





# BRANDING GUIDELINES

## CONTENTS

- 01 Voice & Tone
- 02 Color Palette
- 03 Logo Marks
- 04 Icons & Supporting Marks
- 05 Typography
- 06 Branded Materials

A wide-angle photograph of a golden sunset over a field of tall grass. In the foreground, three people are standing in the grass: a young boy on the left, a woman in the middle with her hands behind her head, and a man on the right wearing a dark hoodie and a baseball cap, looking out over the landscape.

# WE ARE NOT JUST ANOTHER COWORKING SPACE

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We are creating a coworking factory that all other spaces in the Tri-State area will be judged on. It will be a place to work, learn, and do.

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**WE ARE HERE FOR  
THE DOERS  
THE MOVERS AND SHAKERS  
AND THE ONES NOT LOOKING  
FOR EXCUSES**





Innovation that changed the nation was forged on the banks of the Brandywine 200 years ago. We will be the second phase of that innovation in Delaware.



# WORK HARD PLAY HARD

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Just because we are a place for the serious freelancer or small team, does not mean we take ourselves too seriously. Ping-Pong lunch breaks , fooseball tournaments, and trash talking March Madness pools. We build our community through quirky environments that get everyone involved in an open atmosphere.

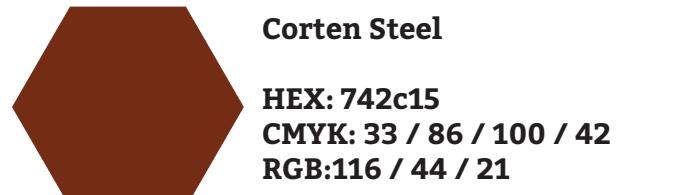
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## 02 Color Palette

The overall emotional tone of The Mill is different than other coworking spaces, separating us from the others in the area. This is reflected through everything, down to the colors.

A muted palette connecting to rust and grit, the ingredients of a true entrepreneur.

Color is important, and whenever possible the brand marks should stick to the prescribed color pallet for optimum brand impact. The Corten Steel color should be used whenever possible over black and white marks.

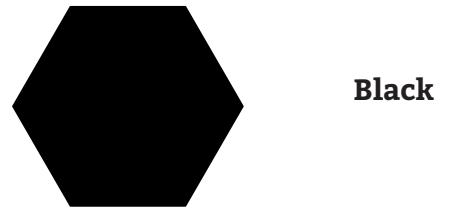


Corten Steel

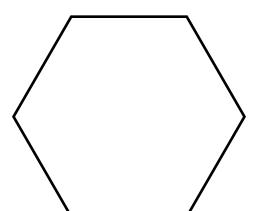
HEX: 742c15

CMYK: 33 / 86 / 100 / 42

RGB: 116 / 44 / 21



Black



White



## 03 Logo Marks

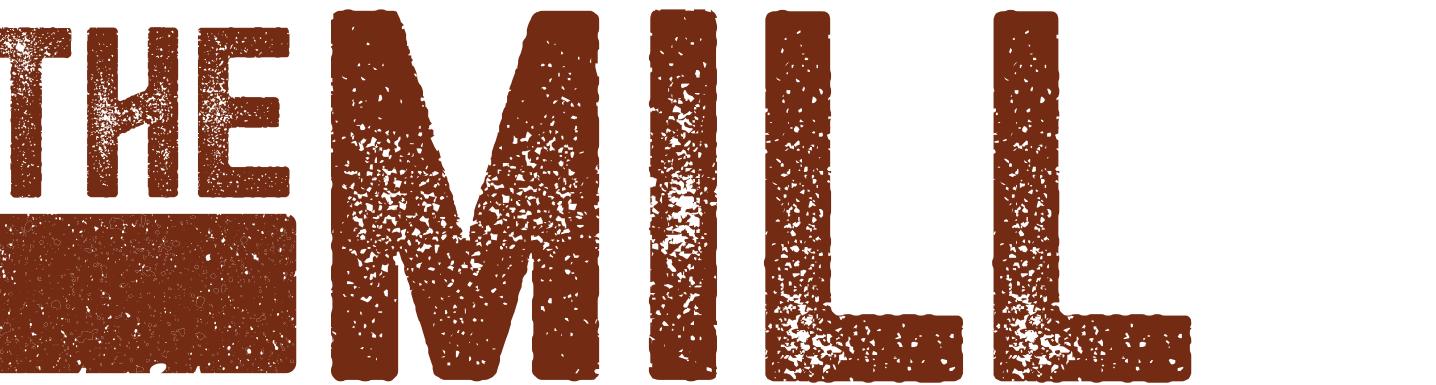
All logos can be used in both clean and distressed versions. The distressed version will most likely be used more often, but the clean version is more suitable to applications like vinyl, letterpress and embroidery.

Primary Logo



# 03 Logo Marks

The secondary logo can be used fairly interchangeably with the primary logo



Secondary Logo

# 03 Logo Marks

The tertiary logo should be used sparingly, and usually when in the presence of the other logos in the system. The primary use of this logo is for brand strength over a repeated design piece. Example: Use this logo mark as a footer or watermark on The Mill's print collateral.

