

MILES IT

BRAND GUIDELINES

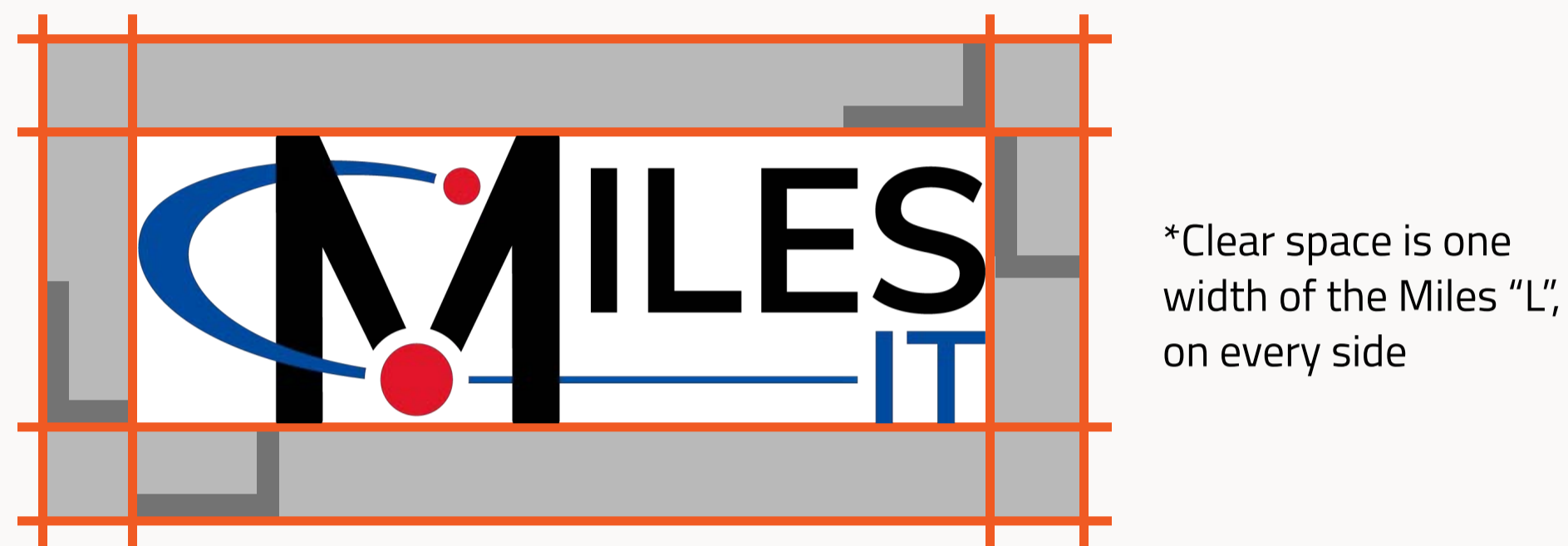
COMPANY LOGO

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



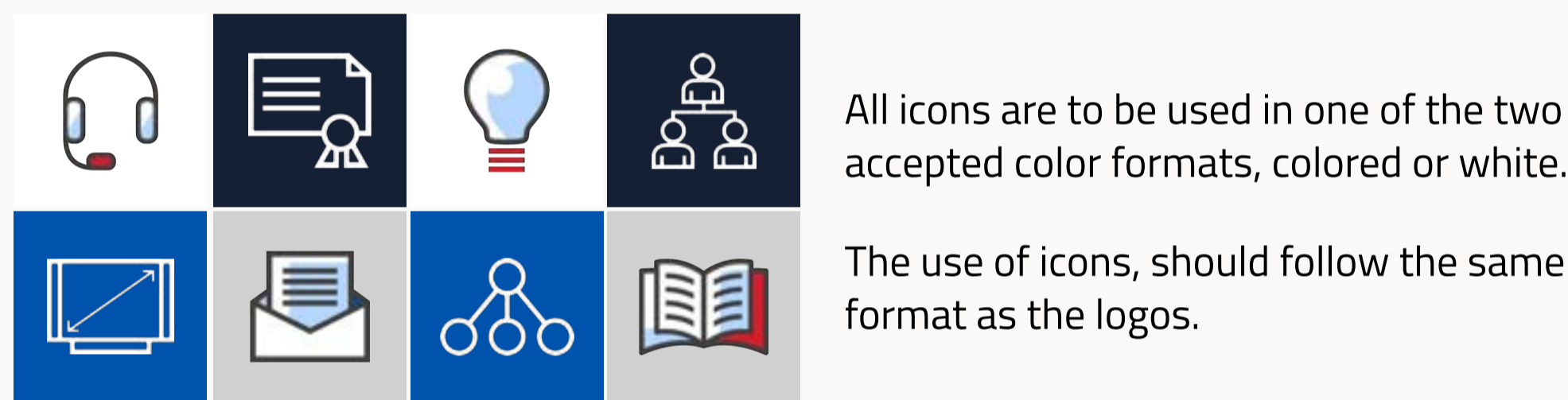
LOGO CLEARSPACE

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.

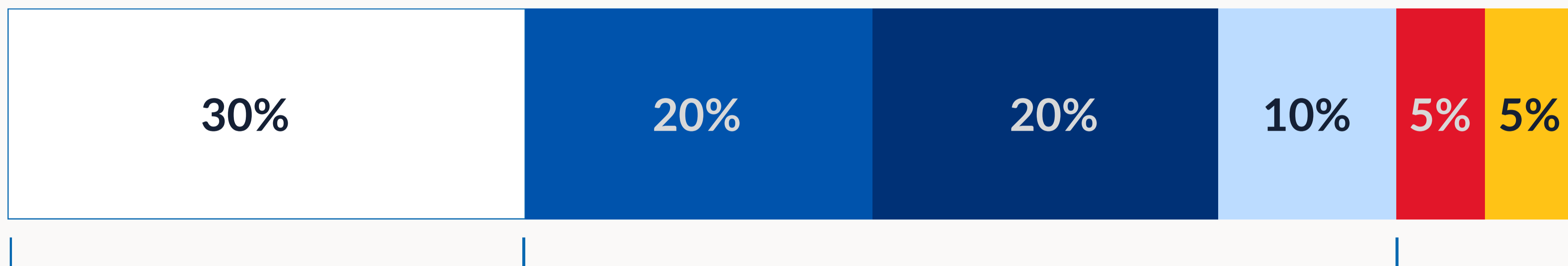


*The only exception being our logo and slogan variation

ICONOGRAPHY



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
Primary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato
Secondary Font

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

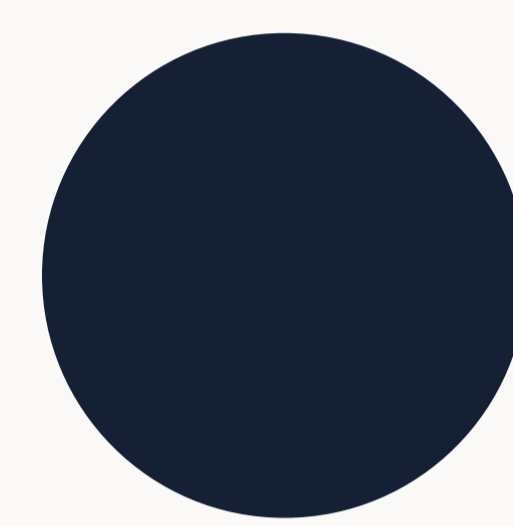
The main logo and accepted variations in white should be used only against dark backgrounds to maintain proper contrast ratio.

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

White logo types CANNOT be exported as JPEGs.

