

# LOGO USAGE GUIDELINE - Miller Thomson

The logo usage guidelines aim to ensure consistent use, thereby helping to strengthen the logo's awareness and recognition over time. Always use the official electronic file to reproduce the logo. Do not attempt to re-draw it, modify it, or add other graphic elements.

If you have questions, please contact: [branding@millerthomson.com](mailto:branding@millerthomson.com)

## VERTICAL VERSION

The vertical orientation of the logo on 2 lines offers a compact and clean design that optimizes space.



## HORIZONTAL VERSION

The horizontal version on a line is recommended when the available space is limited in height.



## SAFETY SPACE

To ensure maximum visual impact, the logo must always be surrounded by a standard safety space. This standard safety space corresponds to the height and width of the "O".



Please note that for the vertical version of the logo, we use the space of one and a half "O"s towards the right margin so that the logo is visually centered.

## MINIMUM SIZE

Our logo is a key element of our brand identity and must always be clear and legible. The minimum permitted size for our logo is indicated here. A minimum height of 7.5 mm required for all uses.



0.3" inches  
21 px  
7.5 mm



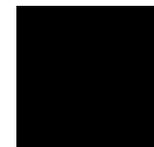
0.3" inches  
21 px  
7.5 mm

## LOGO COLORS

Ideally, you should always reproduce the Miller Thomson logo in vermilion and black on a white background. A monochrome version of the logo, 100% black or white, is also available.



**VERMILLON**  
PMS 1655 C  
RGB 252 / 76 / 2  
Hex #FC4C02  
CMYK 0 / 73 / 98 / 0



**BLACK**  
PMS Black C  
RGB 0 / 0 / 0  
HEX ##000000  
CMYK 0 / 0 / 0 / 100

## INCORRECT LOGO USAGE

