



MILLERS OILS

Millers Oils

Visual brand guidelines

V6-10/09





MILLERS OILS

Managing the brand

The Millers Oils' brand is more than just a logo, a leaflet or an advert – it is the personality and experience of the company. The brand is a promise, it is what people expect from Millers Oils and our products.

Strong and consistent communication of our brand values will help to build a strong, recognised and desired brand.

The Millers Oils' brand can be promoted consistently by following these guidelines.

When we stray from
our own brand guidelines
we weaken the brand.

If you are unsure of any element of these guidelines or need help implementing them correctly - please contact Millers Oils marketing department.





MILLERS OILS

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If you are unsure of any element of these guidelines or need help implementing them correctly - please contact Millers Oils marketing department.





Millers Oils corporate logostyle



Primary

This is the Millers Oils logostyle

(applied to the compulsory 'black panel'*).

The main logo elements - i.e. the white panel, the red 'M' graphic and the words Millers Oils should remain unaltered. They should always appear as shown, in the same arrangement, proportions and colours as shown.

The black panel in the background can change scale to suit design application if required - please see following pages for more information.



"Flat" colour

Flat colour

Where print/application methods don't allow for the '3 dimensional red 'M'' (e.g. screen print, embroidery etc.) - the 'flat colour' logostyle shown may be used.



One colour

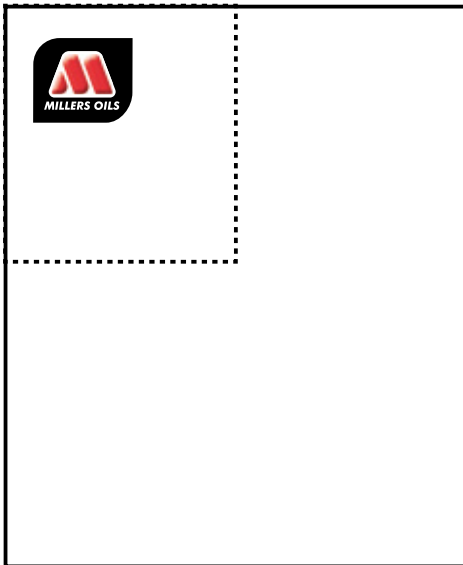
One colour

Where only one colour is available for print, or when Millers Oils red is not available - the logo should be printed in one colour: black.



Millers Oils corporate logostyle Positioning and size

The Millers Oils Corporate logostyle and 'black panel' must be applied in exactly the same way (consistently) within 'design sets' (Examples of a design 'set' would be: 1 – All Retail DL leaflets, 2 – All Retail Posters, 3 – All Trade mailshots, 4 – All 5L pack labels).

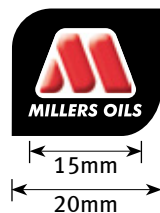


Top left hand corner positioning

(applied to the compulsory 'black panel'*).

The Millers Oils logostyle should always appear in the Millers Oils 'black panel' generally within the top left hand corner area of a design (see area indicated by dotted line in example to left).

On some rare occasions, this may not be possible (e.g. cylindrical pack), in which case the logo can be centred, however in these circumstances Millers Oils marketing department should be consulted.



Minimum size

The Millers Oils logostyle should never be used smaller than 15mm wide.

On some rare occasions, this may not be possible, in which case Millers Oils marketing department should be consulted.

The 'black panel' should never be used smaller than illustrated in relation to the logostyle (see black panel guide page).

General sizing

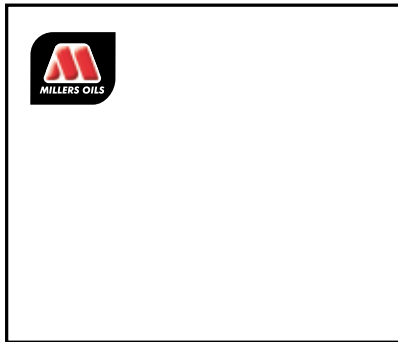
There are no specific rules regarding the size the Millers Oils logostyle is applied to individual designs. Each design application is unique and may need to communicate a unique message.

