



BRAND GUIDELINES

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100 Mt Holly Bypass
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COMPANY LOGO

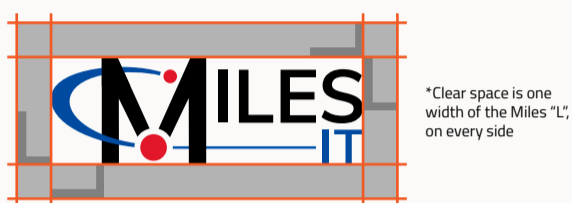
Logo is to be used to brand any customer-facing pieces.



Icon can be used after logo has been used previously in same piece.

LOGO CLEARSPACE

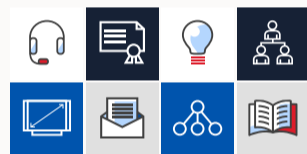
In order to preserve the integrity of the Miles IT logo and brand, the safe area must always be respected. No other object should be placed within the safe area around the logo as specified here.



*Clear space is one width of the Miles "L", on every side

*The only exception being our logo and slogan variation

ICONOGRAPHY



All icons are to be used in one of the two accepted color formats, colored or white.

The use of icons, should follow the same format as the logos.

COLOR ALLOCATION



When creating service-specific content, please keep our brand colors in mind. These colors should make up 90% of the created piece (not including white). These are the ONLY colors to be used.

TYPOGRAPHY

Titillium Web ABCDEFGHIJKLMNOPQRSTUVWXYZ
Primary Font ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Lato**
Secondary Font ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use Titillium Web for titles and subtitles. Keep proposals, presentations, and documents on-brand by using this font in all of your titular text.

Use Lato for paragraph and body text.

LOGO VARIATIONS

The main logo and accepted variations in white should be used only against dark backgrounds to maintain proper contrast ratio.

White logos should never be used on white or any other light backgrounds.

White logo types CANNOT be exported as JPEGs.



COLOR USED



Miles Black

Hex: #161E2E

RGB: 22, 30, 46

CMYK: 87, 77, 53, 66



Miles Blue

Hex: #004AA0

RGB: 0, 74, 160

CMYK: 100, 81, 3, 0



Dark Blue

Hex: #002C68

RGB: 0, 44, 104

CMYK: 100, 91, 31, 22



Light Blue

Hex: #B5D7FF

RGB: 181, 215, 255

CMYK: 25, 7, 0, 0



Miles Red

Hex: #DE1B29

RGB: 222, 27, 41

CMYK: 7, 100, 96, 1



CTA Yellow

Hex: #FFBB33

RGB: 255, 187, 51

CMYK: 0, 29, 90, 0

TEMPLATES

LETTERHEAD - PROPOSAL - SLIDE DECK



HEADLINES/BODY COPY

Titillium Web (bold)
H1

Headline Example

Titillium Web
H2 & H3

H2 & H3 Example

Lato (bold)
H4 - H6

H4 - H6 Example

Lato
Body Font

Body Font Example