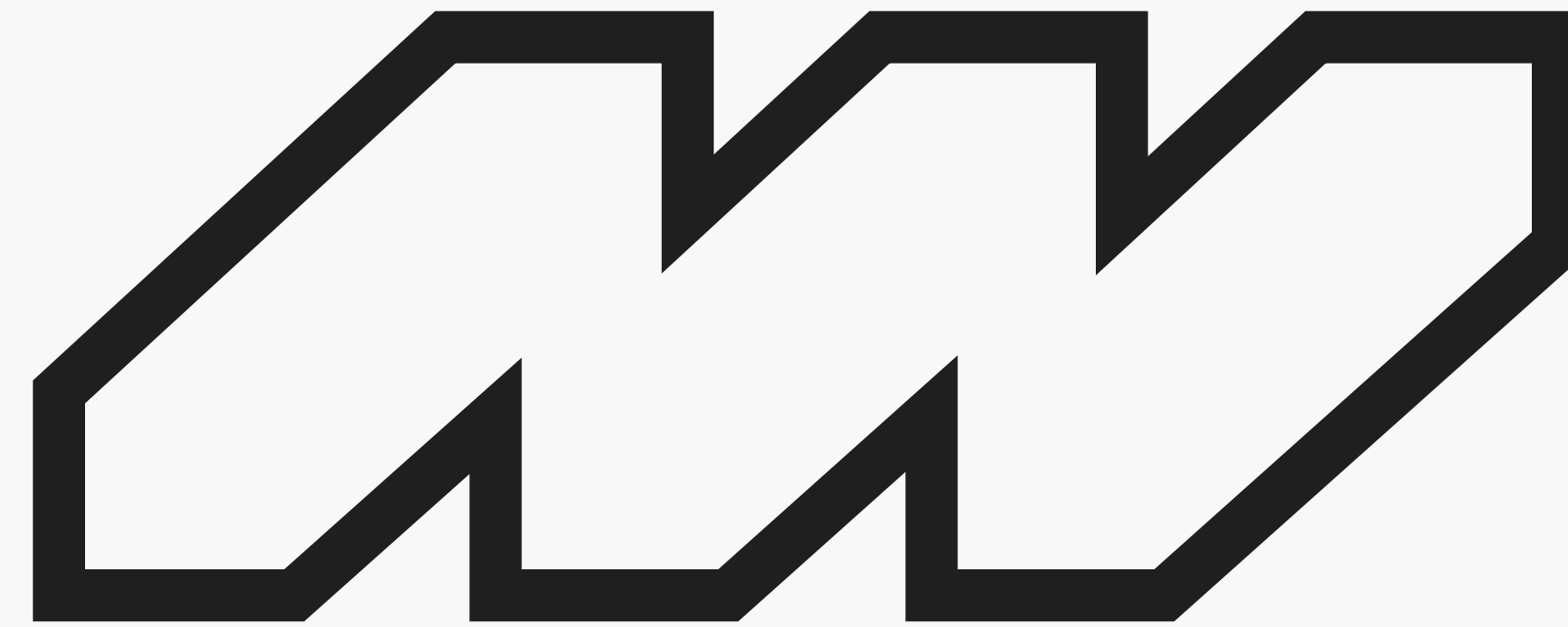


**manthei**

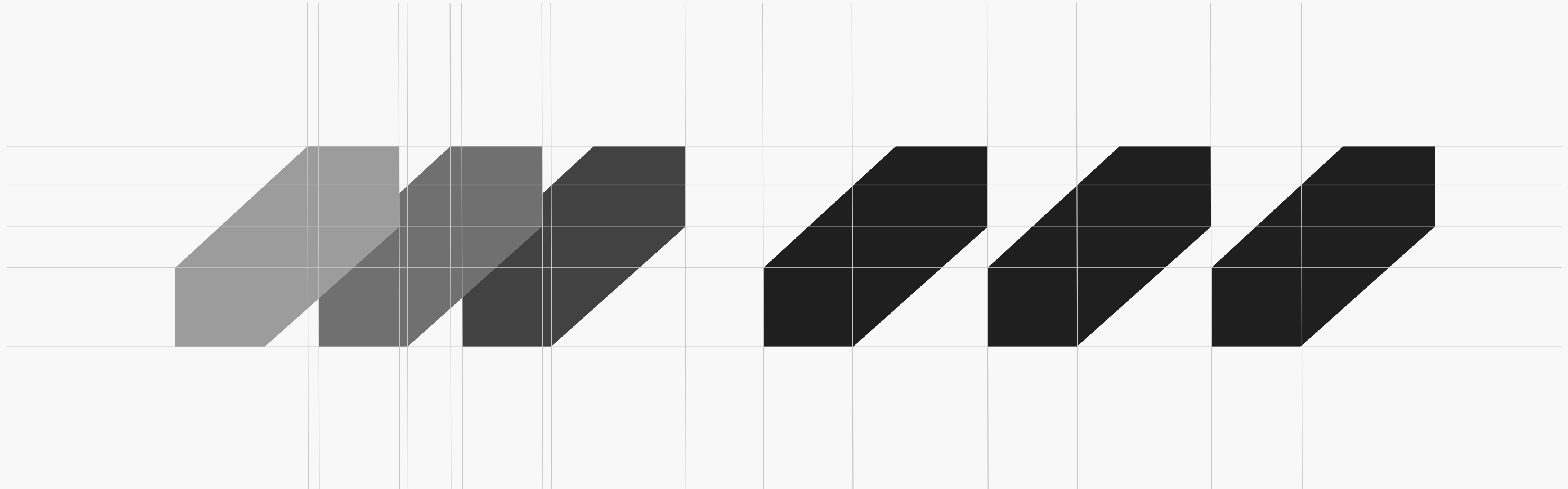
# Logo Shape

Shape should suggest upward movement and progression, while maintaining visual reference to the original Manthei Wood Products logo. Strong geometric forms for authenticity and solidity - reflective of quality and reliability. Can represent any three pillars: quality/sustainability/innovation, people/stewardship/business. Relative simplicity of the design lends itself well to various applications and contexts: packaging, website, documents and signage.



# Logo Alignments

The individual "blocks" should always be evenly spaced when used together, but can also be broken apart to use in different contexts (design elements, backgrounds, etc.)



