

The logo features the word "miura" in a bold, blue, sans-serif typeface. The letter "i" is unique, with a solid blue dot above it and a solid blue dot below it, separated by a vertical line. The word is centered within a large, white circle. The entire composition is set against a solid blue background.

miura

BRANDING GUIDE



ABOUT **Miura**

The Global Leader in Modular On-Demand Steam Solutions

Miura's journey began in 1927 as a company that manufactured farming machinery using steam power in Matsuyama, Japan. As years passed, it became obvious that there was a need for more efficient, reliable, and safe steam boilers. That's why, in 1959, Miura developed the Z-Type boiler and Miura Company, Ltd was born. The modular, compact, and efficient design was a revolutionary solution in a country where fuel cost is exceptionally high, space is at a premium, and environmental concerns are paramount. Since then, Miura has earned 60% of the domestic once-through boiler market in Japan and now has operations in 19 countries across the globe.

Operations in North America started in 1987 and Miura now operates factories in the U.S., Canada, and Brazil with additional facilities located in Mexico.



Just as our products are clean, modern and intelligent, so are our corporate design standards. Communications should convey Miura's enlightened and innovative approach to business and the world across all visual and verbal media.

MIURA GROUP MISSION

We will contribute to creating a society that is environmentally friendly and ways of living that are clean and comfortable through our work in the field of Energy, Water and the Environment.

MIURA GROUP MOTTO

To create an inspiring workplace where we can take pride in our work.

MIURA AMERICA'S MISSION

To provide the safest, most reliable, and most efficient total solutions for steam generation with the smallest environmental impact.

MIURA AMERICA'S VISION

Become the trusted and valued partner for our customers by providing the products and expertise to optimize steam plant design, operation and maintenance.

Set the New Standard for steam generation in the United States of America.

MIURA'S SIGNATURE DOUBLE-DOTTED 'I'

When upright, the 'i' represents a person and original engineering capabilities. The bottom dot turns the 'i' into an exclamation point (!) which symbolizes ideas and inspiration.

When the Miura logo is displayed, it should be symbolic with a protected area (exclusion zone) in order to be recognized as independent.

HORIZONTAL LAYOUT



Exclusion zones

Always allow a minimum space of 0.5 the height (h) of the logo around the perimeter of the logo.



MINIMUM WIDTH

Smallest corporate mark usage is 0.79in / 20mm.

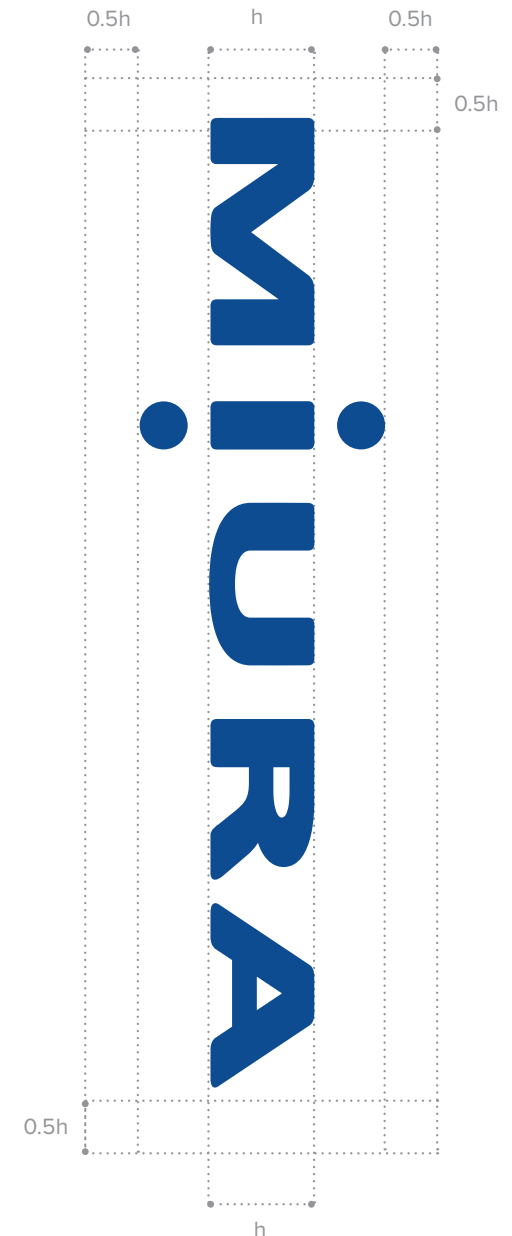
MAXIMUM WIDTH

There is no maximum size defined for the Miura logo.

