



MIOTECH

BRAND GUIDELINES

MIOTECH



BASIC
DESIGN SYSTEM

A BASIC DESIGN SYSTEM

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A-1.1 Chinese Logo

MioTech uses artificial intelligence to solve sustainability, climate change, and social responsibility challenges faced by financial institutions, as we begin to expand our products to consumer markets, this new concept is an adjustment focused on adapting Miotech visual brand identity to suit new offerings for our new customers.

The priority of using the Logo:

Horizontal version > Vertical version > M symbol



Horizontal version (Preferred to use)



Vertical version

Note:

Use only approved design source. All symbols shown in this manual are for illustrative purposes only and cannot be scanned or printed at the time of printing.

A-1.2 CN - Logo Variations

The official version of the logo is the turquoise gradient and dark navy. Use it whenever possible. When the color is reversed, it can be used on a dark background.

The priority of color using:
Turquoise gradient > White > Dark Navy



(Preferred) turquoise gradient VS white/bright background



dark navy VS white/bright background



white VS turquoise gradient background



white VS dark background

A-1.2 CN - Logo Variations

The official version of the logo is the turquoise gradient and dark navy. Use it whenever possible. When the color is reversed, it can be used on a dark background.

The priority of color using:

Turquoise gradient > White > Dark Navy



(Preferred) turquoise gradient VS white/bright background



dark navy VS white/bright background



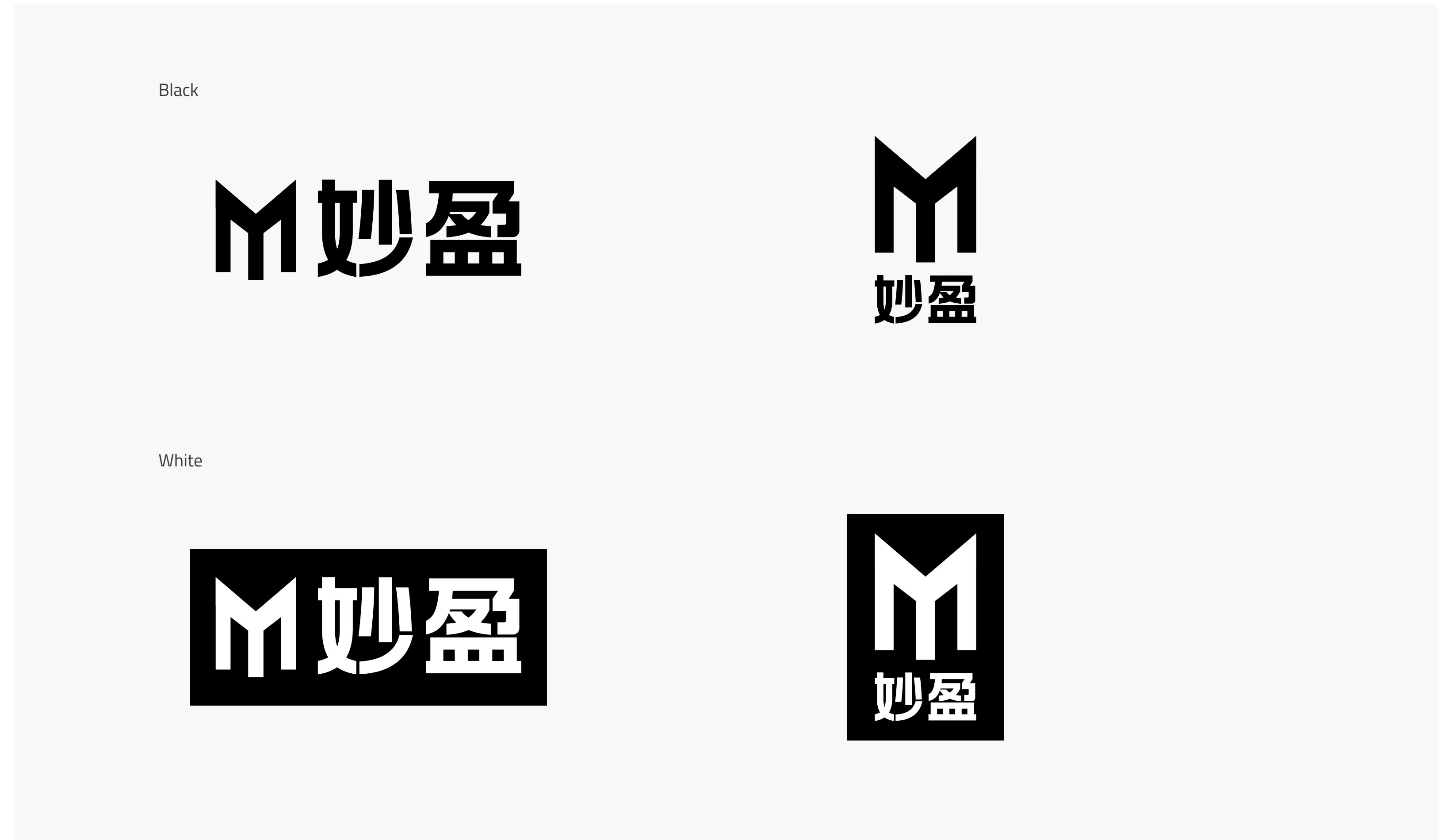
white VS turquoise gradient background



white VS dark background

A-1.3 CN - Alternate logos

Due to the different media and techniques used to produce promotion materials, the use of the logo will have to be evaluated on a case-by-case basis. The black and white logo are for limited use only on one or two-color applications such as newspaper advertising or forms.

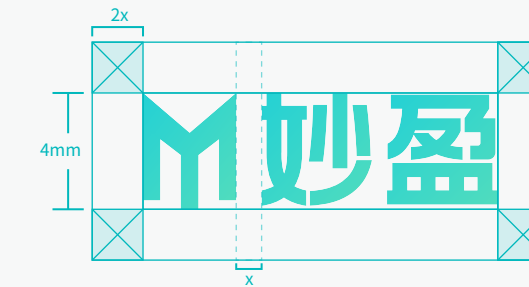
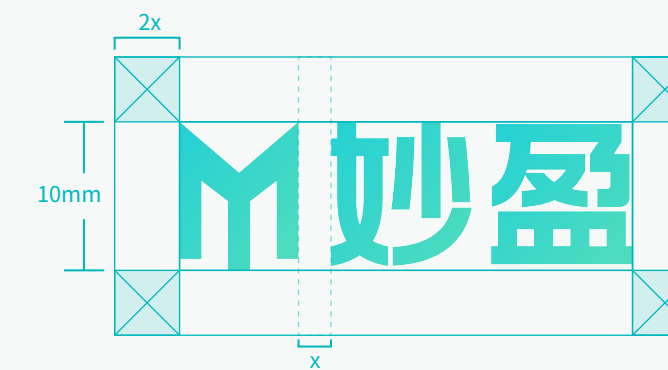
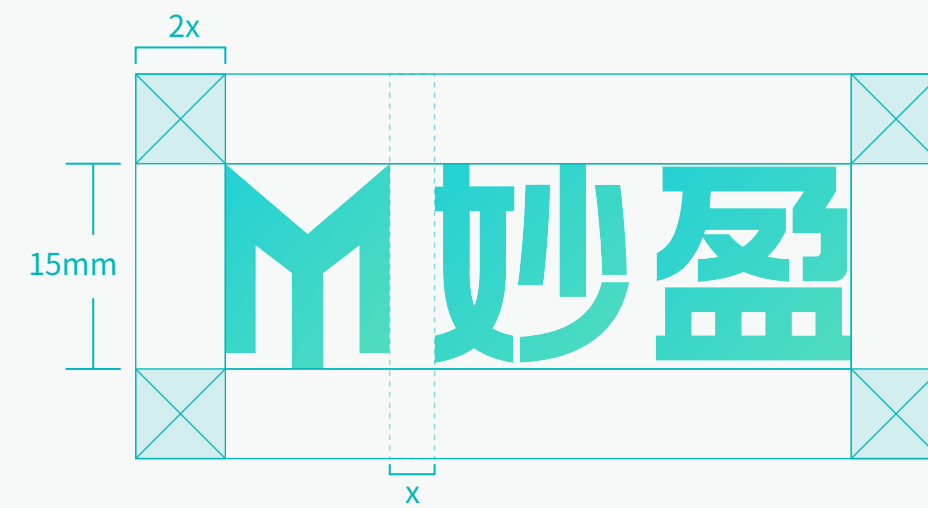


A-1.4 CN - Clear Space & Minimum Size

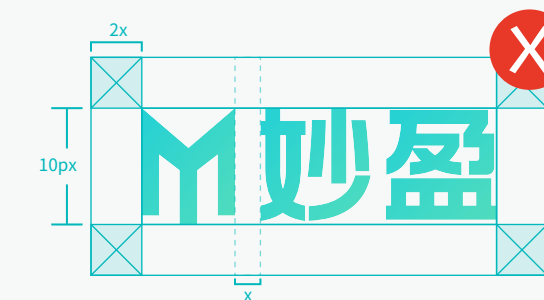
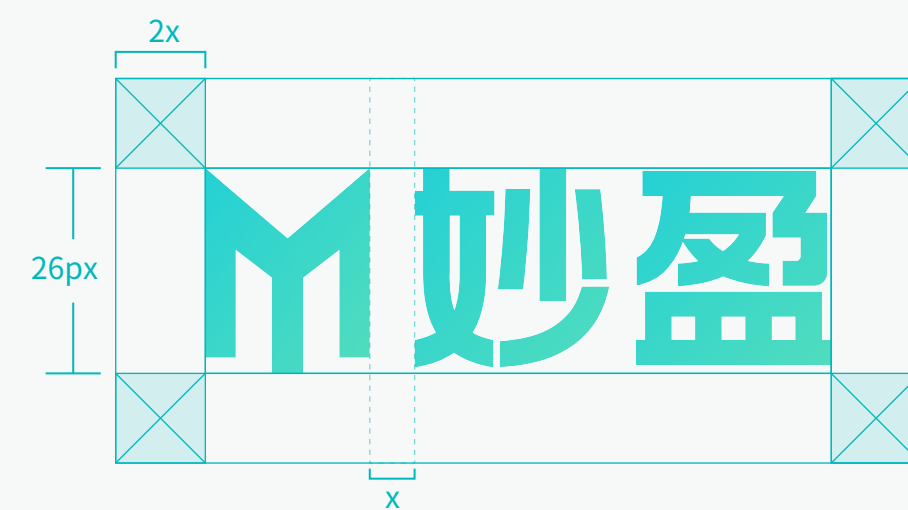
Clear space is the area that is required around the outside of our logo and must be kept free of other graphic elements such as headlines, text and the outside edge of materials. The minimum required clear space is defined by the measurement "X" as shown.

Minimum reproduction sizes are provided to help maintain signature integrity and legibility. Reproducing signatures at sizes smaller than those recommended above is not acceptable.

a. Logo for print: $\geq 6\text{mm}$



b. Logo for digital: $\geq 26\text{px}$

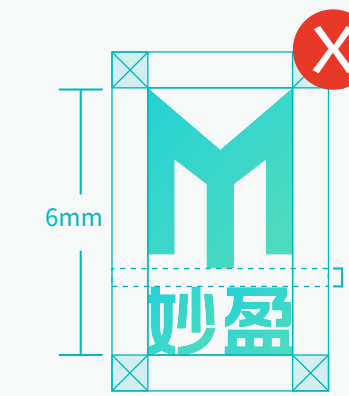
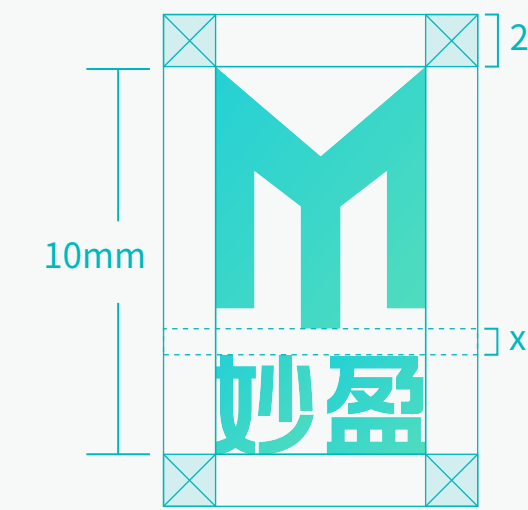
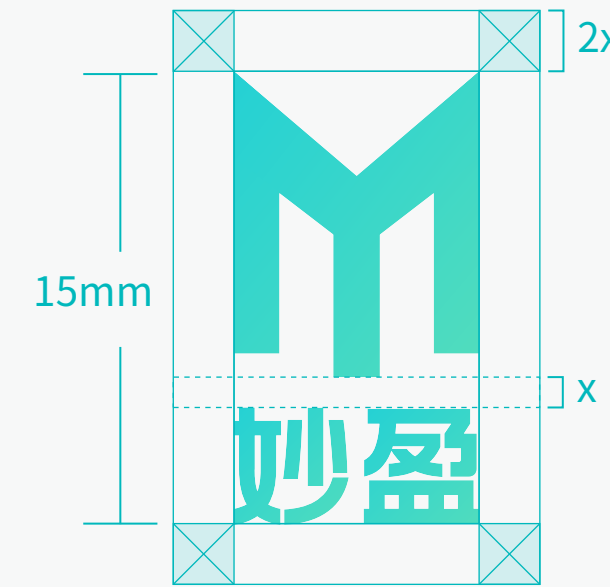


A-1.4 CN - Clear Space & Minimum Size

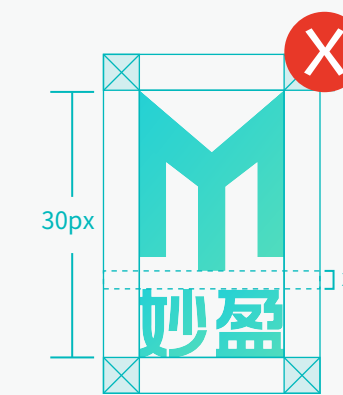
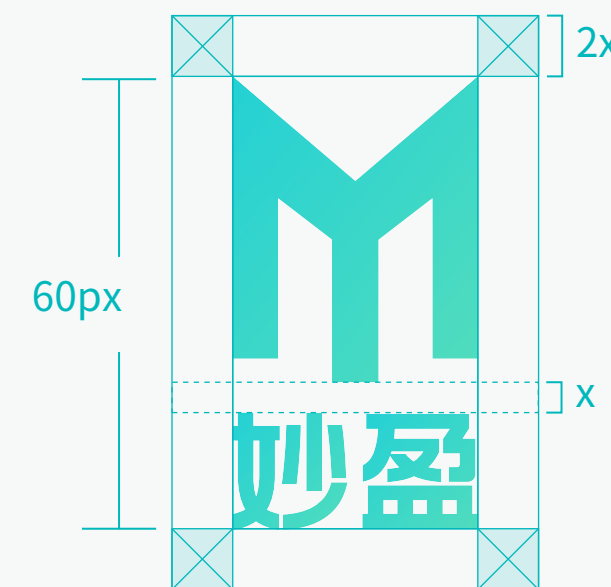
Clear space is the area that is required around the outside of our logo and must be kept free of other graphic elements such as headlines, text and the outside edge of materials. The minimum required clear space is defined by the measurement "X" as shown.

