

# **VIS** BRAND GUIDELINES

# INTRODUCTION

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Founded in 2011, Milesight is a fast-growing AIoT solution provider committed to developing and deploying strong and scalable AIoT networks worldwide. Having earned a long-standing reputation for high quality and reliability in the realm of video surveillance, Milesight dedicatedly extends its professional reach to IoT and business communications with guaranteed wireless communication, business communications, and artificial intelligence technologies as its core. Through a global network of distributors and system integrators in over 120 countries and regions, Milesight disseminates its products and services worldwide to fully exert positive impacts on elevating AIoT intelligence to the next level.

# A | PREFACE BASIC DESIGN SYSTEM

The Milesight Brand Guidelines strictly define the basic elements of the Milesight brand. A unified and clear brand image is essential for Milesight to realize its brand value and corporate vision. The guidelines aim to explain the connotation of the brand in practice, so we have outlined the following basic principles and specifications to guide the application of our brand logo. Also, the guidelines will help maintain consistency in brand communication and help create a differentiated and successful brand image that is relevant to customers in a specific environment. The company should fully understand and effectively implement the specifications of the guidelines.

## Concept of Logo

The logo features a stylized blue 'M' followed by the word 'Milesight' in a black, italicized sans-serif font.

## The New "M"

The rising-upward "M" in the logo represents Milesight's firm belief to become an enterprise with innovation, energy and opening up immense possibilities to the globe. Marvelous, mighty and more mature.



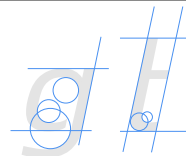
## The "M" Style

The 12-degree-angle in the logo is closely associated with Milesight's innovation abilities, that is, continuous and future-oriented. As 12 is the number of the months in a year, it stands for the time when new ideas and smart concepts for efficient development come out all around.



## The Right "M" Sense

The fonts that go with the logo are shaped as smooth and stable. It helps to deliver Milesight's vision of initiating reliable, fruitful and flexible products and services for the industries.



## The "M" Color

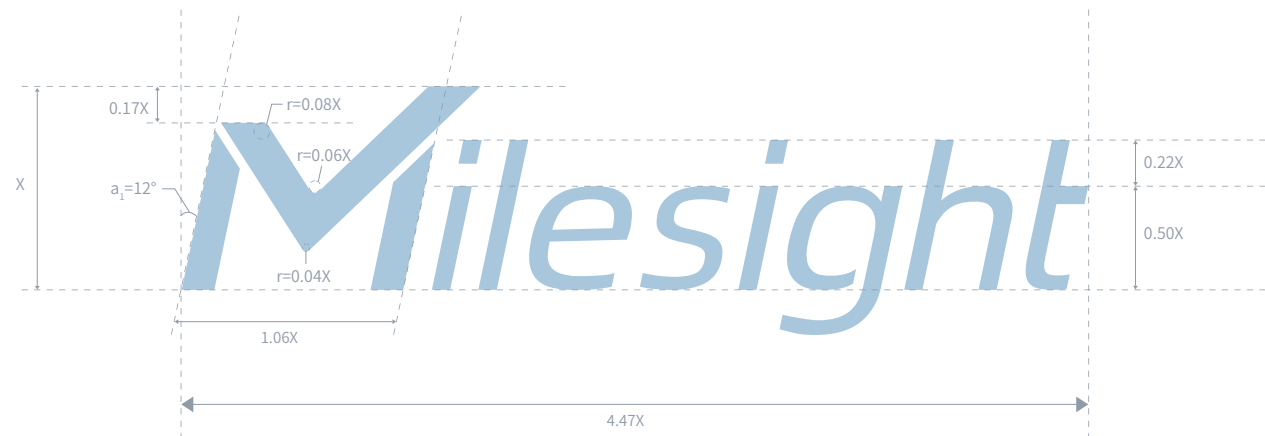
The sky blue M symbolizes the most essential and exploratory connection with the world. The most inspiring and powerful color also boils down to the same basic principles of the company culture, of which to build up mutual-trust partner relationship, to offer stable, secure, and scalable services, and to create a more connected world.



## Standard Vector Graphic of Logo

Being a vital element and a most recognizable part of a brand, a logo is a representative of corporate symbol and spirit, which should be strictly reproduced and applied according to the SVG (standard vector graphic). The graphic strictly stipulates the specification and ratios of each part of the logo, which should be firmly followed.