VERTICAL APPLICATION

The Miura 'M' must always be at the top in vertical applications.

VERTICAL LAYOUT





ACCEPTABLE LOGO USAGE EXAMPLES

The Miura logo should only appear in the following orientations alone or in a shape (i.e. perfect squares or circles), and in the following colors:





PROHIBITED LOGO USAGE



The Miura logo should not be shown in a color that is not approved or within shapes that are not in approved colors.



Do not alter the proportion of any letters within the Miura logo.



Do not alter kerning.



Do not use more than one color.



Do not add lines.



Do not add a drop shadow or any special effects.



Do not outline Miura logo.



Do not shear angle.



The Miura logo should not be shown combined with or within a shape that is not approved.



Do not alter the horizontal or vertical scale.



Do not overlay any text or object over the Miura Logo.



Do not add text or objects to the protected area.



Do not use a gradient.



Do not alter the Miura logo direction.

BUSINESS CARD 3.5" x 2"



FRONT



BACK

EMAIL SIGNATURE



Employee Name

Title | Miura America Co., Ltd.

P: 678-685-0929 | M: ~~XXX XXX XXXX~~

A: 2200 Steven B. Smith Blvd., Rockmart, GA 30153 USA

W: www.miuraboiler.com | E: first.last@miuraz.com

FONT SPECIFICATIONS

Calibri

Bold size 12

Bold size 10

Bold size 10

Regular size 10

Regular size 10

If Calibri is unavailable, other common sans-serif fonts (i.e. Arial) are acceptable.

Email Signature Banner should be inserted below the signature. Please follow these instructions to place banners in signature:

1. Right-click on the banner image and select 'Copy' or select the banner and hit ctrl+c.
2. Select the File > Options in the Outlook menu, and click on 'Mail'.
3. The 3rd section from the top contains the 'Signatures' option, which will open to allow you to edit your signature.
4. Paste the image into your signature by right-clicking and selecting 'Paste' or hit ctrl+v.

Proxima Nova

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=”?><

Medium

With the simple press of a button, Miura boilers produce steam in five minutes or less from a cold startup.

Semibold

With Miura’s innovative Multiple Installation (MI) system, you can build a modular, on-demand steam plant customized to efficiently meet your needs.

Bold

Wasting fuel and resources costs money. Miura’s low water volume design results in optimal heat transfer with fuel-to-steam efficiencies of 85% +/-.

Extra Bold

Miura boilers are safer by design. Out of all the Miura pressure vessels in operation throughout the world, zero have ever experienced a catastrophic failure.

Black

Miura is the leader in efficient, low NOx steam boiler technology. Our LX series boilers feature a “no furnace” design that results in lower NOx emissions.

MIURA BLUE

PRIMARY

HEX #003DA5

CMYK 100 70 0 0

RGB 0 61 165

PANTONE 293C

GREEN

SECONDARY

HEX #00AA13

CMYK 95 0 100 0

RGB 0 170 19

PANTONE 354C

SUPPORT COLORS

* SILVER and GOLD used on metallic plates

BLACK

HEX #000000

CMYK 0 0 0 100

RGB 0 0 0

GRAY

HEX #808080

CMYK 0 0 0 50

RGB 128 128 128

SILVER*

HEX #BFBFBF

CMYK 0 0 0 25

RGB 191 191 191

WHITE

HEX #FFFFFF

CMYK 0 0 0 0

RGB 255 255 255

GOLD*

HEX #FFCB05

CMYK 0 20 100 0

RGB 255 203 5



COMMON BRANDING TERMS

The following are Miura-specific and industry-wide terms exhibited just as they should appear in any and all Miura branding. For example, anything related to BOILERMATE® should be written or expressed exactly as shown (all caps with the registered trademark symbol). Any deviation from these common terms in any official communication would be considered a violation of Miura's branding and is prohibited. This list is not exhaustive and will be updated as required.

