



Brand Guidelines

Behind the logo

**M1 Demolition &
Excavation** +



Logo spacing



Logo should have minimum of spacing that is equal to the size of letter "D" in "Demolition" in the logo

Typeface

Archivo Semi Condensed

..... Extra bold

Archivo Semi Condensed

..... Semi bold

Archivo Semi Condensed

..... Light

Typeface demo

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Brand colors

Primary

#10533F



Secondary

#EBC015



Logo usage: Dos

Color



Grayscale



Logo usage: Don'ts



M1 Demolition &
Excavation

Logo without inner border



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Different bg color



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Text with single color



M1 Demolition &
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Scaling the logo



M1 Demolition &
Excavation

Without bg color



M1 Demolition &
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Bad pixel quality

Poster design

The poster features a central image of two excavators at a demolition site. One is yellow and the other is orange/red. The background of the poster has a repeating pattern of the letters 'M' and '1'. The main headline reads 'Demolition in mind?'. Below the headline is a yellow call-to-action bar with the text 'Call us 9955687742'. At the bottom left is the company logo 'M1 Demolition & Excavation'. At the bottom right is the tagline 'Safety. Commitment. Trust.'

Demolition in mind?

Call us
9955687742

M1 Demolition & Excavation

Safety.
Commitment.
Trust.

Letterhead



Business card



T-Shirts



Outdoor signage

