



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.

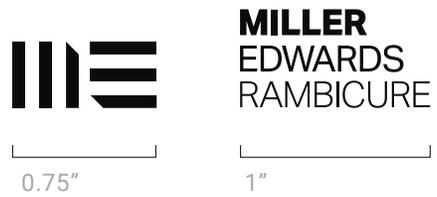
Use the mark when your brand has been recognized.

Use the logotype for a simple and immediate way.



LOGO SCALING

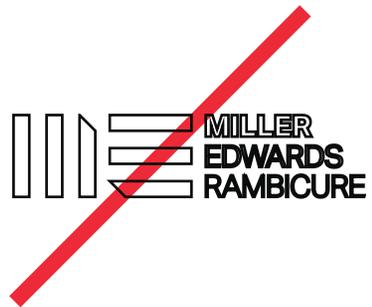
To protect the integrity, legibility and impact of the Miller Wells logo and mark, it is never to be reproduced in sizes smaller than those listed.





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.





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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

DISPLAY
Roboto Bold

**QUOTES AND
EMPHASIS**
Roboto Light Italic

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.



300 E. Main Street, Suite 360
Lexington, KY 40507

T: 859.281.0077
F: (1) 859.957.1889

MERLEGAL.COM



MASON L. MILLER
Managing Partner

T: 859.281.0077
D: 859.309.6700
F: (1) 859.957.1889
mmiller@merlegal.com

300 E. Main Street, Suite 360
Lexington, KY 40507

**MILLER
EDWARDS
RAMBICURE**

MILLER
EDWARDS
RAMBICURE

IDENTITY
GUIDELINES