STEAM BOILERS

LX-Series Steam Boiler
LX Gas-Fired Steam Boiler
EX-Series Steam Boiler
EX Dual Fuel Steam Boiler

WATER TREATMENT

BOILERMATE®
MW Water Softener
Colormetry Hardness Detector
Reverse Osmosis (RO) Systems

MONITORING

Miura Connect
BP Panel
BL Controller
WP2 Panel

MAINTENANCE & OTHER PROGRAMS

Miura Online Maintenance (MOM)
Steam-as-a-Service
Quick Ship Xpress
Pressure Vessel Guarantee (PVG)
Miura Partner Rep (MP)

INDUSTRY

watertube boiler
firetube boiler
NOx
feedwater
deaerator tank
wet layup
dry layup
blowdown

MODULAR DESIGN

Multiple units work together to meet fluctuating load demands, conserve fuel, scale production easily, and extend the lifespan of your boiler plant. Dynamic load following produces only the exact amount of steam you need when you need it.

UNPARALLELED SAFETY

With more than 150,000 units in operation across the globe, Miura's once-through, low water content water tube boilers are built safer by design with an unmatched safety record of zero catastrophic failures resulting in causality.

COMPACT FOOTPRINT

Miura boilers are famous for their compact footprint that take up 50% less floorspace due to their low-volume water tube pressure vessels that do not require tube pull-space or door-swing space.

QUICK START-UP

The ability to produce full steam output in less than 5 minutes from a cold start and to easily turn ON and OFF with short purge time adds flexibility and fuel savings during boiler operation.

LOW NO_x EMISSIONS

Miura's sustainable boiler design features a low temperature burner that reduces the amount of Nitrogen Oxide (NO_x) emissions, making it easy to comply with local regulations.

PROACTIVE MONITORING

Hundreds of sensors monitor real-time boiler health and notify operators of inconsistencies. With these, operators can proactively fix potential issues and protect the steam generation investment.

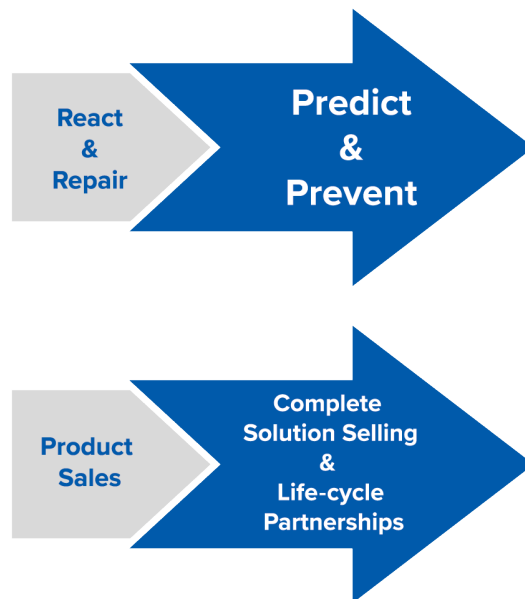
LOAD FOLLOWING TECHNOLOGY

Miura's modular multiple installation systems automatically adjust (load-following technology) to fit your steam demands. When only 25% or 50% of the full system output is required, the system only uses that percentage of capacity output, resulting in long-term cost and resource savings. Furthermore, if the facility does not require steam, Miura boilers automatically go into stand-by mode, reducing run-time and conserving resources and emissions output.

COMPLETE STEAM SYSTEM OPTIMIZATION

Complete Steam Solutions & Life-cycle Partnerships

Miura strives to produce reliable, efficient and safer steam generation systems for companies that are essential for daily life. When steam plants do not meet that standard it is usually because of weak point in the product life-cycle. In order to become a better partner for our customers, Miura offers the gold standard of an all encompassing package that not only keeps your facility operating at peak efficiency, but also helps to manage the items surrounding the boiler room.



50 WORDS

Founded in 1927, Miura has become the largest industrial boiler manufacturer in the world. Efficiency, reliability, and safety are at the forefront of our design philosophy and manufacturing principles. The result is modular, on-demand steam boilers, water treatment, and intuitive monitoring offering compact footprints, fast response, and low emissions.

100 WORDS

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Miura America Co., Ltd., a division of The Miura Group, manufactures boilers in Rockmart, Georgia – just an hour outside of Atlanta. With quality and safety as the hallmarks of both boiler design and our plant, we are proud to provide an incredibly safe and reliable product for our partners across multiple industries.



