

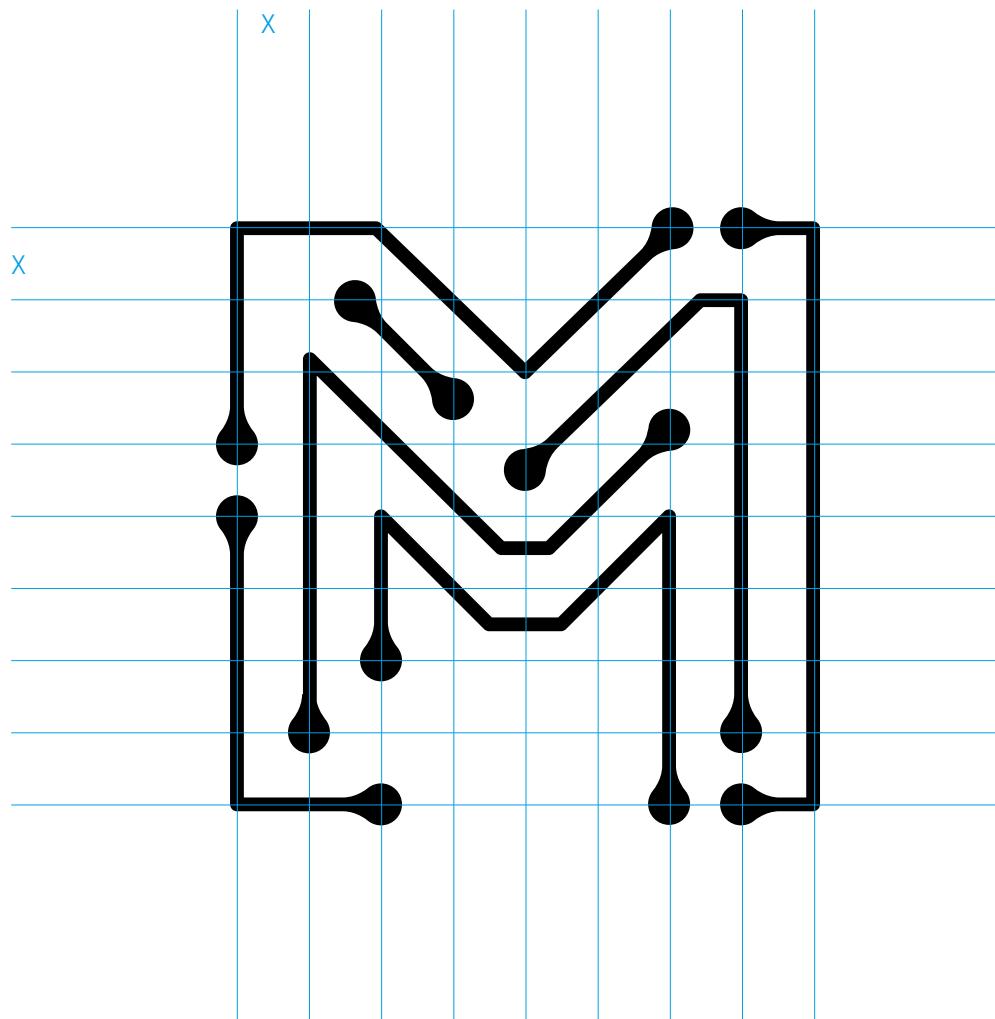


## BRAND GUIDELINES

UPDATED 10. 2020



MOTHER BRAND LOGO AND KEY VISUAL



MOTHER BRAND

MAIN LOGO



Font: custom

Font: Montserrat Bold



**MOTHER BRAND****MAIN LOGO / SMALL FORMAT**

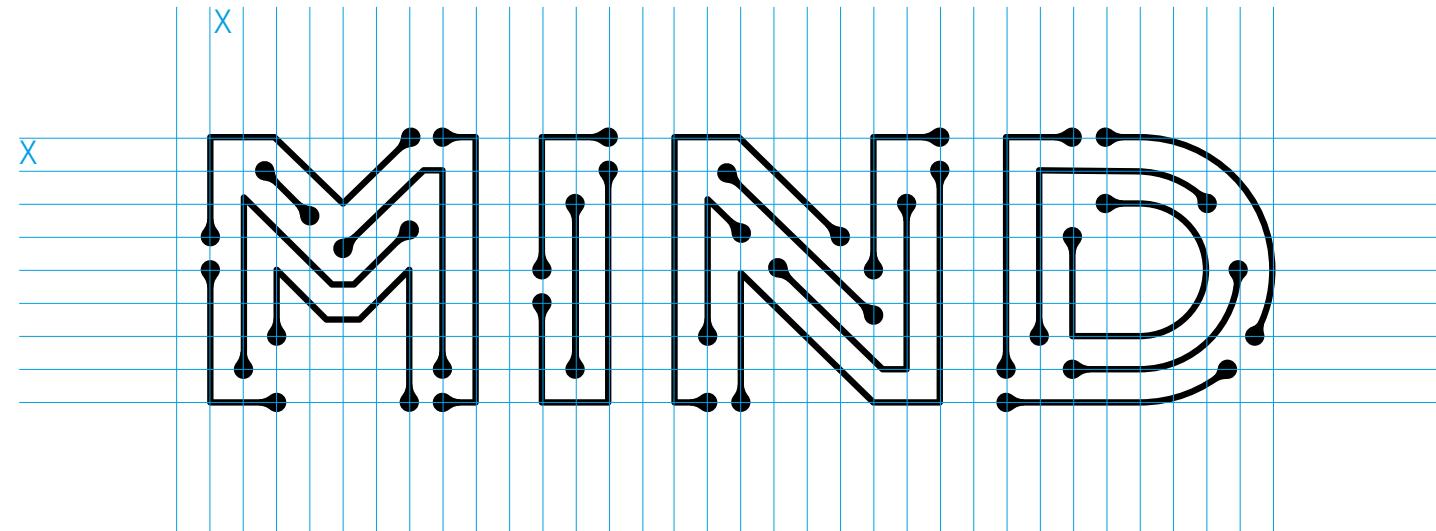
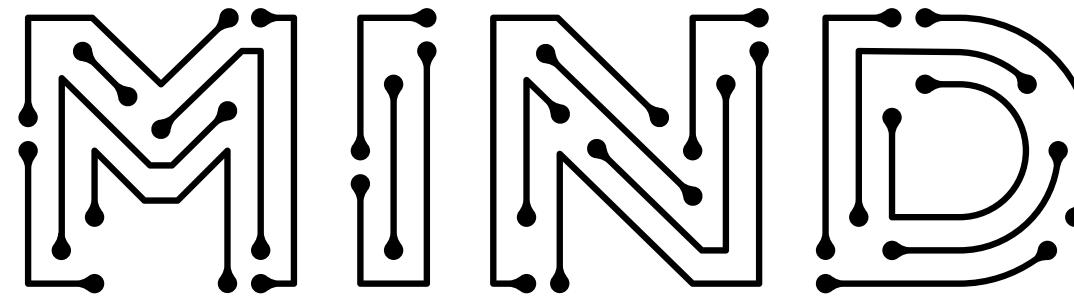
To be used in small formats only, to guarantee the readability of the payoff.



**MOTHER BRAND****MAIN LOGO / VERTICAL FORMAT**

To be used in very narrow areas only to guarantee the readability of the Brand name and payoff.

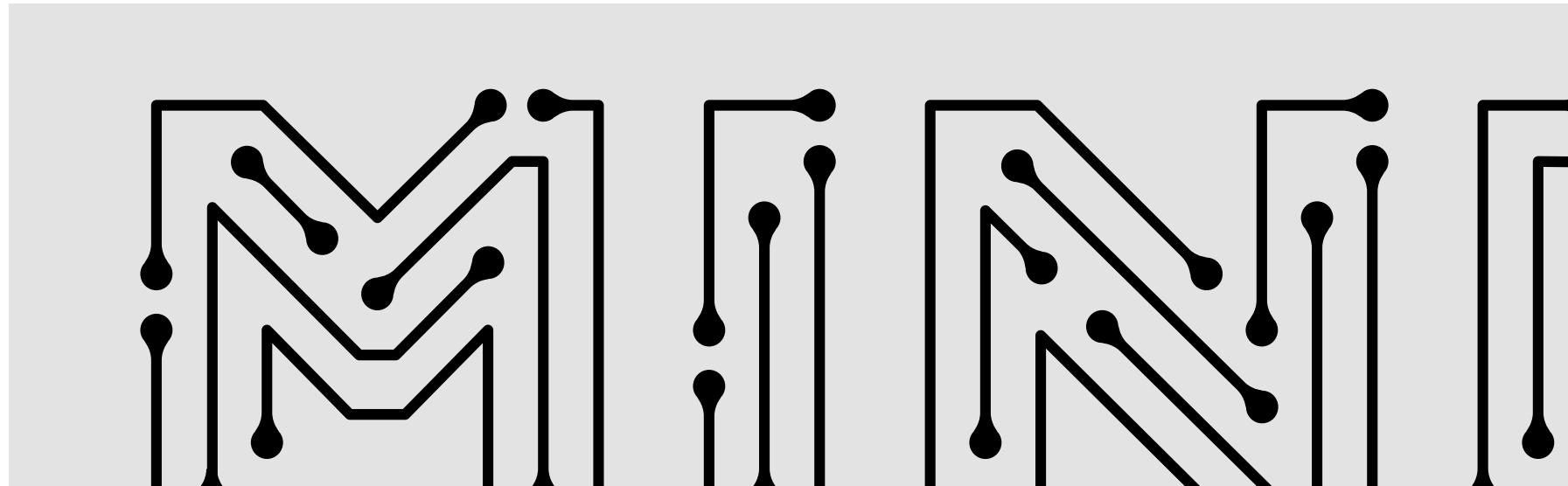




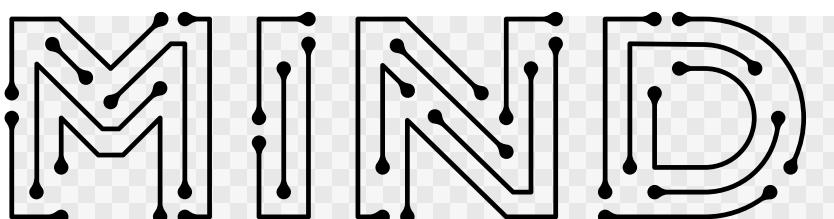
Mother brand logo



Key visual applied in most communication tools  
(close-up of the complete typographic pattern)