Minimum reproduction sizes are provided to help maintain signature integrity and legibility. Reproducing signatures at sizes smaller than those recommended above is not acceptable.

a. Logo for print: $\geq 8\text{mm}$



b. Logo for digital: $\geq 60\text{px}$



A-1.5 CN - Incorrect usage

Because the signature is the brand's primary visual representation, its integrity should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form. These examples of incorrect applications of the logo are not acceptable. Please use only approved electronic art when reproducing the MioTech Logo.



A-1.6 M Symbol

The M symbol color palette always consists of two tones. This helps give it dimension and differentiate from the M within the full MioTech logo. The primary background for the M symbol is navy. This is to emulate a reliable quality.

In order to increase the sense of layering, the three-dimensional version of the M symbol is usually used. Or use the flat version symbol according to the specific printing process and actual application.

three-dimensional version



flat version

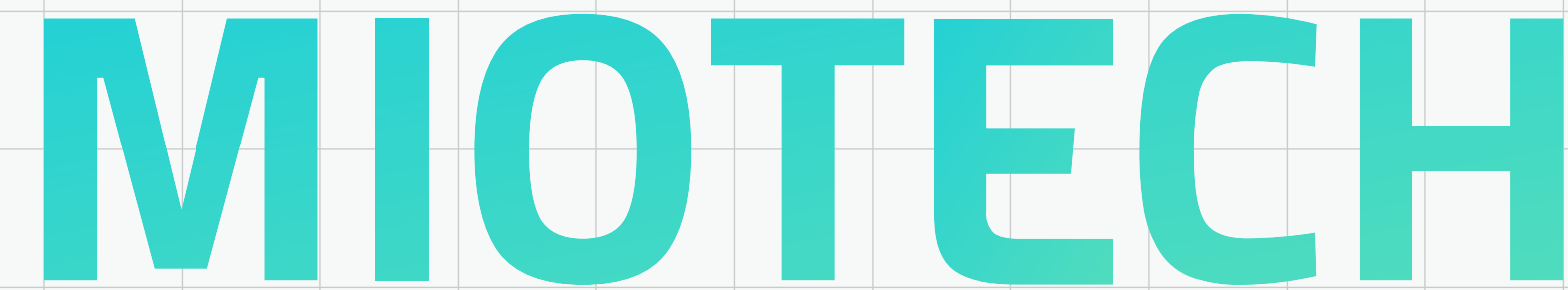


A-1.7 English Logo

MioTech uses artificial intelligence to solve sustainability, climate change, and social responsibility challenges faced by financial institutions, as we begin to expand our products to consumer markets, this new concept is an adjustment focused on adapting Miotech visual brand identity to suit new offerings for our new customers.

The priority of using the Logo:

Horizontal version > Vertical version > M symbol

The image shows the word "MIOTECH" in a bold, teal, sans-serif font. The text is centered horizontally and vertically within a light gray grid background. The grid consists of 12 vertical columns and 8 horizontal rows. The letters are approximately 4 columns wide and 2 rows high.

Note:


Use only approved design source. All symbols shown in this manual are for illustrative purposes only and cannot be scanned or printed at the time of printing.

A-1.8 EN - Logo Variations

The official version of the logo is the turquoise gradient and dark navy. Use it whenever possible. When the color logo is reversed, it can be used on a dark background.

The priority of color using:

Turquoise gradient > White > Dark Navy



MIOTECH

(Preferred) turquoise gradient VS white/bright background



MIOTECH

dark navy VS white/bright background



MIOTECH

white VS turquoise gradient background



MIOTECH

white VS dark background

A-1.9 EN - Alternate logos

Due to the different media and techniques used to produce promotion materials, the use of the logo will have to be evaluated on a case-by-case basis. The black and white logo are for limited use only on one or two-color applications such as newspaper advertising or forms.

Black

MIOTECH

White

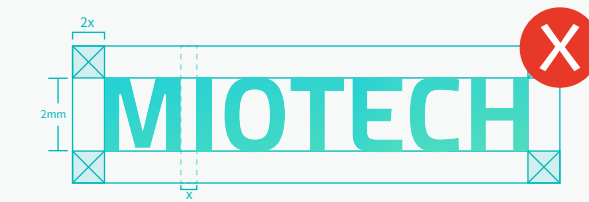
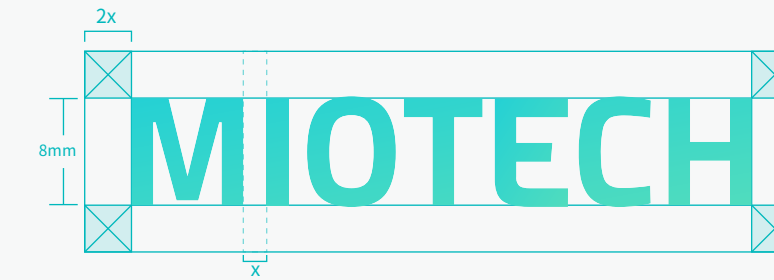
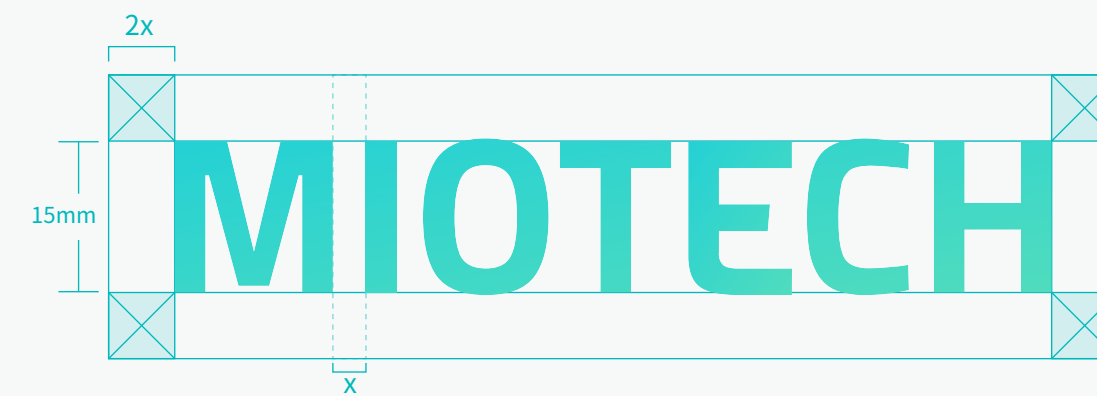
MIOTECH

A-1.10 EN - Clear Space & Minimum Size

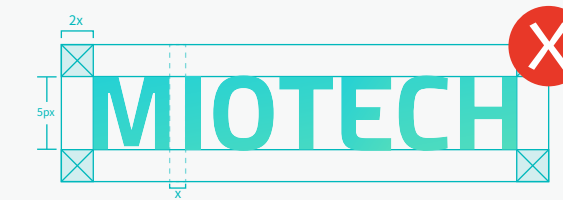
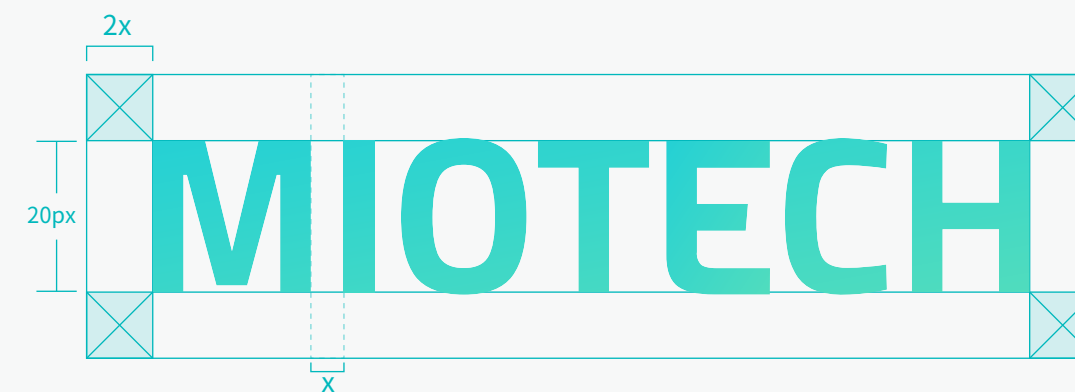
Clear space is the area that is required around the outside of our logo and must be kept free of other graphic elements such as headlines, text and the outside edge of materials. The minimum required clear space is defined by the measurement "X" as shown.

Minimum reproduction sizes are provided to help maintain signature integrity and legibility. Reproducing signatures at sizes smaller than those recommended above is not acceptable.

