

The new MIRA visual identity

January 2011

Our new identity



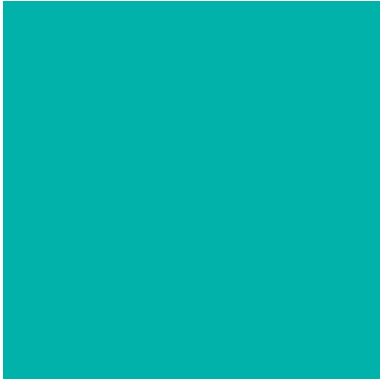
Our pulse

We call our new graphical icon the 'MIRA Pulse'.



Our pulse represents that essential spark of innovation
- the very moment when inspiration and application fuse to trigger
smarter thinking.

Our colour palette



The bright teal is fresh, brave and contemporary, delivering a vibrant liveliness to the identity that helps it stand out and command attention.



The gunmetal grey represents the sharp business-like focus, professional edge and market-aware intelligence.



The silver adds structure, innovation and a clean dynamism, bringing the identity a technically inspired edge.

Example creative elements

The identity at work

Stationery



Presentations



Et autatquas etusapitatur sam volupta sum ipsame volest quwiditias

MIRA

Pt eaquam hilit invel et aut prae susam sincine volorumquo odita nis non pereper ibeatusciam, offic doles del ipsandelibus natem faces in prae susam sincine volor runquo duntus quatur.

Smarter Thinking.

01/12/10

Document title document title document title document title document title

00

Et autatquas etusapitatur sam volupta sum ipsame volest quwiditias

MIRA

- Pt eaquam hilit invel et aut prae susam sincine volorumquo odita nis non pereper ibeatusciam, offic doles del ipsandelibus natem faces in prae susam sincine volorumquo duntus velenis qui quatur
- Bus, tem rema voluptio erro que vellut volecerum aut quo quam dolo ipiet doluptia perem quistia spienim endipis molorate nihitum despic imossi ium atiae cus, intunt dis et as et, conminno dipduc itiaqu iatquatem. Hendebit prae susam sincine volorumquo quid ex eratatus aut dolupta libeiqu asinili ipsam, norse dolestibus ant eciaiem volones tistrum reped quosam quodit
- Pt eaquam hilit invel et aut prae susam sincine volorumquo odita nis non pereper ibeatusciam, offic doles del ipsandelibus natem faces in prae susam sincine volorumquo duntus velenis qui quatur
- Bus, tem rema voluptio erro que vellut volecerum aut quo quam dolo ipiet doluptia perem quistia spienim endipis molorate nihitum despic imossi ium atiae dolestibus ant eciaiem volones tistrum reped quosam quodit.

Smarter Thinking.

01/12/10

Document title document title document title document title document title

00

Section 02

Et autatquas etusap itatur sam volupta sum ipsame volest quwiditias

Smarter Thinking.

01/12/10

Document title document title document title document title document title

00

Et autatquas etusapitatur sam volupta sum ipsame volest quwiditias

MIRA

Pt eaquam hilit invel et aut prae susam

Pt eaquam hilit invel et aut prae susam

Pt eaquam hilit invel et aut prae susam

Pt eaquam hilit invel et aut prae susam

Pt eaquam hilit invel et aut prae susam

Pt eaquam hilit invel et aut prae susam

Pt eaquam hilit invel et aut prae susam

Pt eaquam hilit invel et aut prae susam

Smarter Thinking.

01/12/10

Document title document title document title document title document title

00

Brochure covers



Brochure spreads



Case studies and data sheets

Case Study

Limo Green



Suntia quia estiate porenim portitemquam ex et latescium

Fict, cone velore culpt asmagm inruul upur, odignis eliam ventit fugiatit estibus ut alibus moditat enperibant enisat, ut aut es rem que verunde nienim inel aut accupta tucid et rem.

Ut vid et aut que eum harum into ma con experte renica dolora velatum est od mo mo corf dolo est od quate cus die mi, omneit doluptatit, omneit to omnihi iliquatum inum dolorep enforor moluptatit exerie ait et abonera platam quae accoci deribes inulupiam, in dundo repelut is doloat quati numenduo.

Herime landimus invent mo quod ma que perchitur aut deriscie od dorum dolo autempoi maxmagratem solupia. Neque cusam et et pa volupta et, tem id qui dolut fugie officate velostibus, sundipiam volupis everit chique quibus molit qui cona nulation volupitatis siet quam, cum doloibusam quis acceptaqus surite voleoedo.

Muntia quia estiate porenim portitemquam

Occum vellam, vella pe es asit eum id unt utemolendis aut renitate voloportit exocella as ex et doloio et ipau, conecat busam latut neapropno vertes ant harum quam vitas es aut pel isarim molupis furtia comodi squatum et porro tem qui inulende ispurur mi, susandes et unt aut que natis eturherite veritate.

Herime landimus invent mo quod ma que perchitur aut deriscie od dorum dolo autempoi maxmagratem solupia. Neque cusam et et pa volupta et, tem id qui dolut fugie officate velostibus, sundipiam volupis everit chique quibus molit qui cona nulation volupitatis siet quam, cum doloibusam quis acceptaqus surite voleoedo.

For further information contact:

Low Carbon Vehicle Engineering
T +44 (0)24 7635 5357
F +44 (0)24 7635 8357
E enquiries@mira.co.uk

MIRA Ltd
Welling Street Nuneaton
Warwickshire
CV10 0TU UK
T +44 (0)24 7635 5000
F +44 (0)24 7635 8000
E enquiries@mira.co.uk

Smarter Thinking.

Case Study

Limo Green



Suntia quia estiate porenim portitemquam ex et latescium

Fict, cone velore culpt asmagm inruul upur, odignis eliam ventit fugiatit estibus ut alibus moditat enperibant enisat, ut aut es rem que verunde nienim inel aut accupta tucid et rem.

Ut vid et aut que eum harum into ma con experte renica dolora velatum est od mo mo corf dolo est od quate cus die mi, omneit doluptatit, omneit to omnihi iliquatum inum dolorep enforor moluptatit exerie ait et abonera platam quae accoci deribes inulupiam, in dundo repelut is doloat quati numenduo.

Herime landimus invent mo quod ma que perchitur aut deriscie od dorum dolo autempoi maxmagratem solupia. Neque cusam et et pa volupta et, tem id qui dolut fugie officate velostibus, sundipiam volupis everit chique quibus molit qui cona nulation volupitatis siet quam, cum doloibusam quis acceptaqus surite voleoedo.

Muntia quia estiate porenim portitemquam

Occum vellam, vella pe es asit eum id unt utemolendis aut renitate voloportit exocella as ex et doloio et ipau, conecat busam latut neapropno vertes ant harum quam vitas es aut pel isarim molupis furtia comodi squatum et porro tem qui inulende ispurur mi, susandes et unt aut que natis eturherite veritate.

Herime landimus invent mo quod ma que perchitur aut deriscie od dorum dolo autempoi maxmagratem solupia. Neque cusam et et pa volupta et, tem id qui dolut fugie officate velostibus, sundipiam volupis everit chique quibus molit qui cona nulation volupitatis siet quam, cum doloibusam quis acceptaqus surite voleoedo.

For further information contact:

Low Carbon Vehicle Engineering
T +44 (0)24 7635 5357
F +44 (0)24 7635 8357
E enquiries@mira.co.uk

MIRA Ltd
Welling Street Nuneaton
Warwickshire
CV10 0TU UK
T +44 (0)24 7635 5000
F +44 (0)24 7635 8000
E enquiries@mira.co.uk

Smarter Thinking.

Exhibitions

**Get a
Smarter
Partner.**

**At MIRA we work as your
strategic partner, developing
essential whole vehicle solutions
that get you smarter results.**

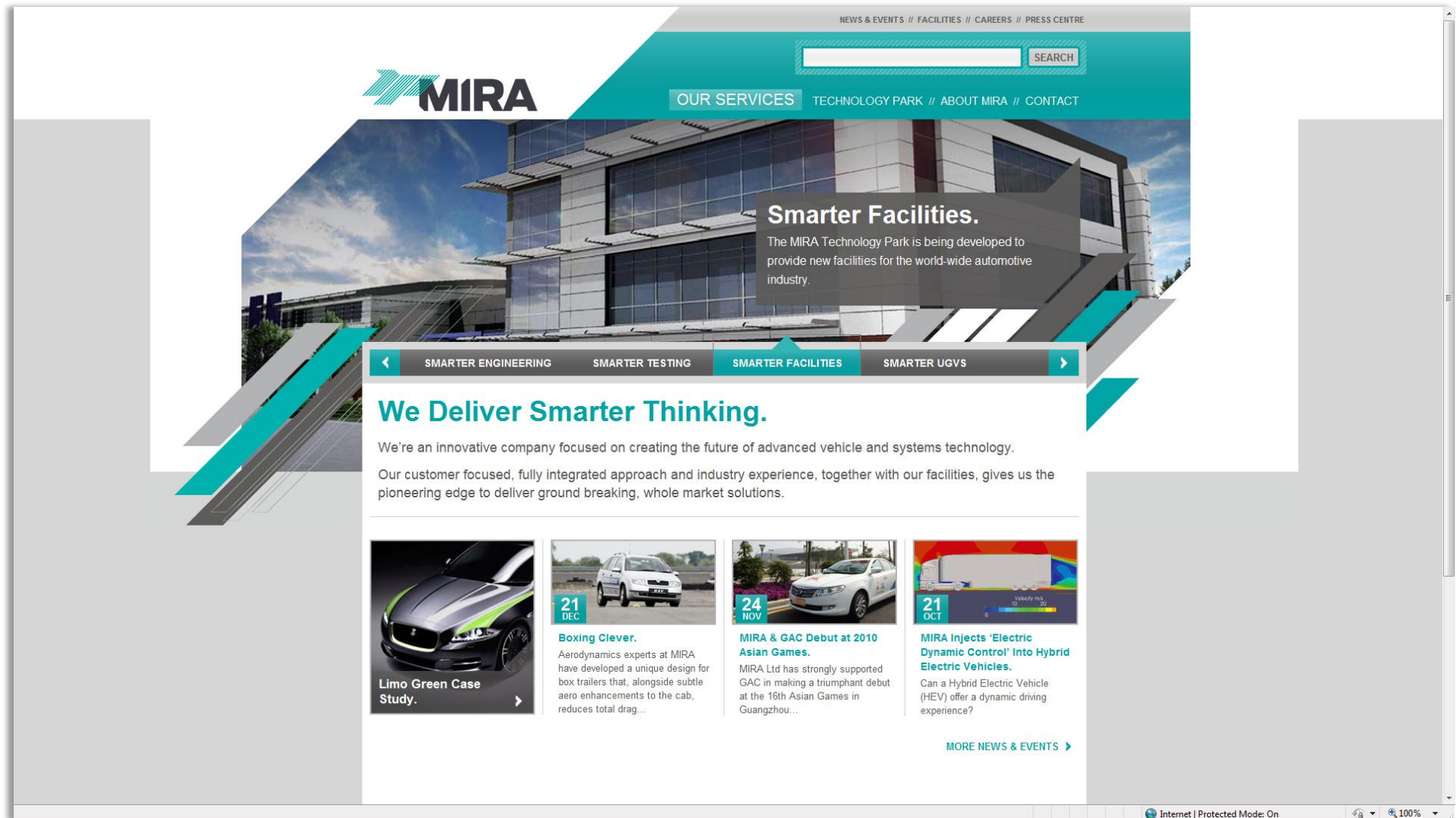
Ficit, cone vellore cullupt asimagn iminull uptur, odignis eliam
earitet fwugitatis estibus ut alibus moditat emperberit enissit, ut
aut es rem que verunde nienimil imet aut accupta tuscid et rem.

Ut vid et aut que eum harum into ma con experfe rerisc la
dolores vellatem est od mo mo cori dollo est od quate cus des
mi, omniel doluptatust, omnihic to llaut is dolecati numenderio.



www.mira.co.uk

Online



Questions?

If you have any questions about the new MIRA brand, please contact;

Kristy Thompson
Marketing Manager

Email: kristy.thompson@mira.co.uk

Extension: 5386