MiHCM Brand Guidelines

Brand guidelines for employees, clients and business partners | 08 May 2023

Logos

Download

PNG | SVG | EPS

Download

PNG | SVG | EPS

Download

PNG | SVG | EPS

Download

PNG | SVG | EPS

DOWNLOAD ALL

Brand name & legal lines

PRIMARY

MiHCM

For general use

LEGAL

Contact our customer-facing team for our brand's legal terms and documents. Our brand name may be different from our registered company name in some countries.

NEVER

~~mihcm~~

~~Mihcm~~

Or any other variation.

* Simple letter format (mihcm) should only be used, when writing the email address.

Logo Usage : Colours

Primary Logo

Secondary Logo

Logo for coloured backgrounds

Logo for black and white backgrounds

Logo Usage : Do’s & Don'ts

Always make sure to use the correct logo variant on the correct background.

Do's

Don'ts

Logo Usage : Do’s & Don'ts (cont.)

Do not try to modify the logo.

Do's

Use the correct logo with the given dimensions always

Don'ts

Do not stretch the logo

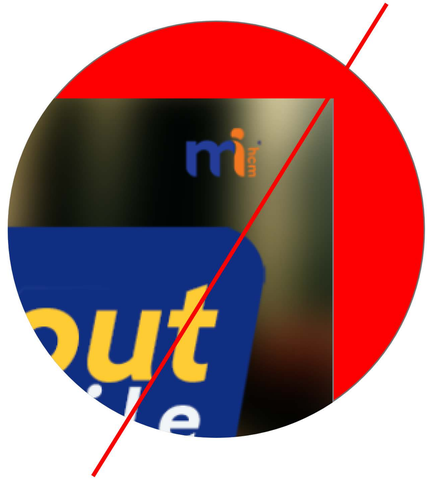
Do not change the logo

Logo Usage : Do’s & Don'ts (cont.)

Do not place the logo on a graphical background. Make sure that the logo is placed on a white patch when placed on a graphical background.