## Logo Shape + Wordmark

For use in packaging, and contexts where the full title, including "Wood Products", is unnecessary.



## Full Title

For use in document headings, apparel, or places where the “Wood Products” is useful for context.



# Logo Evolution

Previous Manthei Wood Products logo, updates to form, logotype, logo shape. The new logo lockup can display larger in a smaller vertical space - 200 pixel height in both examples below for relative size difference.



200 pixel height



# Product packaging and contextual references

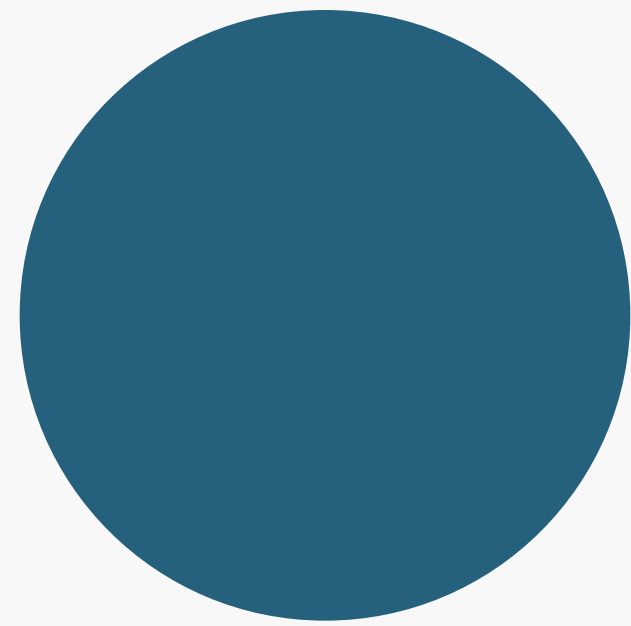
The new logo should be more distinct when used on product packaging. Goal was to stand out vs. competitors while remaining within your industry's typical brand design.



