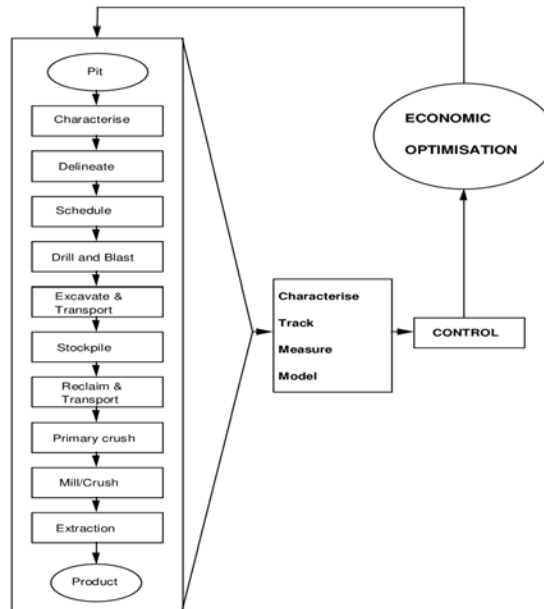# MINETOMILL

Brand Identity

Logo Research

Mine to Mill

The Mine to Mill concept, as it has become known by, is a philosophy which is being increasingly embraced by mining companies which are committed to increasing their profitability through better integration and global optimisation of their mining and processing operations.

Logo Ideas + Concept

M+M or M to M as Icon. Logo would be centered around the Initials of the company. This would allow the company to be represented and expressed through a typography based Icon.

The small M is to symbolise the mining process. The bigger M is to symbolise the Milling process. The sizes of the Ms is to signify growth within that process

Logo

MINETOMILL

Primary Logo

Logo Variation

Vertical

Horizontal

MINETOMILL

Wordmark Font: Alone in space

Icon

Favicon

Brand Colours

#00478F   #2A231F   #D8E1E7   #FF5D00

Brand Fonts

1. Century Gothic (Regular, Bold)
2. Alone In Space
3. Open Sans

Brand Shapes

Business Card
Letterhead
Brand ID

Email Signature

MINETOMILL
www.minetomill.co.za

John Doe
Director

+27 76 123 4567
jd@minetomill.co.za

Profile Picture

MINETOMILL

minetomill.co.za