



 **Project
Branding**

Brand Identity
Mille Colines

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Introduction

Brand Attributes

These are the key brand attributes we identified as important to the brand experience:

Modern African

Authentic

Emotive

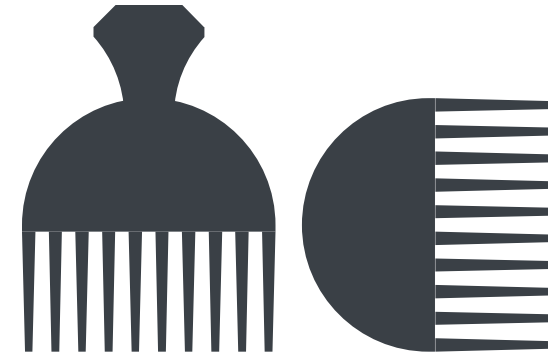
Sophisticated



Inspiration / Rationale

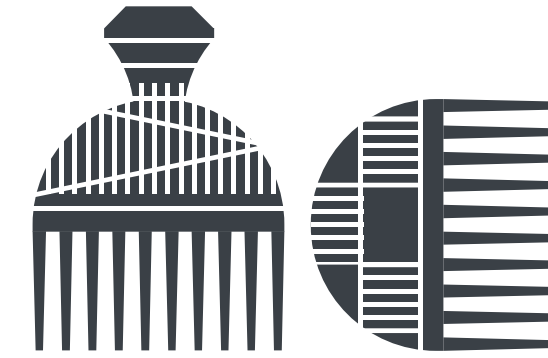
The logotype and Icon are not to be used as lockup but can appear in relative close proximity to one another. For online applications below 80px in height the solid fill icon should be used.