a. Logo for print: $\geq 4\text{mm}$

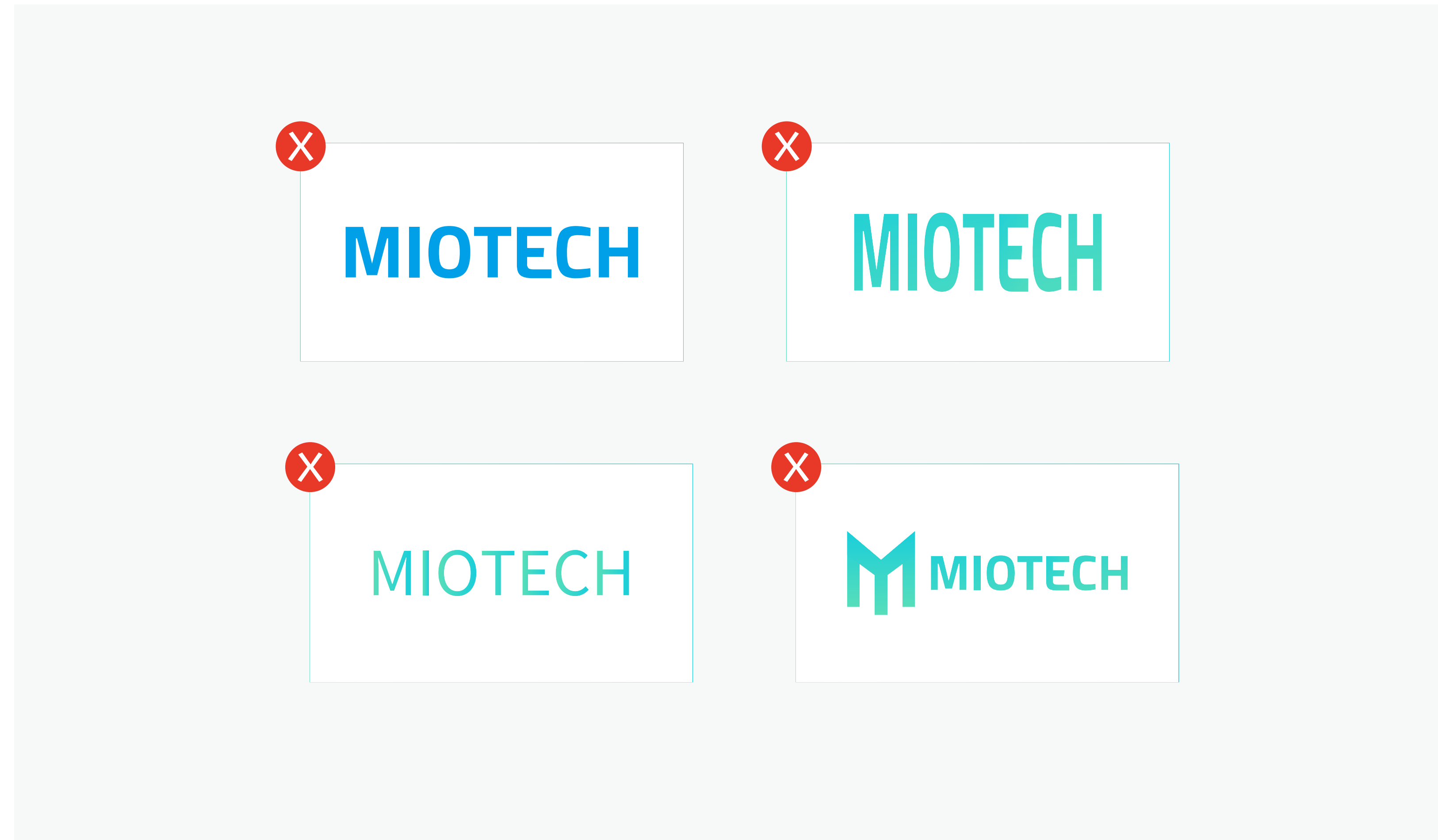


b. Logo for digital: $\geq 20\text{px}$



A-1.11 EN - Incorrect usage

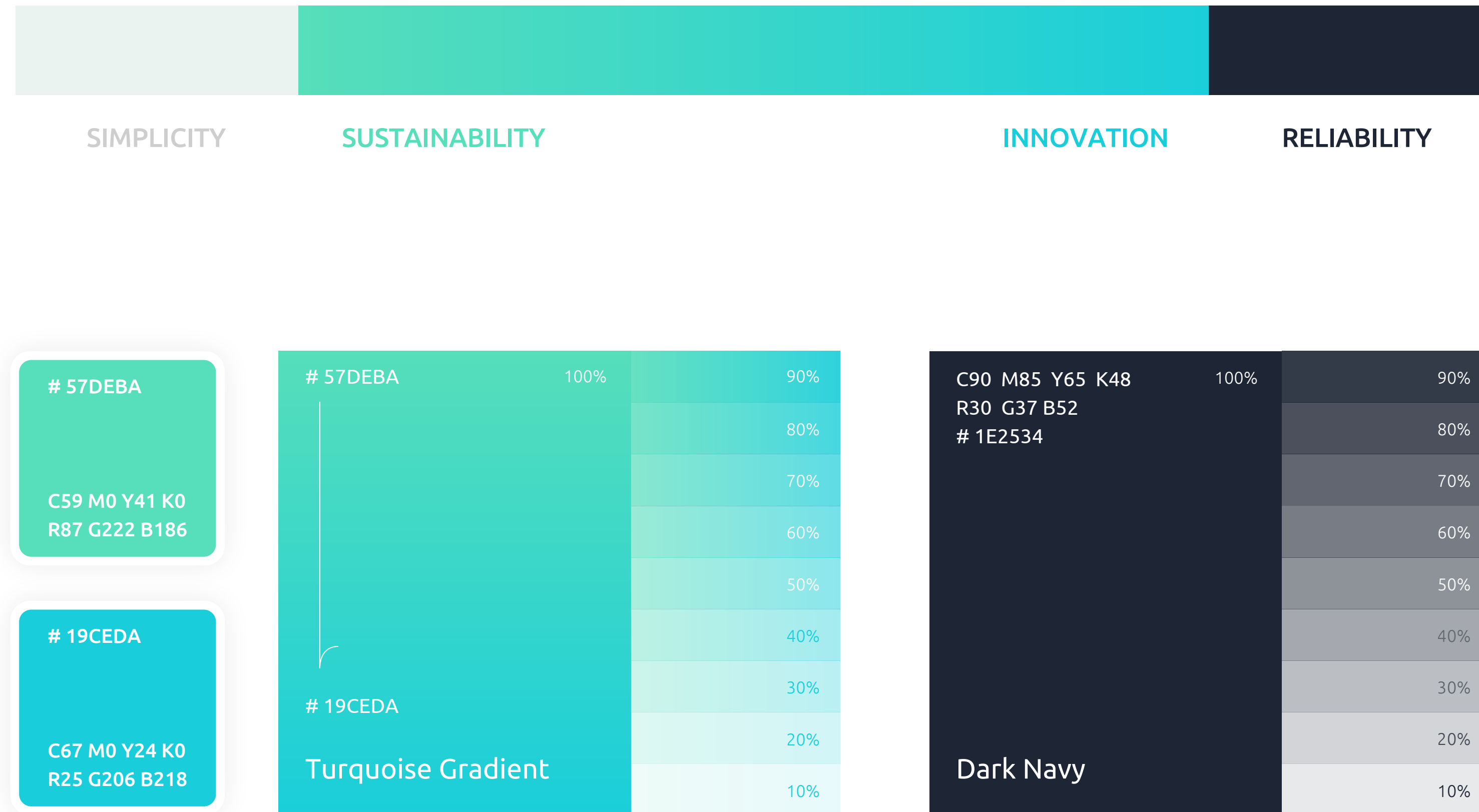
Because the signature is the brand's primary visual representation, its integrity should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form. These examples of incorrect applications of the logo are not acceptable. Please use only approved electronic art when reproducing the MioTech Logo.



A-2.1 Primary Colors

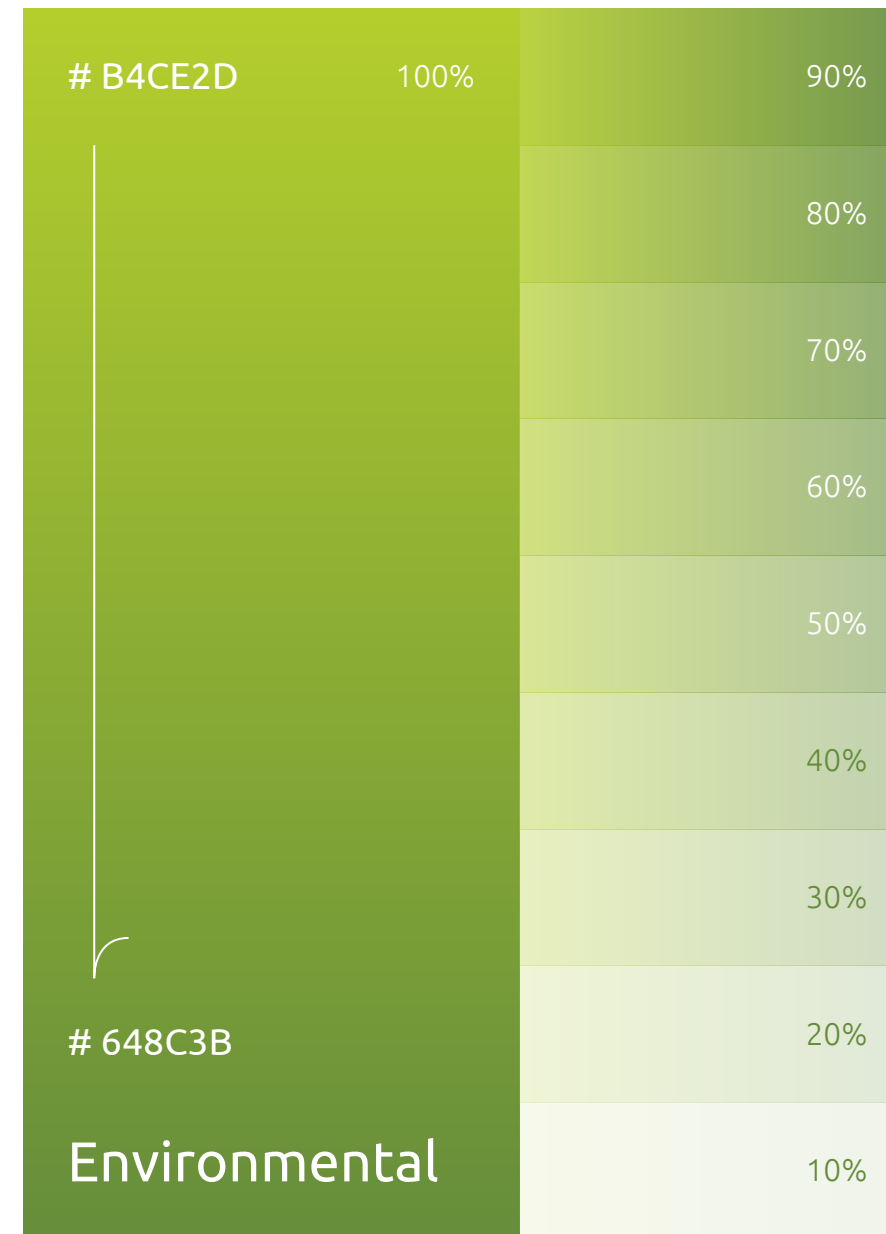
New Color Scheme Change is intended to symbolise innovation (Turquoise-blue) sustainability (Green), reliability (Dark Navy) and simplicity (off-white) of the company. Since we want to appeal to the consumer market, we will gradually reduced the gold as gold gives the impression of exclusivity.

Color is a primary means of visual identification that we use to create a powerful emotional response. Our primary color, MioTech Green, is intended to be the main signifying color for the brand. The consistent use of a limited number of colors will build strong external recognition and memorability for MioTech.

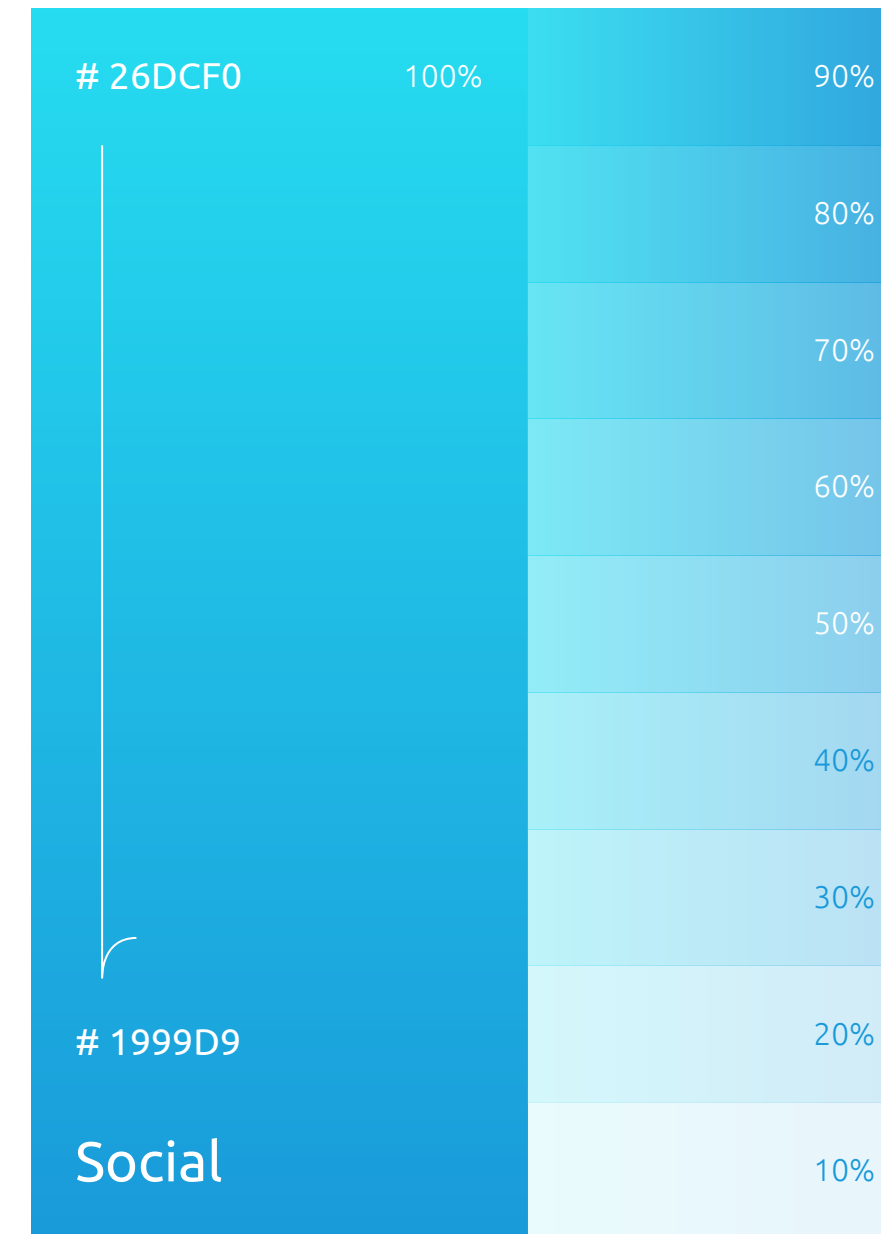


A-2.2 Alternative Colors

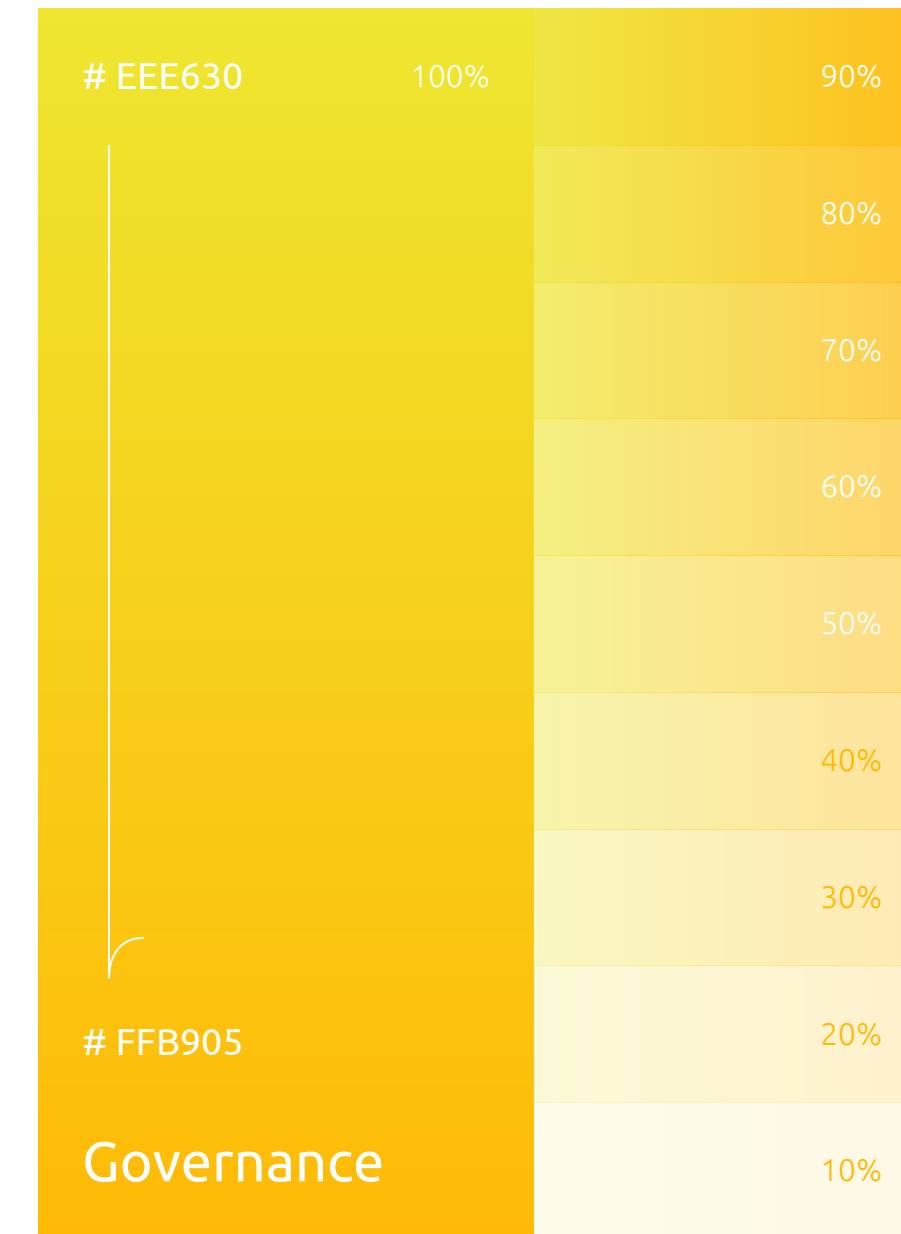
Alternative colors are derived from the corporate strategic brand palettes. The appropriate use of the alternative color palette is key to the visual impact and presence of corporate strategic brands as they relate to the MioTech brand.



| | |
|--------------------------------|---------------------------------|
| # B4CE2D | # 648C3B |
| C39 M8 Y90 K0 R180 G206 B45 | C68 M36 Y96 K0 R100 G140 B59 |



| | |
|--------------------------------|-------------------------------|
| # 26DCF0 | # 1999D9 |
| C62 M0 Y17 K0 R38 G220 B240 | C76 M30 Y5 K0 R25 G153 B50 |

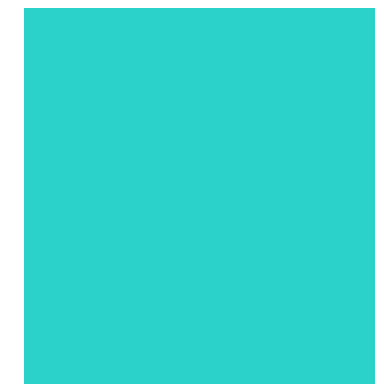


| | |
|-------------------------------|-------------------------------|
| # EEE630 | # FFB905 |
| C15 M6 Y83K0 R238 G230 B48 | C2 M36 Y90 K0 R255 G185 B5 |



A-2.3 Colors for print

MioTech's standard color system mainly includes turquoise-blue and dark navy. Please refer to the following PANTONE Color Standards and parameters for printing. Specifically, it can be finely adjusted and adapted according to the difference in the material of the print.