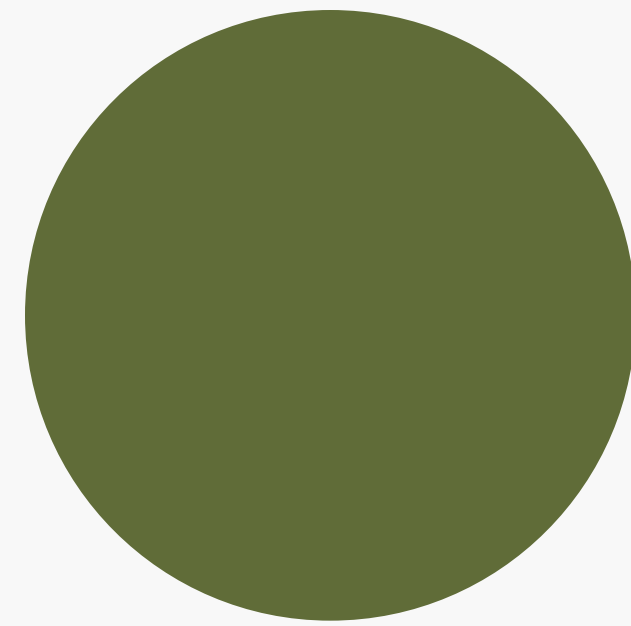
# Color

Primary tones are in the green and blue hue ranges, which is in line with B2B in general, and MWP's industry in particular. A very light cream colored background can be useful as an alternative to just white. And, there are two accent tones in the orange spectrum, for call to action buttons, and as an accent color when needed.

