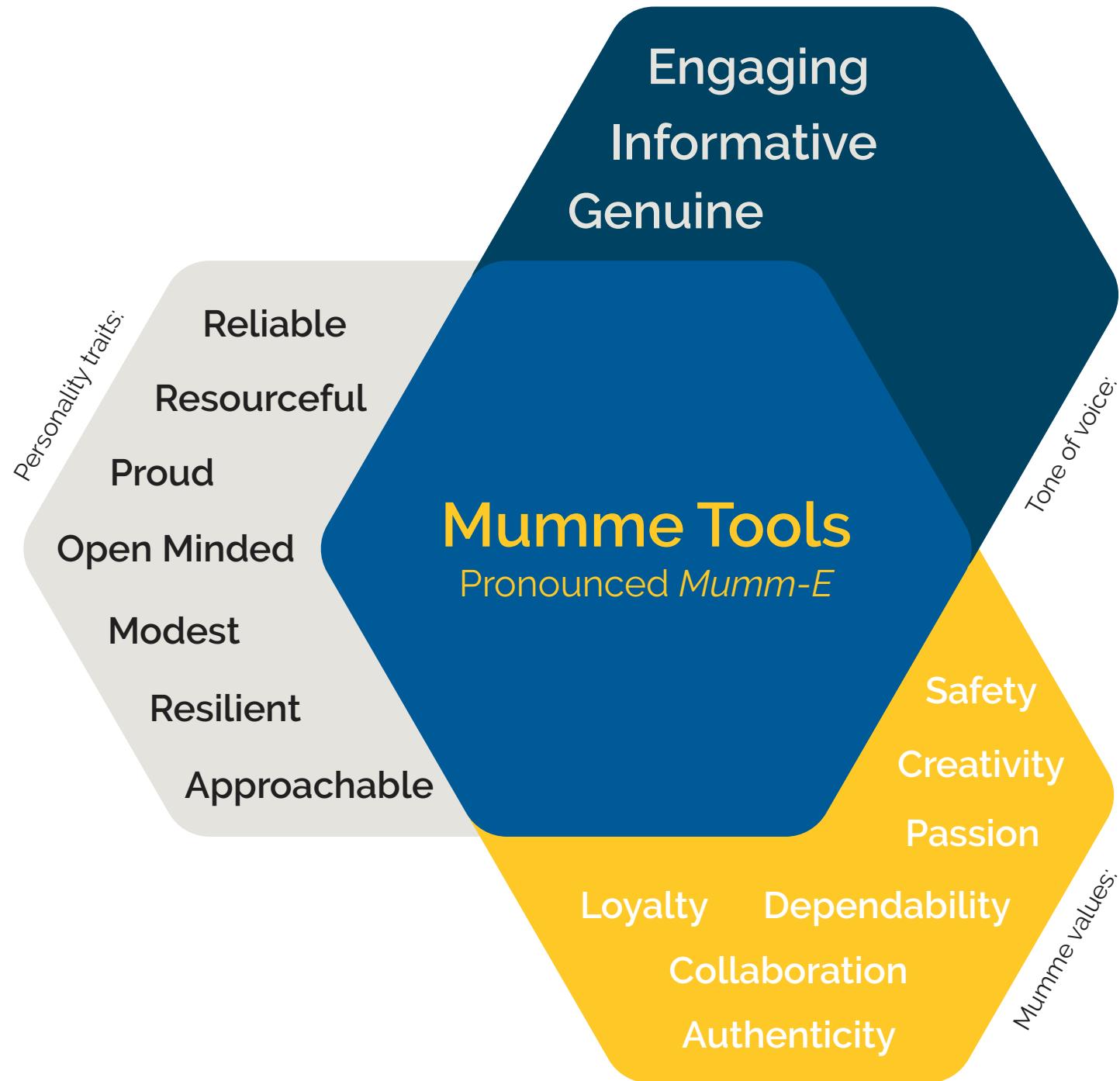
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# Brand