Key visual as typographic pattern  
(complete version)





## SUB-BRANDS LOGOS AND KEY VISUALS



PUBLIC ANCHORS

OFFICE

SPECIAL PROJECTS

RESIDENTIAL

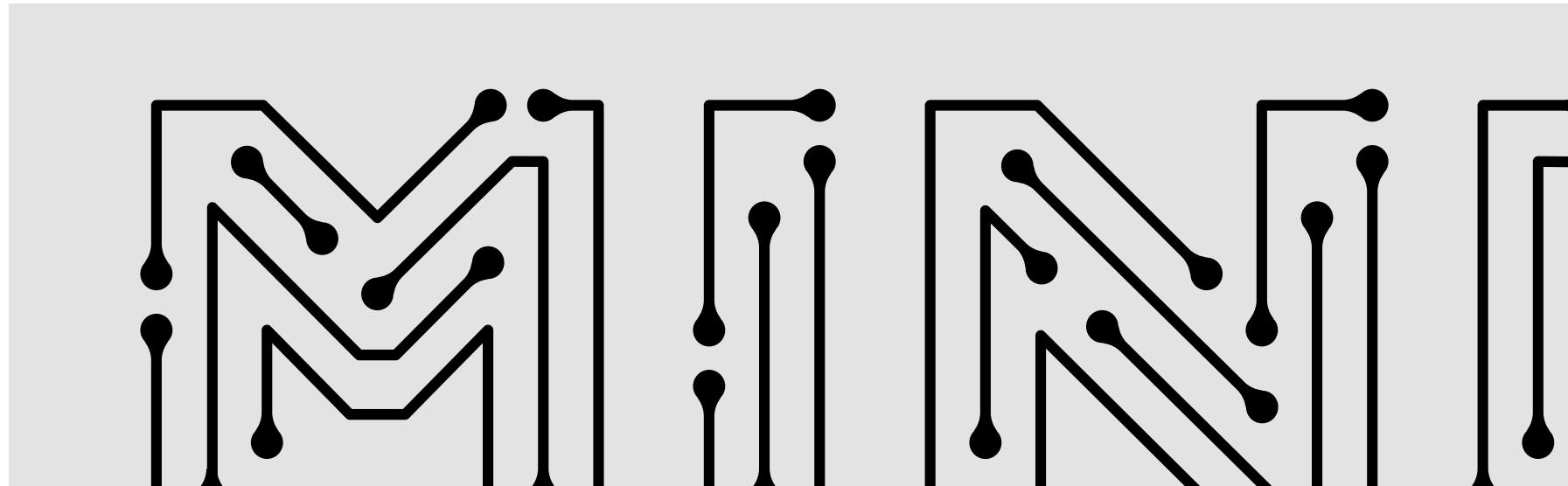
RETAIL

LEISURE

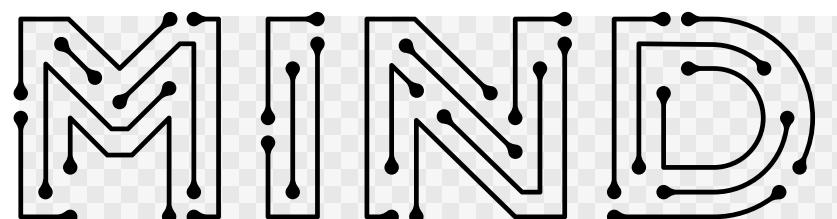
Sub-brand logo



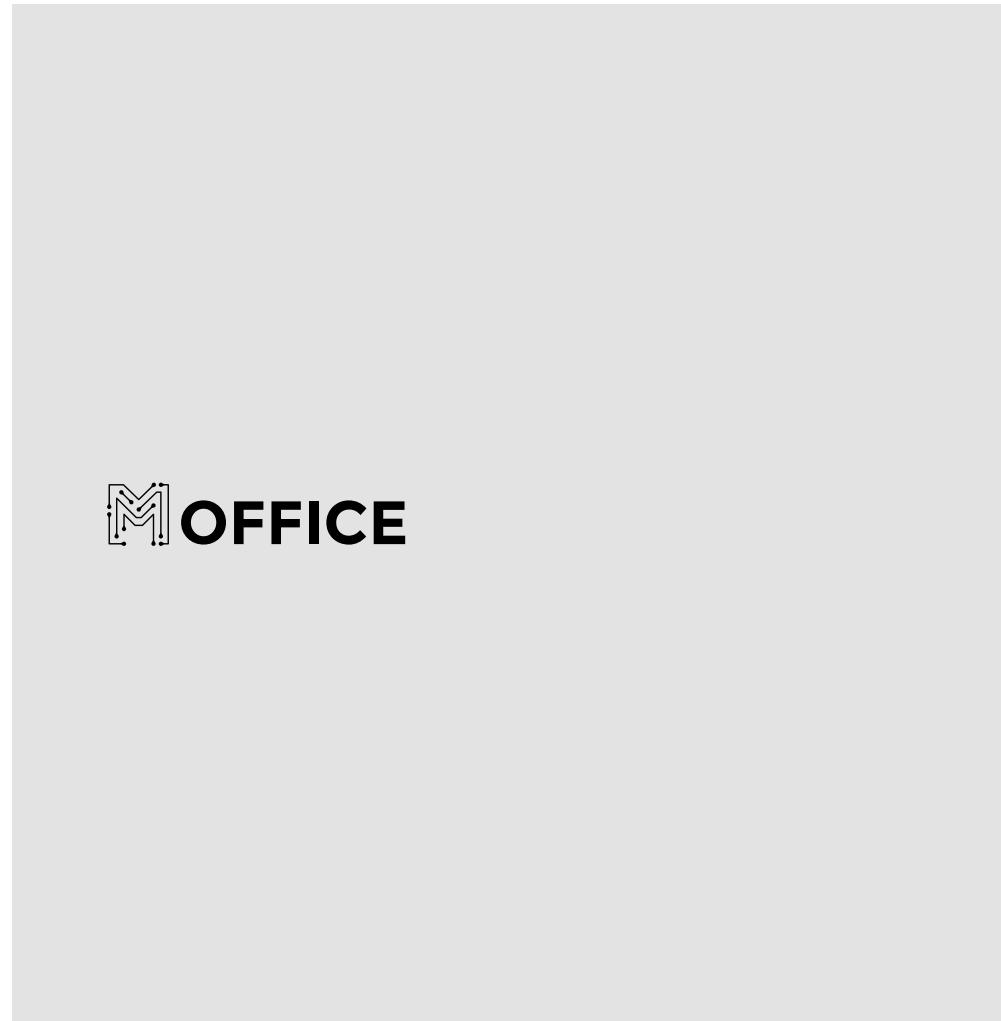
Key visual applied in communication tools  
(close-up of the complete typographic pattern)



