

BRAND GUIDELINES

WELCOME TO THE MIURA SYSTEMS BRAND GUIDE

The Miura Systems brand identity reflects the character, personality and quality of our company. Every Miura Systems touch point impacts our brand perception, which is why we have created this document.

The guidelines are designed to help every member of our company, and other relevant parties outside of the company, to present Miura Systems clearly, consistently and professionally around the globe.

If you have any questions about these guidelines, please contact Bradley Eccleshare, Head of Marketing at marketing@miurasystems.com

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BRAND OVERVIEW

Our brand promise

We change the POS and payment landscape by creating a seamless retail experience wherever the customer goes.

Our solutions are beautifully simple and simply beautiful.

Our brand proposition

Beautifully simple payments and POS

Our brand voice

We are *empathetic*. We seek to understand the challenges of the retail environment and create the right solutions to solve them.

We are *empowered*. We are able to make the complex simple. We use technology in innovative ways to solve real-world problems.

We are *dynamic*. Our customers' needs evolve every day so we are constantly exploring new solutions.

We are *genuine*, straightforward and honest. We speak as people not as 'the company'.

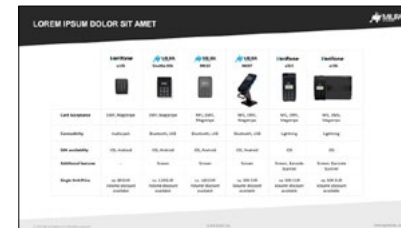
We are *respectful*. We appreciate different customer needs and points of view from around the globe. We operate respectfully in each of the cultures we do business with around the world.

REFRESHED VISUAL IDENTITY

Illustrated here are a few samples of Miura Systems marketing collateral that give an overview of our refreshed identity.



Data Sheets



Powerpoint



Product brochure



eDM



Website

LOGO

Our logo is the key signpost to our audience that they are interacting with Miura. It's a guarantee of quality and must, at all times, be used consistently to ensure the integrity of our brand.

There are two versions of Miura Systems logo.

The two-colour version is for use on a white background and the preferred option on most communications material.

The white (negative) version is for use on the *Miura Black*¹ background.

The grey Miura Systems logo is used only occasionally, such as for product branding, use on exhibition stands, etc.



¹For more information on colour breakdowns, see 'Colour palette' on page 12.

LOGO – SIZING

The sizing table shown here gives the set logo sizes that should be used for all standard applications.

These sizes ensure the correct balance and proportion of the logo for a particular format.

Standard print size for Miura Systems logo

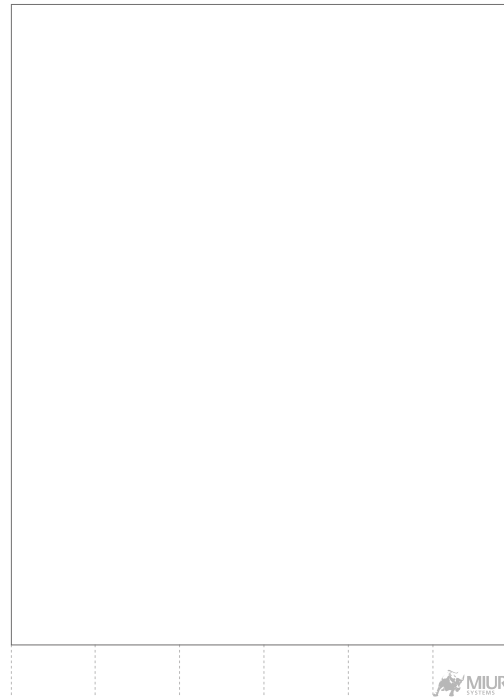
International paper sizes	Portrait	Landscape
A5 – 148mm x 210mm	25mm	27mm
A4 – 210mm x 297mm	35mm	37mm
A3 – 297mm x 420mm	50mm	52mm

Logo size for A4 portrait application



Portrait and square formats

Divide the width of the cover by **6**, this will give you the correct width of the logo.



Landscape formats

Divide the width of the cover by **8**, this will give you the correct width of the logo.



Your calculations may be rounded up or down to the nearest whole number.