PANTONE 3252C

HEX/HTML 2AD2C9
 RGB 42 210 201
 CMYK 49 0 23 0



PANTONE 5395C

HEX/HTML 081F2C
 RGB 8 31 44
 CMYK 100 71 39 90

Example of application



A-3.1 Typefaces - Chinese

Typography is a strong extension of our brand's personality. By using different script variations of the same font, we can optimize legibility and help the reader obtain a better overview. At the same time we establish consistent expression throughout our communications.

- Simplified

造字工房方黑体

Display fonts - Headers

创新永续未来

思源黑体 - Medium

Display fonts - Sub-headers

创新永续未来

思源黑体 - Regular

Text fonts - Content

创新永续未来

- Traditional

阿里巴巴普惠体 - Bold

Display fonts - Headers

創新永續未來

思源黑体 - Medium

Display fonts - Sub-headers

創新永續未來

思源黑体 - Regular

Text fonts - Content

創新永續未來

A-3.2 Typefaces - English

Typography is a strong extension of our brand's personality. By using different script variations of the same font, we can optimize legibility and help the reader obtain a better overview. At the same time we establish consistent expression throughout our communications.

Ubuntu - Bold

Display fonts - Headers

Innovate for a
sustainable future

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Titilium Web - Bold

Display fonts - Sub-headers

Innovate for a
sustainable future

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto - Regular

Display fonts - Content

Innovate for a
sustainable future

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

A-3.3 Typefaces - Numbers

Typography is a strong extension of our brand's personality. By using different script variations of the same font, we can optimize legibility and help the reader obtain a better overview. At the same time we establish consistent expression throughout our communications.

Titilium Web - Bold

Display fonts - Headers

0123456789.

Roboto - Regular

Display fonts - Content

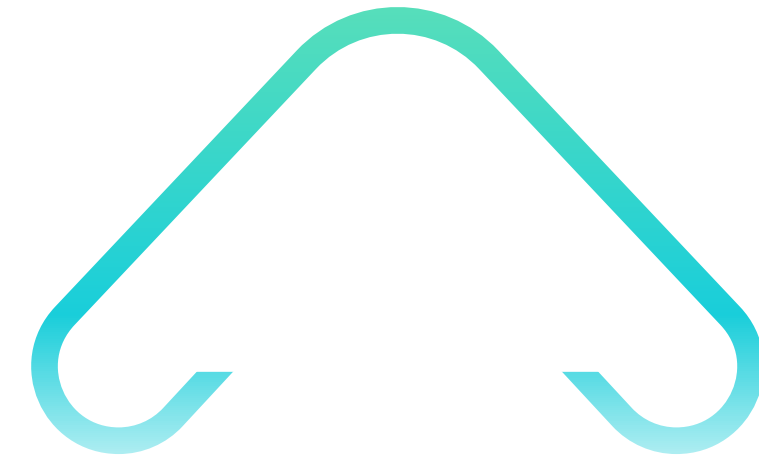
0123456789.

A-4.1 Graphic Elements Overview

Our element kit is composed of two core patterns. Building on the color scheme, the shape of “windmill” is derived from sustainability and reliability. And the shape “arrow” aims to symbolize growth and positivity.

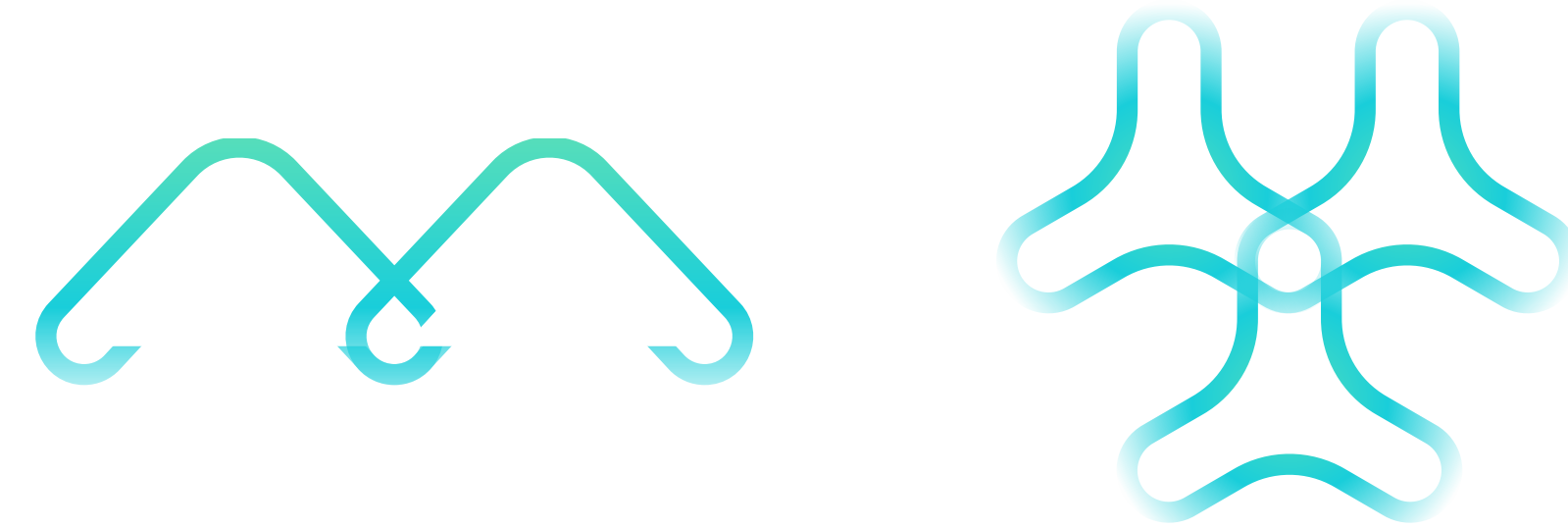


**Sustainability
Reliability**



**Growth
Positivity**

Considering our consumer market, we use rounded lines, gradient colors and overlapped layout, aiming to connect users with eco life, and also people with same life style.



Building the tone of innovation and evolving, we have more varieties building on the basic patterns.



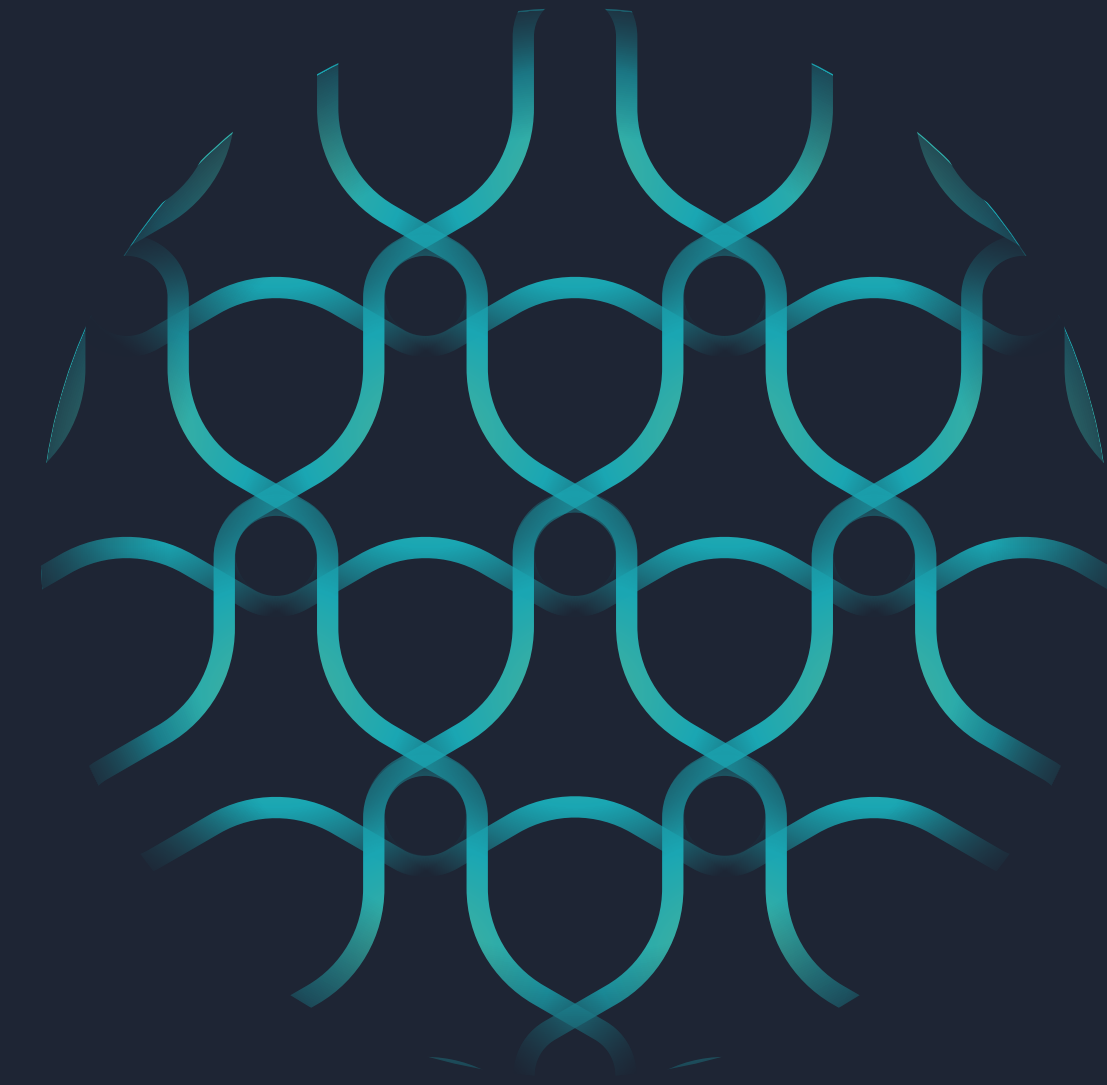
A-4.1 Graphic Elements Overview

This element kit can be used with light and dark background.

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A-4.1 Graphic Elements Overview

Also we have different combinations of pattern units.

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B USING SYSTEM

B USING SYSTEM

CONTENTS

B1 PRINT LAYOUTS

1.1 Business Card

1.2 Letterhead

B2 PPT

2.1 PPT Template

B-1.1 Business Card

The business card templates are divided into Chinese and English versions for use in different regions and language scenarios. The information on the back can be appropriately adjusted and replaced according to the needs.

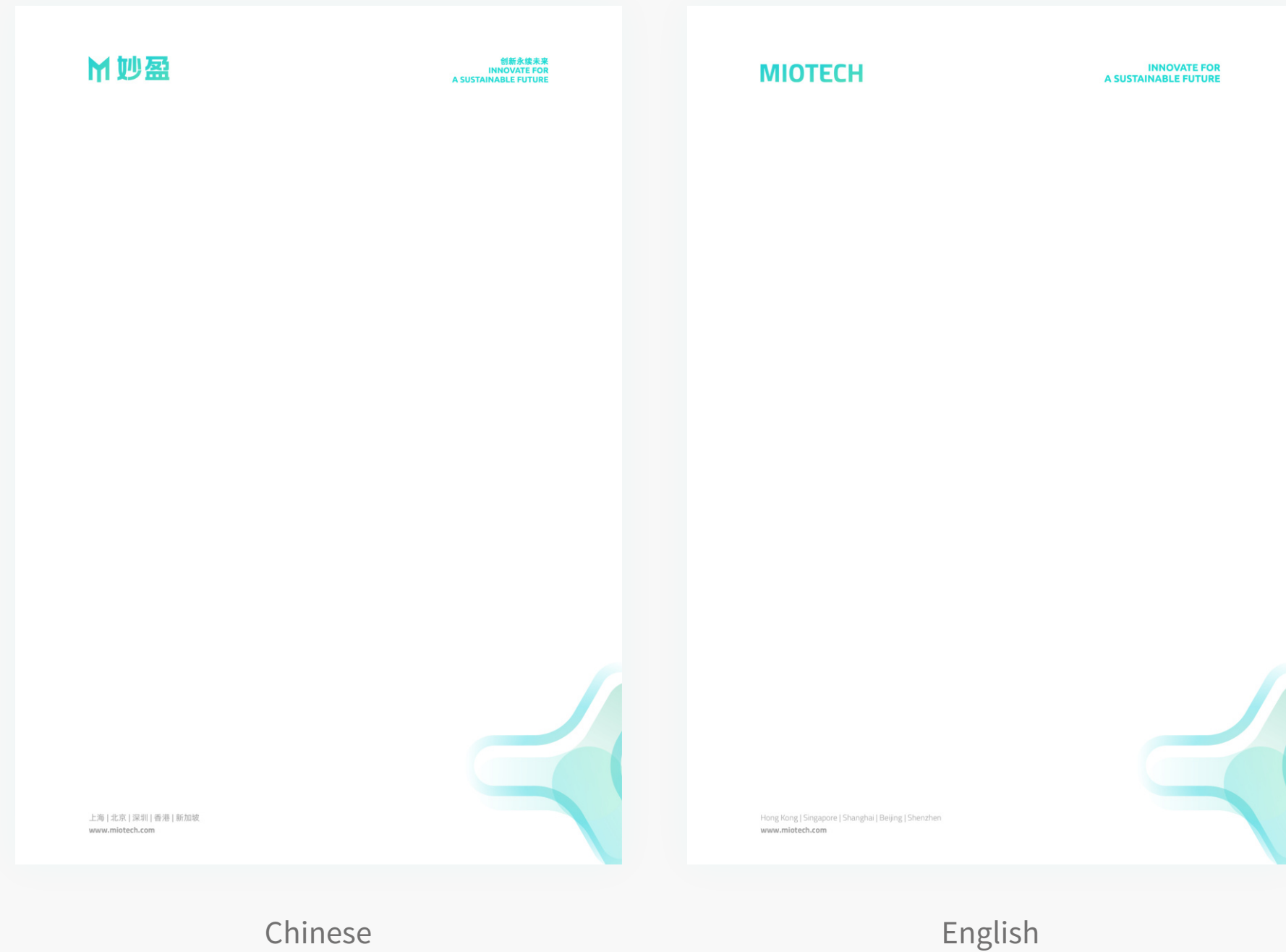
Note: This template is divided into digital version and printed version. Please follow the brand color printing specification.



