

# Milliken Corporate Identity Guide

General guidelines for using the Milliken Corporate Logo



## TABLE OF CONTENTS

Introduction . . . . .	<b>.3</b>	Color Specifications . . . . .	<b>.15</b>
Why is the logo important? . . . . .	<b>.4</b>	Use of effects on the logo . . . . .	<b>.16</b>
Some Simple Design Guidelines . . . . .	<b>.6</b>	Drop-shadow . . . . .	<b>.17</b>
The Logo . . . . .	<b>.7</b>	3D Effects . . . . .	<b>.18</b>
“Industrial M” Symbol . . . . .	<b>.8</b>	Co-branding Guidelines . . . . .	<b>.19</b>
MILLIKEN Wordmark . . . . .	<b>.9</b>	Stationery . . . . .	<b>.20</b>
Registered Trademark Symbol . . . . .	<b>.10</b>	Corporate Letterhead . . . . .	<b>.21</b>
Relative Positioning . . . . .	<b>.11</b>	# 10 Envelope . . . . .	<b>.22</b>
Minimum Size Requirements . . . . .	<b>.12</b>	Business Card . . . . .	<b>.23</b>
Clear Space Requirements . . . . .	<b>.13</b>	When to Use the Logo . . . . .	<b>.24</b>
Color . . . . .	<b>.14</b>	Copyrights . . . . .	<b>.25</b>



## INTRODUCTION

*This manual is a key element of the Milliken Identity Corporate Strategy.*

The Milliken logo is the most powerful and visible symbol of our company's brand. Correct and consistent usage of the logo will protect our identity from a branding and legal standpoint.

## WHY IS THE LOGO IMPORTANT?

*Here are some guiding principles of several companies from their Corporate Identity Guides:*



“Our signature is the most prominent expression of the FedEx identity. The purpose of a consistent identity presentation is to deliver to the public a specific and positive impression of FedEx through the communication vehicles generated by the company every year, and to protect the strength of the identity.”



“The consistent application of the BMW communication principles is the only way to establish a clear identity.”

“It is the only thing that makes BMW as a company stand apart.”



“A corporate logo is the official identifying mark for a company.

“It is the single most visible and recognizable element of its overall brand image.

“Correct and consistent usage will preserve this identity from a branding and a legal standpoint.”



“To enable us to safeguard the value of our corporate brand and use it to achieve success in worldwide competition, discipline and consistency are required in a few key elements:

- in the use of the company name
- in maintaining the design of our company logo
- in using our company logo as a concise yet effective indication of the sender.”

## WHY IS THE LOGO IMPORTANT?

**Landor** “...it is critical that you be in your customer's face with a consistent and coordinated expression of identity...”

“Every point of contact (not just advertising and promotion) must be on-brand, and every individual within the organization should be charged with the responsibility of knowing exactly what that means.”

**3M** “Because the 3M logo is one of our most valuable and recognized assets, it must be used with care...”

“Consistency in all our communications... will help build customer loyalty to 3M and our brands...and can have an impact on achieving our key objectives – sustained, profitable growth.”

**Industrial M ▶****Wordmark ▶****MILLIKEN®**

**Download your logos from  
[www.Milliken.com/IdentityGuide](http://www.Milliken.com/IdentityGuide)  
or from the  
Milliken Intranet Identity Guide.**

## **SOME SIMPLE DESIGN GUIDELINES**

*The Milliken logo should be used on all communications materials, both internal and external.*

- ▼ The logo consists of two elements—the “industrial M” and the wordmark MILLIKEN
- ▼ Treat the logo with respect.
- ▼ Only use approved artwork from the [www.Milliken.com/IdentityGuide](http://www.Milliken.com/IdentityGuide) website or from the Milliken Intranet Identity Guide.

### **Avoid common misuses of the logo:**

- ▼ Do not scan it.
- ▼ Do not recreate it yourself.
- ▼ Do not combine it with another symbol, artwork or logo.
- ▼ Do not integrate it into a sentence.
- ▼ Do not attach it to any product or business name.
- ▼ Limit its use to one logo per page or viewing surface.
- ▼ Once you’ve downloaded the correct logo, don’t be tempted to change it in any way.

