

Miron logo kit

Guidelines

1. Logotype & logo symbol

The logo

- 1. **The logotype** serves as the primary brand mark. It is premium, bold and confident, representing the brand in its most complete form.
- 2. **The symbol** acts as a secondary mark, used where space or format is limited. It supports the logotype while maintaining recognizability and balance.

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1.



2.



2. Clear space

The logo clear space

Always keep clear space around the logo equal to the height and width of the letter “n”.

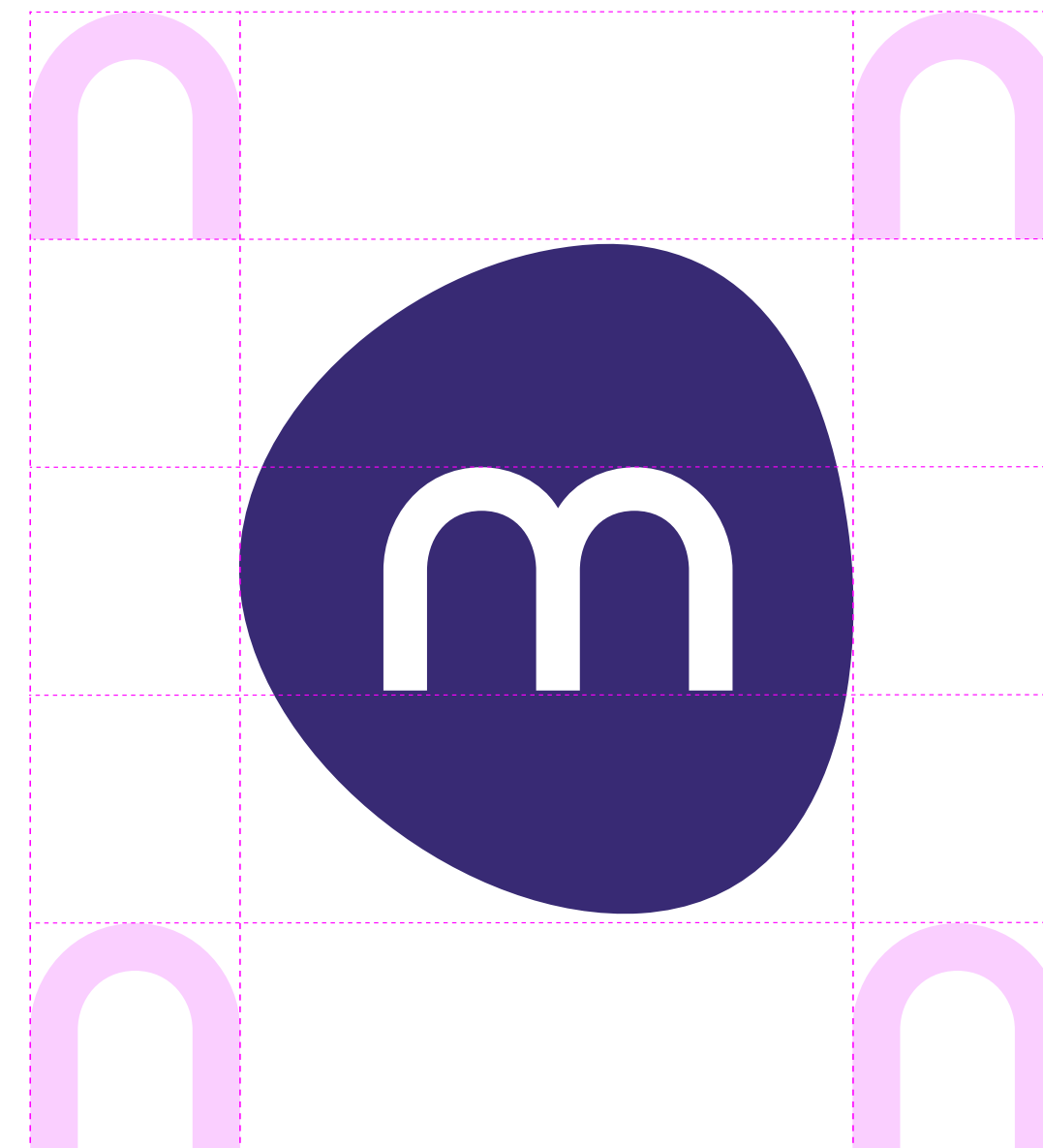
This space preserves balance, rhythm, and integrity - ensuring the logo feels clear and confident in every composition.



Symbol clear space

Always keep clear space around the logo equal to the height and width of the letter “n”.

This space preserves balance, rhythm, and integrity - ensuring the logo feels clear and confident in every composition.



3. Logo color & contrast

Logotype

- 1. **Use the dark logo** version for optimal contrast on light or neutral backgrounds.
- 2. **Use the light logo** version to ensure clear visibility on dark or colored backgrounds.

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1.



2.



The symbol

1. **Use the dark symbol** version for optimal contrast on light or neutral backgrounds.
2. **Use the light symbol** version to ensure clear visibility on dark or colored backgrounds.
3. **Use the gradient** logo exclusively for digital applications. Avoid print to preserve color accuracy.

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1.



2.



3.



Symbol color combinations

The **symbol** is used in defined color variations that harmonize with the Miron color palette. Background tones are selected from the same range to maintain depth and consistency. Always ensure clear contrast between the symbol and its background for optimal legibility and brand coherence.

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4. Ingredient brand

Ingredient brand

The symbol is always used as a small addition on the printed label of the host brand. As a mark of quality, it appears subtle and secondary. When space allows, a short line in the Miron font may be added to reinforce brand recognition.

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Option A



Option B



Questions?

For any questions regarding these brand guidelines, please contact the Miron team at *info@miron.com*.