



# Brand Guidelines





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# Introduction

Milestone Technologies is a globally recognized IT Services and Digital Solutions company with a presence in more than 35 countries. Headquartered in Fremont California, we work with the world’s leading companies to deliver services and technologies at scale, accelerate digital operations, develop innovative applications, and drive efficiencies throughout their organization.

For over 26 years, we have a demonstrated history of supporting category-defining enterprise clients that are growing ahead of the market. We are committed to providing innovative tech solutions to businesses that help them scale technologies while managing their resources and costs.

By leveraging our extensive expertise in cutting-edge technologies, we provide our clients with the agility and scalability needed to stay ahead in today’s rapidly evolving digital landscape.

At Milestone, we are focused on building an employee-first, performance based culture. Milestone’s culture is built to provide a collaborative, inclusive environment that supports employees and empowers them to reach their full potential.

Milestone is proud to be a Great Place to Work Certified™ company.



## Our Mission

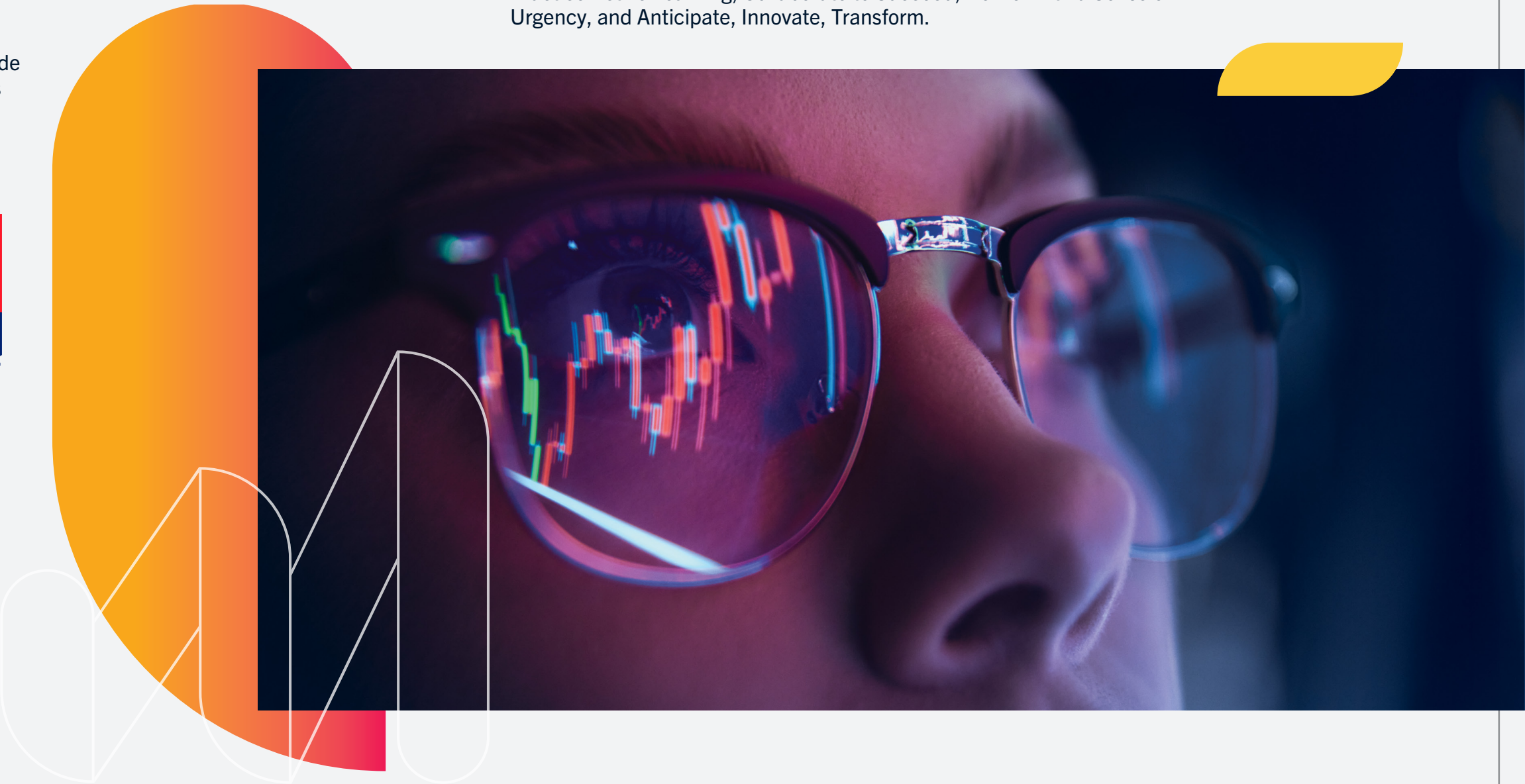
Milestone’s mission is to revolutionize the way IT is deployed and supported worldwide. We aim to be a trusted partner and resource for our clients by creating and executing against a strategy that directly addresses critical business, financial, and technical objectives.

## Our Vision

Milestone’s vision is to create the ultimate positive experience for our employees and customers.

## Our Values

Leverage our Diversity and Unique Strengths, Invest in Relationships, Practice Active Learning, Collaborate to Succeed, Deliver with a Sense of Urgency, and Anticipate, Innovate, Transform.





# Brand Story

Brands create experiences. When clients work with Milestone Technologies, they take a part of the brand with them.

Great brands tell a distinct and captivating story of why they fit into our lives. And like all our favorite stories, the Milestone Technologies brand does this by drawing us in and creating emotional involvement through client interactions with our employees.

For over two decades, Milestone has empowered innovation worldwide and has completely transformed business operations for large-scale initiatives, making organizations more productive and efficient.

How Milestone empowers “growth” for our employees and out clients is a central theme to our brand story.

We believe in an employee-first culture that fosters a work environment to support our employees’ personal and professional growth. We are agile, transparent, innovative, caring, and believe in continuous improvement in benefit of our clients and our employees.





# About The Milestone Brand Identity

We create our Brand Identity through our **Values**.

Our brand is one of our most valuable assets, and its consistent usage will enhance our marketplace recognition.

If people believe they share values with a company, they will stay loyal to the brand.

This document will provide guidance for proper use of the Milestone logo so we can continue to strengthen our brand.



## The New Brand Symbolism Explained

### Growth:

- Implied by the ascending peaks
- Past, present, future
- Growth of our team
- Growth in relationships with clients



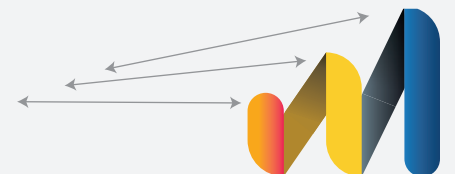
### Flexibility:

- The brand icon is symbolized by the ribbon-like flexibility it displays.
- We serve clients with flexibility and respect.
- We are flexible in how we implement solutions with technologies and best practices.
- We stay flexible to remain competitive.



### Diversity and Inclusion:

- Diversity is represented by the gradient range of colors and Inclusion at all levels.



