



MODERN MILL  
BRANDING GUIDELINES

## LOGO

The updated logo enhances visibility and impact through a thicker, more condensed font. While refining its form, we maintained the signature cut-out details, ensuring a seamless transition from the previous branding. Additionally, a vertical version of the logo has been introduced to increase versatility across various applications.

**MODERN·MILL**  
**BUILDING REVOLUTIONS**

**MODERN·MILL**

**MOD  
ERN·  
MILL**

## EXCLUSION ZONE

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.





2 cm

**MODERN·MILL**  
BUILDING REVOLUTIONS



1 cm

**MODERN·MILL**



0,5 cm

MOD  
ERN·  
MILL



0,25 cm

**MM**

#### MINIMUM SIZE

A minimum size must be adhered to so that legibility is retained.

## DON'TS

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.



MODERN·MILL

Don't rotate



MODERN·MILL

Don't stretch or distort



MODERN  
·MILL

Don't edit or rearrange parts of the logo



MODERN·MILL

Don't use off palette colors



MODERN·MILL

Don't frame

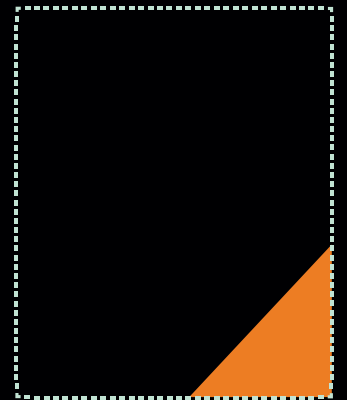
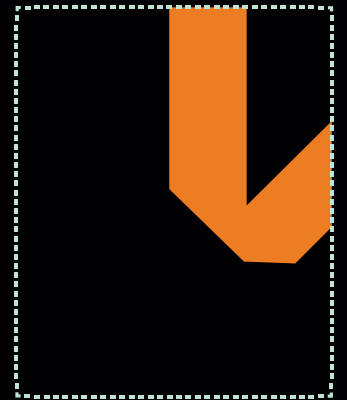


2025  
MODERN·MILL

Don't add other graphics to the logo

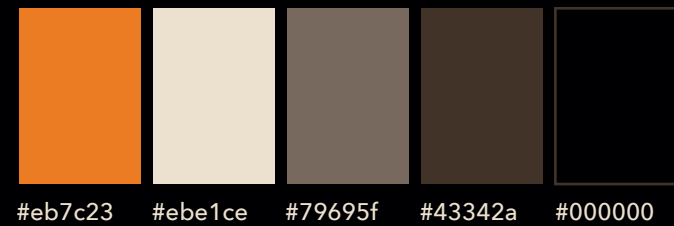
## SYMBOL & SUPPORTING GRAPHICS

To strengthen brand identity, we developed an MM monogram inspired by the typography's diagonal lines and cut-outs. This new element maintains continuity with existing brand shapes while adding depth to the visual language. The monogram subtly forms the silhouette of two houses, reinforcing the brand's storytelling.



## COLOR PALETTE

Our revised color palette delivers a bolder, more refined aesthetic. The signature orange has been deepened for vibrancy and impact. One of the medium browns has been replaced with black, enhancing contrast and versatility. The distribution of colors follows a strategic approach: orange and browns will dominate corporate materials and advertising, while black will be reserved for technical guides and end-customer materials.



## PRIMARY TYPOGRAPHY

The primary typeface is Avenir Next.

The primary typeface family and should be used whenever possible to communicate key brand messages in headlines and display copy. It's available in multiple weights, and italics variants.

Replacing fonts with alternatives should not be done under any circumstances.

TITLE

SUBTITLE

description

Avenir Next LT Pro (Regular) Primary logotype text / Content

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890  
!@£\$%^&\*()|;€#¢∞§¶•ª°--\_ = + { } [ ] ; : / \ , . ~  
å | ç ð ´ f © ` ^ Δ ° ¬ μ ~ ø π œ ® ß † ¨ √ ∑ ≈ ¥ Ω

## SECONDARY TYPOGRAPHY

The secondary typeface is Roboto

This font should be used on web formats only.

TITLE

SUBTITLE

description

Roboto Regular Secondary web text / Content

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

!@£\$%^&\*()¡¢#çø§¶•°-\_-+{}[];/\.,~  
åſçð´f©´^Δ°¬μ~øπœ®β†¨√Σ≈¥Ω

## IMAGERY

To elevate the product's premium appeal, we recommend an architectural approach to imagery. The ideal composition maintains a 60% sky-to-40% project ratio, eliminating distractions such as grass, fences, and trees. This framing technique directs focus to the material itself, emphasizing its quality and craftsmanship.



## PRINT

We use photography and color for more informative material, and dark scheme and outline for technical material.



## BRANDING

We stretch the symbol and use it as a base for text and in different framing.



## EVENTS

The new logo is more compact and assures more visibility in a crowded context.



