

mindful MATERIALS

Brand Guidelines

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Our Mission

Inspire, motivate, and empower everyone to choose materials that prioritize health holistically



Our Vision

A materials economy that respects and protects the health of all people, communities, and ecosystems

A Nonprofit

seeking to better people and planet

A Community

100,000+ across the built environment

A Holistic Lens

material impacts are interconnected

A Framework

to contextualize + connect sustainability data

The Philosophy

we have more impact, together

Informative (Focus)

We provide comprehensive and accurate information about the environmental and health impacts of building materials. We are focused on educating and empowering all to make informed decisions.

Trustworthy (Convene)

We prioritize transparency and credibility. We strive to be a trusted convener, ensuring that the resources we share are backed by reputable sources and verified data.

Accessible (Unify)

We are welcoming and inclusive, breaking down complex information into user-friendly formats, making it easier for everyone to understand and act upon.

Forward-Thinking (Scale)

We embrace innovation and encourage the adoption of new, sustainable materials and practices. We convey progress and that positive change is possible through conscious choices.

Collaborative (Unify)

We reflect a willingness to work together towards a more sustainable future and emphasize the importance of collective action.

LOGO SYSTEM

Elements of the logo should always remain in the same proportions as they appear in the official file. Feel free to scale up or down to meet your needs, but please do not adjust elements individually.



*While our logo lockup is the primary mark, there are select situations where using the wordmark alone is appropriate. This typically includes instances where the brand context is clear, space is limited, or when a clean, minimal application is needed. Wordmark-only usage should be applied sparingly to maintain the integrity of our brand. If you are unsure whether your use case qualifies, please contact taylor.friehl@mindfulmaterials.com for guidance.

LOGO CLEAR SPACE

Having the right amount of space around our logo helps it to look its best and creates a safe distance from other graphic elements. When our logo is used alone, the clear space should be used with these proportions. Note that this is only the minimum clear space; there is usually more free space around the logo than just the clear space.



LOGO USAGE GUIDELINES

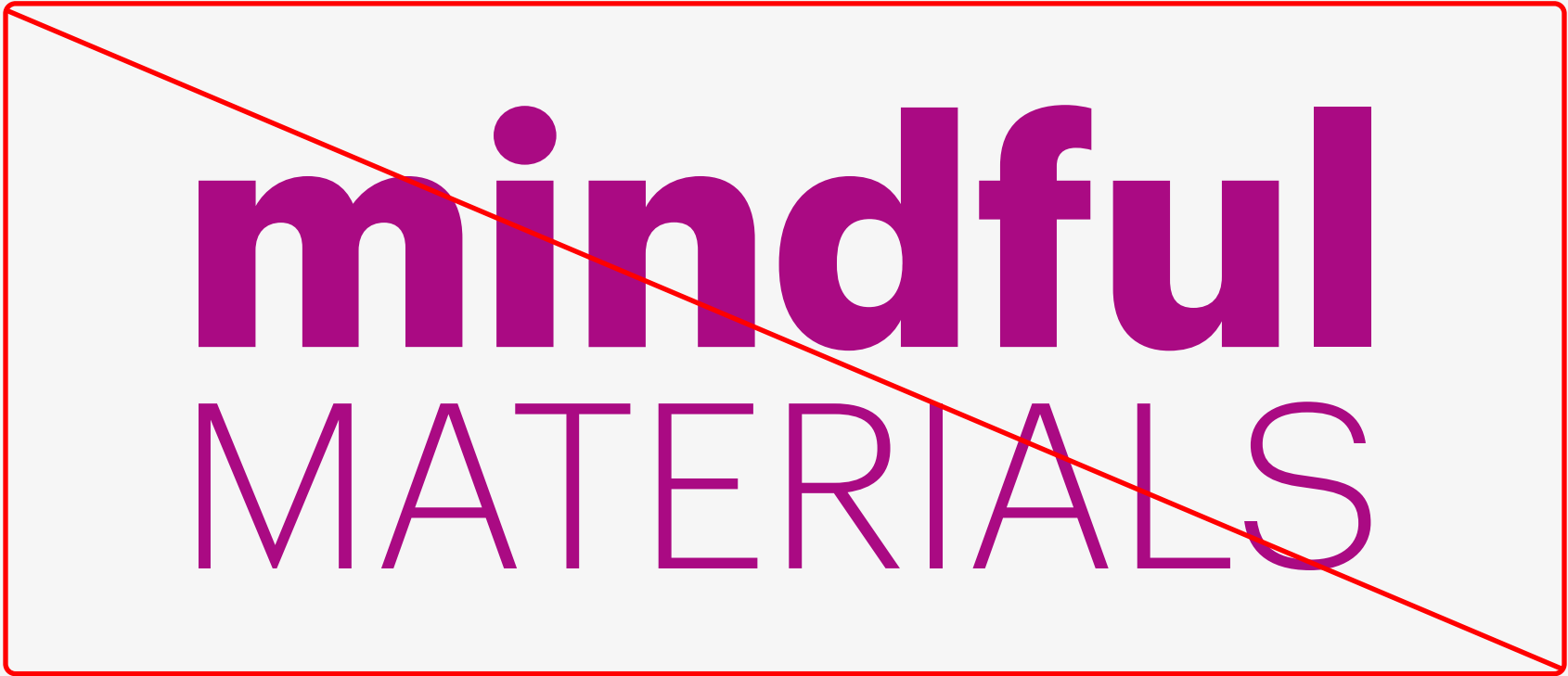
The logo is our most sacred brand asset and must always be treated with respect. Below are common examples of incorrect logo usage to avoid. If you have any questions about how to use the logo correctly, please reach out to taylor.friehl@mindfulmaterials.com.