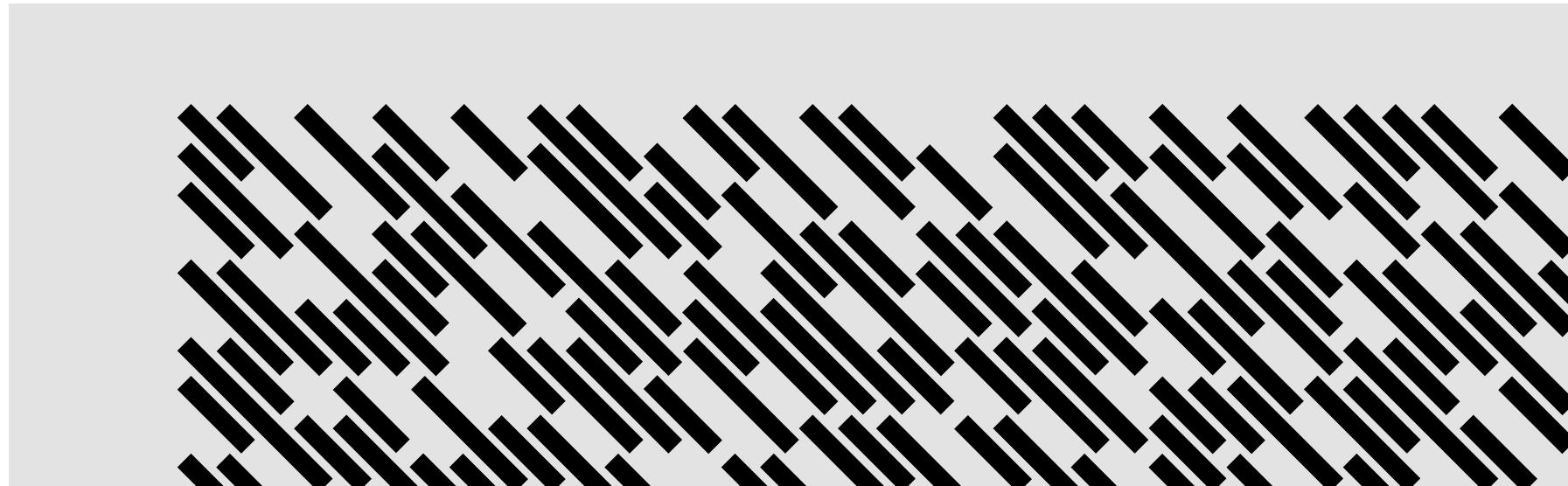
Key visual as typographic pattern  
(complete version reference)



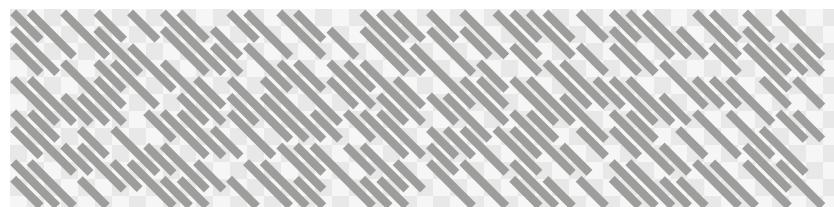
Sub-brand logo



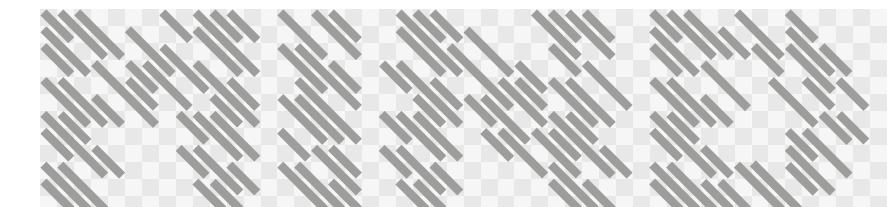
Key visual applied in communication tools  
(close-up of the complete pattern)



Key visual as abstract pattern  
(complete version reference)



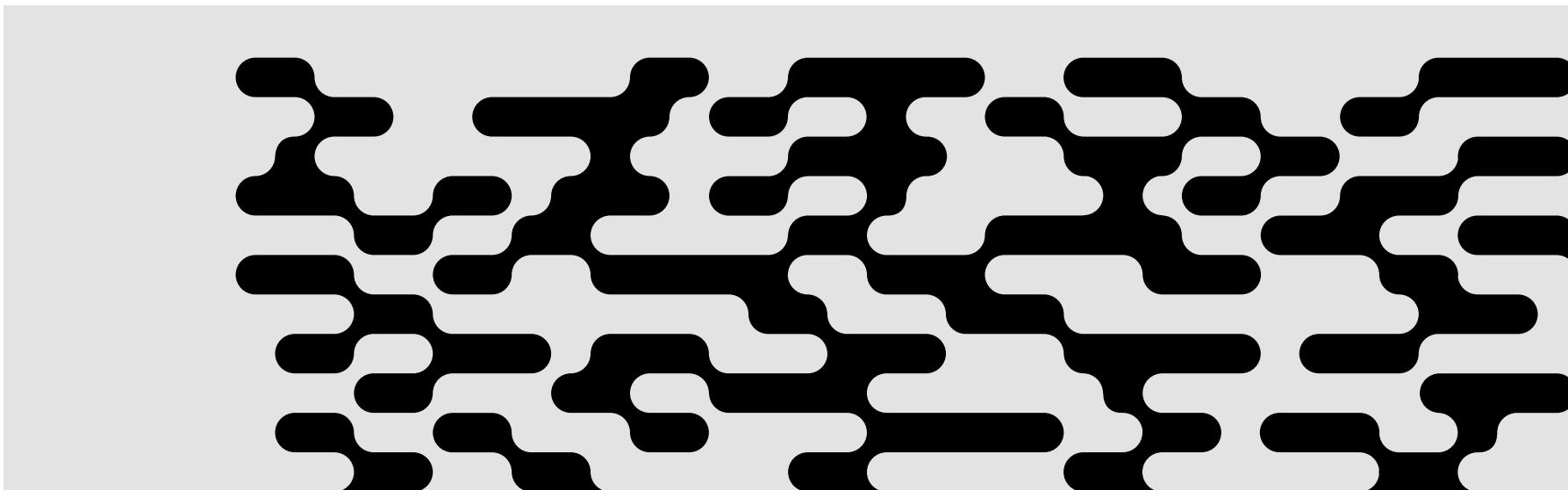
Option B: Key visual with MIND lettering  
(this could be applied in the future once the Brand's recognisability will be strong, but it cannot be used now)



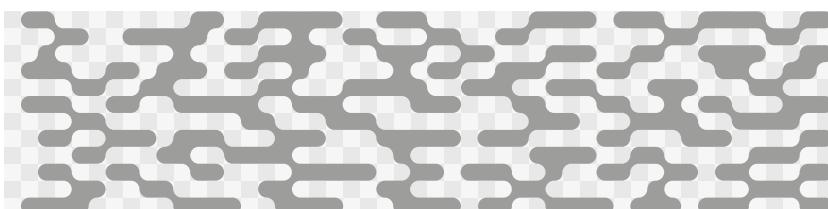
Sub-brand logo



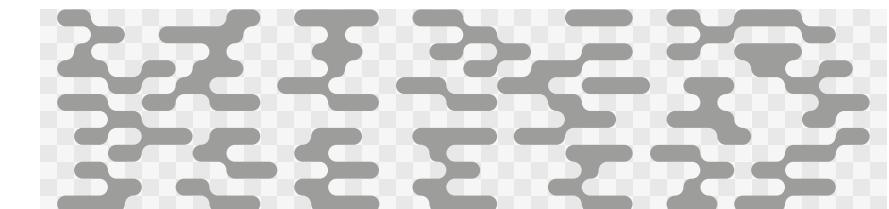
Key visual applied in communication tools  
(close-up of the complete pattern)



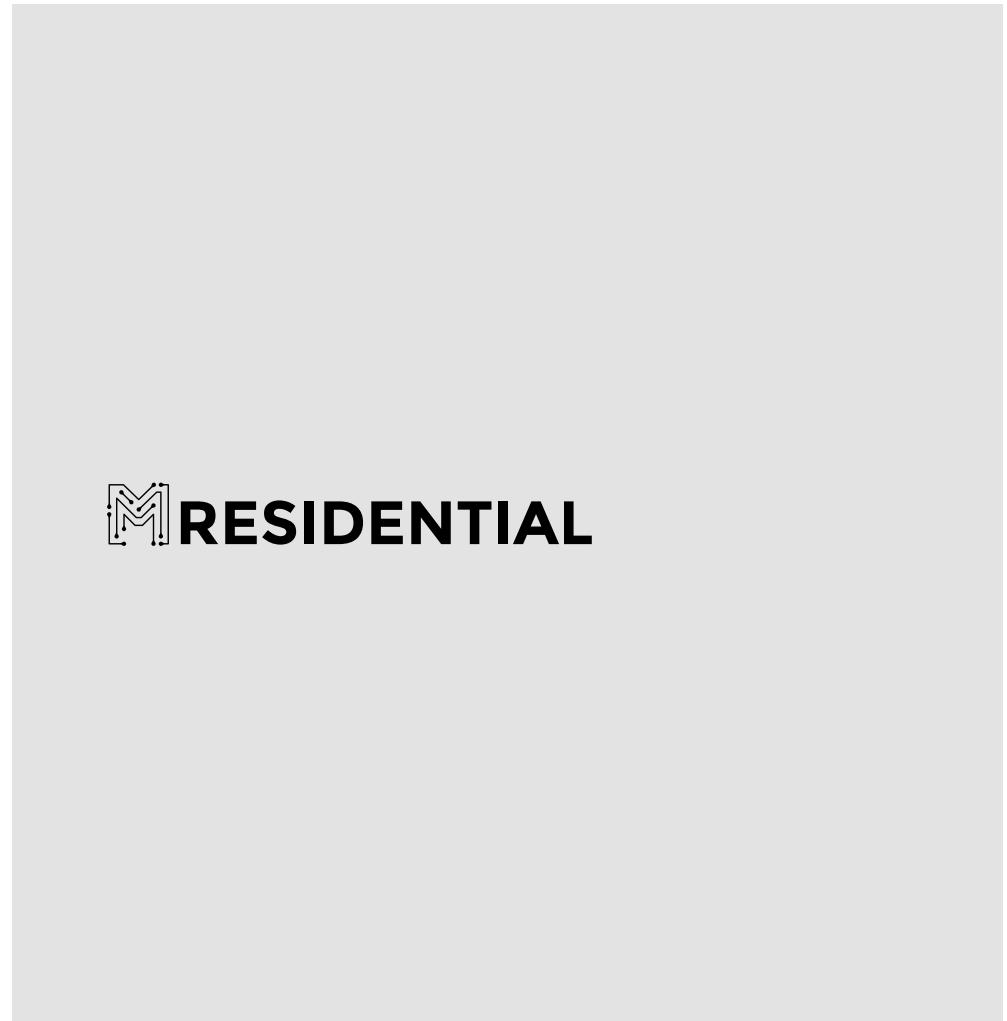
Key visual as abstract pattern  
(complete version reference)



