

**PRESENTATION OF THE MILLERS CORPORATE LOGOSTYLE**

The Millers Oils corporate logostyle will always (where possible) appear in the top left hand corner against a black panel. The panel shape has two diagonally opposite curved corners and the other two corners are right angles, the panel can be of any size, it has to be portrait or landscape (not at an angle) and can bleed off the edge (but must display at least one curved corner).

**ADVANCED FORMULATIONS BADGE:**

Along with the black panel holding the Millers Oils logostyle the new “Advanced formulations” badge should be used with the logo where possible/appropriate.

The badge is intended to support the “trust”, “quality” and “technologically advanced” values representing a stamp of quality, stamp of approval or an award badge. This can be applied in a subtle, pale keyline effect or bolder, larger, solid – whatever is appropriate to the message being communicated.



Preferred - Full colour  
(2 Col sep version also available in eps format)



Where print process will not produce the above  
Flat colour/2 col version:  
Black and Pantone 185c