### Transparency:

- Implied through the display of the face and underside of the ribbon-like structure Transparency in how we deliver for our clients.
- Transparency in how we work with each other.



### Colors :

- Blush orange: passion, energy, vibrance
- Pineapple Yellow: shine, joy, positivity
- Blueberry sapphire: truth, wisdom





# Logo Typeface

The typography used within the logo is clear, simple, and elegant, consisting of Biyisk and Myriad Pro Light Semi Extended fonts. Its high level of readability and large size makes it the perfect for our logo. The typeface reinforces Milestone as a modern business that believes in constant innovation and diverse technological advancement.

Primary Logo



## Modern, tech-oriented, agile and nimble:

Implied through the sleek typeface, Milestone is agile and nimble when it comes to delivering on its commitments to clients.



## Forward-looking:

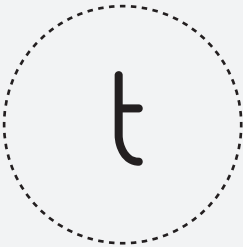
Milestone views today’s tech challenges with an eye toward the future. We anticipate opportunities and challenges well in advance, enabling our clients to maximize the outcome of their investments.

The “t” in milestone only looks forward, not backward.

- What it means: “Milestone looks into the future”.

The “t” in technologies looks both forward and backward.

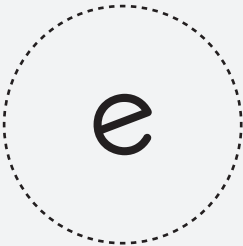
- What it means: “We help clients modernize legacy technologies with an eye to the future”



## ‘True North’ approach:

The letter “e” in Milestone points upwards (north).

Milestone takes ownership of our client’s business problems and immerses ourselves in the pursuit of their True North goals - delivering on metrics such as ROI, TCO productivity efficiency, and more.



## Modesty, respect, equality:

Implied through all lower case letters (no capitalization) we demonstrate respect in our interactions and communication with employees and clients.





# Primary Brand Color Palette

The colors used to build the gradients within the logo icon are part of our brand identity and core to building market authority on a global front. It is because of our logo that we are recognized as a confident and responsible tech company empowering our clients to achieve their objectives.



RGB 249, 166, 25  
CMYK 0, 39, 100, 0  
HEX #F9A619



RGB 238, 38, 80  
CMYK 0, 97, 56, 0  
HEX #EE2650



Gradient



RGB 250, 202, 43  
CMYK 8, 20, 100, 0  
HEX #FACA2B



RGB 251, 205, 58  
CMYK 2, 18, 92, 0  
HEX #FBCD3A



Gradient



RGB 27, 118, 184  
CMYK 84, 46, 0, 0  
HEX #1B76B8



RGB 24, 68, 118  
CMYK 100, 80, 28, 14  
HEX #1A3B69



Gradient

# Background and Text Color Palette



RGB 0, 23, 47  
CMYK 100, 51, 0, 82  
HEX #00172F



RGB 9, 44, 83  
CMYK 89, 47, 0, 67  
HEX #092C53



RGB 147, 159, 142  
CMYK 0, 0, 0, 50  
HEX #939598



RGB 220, 220, 220  
CMYK 0, 0, 0, 14  
HEX #DCDCDC





# Universal Color Palette

Colors from this palette can be used to design creatives. The color scheme uses bold and powerful colors that are designed to equally mix together well. Much like the Milestone brand, we we strive to be bold and impactful.

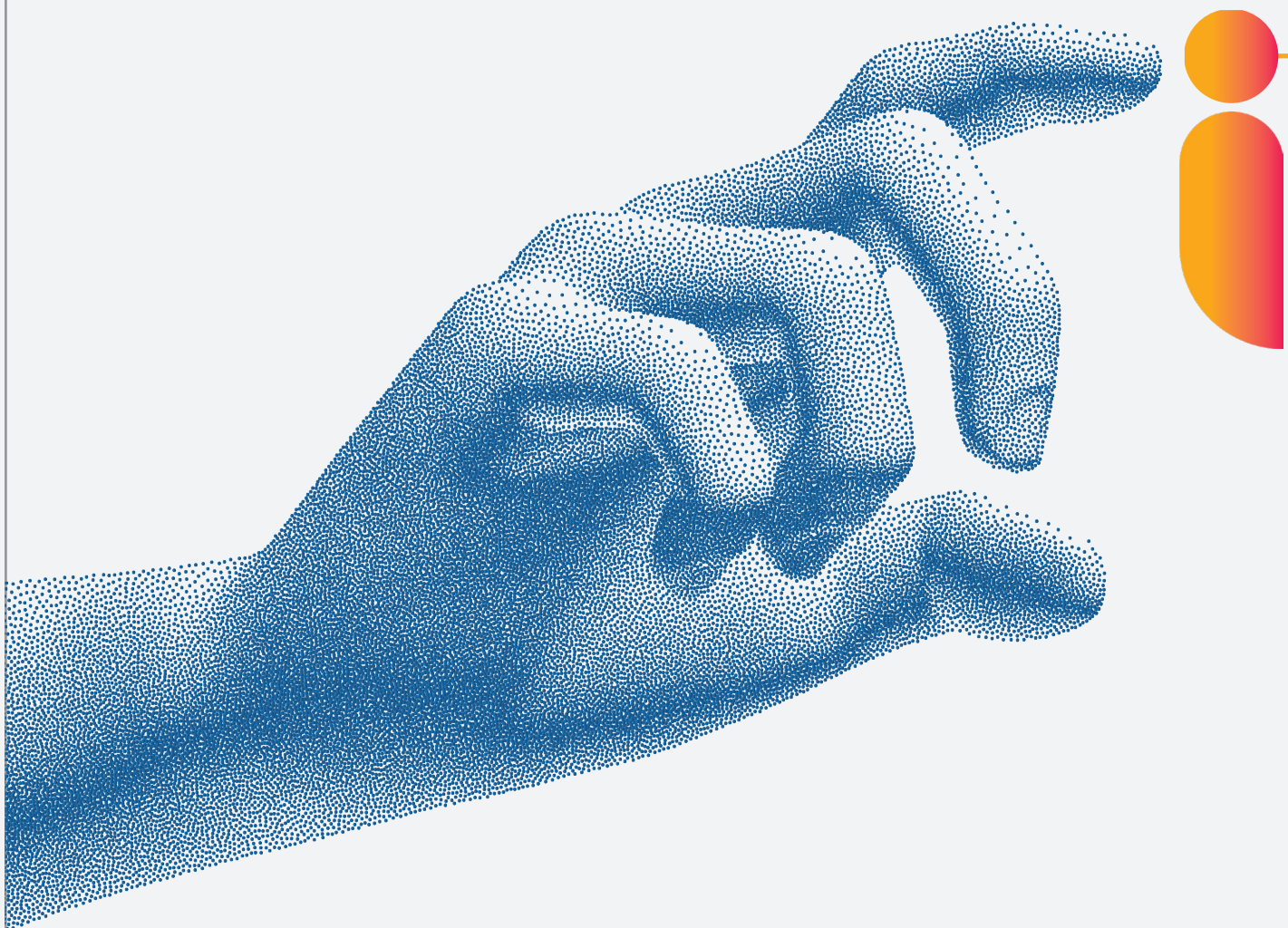
<b>Night Blue</b> HEX Code: #00172F  RGB 0,23,47 CMYK 100, 51,0,82	<b>Red Fade</b> HEX Code: #EE2650  RGB 238,38,80 CMYK 0,97,56,0
<b>Deep Blue</b> HEX Code: #092C53  RGB 9,44,83 CMYK 89,47,0,67	<b>Orange</b> HEX Code: #F9A619  RGB 249,166,25 CMYK 0,39,100,0
<b>Milestone Blue</b> HEX Code: #184476  RGB 24,68,118 CMYK 100,80,28,14	<b>Shadow Yellow</b> HEX Code: #FACA2B  RGB 250,202,43 CMYK 8,20,100,0
<b>Faded Blue</b> HEX Code: #1B76B8  RGB 27,118,184 CMYK 84,46,0,0	<b>Bright Yellow</b> HEX Code: #FBCD3A  RGB 251,205,58 CMYK 2,18,92,0
<b>Light Grey</b> HEX Code: #DCDCDC  RGB 220, 220, 220 CMYK 0, 0, 0, 14	<b>Air Blue</b> HEX Code: #C6DBDF  RGB 198,219,223 CMYK 11,2,0,13

