

MINI BRAND STYLE GUIDE

PRIMARY LOGO



LOGO WITH TAGLINE



PRIMARY FAVICON



FAVICON VARIATIONS



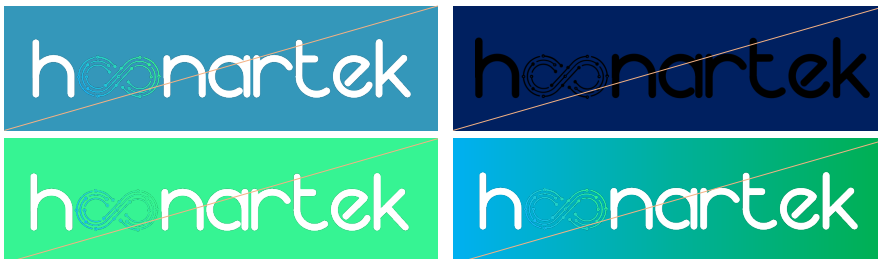
SUBMARK



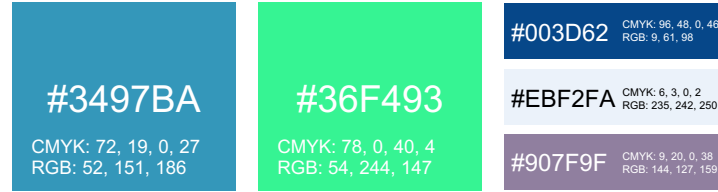
PRIMARY LOGO WITH BACKGROUND COLOR



INAPPROPRIATE LOGO USE



COLORS



FONT

Use for all variation of fonts – H1, headline, title, H2, H3, sub-heading, body, quotes. One font to rule 'em all!

Arial

Arial Regular *Arial Regular Italic*
Arial Bold *Arial Bold Italic*
Arial Black *~~Arial Black Italic~~*

DESIGN ELEMENTS & USE

