mia Platform

v 1.0

Brand Guidelines

2023

mia-platform.eu

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A manual for using our brand

OVERVIEW

To mantain **brand consistency**, it's important to control how it is represented in all mediums and uses.

This document is a set of **guidelines**, **rules** and **examples** specifying some requirements for the use of the brand, dos and don'ts.

In addition, it defines our **brand values**, the key element of our visual and vision/mission.

We believe that this document will be essential to **brand management**, a key element of our brand consistency and quality representation. It could also be a **good motivation** for everyone to implement action and communication of our values and spirit.

→ For any questions or doubts about this manual, reach out to **marketing@mia-platform.eu.**

Just
push the code!

01

Brand Values



Dream Big

Talented, creative, innovative, pioneer, game changer



Have Fun

Open, positive, kind, collaborative, sustainable



Get it Done

Skilled, passionate, committed, agile, trustworthy

02

Brandmark



mia
Platform



The main version of the wordmark has the colors #1890FF, #5F36DD, #FF9933, #2CB47B, #F03F44 and #414748.

It's possible to use the horizontal and vertical lockup, with the right safe area.

HORIZONTAL



VERTICAL




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02.1

How to use it

Do



Don't



Don't



Don't



Don't



Don't



Don't



Don't



Don't



The brandmark is not to be reworked in any way.
Some example below;

- Rotation at any angle
- Use of any non-approved color
- Reversing the brand symbol colors
- Changing the stroke of hexagons
- Alteration of the scale of the brand symbol elements
- Addition of a drop shadow
- Replacing the logotype with font
- Switching from RGB to CMYK for the usage on screen
- Putting any effect on the brand symbol

NOTE

There are other prohibited uses that are not explicitly stated in this manual. When in doubt always reach out to marketing@mia-platform.eu.





In specific cases, plain versions of the brandmark in either Grey900 (#202526) or White (#FFFFFF) can also be used.

These versions guarantee contrast and legibility, for example layered over photographs or on other's websites or, in general, when readability and contrast of the full-color version is not guaranteed.

Do



Don't



Don't



Don't



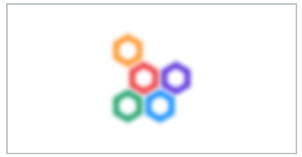
Don't



Don't



Don't



Don't



Don't



When complete legibility of the full-lockup logo version is not guaranteed, it is recommended that only the brand symbol be used. Examples of cases may include:

- Favicon
- Profile image for social media channels
- Social Post, when there is already the name Mia-Platform

The brand symbol is not to be reworked in any way.
Some example below;

- Rotation at any angle;
- Use of any non-approved color
- Reversing the brand symbol colors
- Changing the stroke of hexagons
- Alteration of the scale of the brand symbol elements
- Addition of a drop shadow
- Putting any effect on the brand symbol

NOTE

There are other prohibited uses that are not explicitly stated in this manual. When in doubt always reach out to marketing@mia-platform.eu.





You can use our logo in association with other ones, for example for partnerships.

Partner lockups are used to denote high-level corporate partnerships. For example, a lockup used to represent the cloud partnership between Mia-Platform and AWS.
It's important to respect the clear space.

When in doubt always reach out to marketing@mia-platform.eu.

03

Color Palette

PRIMARY PALETTE

Primary Blue
#1890FF
RGB (24, 144, 255)
CMYK (92, 15, 0, 0)
PMS 2727C

#E2F1FF #002F5A

Black
#242828
RGB (36, 40, 40)
CMYK (68, 53, 52, 51)
PMS Black C

#F1F3F3 #414748

The entire palette is the one currently used on the Mia-Platform Console.

Our primary palette is composed of Blue and Black but the primary color is the blue #1890FF.

