



**MILL
WORX**

POST FALLS
ID

 **MILLWORX**
BRAND GUIDELINES





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BRAND ELEMENTS

Transforming an historical location into a community haven for work, play and living takes careful preparation and skill. Using our brand correctly does not.



01



1.1 LOGO ANATOMY



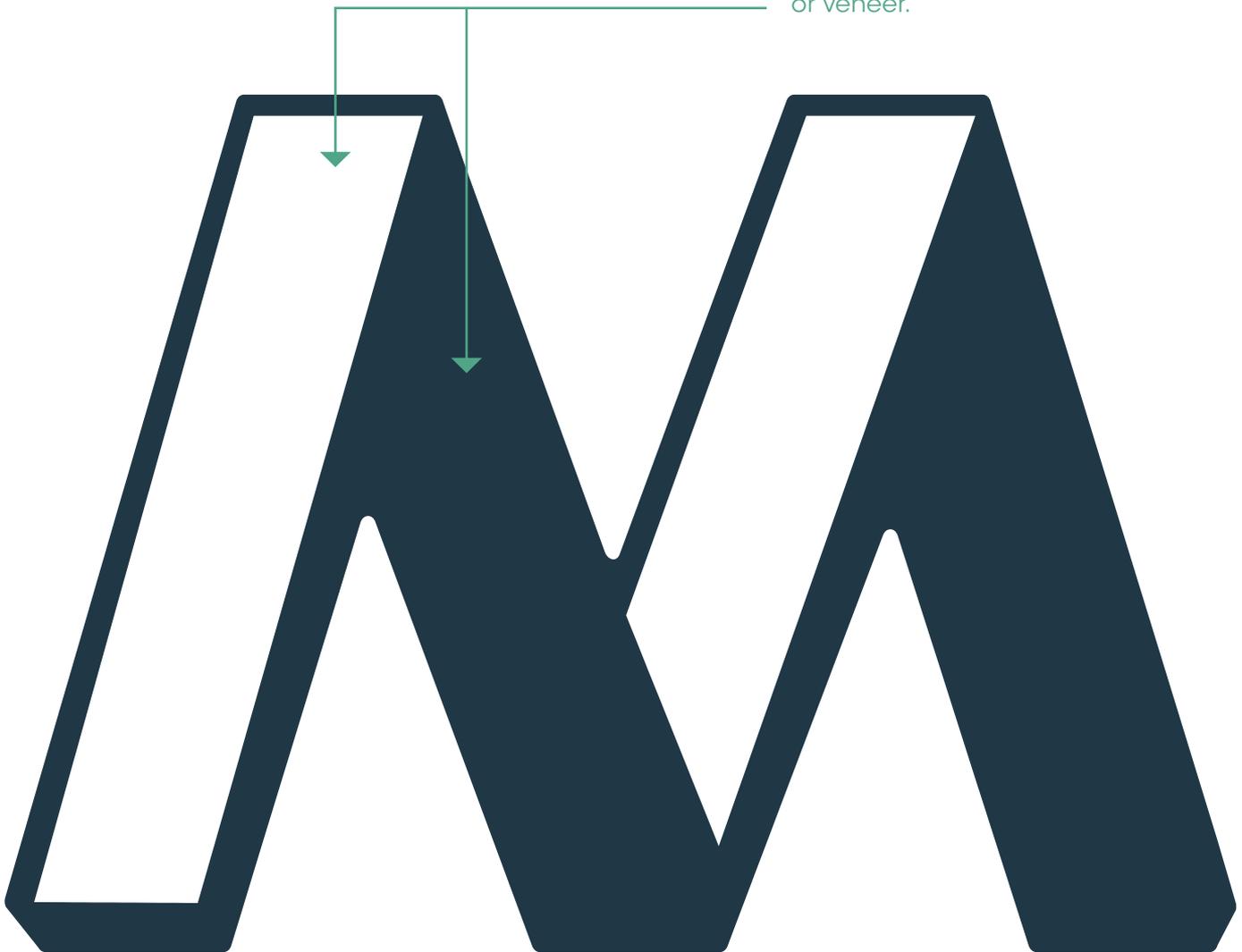
Our logo is intended to be both timeless and rooted in a previous era.

The icon is reminiscent of a mark that may be seen on the side of an old mill or farming equipment (lathes, combines, tractors, etc.).

Alternating light and dark rectangular shapes create the "M" and provide depth.

The mark also implies layered veneer or wood, nodding to the history of the site and specifically, the Idaho Veneer Company.

Alternating dark and light rectangular shapes add depth and imply layered wood or veneer.



