



MileCatcher, Inc.
Brand Collection

MileCatcher

DESIGN AND BRAND GUIDELINES



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RESOURCES

Brand Guidelines
www.milecatcher.com/brand.pdf

Media Kit
www.milecatcher.com/press



APPS

App Store
Download iOS app

Google Play Store
Download Android app

MileCatcher

DESIGN AND BRAND GUIDELINES

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SECTION 1

INTRODUCTION

These guidelines describe the visual and verbal elements that represent MileCatcher's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect MileCatcher's commitment to quality, consistency and style.



SECTION 2

CORPORATE LOGO

Logo Introduction
Logo Elements
Clear Space & Computation
App Icon
Logo Applications

LOGO INTRODUCTION

MileCatcher logo comprises two elements: logo symbol (mark) and logotype. They can be used together to form a combination mark or separately (logo symbol OR logotype).

Our logo has two arrangements, vertical and horizontal. The horizontal logo is preferred, but the vertical arrangement can be used when space prohibits the use of the horizontal format.

COMBINATION MARK HORIZONTAL FORMAT

1) Logo mark

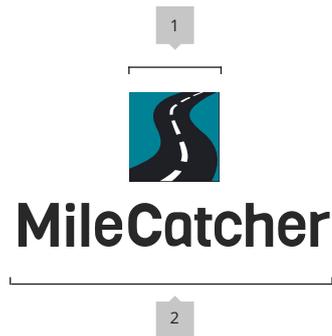
2) Logotype



COMBINATION MARK VERTICAL FORMAT

1) Logo mark

2) Logotype

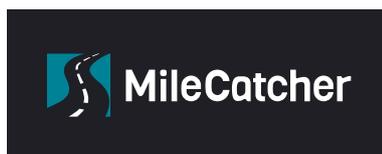


MAIN LOGO

The main logo is the dark logo used on white or light background. For darker backgrounds you will find an alternative below.



3



4

3) Logo Dark Version
to be used when the background color is light.

4) Logo Light Version
to be used when the background color is dark.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the

closest any other graphic element or message can be positioned in relation to the symbol itself and our company name.



CLEAR SPACE

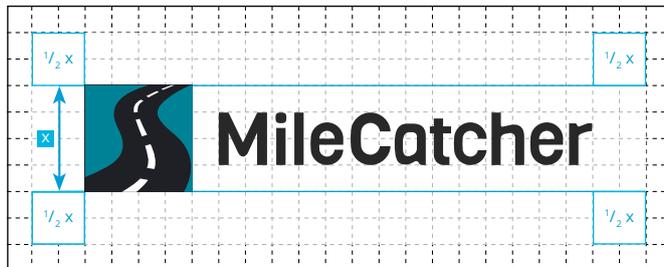
Combination mark

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact.

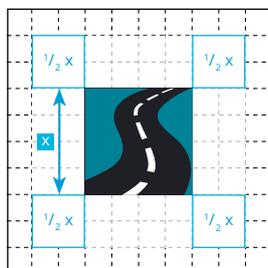
Computation

To work out the clear space take the height of the logo and divide it in half. (Clear space = Height/2).

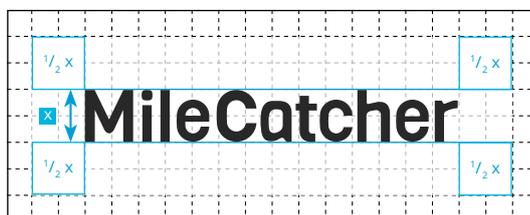


CLEAR SPACE

Logo symbol/ App icon



Logotype



VERTICAL LOGO FORMAT



CLEAR SPACE

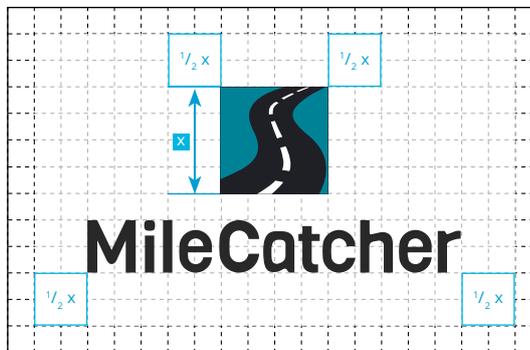
Combination mark

Definition

-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact.

Computation

-
To work out the clear space take the height of the logo and divide it in half. (Clear space = Height/2).



APP ICON

The MileCatcher app icon is used on our mobile apps and can be applied on any marketing materials where the apps are referred. The icon can be used with rounded corners or no rounded corners, combined with the MileCatcher logotype or used as a stand alone graphic representation of the brand.



1) App icon squared



2) App icon with rounded corners

APPLICATION

The preferred way to use the MileCatcher logo is over a white/light background or on MileCatcher blue. Every attempt must be made to do this.

If the logo have to be placed on a dark background or color options are limited then the light logo version must be used.

DARK LOGO

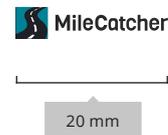


LIGHT LOGO



MINIMUM LOGO SIZES

Combination mark on screen size
Minimum width: 100 px



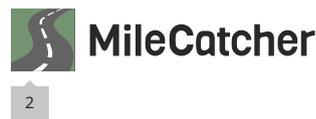
Combination mark print size
Minimum width: 20 mm

Logo symbol on screen size
Minimum size: 50 px x 50 px



Logo symbol print size
Minimum size: 5 mm x 5 mm

INCORRECT LOGO APPLICATIONS



DONT'S

- 1) Do not place the logotype on two lines.
- 2) Do not alter the logo colors.
- 3) Do not change the size relationship between the logo symbol and the logotype.
- 4) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.



