



IDENTITY  
GUIDELINES



## MARK

Our mark is decisive.  
Emphatic. Strong.

This mark is the guiding post for the Miller Wells brand. It conveys the future of our work – and the character of our organization.

Maintain plenty of space around the mark at all times.



LOCKUP



MARK



LOGOTYPE

## LOGO VARIATIONS

Use variations when appropriate.

Use the lockup when first introducing Miller Wells to an audience.

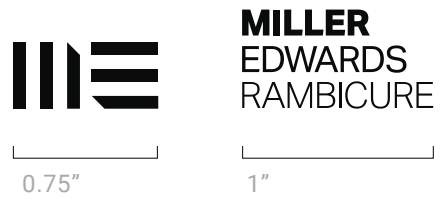
Use the mark when your brand has been recognized.

Use the logotype for a simple and immediate way.



## LOGO SCALING

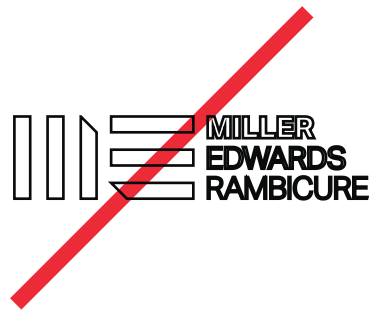
To protect the integrity, legibility and impact of the Miller Wells logo and mark, it is never to be reproduced in sizes smaller than those listed.





### DON'TS

1. Do not stretch or skew the logo.
2. Do not pull apart the logo.
3. Do not color the logo.
4. Do not rotate the logo.
5. Do not add elements to the logo.
6. Do not adjust letter spacing in the logo.
7. Do not outline the logo.
8. Do not add drop shadows to the logo.





MARK

TYPOGRAPHY

COLOR

PHOTOGRAPHY

LANGUAGE

COLLATERAL

## BLACK

9/10/10

76/63/55/24

#0C0D0E

PANTONE 433

## GREY

227/225/219

3/3/6/7

#D7D2CB

WARM GREY 1

## RED

237/46/56

0/88/82/0

#EE2737

PANTONE 1788

## COLOR

Color has enduring emotional appeal. Miller Wells' colors are aggressive. By pairing the colors consistently, you can harness Miller Wells' personality.



## LOGO COLORS



PRIMARY LOCKUP / BLACK



PRIMARY LOCKUP / GREY



PRIMARY LOCKUP / RED



MARK / BLACK



MARK / GREY



MARK / RED



LOGOTYPE / BLACK



LOGOTYPE / GREY



LOGOTYPE / RED



# Display Typeface

## *Quotes and Emphasis*

**DISPLAY**  
Roboto Bold

**QUOTES AND  
EMPHASIS**  
Roboto Light Italic

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**BODY COPY**  
Roboto Light

## TYPOGRAPHY

Fonts express as much as words. They convey feeling, establishing a consistent and ownable visual language for Miller Wells.

Roboto Bold should be used as the primary display face in communications. Roboto Light Italic should be used for quotes and emphasis. The body copy font is Roboto Light.





## PHOTOGRAPHY

Intentional photography in a consistent style enhances the Miller Wells brand. Our photos are characterized by motion.





MARK    TYPOGRAPHY    COLOR    PHOTOGRAPHY    LANGUAGE    COLLATERAL

# RESULTS MATTER.

## LANGUAGE

The following tagline is intended for widespread internal and external use as the introduction to our guiding spirit.



MARK

TYPOGRAPHY

COLOR

PHOTOGRAPHY

LANGUAGE

COLLATERAL

## **COLLATERAL**

The following pages feature sample executions of branded collateral. These typical layouts should not be altered.



## STANDARD COLLATERAL

Reference this page for your letterhead layout and your business card design.



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EDWARDS  
RAMBICURE**

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