MIYU

Wellbeing and Learning

BRAND IDENTITY KIT · FINAL · OCTOBER 2026

Miyu Wellbeing and Learning · trading as Miyu Music · Clayfield, Brisbane QLD

When a child's heart is held, their mind is free to learn

MIYU — pronounced *MEE-yoo* — means heart and mind: the whole child, beautifully centred.

Miyu brings wellbeing and learning together — school-based and out-of-school allied health and learning support that a family experiences as one warm place rather than a set of appointments. The brand is hygge and Nordic-warm: calm, safe, non-clinical, and premium enough that a parent is proud to carry the bag.

TAGLINE

Wellbeing and Learning

PERSONALITY

Warm · Nurturing · Playful · Curious · Premium · Magical · Safe · Non-clinical · Joyful · Grounded · Intuitive · Caring

NAMING

NAME	USE
Miyu Wellbeing and Learning	The organisation. Legal and formal contexts, the umbrella for every service.
Miyu Music	The trading name of the music program. Uses the Miyu Music lockup (page 05).
MIYU	The wordmark. Always in capitals as artwork; "Miyu" in running text.

WHAT MIYU MEANS

Heart	Warmth, courage, the quiet safety of being known
Mind	Thought, curiosity, the joy of understanding
Core	A settled, grounded sense of self
Centre	Balance between feeling and thinking, play and learning

Musicality without symbols

The identity never uses musical notation — no notes, staves, clefs or sound waves. Those are the clichés of every music school and would tie Miyu to one of its services. Miyu teaches music properly, so notation belongs in lessons and materials; the rule applies to the brand identity only.

RHYTHM

The spacing between M · I · Y · U carries the timing of a phrase.

BREATH

Generous, open counters — the M's valley, the U's bowl.

RESOLUTION

Strokes end cleanly, flat to the baseline, with a sense of arrival.

FLOW

The word reads as one phrase, not four letters.

The restraint is the brand.

The wordmark



MIYU WORDMARK · OPTION B MASTER

Letterforms	Raleway ExtraLight (200), all capitals, cut as artwork
Tracking	0.46 em
Construction	**Option B** — every stroke junction and stroke end softened by a corner radius of 1.4% of the type size (about 2% of the letter height). The M and the Y share one construction.
Colour	Fig on light grounds · Oat cream on Fig

Always use the master artwork files. Never retype the wordmark — typing MIYU in Raleway reproduces neither the tracking nor the Option B softening.

No script characters, icons, symbols, shadows, gradients or effects — MIYU stands alone.

Lockups



FULL · PRIMARY — THE DEFAULT



FULL · REVERSE — DARK GROUNDS, SINGLE COLOUR



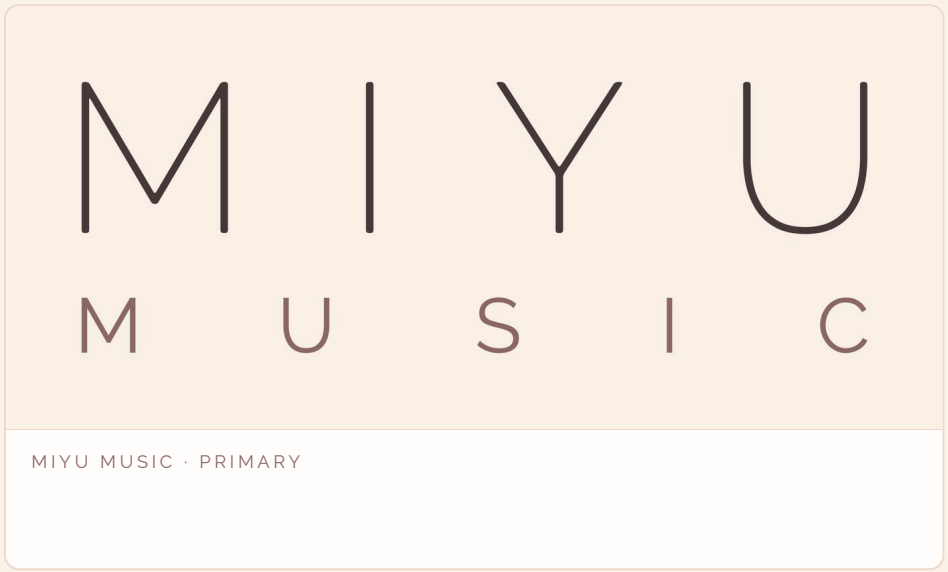
COMPACT — TIGHT SPACES, EMBROIDERY



HORIZONTAL — HEADERS, SIGNATURES, FASCIAS

In the full lockup the tagline (Nunito Sans Light) is justified to the exact width of the wordmark, so the two read as one block. Tagline colour: Rosewood on light, Oat cream or Muted blush on dark.

Miyu Music



MIYU MUSIC · PRIMARY



MIYU MUSIC · REVERSE

Use the Miyu Music lockup wherever the music program speaks for itself: the music studio, lesson materials, recital programs, the music program's social and web pages, and school music partnerships.

MIYU is the master wordmark, unchanged. MUSIC is set in Raleway Regular capitals, spread to the exact width of the wordmark — the same typographic block as the full lockup. Rosewood on light, Oat cream on Fig. Clear space and minimum sizes follow the full lockup.

