



BRANDING GUIDE

LOGOS

MIOsoft Rectangle Logo



MIOsoft Square Logo



MIOvantage Tagline Logo for Light Background



MIOvantage Logo for Light Background

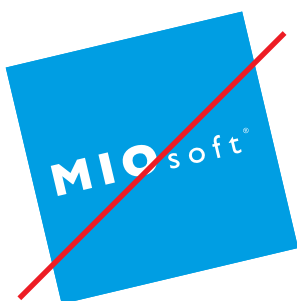


MIOvantage Tagline Logo for Dark Background



MIOvantage Logo for Dark Background





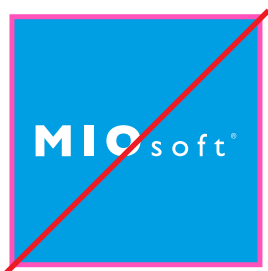
Do not rotate



Do not add drop shadow



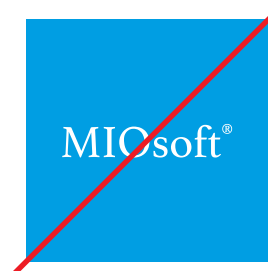
Do not alter colors



Do not add stroke



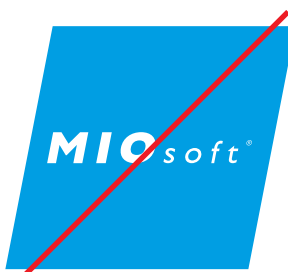
Do not add gradient



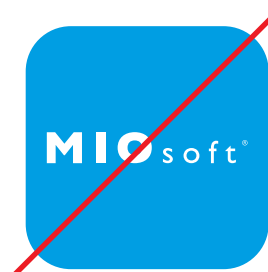
Do not change typeface



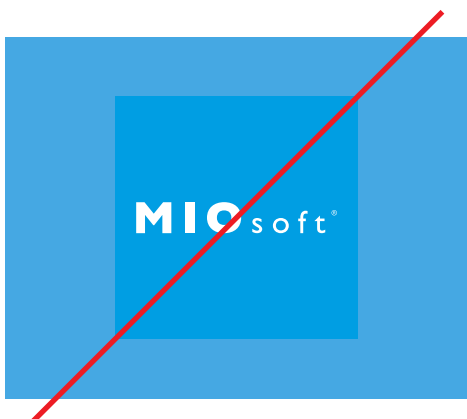
Do not distort



Do not skew



Do not alter shape

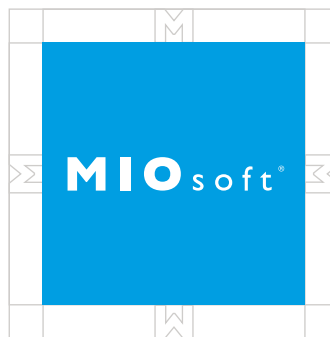


Do not place on background with
low contrast



Do not place on busy background that
makes logo difficult to see

SPACING FOR LOGOS



COLORS



MIOsoft BLUE

CMYK 74 / 23 / 0 / 0
RGB 0 / 158 / 226
HEX #009ee2



MIOsoft MID BLUE

CMYK 67 / 12 / 0 / 0
RGB 51 / 177 / 232
HEX #33b1e8



MIOsoft LIGHT BLUE

CMYK 53 / 4 / 1 / 0
RGB 102 / 197 / 238
HEX #66c5ee



DARK GREY

CMYK 67 / 60 / 59 / 44
RGB 68 / 68 / 68
HEX #444444



GREY

CMYK 60 / 51 / 51 / 20
RGB 102 / 102 / 102
HEX #666666



MID GREY

CMYK 49 / 41 / 41 / 5
RGB 136 / 136 / 136
HEX #888888



LIGHT GREY

CMYK 19 / 15 / 16 / 0
RGB 204 / 204 / 204
HEX #cccccc



WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff



MIOsoft ORANGE

CMYK 0 / 61 / 100 / 0
RGB 255 / 129 / 0
HEX #ff8100

FONTS

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%&*(){}[].,/?

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%&*(){}[].,/?

MIOsoft BRAND CAPITALIZATION

NAME	SENTENCE & TITLE CASE	ALL-CAPS	TRADEMARK
MIOvantage	MIOvantage	MIOVANTAGE	®
MIOsoft	MIOsoft	MIOSOFT	®
Data Quality Explorer	Data Quality Explorer	DATA QUALITY EXPLORER	™
DQ Explorer	DQ Explorer	DQ EXPLORER	™

NOTES

- The first reference to Data Quality Explorer should always be the full name, Data Quality Explorer.
- DQ Explorer is an acceptable, but not required, replacement for Data Quality Explorer in all references after the first.
- MIOvantage is “software,” “the... platform,” or “the... solution” if the name is not being used alone. The name without modifiers is preferred whenever possible.
- DQ Explorer is “the... interface” if the name is not being used alone. The name without modifiers is preferred whenever possible.
- Components and interfaces that use the MIO prefix have the same capitalization pattern as MIOsoft and MIOvantage if they need to be referenced by name.