B-1.2 Letterhead

Letterhead templates are used in different regions and language scenarios. The general Chinese and English version does not contain specific address information. And six editions of different office (Beijing | Shanghai | Shenzhen | Hong Kong | Singapore*2), with Chinese and English logo and addresses.

Follow the brand typeface guidelines when adding text.

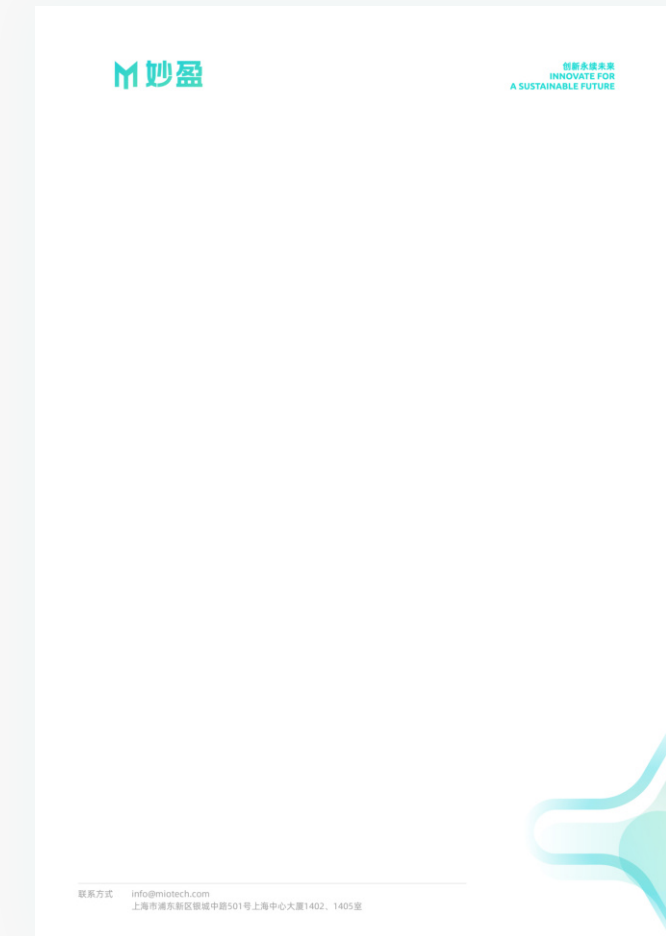


Chinese

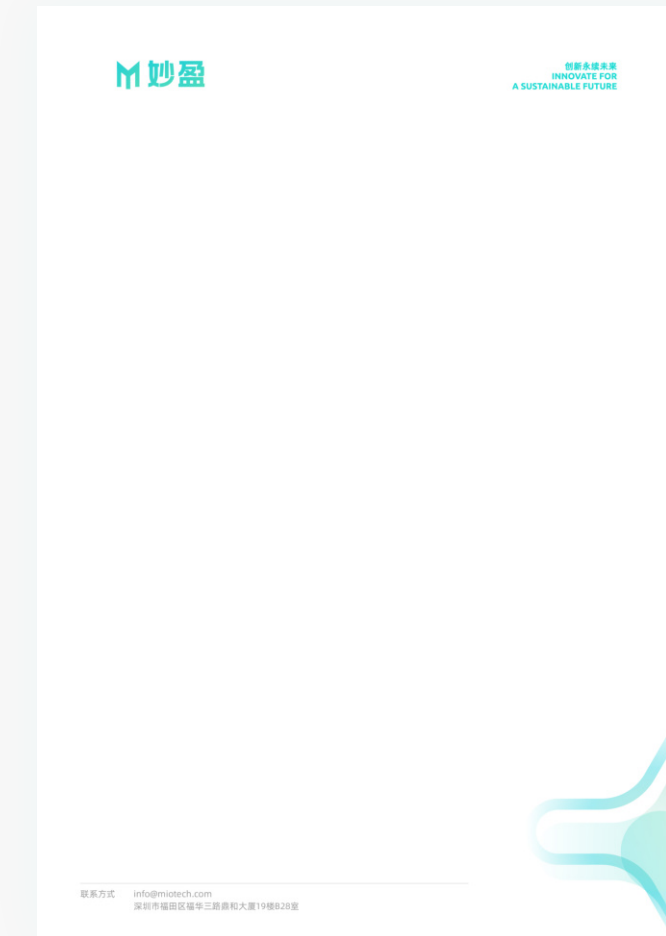
English



Beijing



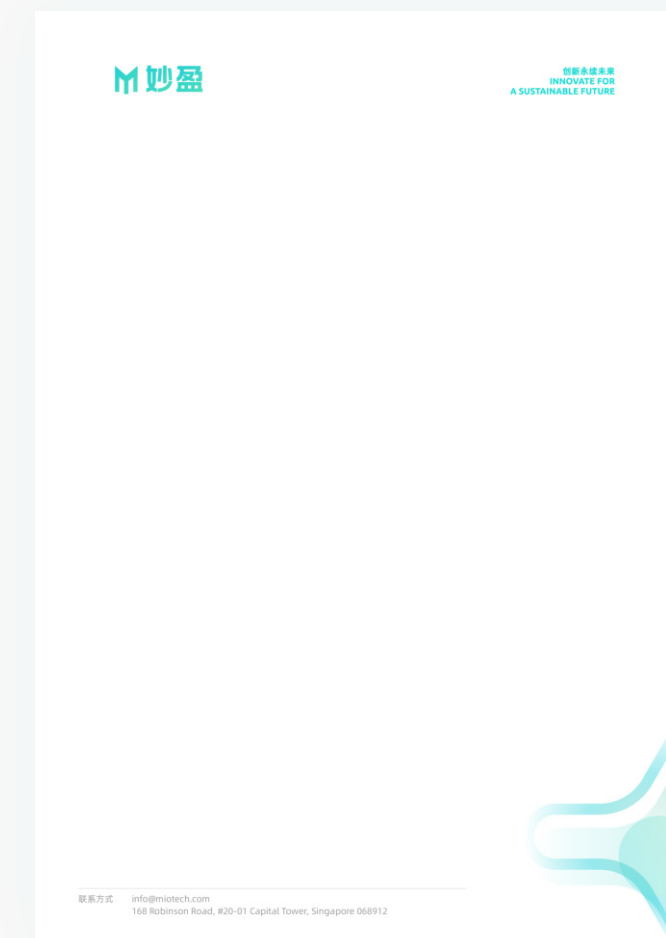
Shanghai



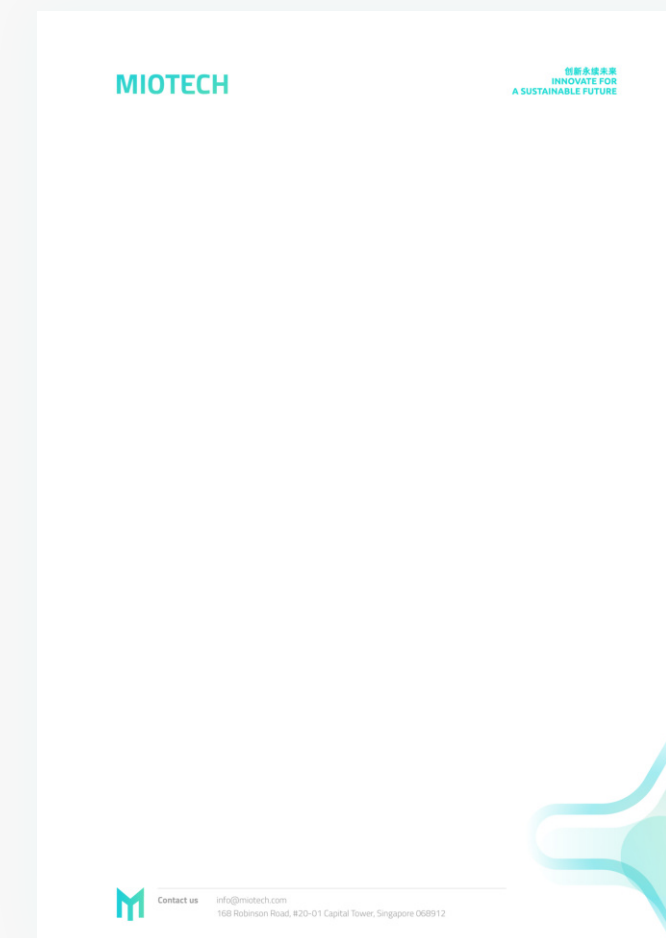
Shenzhen



Hong Kong



Singapore - CN

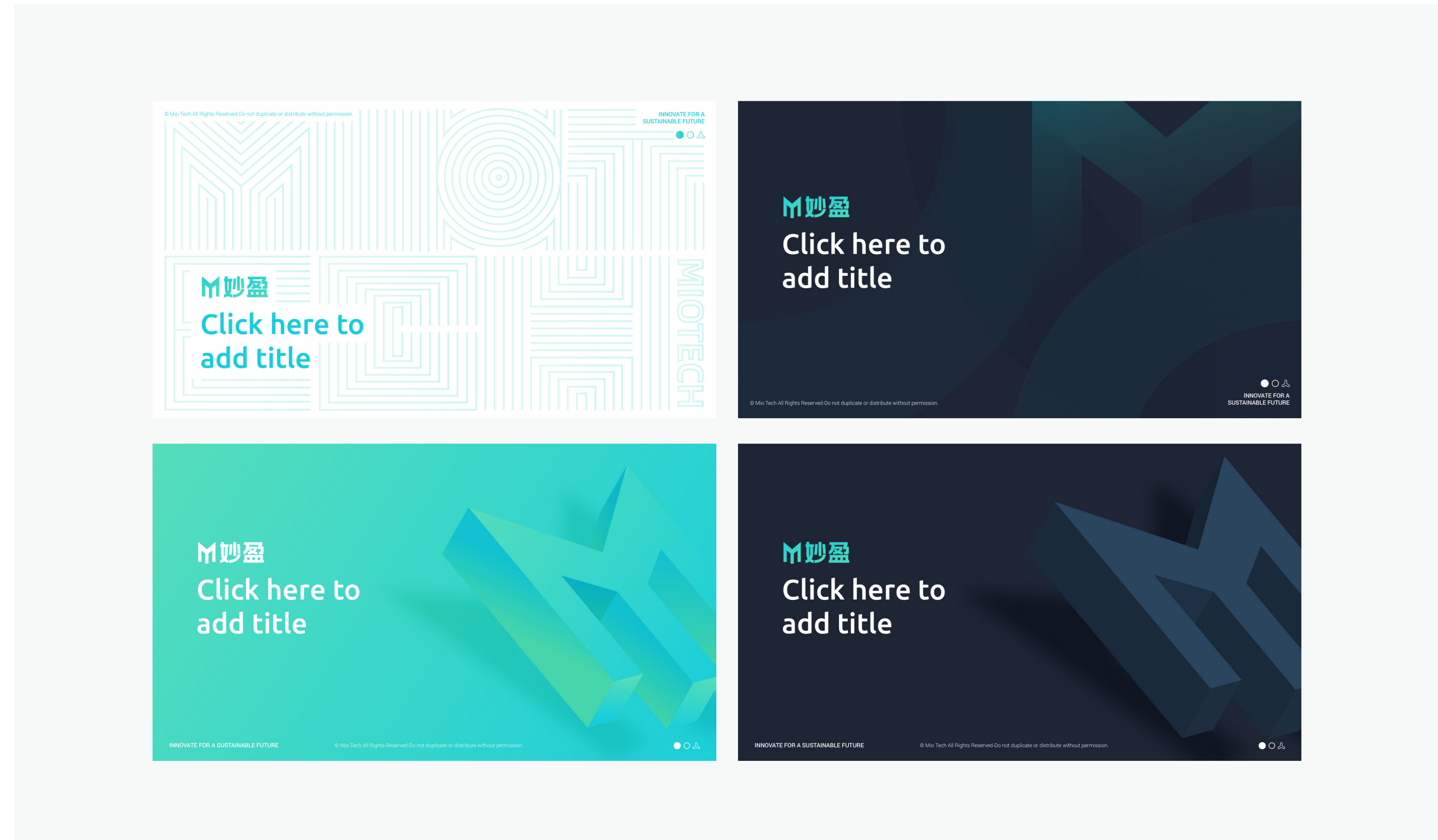


Singapore - EN

B-2.1 PPT Template

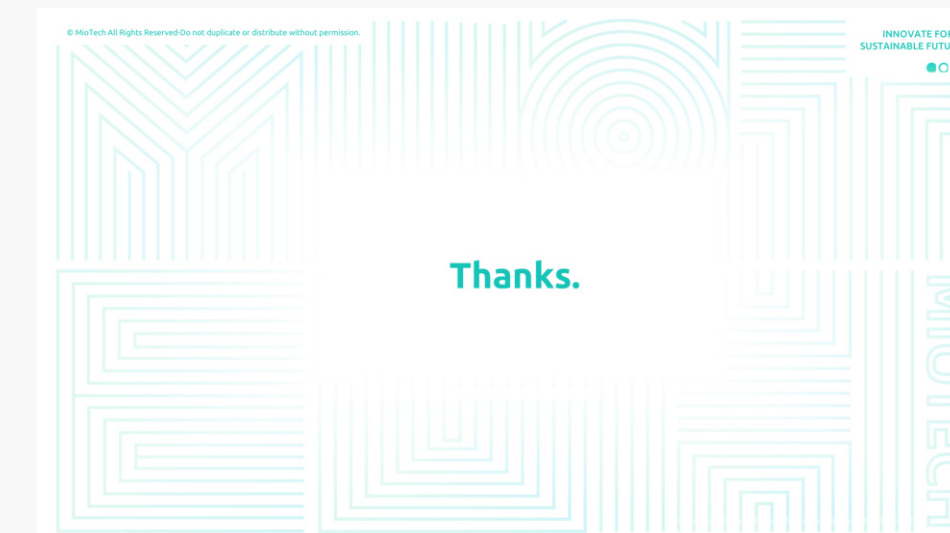
