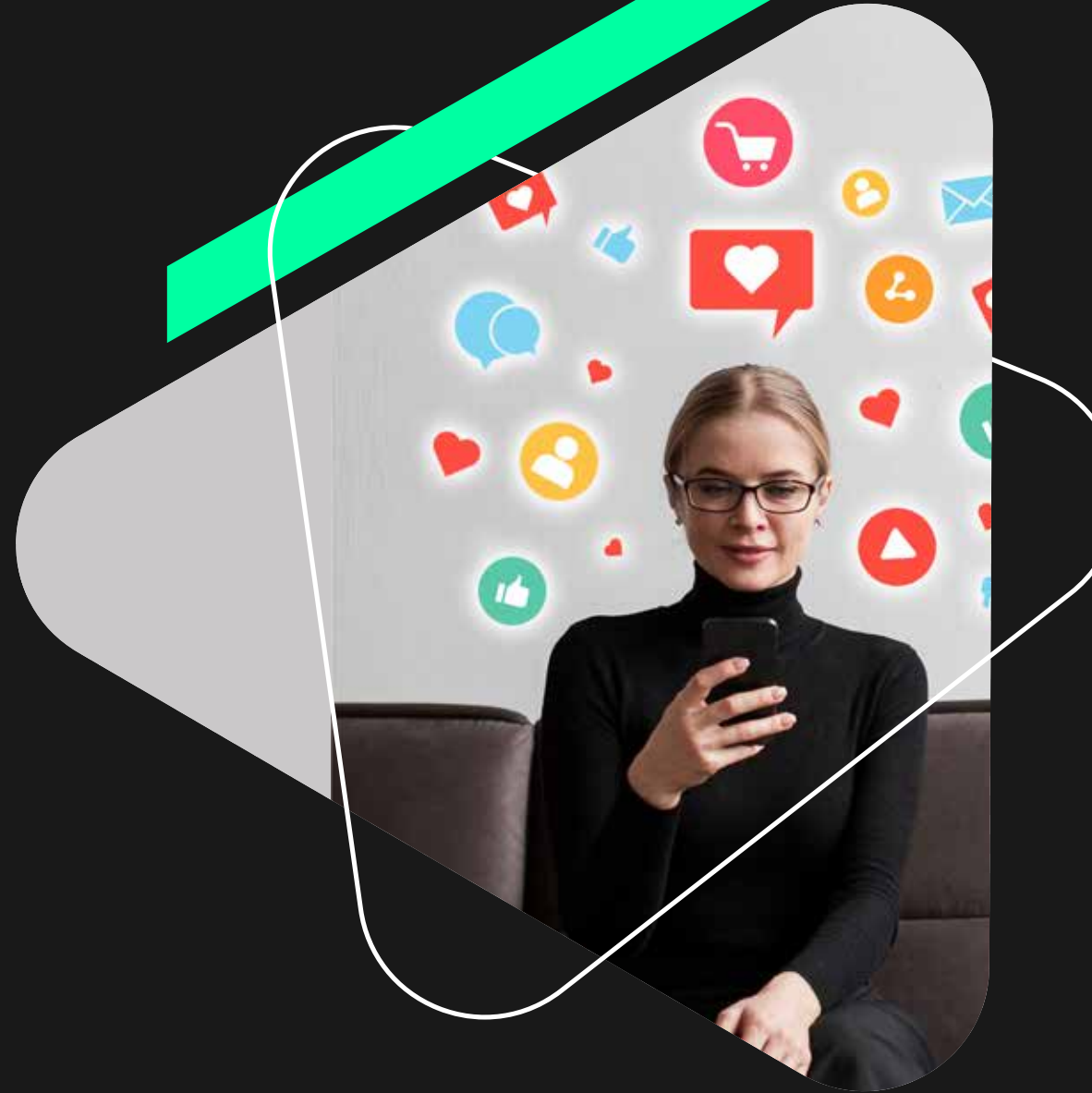


Brand Guidelines



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Tone of voice

Establishing tone of voice guidelines ensures consistency in Miracle Map's communications, enhancing our effectiveness in cultivating relationships with diverse audiences and conveying our messages with a strong connection.

