

millecollines



Brand Essence

Africa Refined



Brand Mantra

millecollines seamlessly blends the creativity, strength and culture of the African spirit with ever evolving global fashion trends.



Our attention to detail and passion for telling beautiful stories shines through every product and experience we create.

**Vision**

To relentlessly channel Africa's abundant creativity and culture into timeless fashion.

**Mission**

To create timeless, globally revered, fashion that expresses the true essence of Africa's creativity, strength and culture.



Core Values

Fostering connection In all that we do, we strive to connect people, culture and creativity.

Africa's Essence

Our core mission is to channel the creativity, culture and strength of Africa into timeless, internationally revered fashion.

Story Telling

Each product we create tells a story. From inspiration to fruition, every finished piece of art shares threads of a beautiful African story.

Innovate or Die

Creativity, uniqueness and innovation drive every decision we make. Innovation is at the core of our ethos.

Biography

The millicollines journey originated in Barcelona, Spain in the heart of an impassioned young girl named Ines Cuatrecasas. At twelve she was already an animal rights activist. Even at such an early age, she was driven to discover her purpose and make a positive impact. Her love of animals resulted in her acceptance at one of Spain's top veterinary schools.

But she yearned to explore new opportunities and engage in something more creative and adventurous. Her grandfather was a lover of Africa. He saw endless creativity and potential in the vibrant cultures of the Mother Land.

Ines' mother shared Grandfather's love for Africa and visited there often in support of her Africa focused NGO. In the summer of 2005, Ines and her mother traveled to Rwanda together. While exploring the country, she met a dressmaker that would change the course of her life forever. Her name was Antoinette.

Ines saw a brilliant opportunity to explore creativity and art and invest in a better story for Africa. She was inspired by Antoinette's passion and determination to do the same. For the first time, she saw fashion as the vehicle to help her achieve her dreams.

Meanwhile, Ines' best friend Marc Oliver was back home in Spain searching for a way to channel his abundant creativity. He was creating his own imaginary world through shapes, proportions, pen and paper. He had an insatiable desire to reimagine the world he saw before him.

Marc wanted to create art that would become part of someone's story, part of their life. The idea of becoming a fashion designer seemed to be the answer he was looking for.

When Ines returned from Rwanda, the two budding designers began to conceptualize the initial ideas of building a fashion label in Africa. Something beautiful and profound was happening.

In 2009, despite the disbelief of many of their friends and colleagues, Marc and Ines traveled to Rwanda to develop their first collection with Antoinette. Together they toiled, each believing they were on the cusp of something truly magnificent. A year later, millecollines was born.

Over the years, the brand began to discover its unique personality. They realized early on that much of their potential audience had resolved to buying their fashion goods overseas, rather than here in Africa. It became their mission to develop clothing and accessories of international quality and design standards, made specifically for the African market.

Today, millecollines seamlessly blends the creativity, strength and culture of the African spirit with ever evolving global trends. The brand's attention to detail and passion for telling beautiful stories shines through every product and experience.

Condensed Biography

The millecollines journey originated in Barcelona, Spain in the heart of an impassioned young girl named Ines Cuatrecasas. She yearned to explore new opportunities and engage in something creative and adventurous.

In the summer of 2005, Ines and her mother traveled to Rwanda together. While exploring the country, she met a dressmaker that would change the course of her life forever. Her name was Antoinette.

Ines was inspired by Antoinette's passion and determination to develop clothing and accessories of international quality and design standards, made specifically for the African market.

Meanwhile, Ines' long time friend (or companion?) Marc Oliver was back home in Spain creating his own imaginary world through shapes, proportions, pen and paper and an insatiable desire to reimagine the world he saw before him. The idea of becoming a fashion designer seemed to be the answer he was looking for.

In 2009, Marc and Ines traveled to Rwanda to develop their first collection with Antoinette. Together they toiled, each believing they were on the cusp of something truly magnificent. A year later, millecollines was born.

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Founders

Inés Cuatrecasas Barceló
Founder and Director

Marc Oliver Sancho
Founder and Creative Director



The brand

These are the versions for the **millecollines** brand mark. It represents all the uniqueness of the brand and style.



horizontal (*preferred*)

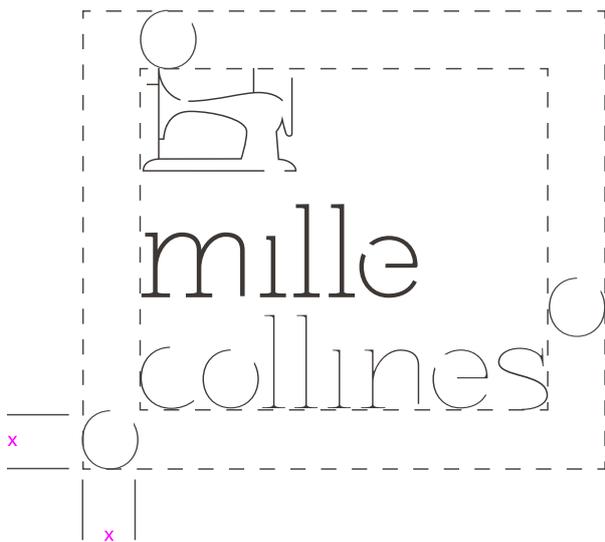


vertical (*only when it's not possible the horizontal version*)

