



MINI CORPORATE  
IDENTITY



# INDEX

• Main Logo .....	03
• Logo Use .....	04
• Logo Rules .....	05
• Fonts .....	06
• Patterns .....	07
• Colours .....	08
• Social Media Icons .....	09
• Background Textures, Elements & Moodboard .....	10





■ ● LOGO USE



Full Logo on White



Full Logo on Corel

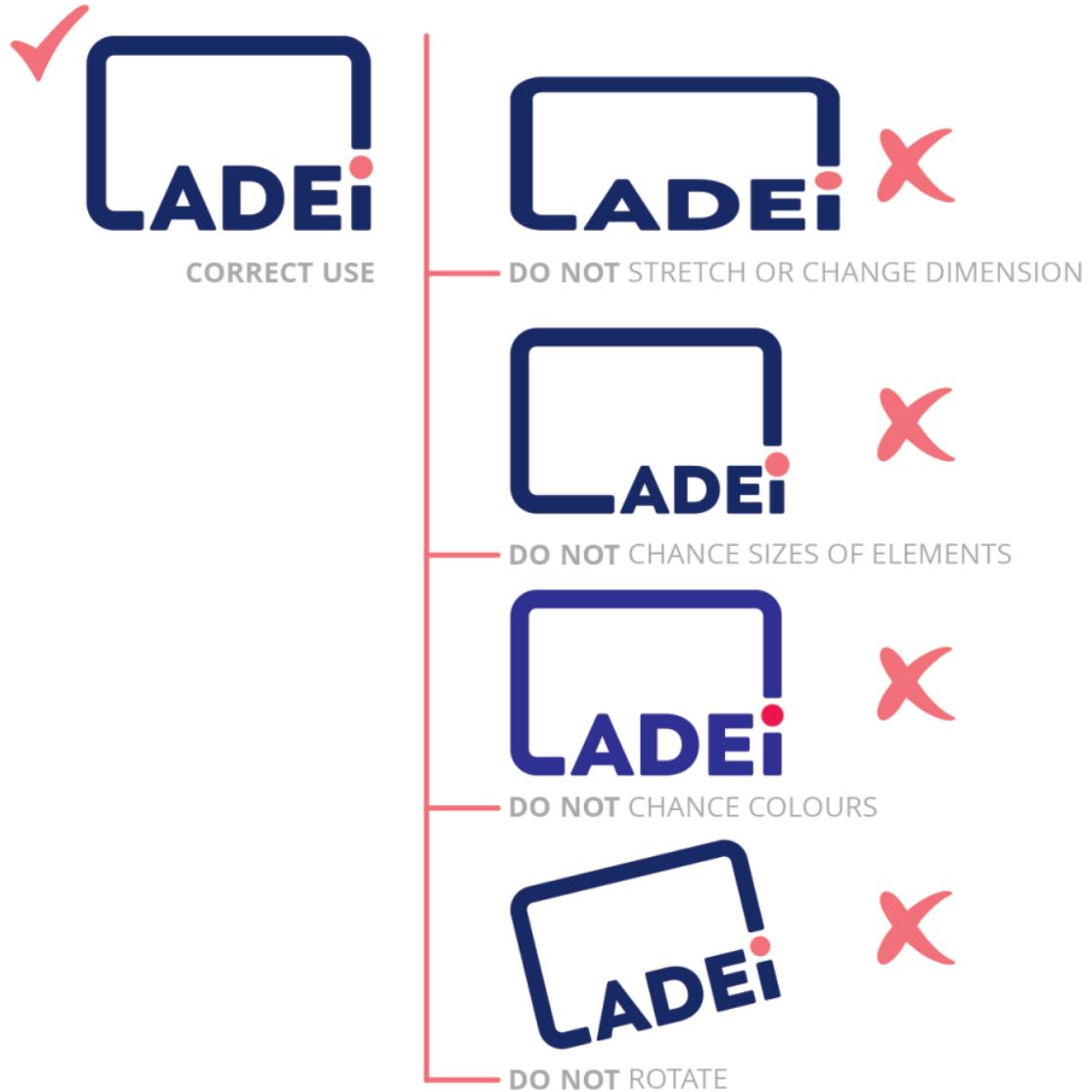


Full Logo on Navy



One Colour Logo

■ ● LOGO RULES



**LOGO**  
**BOSTON HEAVY**

Body Text  
Open Sans  
1234567890  
abcdefghijklmnopqrstuvwxyz!@#\$%^&\*()\_+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%^&\*()\_+  
The quick brown fox jumps over the lazy dog