Clear space and minimum size

CLEAR SPACE

Let **X** be the height of the capitals in MIYU. Keep at least **½X** clear on every side of any lockup — no text, images or page edges inside it. The light-background files are built with exactly this margin.

MINIMUM SIZE

LOCKUP	PRINT WIDTH	SCREEN WIDTH
Full · Miyu Music	30 mm	120 px
Compact	25 mm	90 px
Horizontal	Tagline capitals at least 1.8 mm / 7 px	

Below the compact minimum, use the app icon M.

EMBROIDERY

The wordmark is drawn in hairline strokes — each stroke is 4.9% of the letter height. To stitch at true weight a stroke needs to be about 1.2 mm wide, so:

True weight	Wordmark at least 130 mm wide
Chest logo	Use the compact lockup and ask the digitiser to thicken strokes to 1.0–1.2 mm, keeping letter shapes and spacing
Tagline	Drop it on any embroidery under 130 mm wide
Thread	Fig on light fabric (e.g. oatmeal #E0D4C0), Oat cream on dark

Approve a stitched sample before a full uniform run.

Colour

Fig

HEX #483A3A
RGB 72 58 58
CMYK 0 20 20 72
PMS 476 C

Primary — wordmark, headings, dark panels, signage

Rosewood

HEX #8C6866
RGB 140 104 102
CMYK 0 26 27 45
PMS 7522 C

Tagline on light, subheadings, supporting text

Muted blush

HEX #CAA69C
RGB 202 166 156
CMYK 0 18 23 21
PMS 9183 C

Tagline on dark, accents, label rules, walls

Pale blush

HEX #EED9CB
RGB 238 217 203
CMYK 0 9 15 7
PMS 9221 C

Light accent — backgrounds, highlights

Oat cream

HEX #FAF1E8
RGB 250 241 232
CMYK 0 4 7 2
PMS 9121 C

Base — backgrounds, white space, reverse wordmark

Warm, soft and organic — dried botanicals, aged linen, muted ceramics. The wordmark only ever appears in Fig or Oat cream. Pantone values are the closest matches; confirm against a physical coated swatch book before volume print.

Typography

HEADINGS · WORDMARK

Raleway

ExtraLight 200 / Light 300. Wide tracking, 8–12%. Clean, geometric, Nordic.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

BODY · TAGLINE · LABELS

Nunito Sans

Light 300. Rounded, open and very readable for children and parents.

Aa Bb Cc Dd Ee Ff Gg Hh
abcdefghijklmnopqrstuvwxyz
0123456789

Both are free Google Fonts under the SIL Open Font License, included in the Fonts folder of this kit.

App icon





The Option B **M** from the wordmark, in Fig, centred on an Oat cream rounded square. No tagline, no other letters.

`1024 px`	App store master
`512 px`	Web app and general use
`192 px`	Favicon and home-screen icon

Service labels

PSYCHOLOGY

SPEECH THERAPY

OCCUPATIONAL THERAPY

MUSIC THERAPY

KINESIOLOGY

PILATES

PRIVATE TUTORING



DOOR DECAL ON GLASS



ROOM PLAQUE

MIYU appears once, at the entrance; inside, each room is identified by its label alone. Raleway, all capitals, tracking 0.28 em, centred, with a short Muted blush rule beneath. Default: Fig on an Oat cream plaque. On glass or dark surfaces: Oat cream on Fig (shown on Music Therapy).

The brand in the world











Signage · tote · uniform · business cards · session space. Photography and spaces: warm natural light, timber, linen, plants and dried botanicals — a calm Scandinavian home, not a clinic. Concept visualisations.

Never

- × Retype, stretch, condense, rotate or outline the wordmark
- × Recolour the wordmark outside Fig and Oat cream
- × Add shadows, glows, gradients or effects
- × Place the wordmark on a busy photo without a Fig or Oat cream panel
- × Add Japanese or other script characters
- × Use notes, staves, clefs or sound waves in the identity
- × Use bright primary colours or a school-uniform palette
- × Use crosses, stethoscopes, pills or clinical imagery
- × Use cartoonish or childish fonts and illustrations
- × Crowd the lockup inside its ½X clear space
- × Use a lockup below its minimum size
- × Let anything look like a daycare or a standard clinic

The files — and who gets which

WHO	SEND THEM
Signage fabricator	EPS (or PDF)
Printer	PDF (or EPS)
Embroiderer	EPS + page 06 of this kit
Web, social, email, Canva, Word	PNG
Designer editing artwork	PSD (layered) or SVG
App or website icon	App_Icons
Anyone applying the brand	This kit (PDF)

IN THE PACK

- `MIYU_Full_Primary_Final`
- `MIYU_Full_Reverse_Final`
- `MIYU_Compact_Final`
- `MIYU_Horizontal_Final`
- `MIYU_Music_Primary_Final`
- `MIYU_Music_Reverse_Final`

Each as .png .eps .pdf .psd .svg. EPS and PDF carry CMYK for print; PNG, PSD and SVG are RGB for screen. PSD layers are named (wordmark, tagline or Music, rule, background). Reverse files include a Fig background object — delete it for embroidery or single-colour print.