Other formats

You can make a simple calculation to determine the correct logo size to be used for other formats.

LOGO – SAFE AREA

Safe area

To ensure standout and legibility from any other graphic elements, a minimum distance of clear space must be maintained around the logo.

This distance has been determined based on the cap width of the letter 'M' from the Miura Systems logo.

This principle applies to all versions of the Miura Systems logo.

Minimum size

The minimum size of Miura Systems logo for print applications is 25mm and for the web is 110px.

Logo safe area



Minimum size



25mm for print



110px for web

LOGO – PLACEMENT

Whenever possible, the logo should be positioned in the bottom right corner or in the top left corner of printed and digital collateral. This allows for the logo to act as a clear signature to our communications.

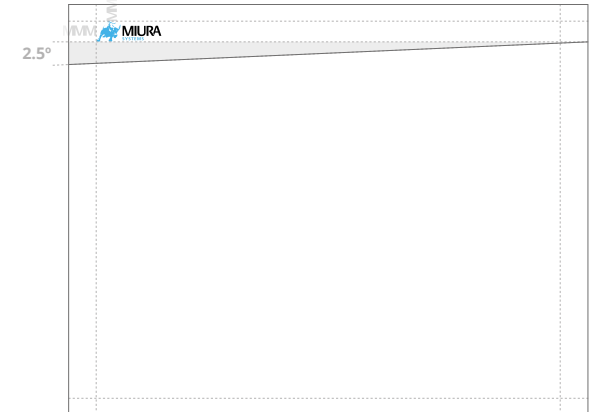
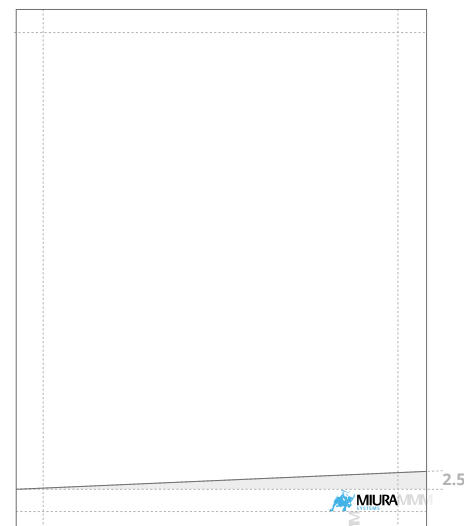
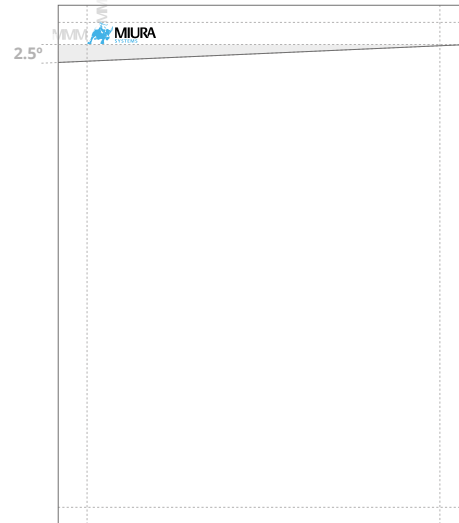
Leave a minimum margin equal to the width x2.5 of the 'M' of the logo between the logo and the left or right edge of the page and the width x1.5 of 'M' from the top or bottom edge of the page.

The Miura Systems logo should typically appear as part of a header or footer created by a 2.5° diagonal line, as shown on the graphics. The diagonal logo strip can either be white with the two-colour Miura Systems logo, or black with the white Miura Systems logo. No other colour should be used.



Special cases

In exceptional cases, where it is not possible to position the logo top left or bottom right, it can be placed top middle (e.g. on business cards) or top/bottom centre (e.g. on large vertical banners). Alternative positioning should be made at the designer's discretion. In all circumstances, the rules governing clear space should always be adhered to.



LOGO – USING WITH IMAGE

The Miura Systems logo should *not* be used on top of imagery in order to prevent illegibility. It should typically appear as part of a header or footer created by the 2.5° diagonal line. For more details please refer to the previous section 'Miura Systems logo – Placement'.