**Headings**

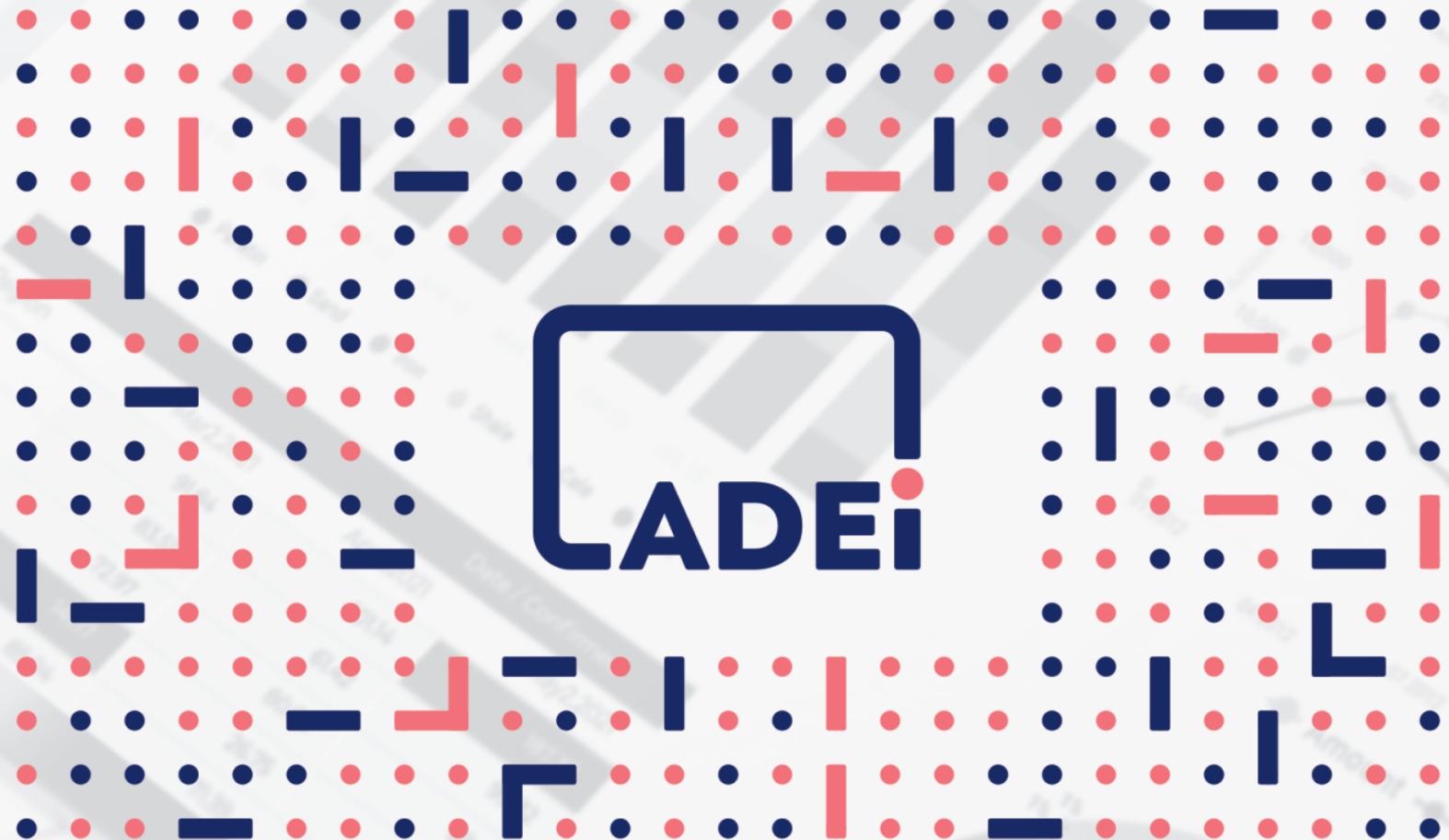
**Open Sans Bold**

**1234567890**

abcdefghijklmnopqrstuvwxyz!@#\$%^&\*()\_+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%^&\*()\_+  
The quick brown fox jumps over the lazy dog

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

■ ● PATTERNS



■ ● COLOURS

**C0 M0 Y0 K0  
R254 G254 B254  
#FEFEFE**

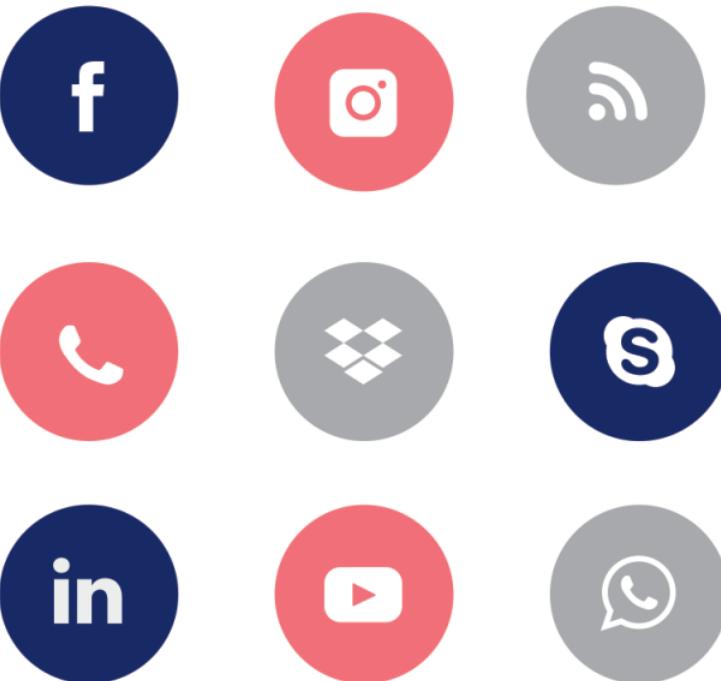
**C100 M90 Y20 K30  
R50 G60 B107  
#323C6B**

**C0 M70 Y40 K0  
R242 B118 G126  
##F2767E**

**C0 M0 Y0 K40  
R169 G171 B174  
#A9ABAE**



■ ● SOCIAL MEDIA ICONS



■ ● BACKGROUNDS  
TEXTURES  
ELEMENTS  
& MOODBOARD



■ ● BACKGROUNDS  
TEXTURES  
ELEMENTS  
& MOODBOARD



# LADEI