**Vertical** ▶  
**Logo**



**Horizontal** ▲  
**Logo**

## THE MILLIKEN LOGO

*Our logo consists of two elements* – the “industrial M” and the wordmark “MILLIKEN” in one specific typeface. Both elements are required in all cases and should never appear apart or alone.

There are two proper configurations for the logo—a vertical version, and a horizontal version.

- ▼ The vertical version is preferred for the majority of applications.
- ▼ The horizontal version is to be used only in large-scale applications (such as trade show banners or canopies) where the vertical logo would be too small to have the desired visual impact.



**CORRECT** ▶ **MILLIKEN**®



### The “Industrial M” Symbol

The “Industrial M” graphic symbol was created to quickly establish a clear and unique representation of familiarity and excellence. The symbol should not be changed or re-formed.

- ▼ Each of the three parts of the “Industrial M” are equilateral triangles. Any other shape indicates stretching or compressing of the logo.
- ▼ Each of the bars that make up the “Industrial M” is equal in thickness to the space between them.
- ▼ To ensure that the logo is always scaled proportionally, first select the logo graphic, and then press and drag one of the corner nodes (not any of the side nodes) while holding down the shift key. This will work in most applications.
- ▼ If it does not, please check with a member of the Milliken Media Department to find the correct process to scale proportionally in your software program.



### The MILLIKEN Wordmark

The MILLIKEN wordmark was created as a graphic to complement the industrial M symbol. Used in the logo, the typeface becomes art, and no attempt should be made to re-type it or to substitute any other font or typeface.

A quick way to recognize the correct use of the wordmark is to be sure that both the angled arm and leg of the **K** touch the upright part of that letter.



### REGISTERED TRADEMARK SYMBOL

*For legal reasons, it is important that the registered trademark symbol (circle R) appear with the logo at all times.*

- ▼ Proper placement of the symbol is to the upper right of the N in the MILLIKEN wordmark, with the spacing as wide as the gap between the two “L”s.
- ▼ The symbol should be no more than 20% of the height of the N.



**Vertical Logo** ▼



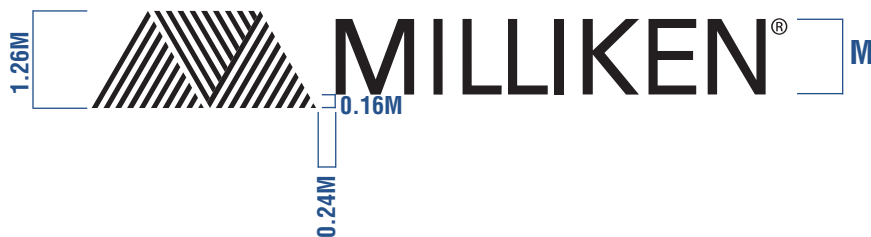
**Relative Positioning of Elements**

*The placement of the symbol relative to the wordmark is visually critical.*

**Vertical Logo (preferred)**

The distance between the “industrial M” and the wordmark should be just less than one half (.47M) of the height of the wordmark letters (M).

If a line was extended along the angled sides of the “industrial M”, they should touch the lower outside corners of the first and last letters in the wordmark.



**Horizontal Logo** ▲

**TIP: Download it, don't draw it!**  
**[www.Milliken.com/IdentityGuide](http://www.Milliken.com/IdentityGuide)**

**Horizontal Logo**

The “industrial M” symbol should extend just above and just below the the top and bottom edges of the wordmark.

The distance between the lower right tip of the “industrial M” and the left edge of the first letter of the wordmark should just less than one quarter (0.24M) of the height of the wordmark letters (M).

**Vertical  
Logo** ▶



**MINIMUM SIZE REQUIREMENTS**

*To ensure that the logo is recognizable and is visually effective, it must be of a certain size.*

**Vertical Logo (preferred)**

- ▼ The full width of the vertical logo should be no less than 1/2" on all print work.
- ▼ It should be no less than 8/10" wide at 72 pixels/inch on websites, PowerPoint™ presentations and other screenshows.
- ▼ The "industrial M" bars should maintain a minimum of 1 pt. measurement.

