

*Made In*  
**AMERICA**

BRAND GUIDELINES

# LOGO



## MIA LOGO BW

Primary use for black and white printing. Not intended for digital use or print media where color printing can be utilized.

Recommended use when printed logo would be 1 inch or smaller in height.

Logo also can be utilized as PNG with logo in one of the MIA colors.



## MIA LOGO GLOW

Primary use for digital. Recommended for print use if printed logo is the hero image or header image.



## MIA LOGO COLOR

Primary use for digital and print. Alternative logo option for less clutter if needed.

Glow and Color logos are suggested to be used on black or white backgrounds unless otherwise. BW logo can be used on any color designated in guide.

# COLOR



## **MIA RED**

PMS 185C  
C=0 M=100 Y=85 K=0  
R=242 G=34 B=51  
#F22233



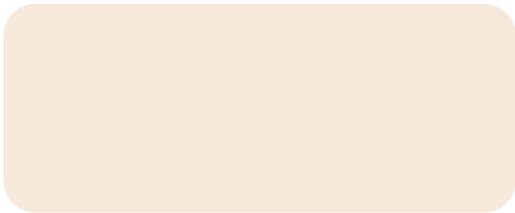
## **MIA BLUE**

PMS 5275C  
C=78 M=70 Y=32 K=14  
R=76 G=82 B=115  
#4D5370



## **MIA TEAL**

PMS 7709C  
C=64 M=18 Y=33 K=0  
R=110 G=165 B=169  
#6EA5A9



## **MIA CREAM**

PMS P 31-1C  
C=3 M=8 Y=12 K=0  
R=242 G=231 B=220  
#F2E7DC



## **MIA ORANGE**

PMS 172C  
C=2 M=98 Y=100 K=1  
R=217 G=68 B=35  
#D94423

Black and White may be used in BW Logo or for plain background.

# TYPEFACE

## PRIMARY

This font should be used for most general text. Headlines should utilize Rounded Regular font variation to more accurately mirror the rounded edges of the logo and display fonts, Body text should utilize the Regular font variation for easier reading.

Aa Arcon Rounded Regular  
THIS IS A HEADLINE EXAMPLE

Aa Arcon Regular  
This is a body copy example

Regular  
Rounded Regular

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## DISPLAY

Display fonts Heavitas and Moraline Script should be used only for event titles, treatments, and names. Heavitas can be used for Headlines in paragraphy, however Moraline Script should be avoided for this purpose.

AA HEAVITAS REGULAR  
THIS IS A DISPLAY EXAMPLE

Aa *Moraline Script Regular*  
*This is a Display Example*