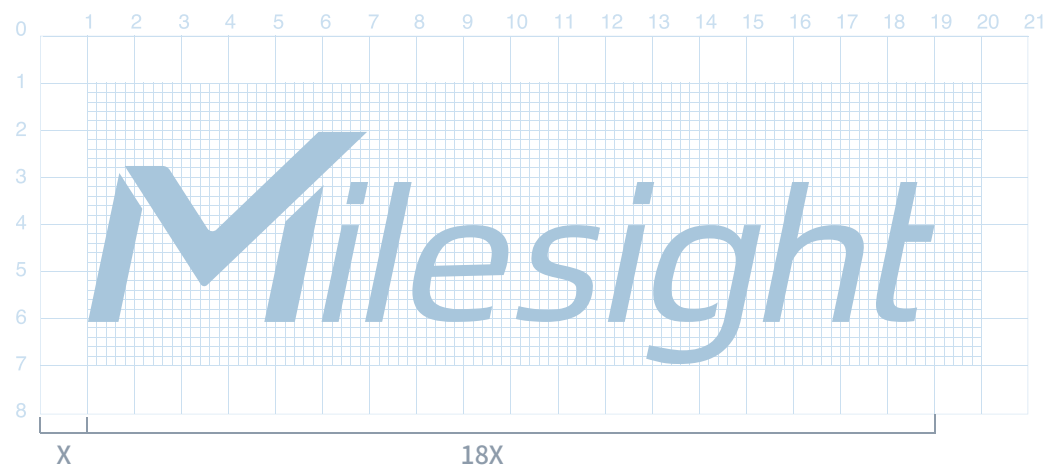
\*The color used in the SVG is not applied for the actual logo.



## Coordinate Chart of Logo

The chart strictly stipulates the design specification of Milesight logo and the ratios of each part. The design process shall be in strict accordance with the rules of this chart. Reproduce the correct logo for different applications under the guide of the coordinate chart.

\*The color used in the SVG is not applied for the actual logo.



## Clear Space and Minimum Size

The basic regulations are the usage rules of Milesight logo, which avoid the confusion of logo and other elements. The clear spaces around the logo are specially specified. When this logo is used alone, the distance from other elements should be not less than  $\frac{1}{5}A$ .

A: Relative dimension units as shown.



Minimum Size of Logo for Printed Materials



Minimum Size of Logo for Digital Materials



## Standard Color of Logo

Standard color plays an important role in delivering strong visual impression as it symbolizes corporate spirit and culture. Specifying the application of standard color helps to distinguish and strengthen the brand image, as well as unify the visual experience. In the production of brand marketing materials, it is necessary to strictly follow the specification.



### Milesight Sky Blue

Screen Color:  
R: 70 G: 150 B: 245  
#4696f5

Print Color:  
PANTONE 2193CP  
C: 78 M: 28 Y: 0 K: 0



### Milesight Royal Blue

Screen Color:  
R: 35 G: 95 B: 165  
#235fa5

Print Color:  
PANTONE 2935CP  
C: 100 M: 62 Y: 0 K: 0



### Milesight Iron Grey

Screen Color:  
R: 60 G: 60 B: 60  
#3c3c3c

Print Color:  
PANTONE 447CP  
C: 77 M: 71 Y: 69 K: 37





## Standard Color of Logo

For media release, besides standard color logo, standard ink logo and the reversed logo are designed to maintain the consistency of the image.

The standard logo should be applied when the background grayscale is less than or equal to 30%.

The standard ink logo should be applied only for black and white printing.

The blue reversed logo should be applied when the background grayscale is darker than or equal to 40%.

The Standard Logo



The Standard Ink Logo



The Blue Reversed Logo



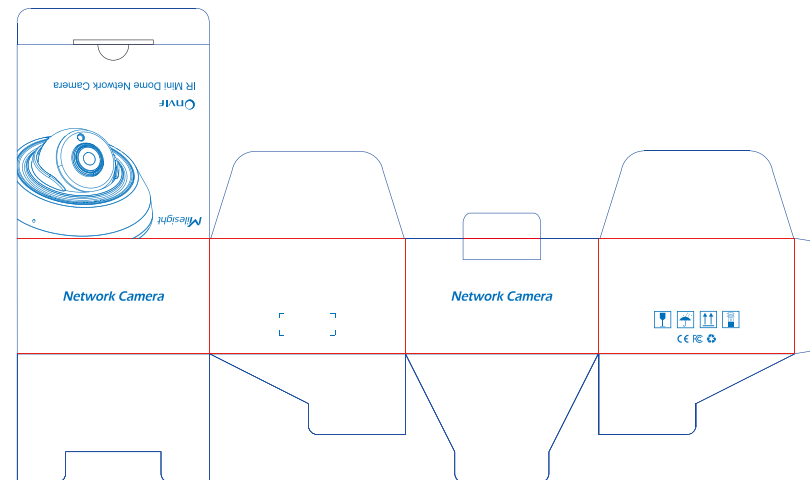
## Standard Color of Logo

For media release, besides standard color logo, standard ink logo and the reversed logo are designed to maintain the consistency of the image.

The standard ink logo should be applied only for single color printing.

### The Standard Ink Logo

\*Example: The standard ink logo should be used in brown box.



## Application of the Color Value

To avoid confusion with the background color and impacts on the visual effect, Milesight logo should be applied in different colors on different backgrounds.

The logo should be reproduced in color when the background grayscale is less than or equal to 30%.