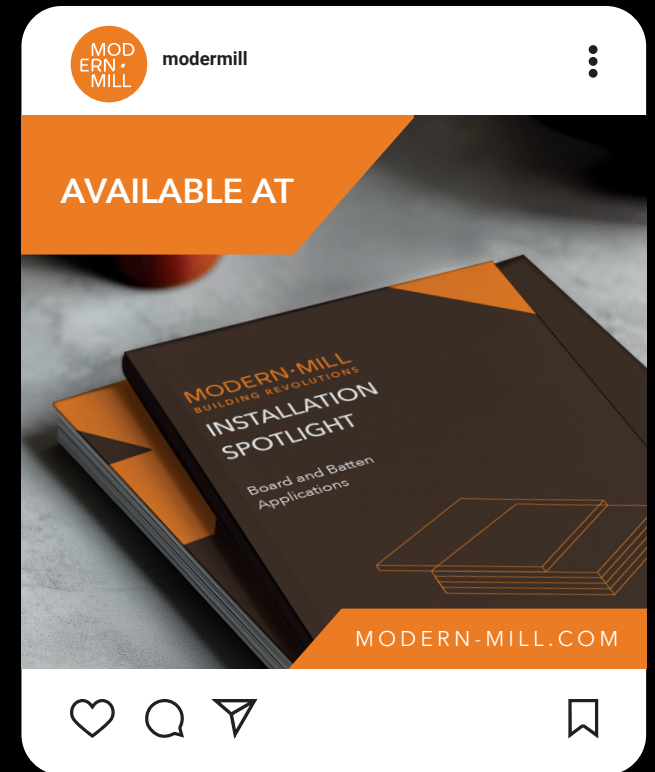
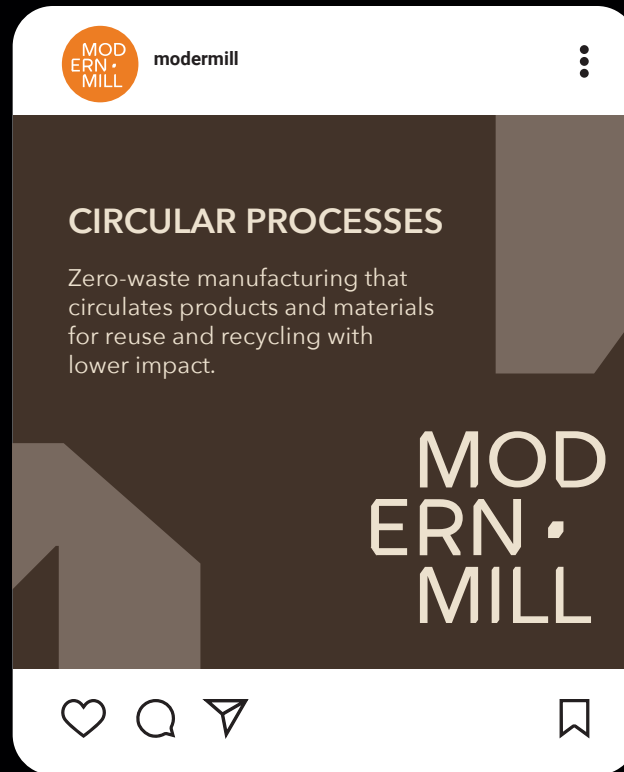
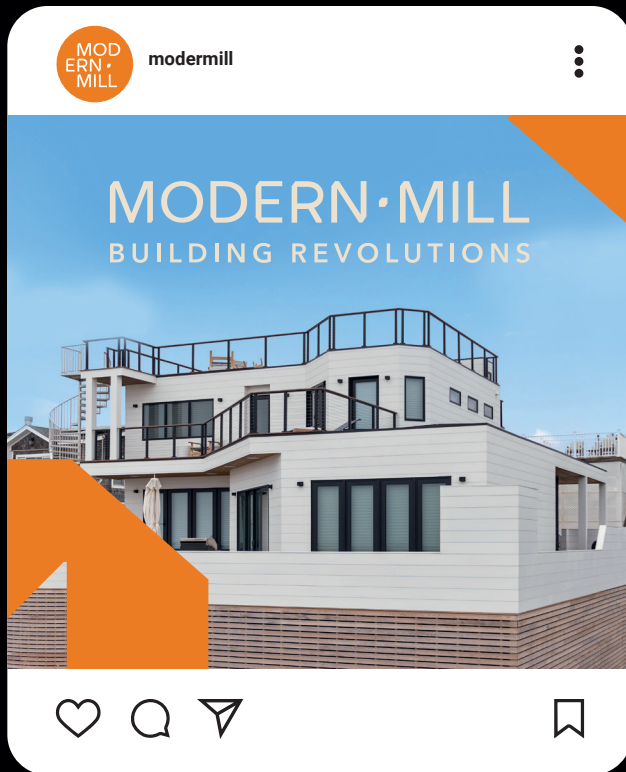


SWAG





## SOCIALS



The symbol can be used in dark or light variations to create a dynamic brand application.



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