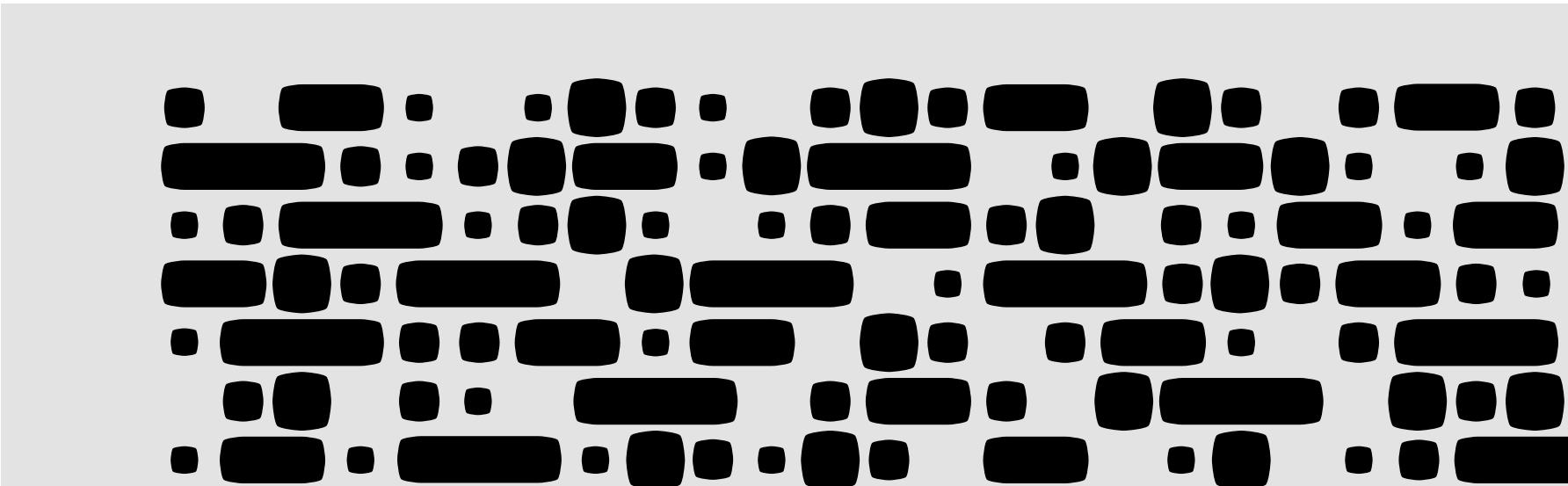
Option B: Key visual with MIND lettering  
(this could be applied in the future once the Brand's recognisability will be strong, but it cannot be used now)



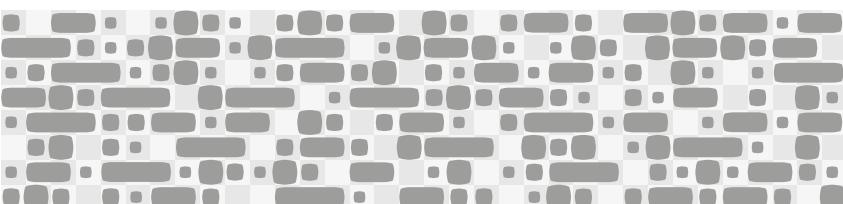
Sub-brand logo



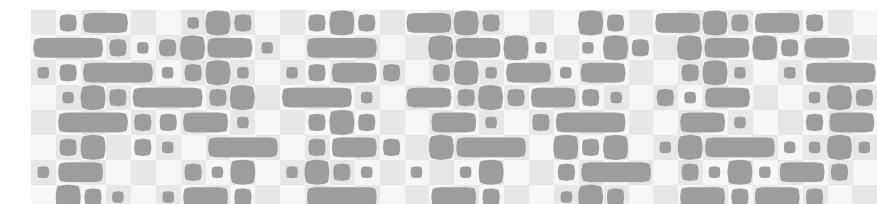
Key visual applied in communication tools  
(close-up of the complete pattern)



Key visual as abstract pattern  
(complete version reference)



Option B: Key visual with MIND lettering  
(this could be applied in the future once the Brand's recognisability will be strong, but it cannot be used now)



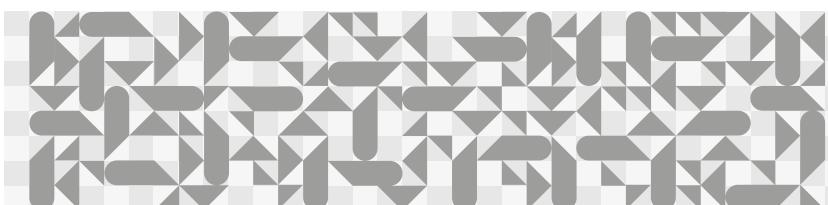
Sub-brand logo



Key visual applied in communication tools  
(close-up of the complete pattern)



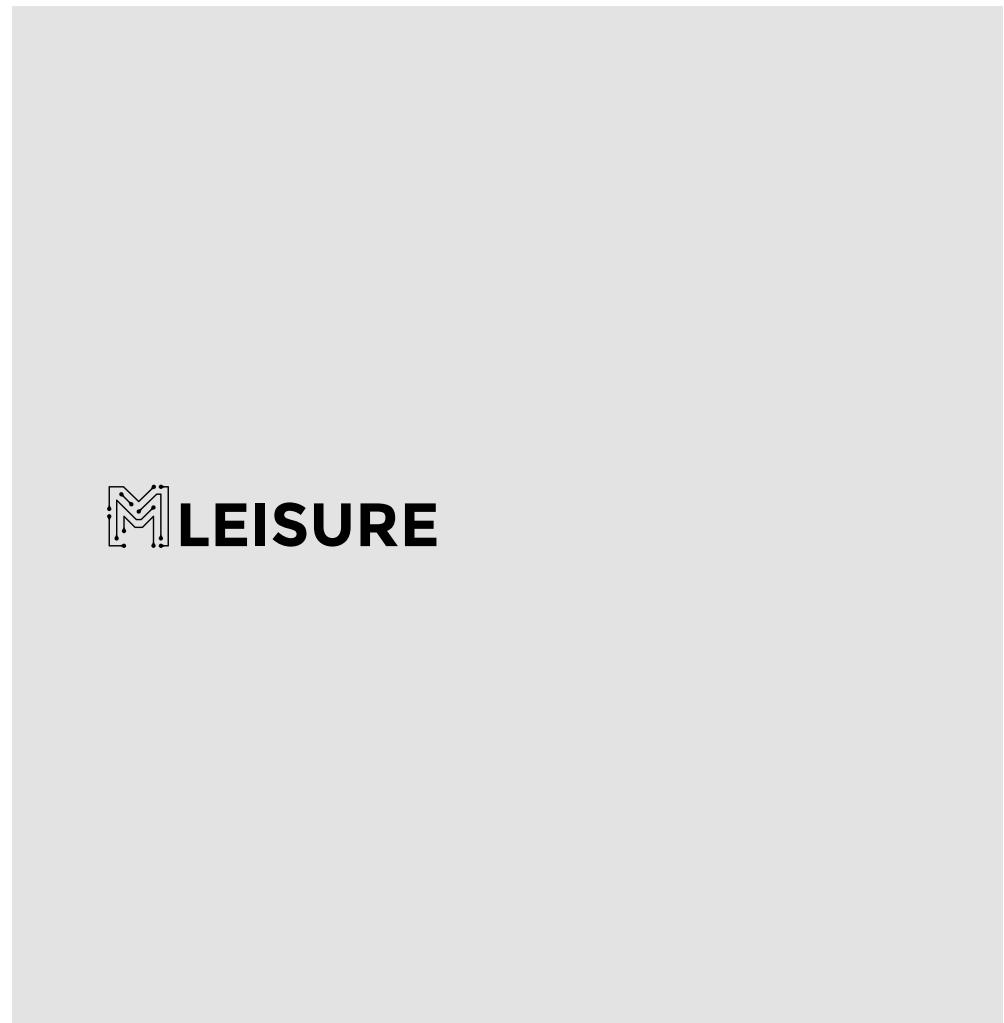
Key visual as abstract pattern  
(complete version reference)



Option B: Key visual with MIND lettering  
(this could be applied in the future once the Brand's recognisability will be strong, but it cannot be used now)