Solid

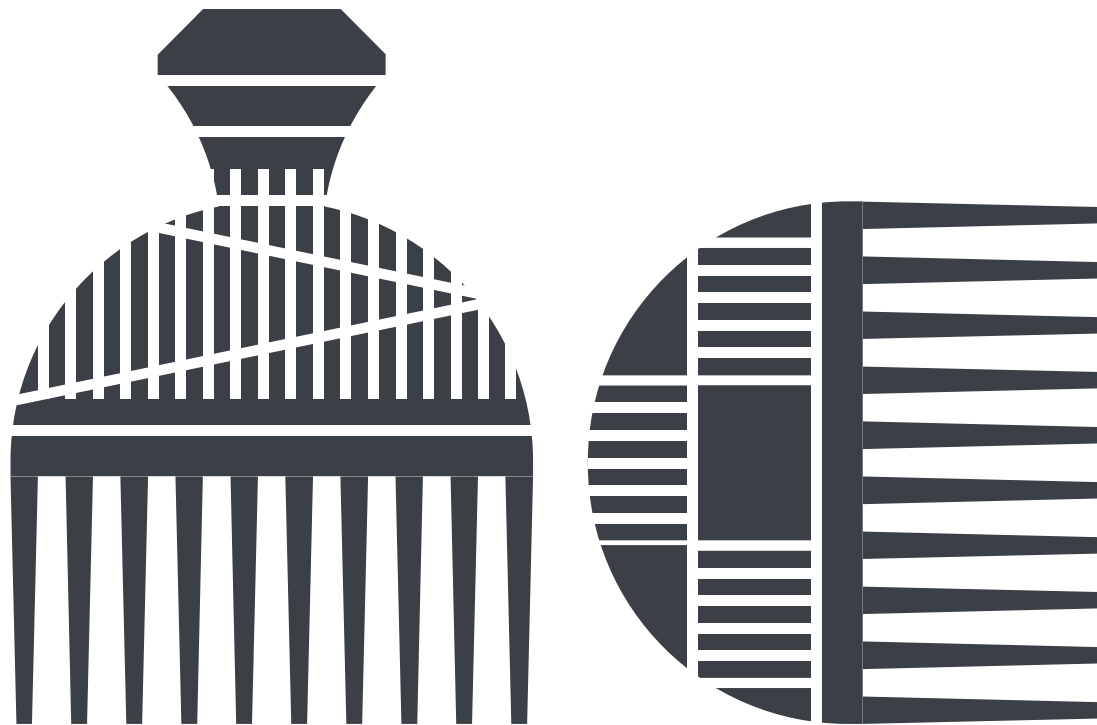


>80px high

Patterned



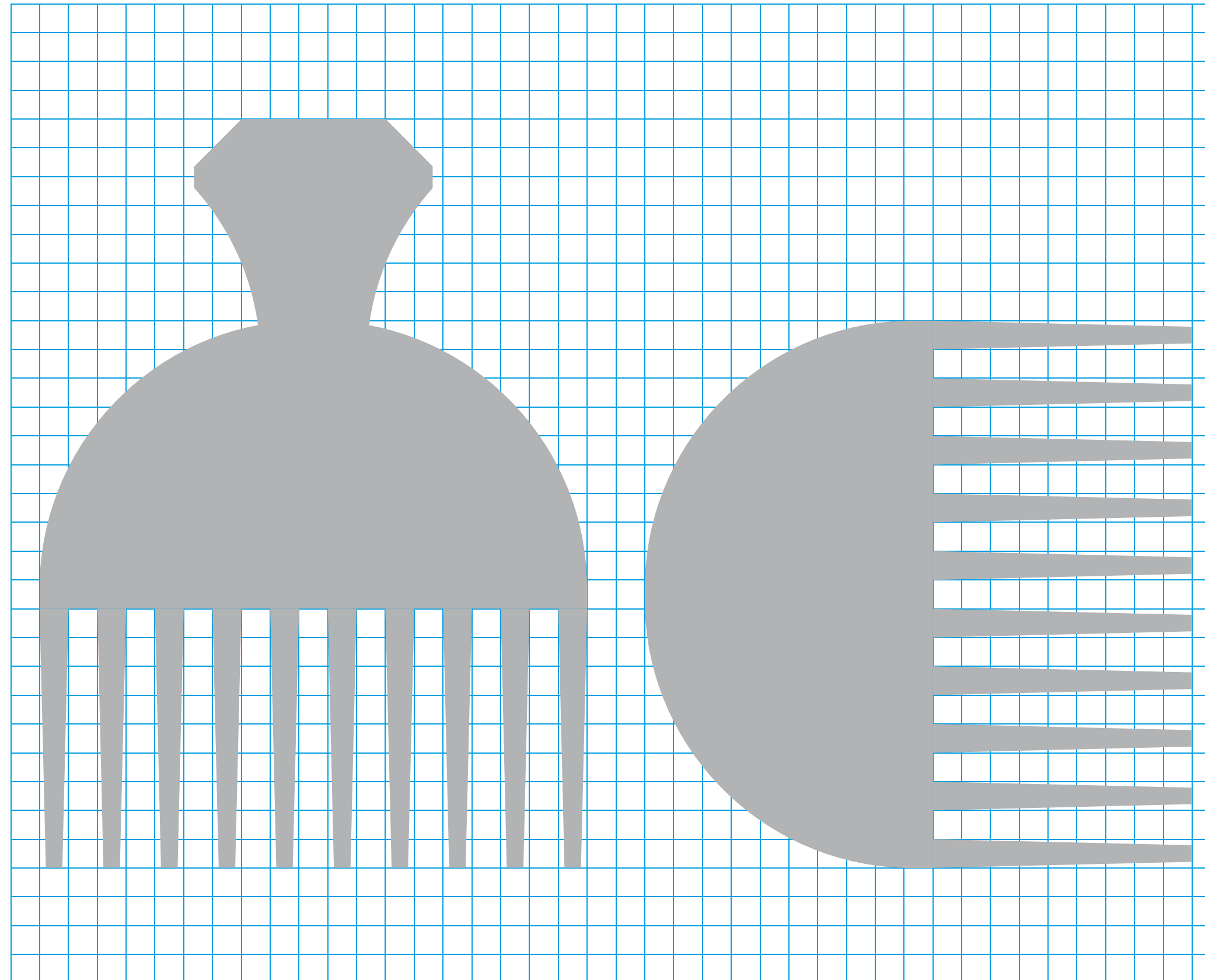
<80px high



Inspiration / Rationale

The Icon for Mille Collines has been carefully constructed as to work at the widest variety of sizes possible. As the icon will be seen and used mostly at small sizes, accuracy of construction is vitally important.

Refinements like the slight tapering of the tines lends the icon elegance and sophistication.



Brand

Logo

mille collines®

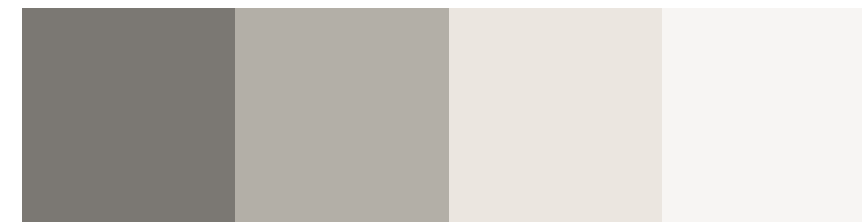
Colour Theory

These are the primary colours selected for use in all marketing and promotional applications. These colours should be used by all contractors and suppliers when working with the brand.

