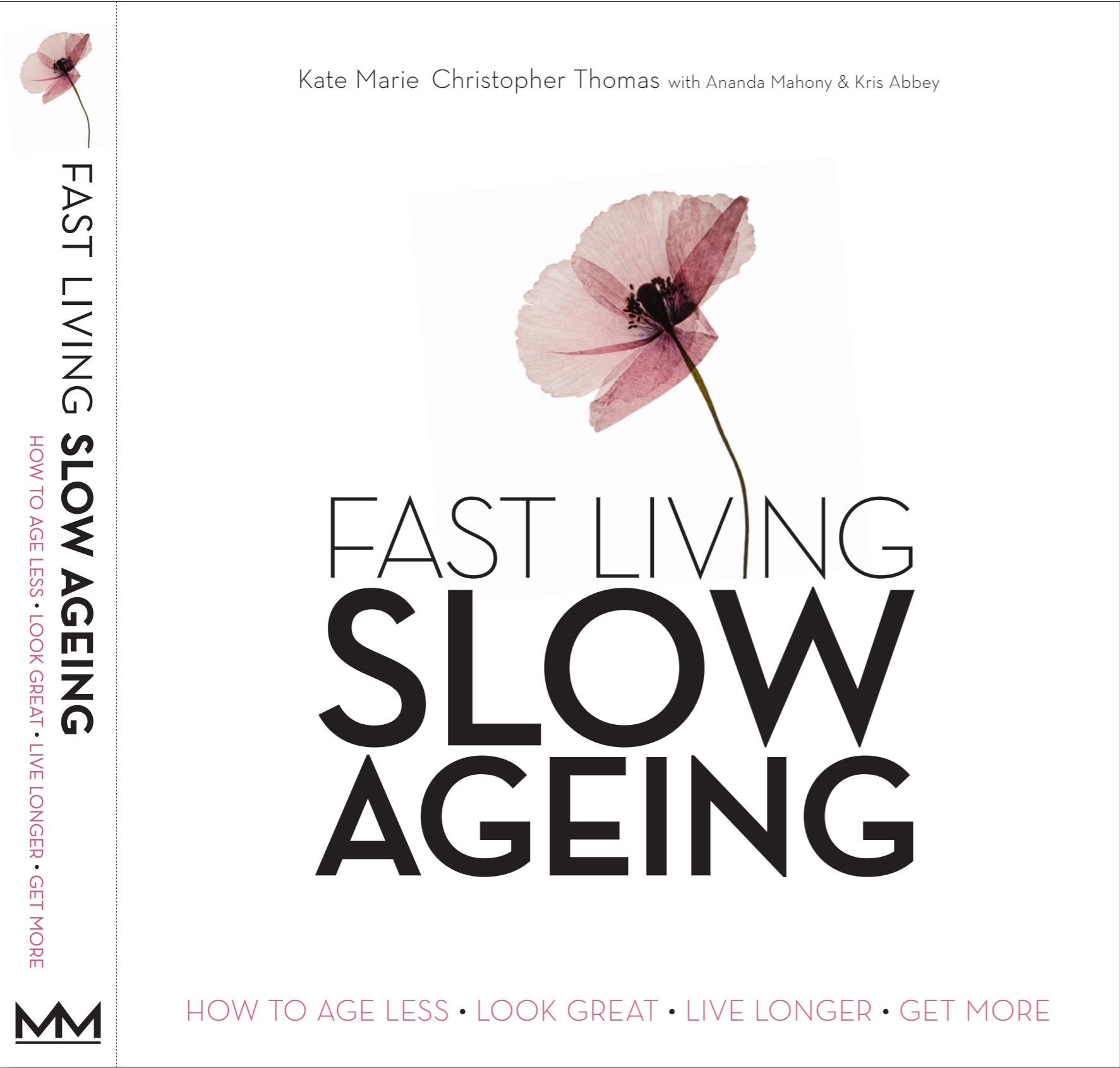


**Aesthetic:**  
Contemporary lines are merged with an organic line. The two M's when combined become three dimensional — creating an image of pages turning in a book. The curve in the “g” in mileage is mimicked in the end curves of the organic line, working to direct the eye back to the logotype

**Printing:**  
Holds well at small sizes, one colour only required





**Aesthetic:**  
The combining of the two “m’s” creates an arrow in the centre — a metaphor for growth

**Printing:**  
Holds well at small sizes, one colour only required