Flat angled edges add a subtle three-dimensionality

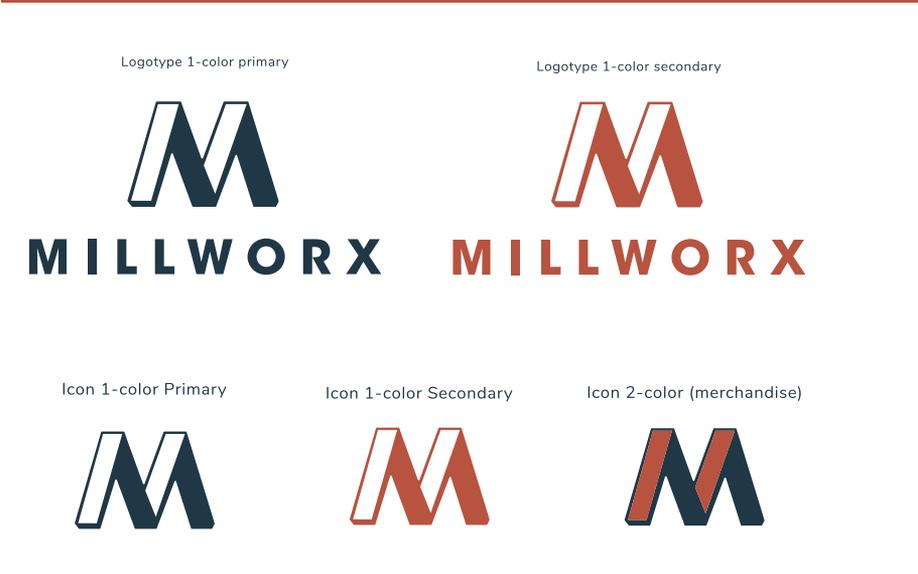


1.2 COLOR & LAYOUT



Our logo should always contrast with backgrounds. There are multiple versions and color combinations that allow for quality reproduction in all printing processes and digital formats.

The white-bordered logo will always be used on darker backgrounds, while the icon "M" with no border will always be used on lighter background. This means the icon will always appear lit from the upper-left. Examples shown here.



1.3 USING OUR LOGO



Our logo has been designed and adapted to work well across all communications. It is important to pay attention to clear space and minimum size requirements.

Clear Space

To ensure clarity and legibility, always maintain a minimum clear space around the logo. This space is indicated by the height of the "M" character in "Millworx."

The minimum space should be maintained as the logo is proportionately scaled.

Minimum size

To ensure legibility, the primary logo should never be printed smaller than .75in wide and should never appear smaller than 72 pixels wide in web or other digital formats.

The secondary logo should never be printed smaller than 1in wide and should never appear smaller than

96pixels wide in web or other digital formats.

The icon should never be printed smaller than .25in wide and should never appear smaller than 24 pixels wide in web or other digital formats.

Note: Due to varying screen resolutions and view settings the example may not be to scale.



Primary



.75in or 72 pixels wide

Secondary



1in or 96 pixels wide

Icon



.25in or 24 pixels wide



1.4 USING OUR LOGO (Cont'd)



In order to maintain consistency across the Millworx brand, here are some common oversights to be aware of when using the logo.

Do not use these icons on a dark background



Correct: underside of "boards" in "M" will always be dark.



Do not stretch the logo vertically or horizontally



Do not add a gradient to the logo



Do not fill in the icon



Do not separate the wordmark from the icon



Do not use colors that aren't specified in the brand guide



1.5 ALTERNATE MARKS



Given the timeless simplicity of the "M" mark, there are many variations that can be created using different patterns or textures from the space itself.

Shown here are two examples of alternate marks and their variations.

The first is simple lines that imply the repetition in corrugated steel, or veneer stacks. The second is a wood grain texture.

Original



Alternate Mark 1



Alternate Mark 2



DESIGN SYSTEM

Our brand is comprised of color, graphic, and typographic styles. Learn how to take full advantage of our design system and apply it across all brand applications.

02



2.1 COLOR PALETTE



We have adapted a strict color palette to ensure consistent brand delivery. Millworx brand colors are to be used in their exact mixes depending on the medium (Pantone, Hex, CMYK, RGB).

Pantone is always preferred. Additionally, tints or shades are only to be used when the patterns or textures are overlaid on a background.

For example, 'multiply' mode as a transparency can be used with a pattern of the same color background.

MIDNIGHT | PRIMARY

PANTONE 7546 C
HEX #253746
CMYK 86 69 51 46
RGB 36 55 70

CHESTNUT | SECONDARY

PANTONE 2436 C
HEX #B6533E
CMYK 21 78 80 10
RGB 183 84 63

OCEAN GREEN | ACCENT

PANTONE 7723 C
HEX #50A684
CMYK 70 14 60 1
RGB 80 166 132

WHITE | ACCENT

HEX #FFFFFF
CMYK 0 0 0 0
RGB 255 255 255



2.1 TYPESTYLES



When used correctly and with intention, typography becomes a powerful brand tool that adds visual meaning to what is communicated. Millworx relies on consistent font choices to maintain brand legibility. Please use only the approved fonts in the appropriate manner.



ITC AVANTE GARDE GOTHIC STD BOLD

characters

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789**

styles

about ITC Avante Garde Gothic STD

BOLD

Inspired by the 1920s German Bauhaus movement, ITC Avant Garde Gothic was designed by Herb Lubalin and Tom Carnase in 1970. The typeface design was based off the logo Lubalin created for Avant Garde magazine.

