

# MILLWORK

HOTEL & EVENT CENTER

*Identity Specs*



## Logo:

The Millwork Hotel & Event Center logomark is comprised of multiple elements that combine together to create strong representation for the brand. The main focus of this logomark is the typography of the name. The word “Millwork” is displayed in a classical serif font that is reminiscent of the late 1800’s displaying great similarities to the history of this space. The wording “Hotel & Event Center” is displayed in a modern San-serif font that brings it into the 21st century while also setting the tone for the new age life that is being brought to this space. This typography is encased by framing elements that have the “MW” within them representing the name Millwork. The elements that make up this shape are representative of the structural beams that can be seen throughout the location while also providing structure and strength to the logomark itself.

## Color Palette:

These three soft and warm toned colors make anyone who comes in contact with them feel welcomed while also quickly creating an understanding for the elegance that Millwork Hotel & Event Center has to offer. Evening Charcoal is a deep gray that provides grounding for all other colors in the palette. This color presents an upscale depth to the brand while also having some lightness that allows it to be approachable by all. Golden Glow is yellow gold color that is the epitome of Millwork Hotel & Event Center’s brand. This color presents a warm golden hue that can be reminiscent of the soft glow of the lights in the Millwork Ballroom, a wedding ring, or even the rich history of the building. Elegant Ivory is the closing color that provides balance and harmony to this palette. The soft beige color is an off-white that helps the Millwork Hotel & Event Center stand out against all the other stale white colors used in branding.

Evening Charcoal  
PMS 447  
R55 G58 B54  
C50 M50 Y40 K90  
HEX 375A56

Golden Glow  
PMS 5399  
R215 G187 B119  
C8 M19 Y56 K5  
HEX D7BB77

Elegant Ivory  
PMS 7527  
R214 G210 B196  
C3 M4 Y14 K8  
HEX D6D2C4

Tint 50%

True Color

Shade 50%



## Essonnes

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,/;[]<>?:”}!@#\$\$%^&\*()

Regular **Bold** *Italic* **Bold Italic** *Thin* *Thin Italic* *Light* *Light Italic*

## Font:

Essonnes is a modern serif typeface with roots in the 19th century. This font is a perfect in-between for the classic history of the building and the new life that has been brought to it. The personality of this font is warm and approachable while still keeping the elegance that gives it an upscale look. It’s easy readability makes it a font that is welcoming and open to all. This is a font that, while based on history, is not stuck in it.