

Logo Usage Guidelines

The logo system and how to use it.

mirage

Primary Logo

The primary logo is the preferred version of the Mirage identity and should be used across all brand communications wherever space and format allow.

Minimum Sizing
To maintain clarity and legibility, the logo should not be reproduced smaller than:
Digital: 50 px wide
Print: 18 mm wide





Logo Artwork
Always use the approved logo artwork provided in the official brand assets. The logo must not be recreated, redrawn, modified or altered in any way.

Brandmarks

Additional brandmarks can be used through out the brand and collateral to add variety.

They are consistent with the logo, using the same typefaces and elements to give the brand a cohesive feel.

Minimum Sizing
Digital: 37px wide
Print: 10mm wide



Clear Space

To protect the visibility and integrity of the Mirage logo, always maintain a minimum clear space around it.

The minimum clear space is equal to the height of the lowercase “m” in the Mirage brandmark.

This distance should be maintained on all four sides of the logo, with no text, imagery, graphics or other elements entering the clear space.

Primary Logo



Colour Variations

Colour variations allow the logo to work in different contexts and with different background colours.

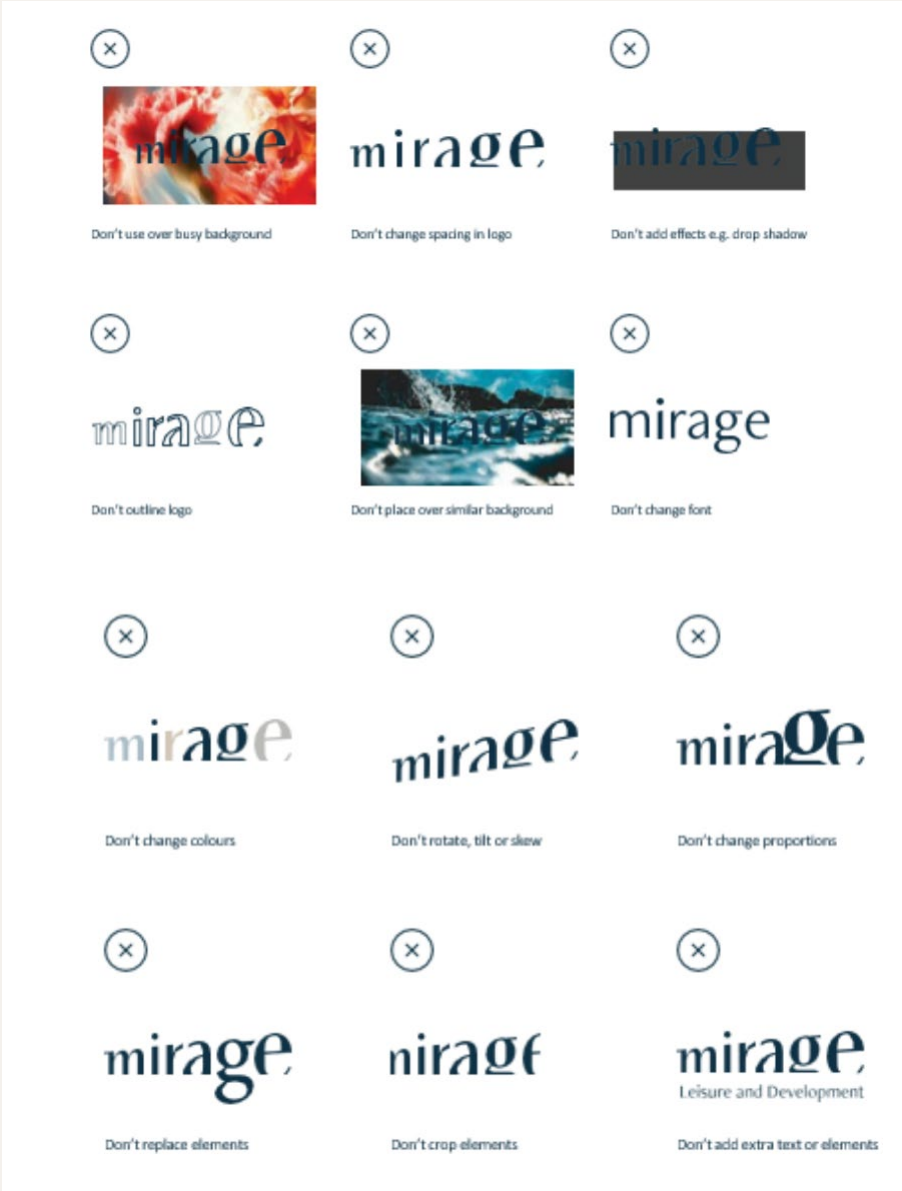


Incorrect Use

For best practice do not alter or distort the logos and brandmarks in any way.

Any change, large or small, alters the impact and consistency of your brand and logo.

Here are some common mistakes to avoid.



Thank you