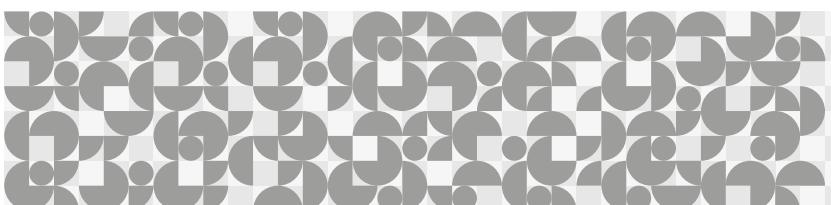
Sub-brand logo



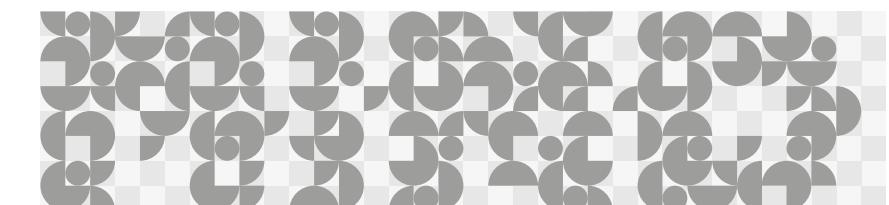
Key visual applied in communication tools  
(close-up of the complete pattern)



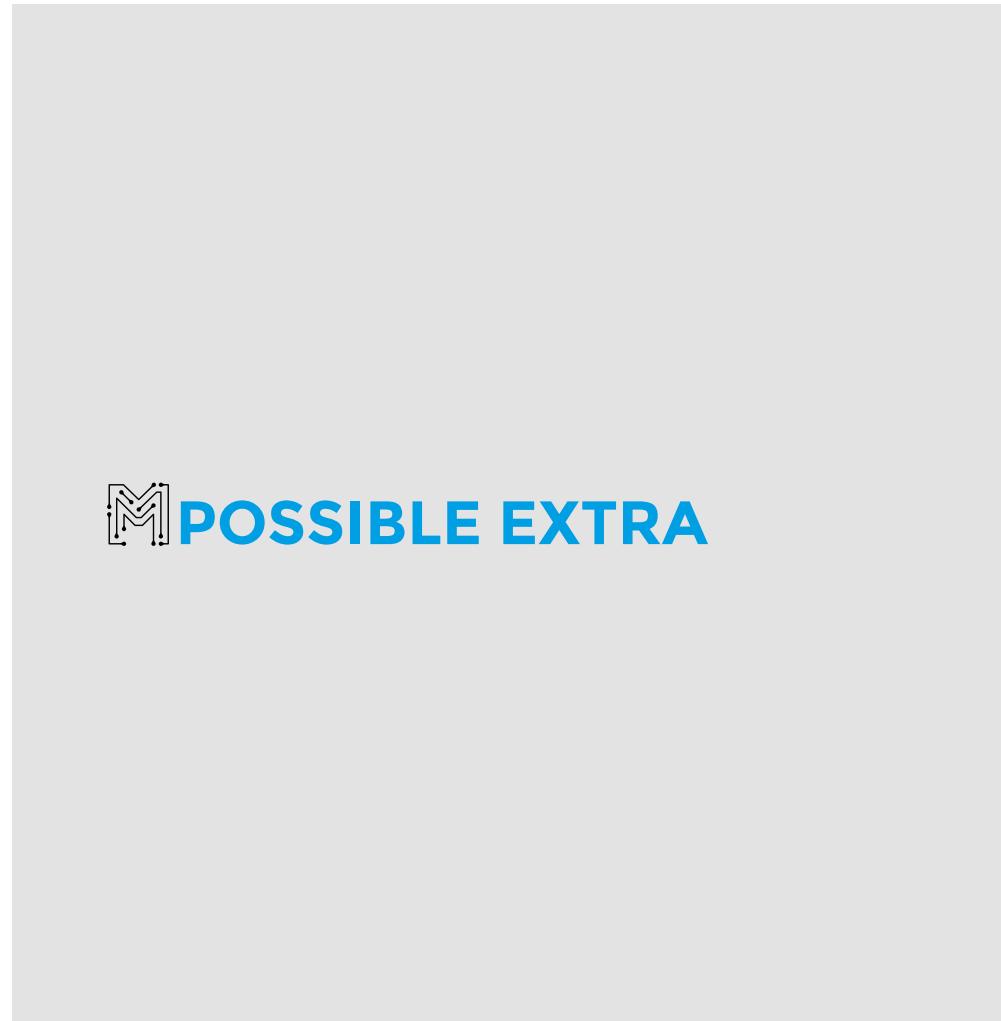
Key visual as abstract pattern  
(complete version reference)



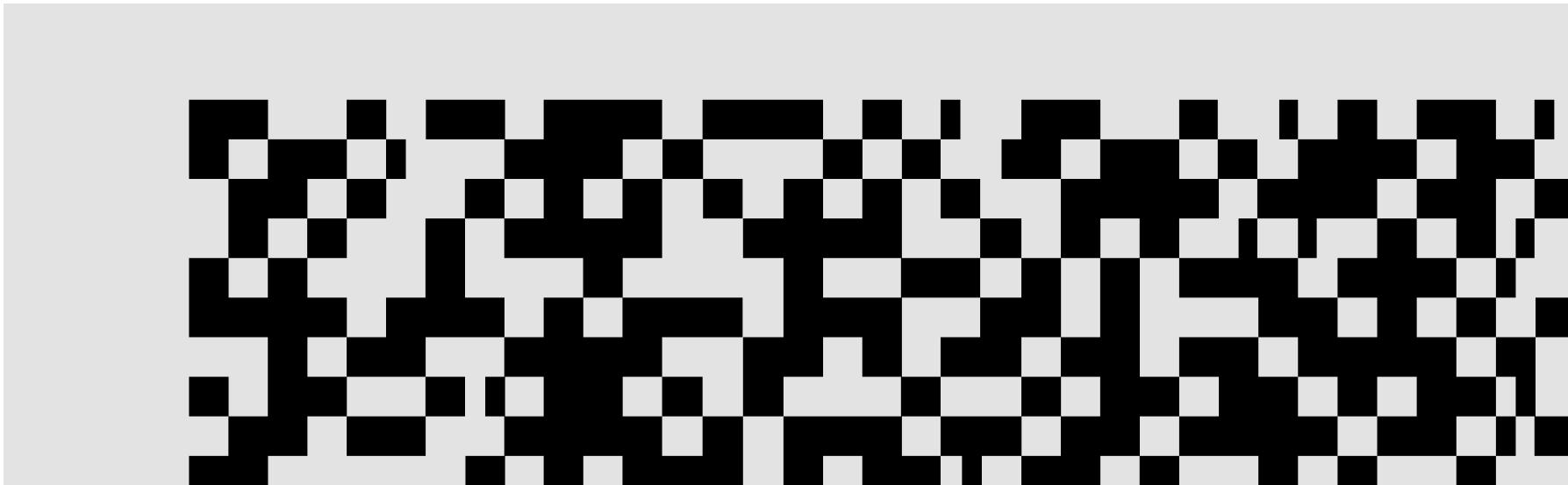
Option B: Key visual with MIND lettering  
(this could be applied in the future once the Brand's recognisability will be strong, but it cannot be used now)



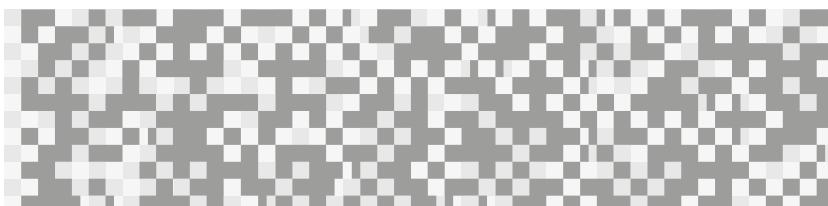
Sub-brand logo



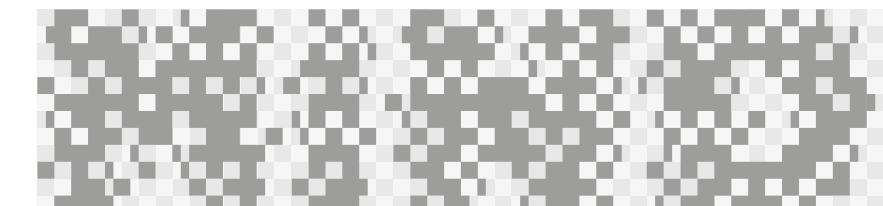
Key visual applied in communication tools  
(close-up of the complete pattern)



Key visual as abstract pattern  
(complete version reference)



Option B: Key visual with MIND lettering  
(this could be applied in the future once the Brand's recognisability will be strong, but it cannot be used now)



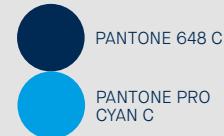
## BRAND ARCHITECTURE

## COLOR PALETTE

Positive logos



Color palette



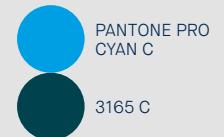
Logos on color



Key visual applications



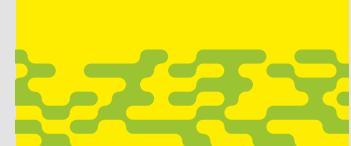
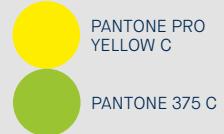
M PUBLIC ANCHORS



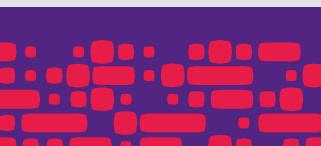
M OFFICE



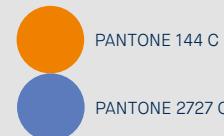
M SPECIAL PROJECTS



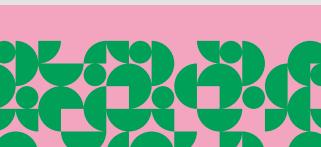
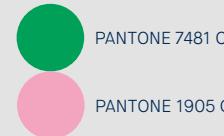
M RESIDENTIAL



M RETAIL



M LEISURE





# INSTITUTIONAL FONTS

## INSTITUTIONAL FONTS

## PRINT FONT

Main Fonts  
(Titles, headlines, bodycopy...)