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# History

Bill Mumme and his beloved motorcycle

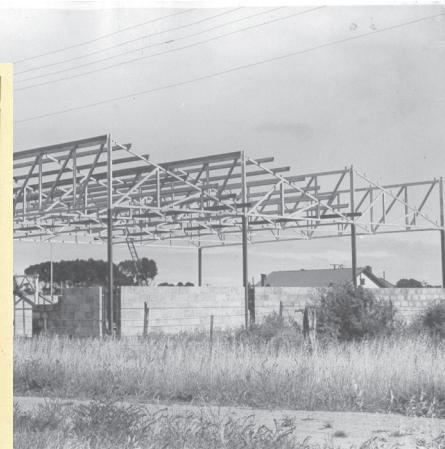


Founding father Bill Mumme with his wife Ruth Mumme



Bill enjoying a holiday down the coast

Original Somerton Park Factory



Bill and Ruth, with sons Bill Jr. and Des working on the original factory

Mumme Tools started in South Australia during the Great Depression in 1936 when the late Bill Mumme began forging copper soldering irons. This product became a required item by the Australian Department of Defence in World War Two, where it saw production significantly increase.

A short time after the war, Bill acquired some land in Somerton Park (a beach side suburb in Adelaide) to build a factory to cater for increasing sales growth.

Times were tough so Bill set about building it himself. Given the scarcity of building materials available after the war, Bill had to rely on his know how and ingenuity to make his own bricks for the walls (a mixture of burnt Coke residue 'Clinker' and concrete).

The family moved into a room at the front of the factory and lived there for some years as the business was being further established as Bill couldn't afford to keep a house and factory at the same time.

Due to the rising success of the business Bill decided to branch out into the production of wrecking bars, crowbars and fence bars throughout the 1950's and 1960's when his sons (Bill Jr, Des and Chris) joined the company.

In the early 1970's Chris and Des took over the business, incorporated the company as Mumme Products Pty Ltd in 1980, and the Mumme brand was born. Des retired in the late 1990s and Chris' sons Adam and Matthew took on principal roles in the business.

In 1998 the business moved into its current location at Lonsdale (a Southern suburb of Adelaide). The facility is laid out across three main production buildings, including an administration building.

# Current Day

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## MUMME TOOLS

Mumme Tools Pty Ltd is the manufacturer of Australia's leading brand of forged hand tools and industrial ladders. Mumme Tools also provides custom built tool and forging solutions upon request.

At Mumme Tools we are proud supporters of local Australian made products. Our workshop, located in Lonsdale, South Australia is operated by skilled craftspeople that take pride in the products they produce.

Our products are made tough, thanks to our passion for hand forging, pressing, grinding and packing right here in Australia. All whilst using premium materials. The quality speaks for itself with our range preferred by industry professionals.

The products we sell cover a large variety of markets. They are used in applications across mine sites, heavy industry, councils, defence forces, trades and home handy persons in Australia and around the world.

24-34 Dorset Street  
Lonsdale SA 5160 Australia

[mummetools.com](http://mummetools.com)  
(08) 8186 0000  
[sales@mummetools.com](mailto:sales@mummetools.com)



# Master Logo

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This is our preferred logo for all media.

Advertising, marketing collateral,  
catalogues, digital and  
internal communications.



# Alternate Master Logo

Alternative colour options of our master logo can be used where backgrounds become conflicting or when only one colour can be used.



## Secondary Logos

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Where our tagline becomes unreadable or size limitations come into play, either alternate logo can be used.



## Alternate Secondary Logos

Used for reiterating our message when our master logo can't be used due to different shaped spaces.



# Usage and Restrictions



**Minimum Size Allowed**  
22mm x 22mm

**Maximum Size Allowed**  
There is no maximum  
size for our logo

**Exclusion Area**  
Make sure to leave  
enough white space  
around the logo

The logo's M/T  
square can be used  
as a general ruling

# Usage and Restrictions

Do not rotate or flip the logo



Do not distort the logo in anyway



Do not change our logo colours or use our logo with colours not associated with our brand



Do not add any effects to our logo



Do not change the layout of our logo in anyway



Do not use the new logo in conjunction with any other logos (new or old)



# Typography

Logo Font

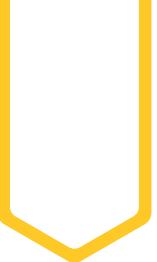
# LEIXO

**REGULAR:** ABCDEFGH  
IJKLMNOPQ  
RSTUVWXYZ  
123456789!@#\$%

Logo Tagline Font Only

# Filmotype Keynote

*Regular:*  
AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
123456789!@#\$%



Primary Font

# Raleway

*Regular:* AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
123456789!@#\$%

*Light:* AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
123456789!@#\$%

*Italic:* AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
123456789!@#\$%

*SemiBold:* AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
123456789!@#\$%