The logo should be reproduced as a full-reverse in white when the background grayscale is darker than or equal to 40%.



## Logo Misuse

Misuse of Milesight logo or slogan can affect the consistency and professionalism of the visual identity. Several misuse instances are listed below to avoid false expression of image in practical. Any other modification of the logo is prohibited, except for the permitted combinations in these guidelines.

- a. Do not use colors other than provided.
- b. Do not stretch or distort the logo.
- c. Do not use fonts other than provided.
- d. Do not reconfigure the logo.

Correct Style of Logo



## Brand Supporting Graphics

In order to provide a consistent and unified brand image in different media release, Milesight designs supporting graphics, which are derived from the standard logo, serving to supply, strengthen and enrich brand identification.

The “✓” supporting graphic represents Milesight's firm belief to become an enterprise with innovation, passion and opening up immense possibilities to the globe. Marvelous, mighty and more mature.



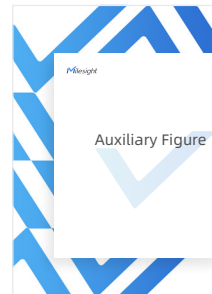
## The Guidelines for Brand Supporting Graphics

The brand supporting graphics can be manifested as image, symbol and design, etc. It can be effectively applied across myriad applications, from print to digital. We have outlined some basic principles and specifications for reference and it is flexible to modify according to the guidelines when applied to different applications.

### Supporting Graphics Combinations for Reference



Supporting Graphics Combination 1



Tile Effect



Supporting Graphics Combination 2



Tile Effect



Supporting Graphics Combination 3



Tile Effect



Supporting Graphics Combination 4



Tile Effect

## Development of Advertisement and Slogan

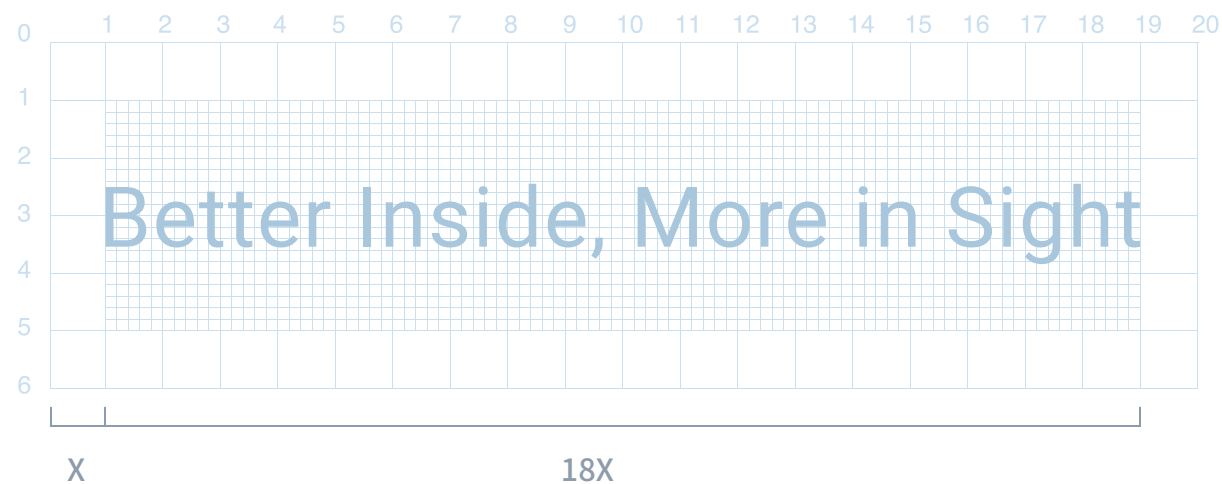
Corporate slogan has great significance for delivering corporate culture. On the one hand, it indicates the direction of the development, establishes the core value, enhances the brand standardization, and conveys the humanistic image of the corporate. On the other hand, it plays a leading role internally, inherits corporate culture, and encourages the healthy development of the team.



## The Brand Slogan

When the brand slogan is used in outdoor environments, to enhance the brand distinctiveness and accuracy, a unified and clear image is essential for Milesight to realize its brand value and corporate vision.

The design and production of the slogan is standardized, with the grid graphic to be strictly followed. Any other modification of the slogan is prohibited.





## The Clear Space and Minimum Size of the Slogan


In order to adapt to different occasions, environments, craft materials, dimension range and cultures, the English slogan is usually designed in a certain way to keep the consistency of visual image. The clear spaces around the slogan are specified. When the slogan is used alone, the distance of surrounding area with other elements shall be not less than  $\frac{1}{2}A$ .

Note:

1. It's suggested to use the typeface of Roboto for English slogan.
2. Remember to follow the rules of headline case for English slogan.
3. Do not use full stop in the English slogan.



Minimum Application Specification of English Slogan

2mm  Better Inside, More in Sight



Better Inside, More in Sight  
[www.milesight.com](http://www.milesight.com)