MIFAB® Brand Identity Guide

Logo Usage

MIFAB's logo represents strength, reliability, and innovation in the commercial plumbing industry. To ensure consistency across all materials, please follow the approved branding guidelines.

Approved Logo Variants:
 • MIFAB Logo WITH Website
 • MIFAB Logo WITHOUT Website
 • MIFAB Logo in White
 • MIFAB Logo in Black
 • MIFAB Logo with tagline "Our reputation is stainless"

Available in the following file formats:
• .PNG – for digital and web
• .PDF – for print and presentations
• .SVG – for web scaling
• .AI – for design applications (Adobe Illustrator)
• .EPS – for vector printing

Always use the correct logo file for the medium. Never stretch, recolor, or crop the logo.

Color Palette

The MIFAB blue is a key element of our identity. Always use the correct color values when applying the brand color across digital and print formats.

Format	Value
HEX	#00539F
RGB	R: 0, G: 83, B: 159
CMYK	C: 100, M: 72, Y: 0, K: 6

Typography Guidelines

Typography should be bold, clear, and professional to reflect MIFAB's technical and industrial focus.

Primary Fonts:
• Swis721 Family
• Arial
• Greycliff CF

Font Use:
• Headings: Heavy or Extra Bold
• Body Text: Regular, Bold, and occasionally Italic

Keep spacing clean and aligned to a grid or layout structure for consistency.

Brand Application Notes

• Use logos on white or light-colored backgrounds for optimal visibility.
• The building blocks must always accompany MIFAB
• For darker backgrounds, a white or light version of the logo may be used when available.
• Maintain clear space around the logo equal to the height of the "M" in "MIFAB".
• Avoid overlaying the logo on busy images or textures.