The security area

Clear space is the minimum area to be kept free of graphics, logos, type, lines or any other elements around the logo. No other graphic elements or type should appear within this area. Make sure the **millecollines** logo always has an appropriate amount of clear space around it. This ensures that no other visual elements compete with or hide the logo.

The clear space is determined by the height of the "O" in the **millecollines** logotype to the right. This measurement is then applied all around the brand mark.



Minimum size

To ensure legibility the brand mark must be no smaller than 4 cm wide when reproduced in horizontal and 2 cm in vertical.



Other versions

These are the associated isotype versions that can be applied for alternative branding needs. The isotype represents an extension of the brand personality, as it personifies the essence of the sewing machine that is core to the brand.



Plain Text Rule

For instances where you must write the name in plain text where a bold option is not available, such as social media, task management systems, etc., the name should be written as `MilleCollines`, with a capital M and capital C. This is not to be used as the standard process. It is only to be used when a bold option is not available.

CORRECT

millecollines

Utilizing the bold element for "mille" stays consistent with the actual logo, and also lets a reader understand that this is a proper noun, rather than a mistake.

It works in the same way as a capitalized letter. Keeping the two words together also works inline with the logo style.

INCORRECT

Mille Collines

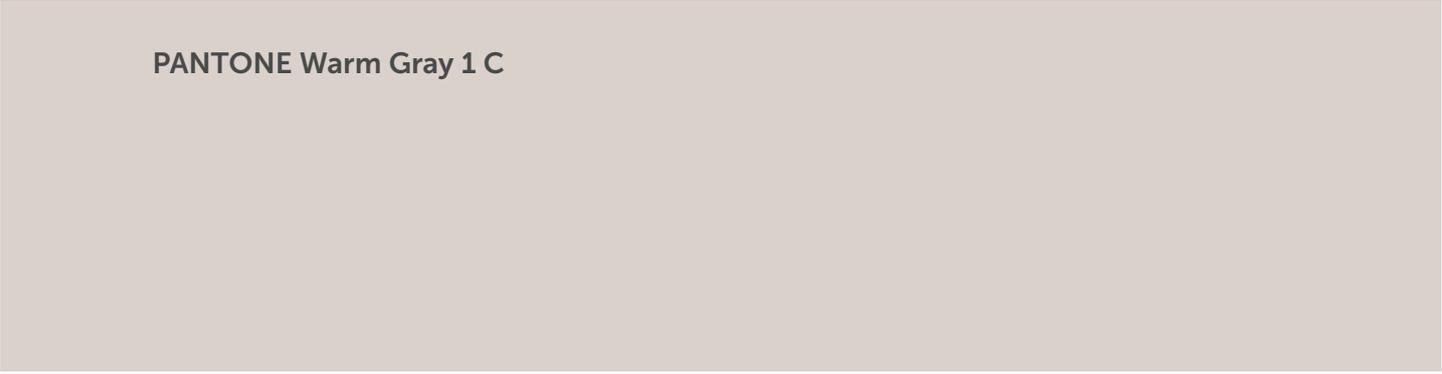
mille collines

MilleCollines

Millecollines

milleCollines

PANTONE Warm Gray 1 C



PANTONE BLACK 7



Color Palete

We have only 2 colors to use for **millecollines** identity. Please pay attention to the right number of the pantone. This is the first color to use, letting the black as a secondary option.



Backgrounds

It's important to understand which application of the logo should be used according to background variation of colors.



Typography

These fonts represent a very important and functional aspect of the overall brand identity. They will be used in everyday application. These specific fonts compliment the delicacy and detail of the logo and isotype, and allow for necessary versatility of the application of the brand.

Museo Sans 100

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+

Museo Sans 700

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+**

Museo Sans italic

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+*

Georgia

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+

Don'ts

This section intend to avoid mistakes in the utilization of the brand and all of its icons and itens. Please pay attention and contact **millecollines** marketing team if you would have any doubt.