By implementing clear guidelines for tone of voice, we empower Miracle Map to maintain a unified and coherent communication strategy. This strategic approach not only fosters consistency but also significantly amplifies our impact in connecting with various audiences. The guidelines act as a compass, steering our messaging efforts towards building meaningful relationships.

Logo

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The core logo serves as the quintessence of our brand in the realm of digital marketing solutions, seamlessly bridging the rich heritage of our brand with its contemporary identity across all applications in our branding portfolio.

In crafting our master logo for the digital marketing solutions brand, we've meticulously curated a visual representation that encapsulates the essence of innovation and forward-thinking. This emblem not only pays homage to our brand's legacy but also resonates with the dynamic and cutting-edge nature of our digital solutions.

Logo

Master Logo

The master logo stands as the favored insignia for all applications.



Logo

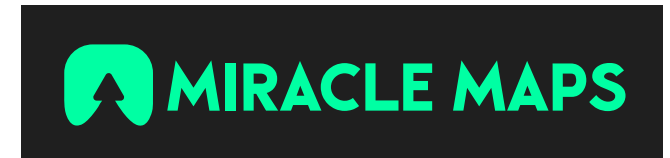
Logo variants

In situations where sizing or space constraints limit the use of the master logo, opt for the stacked or monogram logos. For third-party assets, prioritize the two-color variants to ensure legibility and eliminate the risk of color conflicts.

Secondary logo



Single colour



Stacked logo



MIRACLE MAPS

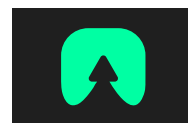


MIRACLE MAPS



MIRACLE MAPS

Monogram



Logo

Clear space

A minimum area of clear space around the logo is applied to protect the clarity and visual integrity of the marque.



Minimum size

To enhance recognition, we have established a minimum size requirement for reproducing the logo across all media channels.



Minimum size: 130px or 34mm wide



Minimum size: 100px or 26mm wide



Minimum size: 45px or 12mm wide



Minimum size: 22px or 6mm wide

Logo

Logo misuse

The Miracle Maps logo should not be altered or changed in any way. This ensures it is always consistent, recognisable and legible



✗ Do not squash



✗ Do not squash



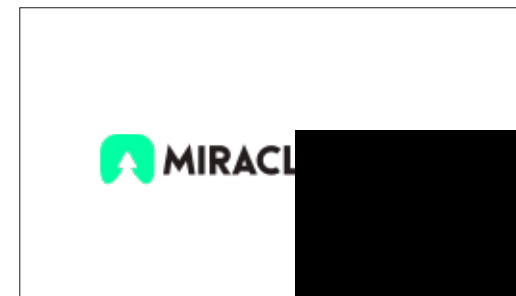
✗ Do not rearrange



✗ Do not recolour



✗ Do not angle



✗ Do not obscure

Colors

09 Color palette

Our brand palette injects our communications with elements of growth, dynamism, and confidence.

Logo

Color palette

The key brand color is seafoam, predominantly employed across all branded applications.

To maintain consistency and enhance brand recognition, only these designated colors should be utilized. Ensure the colors are presented at full intensity, avoiding the use of tints for accurate reproduction.

Primary

61/0/58/0
0/255/163
#00ffa3

Secondary

68/69/60/81
36/28/28
#241c1c

68/8/0/0
25/184/247
#19b8f7

60/78/0/0
198/44/255
#c62cff

Neutral

70/0/15/0
5/191/219
#05bfdb

94/59/38/27
10/77/104
#0a4d68

47/0/30/0
138/228/204
#8ae4cc

Typography

11 Typeface

Our chosen typeface, Majer, takes center stage, serving as the exclusive font for all typography across both print and web platforms.

Logo

Brand typeface

Majer is used for all brand communications in both print and web, and used for both headlines and body copy.

The following weights are permitted:

- Majer Regular
- Majer Bold
- Majer Light

The restricted variation of type weights is intended to ensure simple and clean typography which relies on pronounced size variation to provide visual hierarchy

MAjer

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@£%^&*()_+

**If you require any further
advice or assets please contact
miraclemaps.global**