However a general guide would be to use the logostyle boldly on outward facing items such as consumer literature, POS and packaging etc. We want the brand to be noticed and communicate that we are proud of our brand.

On internal literature etc and on certain business to business elements where a quieter tone is required the logo can be used on a more subtle scale.

Please see the examples sheets in this document for a visual cue.

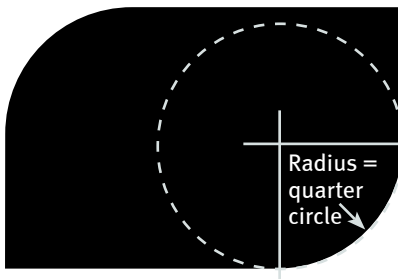
Millers Oils corporate logostyle Compulsory Black panel application



The Millers Oils logostyle should always appear in the Millers Oils 'black panel'.

The black panel should have two diagonally opposing curved (quarter circle) corners, the other two being right angles.

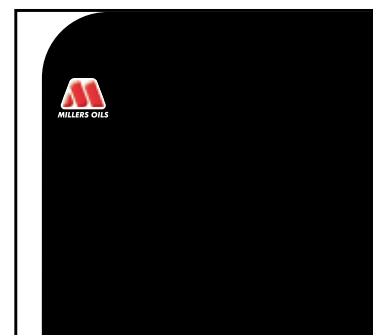
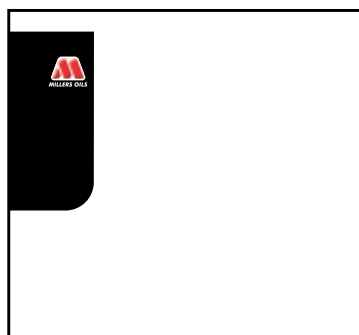
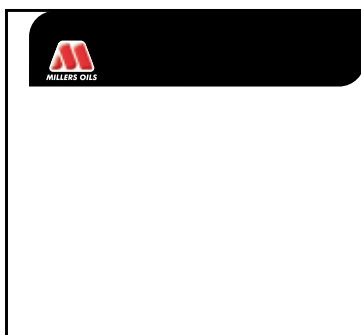
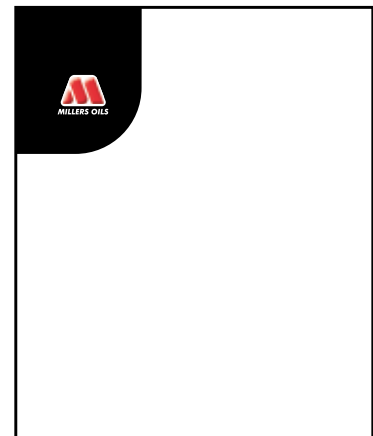
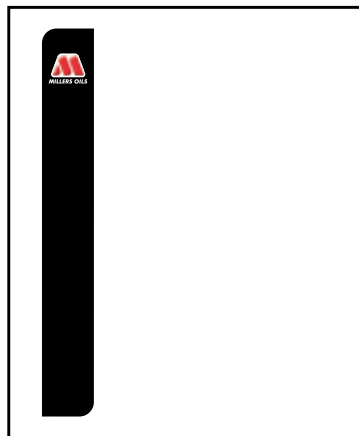
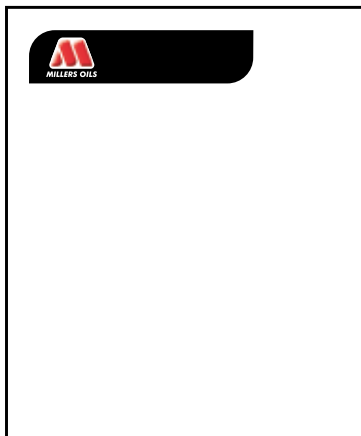
The panel can be applied in the standard 'badge' format shown on the left - or it can be used more creatively to become an active part of the design, it can be scaled up, made portrait, landscape and even bled off of the design area. If the shape bleeds off of the design area then at least one curved corner must be completely visible.