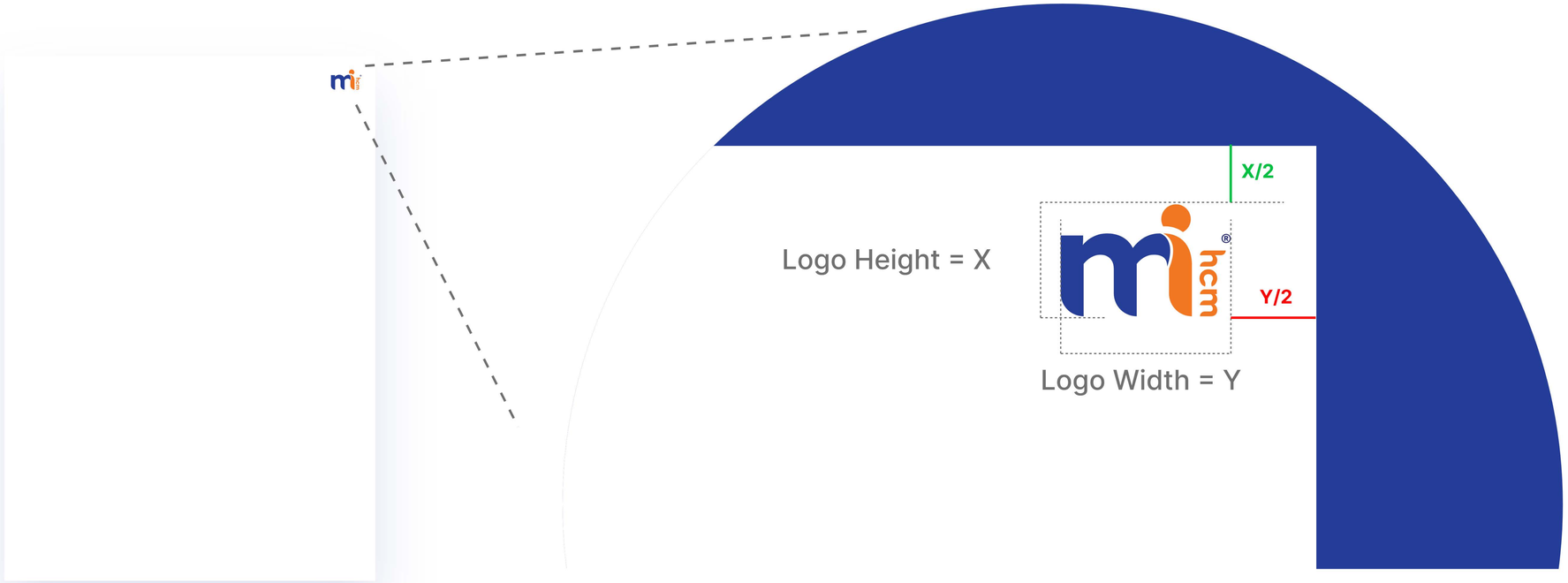
Do's

Don'ts



Logo Placement : Documentation

It is highly recommended to use the logo in the **TOP RIGHT CORNER** in every document as a watermark (including MS Word, MS PowerPoint etc.) aligned with the provided guidelines.
In case if the logo cannot be placed in the top right corner, then make sure to place it in the bottom right corner with the correct spacing.



TOP RIGHT CORNER Logo placement in documents as a watermark

Fonts

Selecting the font

- Please note that the fonts listed in this guide are intended for use in marketing and communications only.
- They may not be suitable for website and software design purposes.
- If you need to use a font that is not included in the provided list, it is your responsibility to ensure that there will be no legal conflicts and to obtain prior approval from both the MiHCM Designer team (for logo design and branding consistency) and the management (for final approval).

Font sizes

- Please note that font sizes have not been specified in this guide, as they may vary depending on the specific presentation or document requirements.
- However, it is important to maintain consistency in font sizes throughout the document to ensure a professional and cohesive look.

Font Usage : Documents

PRIMARY TYPEFACE

ARIAL

FONTS

ARIAL REGULAR

ARIAL BOLD

ARIAL BLACK

ARIAL ITALIC

ARIAL BOLD ITALIC

SECONDARY TYPEFACES

GOOGLE TYPEFACES

LATO

POPPINS

ROBOTO

ROBOTO SLAB

MICROSOFT TYPEFACES

GADUGI

LATHA

VERDANA

TIMES NEW ROMAN

Brand Colours : Primary

ORANGE
HEX : #F47820
RGB : R 244, G 120, B 32
CMYK : C 0, M 66, Y P 100, K 0

BLUE
HEX : #253E98
RGB : R 37, G 62, B 152
CMYK : C 100, M 89, Y 3, K 0

Brand Colours : Secondary

HEX : #f06018
RGB : R 240, G 96, B 24
CMYK : C 1, M 77, Y 100, K 0

HEX : #496cc4
RGB : R 73, G 108, B 196
CMYK : C 76, M 60, Y 0, K 0

HEX : #3e66f8
RGB : R 62, G 102, B 248
CMYK : C 77, M 63, Y 0, K 0

HEX : #8340d6
RGB : R 131, G 64, B 214
CMYK : C 64, M 78, Y 0, K 0

HEX : #7420e7
RGB : R 116, G 32, B 231
CMYK : C 71, M 80, Y 0, K 0

HEX : #84bc45
RGB : R 132, G 188, B 69
CMYK : C 54, M 4, Y 98, K 0

HEX : #ed5038
RGB : R 237, G 80, B 56
CMYK : C 1, M 84, Y 84, K 0

HEX : #f5fbff
RGB : R 245, G 251, B 255
CMYK : C 3, M 0, Y 0, K 0

HEX : #dceef2
RGB : R 220, G 238, B 242
CMYK : C 13, M 1, Y 3, K 0

HEX : #c3d2e7
RGB : R 195, G 210, B 231
CMYK : C 22, M 11, Y 2, K 0

HEX : #404041
RGB : R 64, G 64, B 65
CMYK : C 68, M 61, Y 59, K 46

mihcm.com | info@mihcm.com