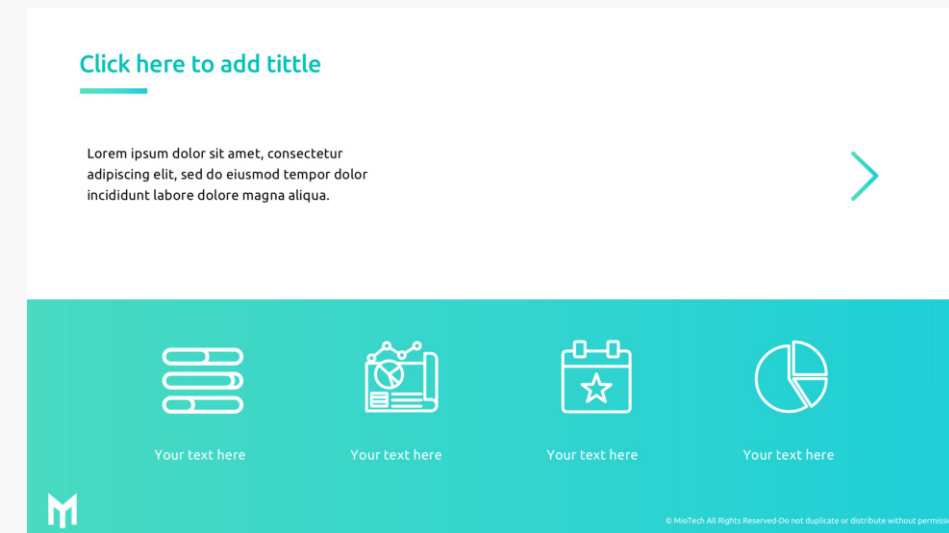
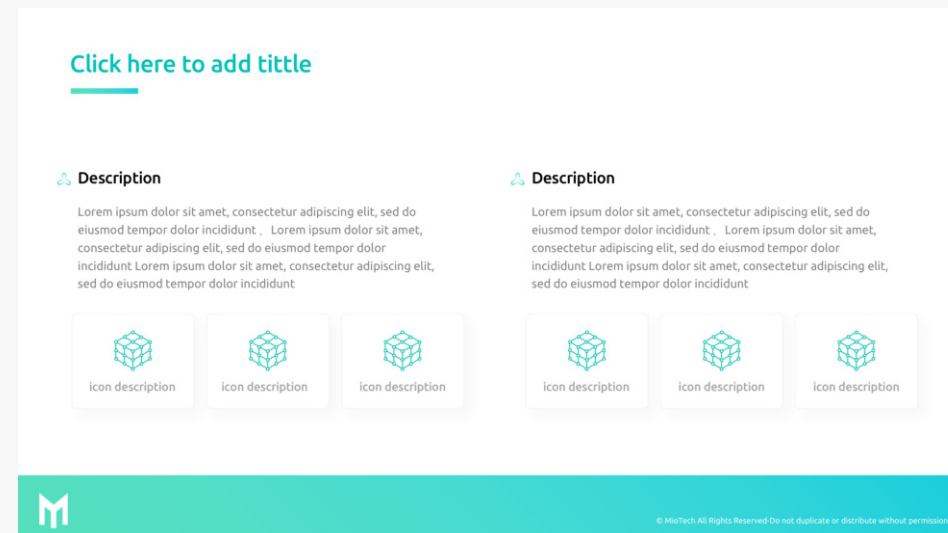
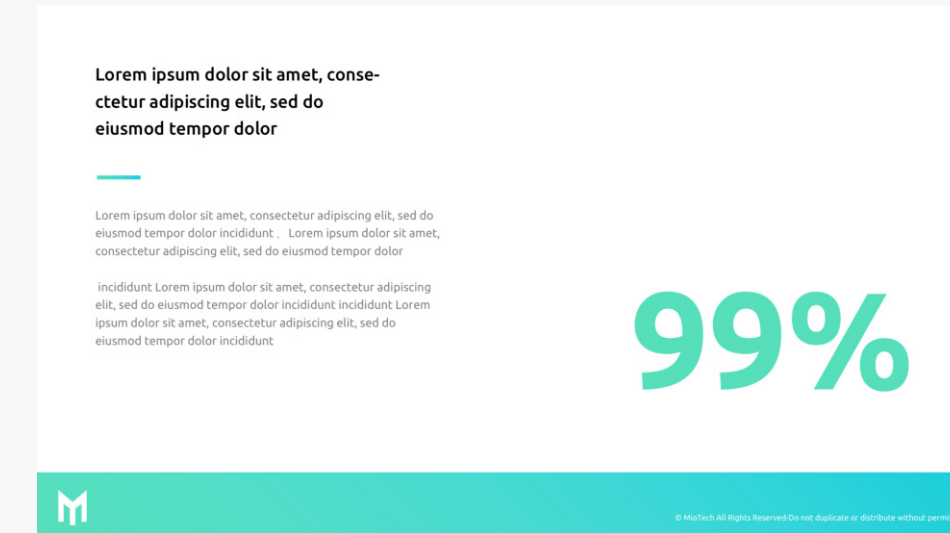
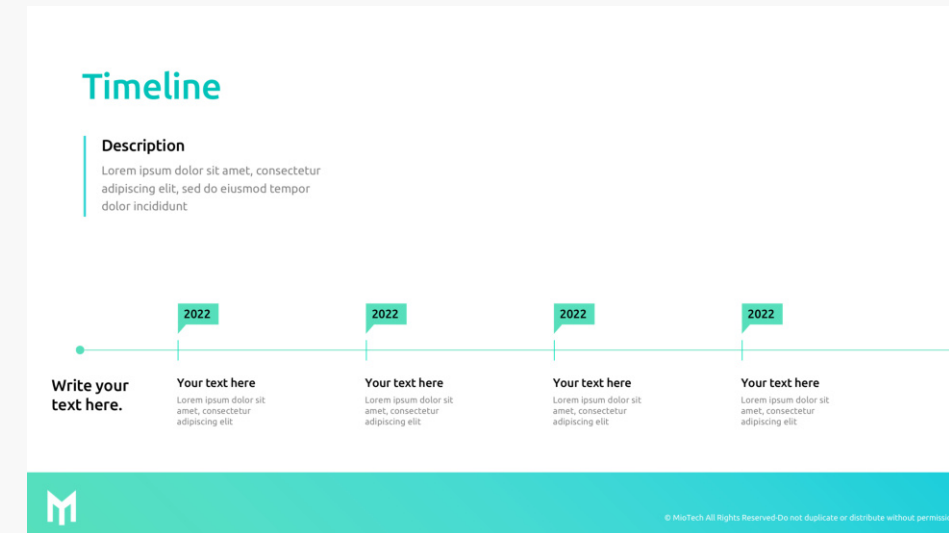
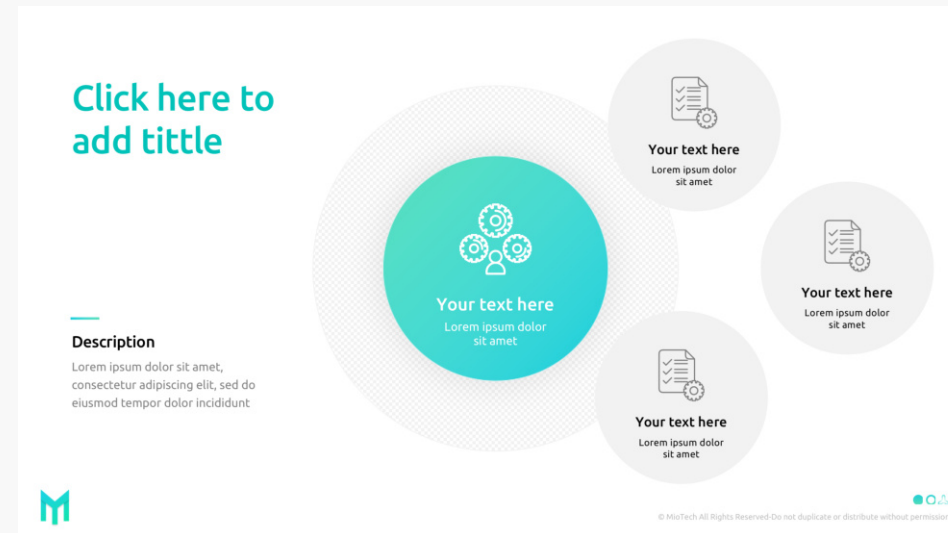
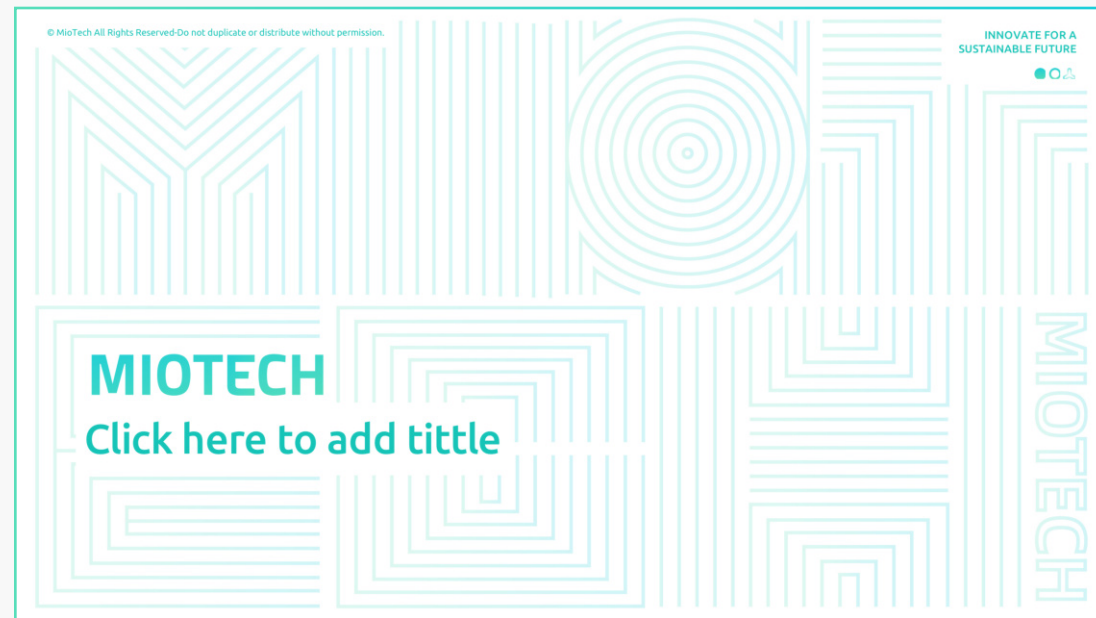
Provide 4 templates (2 light + 2 dark), and distinguish Chinese and English versions. When using different input methods in Chinese and English, you need to pay attention to the choice of template. In order to ensure coherence and style unity, try to use it as a set.

All PowerPoint presentations employ basic corporate-level visual elements. Covers and section dividers are predominantly based on the color system. Follow the brand typeface guidelines when adding text.