DO NOT CROP LOGO



FIT LOGO WITHIN CROPPED SPACE



DO NOT CHANGE COLOR OF LOGO



DO NOT ADD TEXT INSIDE LOGO CLEAR SPACE (ALTHOUGH WE APPRECIATE THE SUPPORT)



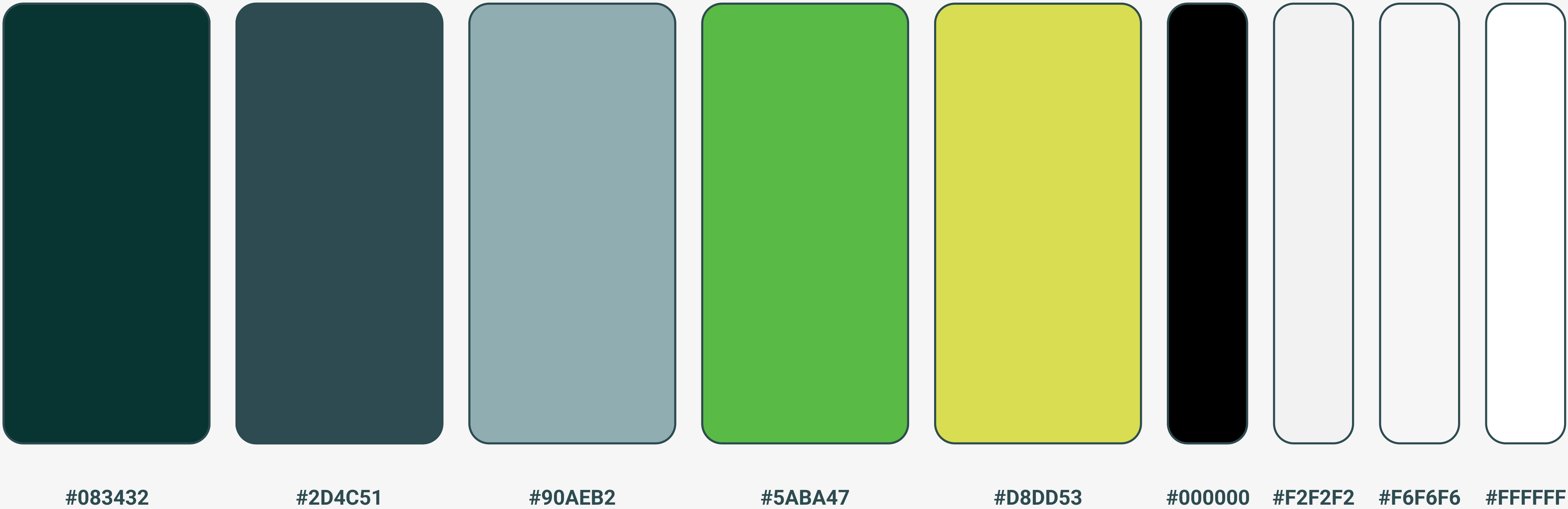
PLACE ALL TEXT OUTSIDE LOGO CLEAR SPACE (SEE PAGE 5)