# About the Universal Color Palette

These colors are designed to be used universally across Milestone. The colors are bolder and may appear easier to read with text placed on them. Additionally, they are programmed into the corporate PowerPoint Template and Word Document for ease of use.

**Please Note:** Red is a bold color. It should be used in moderation, and is primarily for accents, or to highlight or bring attention to a specific section, or as part of a gradient. It is great for text, bar charts, and other callout areas, but please avoid use of red as a background color in Office documents or presentations when possible.





**We power the world's top companies with IT services and digital solutions that transform technologies and operations at the speed of tomorrow**



# Logo Application



## Primary Logo

Our brand colors are yellow, orange, and blue. Ensure the logo remains prominent and its visibility is not impacted when used on backgrounds resembling our brand colors.

## White or Gray background

When White or Gray is used as a background, normal logo to be used.



## Red and Orange Gradient background

When Red and Orange Gradient is used as a background, the logo should contain white text. To avoid issues with the gradients in the icon not being seen, the background should start with Red on the left.



## Brand Yellow background

When Brand Orange is used as a background, you must use the Black logo with black text. This is because the standard colored logo yellow will not display properly.



## Brand Blue background

When Brand blue is used as a background, use the standard colored logo with white text. Alternatively, you may also use an all white logo as shown on the left.



# Greyscale Logo Application

## White background

When White is used as a background, Black Logo to be used.



## Gray background

When Gray is used as a background, Black Logo or colored logo may be used. For darker grays, use White logo.



## Black background

When Black is used as a background, the White Logo should be used.



## Black and White Logos

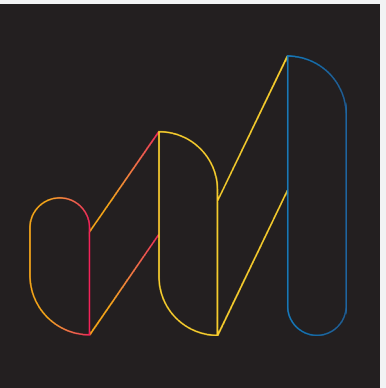
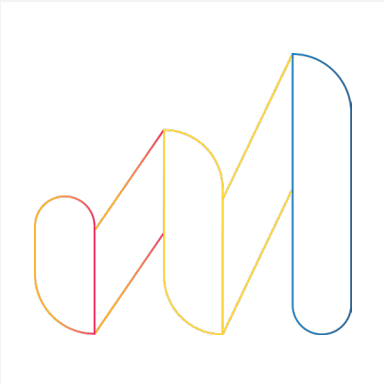
For printing purposes you may need to modify the logo color to black or white versions. We use a monochromatic gradient logo when opting for single-color printing (black logo only).





# Logo Icon Proper Use

Depending on the background color, you can use any of the above icons to ensure it stands out. Please contact the Milestone Marketing Department for these files.

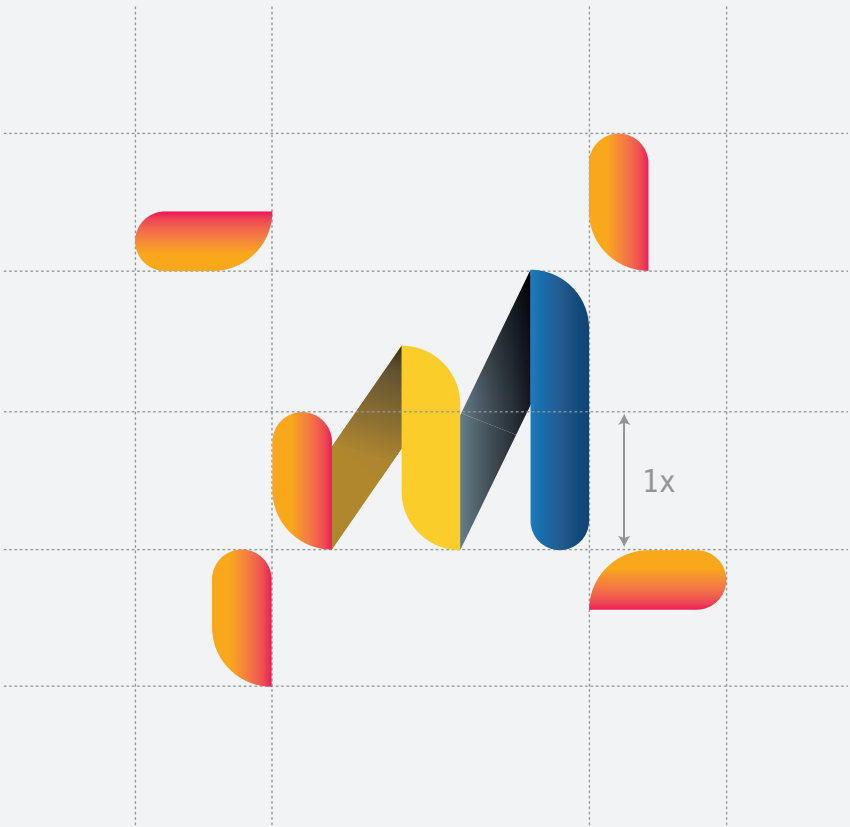


# Logo Icon

White Space

## Logo IconColor White Space

The empty clear space around the logo and other graphic elements should be set to ensure that other graphic elements do not overlap with or obstruct the logo graphic element.



# Logo Usage

## Primary Logo

Where the logo icon is aligned on the top. This is the primary logo to be used for all branding.