COLOR SHADES

Blue900	Blue800	Blue700	Blue500	Blue300	Blue200	Blue100
#002F5A	#205DCA	#206FDC	#1890FF	#5FB1FF	#8EC7FF	#E2F1FF

Black900	Grey800	Grey700	Grey500	Grey300	Grey200	Grey100
#202526	#414748	#5A6163	#95A0A3	#B6BEC0	#D8DCDD	#F1F3F3

SECONDARY PALETTE

Purple
#5F36DD
RGB (95, 54, 221)
CMYK (56, 82, 0, 0)
PMS 266C

#D2C4F4 #261658

Green
#2CB47B
RGB (44, 180, 123)
CMYK (84, 0, 72, 0)
PMS 2250C

#E3F4EB #10422C

Yellow
#FF9933
RGB (255, 153, 51)
CMYK (0, 43, 100, 0)
PMS 715 C

#FFFBEB #FFD166

Red
#F03F44
RGB (240, 63, 68)
CMYK (0, 87, 55, 0)
PMS Red 032 C

#FBCDD5 #9D1523

The secondary palette consists of the other colours in the logo; #5F36DD, #2CB47B, #FF9933, #F03F44.

COLOR SHADES

Purple900	Purple800	Purple700	Purple500	Purple300	Purple200	Purple100
#261658	#392085	#4C2BB1	#5F36DD	#7F5EE4	#9F86EB	#D2C4F4

Green900	Green800	Green600	Green400	Green200	Green100	Green50
#0D3625	#165A3E	#1F7E56	#2CB47B	#6BCBA3	#ABE1CA	#E3F4EB

Yellow800	Yellow700	Yellow600	Yellow500	Yellow400	Yellow100	Yellow50
#D34500	#F36E01	#FF9933	#FFB947	#FFD166	#FFF0AD	#FFFBEB

Red900	Red800	Red600	Red400	Red200	Red100	Red50
#9D1523	#C7001B	#E61328	#F03F45	#F19294	#FBCDD5	#FFE9ED

TERTIARY PALETTE

Light Green
#DCED77
RGB (220, 237, 119)

#F0F7C4 | #176141

Teal
#00DEE7
RGB (0, 222, 231)

#B4F6F9 | #015F81

Pink
#FE55A7
RGB (254, 85, 167)

#FDE6F1 | #8E0046

It is also possible to use a further palette, called tertiary.
It is composed of certain colours used for certain components of the console.

COLOR SHADES

LightGreen 900	LightGreen 300	LightGreen 100
#176141	#DCED77	#F0F7C4

Teal800	Teal700	Teal400	Teal200	Teal50
#015F81	#0092B2	#00DEE7	#B4F6F9	#F1FDFE

Pink900	Pink600	Pink300	Pink200	Pink50
#8E0046	#EC0075	#F24D9E	#F799C8	#FDE6F1

GRADIENT

One of the key elements of our visual identity is the full colour gradient. The gradient is to be created with the 5 colours of the brand symbol and only in the order shown here.

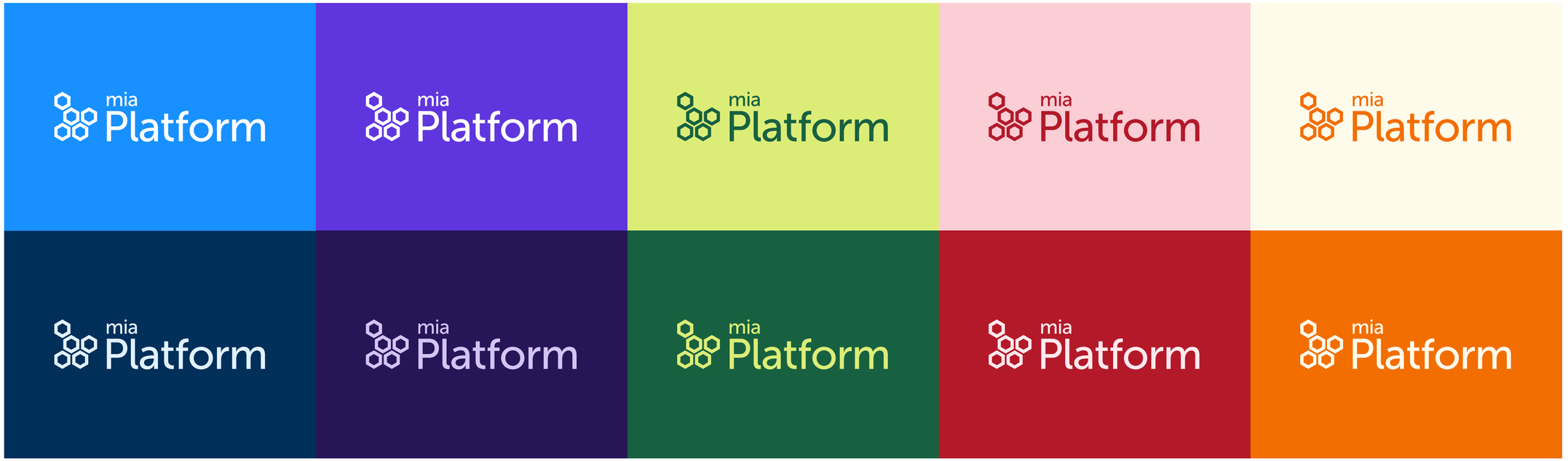
Don’t





03.1

How to use our colors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04

Typography

Our Primary typography is Inter.