*Bold:* AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
123456789!@#\$%

Secondary Font  
(Where Raleway is not available)

# Arial

*Regular:* AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
123456789!@#\$%

*Italic:* AaBbCcDdEeFfGgHh  
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123456789!@#\$%

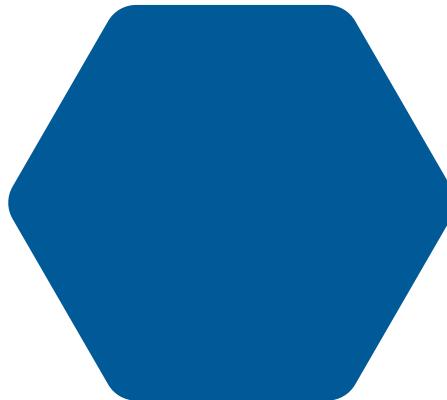
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RrSsTtUuVvWwXxYyZz  
123456789!@#\$%

# Colour

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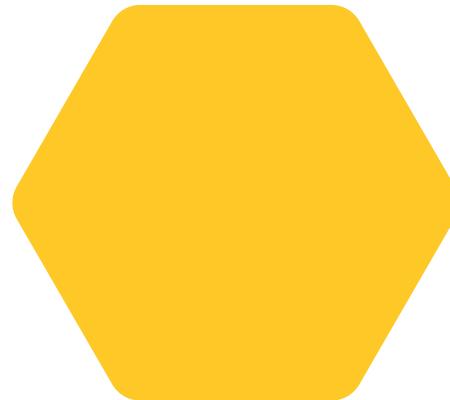
*Mumme Blue:*  
**PMS 294 U**

R: 0 G: 90 B: 151  
C: 100 M: 53 Y: 2 K: 21  
#005a96

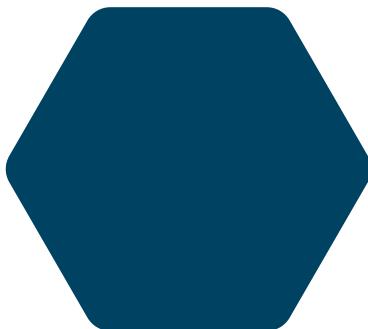


*Mumme Yellow:*  
**PMS 122 U**

R: 255 G: 200 B: 40  
C: 0 M: 22 Y: 93 K: 0  
#ffc725

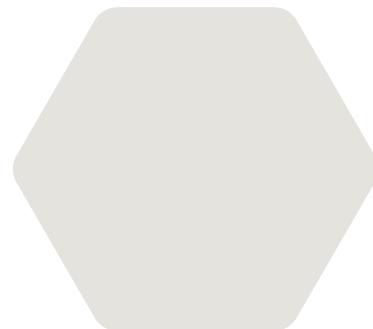


Secondary



*Lonsdale:*  
**PMS 2965 U**

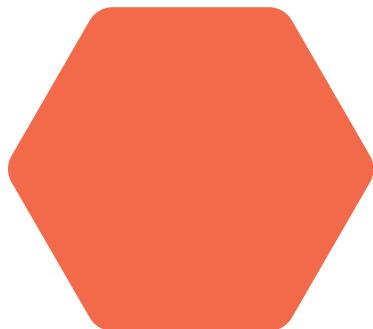
R: 0 G: 67 B: 99  
C: 96 M: 47 Y: 18 K: 51  
#004262



*Steel:*  
**PMS Cool Grey 1 U**

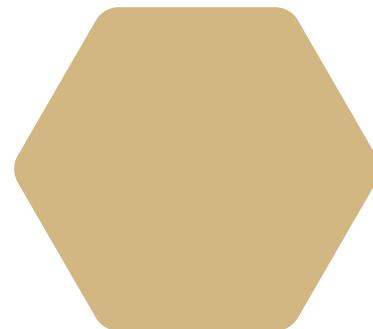
R: 225 G: 224 B: 220  
C: 4 M: 3 Y: 6 K: 7  
#e1e0db

Tertiary



*Forge:*  
**PMS 2034 C**

R: 242 G: 106 B: 75  
C: 0 M: 73 Y: 74 K: 0  
#f16a4a



*Wood:*  
**PMS 7502 U**

R: 212 G: 183 B: 130  
C: 6 M: 18 Y: 48 K: 13  
#d4b681



Mumme Tools  
Brand Guidelines  
2018

Designed By  
Cameron  
Gomersall