PRODUCT NAMING ARCHITECTURE

Naming architecture

It's important that we are consistent with the way we present our products and their names.

Product names should not be locked up to the Miura logo and should be referenced in the following way in communications.

Shuttle

M007

MOIO

ITP

POSzle

POSzle Tablet Stand

POSzle Receipt Printer

Fuse Smart Hub

Fuse Retail API

Fuse Retail SDK

COLOUR PALETTE

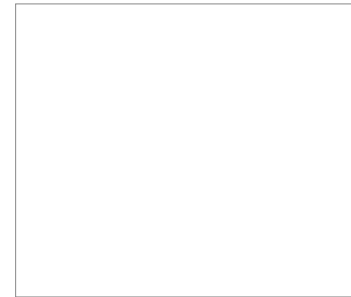
Primary colours

Three primary colours should be used on all print and online communications. *Miura Blue* should be used in small portions, as an accent, while not overpowering the *Miura Black* and *Miura Light Grey*.

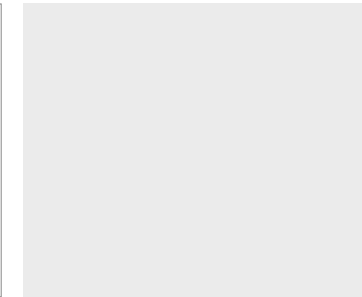
A combination of these colours should be used on every application although it is not necessary for all colours to appear on every piece of communication.



Miura Black
Pantone® Neutral Black
C0 M0 Y0 K95
R30 G30 B30



White
Pantone® White
C0 M0 Y0 K0
R255 G255 B255



Miura Light Grey
Pantone® Cool Grey 10
10% tint
C0 M0 Y0 K10
R235 G235 B235



Miura Blue
Pantone® 298
C67 M10 Y0 K0
R56 G181 B230

Secondary colours

The secondary colour palette should be used only for enriching diagrams and charts on supporting marketing collateral and not as part of main communications such as advertising, web pages, brochures, emails etc.



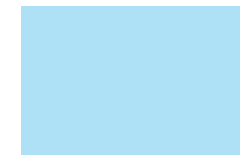
Miura Dark Grey
Pantone® Cool Grey 10
C0 M0 Y0 K70
R110 G110 B110



Miura Mid Grey
Pantone® Cool Grey 10
35% tint
C0 M0 Y0 K35
R190 G190 B190



Miura Dark Blue
Pantone® 633
C80 M38 Y28 K10
R35 G120 B150



Miura Light Blue
Pantone® 635
C32 M0 Y2 K0
R174 G225 B245

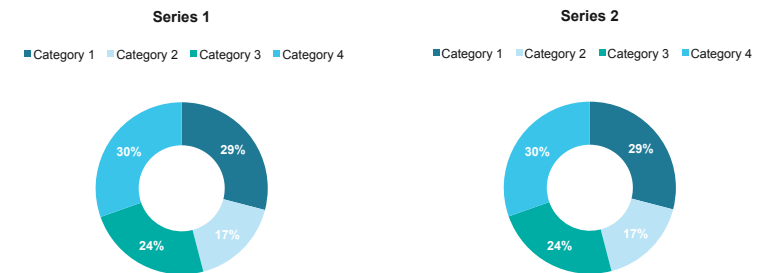
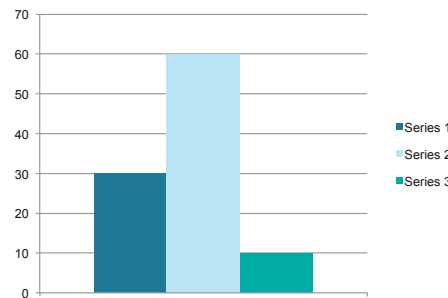
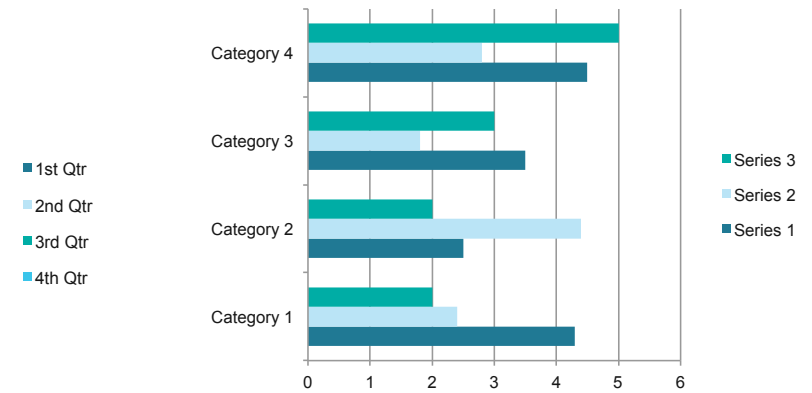
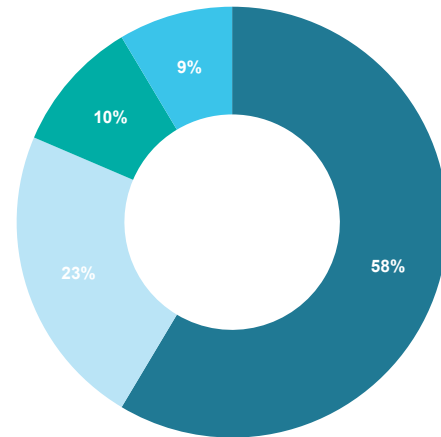