**Horizontal Logo**

- ▼ A minimum width of 12" is required for the horizontal logo.
- ▼ The horizontal logo is used primarily for trade show displays.



**Horizontal  
Logo** ▲



## CLEAR SPACE REQUIREMENTS

To protect the integrity of the Milliken logo, and to ensure that it is visually effective, a minimum surrounding of clear space is necessary in all applications. Clear space is the area around the logo that should be free of all other logos, symbols, text or other graphic elements. It provides a kind of “breathing room” and allows the logo to stand distinctly in any environment.

- ▼ Using the height of the “M” in the wordmark “MILLIKEN” as a unit of measure, provide “M” clearance on all four sides around the logo.
- ▼ The same rule applies to both the vertical and horizontal versions of the logo.

**Black: The logo color**



**PMS 282U Blue: For stationery**



**COLOR**

*Color plays an important role in our identity system, facilitating brand recognition and reinforcing the memorability of our graphic expression. As with other visual elements, color must be used correctly and consistently to be effective.*

- ▼ Black is the color of the Milliken logo in all applications, except formal correspondence and architectural signage.
- ▼ Pantone® PMS Blue 282U on Strathmore Natural White Laid Finish paper is the standard logo color for corporate stationery and business cards (please refer to stationery section for specifics).
- ▼ Brushed aluminum metal is the logo color for architectural signage.



Reversed logo



### COLOR, continued

- ▼ On dark backgrounds, reversed-out white should be used for logo color.
- ▼ All elements of the logo must be the same color. Do not produce the logo in multiple colors, tints, or screens of the same color.

### COLOR SPECIFICATIONS

#### For stationery and business cards: (Blue logo)

- ▼ Spot Color: Pantone® PMS 282U / Process Black
- ▼ Four-Color Process for PMS 282U (for print applications):  
Cyan=100, Magenta=68, Yellow=0, Black=54

#### For video applications: (Black logo)

- ▼ RGB: Red=0, Green=0, Blue=0 / Black only.

#### For web applications: (Black logo)

- ▼ Hex: 00000

## USE OF EFFECTS ON THE LOGO

*To ensure the legibility and integrity of the logo,* close attention should be paid to the background on which the logo is placed. Although it is impossible to foresee every design challenge, some general guidelines will help ensure that the logo will always be presented the best way it can.

- ▼ Always try to place the logo on a solid or non-busy background or area of a background.
- ▼ Use the correct color logo to have the maximum contrast with the background for optimum readability.



### Drop-shadow

*You are encouraged to design around the Milliken logo at all times in order to maintain the prominence that it deserves.* However, in some cases it is not possible to maintain the recommended clear space around the logo, such as on a photograph or on a screenshow (PowerPoint™ or video type) background. In these instances a subtle drop-shadow may be used behind the logo to help differentiate it from the background and increase its visibility.

- ▼ A drop-shadow enhanced logo may only be used on screenshow and video-based applications.
- ▼ **Download** approved drop-shadow logos from the Milliken Identity Guide. Do not create your own drop-shadow enhanced Milliken logo.

### 3D Effects

*The Milliken logo was created to work best as a 2-dimensional, simple design.*

- ▼ **Download** approved artwork, do not create your own.
- ▼ 3D effects are allowed as true embossing or debossing on a printed paper surface. Simulated embossing, debossing, beveling or other surface effects should not be used on printed papers.
- ▼ 3D effects are also allowed in video applications