**Maison Neue Bold**  
***Maison Neue Bold Italic***

**LOREM IPSUM DOLOR**  
**Lorem ipsum dolor sit amet**  
**0123456789**

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**Maison Neue Medium**  
***Maison Neue Medium Italic***

**LOREM IPSUM DOLOR**  
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**LOREM IPSUM DOLOR**  
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**Maison Neue Book**  
***Maison Neue Book Italic***

**LOREM IPSUM DOLOR**  
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ea commodo consequat.

**LOREM IPSUM DOLOR**  
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**Maison Neue Light**  
***Maison Neue Light Italic***

**LOREM IPSUM DOLOR**  
**Lorem ipsum dolor sit amet**  
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**LOREM IPSUM DOLOR**  
**Lorem ipsum dolor sit amet**  
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aliqua. Ut enim ad minim veniam, quis nostrud  
exercitation ullamco laboris nisi ut aliquip ex ea  
commodo consequat.

Secondary Font  
(Subtitles, numbers...)

**Maison Mono**

**LOREM IPSUM DOLOR**  
**Lorem ipsum dolor**  
**sit amet**  
**0123456789**

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tempor incididunt ut labore et dolore magna  
aliqua.

Main Fonts  
(Titles, headlines, bodycopy...)

**Open Sans Bold**  
*Open Sans Bold Italic*

**LOREM IPSUM DOLOR**  
Lorem ipsum dolor sit amet  
**0123456789**

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**LOREM IPSUM DOLOR**  
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**Open Sans Semibold**  
*Open Sans Semibold Italic*

**LOREM IPSUM DOLOR**  
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**LOREM IPSUM DOLOR**  
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**Open Sans**  
*Open Sans Italic*

**LOREM IPSUM DOLOR**  
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**Open Sans Light**  
*Open Sans Light Italic*

**LOREM IPSUM DOLOR**  
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**LOREM IPSUM DOLOR**  
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Secondary Font  
(Subtitles, numbers...)

**Roboto Mono**

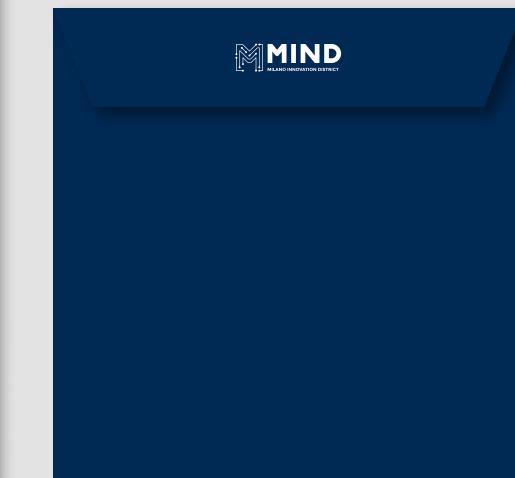
**LOREM IPSUM DOLOR**  
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consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



MOTHER BRAND VISUAL IDENTITY







MORE THAN ANY OTHER PLACE, MIND IS A PHYSICAL ENVIRONMENT THAT "LIVES" THROUGH PEOPLE'S ACTIVITY. **HUMANS CREATE ITS VALUE AND THEY ARE THE TRUE AMBASSADORS OF ITS MEANING, COMMUNICATED THROUGH A PEOPLE-CENTERED PHOTOGRAPHIC IDENTITY.**