COMPANY SPOTLIGHT

200 WORDS

Founded in 1927, Miura has grown to become the largest industrial boiler manufacturer in the world. Efficiency, reliability, and safety are at the forefront of our design philosophy and manufacturing principles. The result is industry-leading modular, on-demand steam boilers that offer compact footprints, fast response, low emissions, and unparalleled safety for the workplace.

Miura America Co., Ltd., a division of The Miura Group, manufactures boilers in Rockmart, Georgia – just an hour outside of Atlanta. With quality and safety as the hallmarks of both boiler design and our plant, we are proud to provide an incredibly safe and reliable product. We maintain ASME S, H, U, and R stamps as well as build UL certified products, meeting all applicable ASME and NB codes.

A critical part of offering the utmost standards is our local Miura representative network. It includes more than 30 partner groups with hundreds of dedicated experts embedded in local communities across the United States. Miura representatives are committed to assisting with the initial design and continuous optimization of your steam plant for decades to come.

You can rely on the experts at Miura for state-of-the-art design, maximum efficiency, and a world-class all-in-one steam offering to give you peace of mind for your steam investment.

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Miura's once-through water tube boilers are also exceptionally reliable, efficient, safe, and feature a range of impressive benefits that set them apart from traditional fire tube boilers. Among these are best in class efficiency and reduced fuel requirements; enhanced operational reliability; modular, space-saving design; advanced controls and remote monitoring; and a best-in-industry safety record with zero catastrophic vessel failures resulting in casualty.

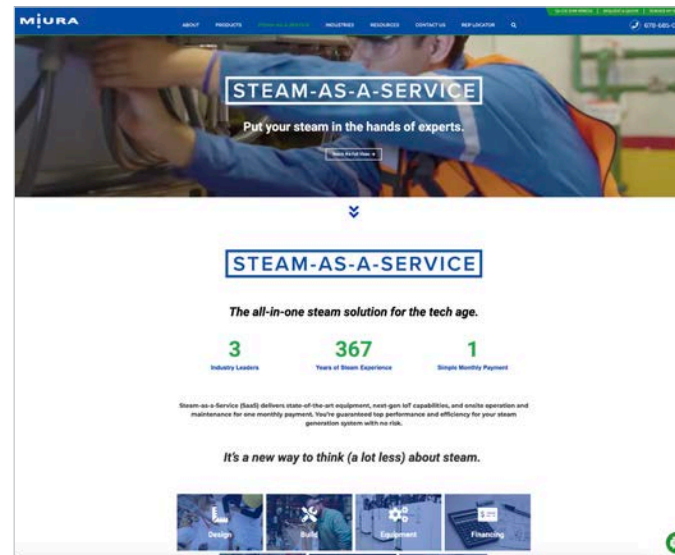
Miura America partnered with industry leaders Armstrong Services and Hartford Steam Boiler (HSB) to bring an all-in-one smart steam solution for a simple monthly cost. The unparalleled expertise bundle includes expert design, build, financing, management, operation, and maintenance, all while providing the best available technology with a guaranteed steam output. Steam-as-a-Service is state-of-the-art technology that's good for the planet, your bottom line, and your facility's efficiency.

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LINKEDIN *Networking*

MIURA AMERICA CO., LTD.

[linkedin.com/company/miura-boiler/](https://www.linkedin.com/company/miura-boiler/)

Content will primarily consist of company news and industry updates.



FACEBOOK *Networking*

MIURA AMERICA CO., LTD.

[facebook.com/MiuraAmerica](https://www.facebook.com/MiuraAmerica)

Content will primarily speak to company culture and have the most engagement with Miura employees.



TWITTER *Networking*

@MIURA_STEAM

twitter.com/Miura_Steam

Content will primarily consist of company news and industry updates.



YOUTUBE *Video Sharing*

MIURA AMERICA CO., LTD.

[youtube.com/channel/UCwFVSuXcEJRDNIHGw_lmtQ](https://www.youtube.com/channel/UCwFVSuXcEJRDNIHGw_lmtQ)

- Demonstrations of how our products/services works
 - Customer testimonials and success stories
 - How-to guides and tutorials



STEAM-AS-A-SERVICE

PRIMARY MESSAGING

Put your steam in the hands of experts so you can focus on your core business. Miura America has partnered with industry leaders Armstrong Services and Hartford Steam Boiler (HSB) to bring an all-in-one smart steam solution for a simple monthly cost.