The radius of the curved corners must always be a quarter circle, the radius dimension is flexible to suit the design application, but must never be too subtle/small.

The Millers Oils Corporate logostyle and 'black panel' must be applied in exactly the same way (consistently) within 'design sets' (Examples of a design 'set' would be: 1 - All Retail DL leaflets, 2 - All Retail Posters, 3 - All Trade mailshots, 4 - All 5L pack labels).

See a few examples below and also see the design examples pages in this document.





Millers Oils corporate logostyle

Compulsory 'Advanced Formulations' roundel

The Millers Oils 'Advanced Formulations' roundel should always appear with the Millers Oils logostyle.



The roundel/badge is intended to support the "trust", "quality" and "technologically advanced" values of the Millers Oils brand and represents a stamp of quality, stamp of approval or an award badge. This can be applied in a subtle, pale keyline effect or can be used bolder, larger, as a solid colour – whatever is appropriate to the message being communicated.

The 'Advanced Formulations' roundel should always appear secondary to the Millers Oils logostyle – i.e. it should never be more imposing on a design than the Millers Oils logostyle.

On some rare occasions, it may not be possible or appropriate to apply the roundel, in which case Millers Oils marketing department should be consulted.

See the design examples pages in this document for application examples.





Millers Oils Business Sectors/sub brands:

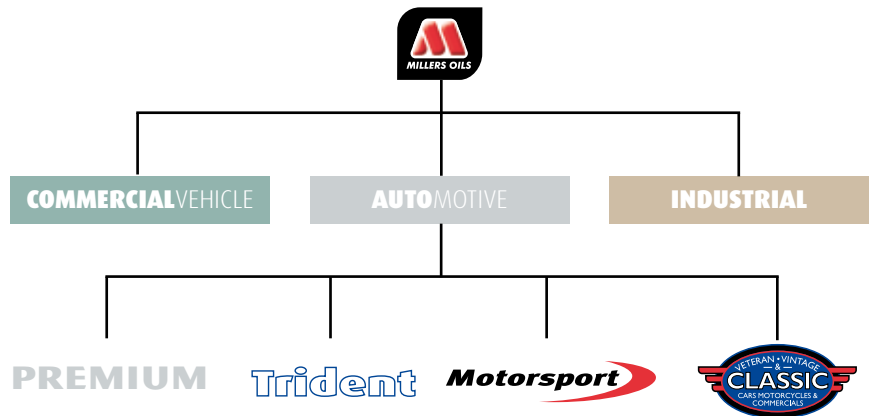


Millers Oils supply a diverse range of markets – 3 specific business areas have been defined to help structure and clarify the Millers Oils offering.

To structure marketing communication and aid visual recognition of Millers Oils product areas a colour coding system is used:

These define the Millers Oils sub-brands as:

- Automotive (silver)
- Commercial vehicle (green)
- Industrial (brown)



AUTO MOTIVE

And within Millers Oils 'Automotive' the sub-brands are:

- Premium
- Trident
- Motorsport
- Classic

PREMIUM

Trident

Motorsport



For motorists who demand the best

Value without compromise

The spirit of competition

Driving classics into the future



Packaging is also colour coded to identify and differentiate between products marketed primarily for "Retail" and products marketed primarily for "Trade".

"Retail" packs are: silver/grey

"Trade" packs are: dark blue



Millers Oils Business Sectors/sub-brands application

COMMERCIALVEHICLE

All design material that is specific to one of the business sector sub-brands must use the relevant sub-brand colour prominently in the design.