Miura Teal
Pantone® 3272
C75 M2 Y42 K0
R0 G173 B164

SECONDARY COLOUR PALETTE IN USE

Secondary colour palette should only be used when designing charts and other presentation supporting material. These colours should *not* be introduced on any advertising and promotional communication.

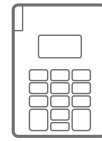
Examples of secondary colour palette



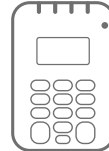
USE OF ICONS

Product and other icons

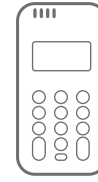
Product and other icons use the same illustration style which combines two different line weights. Icons should appear in either *Miura Dark Grey*, *Miura Light Grey* or white depending on the background colour.



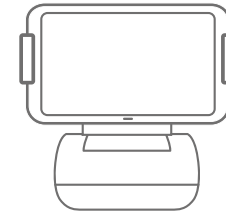
Shuttle



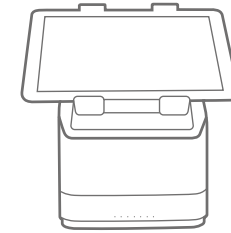
MO10



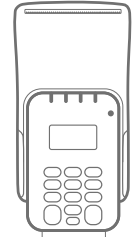
MO07



ITP



POSzle



Printer sled



Download



Watch the video

Icon use

Here are two examples of icons being used on the Miura Systems website home page and a web product page.



TYPEFACES FOR PRINT

Miura Systems has two typefaces for all print communications: *Sansation Light* and *Open Sans* (Light and Bold).

For headlines use *Sansation Light*, for subheads use *Open Sans Bold* and for body copy, footnotes, etc use *Open Sans Light*. You can also use the Italic version wherever emphasis is needed.

All copy should be in *Miura Black* or white. You can use *Miura Blue* to emphasise certain words or phrases.

Sansation Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+()%\$
£*!?-/⟨⟩

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+()%\$
£*!?-/⟨⟩

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890+()%\$
£*!?-/⟨⟩**

TYPEFACES FOR ONLINE

For all online communications use *Sansation Light* for headlines, *Open Sans Bold* for subheads and *Open Sans Regular* for body copy.

On materials such as emails and PowerPoint presentations where the above fonts may not be available, use *Arial Regular* and *Arial Bold* as the web-safe options.

You can also use the Italic version of *Open Sans* and *Arial* wherever emphasis is needed.

Sansation Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+()%\$£*!/?-/<>

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+()%\$£*!/?-/<>

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+()%\$£*!/?-/<>

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890+()%\$
£*!/?-/<>

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890+()%\$
£*!/?-/<>

TYPESETTING GUIDE

Be careful not to use too many sizes and fonts. Create the right balance and hierarchy of information, focusing on the key message and clearly presenting the information. *Miura Blue* can be used to highlight key words within a heading.