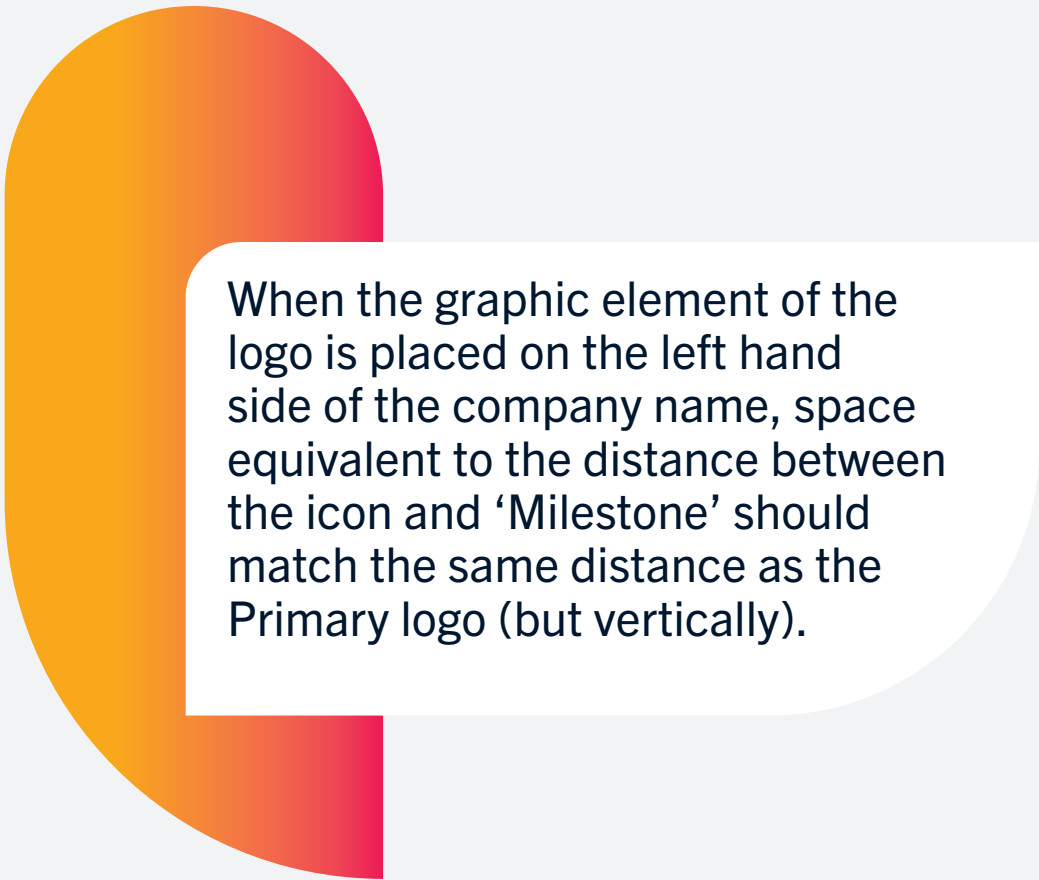
## Secondary Logo

Where the logo icon is aligned left.

The secondary logo is only to be used when the primary logo cannot otherwise be used due to height restrictions of the application.

An example of this may include uploading the logo to software where the size requirements only provide space for a horizontal layout. Other examples may include banner printing for signage or when used on some branded items such as a pen.

Regardless, the secondary logo should only be used in special circumstances and should not be considered interchangeable with the primary logo at will.





# White Space

While using the logo, appropriate white space is required around the logo to ensure it does not look crowded.

There should be clear space for the logo to stand out. We define clear space as the diameter of the letter 'O'.

This space will ensure that the logo stays separated from other graphic elements and does not look cluttered.

The minimum white (clear) space around the logo should be equivalent to the width of the letter "o"



# Minimum Size

Minimum size recommended is set to maintain legibility of the Milestone logo in smaller sizes. Milestone maintains a number of logos for use that are sized for different uses and print options. Please contact the Milestone Marketing Department for details.

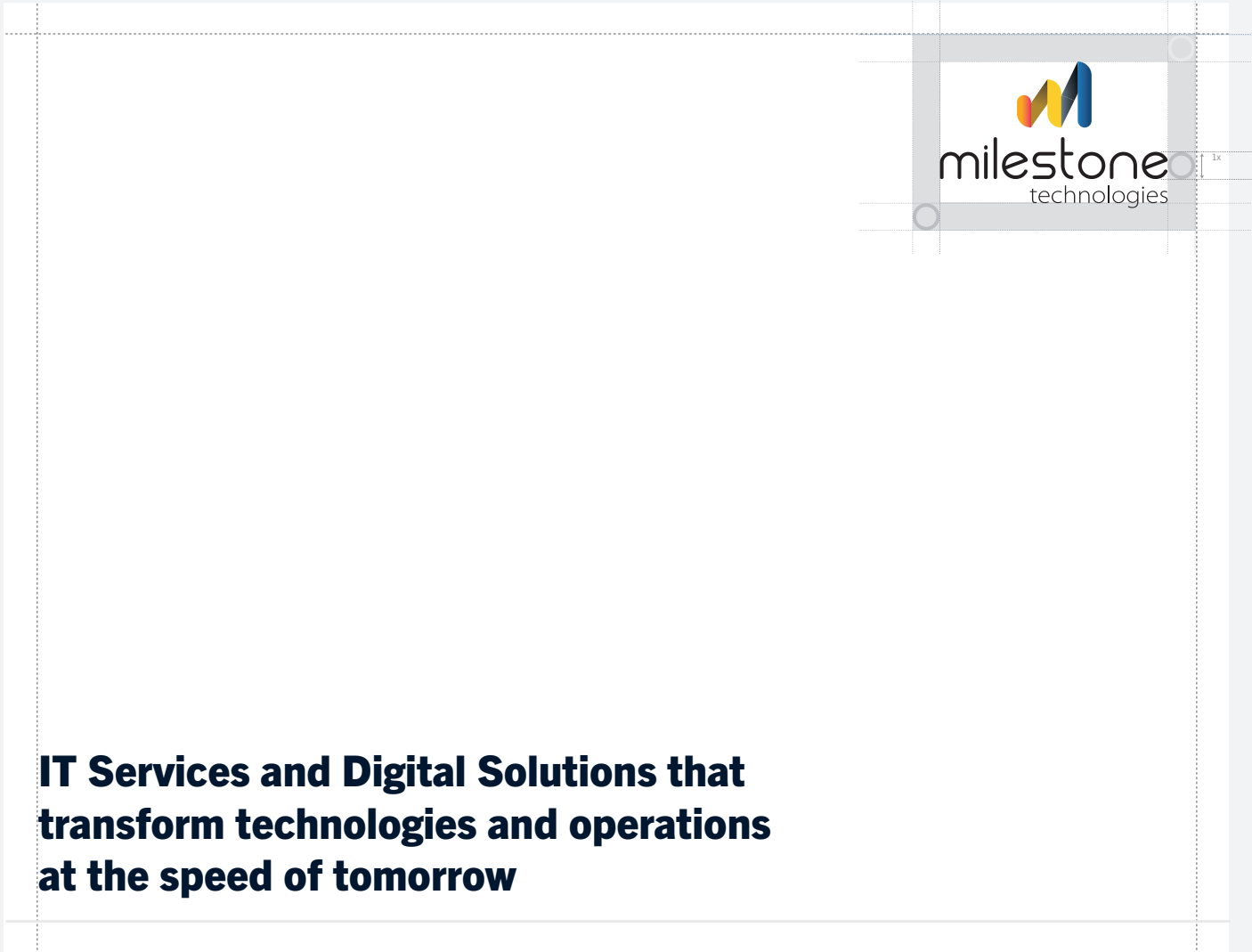


The minimum size of the logo must be 15mm (height) to ensure visibility and clear printing

# Logo Placement

As the identity of Milestone, the logo should always remain prominent in an easy to see portion of the screen, document or image. It should not lose visibility due to improper space around the logo.