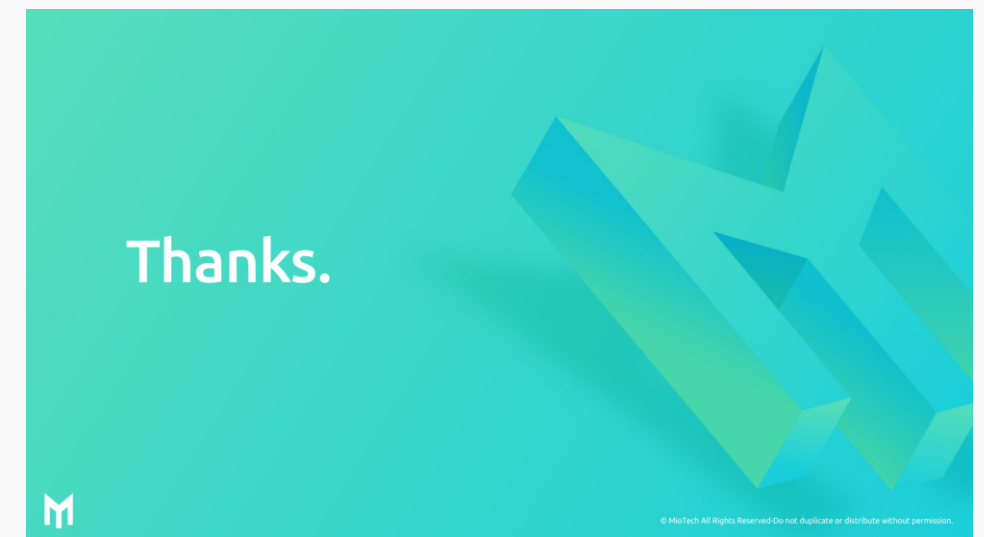
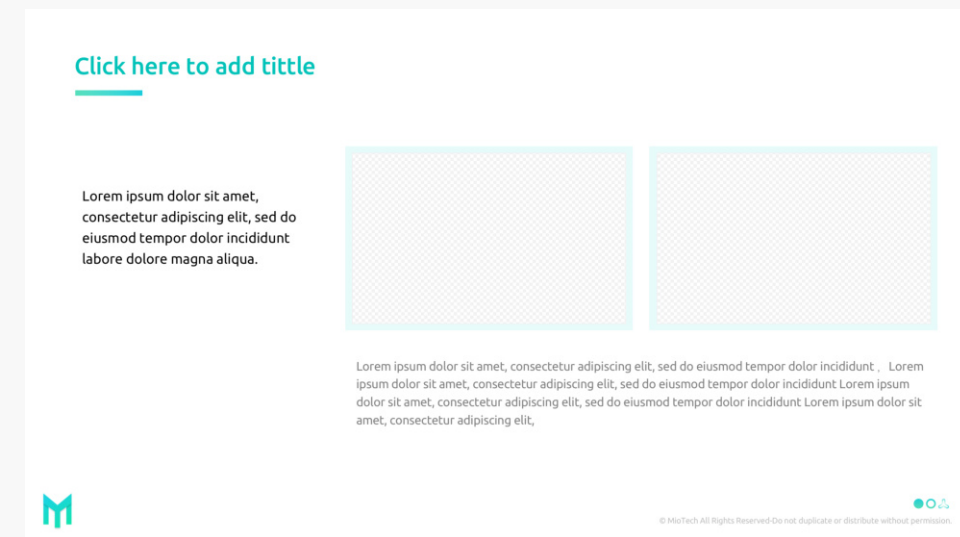
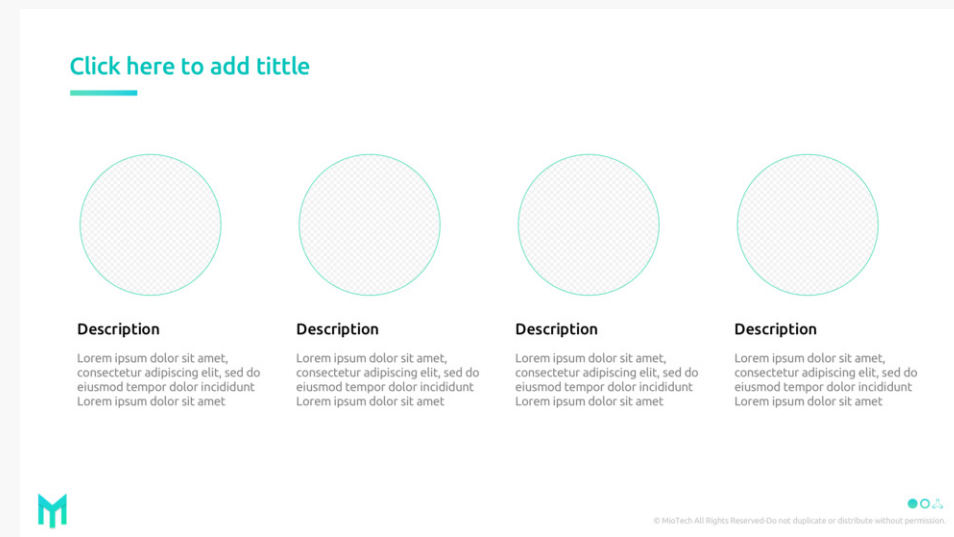
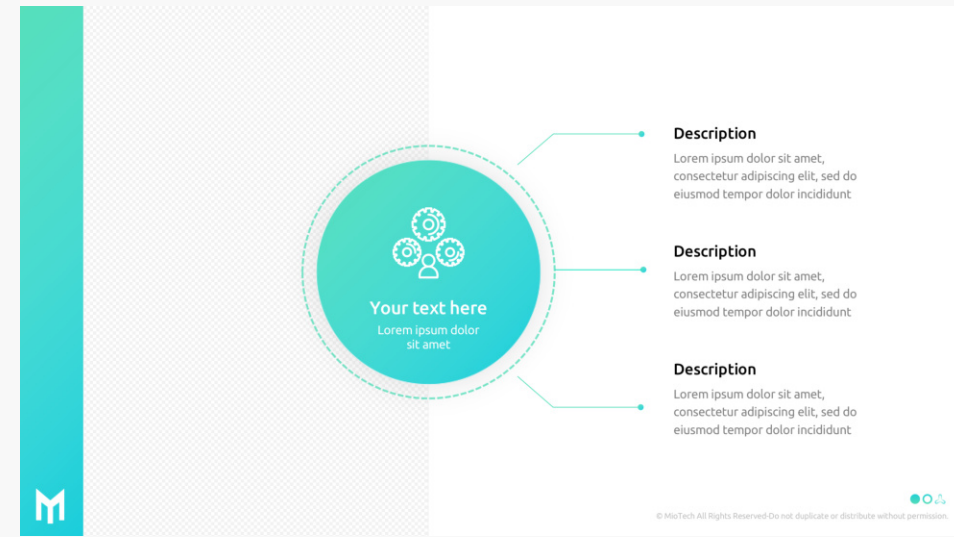
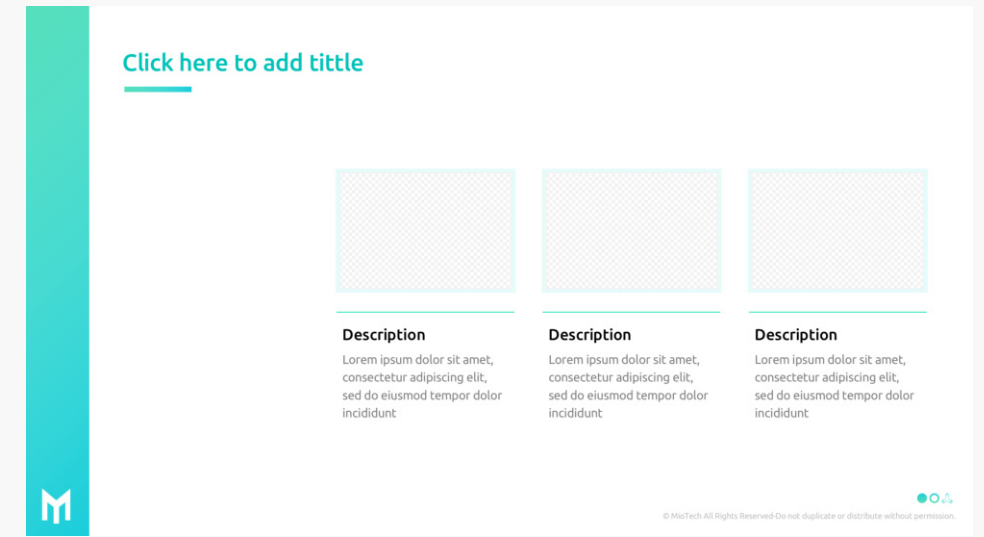
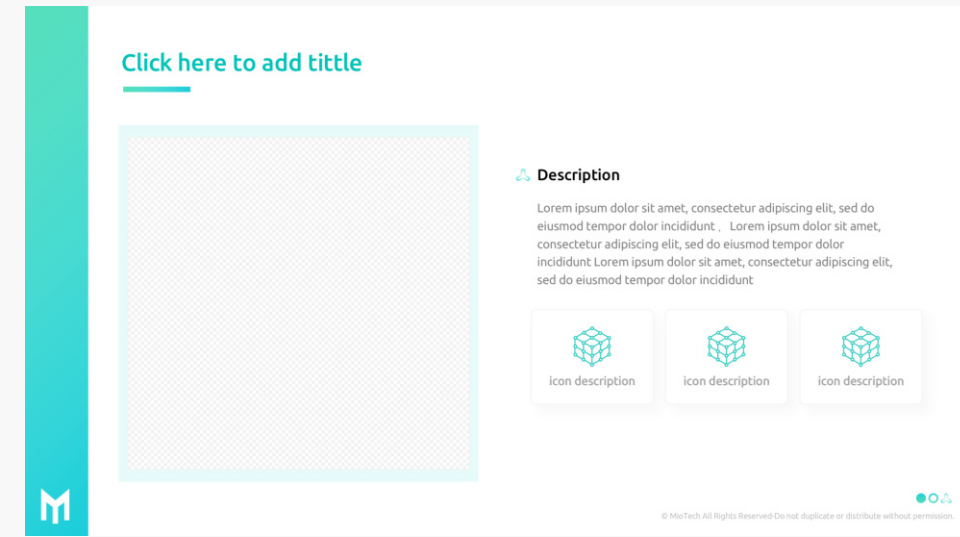
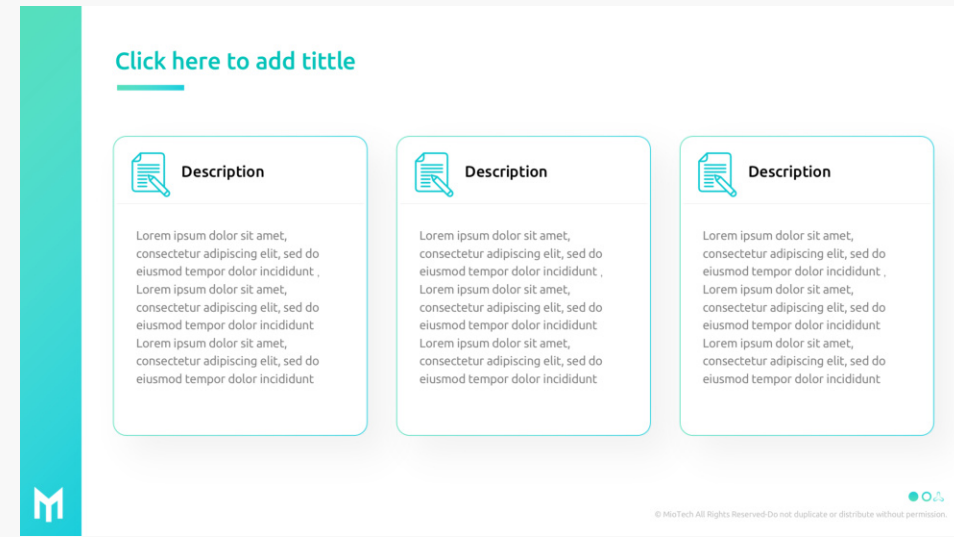
B-2.1 PPT Template

Light 01



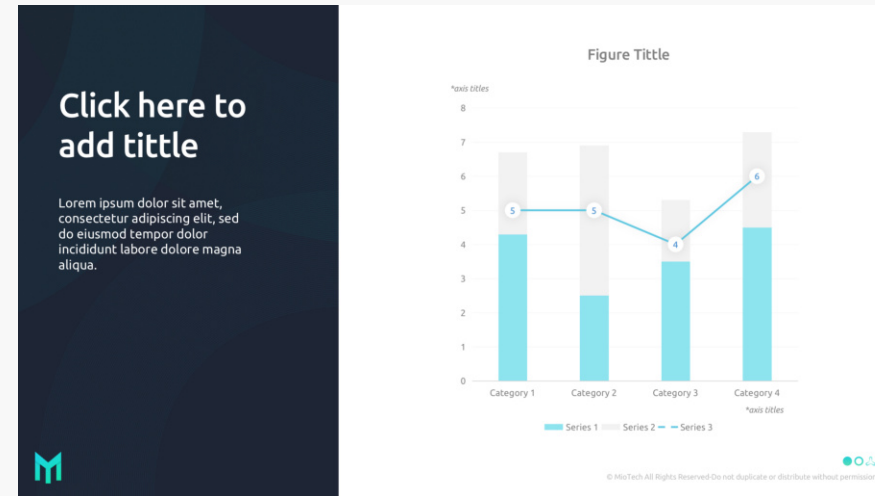
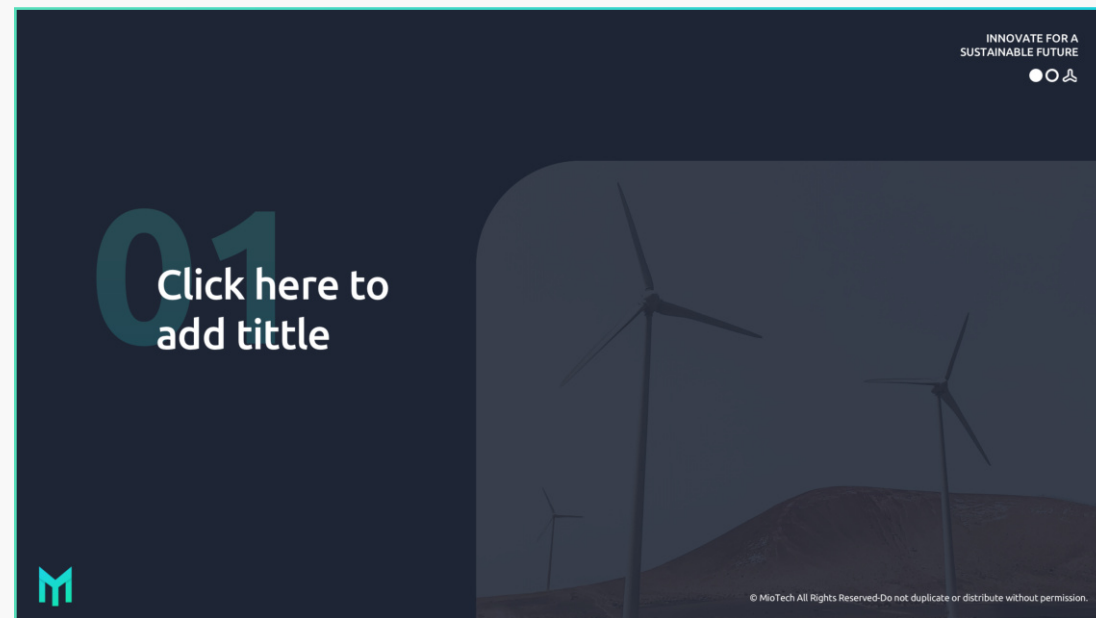
B-2.1 PPT Template

