



MioCARE Branding Guideline

30/05/2014

mioTM
explore more

Mio Logo



- ❑ No explore as tagline
- ❑ Keep the logo in low profile



Clear space

The buffer zone around the logotype must remain free of type or imagery at all times.



Reversed
Full quadri
or 1 PMS



Full quadri
or 1 PMS



Reversed
Full quadri
or 2 PMS



Black&white



Reversed
Black&white

MioCARE logo



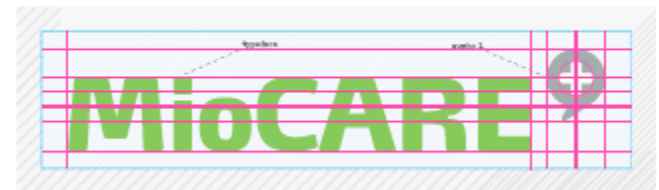
- ❑ MioCARE as one word, with CARE in upper case
- ❑ Font: FF Max Pro/Bold
- ❑ Comes along with a symbol to differentiate with others products

Symbol as part of artwork design

MioCARE 

The logo features the word "MioCARE" in a bold, green, sans-serif font. To the right of the text is a grey speech bubble icon containing a white plus sign. An arrow points from the text "Symbol as part of artwork design" to the speech bubble icon.

FF Max Pro - Bold 

An arrow points from the text "FF Max Pro - Bold" to the word "MioCARE" in the logo above.

MioCARE logo – Primary Colors



MioCARE  Full quadr or 2 PMS

MioCARE  Full quadr or 2 PMS

MioCARE  Full quadr or 2 PMS

MioCARE  Full quadr or 2 PMS

MioCARE  Full quadr or 2 PMS

MioCARE  Full quadr or 2 PMS

MioCARE logo – Don't



MioCARE⁺
⁺MioCARE

Incorrect use of symbol

MioCARE⁺

Incorrect font type

MioCARE⁺
MioCARE⁺

Incorrect proportion

MioCARE⁺
MioCARE⁺

Incorrect colors

MioCARE logo – Secondary Colors

PMS 364C
C65 M0 Y100 K42
R49 G106 B28



PMS 0000
C75 M13 Y40 K0
R48 G152 B146



PMS 0000
C71 M18 Y0 K0
R43 G149 B216



PMS 430C
C5 M0 Y0 K45
R130 G138 B144



MioCARE with product model



MioCARE 

A100 ← FF Max Pro Regular

MioCARE 
Vital



Thank You

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