The unparalleled expertise bundle includes expert design, build, financing, management, operation, and maintenance, all while providing the best available technology with a guaranteed steam output. Steam-as-a-Service is state-of-the-art technology that's good for the planet, your bottom line, and your facility's efficiency.

SLOGANS

- Setting the New Standard in Steam Generation
- Efficient. Safe. Reliable.
- **Steam-as-a-Service:** Put your steam in the hands of experts.

SaaS Sample Ad Text

INSTITUTIONS/UNIVERSITIES

Steam-as-a-Service for your Campus | Miura Steam Boilers

Leave your campus steam in the hands of experts. Contact our Reps today!

Campus Steam Boilers | Steam-as-a-Service Complete Solution

Take care of your campus – we'll take care of steam. Efficient – Green – Flexible. Contact us today!

HEALTHCARE

All-in-One Steam | Steam-as-a-Service for Hospitals

Take care of your patients - we'll take care of steam. No downtime worries. Contact us today!

Hospital Steam Boilers | Steam-as-a-Service Complete Solution

All-in-one steam with low cost, flexibility, and on-site expertise. Visit our site to learn more.

GENERAL

Complete Steam Solution | Steam-as-a-Service

Steam when you need it. Low Cost - Low NOx - High Efficiency. Contact our Reps today!

Steam-as-a-Service | The Future of Industrial Steam

Three global industrial steam leaders – one low-cost solution. Contact us today!



PRIMARY MESSAGING

Miura's gas fired, low NO LX-Series steam boiler is the high-efficiency, easy-to-use boiler to increase sustainability. The unique design of the LX ensures safety, reliability and efficiency that go unmatched in the industry. The LX can reach NOx regulations as low as 9 ppm NOx at 3% corrected O2. While standard firetube boilers require hours to heat up, Miura's LX-Series boilers produce fast steam in less than 5 minutes from a cold start-up. Plus, due to their compact design you can double your steam capacity in the same space or reduce space requirements by half for new construction.



SLOGANS

- Prepare to Rethink the Steam Boiler
- Safe, Efficient, Reliable
- High Efficiency, Low NOx
- Modular, On-Demand

LX Sample Ad Text

BREWERIES/DISTILLERIES

Best Brewing Steam | Miura America

Compact and flexible steam boilers provide room to grow. Talk with an expert today!

Raise Spirits with Sustainable Steam | Miura America

Reliable and efficient clean boilers that respect the planet. Contact us today!

FOOD PROCESSING

Flexible Food Facility Steam | Miura America

Maximize operational efficiency and cut energy costs with on-demand boilers. Contact our Reps today!

GENERAL

Low NOx Out of the Box | Miura Boilers

Sustainable steam system comes standard with low emissions. Contact to learn more!

Bigger Isn't Always Better | Miura Boilers

Compact boilers provide greater output in less space. Contact us today!

Steam for a Sustainable Tomorrow | Miura America

Upgrade to boiler tech with increased efficiency and lower emissions. Learn more!



PRIMARY MESSAGING

The Miura EX-Series steam boilers, with gas and oil fuel options, are ideal for hospitals and other facilities that are required to have a secondary fuel source. It uses our floating header design on an upright drum-shaped pressure vessel. With a single button, the Miura EX-Series boiler a from a cold start to full steam output in less than 5 minutes. These quick start-up benefits enable many industries to consume less fuel and boiler water, reducing emissions and operating cost.

SLOGANS

- Dual Fuel Steam Boilers
- Safe, Efficient, Reliable
- Modular, On-Demand

EX Sample Ad Text

INSTITUTIONS/UNIVERSITIES

Efficient Boilers for your Campus | Miura America

Modular steam system matches real-time demand with lower fuel usage. Learn more!

HEALTHCARE

Simply Safe & Reliable Steam | Miura Boilers

Take care of your patients without worrying about your steam. Visit our site to learn more.

On-Demand Healthcare Steam | Miura America

Dual Fuel EX-Series boilers keep up with real-time demand and start up in minutes. Contact us today!

GENERAL

Safe, Efficient, Reliable Steam | Miura America

Innovative boiler design leads to less resource waste and lower operating cost.

Optimize So You Don't Oversize | Miura Boilers

Modular units sized to grow with your business. Talk with an expert today!