↓ ↓ ↓ ↓

Semibold, **Medium**,
Regular and Light weight.

Inter is a Google Font open source created by designer, Rasmus Andersson, carefully crafted and designed for computer screens.

It’s possible to use Semibold, Medium, Regular and Light weight; sometimes also Bold weight. Extra Bold is forbidden.

SEMIBOLD

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

MEDIUM

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

REGULAR

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

LIGHT

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

INTER

Turn your Company into a Digital Platform!

I'm a Google Font

MENLO

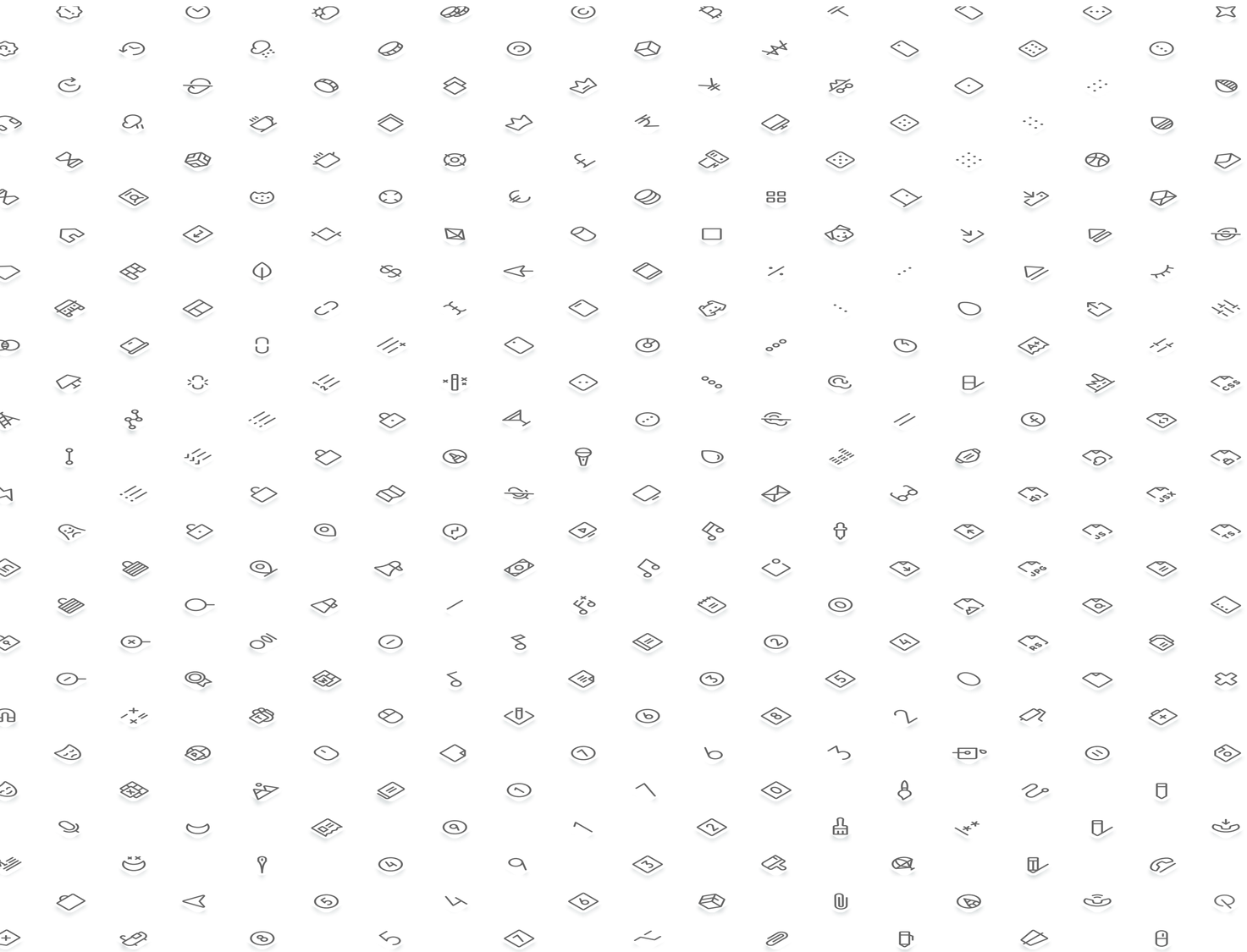
```
Don't waste time setting up your platform,
just push the code!
```