SECTION 3

CORPORATE TYPOGRAPHY

Corporate Fonts
Primary Font
Secondary Font

THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in

all MileCatcher communications. Our Primary and Secondary typefaces are Raleway and Open Sans. Other fonts can be used if needed but the corporate fonts must be preferred in any case.

PRIMARY FONT RALEWAY

R A L E W A Y

WHEN TO USE

It can be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondence.

Extra Bold	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z

Regular	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z

TYPE EXAMPLES RALEWAY

Figures	0 1 2 3 4 5 6 7 8 9 0
---------	-----------------------

Special Characters	! " § \$ % & / () = ? ` ; :
	i " ¶ ¢ [] { } ≠ ¿ ' «
	» ∑ € ® † Ω " / ø π · ± ' æ
	œ @ Δ ° ª © f ð , å ¥ ≈ ç
	√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇

FONT DOWNLOAD LINK

Direct Link <https://fonts.google.com/specimen/Raleway>

THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in

all MileCatcher communications. Our Primary and Secondary typefaces are Raleway and Open Sans. Other fonts can be used if needed but the corporate fonts must be preferred in any case.

SECONDARY FONT OPEN SANS

O P E N S A N S

WHEN TO USE

Open Sans is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

TYPE EXAMPLES OPEN SANS

Figures 0 1 2 3 4 5 6 7 8 9 0

Special Characters ! " § \$ % & / () = ? ` ; :
i " ¶ ç [] | { } ≠ ¿ '
« ∑ € ® † Ω ° / ø π • ± '
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◊

FONT DOWNLOAD LINK

Direct Link <https://fonts.google.com/specimen/Open+Sans>



SECTION 4

CORPORATE COLOR SYSTEM

Corporate Colors
Primary Color System
Secondary Color System

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in our corporate identity program. A palette of primary and secondary colors has been developed, which comprise the "One Voice" color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the MileCatcher brand identity across all relevant media.

PRIMARY COLOR SYSTEM

Explanation:

MileCatcher has two official colors: Cyan Blue and Dark Gray. These colors have become a recognizable identifier for the company.

USAGE:

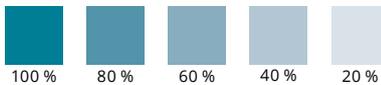
Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR CYAN BLUE

COLOR CODES

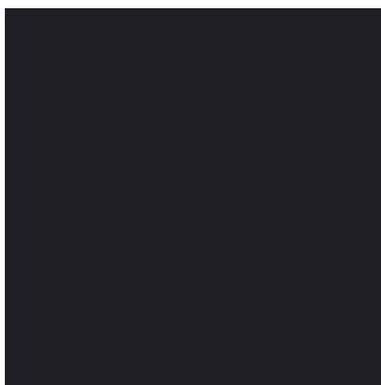
CMYK : C100 M14 Y0 K41
Pantone : 2222 C
HSL : H188 S100 L29
RGB : R0 G129 B150
Web : #008196



COLOR TONES



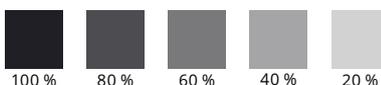
THE GRADIENT



PRIMARY COLOR DARK GRAY

COLOR CODES

CMYK : C16 M16 Y0 K85
Pantone : 532C
HSL : H240 S9 L13
RGB : R31 G31 B37
Web : #1f1f25



COLOR TONES



THE GRADIENT

THE SECONDARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in our corporate identity program. A palette of primary and secondary colors has been developed, which comprise the “One Voice” color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the MileCatcher brand identity across all relevant media.

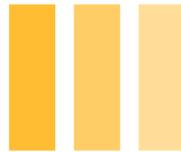
SECONDARY COLOR SYSTEM

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for MileCatcher. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

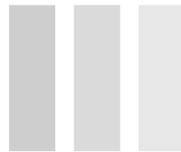
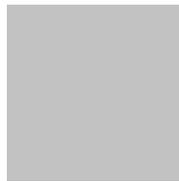
Usage:

Use them to accent and support the primary color palette.



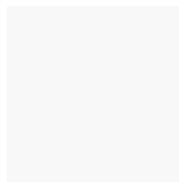
COLOR CODES

CMYK : C0 M33 Y100 K0
 Pantone : 130C
 HSL : H40 S100 L50
 RGB : R255 G171 B0
 Web : #ffab00



COLOR CODES

CMYK : C0 M0 Y0 K24
 Pantone : 4C
 HSL : H0 S0 L76
 RGB : R194 G194 B194
 Web : #c2c2c2



COLOR CODES

CMYK : C0 M0 Y0 K3
 Pantone : 663C
 HSL : H0 S0 L97
 RGB : R248 G248 B248
 Web : #f8f8f8



COLOR CODES

CMYK : C21 M0 Y23 K42
 Pantone : 2263C
 HSL : H115 S14 L51
 RGB : R116 G147 B113
 Web : #749371



SECTION 5

DOWNLOAD LINKS

DOWNLOAD THE COMPLETE CORPORATE DESIGN PACK (ZIP)

The archive includes:

- 1. Logo (horizontal & vertical)**
File formats: AI | EPS | PDF | PNG
- 2. App icon (squared & rounded)**
File formats: AI | EPS | PDF | PNG
- 3. Corporate fonts**
File format: TTF
- 4. Color palette for Adobe applications**
File format: ASE

Direct link:

http://milecatcher.com/MileCatcher_brand.zip

DOWNLOAD

CONTACT

**For further information
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www.milecatcher.com

MileCatcher

**WE LOVE
THAT BRAND.**

MileCatcher, Inc.
Brand Collection

Brand Guidelines v1 / June 2016



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