WATER TREATMENT OVERVIEW

Miura is committed not only to providing the best available boiler technology, but also offering complete solutions and ancillary equipment that optimize and protect your investment and operations. Miura's Water Treatment solutions are ideally suited and custom tailored for modular, on-demand boilers. They ensure soft water, protect against scale and corrosion, and enhance overall performance and long term reliability.

MW WATER SOFTENERS

Water softeners remove hardness from the water and prevent scale from building in the boiler tube.

Miura's duplex design with remote monitoring supplies soft water even during regeneration. The unique "split-flow" regeneration provides a more efficient process and nearly 0 ppm of hardness.

BOILER FEEDWATER TANKS

When designing your steam system, it is necessary to have a water storage tank to avoid low water shutoffs and to have a location to inject water treatment chemicals. Feedwater Tanks are often used in MIURA installations and pair well with MIURA's BOILERMATE® chemical treatment. These carbon or stainless-steel tanks are normally preheated with direct steam injection. Operating at atmospheric pressure, the water can be heated up to a maximum of 200°F which reduces the solubility of harmful gases within the stored water.

BOILERMATE®

Miura produces its own brand of water treatment chemical, BOILERMATE®, which is ideally suited and optimized for operation in once-through, on-demand boilers. When utilized in conjunction with a Maintenance Contract, Pressure Vessels can be GUARANTEED against scale and corrosion. BOILERMATE® is NSF and Kosher approved where steam may contact edible products. **NOTE:** When referencing BOILERMATE® in any written capacity, it is required to be in ALL CAPS accompanied by the registered trademark symbol '®'.

REVERSE OSMOSIS

Reverse Osmosis (RO) uses pressure to force water through a semi-permeable membrane, producing nearly pure water and trapping other unwanted elements outside or within the membrane.

DEAERATOR TANKS

Deaerators (DA) are specifically designed to maximize oxygen and carbon dioxide removal from feedwater using elevated temperature and low pressure. Removing these gases is important because otherwise they may lead to accelerated corrosion within steam systems. A DA is normally pressurized to 5-10 PSI, which allows feedwater temperatures of up to 240°F to be utilized providing superior removal of oxygen and carbon dioxide from the system.

COLORMETRY

Operating a boiler with hard water reduces efficiency and can lead to serious damage, or even failure, of the pressure vessel. Miura's Colormetry monitor samples treated water and tests for hardness down to >1mg/L. If hardness is detected, the Colormetry will signal an alarm and increase surface blowdown to reduce damage to the boiler until the problem is resolved.

MONITORING & CONTROL OVERVIEW

MIURA CONNECT

The web-based portal is a remote monitoring service provides a real-time view of connected equipment in the boiler room. The equipment data is stored and used by the customer, Miura personnel, and representatives to track system health, generate scheduled reports, and provide proactive maintenance schedules to ensure optimal system reliability. The operator sets notification preferences to receive real-time boiler room notifications and alerts directly to their smartphone. There they can easily access relevant information and search for technical documentation in seconds.

BP PANEL

It is the core of the boiler room and is both a central monitor for all MIURA equipment and a multiple installation (MI) system controller allowing connected boilers to operate as a coordinated unit to meet fluctuating steam demand while optimizing efficiency, response time, and boiler longevity. Through use of user-defined control patterns, the boiler system's capacity and responsiveness can scale to provide the most efficient operation for your specific steam demand, even as it changes day-to-day.

BL CONTROLLER

Widely considered one of the most user-friendly boilers with a one-button start operation, Miura provides a boiler control interface with the use of a simple selector wheel and LCD screen, also known as the BL Controller. This allows smooth navigation through the boiler's control panel to access real-time data, change settings, view cautions or alarms, and more. As an advanced diagnostic system, it can early identify any potential issues to help the operator identify the root cause.

WP2 PANEL

MIURA's proprietary WP2 panel is a communication and control hub for multiple components of your water treatment chemical injection control and management. This panel facilitates communication with MW water softeners, Colormetry units, feedwater tanks, and BP and MOM remote monitoring systems to ensure that the system is running efficiently and will also notify the customer if any abnormalities are detected.