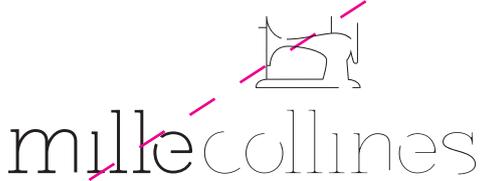
Don't move the icon



Don't stretch it



Don't change the order of the elements



Don't stretch it



Don't change the colors



Don't take out any part of it



Don't insert elements

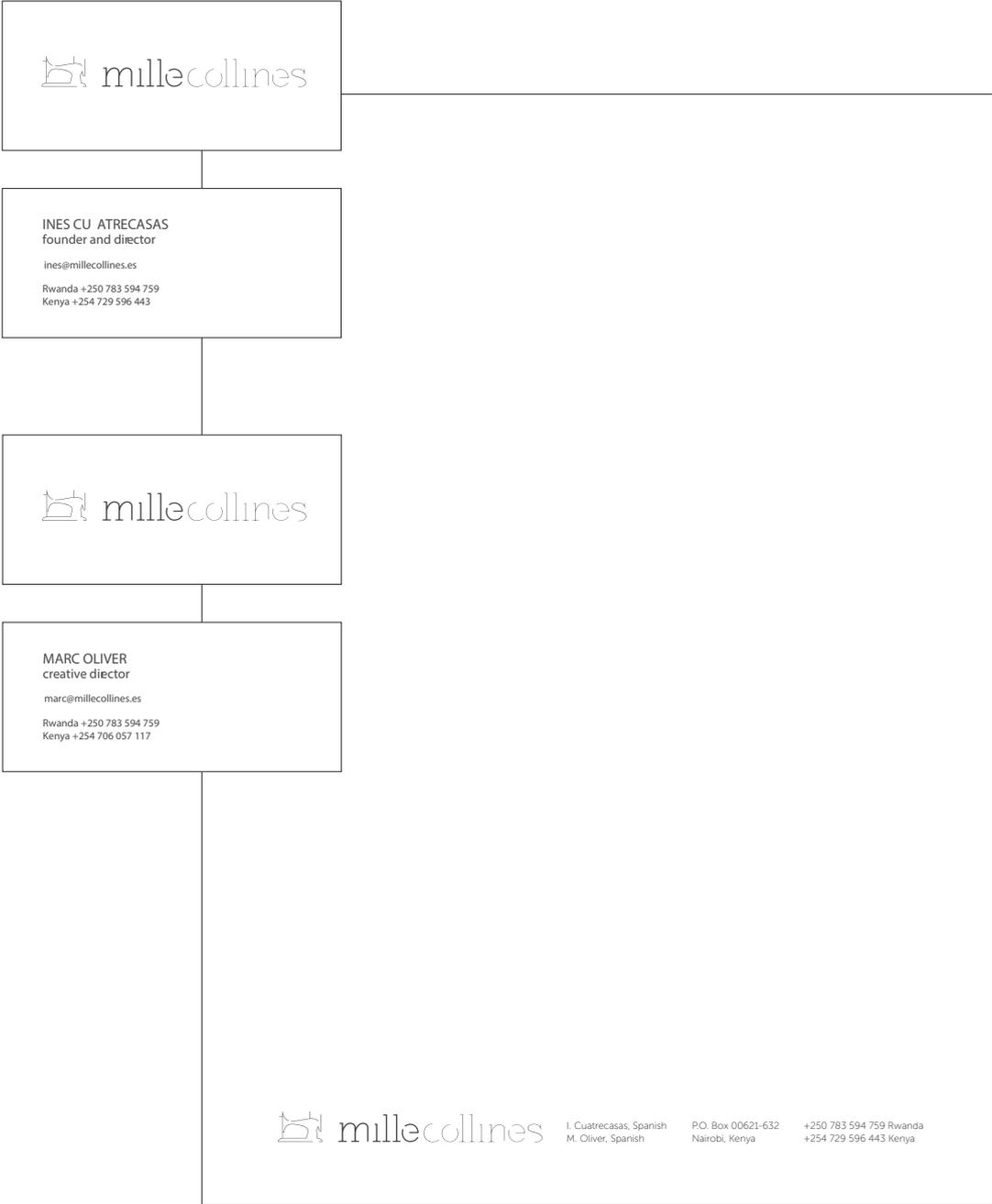


Don't change the thickness



Stationery

Some examples of how to use the logo and typography to create its identity.



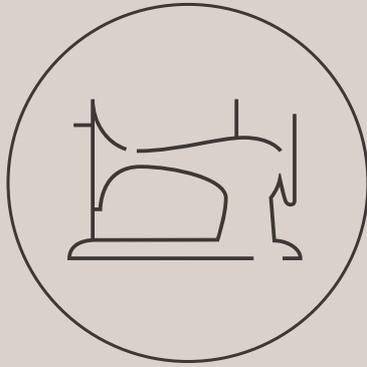
Email signature

For better results, use the secondary font, Georgia with the size described below. It's recommended to use a PNG (.png) file with transparent background for the logo.

Georgia - 8 px (Normal) size

Georgia - 6 px (Small) size





millecollines.es