Tertiary Logo



# 03 Logo Marks

The tertiary logo should be used sparingly, and usually when in the presence of the other logos in the system. The primary use of this logo is for brand strength over a repeated design piece. Example: Use this logo mark as a footer or watermark on The Mill's print collateral.

Tertiary Logo



# 03 Logo Marks

Brand mark anatomy

More than just an underline, our block references the meticulous work of letterpress, dating back to Mercantile Press's Market street location in the 1880's. This block will serve as our base of navigating the diverse directions of entrepreneurship. It will keep our brand strong and grounded amongst the different paths.



Logo design based off of the Eleutherian Mills of the DuPont gunpowder mill site. The original innovator in Delaware, we will strive to bring the prestige of our past into our future through the companies coming through our doors.

Larger than any other design feature in the lockup, this play in scale will push our name above all else. We want to make people be able to read it at small scale and to immediately read the most important part of our logo.

# 03 Logo Marks

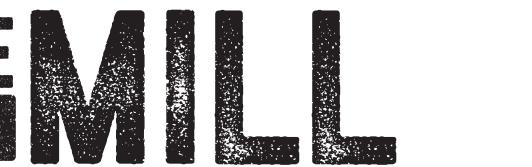
The “Block Identifier” can have iterations to it. For example it can show off the style of event or location of the space.



Block Identifier



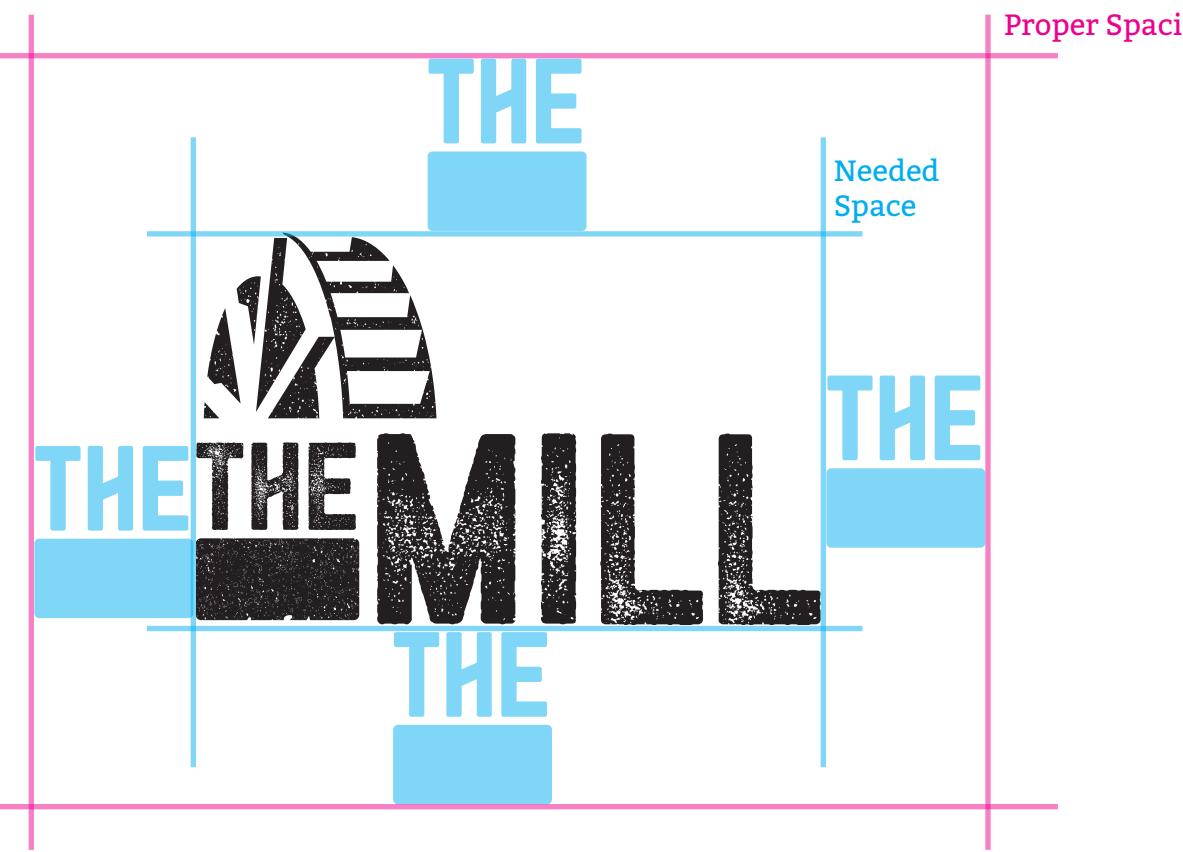
Location Call-out  
example: Philly



Event Style Call-out  
example: coding

# 03 Logo Marks

The clear space around the logo must be equal to the size of the “The Block” inside the logo itself. This spacing should be around all 4 sides and no other element should be inside of this space





# CREATING THE PULSE OF OUR OWN COMMUNITY

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Not just a place for work, but building a community around learning and connecting.