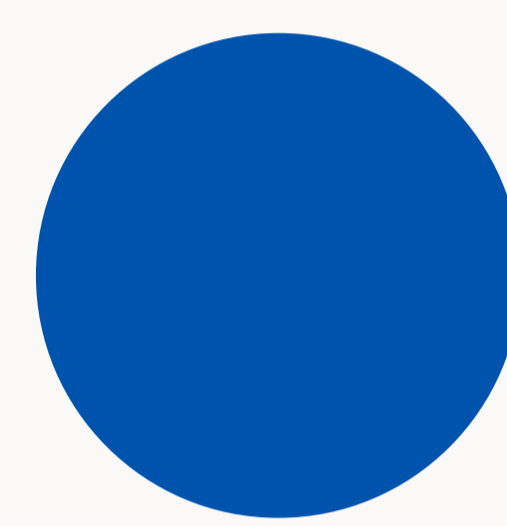


COLOR USED



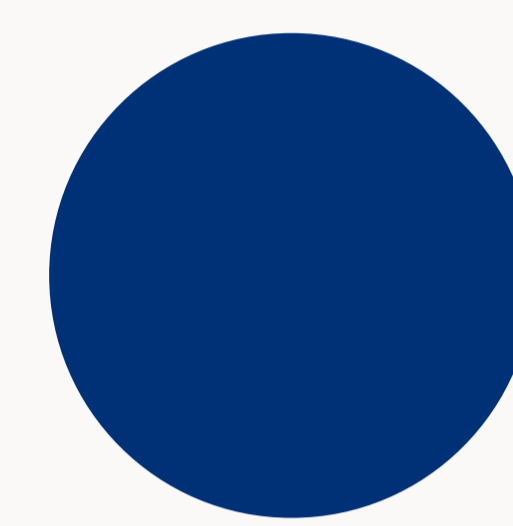
Miles Black

Hex: #161E2E
RGB: 22, 30, 46
CMYK: 87, 77, 53, 66



Miles Blue

Hex: #004AA0
RGB: 0, 74, 160
CMYK: 100, 81, 3, 0



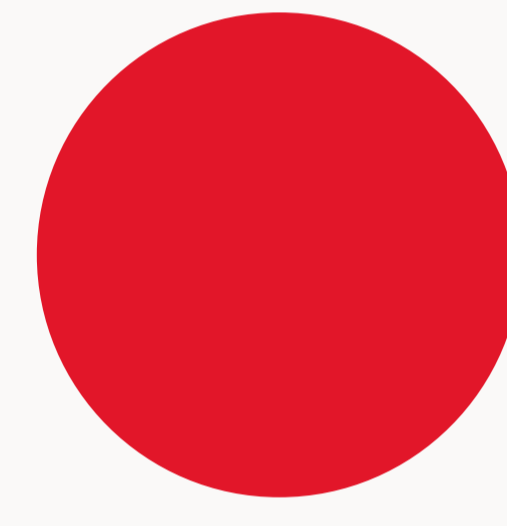
Dark Blue

Hex: #002C68
RGB: 0, 44, 104
CMYK: 100, 91, 31, 22



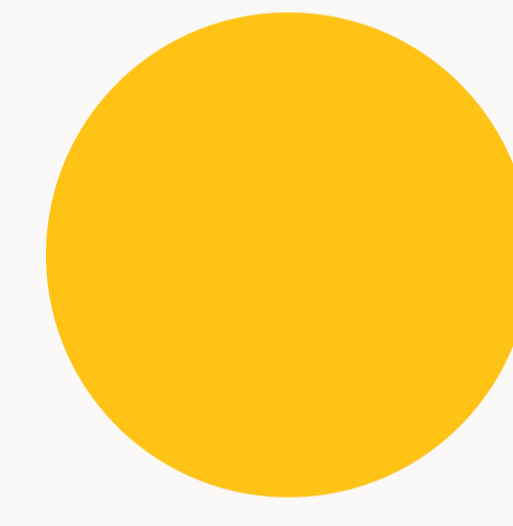
Light Blue

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
Body Font

Body Font Example