LOGO STYLES
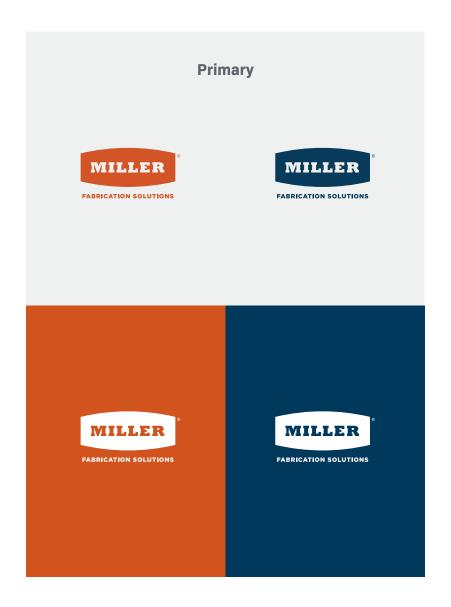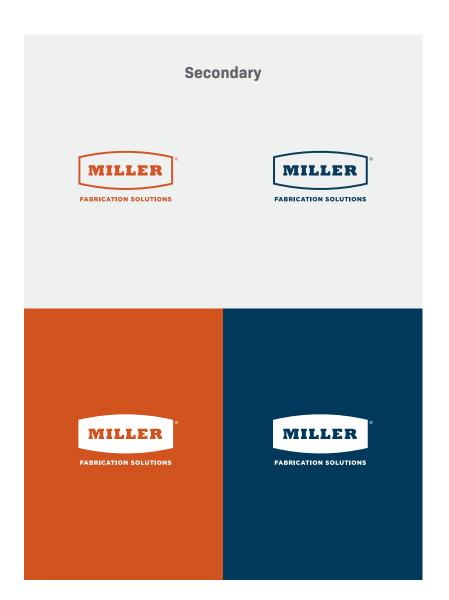
Use the solid style of the logo as the primary identity. When necessary, an outlined style of the logo may be used.
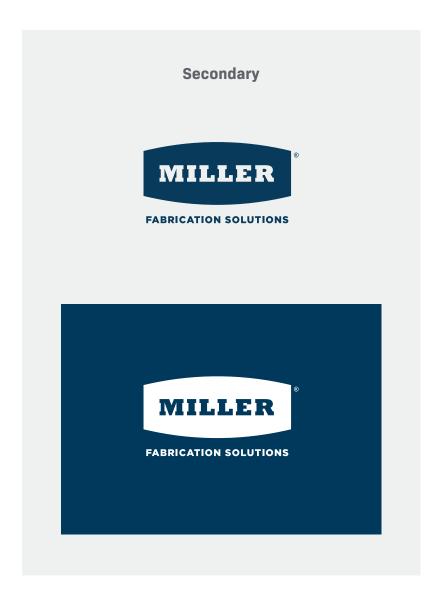
Primary

Secondary

LOGO COLORS

Use the orange version of the logo as the primary identity. When necessary, a navy version of the logo may be used.

Primary

Secondary

LOGO GUIDELINES

Consistency is key to presenting a unified identity. Please observe the following guidelines when using our logo:

Do not use the logo without
the full comapny name

Do not rotate the logo

Do no add effects such
as drop shadows

Do not use on a background
without sufficient contrast

Do not change the layout
of logo elements

Do not use the logo in
non-brand colors

LOGO CLEAR SPACE

Make sure there is sufficient clear space surrounding the logo. As a general guide, measure the height of the badge shape around the Miller name, then put 50% of this height of space on all sides of the logo.

A

MILLER®

FABRICATION SOLUTIONS

50% of A

MILLER®

FABRICATION SOLUTIONS

LOGO PLACEMENT

Our logo should be anchored to a corner in a page layout or centered on the page. Avoid vertically centering the logo on the left or right of the page.