Human focus

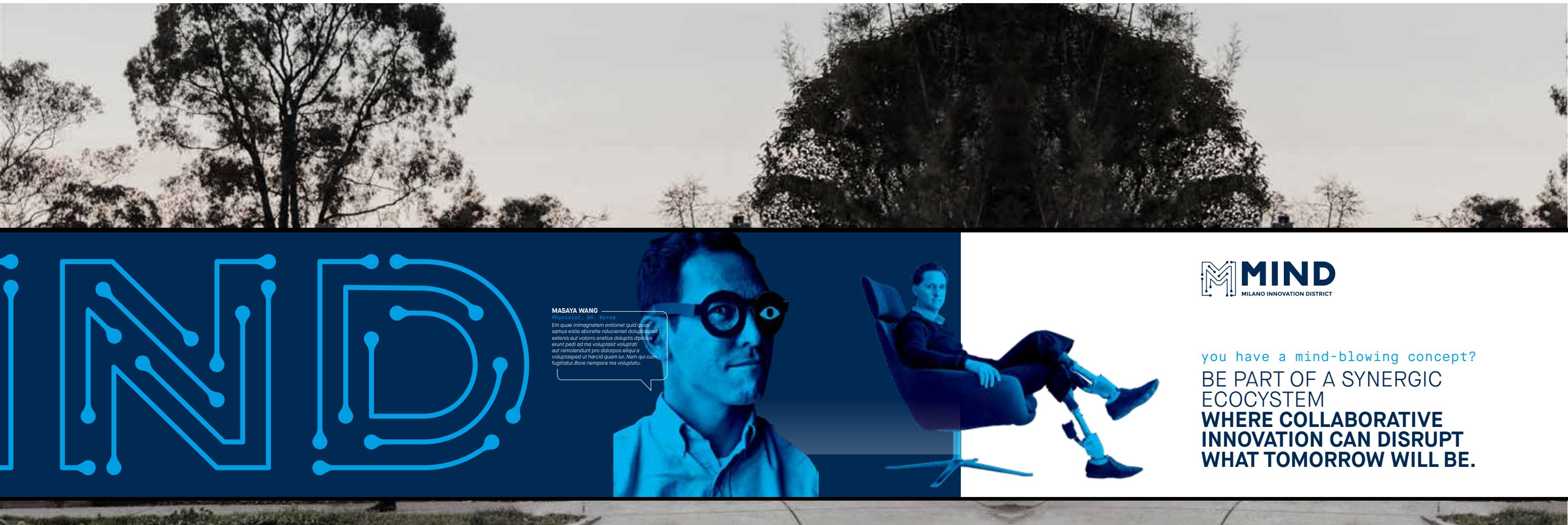
Warm technology

Blue hues dominance

Emotional lighting

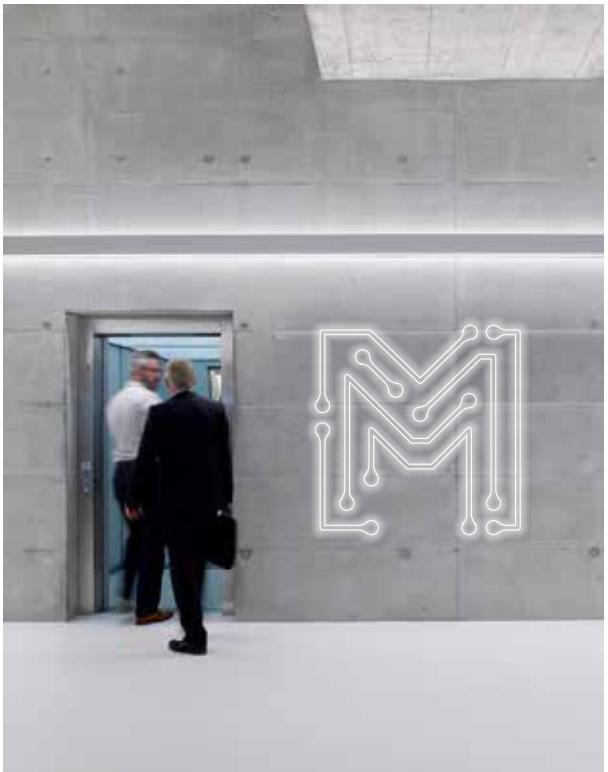
Positive attitude

Accessible tone of voice



## MOTHER BRAND VISUAL IDENTITY

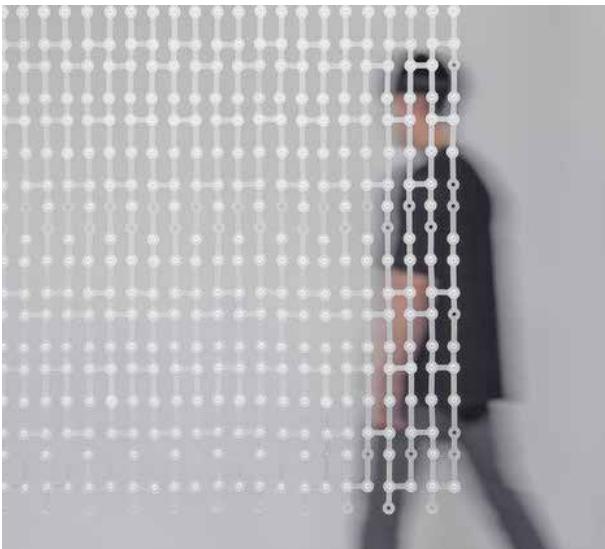
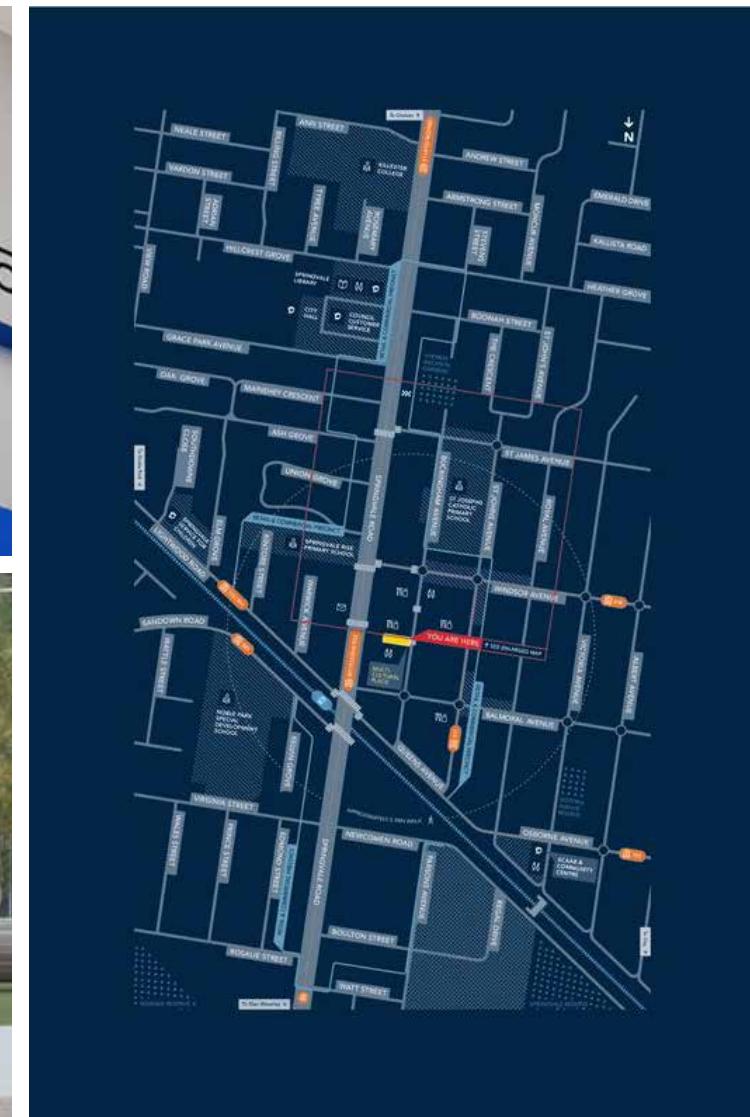
## ENVIRONMENTAL BRANDING REFERENCES



STRICT  
SYSTEM FOSTERS  
INNOVATION AND THE  
ON OF AHEAD-OF-THE-  
ES, TO CREATE SOCIAL,  
ECONOMIC GROWTH  
PEOPLE'S WELLBEING,  
GLOBALLY.

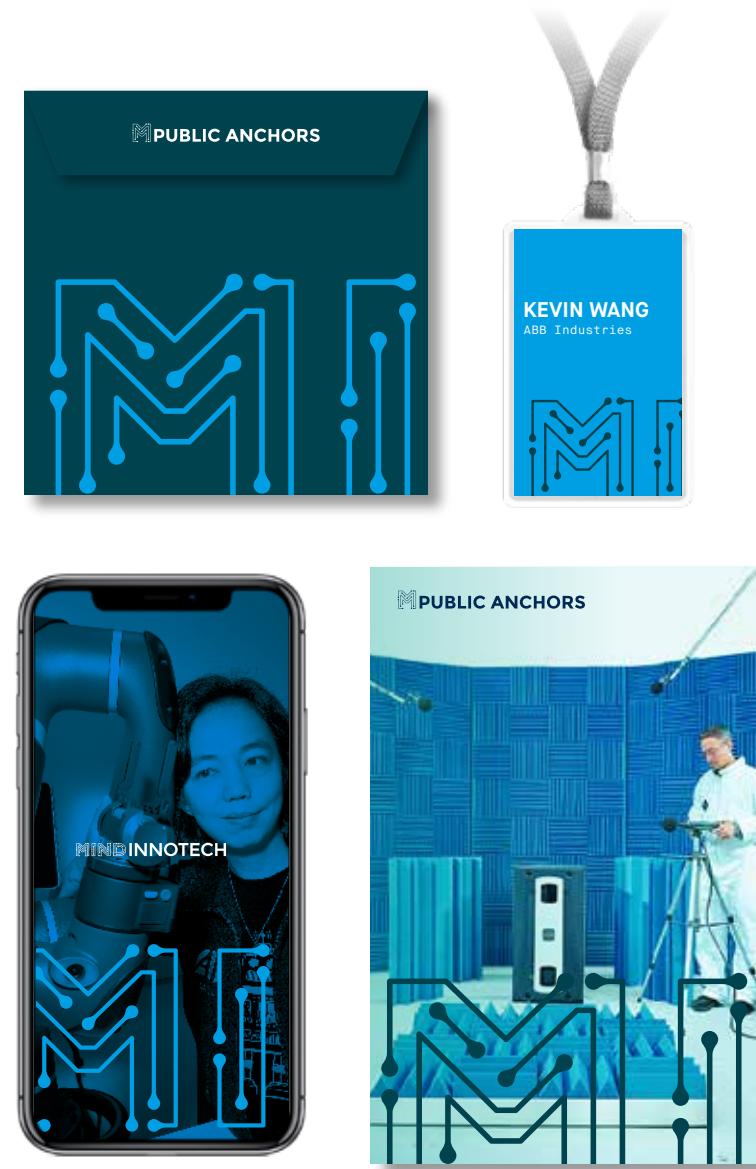


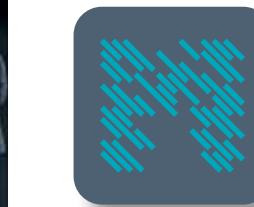
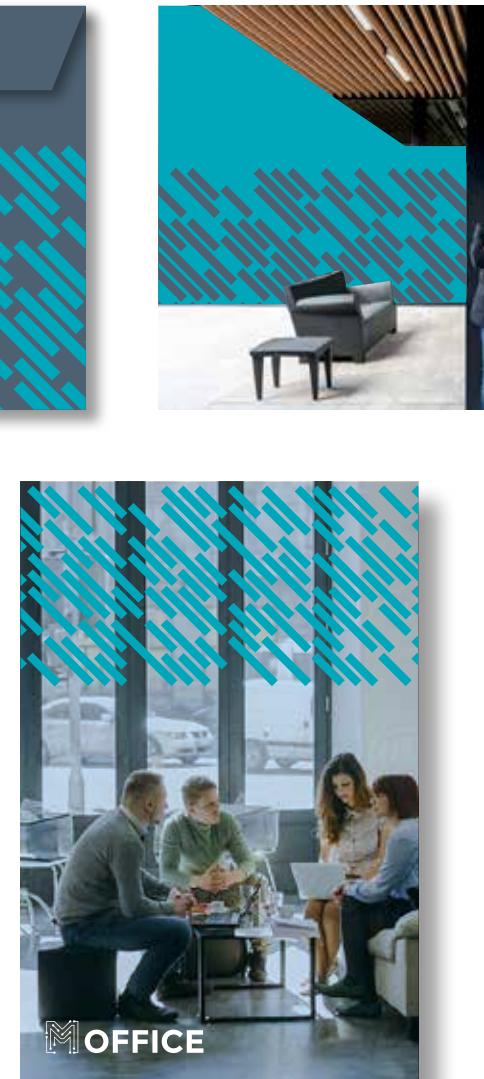
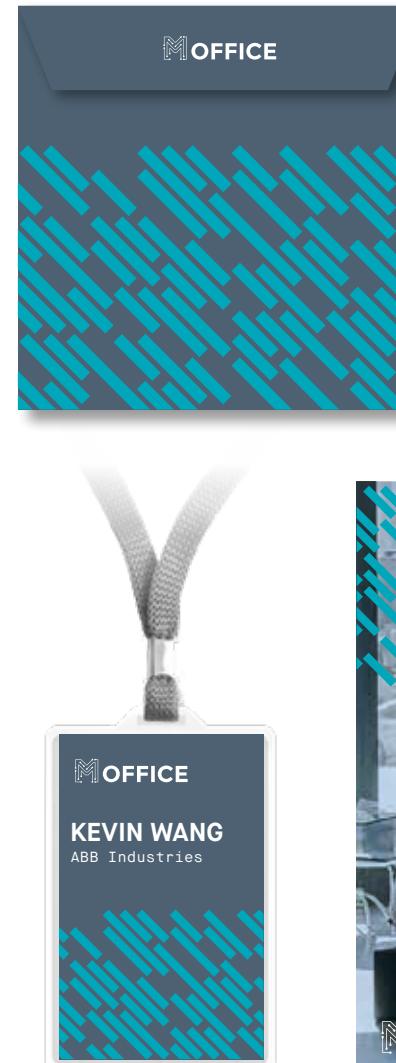


