



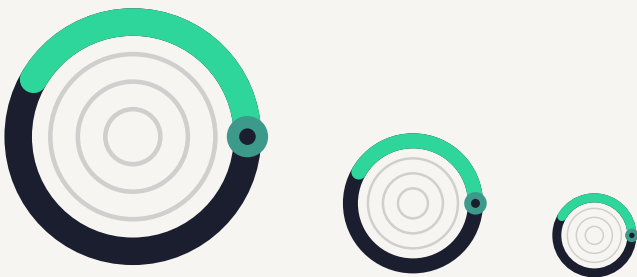
IMPACTMILES / BRAND GUIDELINES

Built for trust.

The ImpactMiles brand system. For product, presentations, partner decks, event collateral and stationery.

The Milestone

Three concentric tracks are the shared field participants, charities and corporates move through. The navy ring is the total possible route. The mint arc is the verified journey actually completed. The teal dot is a milestone reached and countersigned. Never recolour the mint arc, it is the trust signal.



ON DARK SURFACES

Mint stays mint. Navy becomes cream. Teal dot remains teal.

Lockup

Wordmark set in Space Grotesk 600, tight tracking. Tagline 'built for trust' set in JetBrains Mono, uppercase, 0.14em tracking. Preserve clear space equal to the mark's radius on all sides. Minimum mark width on print is 12mm; on screen is 24px.



ImpactMiles

BUILT FOR TRUST

Do

- Use mint arc only for verified content.
- Preserve clear space equal to the mark radius.
- Reproduce navy as flat spot ink where possible.

Do not

- Recolour the mint arc or the teal dot.
- Rotate, skew or add drop shadow to the mark.
- Place the mark on busy photography.

Palette

Cream

#F7F5F1

Primary background

Navy

#1B1E2E

Ink and dark surface

Teal

#3D998A

Primary action light

Mint

#2FD69B

Verified accent dark

Lavender

#E6E4F5

Secondary surface

Urgent

#C0392B

Destructive only

For print use CMYK conversions. For screen use CSS custom properties, never raw hex. Reserve Urgent for destructive states or error notices, never as a marketing accent.

Type system

DISPLAY / SPACE GROTESK 600

Verified miles

BODY / INTER (FALLBACK: DEJAVU)

Every mile is signed by the person who moved it and countersigned by the charity who b

MONO / JETBRAINS MONO

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VERIFIED · 2026

How we sound

Plain, precise, British English. We describe what the system actually does. We do not use marketing superlatives. We do not use em dashes or long dashes, we use commas or short hyphens.

WE SAY

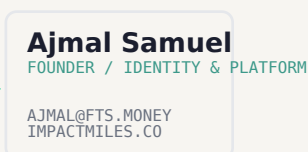
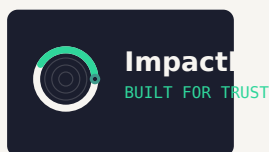
- Built for trust.
- Verified miles, verified impact.
- Every mile is signed and countersigned.
- KERI-verified via TAS.

WE DO NOT SAY

- Revolutionary, disruptive, game-changing.
- Blockchain-verified (use KERI-verified).
- Em dashes or long dashes.
- American spellings.

Presentations & stationery

Slides: cream or navy backgrounds only. Headings in Space Grotesk 600, body in Inter, mono for IDs. Letterhead: wordmark top left, minimum 24mm wide, contact block in JetBrains Mono 8pt right aligned, cream stock with navy ink. Business cards: 85 x 55mm, navy front with cream mark, cream back with name in Space Grotesk 600 and role in JetBrains Mono uppercase.



DOWNLOADS

Logo mark (SVG), full lockup (SVG light & dark) and this guide (PDF) are available on the About page at impactmiles.co/about under Downloads.



**Verified miles.
Built for trust.**