MIURA ONLINE MAINTENANCE (MOM)

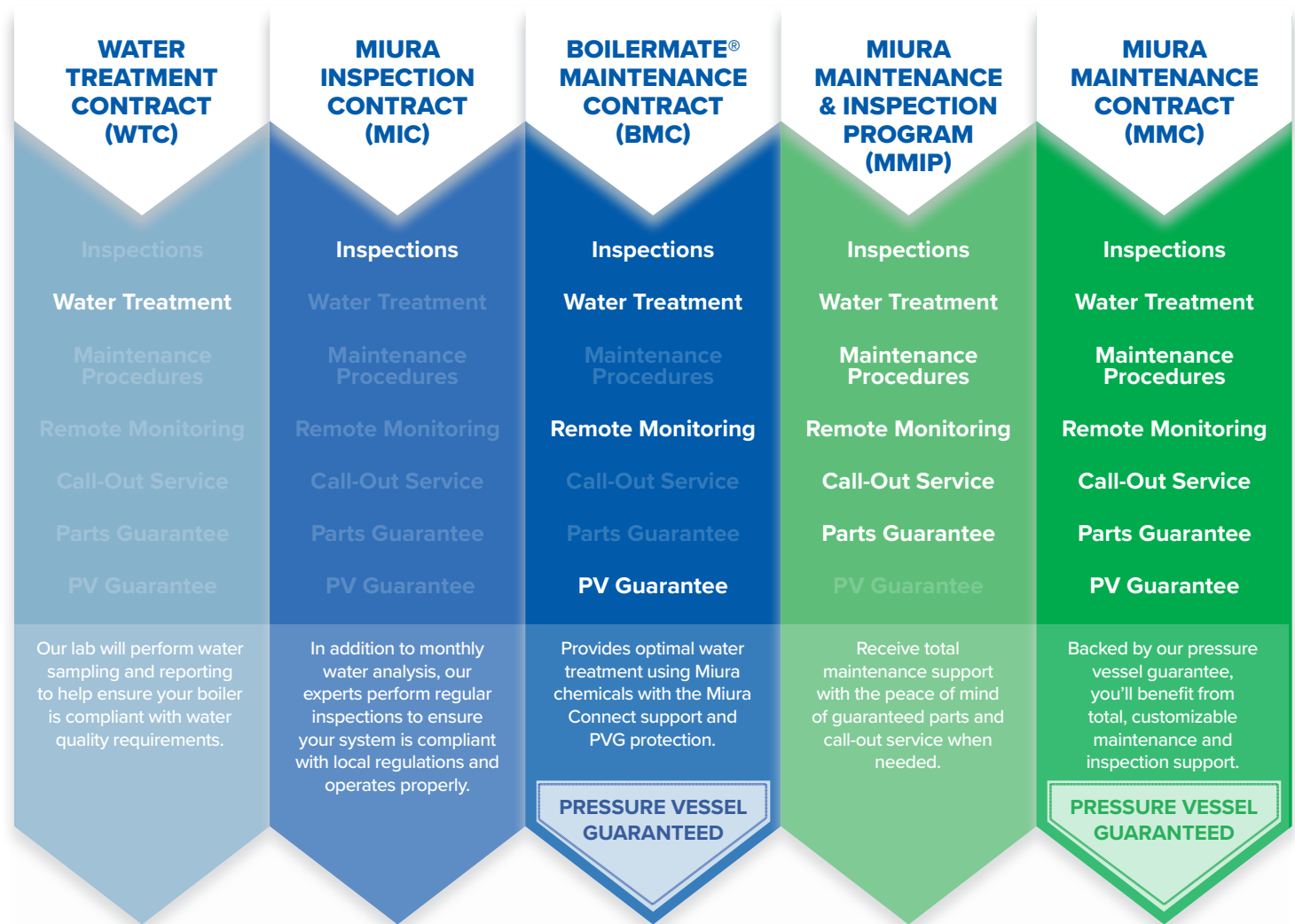
Should any issue with your boiler arise, the MOM system can help you troubleshoot it on your own or even connect your boiler to Miura's own in-house engineering experts for further analysis. MOM works with the BL Micro Controller and XJ-1 to allow online communication from your boiler to our office.

DIRECT MAINTENANCE OVERVIEW

MAINTENANCE MATTERS

Consistent maintenance keeps your system creating high-quality steam from day one to years down the road.

Trusting our maintenance experts will minimize alarms for worry-free operation. Consistently high operational efficiency from regular maintenance will lower fuel usage and expenses and decrease emissions.





If you have any questions or require assistance regarding branding, correct terminology, usage or application, please contact the Miura Marketing Department.
us.marketing@miuraz.com

MIURA