



Miele 3rd Party API

Usage of the Miele Logo on Websites

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Miele

Logo

The Miele logo is our most valuable asset. Bold and widely recognisable, it gives our brand a distinctive profile.

Our logo consists of a white wordmark on a quality seal in Miele Red. The size of the seal is fixed.

A large red rectangular area representing a quality seal. In the center, the word "Miele" is written in a bold, white, sans-serif font. The letter "i" has a small white square above it. Below the wordmark, there is a thin white horizontal line with short vertical end caps.

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White wordmark

Red quality seal

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Logo Colors

Distinctive and consistent

- 1** The standard version of the Miele logo always features a white wordmark on the Miele Red quality seal. It is used across all touch points and on all background colours.
- 2** A secondary greyscale logo may be used in exceptional cases, such as special production situations or in media that do not allow for colour. Light and dark versions are available.



| | CMYK | RGB | PANTONE® | RAL | HKS |
|-----------------|-------------|----------|--------------|------|-----|
| Miele Red | 0 100 80 35 | 140 0 20 | 704 | 3003 | 16 |
| Greyscale Light | 0 0 0 30 | | Cool Gray 4 | | |
| Greyscale Dark | 0 0 0 85 | | Cool Gray 11 | | |

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Logo protection zone

Giving the logo space

The protection zone surrounding the logo allows the symbol to breathe, preventing any other elements from overlapping or detracting from its impact. This gives the logo a bold, premium look. The protection zone is based on the height of the “M” in the wordmark.

It’s important to always observe the protection zone with every logo application. Be sure that it is always respected and never violated.



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Logo placement

Centre-aligning the logo with the format edges

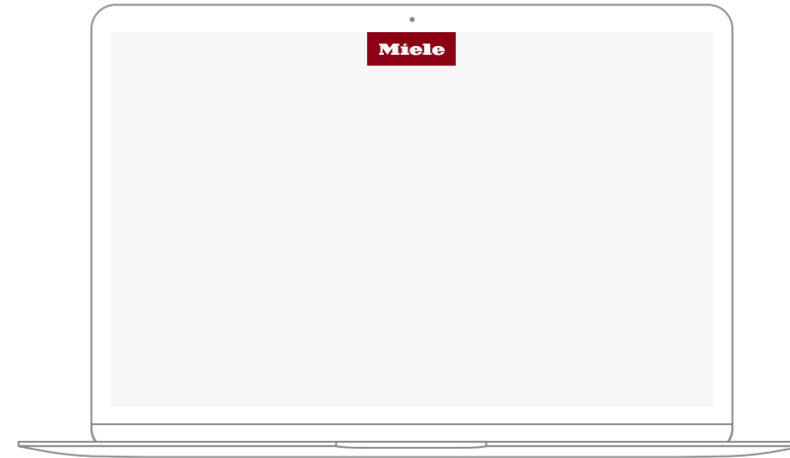
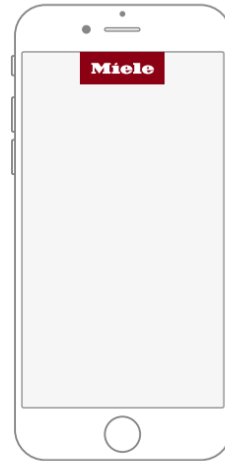
Our logo always looks as if it is hanging from the top margin of the format. It is centred horizontally.

The position at the top ensures the best possible brand recognition in all media touch points.

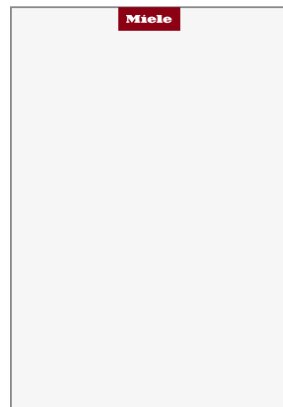
Special case

It is also possible to centre the logo within the format in exceptional cases.

Centre-aligned logo on digital media applications



Centre-aligned logo on print media applications



Special case





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Logo sizes

A size for every format

Please refer to the tables shown here to ensure the best possible logo appearance in every format. It's important to note the defined standards for each format – from out-of-home to the office.

The minimum logo size serves for orientation. Specific sizes are defined for specific media.



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Minimum size logo width

On-screen: 70 px

Print: 20 mm

Website

| Screen width (px) | Logo height (px) |
|----------------------|---------------------|
| ≥ 1,200 | 60 |
| 768–1,199 | 60 |
| < 767 | 40 |

The Miele logo consists of the word "Miele" in a white, bold, serif font, centered within a dark red rectangular background.

Logo files

The following files are attached to this document.

Internet (SVG)

The logos are available in SVG 1.1 format with sRGB colors for applications that support SVG (Scalable Vector Graphics). They can be placed in web pages, for example using this HTML code (with PNG fallback for old browsers):

```

```

Miele_Logo_M_Red_sRGB.svg

Internet Master (PNG)

PNG files with transparent backgrounds are available to create Internet logos in pixel formats (e.g. as SVG fallback).

The master files must be scaled to the size desired and stored as GIF or PNG, using an image processing program (e.g. Adobe Photoshop, Corel PhotoPaint, GraphicConverter, Pixelmator, Acorn, GIMP, or others). Don't store as JPEG (color deviations and visible compression artifacts may occur, no transparency support)! Attention! Store PNG files for internet use without gamma value or color profile to prevent differences in appearance when displayed in different web browsers.

Miele_Logo_M_Red_sRGB.png

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