Heading

Headings should be set in *Sansation Light*. When typesetting headings, if the type size is larger than 20pt, the leading should be the same size as the type size. If the type size is smaller than 20pt, the tracking needs to be looser.

Subheading

Subheadings should be set in *Open Sans Bold*. Size for subheadings should be 50%-60% smaller than the headings and leading should be slightly greater than the type size.

Body copy

Body copy should be set in *Open Sans Regular*. When setting body copy, the leading should be slightly greater than the type size. The recommended body copy size for A4 / A5 literature is given on the right.

Minimum size

The minimum size for White type is 7pt and for Black type is 6pt. There are no limitations for the maximum size.

Heading 1

THIS IS DUMMY TEXT. IT IS INTENDED TO BE READ BUT HAVE NO MEANING.

Heading 2

This is dummy text. It is intended to be read but have no meaning.



The *Miura Blue* accent should never be used twice within a heading.

THIS IS DUMMY TEXT. IT IS INTENDED TO BE READ BUT HAVE NO MEANING.

Subheading

This is dummy text. It is intended to be read but have no meaning.

Body copy (suggested size for A4)

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

Body copy (suggested size for A5)

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

Miura Black background

Heading

White

Miura Blue accent

Subhead

White

Body copy

White

THIS IS DUMMY TEXT. IT IS INTENDED TO BE READ BUT HAVE NO MEANING.

This is dummy text. It is intended to be read but have no meaning.

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

White background

Heading

Miura Black

Miura Blue accent

Subhead

Miura Black

Body copy

Miura Black

THIS IS DUMMY TEXT. IT IS
INTENDED TO BE READ BUT HAVE
NO MEANING.

This is dummy text. It is intended to be read but have no meaning.

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

Miura Light Grey background

Heading

Miura Black

Miura Blue accent

Subhead

Miura Black

Body copy

Miura Black

THIS IS DUMMY TEXT. IT IS
INTENDED TO BE READ BUT HAVE
NO MEANING.

This is dummy text. It is intended to be read but have no meaning.

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

PRODUCT IMAGERY

All Miura Systems products are beautifully simple and stylish in their design. We always seek to show these aesthetics through our product imagery.

Whether the product image is computer generated or photographic, use black or grey backgrounds that complement and accentuate the product design.

Consider carefully how the image is cropped. At times it makes sense to show a product in all of its detail. But occasionally a closer, angled view of a product will give a more dramatic result.



SUPPORTING PHOTOGRAPHY – DO'S

Product imagery plays the primary role in all Miura Systems communications while *retail environment photography* plays the secondary role.

Retail environment photography should convey the energy and vitality of a busy retail space. When choosing retail imagery, use this checklist to select appropriate images:

- Is the image bright, warm and vibrant?
- Is the image modern, appealing and upmarket?
- Does the image have energy and vitality?
- Does the image have a 'human element' such as customers and staff?
- Does the image feel genuine rather than staged or a stockshot?



✓ Genuine



✓ Energetic



✓ Human



✓ Modern

SUPPORTING PHOTOGRAPHY - DON'TS

While you have the flexibility to use imagery that is varied in style and content to support a creative concept, there are some types of imagery that are not appropriate. Use this checklist to avoid selecting those images:

- Does the image lack warm and attraction?
- Is the image stylistically dated or old fashioned?
- Does the image look clichéd, stockshot or staged in an overly-theatrical manner?
- Is the image a montage of different images?