As secondary typeface we can use Menlo, a monospaced sans-serif typeface designed by Jim Lyles.

It is possible to use it for little copies and visual asset with developers as target.

05

Iconography



Phosphor icon set

We mainly use an open source icon set called “Phosphor”. It’s possible to find all icons here.

If you cannot find an icon in the set, you can create it using the same style.

NOTE

Please always refer to marketing@mia-platform.eu for approval of the creation of new icons.

TYPE 1



TYPE 2



Custom

It’s possible to customise the icons of the set by adding the hexagon, a central element of our brand identity.

There is also a more complex version of the icons that are used in the marketplace.

06

Imagery

Are you ready to push the code?

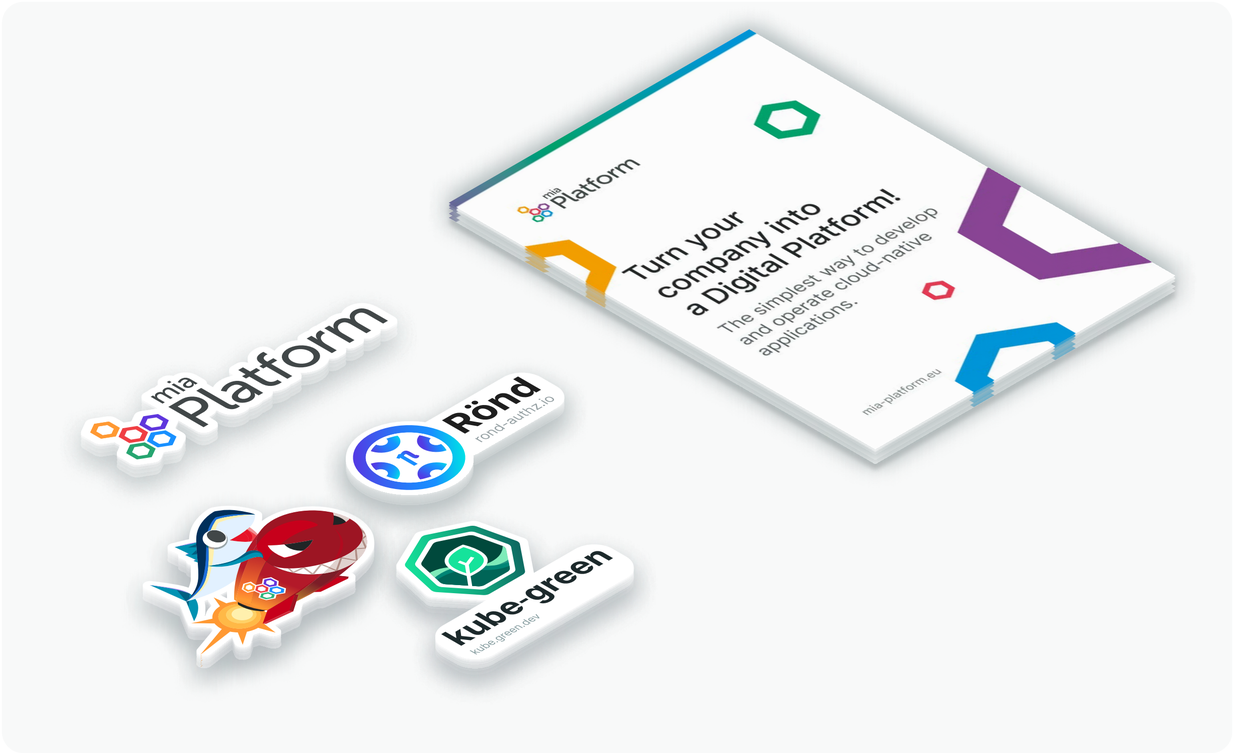
Trasforma la tua azienda in una piattaforma digitale!