## CO-BRANDING GUIDELINES

*Co-branding is combining one or more names into a single name or logo.*

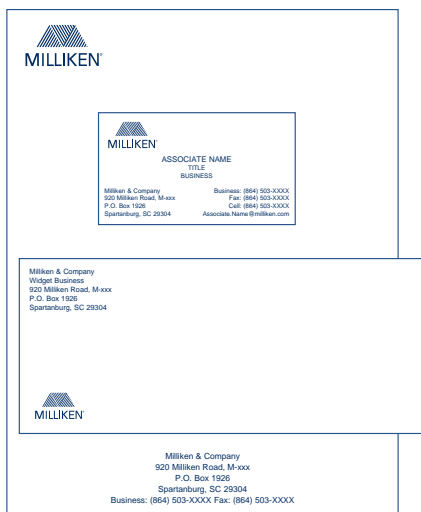
Below are the **new** guidelines for co-branding at Milliken:

- ▼ The Milliken logo should always stand alone.
- ▼ Business, product, plant or location names should not attach to the Milliken corporate logo.
- ▼ Maintain minimum clear space requirements around the Milliken logo when including a Milliken business, product, plant or location name on the same viewing surface.
- ▼ Formal correspondence and business cards should be standardized to the approved corporate stationery.
- ▼ Additional guidelines to follow at a later date, regarding licensees, distributors, third-party agreements, etc.

## STATIONERY

*The corporate stationery package is an integral part of Milliken's identity and brand image.* Content and form play an important role in offering the viewer an image of clarity, consistency and professionalism. The layout of all stationery pieces offers easy accessibility to pertinent information while allowing flexibility for the user.

- ▼ All formal correspondence and business cards should be ordered through The EMpower System.  
<http://rmcaribabuy1/AribaProd/Main>



- ▼ All printing should follow these approved formats.
- ▼ The only exception is for Marketing correspondence, such as customer promotion letters, which can coordinate with advertising campaign designs.

### Stationery: General Guidelines

#### Name and title block:

- ▼ Use ampersands (&) in titles and department names (Sales & Marketing)
- ▼ Avoid abbreviations in names, titles and functional areas. Use Manager, Research & Development - instead of MGR, R&D. Exceptions are standard titular abbreviations - John P. Somebody, Jr., John P. Somebody, Ph.D.

#### Address Block:

- ▼ Always include the street address.
- ▼ All contact numbers should be identified appropriately (phone, fax, cell phone)



Milliken & Company  
Widget Business  
920 Milliken Road, M-xxx  
P.O. Box 1926  
Spartanburg, SC 29304  
Business: (864) 503-XXXX Fax: (864) 503-XXXX

### 8 1/2" x 11" Corporate Letterhead

**Logo:** PMS 282U

Always upper left corner

**Paper Stock:** 24# paper, Strathmore laid finish,  
Natural White

**Address Info:**

Font: Helvetica

Point size: 10pt.

Leading: 12pt.

Color: PMS 282U

Always centered on the bottom of the page.

### #10 Business Envelope

**Logo:** PMS 282U. Always lower left corner

**Paper Stock:** 24# paper, Strathmore laid finish, Natural White

**Address Info:**

Font: Helvetica

Point size: 9pt.

Leading: 11pt.

Color: PMS 282U

Always left-justified, in top left corner.

Milliken & Company  
Widget Business  
920 Milliken Road, M-xxx  
P.O. Box 1926  
Spartanburg, SC 29304





### Business Cards

**Logo:** PMS 282U

Always upper left corner

**Paper Stock:** 80# cover stock, Strathmore laid finish,  
Natural White

**Associate Info./Address Info:**

Font: Helvetica

Point size: Associate Name. 9pt

Title. 7.5pt

Address Info. 7.5pt

Email & Phones. 7.5pt

Leading: 9pt. throughout

Color: PMS 282U

## When to Use the Logo

*The Milliken logo should be used on all external marketing communications, and on all corporate communications from Human Resources.*



## **COPYRIGHTS**

*Protect our marketing materials by noting that we own them.*

Use the following phrase:

- ▼ “© 2003 Milliken & Company. All rights reserved.”  
(or whichever year the material was first published.)
- ▼ Use it at least once on all printed materials, PowerPoints™ and videos, and on every website page.
- ▼ For PowerPoints™ shared externally, it is recommended to use the phrase on every page, in very small type.