The logo may appear either on the top left or right corners of a document based on the requirement. Center placement is also acceptable, only if needed.

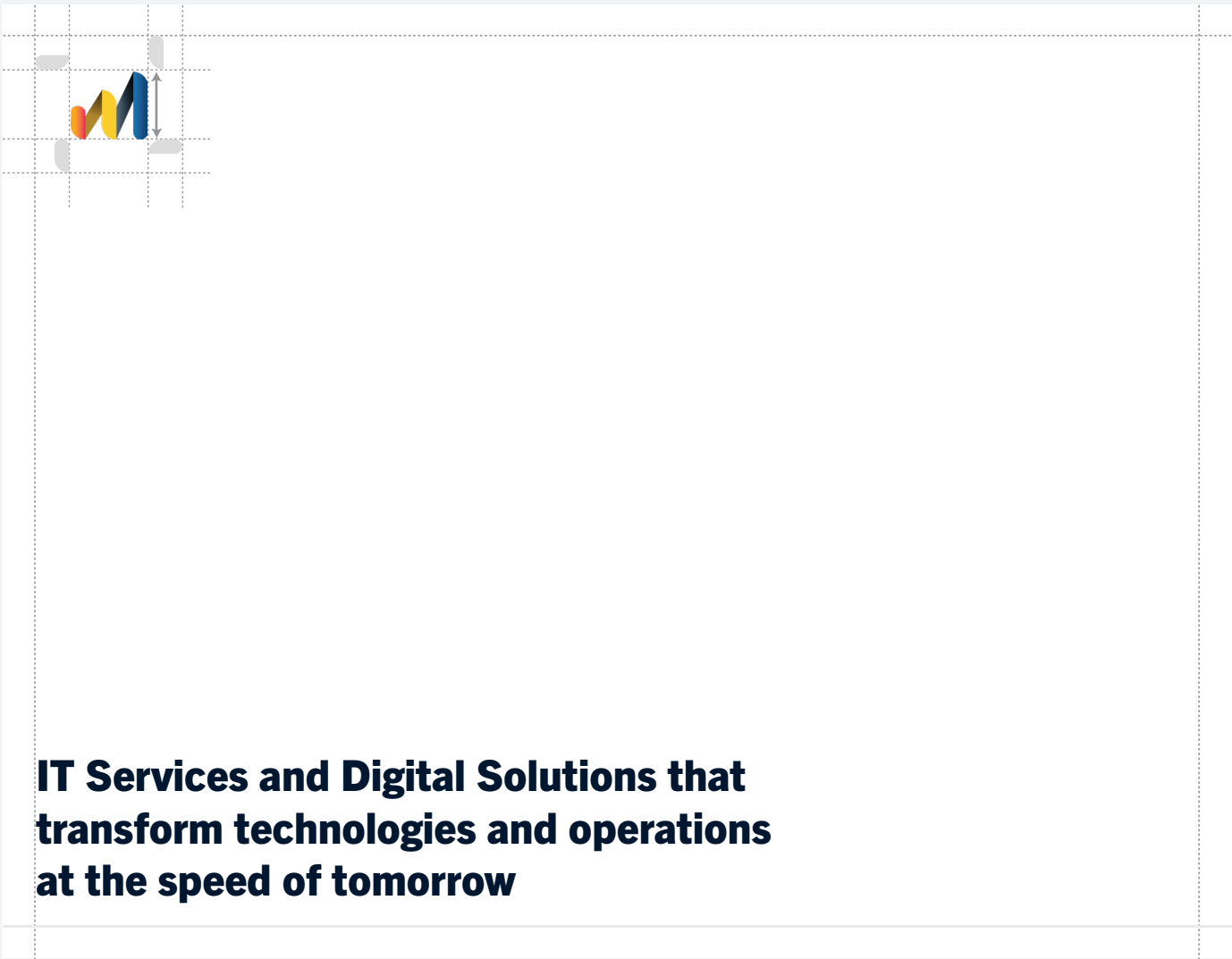


**IT Services and Digital Solutions  
that transform technologies and  
operations at the speed of tomorrow**



# Logo Placement

The brand icon should be placed at a prominent position, where its visibility is not hampered. Depending on the usage within a document or image, it may be placed at the top right or left corner.





# Proper Name Use

The Milestone name and logo form should never be modified or broken.

## Correct

↕ milestone / Milestone

## Incorrect

↕ mile stone / MILE STONE

↕ mile  
stone / MILE  
STONE



# Logo Don'ts

Do not change the color of the Milestone icon



Do not change the color of the text for the words Milestone or technologies  
The text of the logo should either be white or black only



Background color should be from the company's color palette only



Don't use shadows or drop shadows



Do not color of the entire logo. White or black are acceptable as long as they include the gradient of the logo icon.  
A full white or full black logo is not allowed.



Don't change the logo color to full black unless it is for the purpose of printing



Do not place the logo on a background image with human figures or other distracting features.



Logo should be placed straight, not tilted or at an angle.



# Logo Graphic Icon Don'ts

We are recognized by our logo and don't allow our brand identity to be molded as per your convenience. Hence, there are some don'ts associated with our logo and mnemonic that should be strictly followed.

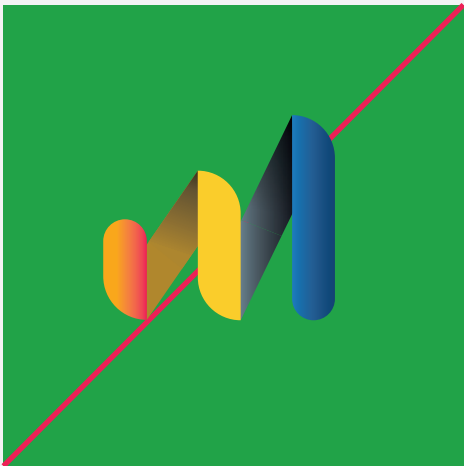
No Change in color of the graphic element



No modification in the color of graphic element



Background color should only be from the company's color palette (not green)



Don't change the graphic element color to full black unless it is for the purpose of printing



