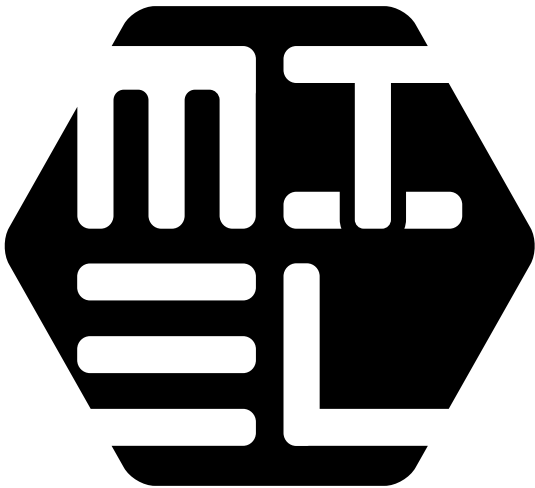


# **Miel MTL**

## **Brand Guideline**

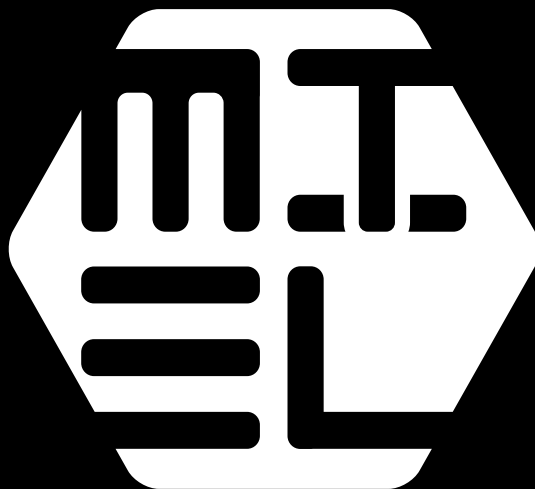
**Bzzz!**

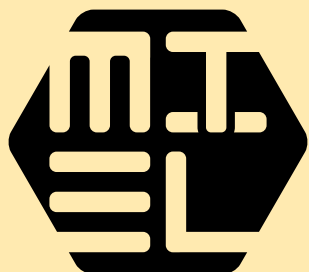
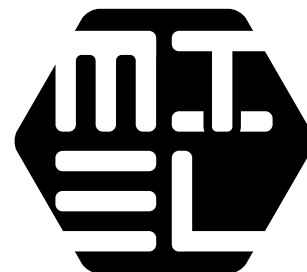


**MIEL**  
**MTL**

**MT**  
**EL**

The word Miel and the acronym MTL is combined into one word. The I becomes a T while the E can be seen as the letter or stripes referring to a bee.





## PANTONE P 7-7 C

C	0	R	255	# ffd54c
M	15	G	213	
Y	81	B	76	
K	0			

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

C	75	R	0
M	70	G	0
Y	70	B	0
K	99		

**Aa**

**0123456789**

**(.,:;?!£\$&@\*)**

**Brandon Grotesque  
Bold**

<b>Aa</b>	<b>Bb</b>	<b>Cc</b>	<b>Dd</b>
<b>Ee</b>	<b>Ff</b>	<b>Gg</b>	<b>Hh</b>
<b>Ii</b>	<b>Jj</b>	<b>Kk</b>	<b>Ll</b>
<b>Mm</b>	<b>Nn</b>	<b>Oo</b>	<b>Pp</b>
<b>Qq</b>	<b>Rr</b>	<b>Ss</b>	<b>Tt</b>
<b>Uu</b>	<b>Vv</b>	<b>Ww</b>	<b>Xx</b>
<b>Yy</b>	<b>Zz</b>		



**40 pt**

20 pt

**Hello!**

Miel Mtl is here to bring back  
the bees and the honey and  
better than ever!

**26 pt**

16 pt

**Hello!**

Miel Mtl is here to bring back the bees  
and the honey and better than ever!

**16 pt**

8 pt

**Hello!**

Miel Mtl is here to bring back the bees and the honey and  
better than ever!









