



MIURA

MIURA BRAND STANDARDS

THANK YOU FOR YOUR INTEREST IN USING THE MIURA BRAND

To protect the image of the Miura brand and provide a desirable consistency in the use of our visual representations, we must insist on adherence to the simple and reasonable guidelines in this document.

These guidelines govern the use of any Miura logo, trademark, or similar visual representation in any form, including but not limited to print, television, film, the Internet, brochures, mailings, display items, tents, clothing, golf accessories, sporting goods, and promotional items.

Nothing in this document shall be construed to expand, contract or alter in any other way the rights of persons having existing agreements with Miura Group Entities. Neither shall this document constrain the rights of the Miura Group Entities to make exceptions to the guidelines herein by specific agreement with specific persons. The creation of such exceptions shall not be construed as a general waiver of any of the provisions in these guidelines.

Effective immediately, these guidelines shall become part of all agreements, written or otherwise, between the Miura Group Entities and their dealers and distributors.

If you have any questions regarding the logo usage, trademarks and other visual representations within this document please contact Jonah Tremback at Sway Advertising (jonah@swayadvertising.ca)

THIRD PARTIES MUST ADHERE TO THE FOLLOWING GUIDELINES WHEN USING OUR LOGOS

If you have any questions regarding the proper usage of any of our logos, please contact Sway Advertising (admin@swayadvertising.ca)

KEEP THE CLEAR SPACE

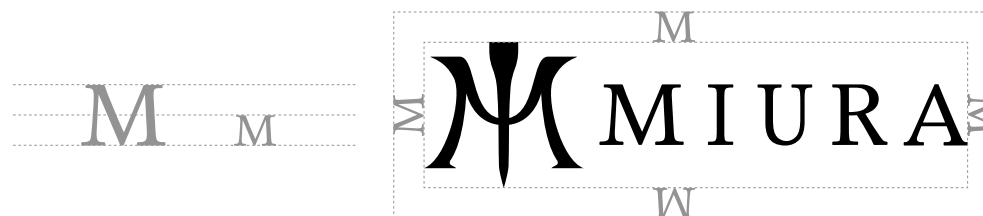
The minimum amount of clear space must be maintained when using the logos as shown here

- » Logos must be separated from any other company names, graphic imagery, text and/or page edges.
- » The controlling dimension for all logos ('M' height) is the height of the letters in the primary text.
- » The minimum allowable clear space required around the perimeter of the logo is 1/2 'M' height.



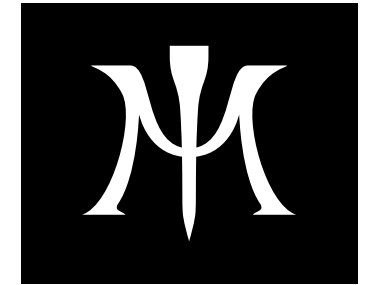
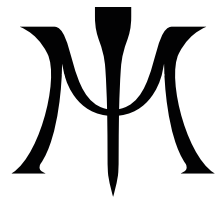
NO ALTERATIONS

- » Logos must not be altered in any way other than to adjust the size proportionally.
- » Do not place the logos on busy or low contrast backgrounds.
- » Do not use low quality reproductions of the logos.



ONLY THOSE COLOR VARIATIONS SHOWN BELOW ARE ALLOWED

In the past we have allowed for a wide variety of color variations, however, please note and adhere to the new allowable colors below



Below you will find some of the more common forms of misuse of our logos. These must be avoided at all times.

DO NOT DISTORT



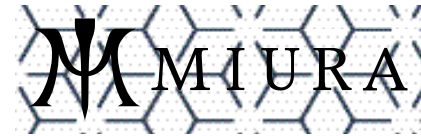
DO NOT CHANGE THE SPACE BETWEEN MARK AND TEXT



DO NOT CHANGE THE LETTER SPACING



DO NOT PUT ON BUSY BACKGROUND



DO NOT CHANGE THE MARK-TEXT RATIO



DO NOT CREATE NEW LOGOS



DO NOT CHANGE USE UN-APPROVED COLORS

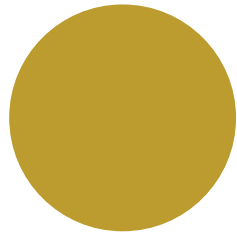


DO NOT VIOLATE CLEAR SPACE

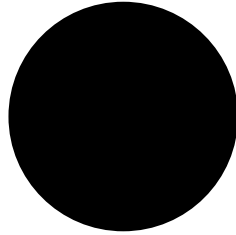


COLOR PALETTE

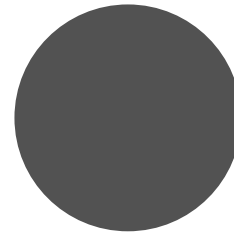
MIURA BRAND STANDARDS



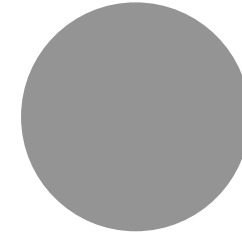
PMS: 457 C
RGB: 188/155/47
CMYK: 27/35/99/3
HEX: BC9B2F



PMS: BLACK C
RGB: 0/0/0
CMYK: 75/68/67/90
HEX: 000000



PMS: 445 C
RGB: 82/82/82
CMYK: 64/57/56/33
HEX: 525252



PMS: COOL GRAY 7 C
RGB: 149/149/149
CMYK: 44/36/37/2
HEX: 959595

FONTS

HEADER FONT

PROXIMA NOVA REGULAR

PROXIMA NOVA BOLD

BODY FONT

MUSEO SANS 300

MUSEO SANS 500

MUSEO SANS 900