See the design examples pages in this document for application examples.

AUTOMOTIVE

The use of the sub-brand wording is optional and should be used in the design if it would be helpful to strongly communicate the sector. If used the wording should be incorporated as an element in the design, rather than placed with the corporate logostyle.

INDUSTRIAL

DAX BLACK

DAX LIGHT

DAX BLACK

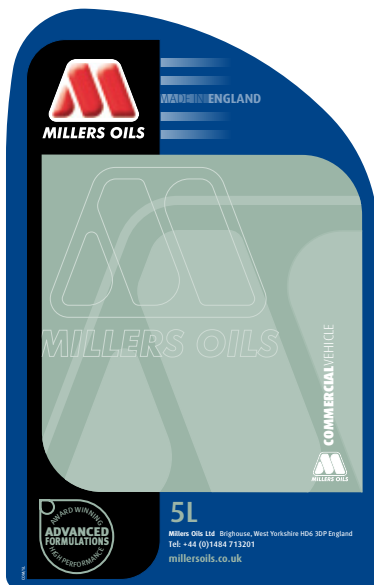
DAX LIGHT

DAX BLACK

COMMERCIALVEHICLE

AUTOMOTIVE

INDUSTRIAL



In some design applications it might be desirable to highlight the fact that the “Commercial Vehicle”, “Automotive” or “Industrial” wording represents a Millers Oils Sub-brand.

In this case the wording appears white-out against the relevant colour and is rotated at 90° with a small white-out Millers Oils logo appearing beneath it as shown on the left.

The scale and position of the wording in relation to the white logo must appear exactly as shown on the left.

This use of the white logo does not replace the need to use the main Millers Oils logo top left of the design - and the scale of the white logo should not be larger than a third of the size of the main logo.

An example of this application is shown on a commercial vehicle 5L label, left, and on the design application pages.



Millers Oils Automotive sub-brands application



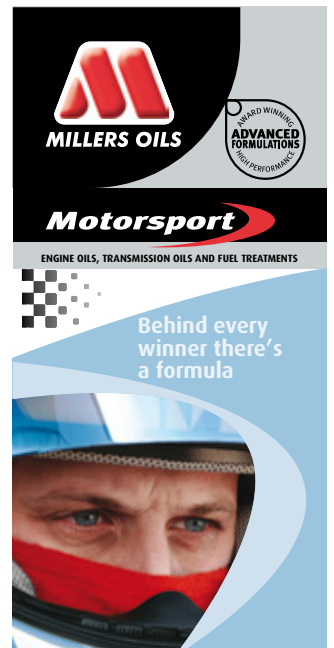
The automotive sub-brands logostyles

The automotive sub-brands logostyles (illustrated left) should, where possible, be incorporated as an element in the design, rather than placed with the corporate logostyle.

See examples below and the design examples pages in this document for application examples.

The sub-brand logostyle should always be used as a secondary visual element to the Millers Oils corporate logo - and should never be used without the Millers Oils corporate logo.

If it is not possible to incorporate the sub-brand logo into the design, it may be used with the corporate logo in the black panel exactly as shown (left).



Colours:

Corporate logostyle:

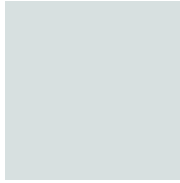


Spot: Pantone Black
CMYK: 0.0.0.100



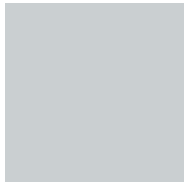
Spot: Pantone 185c
CMYK: 0.91.76.0

Corporate secondary colour:



Spot: Pantone
CMYK: 12.3.6.9

sub-brand: AUTOMOTIVE



METALLIC
Spot: Pantone 877c
NON METALLIC:
Spot: Pantone 421c
CMYK: 3.0.0.25

sub-brand: COMMERCIAL



Spot: Pantone 5565c
CMYK: 35.0.20.25

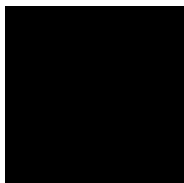
sub-brand: INDUSTRIAL



Spot: Pantone 7530c
CMYK: 0.11.25.25

AUTOMOTIVE

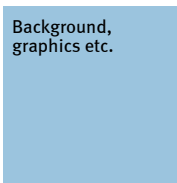
Motorsport



Spot: Pantone Black
CMYK: 0.0.0.100



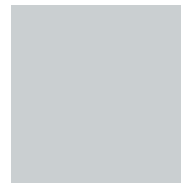
Spot: Pantone 185c
CMYK: 0.91.76.0



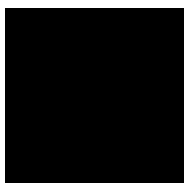
Background,
graphics etc.

Spot: Pantone 542c
CMYK: 39.7.0.9

PREMIUM



METALLIC
Spot: Pantone 877c
NON METALLIC:
Spot: Pantone 421c
CMYK: 3.0.0.25



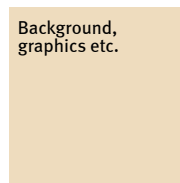
Spot: Pantone Black
CMYK: 0.0.0.100



Spot: Pantone 185c
CMYK: 0.91.76.0



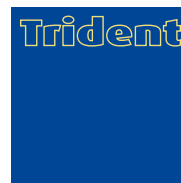
Spot: Pantone 280c
CMYK: 100.78.0.0



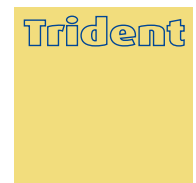
Background,
graphics etc.

Spot: Pantone 7502c
CMYK: 0.9.25.9

Trident



Spot: Pantone 280c
CMYK: 100.78.0.0



Spot: Pantone 458c
CMYK: 8.10.60.0

Fonts:

General Corporate Font - Meta

The Millers Oils corporate font is called 'Meta'.

Meta should be used for all general text and body copy in all internal and printed documentation - other specified fonts may be used for headings and highlighted text etc. - (see 'Dax' and 'other' below).

Body text should be **generally ranged left** (ranged right is allowed in some circumstances) - but never justified.

NUMERALS:

The 'Meta LF' variant of the font must be used for numerals so that the numerals all sit on the text base line (in other variants of Meta some numerals hang below the baseline).

Other Fonts

Other fonts are specified for use with specific sub-brands, i.e. 'Motorsport' and 'Classic'.

These fonts should only be used with the specified sub-brands and should generally only be used for headings and highlighted text etc - Meta should be used for general body copy.



Motorsport

**MAGNESIUM
MVB**

Meta book

123 ← Do NOT use for numerals.

**Meta bold
Meta black**

Meta book LF

123 ← Use 'LF' for numerals.

Corporate (optional) headings Font - Dax

Dax may be used as a font in headings and highlighted text in all corporate documents. **Dax should not be used as general body text.**

**Dax light
Dax regular
Dax medium
Dax bold
Dax black**

Internet Fonts

On website pages and any other instances where Meta is not available then **Arial** should be used instead.

**Arial regular
Arial bold**



**FOLIO BOOK
FOLIO BOLD**

Terminology:

Consistent Millers Oils - 'Terminology'

In writing about Millers Oils, certain terms, phrases and specifications etc are common, and as such should be presented in a consistent way.

Here are examples of some of them, this section of the guidelines will be continuously updated.

Millers Oils

Should always be written in full and never abbreviated to just 'Millers'.

Full synthetic

Always:

Full synthetic

Never:

Fully synthetic

Full-synthetic.

Semi synthetic

Always:

Semi synthetic

Never:

Semi-synthetic.

Oil viscosity specifications

Always use a lowercase 'w':

10w40, 75w90

Never use a capitol/uppercase W: