



MILAN[®]

STYLE GUIDE

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STYLEGUIDELINES

0 1

Logo

LONG-BEAM WIDTH:

GAPS (WHITESPACE)
1/3 of 84px = 28px

CROSS-BEAM HEIGHT:
2,5 times gaps = 70px
LOGO

SAFE ZONE
OPTIMAL:
84px x 4 = 336 px
SAFE ZONE

MINIMUM:
84px x 3 = 252px
CERTMARK
SAFE ZONE OPTIMAL:
70px x 3 = 210px
SAFE ZONE MINIMUM:
70px x 2 = 140px



Safe Zones scale proportional:

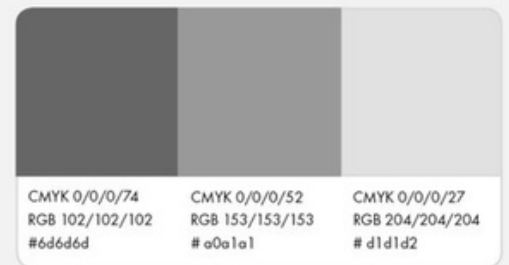


0 2

Colors



Primary colors:
Black / Purple / White



Secondary set:
d-Grey / m-Grey / l-Grey

0 3

Typography

0 4

Written

TM | **Verdana** Web Font

YES: Milan AVB or Milan-AVB
NO: Milan/AVB