DO NOT DISTORT OR OFFSET THE LOGO

COLOR PALETTE

Colors are as important to our brand as our logos themselves. Just as punctuation and voice set the tone for our written and verbal style, color helps set the tone for our visual style.



TYPOGRAPHY

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Roboto Regular / Body Text

Roboto Medium / Bold Body Text / Bullets

Roboto Bold / Headlines / Subheads

Roboto Extra Bold / Headlines / Quotes / Large Statements

Roboto

AaBbCcDdEe

AaBbCcDdEe

AaBbCcDdEe

AaBbCcDdEe

ASSET LIBRARY: COMMON MATERIALS FRAMEWORK ICONS

Icons should always maintain their original shapes and proportions as provided in the downloaded files. While companies may adjust the icon colors to align with their brand guidelines, the icon structures themselves must not be altered. You may scale icons up or down as needed, but please do not modify individual elements or adjust their proportions.

Ecosystem Health



Icon

HEX: 006400



100% 70% 20%

Social Health + Equity



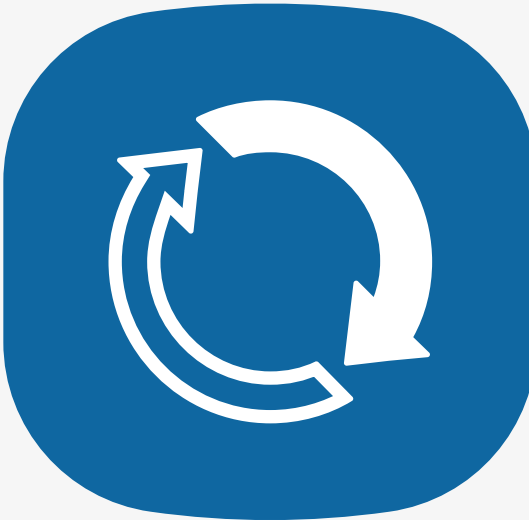
Icon

HEX: AB0A83



100% 70% 20%

Circular Economy



Icon

HEX: 0F68A2



100% 70% 20%

Climate Health



Icon

HEX: 17726E



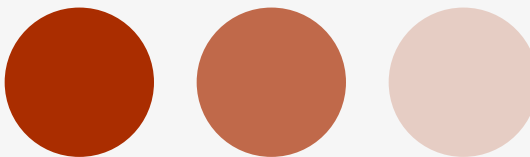
100% 70% 20%

Human Health



Icon

HEX: AA2D00



100% 70% 20%

ASSET LIBRARY: FORUM SEALS

Elements of the seals should always remain in the same proportions as they appear in the downloaded files. Don't adjust the proportions of any elements of the seal. Feel free to scale up or down to meet your needs, but please do not adjust elements individually.



mM Forum Seal



Owner Forum Seal



Manufacturer Forum Seal



AEC Forum Seal



Technology Partners
Forum Seal



Ecolabel & Standard
Partners Forum Seal



Government Partners
Forum Seal



Collaboration Partners
Forum Seal



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