ITC Avante Garde STD

characters

Medium

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Book

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Extra
Light

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

styles

Medium, Book, Extra Light

2.3 TYPE HIERARCHY



When used correctly and with intention, type hierarchy becomes a powerful brand tool that adds visual meaning to what is communicated. Please use these guidelines to ensure that our typography is consistent and meaningful.

Within any design, you shouldn't need more than three weights. In most instances, two is ideal.

Similarly, you shouldn't need more than two colors. Use color sparingly and with intention.

(H1) ITC
Avant Garde
Gothic Bold
48pt, 20pt tracking

HEADING ONE

(H2) ITC
Avant Garde
Gothic Bold
40pt, 20pt tracking

HEADING TWO

(H3) ITC
Avant Garde
Gothic Bold
32pt, 20pt tracking

HEADING THREE

(H4) ITC
Avant Garde
Gothic Bold
24pt, 20pt tracking

HEADING FOUR

(H5) ITC
Avant Garde
Gothic Bold
18pt, 20pt tracking

HEADING FIVE

(P1) ITC
Avant Garde
Gothic Book
16pt, 20pt tracking
1.25 line height

Paragraph one. Lorem ipsum dolor sit amet, consectetur

(P2) ITC
Avant Garde
Gothic Book
12pt, 20pt tracking
1.25 line height

Paragraph two. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

(P3) ITC
Avant Garde
Gothic Book
10pt, 20pt tracking
1.25 line height

Paragraph three (primarily used for print). Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

(P4) ITC
Avant Garde
Gothic Book
8pt, 20pt tracking
1.25 line height

Paragraph four (primarily used for print). Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

2.4 GRAPHIC ELEMENTS



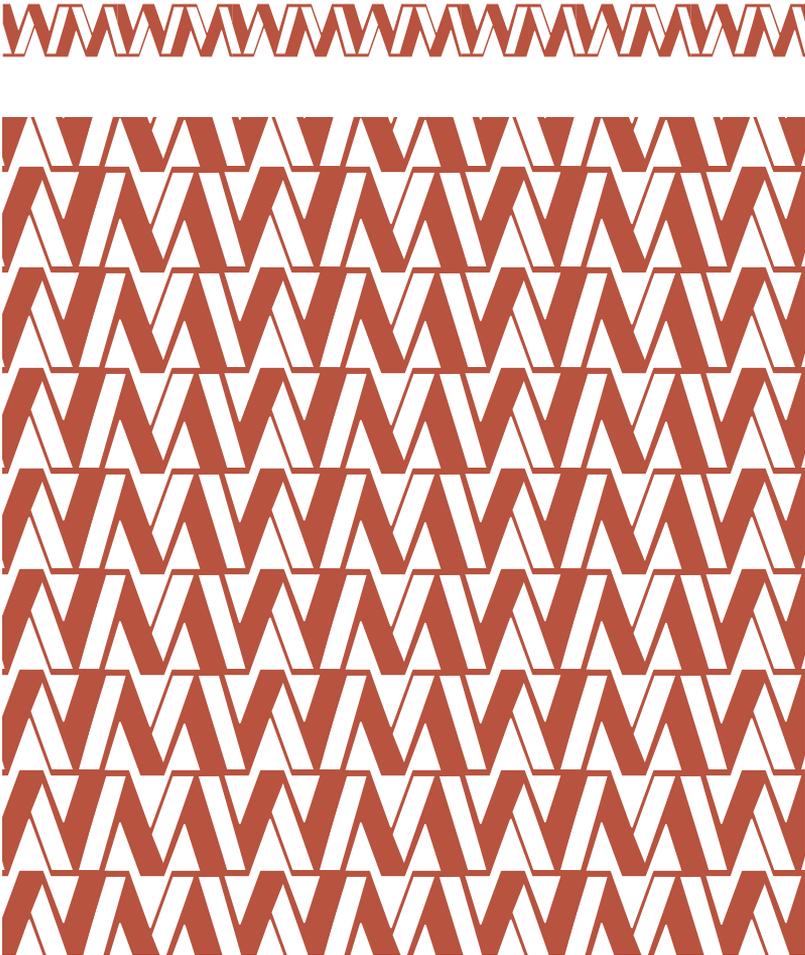
To add personality and a more distinct visual identity to the Millworx brand, graphic elements and patterns have been created.

These will be used as an accent element throughout the brand, such as borders on business cards, buttons on a website, underlines, wayfinding signage, etc.

Corrugated Steel/Veneer Stacks/Nature



Wordmark Band/ Pattern



BRAND APPLICATIONS

In order to ensure our brand is used with consistency across a variety of applications, examples are provided for how the brand could be used in unique and attractive ways while staying true to the Millworx Brand.

03



**3.1
BUSINESS
CARD**



3.2 BUSINESS CARD



3.3 LETTERHEAD



444 St. N
Post Falls, ID 12345

Similarly, you shouldn't need to use more than two colors. Use color sparingly and with intention. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.

A handwritten signature in black ink that reads 'Susan'.

Best Regards,
Dave Fallsonv



3.4 SIGNAGE



**3.5
SIGNAGE**



3.6 MERCHANDISE







MILLWORX