Don't change color of the graphic element



Don't use shadows on the icon



Don't use graphic element on the background image with human figures



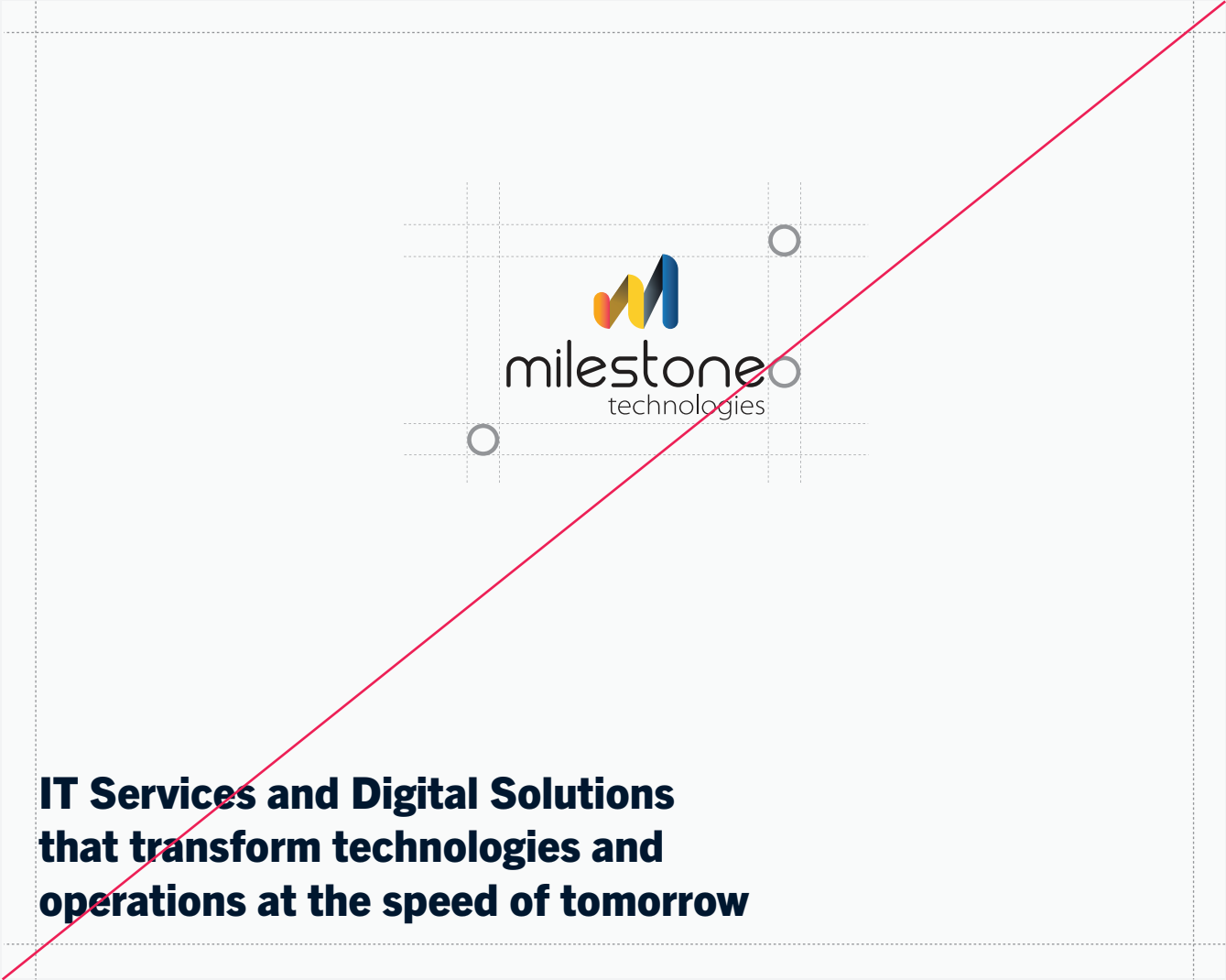
The logo should be upright never tilted





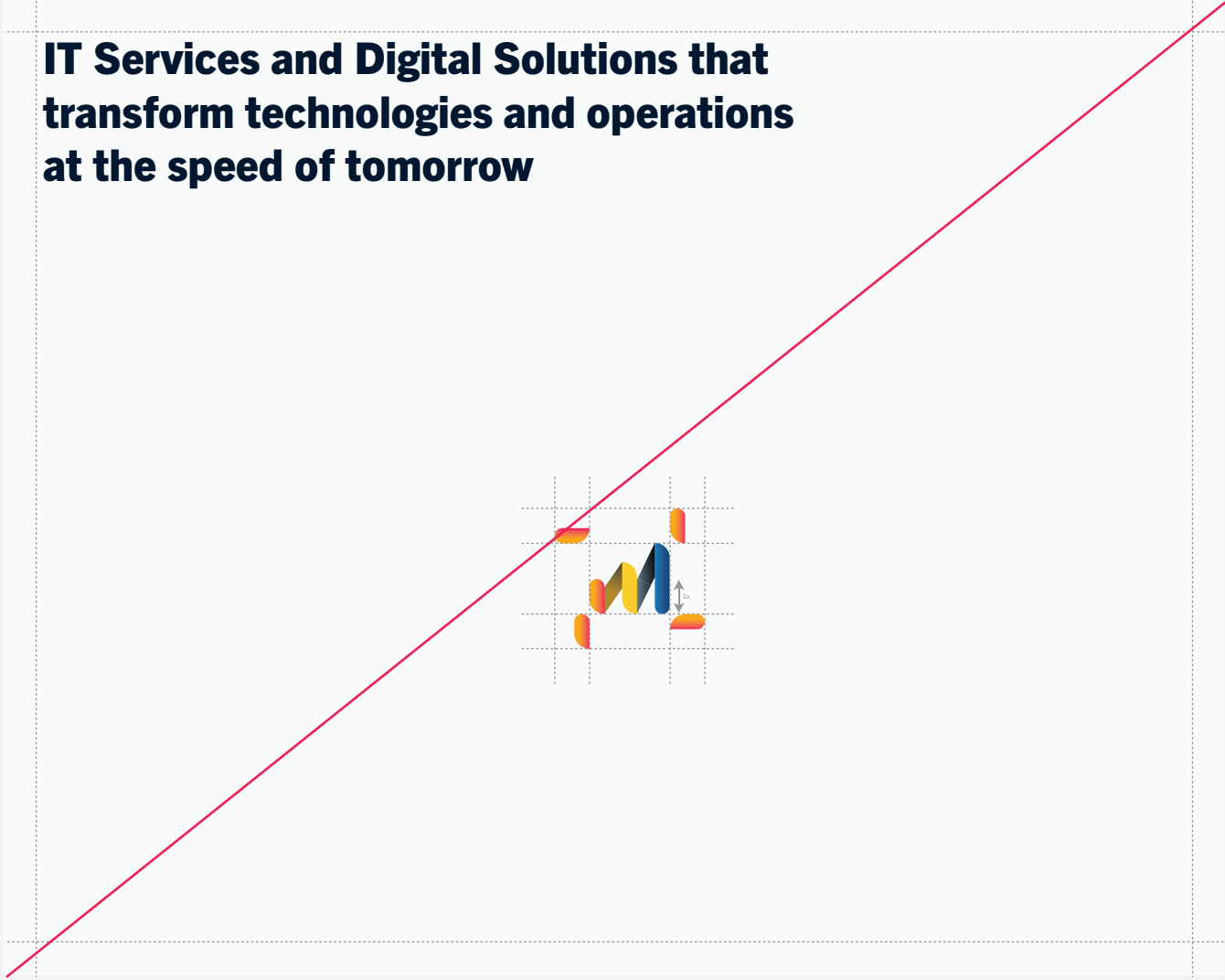
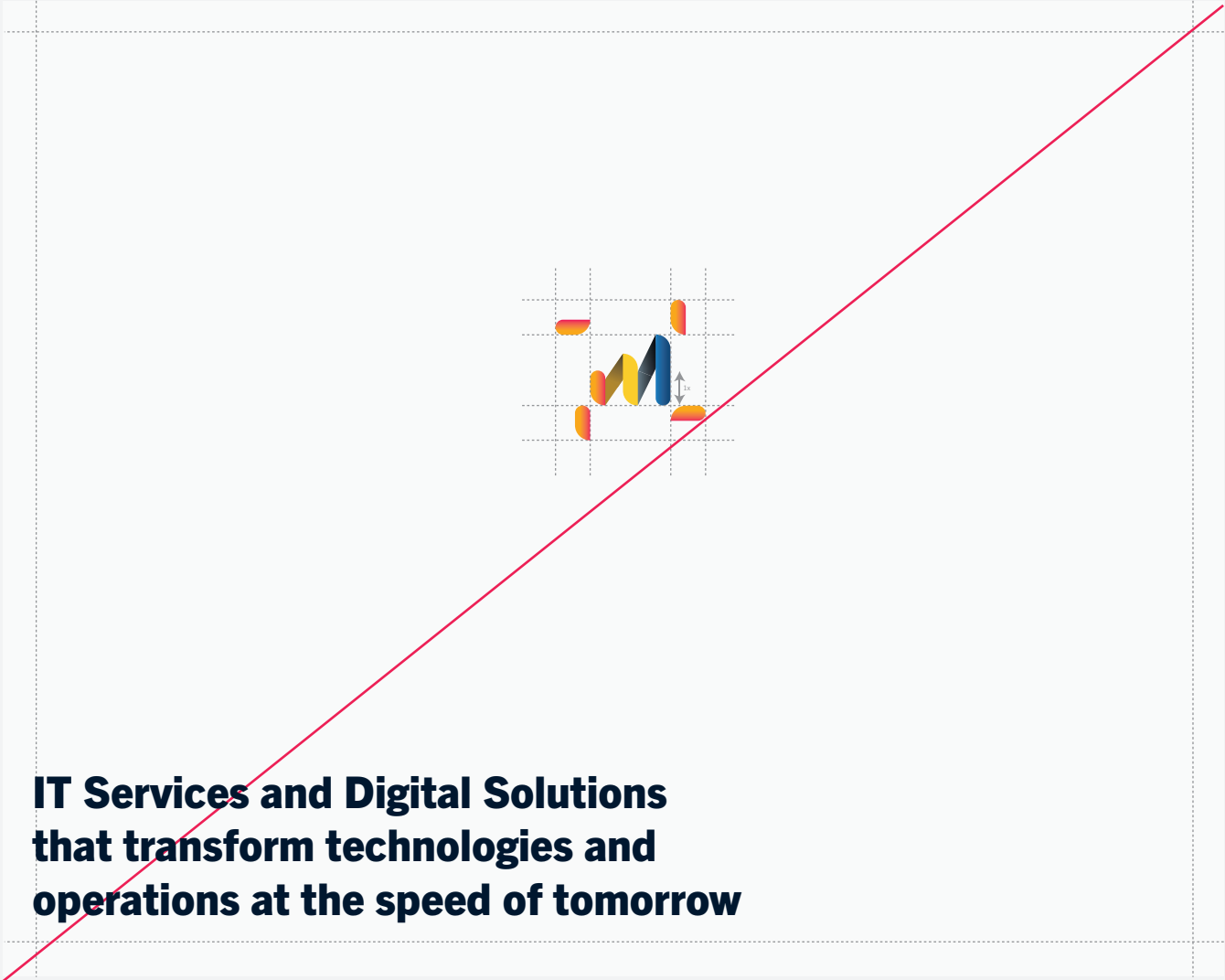
# Logo Placement Don'ts

The logo should not be placed randomly on a creative. It should be placed on the top left or right hand positions. It can however be placed in the middle only in special cases such as presentation slides.



# Logo Icon Placement Don'ts

The logo icon should not be placed randomly on a creative. It should be placed on the top left or right hand positions. The logo icon can however be placed in the middle only in special cases such as presentation slides.





# Trade Gothic Next

Microsoft Office 365

This font is available as a Microsoft web font within Microsoft Office programs.

# Trade Gothic Next LT Pro

Adobe Creative Cloud

This font should be selected when designing professionally made documents and creatives.

Aa Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @\$%&U/IU,.

Aa *Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @\$%&U/IU,.

Aa Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @\$%&U/IU,.

Aa Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @\$%&U/IU,.

Aa ***Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @\$%&U/IU,.

Aa Heavy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @\$%&U/IU,.

Aa ***Heavy Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @\$%&U/IU,.

# Poppins

Use for headlines and titles on web pages

Aa	Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Semi Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Extra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.

# Manrope

Use for body text

Aa	Extra Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Semi Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.
Aa	Extra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%&U/IU,.

IT Services and Digital  
Solutions that enhance  