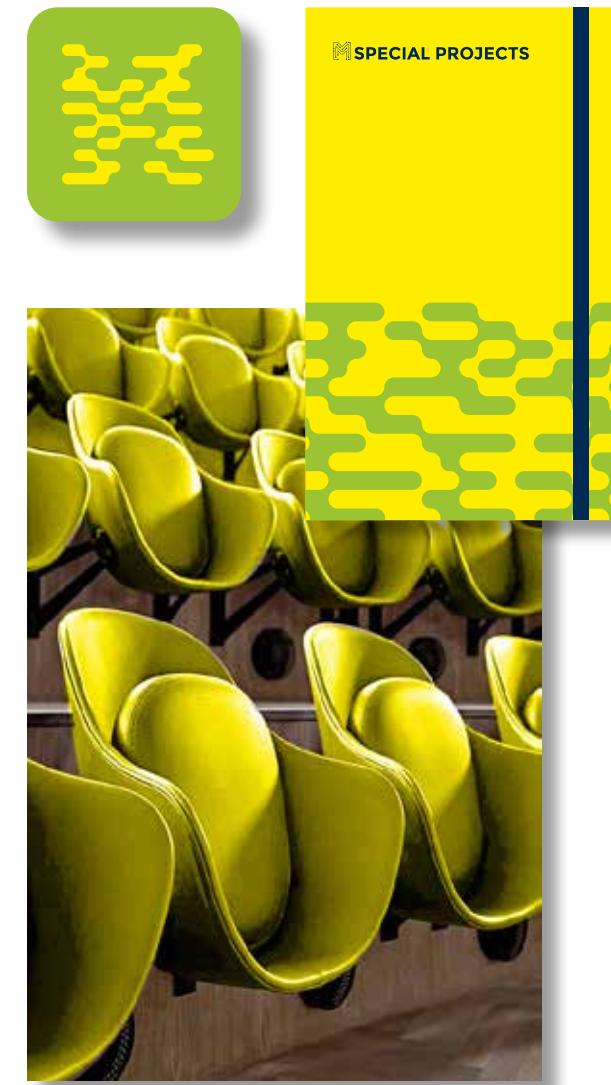


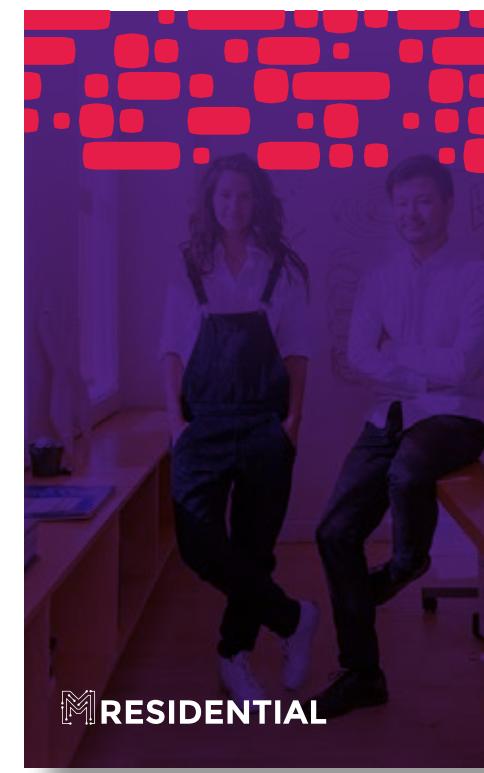
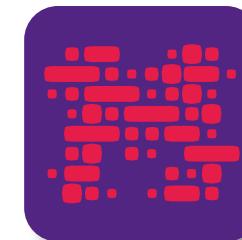


SUB-BRANDS VISUAL IDENTITY





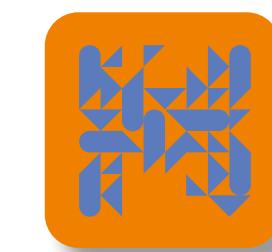
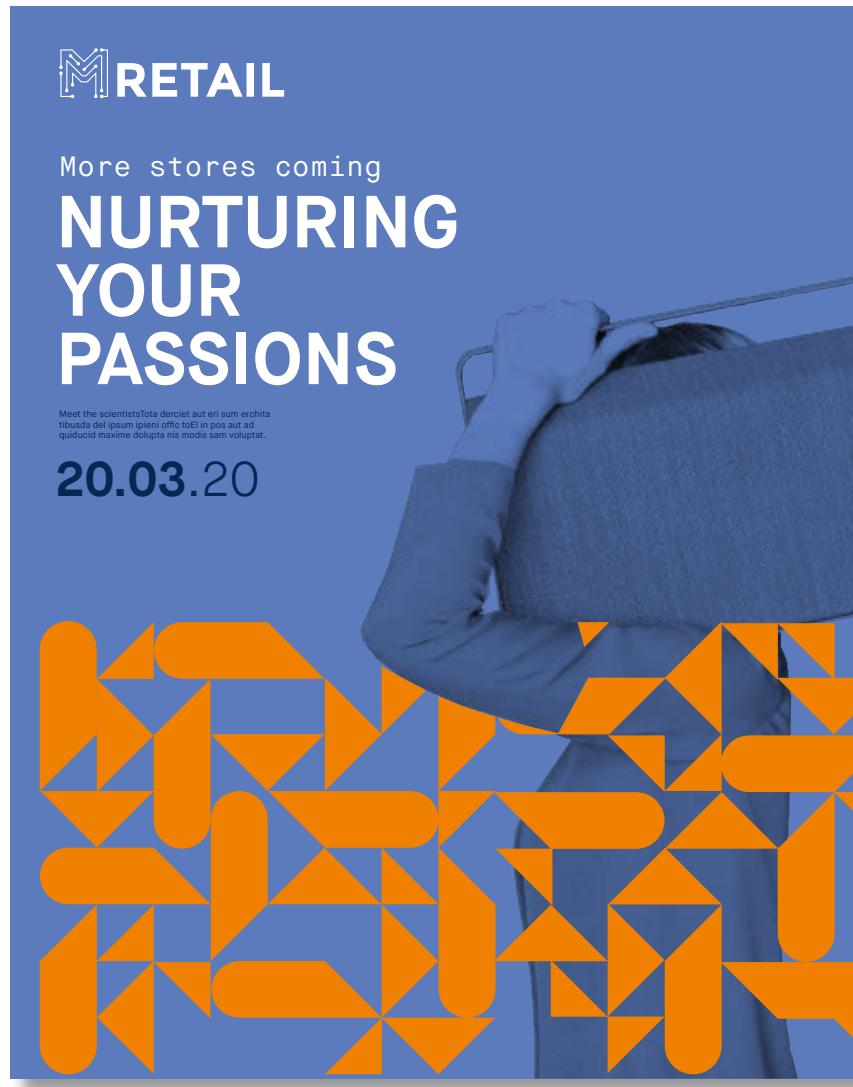


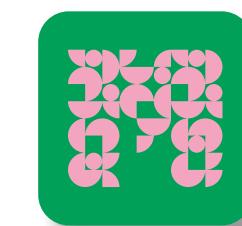
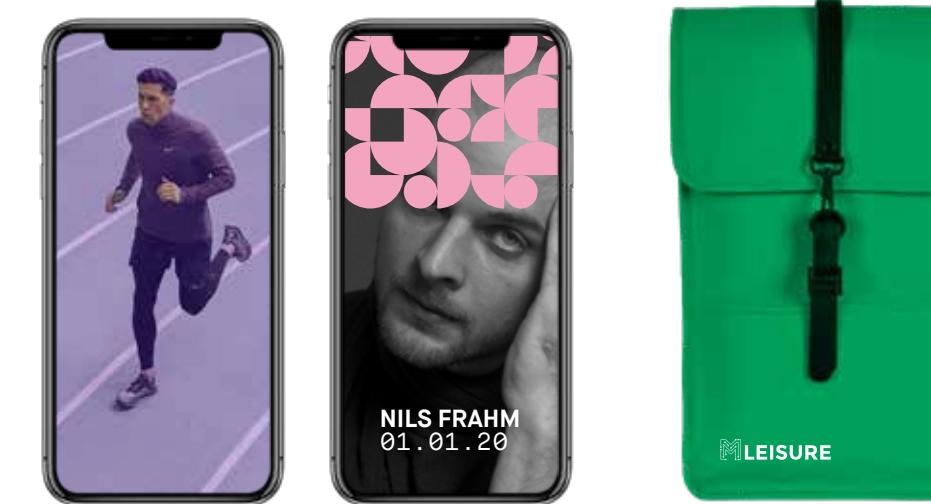


MIND FRAME

coming to life in 2020  
Odipsum restinulpa sum qui nulparum  
harum quid quiatem. Ut et vit possit aqua  
odi ut fugitos natem nobisqui ad quam  
elus expici enhici endunt que nimpor







## SUB-BRANDS VISUAL IDENTITY



welcome  
**TO THE LIVING  
LABORATORY**