Risparmia tempo e focalizzati solo sulle tue logiche di business.

mia-platform.eu



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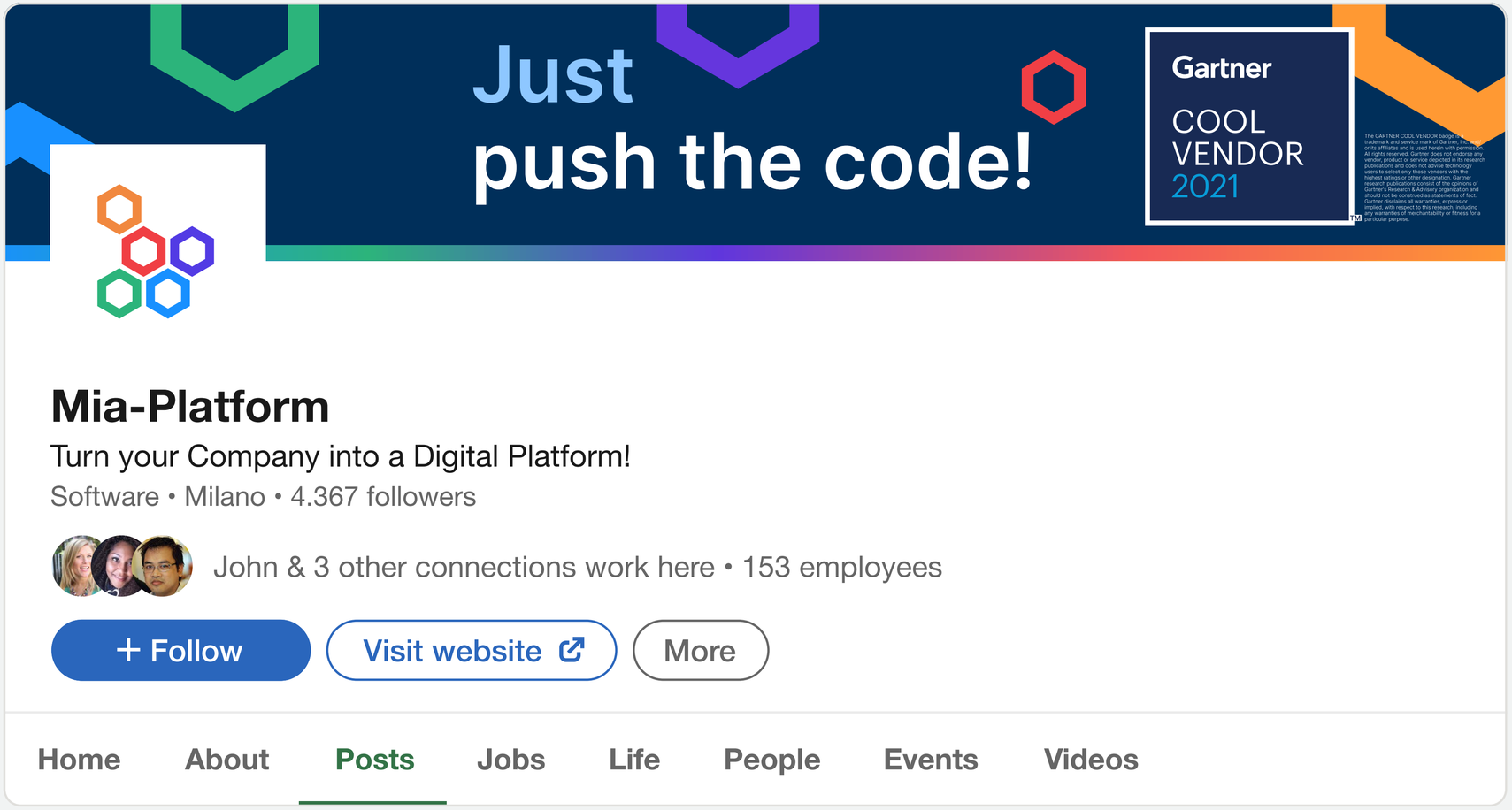
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John & 3 other connections work here • 153 employees
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