There are two orientations for the MiracleFeet logo. Each variation can also appear with or without a tagline. The logos should always be used in their original, as-designed proportions. They should never be condensed, expanded or distorted beyond their original proportions.

**Appropriate uses:**

- **Vertical Full Logo**
  - T-shirts designs
  - Presentation/document title pages
  - Partner websites

- **Horizontal Full Logo**
  - Presentation footers
  - Anywhere minimal white space is needed

- **Vertical Logo, No Tagline**
  - T-shirts designs
  - Presentation/document title pages
  - Partner websites

- **Horizontal Logo, No Tagline**
  - Presentation footers
  - Anywhere minimal white space is needed

The MiracleFeet type should never appear without the "kicking kid." The "kicking kid," however, can appear as an alternate mark without the logo in Social media icons, image overlays, and Presentation headers. The logo can also be reversed out of a color if necessary.
logos

The MiracleFeet logo may only be used with permission from MiracleFeet. It consists of “miraclefeet” (all one word, lower case in logo only, Kicky Kid, and the motion marks).

The MiracleFeet logos (horizontal and vertical versions) require the lowest height of the letters in “miraclefeet” in blank space around the entire logo. Kicky Kid may also be used alone with the same space.

name

How TO write “MiracleFeet”
• In text, “MiracleFeet” is always one word with a capital “M” and a capital “F.”
• “MiracleFeet” is to be written with no italics and no bold type.
• The MiracleFeet brace is not a trademarked product and should be spelled with a capital “M,” capital “F,” and lowercase “b.”

How NOT to write “MiracleFeet”
• Miracle Feet
• miracle feet
• miracle feet
• miracle feet
The full color version of the MiracleFeet logo should be used whenever possible. A grayscale version can be used for black and white printing, but should not serve as the primary colorway. Colors are provided as Pantone, CMYK, and hex codes.
Typography

Azo Sans Bold is the preferred typeface for headlines. Whenever possible, main headlines should be set in MiracleFeet purple.

Subheads can be set in Museo Slab 700 or Azo Sans Regular. Both shades of orange can be used interchangeably for either subhead.

Body copy should be set in Museo Slab 300. An italic version can be used to add emphasis if necessary. Body copy should usually be dark gray, black, white, or MiracleFeet purple.

Text documents should use the Calibri or Helvetica if Calibri is unavailable.
**alternate elements**

There are two orange brand colors in addition to the main logo colors. They should be used to add pops of color or draw attention to important information like calls to action. Colors are provided as Pantone, CMYK, and hex codes.

A subtle diagonal purple pattern can be used in the background to add interest.

A transparent layer of the MiracleFeet purple can be used over photos. A transparency of ~35% is best.

Two different lines can be used to draw attention to a headline or to separate headlines from body text. A shorter 3 point dark orange line or a 1 point purple line.

**patterns**

**overlay**

**lines**

**Azo Sans Bold**

```
abcdefghijklmnopqrstuvwxyz
```

**Azo Sans Regular**