

# Branding Guidelines

## Modern Mill - Acre

2021

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## PRIMARY BRAND LOGO

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used.

MODERN-MILL

## SECONDARY LOGO VERSIONS

The logo should be used in the primary version whenever possible.



MODERN·MILL

Use the negative logo on dark background



MODERN·MILL

Use the colors from the color scheme as background colors



MODERN·MILL  
A FRESH APPROACH TO BUILDING MATERIALS

Secondary logo options can be used to fit the different assets layout

## LOGO VERSIONS

When the primary logo cannot be used the Secondary Versions should be applied.

MODERN·MILL

MODERN·MILL

MODERN·MILL

MODERN·MILL

MODERN·MILL

MODERN·MILL

## PRODUCT LOGO

The product logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

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When reproducing any logo elements, only the original high resolution or vector graphic files shall be used.

ACRE™ BY MODERN·MILL

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## PRIMARY COLOURS

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Primary colours should be used on logo, main background and supporting graphics.

Examples: icons, stationary, website.

	Pantone	CMYK	RGB	HEX
	4685C 70%	6 / 14 / 17 / 1	234 / 214 / 201	#ead6c9
	7529C	7 / 17 / 21 / 26	181 / 164 / 153	#b5a499
	7530C	37 / 39 / 43 / 18	143 / 129 / 120	#8f8178




## SECONDARY COLOURS

Secondary colours are used for accents and text highlights. The secondary colours are used in combination with or separately from the primary colours.

These are meant to add new depth and interest to the designs.

Examples: Packaging details, forms, business cards.

	Pantone	CMYK	RGB	HEX
	1375C	0 / 39 / 100 / 0	250 / 103 / 25	#faa819
	405C	19 / 19 / 22 / 59	107 / 103 / 100	#6b6764

## PRIMARY TYPOGRAPHY

The primary typeface is Avenir Next with a secondary Helvetica to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

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  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@£\$%^&\*()j€#¢∞§¶•°--\_+={}[];:/\,.~  
åıçđ'f©'^Δ°¬μ~øπœ®β†√Σ≈¥Ω

## SECONDARY TYPOGRAPHY

The secondary typography is used for all body copy, online and offline, and are alternate typefaces to use when primary font is not available or embeddable, such as when designing PowerPoint decks and emails.

TITLE

SUBTITLE

description

Helvetica Secondary logotype text / Content

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890  
!@£\$%^&\*()|€#¢∞§¶•ªº-—\_ =+{}[];:/\,.~  
åfçð´f©´^Δ°¬μ~øπœ®β†¨√Σ≈¥Ω