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# 04 Icons & Supporting Marks

The main icons for events will be as follows. The icon should correspond to the type of theme the event is supporting.

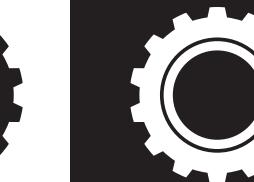
## MAKING

Things like Hack-A-Thons and events where you make something



## NETWORKING

Used for everyday things as well "keeping the gears turning"



## LEARNING

Classes and events where learning something is paramount



## CREATIVE

Classes and events where the arts & design paramount



## CODE

Classes and events where technology and specifically code are paramount



# 04 Icons & Supporting Marks

Supporting mark to be used when main logo is already in use, or to show personality and brand identity.

FORGING BUSINESS



CONNECTING COMMUNITIES

# 05 Typography

## HEADLINE

Main headline font is "Hovrage" which comes in both regular and distressed versions.

This font is the main inspiration for the logo and should be used for main callouts

- Note that this font is "all caps" and does not have punctuation.

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Vintage

This fonts caps are not to be used

A

correct

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Regular

A

wrong

## Body Body Body

Main body font is "Bitter" which comes in 3 different weights

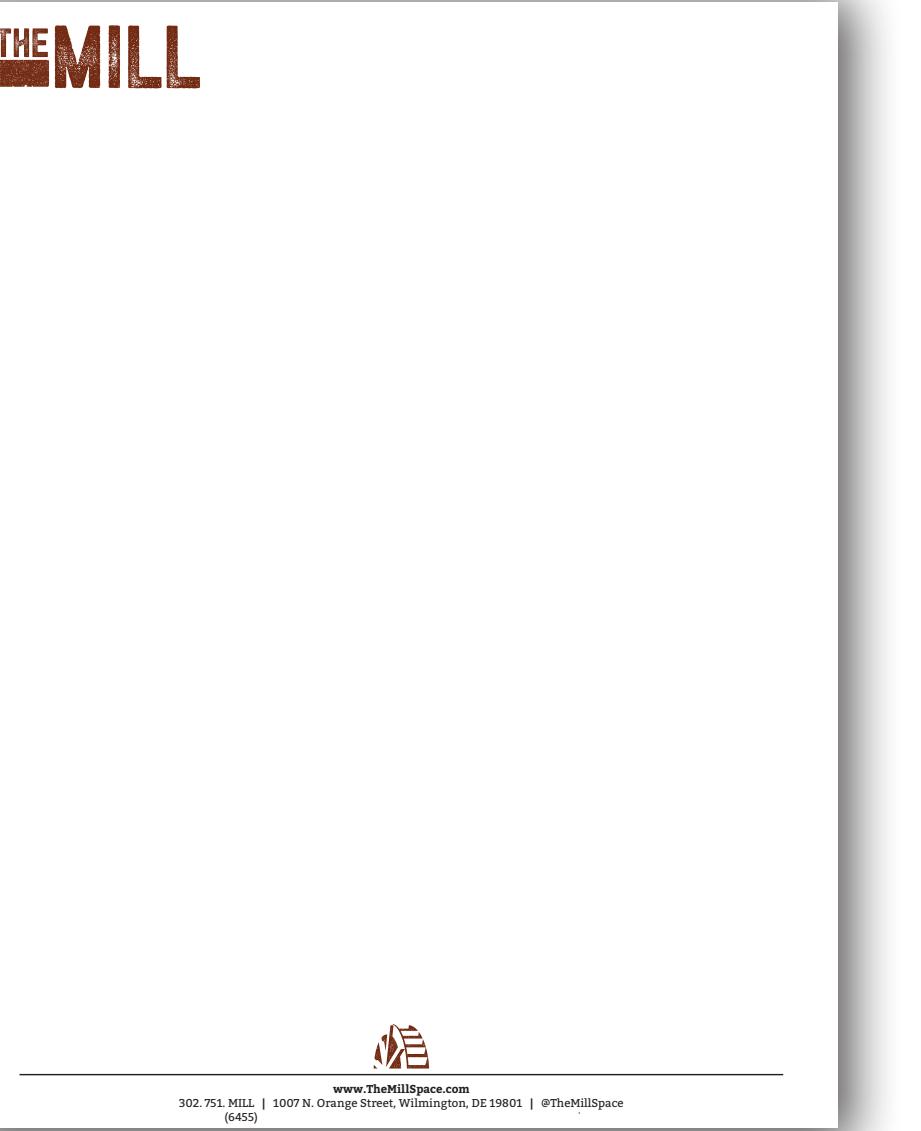
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# DG Branded Materials



Letterhead

# DG Branded Materials



Envelope



Standard Business Card Front



Standard Business Card Back



Designed and developed by The Barn | [TheBarnCreative.ORG](http://TheBarnCreative.ORG)