Mineral



Ecru



Clay



Verdure



Vault



Barter



Inspiration

Late afternoon storm clouds

Colour of unbleached linen

Earth tone neutrals

Savanna vegetation

The heavenly expanse of the African sky

A palette of colours inspired by the bustling African markets and daily life

Proposed usage

Typography

Website Background Panels

Marketing / Product Backdrops

Buttons / Marketing / Product backdrops

Marketing / Product Backdrops

Marketing / Product Backdrops

Fonts

The following fonts are to be used for all online and offline typography.

Juana

SUGGESTED WEIGHTS

Light
Regular
Semi Bold
Bold
Extra Bold

RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy

The quick brown fox jumps
over the lazy dog

MmC

Fonts

The following fonts are to be used for all online and offline typography.

Rottersand

SUGGESTED WEIGHT

Regular

*The quick brown fox jumps
over the lazy dog*

RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy



Fonts

The following fonts are to be used for all online and offline typography.

Poppins

SUGGESTED WEIGHTS

Light
Regular
Medium
Semi Bold

The quick brown fox jumps
over the lazy dog

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.

M C

RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy

Discover the Kichana



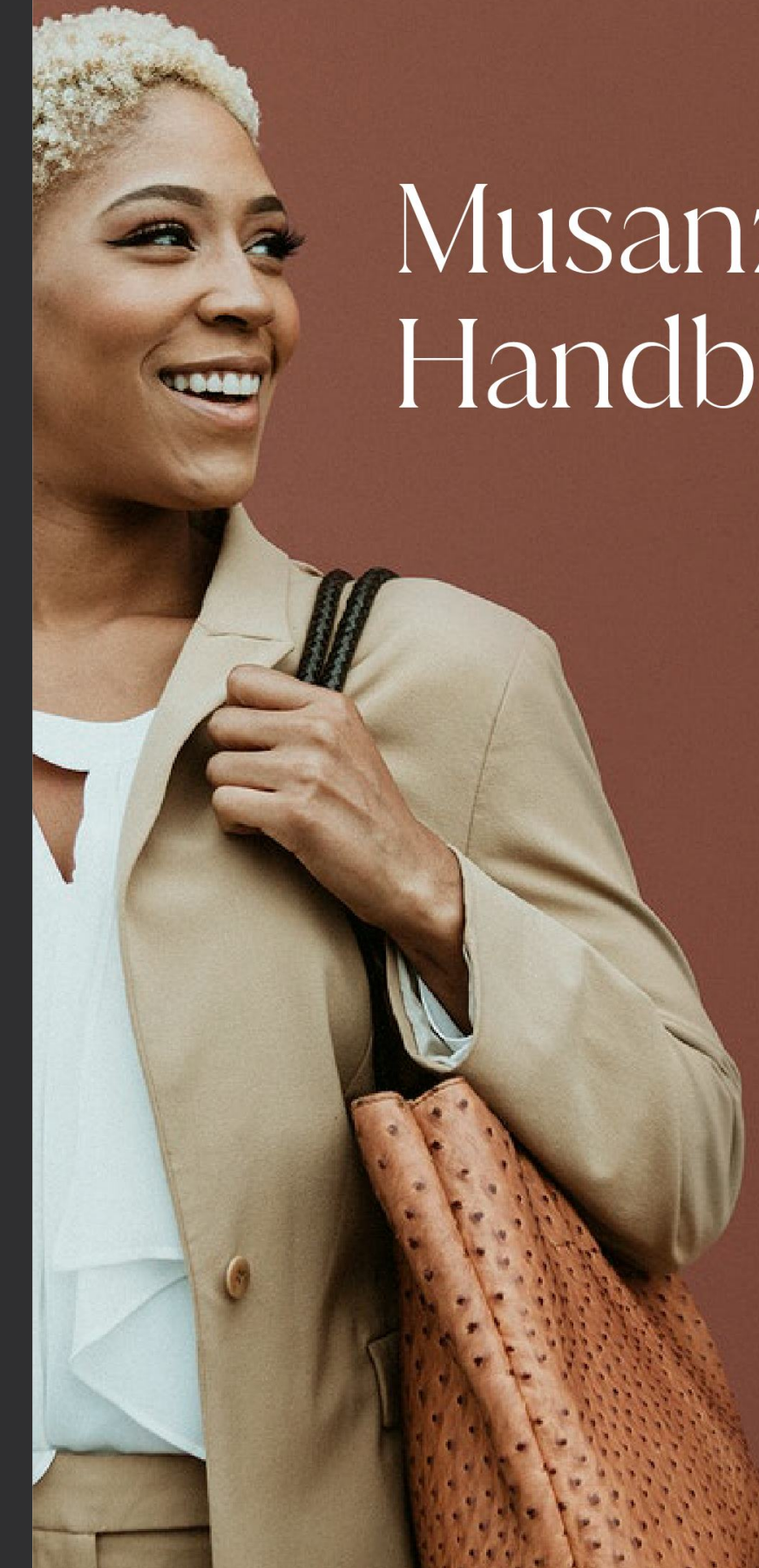
Shop now

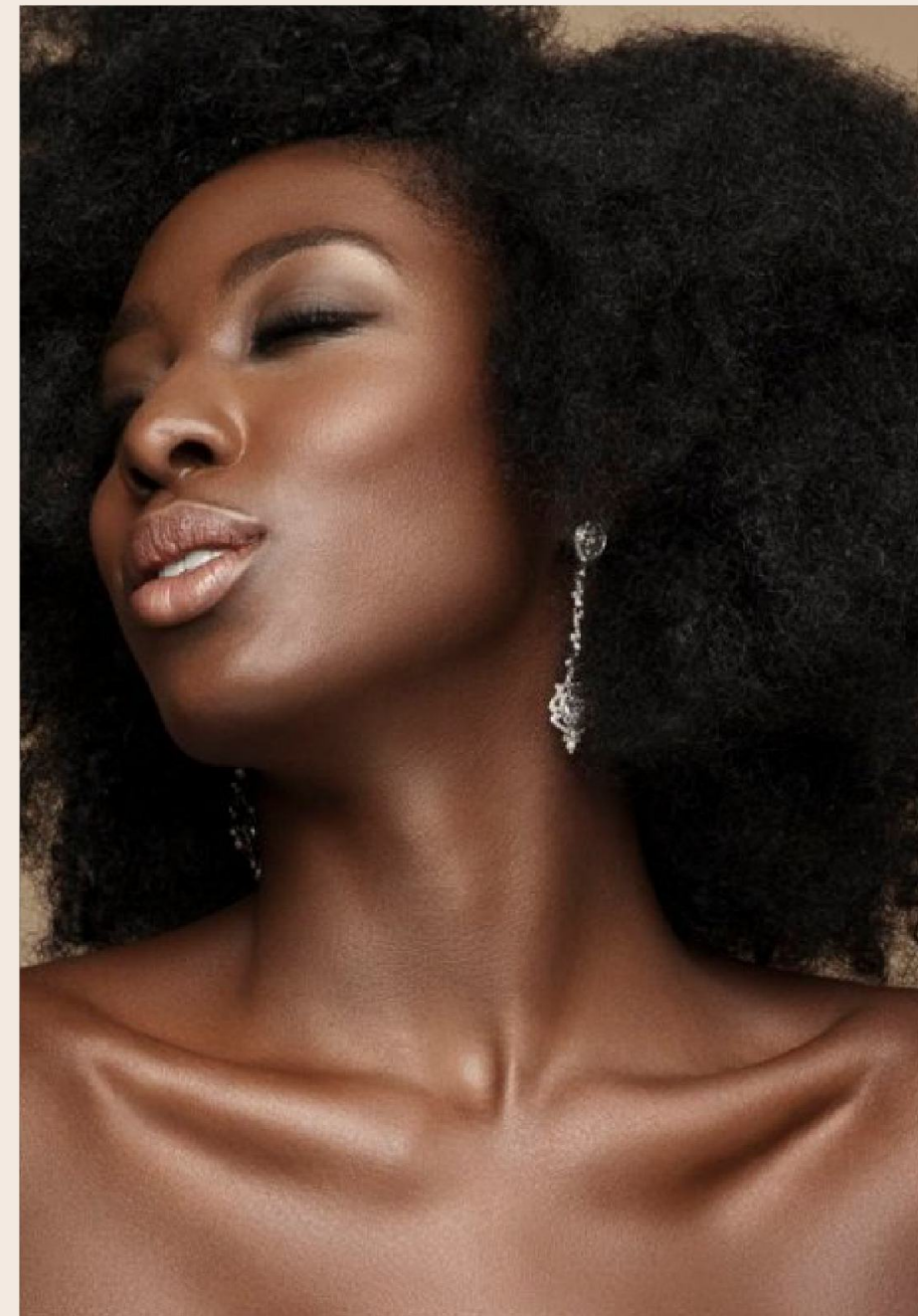
The yarn is dyed

*I will raise my head high
wherever I go, because of
my African pride,*



Musanze Handbag





Zuri Earrings

Discover your new favourite



Zuri Earrings

Shop now

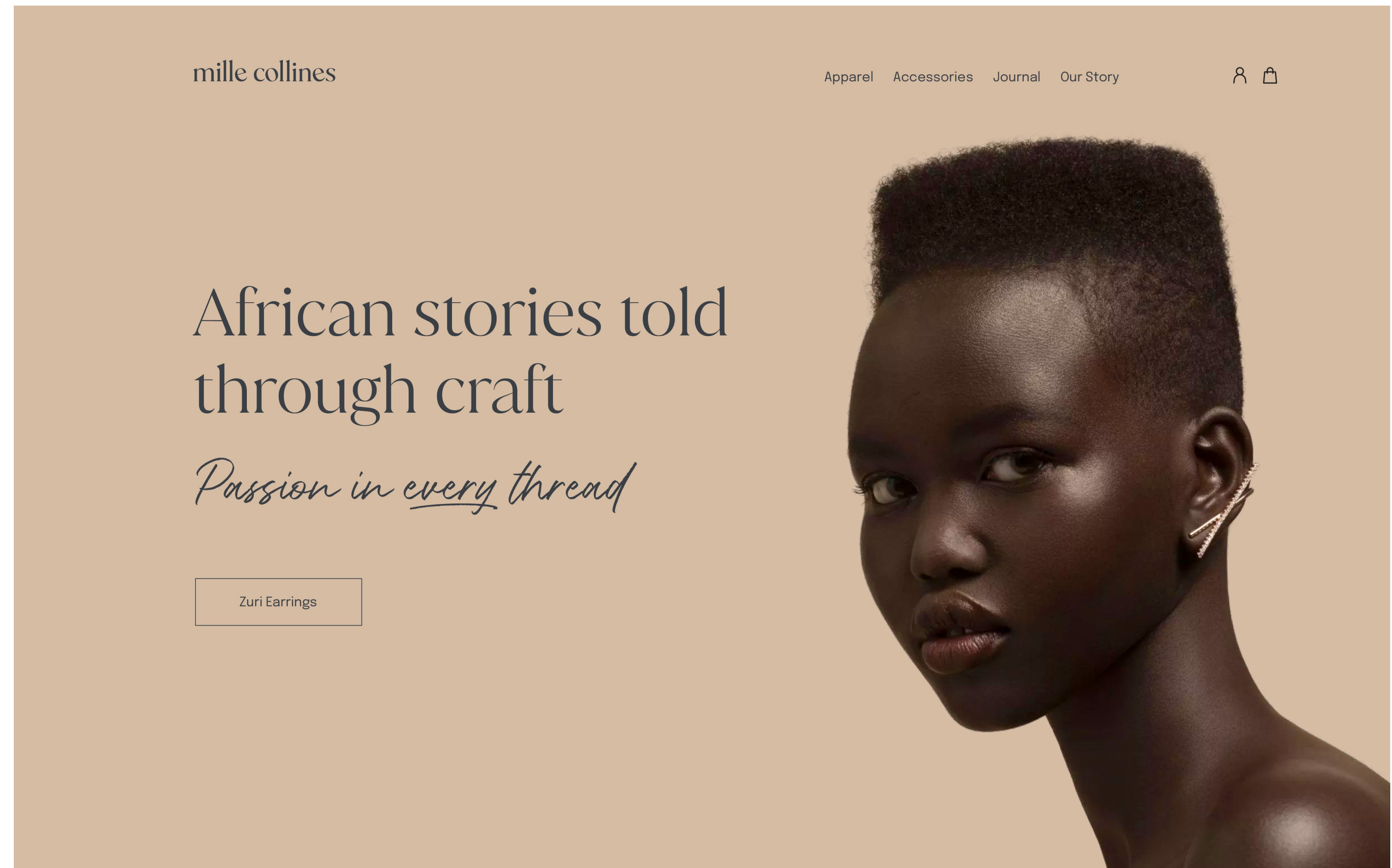


New collection Shades of Summer

Application

Website

This was the design for the home page and illustrates how we combined the updated brand assets, fonts and colours.





Unleashing brands that demand attention

Building brands that refuse to be ignored is what we do.

[Visit website](#)

[Discover our work](#)