## Primary

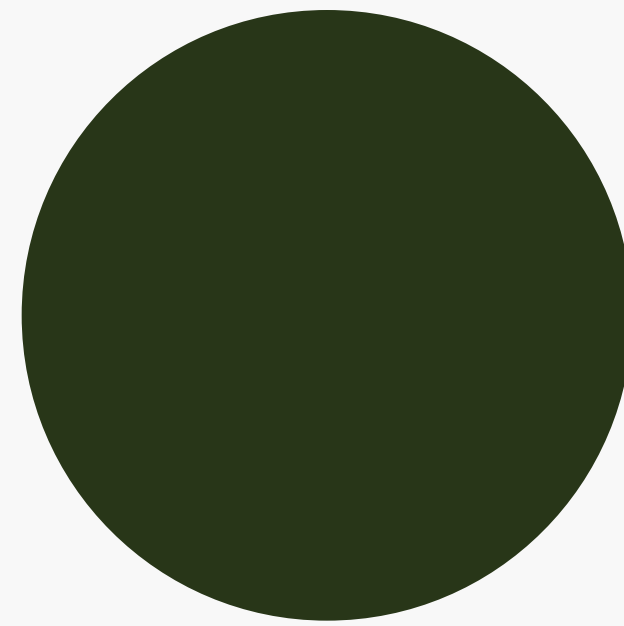


#25607C

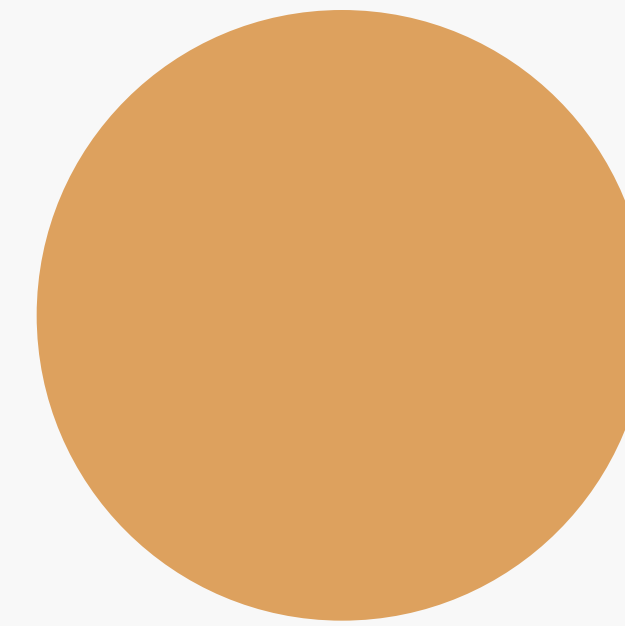


#25607C

## Secondary



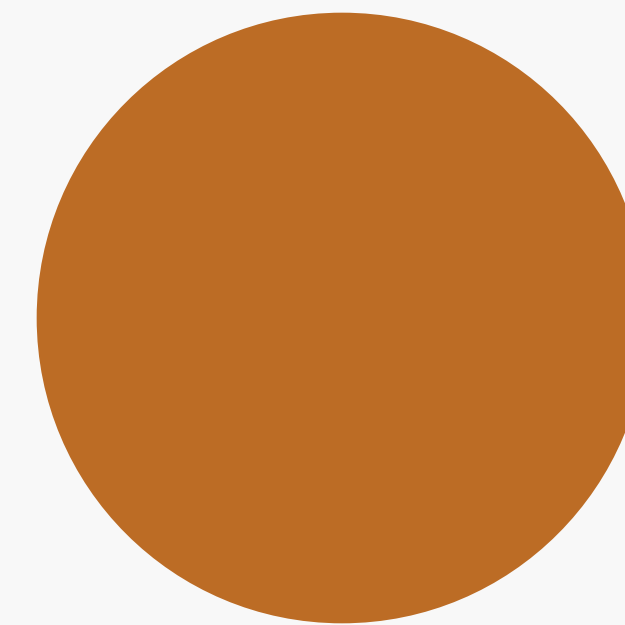
#283618



#DDA15E



#FEFAE0



#BC6C25



# Color in the logo

Generally speaking, using the color as an accent in the logo shape only, and leaving the logotype in black, is safest.



# Typography

The logotype (the words “manthei” and “manthei wood products”) are in ITC Avant Garde. To avoid having to maintain a license for this or any other fonts, it is recommended to leverage Google Fonts where possible. This also loads quickly in digital applications, and is mostly going to be available within the Google Workspace ecosystem.

SANS SERIF TYPEFACE RECOMMENDATION

## Poppins

A versatile, modern font very similar to the look of ITC Avant Garde (used in your logotype)

Stick with one primary typeface for all of your headlines, and use the alternate typeface for body copy, or vice versa.

SANS SERIF TYPEFACE RECOMMENDATION

## Noto Serif

A serif typeface balances and provides variety in longer blocks of text.

Stick with one primary typeface for all of your headlines, and use the alternate typeface for body copy, or vice versa.

# Using the logo shapes creatively

The three combined shapes are meant to represent: growth, upward movement / moving forward, and blocks of wood. As such, the logo shapes can be broken apart and used in different contexts. As an image mask for photography, as a background element in product packaging, etc.



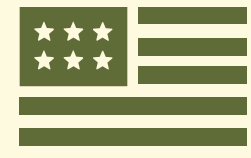
- 1 business**  
Manthei Wood Products is a premier manufacturer of hardwood face veneers.
- 2 stewardship**  
Manthei Wood Products is a premier manufacturer of hardwood face veneers.
- 3 people**  
Manthei Wood Products is a premier manufacturer of hardwood face veneers.



Growth is in our DNA.

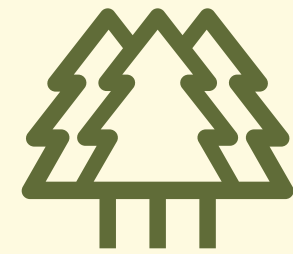


 **manthei**  
wood products



**Safe and Trusted.**

Our mill is located in the premier hardwood forest in North America, allowing us to produce veneer with better color and a smoother surface.



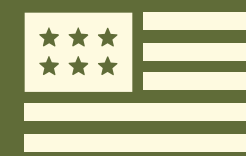
**The best raw material.**

Our mill is located in the premier hardwood forest in North America, allowing us to produce veneer with better color and a smoother surface.



**Inventory Cost Savings.**

Our mill is located in the premier hardwood forest in North America, allowing us to produce veneer with better color and a smoother surface.



**Safe and Trusted.**

Our mill is located in the premier hardwood forest in North America, allowing us to produce veneer with better color and a smoother surface.



**The best raw material.**

Our mill is located in the premier hardwood forest in North America, allowing us to produce veneer with better color and a smoother surface.



**Inventory Cost Savings.**

Our mill is located in the premier hardwood forest in North America, allowing us to produce veneer with better color and a smoother surface.