



Miracles In Sight

INSPIRATION. COLLABORATION. INNOVATION.

Style Guide

Updated April, 2022

who we are

**PASSIONATE VISIONARIES,  
EYE BANK LEADERS,  
DEDICATED EDUCATORS**

logo treatments  
color and gray scale



1" minimum size 1" wide



## logo treatments with tagline

Especially when the logo is used independent of other content, it is appropriate to use the version that incorporates the “INSPIRATION. COLLABORATION. INNOVATION.” tagline.



## logo treatments

### clearspace





When possible use a minimum area surrounding the logo that is equal to the height and width of the 'eye icon' in the logo.



# color palette

This palette should be used for any application related to the brand. Primary colors are shown in bold text; other colors are considered secondary.

*Note: This guide is reproduced on a color laser printer or provided as an electronic document and is not to be used for color matching or reproduction purposes. Please use this guide for color specifications.*

<b>Pantone 301 U</b> CMYK 90 61 23 5 RGB 39 99 144		<b>Pantone 115 U</b> CMYK 0 20 88 0 RGB 252 177 35
<b>Pantone 251 U</b> CMYK 14 46 0 0 RGB 214 152 196		<b>Pantone Warm Gray 4U</b> CMYK 31 28 31 0 RGB 181 173 166
<b>Pantone 163 U</b> CMYK 0 49 51 0 RGB 246 152 120		<b>Pantone 252 U</b> CMYK 53 0 50 0 RGB 123 200 156
<b>Pantone 2905 U</b> CMYK 43 8 1 0 RGB 139 201 237		<b>Pantone 381 U</b> CMYK 33 0 97 0 RGB 185 213 54

# typography

(for print)

## Archer

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&\$%\*()":./?

**Can be used for HEADLINES  
and Sub-heads**

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## Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&\$%\*()":./?

**Can be used for sub-heads**

**And body copy.** Um quae minis es nest ped molore et liquati ncipsae. Ut exerunt apelisquo volorum endi nia ipici blab id ut lant millaturem repuditi vellant es magnit estium ut incnem il is voloratem.

(for print or web)

## Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&\$%\*()":./?

**Can be used for HEADLINES  
and Sub-heads**

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## PT Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&\$%\*()":./?

**Can be used for sub-heads**

**And body copy.** Um quae minis es nest ped molore et liquati ncipsae. Ut exerunt apelisquo volorum endi nia ipici blab id ut lant millaturem repuditi vellant es magnit estium ut incnem il is voloratem.

Every effort should be made to use the preferred fonts referenced here in any material representing the Miracles In Sight brand.

corporate  
letterhead



Miracles In Sight

INSPIRATION. COLLABORATION. INNOVATION.

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# email signature standards

For full instructions on implementation and downloadable signature files, please view "Marketing Files" page on Miracles In Sight Intranet.

**Jane Doe, CEBT**

Title of Job

**Miracles In Sight**

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**Visit Miracles In Sight at (Conference Name) in (Location) (Date) at Booth #XXXX!**

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**Jane Doe, MA**

Title of Job

**Miracles In Sight**

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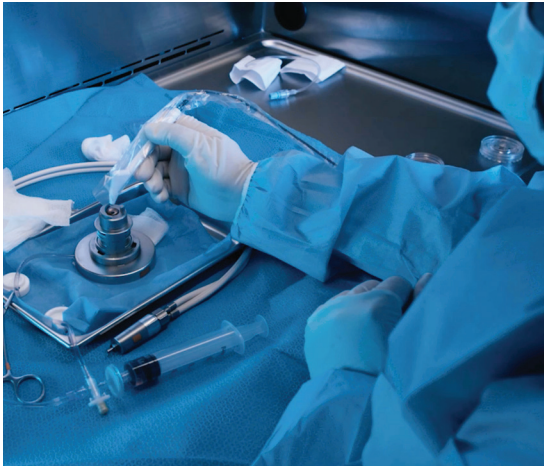
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# photography

The photographic style used in brand materials should be modern, colorful, and lifestyle-based, with a focus on individuals.



photography  
continued



For brand-related questions and to access logo files, contact:



**Penny Loy**

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p. 336-765-0932 ext. 1107

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