✘ Cold



✘ Dated



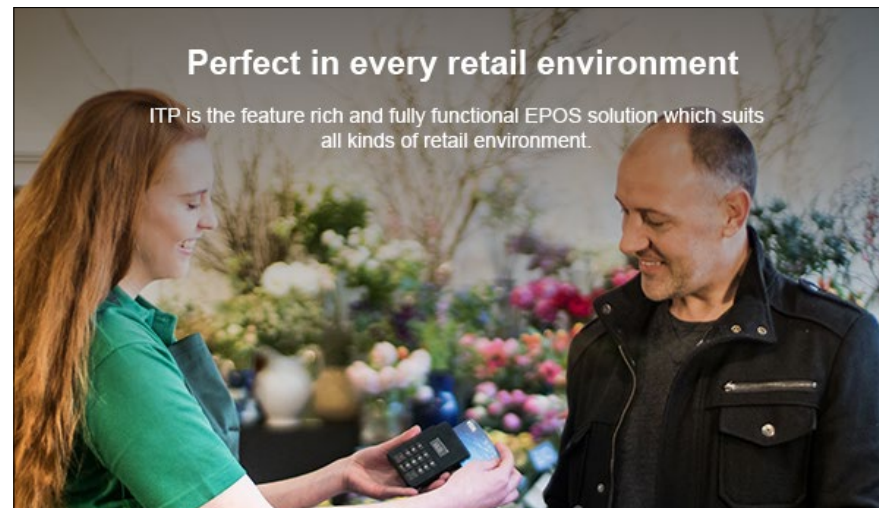
✘ Clichéd



✘ Montage

TYPOGRAPHY AND IMAGERY

When combining copy and imagery always use 40% Black overlay, this can also be applied as a gradient (as per example).



LAYOUTS AND COLOURWAYS

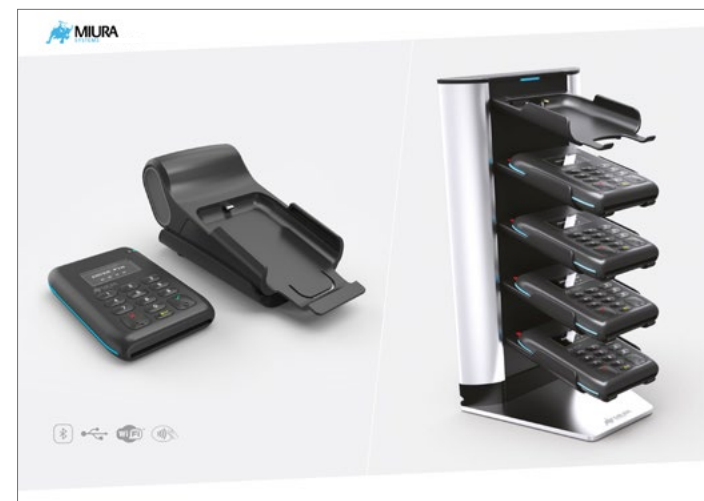
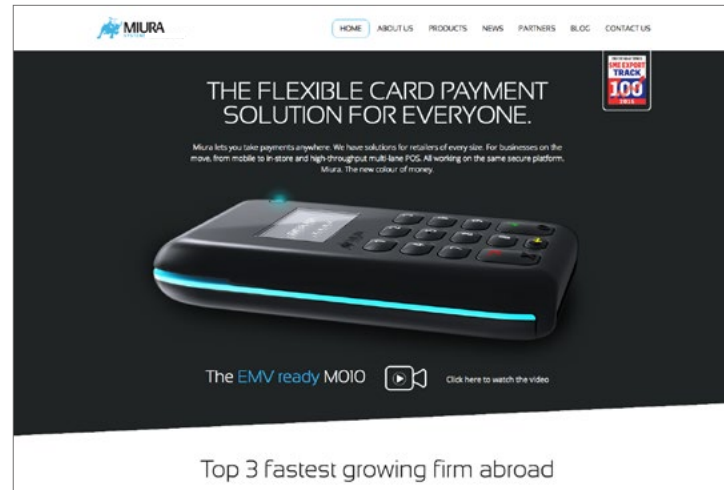
The following pages show examples of existing Miura Systems communication pieces, to demonstrate guidelines such as the use of diagonal lines, placement of logos, use of imagery etc.

There is flexibility in how the guidelines are applied. For example, a top design 'layer' featuring the Miura Systems logo can be used with either a horizontal or a 2.5° diagonal line. At other times, no top design layer is necessary.

Where a white layer is used, the Miura Systems logo should appear in its 2-colour version. Where a black layer is used the Miura Systems logo should appear in its white (negative) version.

When additional layers are added, consideration should be given to their background colours so that there is enough contrast between the two layers.

See examples on the following pages.