operational productivity

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**IT services and digital  
solutions that transform  
technologies and operations  
at the speed of tomorrow**



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technologies and operations  
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**IT services and digital  
solutions that transform  
technologies and operations  
at the speed of tomorrow**

IT Services

Operational Productivity

How to improve operations

We help companies optimize their technology and resources to attain greatness.

Title

Subtitle

Section Title

Body Copy



**IT Services and Digital Solutions  
that transform technologies and  
operations at the speed of tomorrow**

**IT Services and Digital Solutions  
that transform technologies and  
operations at the speed of tomorrow**

**IT Services and Digital Solutions  
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# Color System

Comparison of New Milestone Colors versus Old

New



Old (do not use)



# Images

Photography is a valuable tool in inspiring informing and illustrating meaning in any given communication piece.

Please ensure that all imagery sits comfortably with the look and feel of the brand.

Warm and thoughtful, responsible and reliable, Milestone wants to ensure the highest possible standards are upheld, the sharpest imagery is used, and the best representation of our employee-first culture is shown.

Keep photography clean, clear, functional and directional. Refrain from subjects getting cropped in images when possible, and ensure images are smart business casual when possible.





# Images

## People

People should be used in Milestone imagery that display diversity and personality of the brand when possible

Whne viewing images, reader’s eyes tend to follow the same line as the direction a person in an image is facing. This means that if you have an image facing left, put your headline to the left of where the person in the image is looking.

It is important to choose images that are sharp.