Light 02



B-2.1 PPT Template

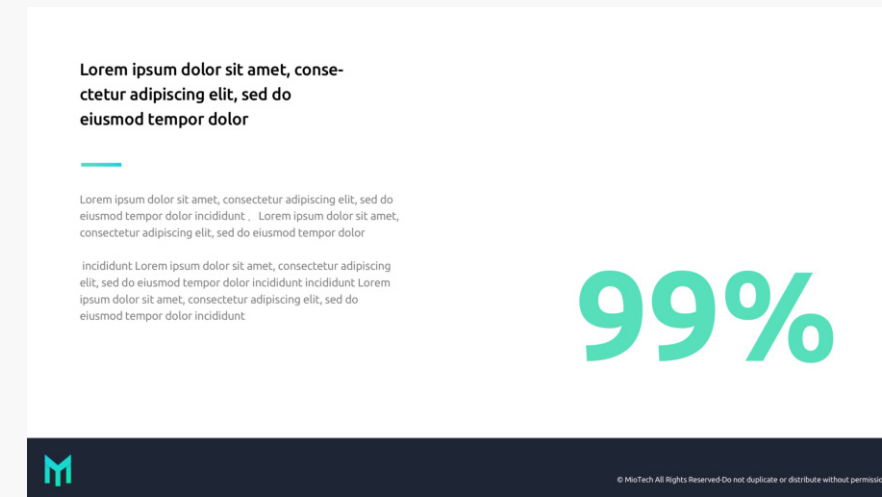
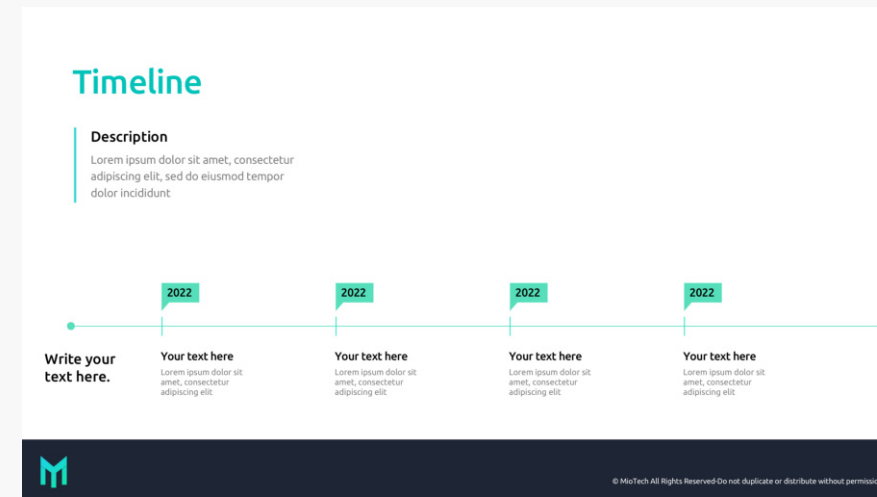
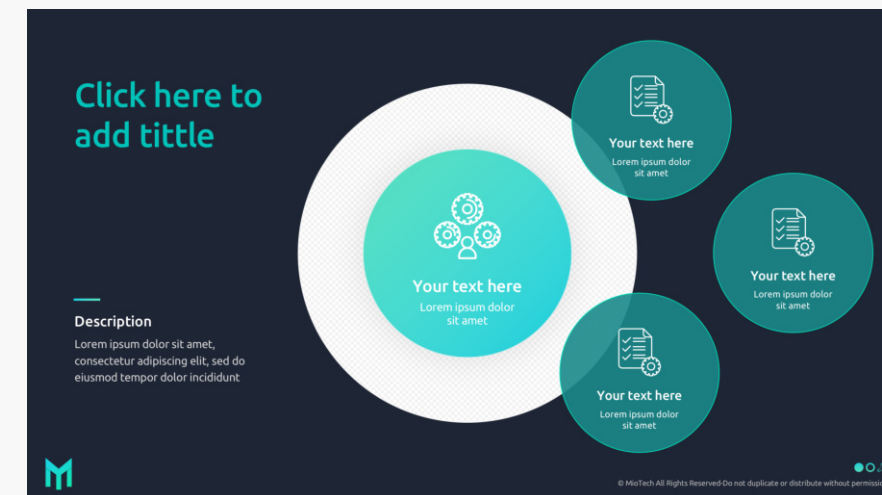
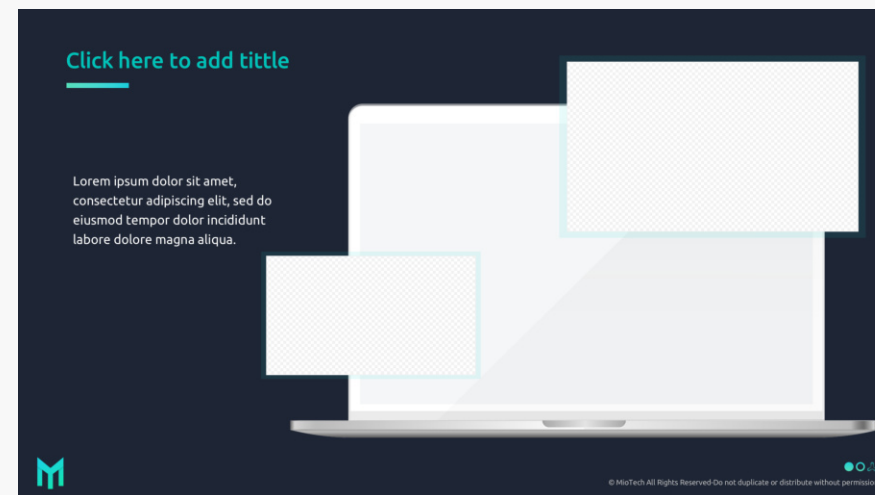
Dark 01



Click here to add tittle

Description

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Click here to add tittle

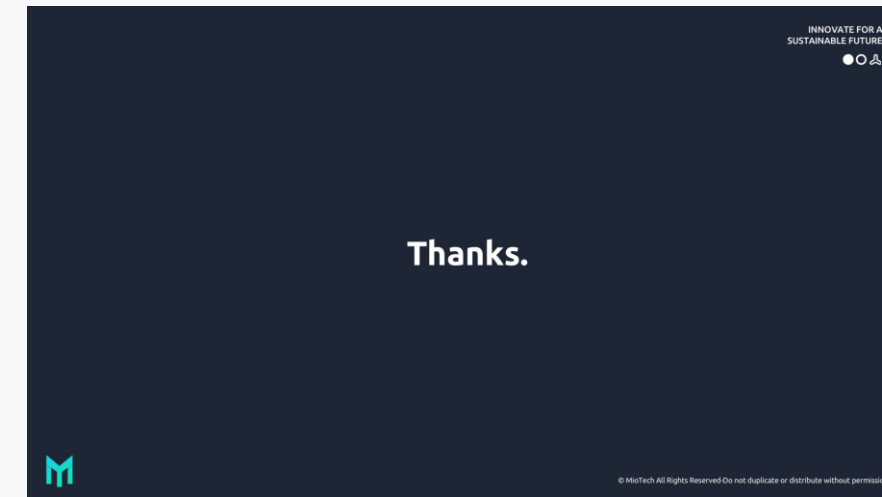
Description

© MioTech All Rights Reserved-Do not duplicate or distribute without permission.

Click here to add tittle

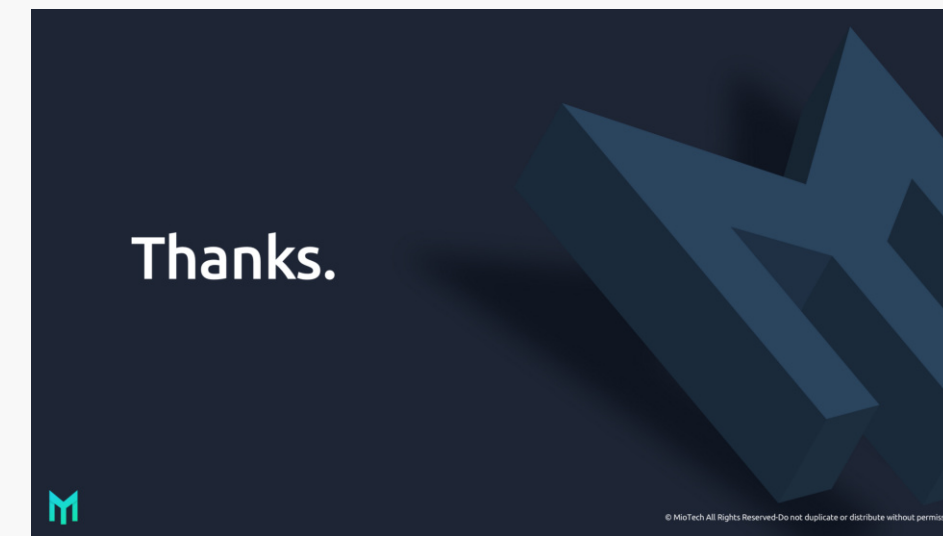
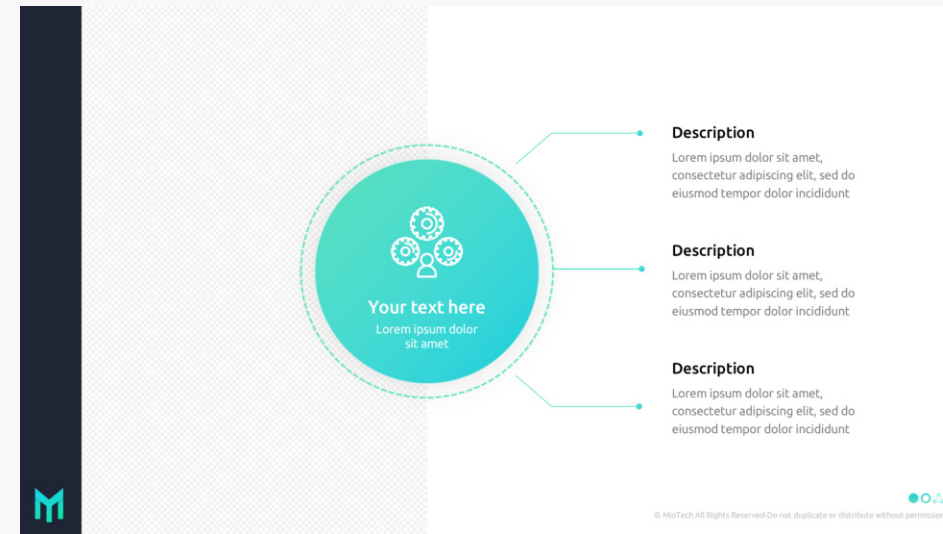
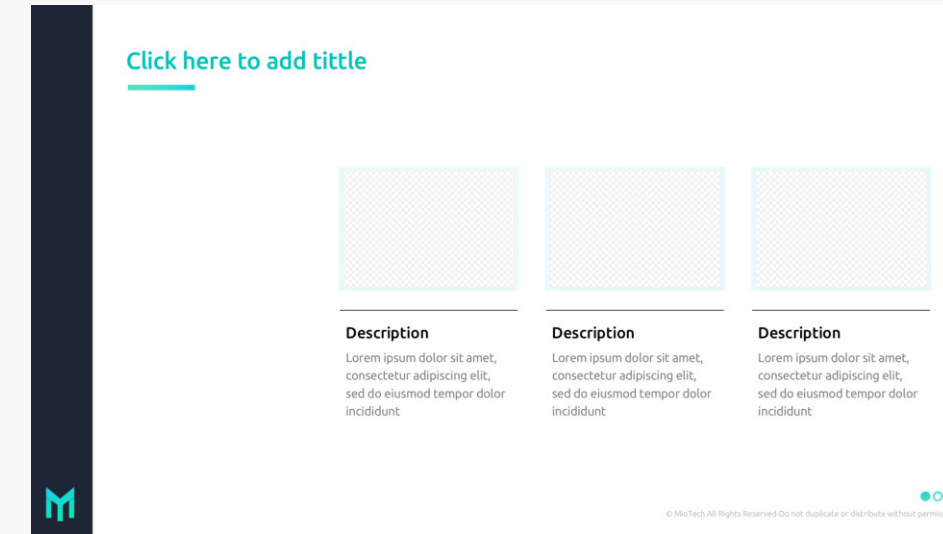
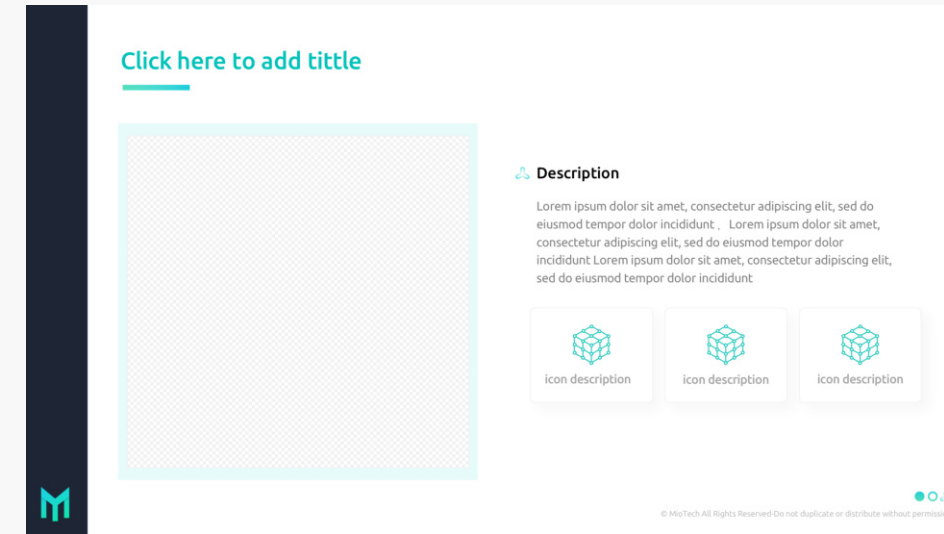
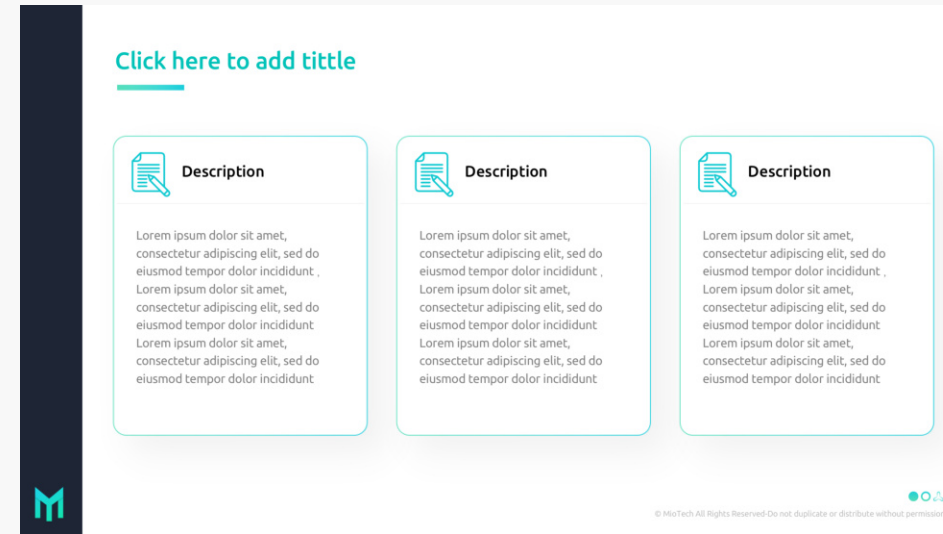
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