LAYOUTS AND COLOURWAYS

Layout example 1

Advertisement. White diagonal layer with Miura Systems 2-colour logo. For contrast, product imagery is on a *Miura Black background*. Text and further product imagery appears on a *Miura Light Grey* layer.

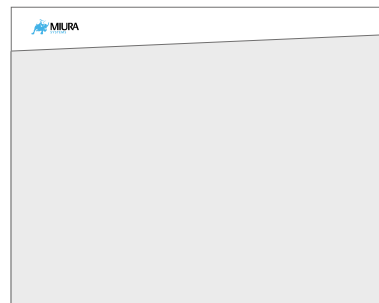
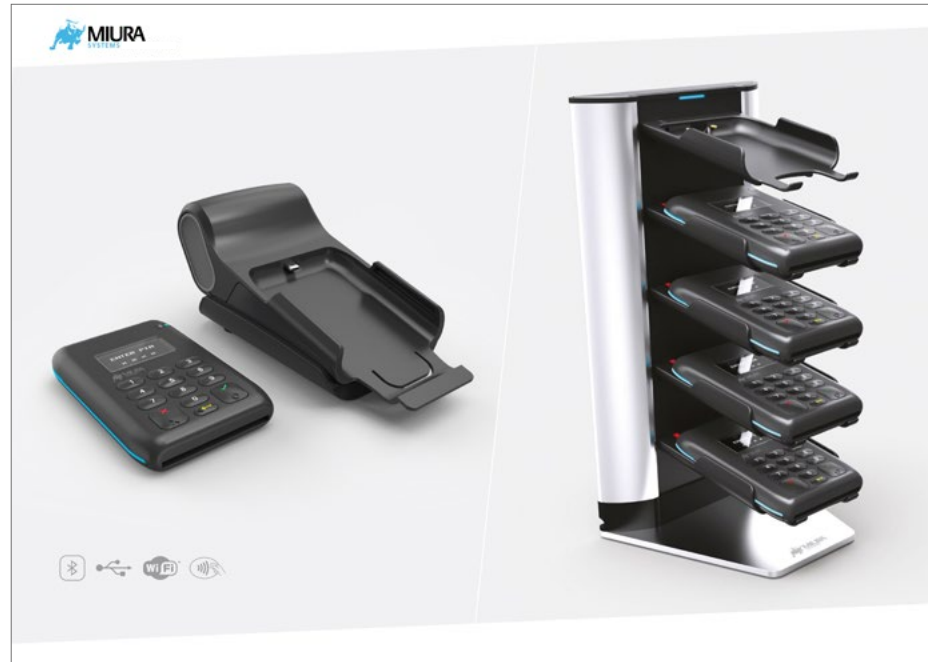


Wireframe of **layout example 1**

LAYOUTS AND COLOURWAYS

Layout example 2

Brochure page. White diagonal layer with Miura Systems 2-colour logo. Detailed product imagery on a *Miura Light Grey* background. A further white layer diagonal has been added at the bottom of the page to create a sense of layering.

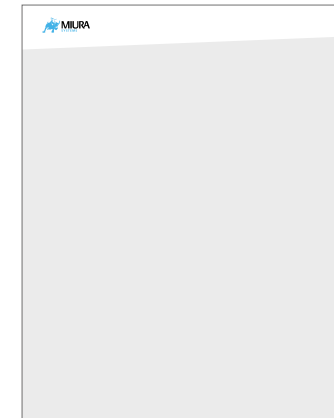


Wireframe of **layout example 2**

LAYOUTS AND COLOURWAYS

Layout example 3

Poster. No top design layer. Product imagery in this case is photographic. For contrast, the base layer uses a black diagonal with a white (negative) version of the Miura Systems logo.



Wireframe of **layout example 3**

LAYOUTS AND COLOURWAYS

Other examples

The design of the stationery follows the same rules of simplicity and colour usage, with the *Miura Blue* being used as an accent to highlight small details.



FURTHER INFORMATION

If you have any questions about using the Miura Systems brand, or your brand application is not covered in this guide, please contact Bradley Eccleshare, Head of Marketing: marketing@miurasystems.com