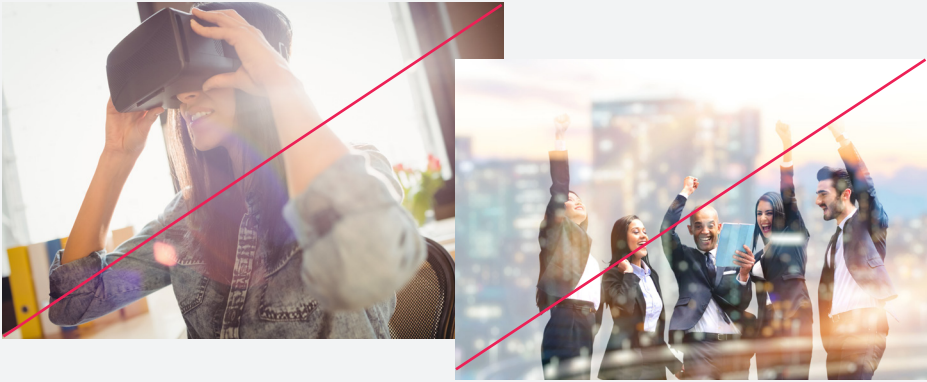
Hazy, foggy or blurry images can create a perception similar to that of a cloudy day which has an impact on the perception of the company. The best tech brands use the sharpest and most crisp images in their images and videos.

Some images will have a certain amount of blur in the background. If the image in front is very sharp, this is acceptable, however, please ensure the image has no more than 50% of the total image is blurred.

### Examples of Good Images: sharp, crisp, and in focus



### Examples of Bad Images: bright spots or too cloudy or blurred





# Images

The Don'ts

Images can damage a brand when they are not properly sized. The single biggest mistake made in documents or images that damage a company's brand is to stretch an image. This happens most often in Word and PowerPoint documents.

Therefore, you should never stretch images or logos to fit a page. If you upload an image to a website, portal, or other online software and it looks stretched, please contact the Marketing department to help resize the image or supply a new image based on the pixel dimensions required by the software.

The images below demonstrate what NOT to do when using images.

Never stretch images to fill a page width



Never squeeze images to fit a square or other shape



Never stretch a logo



# Images

Proper usage of typography and logo placement



## IT Services and Digital Solutions that enhance operational productivity





# Company Business Card

The company business card features flowing lines and a clean look. It is set up for the use of a QR code that can be placed on the back for easy scanning.



# Business Card Fonts

When laying out the business card, it is acceptable to shrink the font to ensure the First and Last Name fit on the row. In cases where the first and Last name can fit on the same row, it should be preferred.

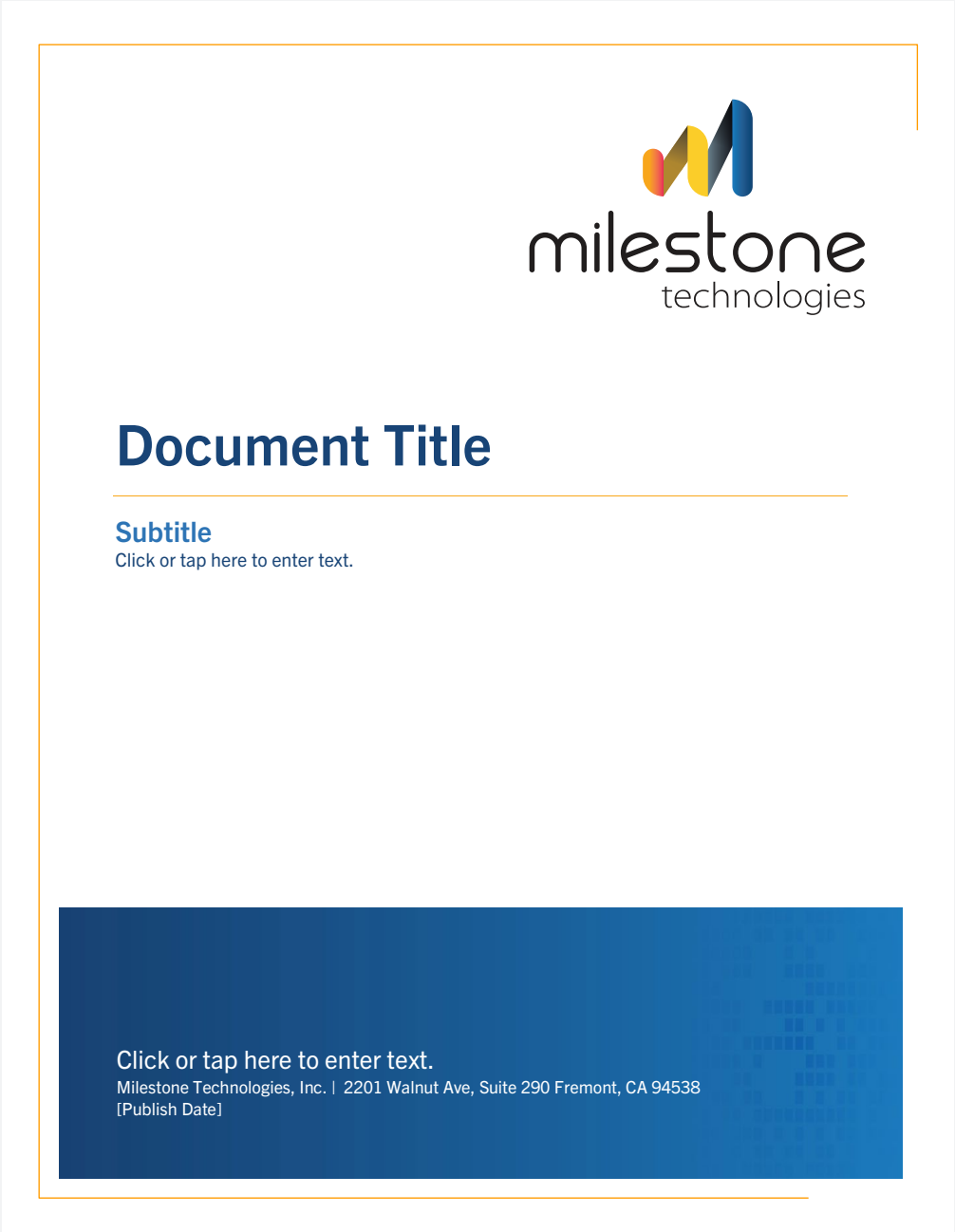
**Poppins:** used for first name, last name, and job title

**Manrope:** used for phone numbers, email, website, and address



# Corporate Document Template

The corporate document template is a multipurpose document that can be used when a cover page is needed for a proposal or other use. It contains a document similar to the corporate letterhead on the right. This document is designed to be used with styles in Microsoft Word, which allow for highlighting and one click selection to ensure brand consistency.



# Corporate Letterhead

The corporate letterhead has a clean look and extra space for any document . It is designed to be used with styles in Microsoft Word, which allow for highlighting and one click selection to ensure brand consistency.



# Iconography

Milestone Iconography uses line icons to define its style. Where possible, gradients that match the brand can be used, however this is not always possible, therefore appropriate usage of line icons that are clean and not busy should be preferred. Glyphs can be used, but only for the most basic concepts.

Good Icons: (clean, simple concepts that are easily understood)



Bad Icons: (too busy, hard to see, and difficult to interpret)





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