



Logo & Branding Guidelines

This guide is intended to be used in order to standardize and create consistency whenever and wherever your logo could be used.

Here are some tips for using this logo:

Whenever possible, use the logo as depicted below. This is defined as the “Standard Option.” These files can be found in the folder marked “Standard.”

Sometimes a logo is needed to fit into a square orientation. In order to do so, files have been provided that will fit into, no smaller than, a 1” x 1” area. These logo options can be found in the “Standard - Square” or “Tagline - Square” folders.

This guide also reviews color options with the logo applied in one color, reversed out (as white on black or a dark color) and in full color formats (the 2 colors shown below).

For questions of use in a particular medium, please contact 4CDesignWorks (see last page).

LOGOMARK WITH TEXT

The logomark should be accompanied by the full text “darren miller.” Below is the preferred lock-up (orientation) for the logomark and the text alignment (also known as the “Standard Option”).



**NOTE: File above is the typical logo to be used in most cases, except for small sizes (areas 2” wide or less).*

LOGOMARK - STANDARD OPTION

The logo to the right is defined as the “Standard Option.” Please note that the abstract “wave” mark must always be to the left of the text “Darren Miller” when used in conjunction with the text.



**NOTE: File below is found in the folder marked “Standard - Square.”*



FIGURE A



FIGURE B

SQUARE AREAS

If provided with a small area (typically no larger than a 1” x 1” area), use the square orientation files provided. Figure A is the full color option. Figure B demonstrates one option for the logo in a one color format (black for example).



ACCEPTABLE OPTION

An additional option for the logomark in square areas would be using the files provided that include the tagline. These files can be found in the folder labelled “Tagline - Square.” (Additional tagline information found on page 3.)

Using the tagline with the logo:

The tagline is to be aligned perfectly center under the text “miller” in the Darren Miller logo. Below is a more detailed analysis of how exactly this tagline was defined to be used and/or seen in conjunction with the rest of the logo.



LOGOMARK TEXT WITH TAGLINE

The tagline was designed to be perfectly aligned center under the text that reads “miller” in the Darren Miller logomark. The “e” in “every” should left align perfectly with the “m” in “miller,” and the “t” in “gift” should right align perfectly with the “r” in “miller,” ensuring that the tagline as a whole does not create visual distractions or gaps of space around the remainder of the logo.



ONE COLOR OPTION

An additional option for the logo when using the tagline would be to present it all in one color. It is recommended to use the logomark defined as the “Standard Option” when doing so, but a square orientation is also available.

BRAND COLORS

Keeping a consistent color scheme will help promote a more unified brand. The three main colors used are the Darren Miller dark blue, light blue and grey. Grey should be primarily used as a secondary color for body text.

*NOTE CMYK & RGB numbers are to be done in percentages.

Dark Blue				Light Blue				Grey			
100% Pantone Hexachrome Cyan C				25% Pantone Hexachrome Cyan C				Grey - (65% tint of Black)			
R	G	B		R	G	B		R	G	B	
0	174	239		170	223	241		119	120	123	
Hex Code				Hex Code				Hex Code			
#00AEEF				#AADFF1				#77787B			
C	M	Y	K	C	M	Y	K	C	M	Y	K
100	0	0	0	31	0	3	0	0	0	0	65

ONE COLOR LOGO OPTIONS

Below is the guide for when the logo is to be applied as a darker color (black or the Darren Miller Dark Blue) on light colored surfaces (or white) as well as the reverse (white logo on black or the Darren Miller Dark Blue).

DARK ON LIGHT



REVERSED OUT



Fonts

Below are the recommended font styles for the Darren Miller brand. Suggested colors have also been provided to be used as a guide when preparing various documents and marketing material.

HEADLINE TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()

Font-face: Arial/Helvetica
Font-style: Bold (Uppercase)
Size: 20pt - 40pt
Suggested Color: Darren Miller Dark Blue, (Light Blue on a dark background) 65% Grey, or Black

Subhead Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Font-face: Arial/Helvetica
Font-style: Bold, Italic (Sentence Case)
Size: 16pt - 20pt
Suggested Color: Darren Miller Dark Blue, 65% Grey, or Black

Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Font-face: Arial/Helvetica
Font-style: Regular (Sentence Case)
Size: 10pt - 16pt
Suggested Color: 65% Grey or Black

PATTERN ARTWORK

The pattern artwork shown to the right may act as supporting and background texture. The Pattern Artwork file is located in the folder labeled "Miller_Pattern_Artwork" with the file name "Miller_pattern.eps."

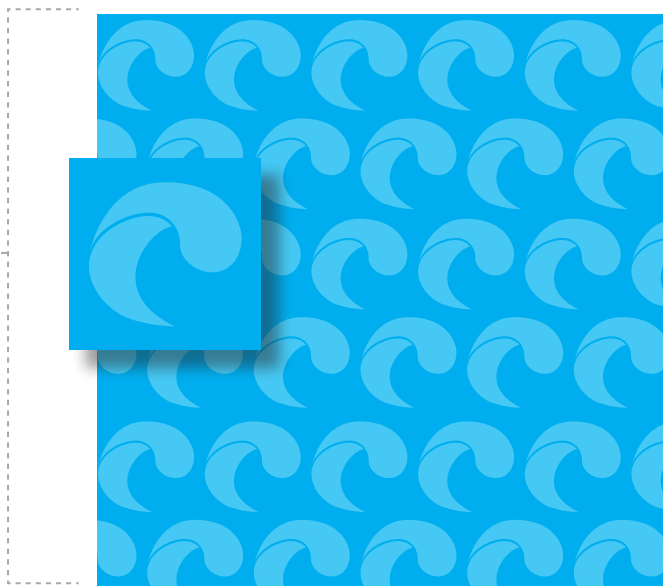


FIGURE A



FIGURE B

**LOGOMARK WAVE AS A WATERMARK**

The abstract "wave" from the Darren Miller logo may be used as a watermark in some cases. It is recommended that the wave remain in the same upright position as shown in the pattern file above. Do not angle, reflect, stack, squeeze, stretch or distort the "wave" in any way. The "wave" may either be shown as 15% of the Darren Miller Dark Blue on a white background (Figure A) or in a color application of 70% of the Darren Miller Dark Blue (Figure B).

This document has been prepared by 4CDesignWorks for **Darren Miller** exclusively.

Accompanying this document are all necessary logomark files.

These files provide artwork that can be replicated for various marketing materials, signage, standard documentation, and for producing items of clothing.

For any questions or graphic assistance not covered in this guide, please contact us at (412) 871-7100.



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