



***Building Excellence***

## **BRAND STANDARDS**

*You only have six seconds to make a first impression.*

## Logo

The consistent use of a logo and specified colors establishes a corporate identity. The blue and red Miron logo is the primary element in our identity system; always use the full-color logo, including the tagline (see exceptions for apparel).



### Proper Name and Use

In contracts and formal / written communications, our company's full and proper name – Miron Construction Co., Inc. – should be used the first time our organization is mentioned. Thereafter, you can refer to the company as "Miron" or "Miron Construction." In marketing materials, such as ads / signage / etc., it is acceptable to refer to the company as "Miron Construction" and forgo listing our full proper name due to space / layout restrictions.

Our company name should *never* be written as follows:

- » ~~Miron Construction Company~~
- » ~~Miron Construction Co.~~
- » ~~Miron Construction Inc.~~

### Building Excellence

**Building Excellence**® is our corporate tagline and as such should always be positioned directly below our logo. Do not remove or reposition our tagline in respect to our logo.

### Trademark

The ™ symbol indicates that a product or service and its name are exclusive to a company. There is no legal measure to protect against unauthorized use of the product or service.

The ® symbol is registered and therefore legally binding. Once a product or service has a registered trademark, the owner has exclusive rights and others are prevented from using an identical product or service without authorization.

Miron's Registered Trademarks:

- » Miron®
- » Building Excellence®

## Appropriate Logo Usage

The Miron logo is the cornerstone of our visual branding program. As such, it is important to use one logo with minimal variations to maintain a consistent brand image.

Use the full-color logo for all print and digital applications whenever possible.



You may also use a black and white or reversed one-color version of the logo. Additional one-color logo options will be considered, but these variations must be approved by Marketing.



Due to screen printing and embroidery limitations on apparel, the small print of the **Building Excellence**® tagline is often difficult to read. In this instance, you may use the logo without the tagline. You may also use one-color logos on apparel; all color variations must be approved by Marketing.



## Logo Positioning

Visual white space around the logo is important. White space allows the logo to stand out against other elements on the page and creates visual breathing room. As a general rule, leave the same amount of white space on each side of the logo as the size of the “M” in Miron on the image.



## File Types and Best Practice Applications

In order to ensure that the logo appears correctly in all print and digital applications, follow these best practices for file type usage.

**EPS and PDF** – EPS and PDF files are the best file formats for print applications. As a general rule, resolution isn’t an issue for either of these file types.

**JPG** – A JPG is a flattened image with a solid background. If it’s a high resolution image (at least 300 dpi, or dots per inch), you can use it for print applications. If the resolution is less than 300 dpi, the image should be used for web and digital applications only.

*In order to check image resolution on a JPG, right-click on the image file and choose Properties. On the Details tab, you will see horizontal and vertical resolution in dpi.*

**TIF** – A TIF file is a high-quality image that is suitable for print, and is typically a better option than a JPG. In some software applications (Photoshop), TIF files support layers, meaning you can use the image with a transparent background.

**PNG** – A PNG is an alternative to JPG, but allows for a transparent background. This file type is suitable for web and digital applications only.

## Inappropriate Use

Even in the most flexible and dynamic visual system, guidelines and consistency are critical to ensuring our corporate identity is conveyed properly.



Logo must include tagline



Do not alter tagline or change font



Do not alter logo in any way



Do not place additional text in place of tagline



Do not tilt logo (unless approved by Marketing)



Logo must be kept proportional



No outline on one-color applications



Do not use versions of the old Miron logo

## Corporate Colors

Use the signature Miron blue and red as the default colors in all communications. When using colors in a document, ensure that they complement the color palette shown below.

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Primary



PMS: 289c  
CMYK: 100, 76, 12, 70  
RGB: 12, 35, 64  
Hex: #0c2340



PMS: 1807c  
CMYK: 10, 93, 71, 33  
RGB: 164, 52, 58  
Hex: #a4343a

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Neutral  
Complement



CMYK: 0, 0, 0, 70  
RGB: 109, 110, 113  
Hex: #6D6E71

Please contact Marketing at [DLMarketingCoordinators@miron-construction.com](mailto:DLMarketingCoordinators@miron-construction.com)  
with questions or requests for assistance.