

BRAND GUIDELINES

Quick Facts



Tone

At the heart of The Daily Mile brand is our wish to improve the physical, mental, emotional and social health and wellbeing of our children — regardless of age or personal circumstances. Tone of voice in all communications should be open, positive, proactive and succinct, and appeal to adults and children alike.

Visuals

Space must be left clear around the logo for clarity, whilst retaining its 'TAB' structure. The logo may be used on a white or grey (K10%) background. The logo should not be used on a patterned or colored background. The logo should not have any items placed behind it in front of it, or overlapping it. The logo should not have its transparency reduced.

Colors



C:2 M:62 Y:0 K:0
R:244 G:133 B:186
Web: #F485BA
Pantone 218C

C:74 M:13 Y:10 K:0
R:7 G:170 B:210
Web: #00A9D1
Pantone 306C

C:48 M:12 Y:100 K:1
R:155 G:180 B:32
Web: #98B420
Pantone 377C

C:0 M:34 Y:89 K:0
R:250 G:179 B:34
Web: #F8AE34
Pantone 7409C

C:0 M:0 Y:0 K:20
R:207 G:210 B:211
Web: #cfd2d3
Pantone 427C.

Fonts

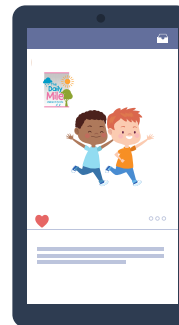
Back to School Avenir Next Regular
Miso Bold Avenir Next Demi Bold

Sample Logo Uses

School Newsletters



Social Media Posts



Classroom Resources



Download a .png of The Daily Mile logo