

Brand guidelines

AI for the way your business works.

A shared language for every touchpoint.

A practical reference for the people who write, design and build for Evermill.

03–06	Brand foundation	Audience, promise and message examples
07–11	The wordmark	Master artwork, sizing, space and small formats
12–16	Visual foundations	Color, contrast, typography and layout
17–18	Photography	Subject, composition, crops and overlays
19–25	Applications	Website, product, email, documents and campaigns
26–28	Voice and delivery	Writing, access, asset handoff and checks

Approved identity, practical guidance: examples illustrate a direction; they do not certify product readiness.

One business. Connected intelligence.

Evermill is an AI operating system designed around the work of machine builders.

What we stand for

People, specialist agents and business processes belong in one coherent system. Evermill makes the context, decision and next action clear.

Who we serve

Machine-building teams who need sales, planning, purchasing, stock and finance to move together.

Connected

Work carries its context across people and processes.

Accountable

Decisions have permissions, owners and a traceable history.

Adaptable

Start with one workflow, then expand with evidence.

Built for the work between teams.

Lead with a recognizable business moment, then show the people and decisions around it.

Business leaders

A clear view of ownership, commitments and exceptions.

Show a process and the decisions it needs.

Operational teams

A useful next step without losing the original context.

Show the request, relevant details and handover.

Finance and control

Evidence, permission and a reason for the decision.

Show uncertainty and the approval boundary.

Machine builders are the first focus. Use examples from sales, planning, purchasing, production, stock and finance. Avoid presenting unverified expansion into other industries as an established capability.

Your business. Working as one.

A short, useful promise supported by concrete product language.

Your business. Working as one.

Descriptor	An AI operating system for machine builders.
Supporting message	Connect people, specialized AI agents and the workflows that keep your business moving.
Proof language	Show the proposal, the human decision and the recorded outcome.

Make the promise tangible.

Move from a broad introduction to a specific piece of work.

Website introduction	**Your business. Working as one.** One operating system for people, AI agents and the work that connects them.
Product explanation	**From request to a reviewable proposal.** Bring the order details, exceptions and rationale into the same workspace.
First conversation	**Start with one process.** Tell us where repeated work or a difficult handover slows your team down.

Prefer a concrete input, decision or next step. Avoid unsupported savings, invented customers and claims such as "fully autonomous".

The name is the identity.

The approved master is the lowercase wordmark with a joined italic r and upright m.



Primary / black on a light surface



Reverse / white on a dark surface

One fixed piece of artwork

The r-m connection is part of the mark. Use the supplied outlines. Keep the word lowercase and retain all spacing, proportions and letter shapes.

Give the wordmark room.

Clear space and consistent sizing keep the lettering readable.



The asset includes a clear-space border.

Clear space

At least 1/8 of the visible logo height on every side. Add more space when surrounding content is dense.

Digital minimum

160 px wide. Use SVG wherever possible for a sharp result at any screen density.

Print minimum

35 mm wide. Use the outlined SVG or vector PDF; no font installation is required.

Keep the signature intact.

The form stays fixed. The surrounding composition does the expressive work.



Use the master proportions



Use black or white



Avoid stretching the artwork



Avoid added colors or effects

The mark adapts through placement.

Keep the artwork fixed while scale, spacing and the surrounding field create hierarchy.



For navigation and document headers



For footers and closing frames

Keep a clear relationship

Align the wordmark to the same content edge as the heading. Keep partner marks separate, equal in optical weight and outside the clear-space area. Never build a new combined logo.

Use the wordmark whenever it fits.

A small utility mark supports browser and device icons; it does not replace the full identity.



Primary identity / the complete wordmark



24 px



40 px



72 px

The supplied e icon

Use only for a favicon or app shortcut where the name cannot be read at the available size. Keep the full wordmark on the page or first screen.

No new AI symbol

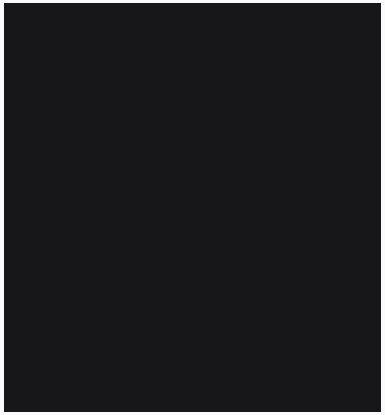
Do not add a brain, sparkle, infinity loop or separate mill symbol. Use the supplied icon file, rather than drawing or typesetting a new letter.

Monochrome, with a natural accent.

The logo stays black or white. Supporting colors add structure and calm.

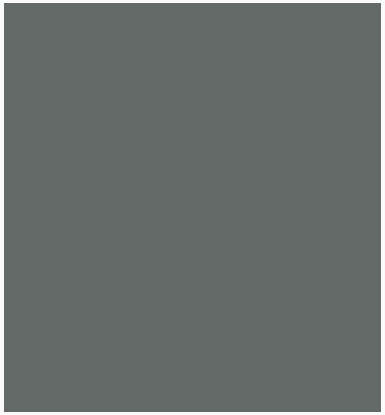
White

#FAFAFA



Ink

#171719

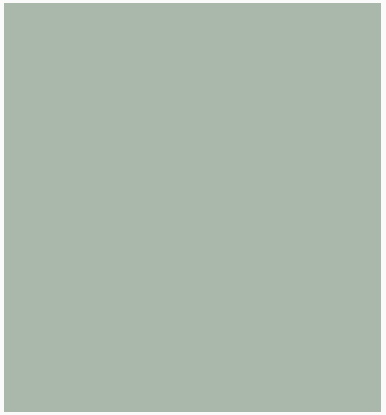


Slate

#626966

Mist

#EDF0EC



Sage

#A9B8AA

Color has a job

Use Ink on White for body text. Slate is secondary text. Mist groups related content. Sage supports diagrams and occasional large fields; it is not a substitute for readable text contrast.

Choose pairs that stay readable.

Calculated sRGB contrast for the supplied palette. Ratios are shown rounded to two decimal places.

Ink on White	17.15:1	Body and display
Slate on White	5.39:1	Secondary text
Ink on Mist	15.58:1	Grouped content
Slate on Mist	4.90:1	Secondary text
Ink on Sage	8.63:1	Large fields
White on Sage	1.99:1	Avoid for text

Baseline for digital text

Aim for at least 4.5:1 for ordinary text and 3:1 for qualifying large text. Test the actual foreground and background, especially over photography.

Reference: W3C / WCAG 2.2 / Understanding contrast minimum

DM Sans, used with restraint.

Open letterforms, light display headings and a clear functional hierarchy.

Work, connected.

A calm voice. A clear next step.

Display	72–112 px / 300 / tight leading
Section heading	36–60 px / 300–400
Body & controls	16–20 px / 400–500 / 1.5 line height

Self-host DM Sans. Include the SIL Open Font License. Avoid extended all-caps labels and keep body lines under 75 characters.

One family. A clear hierarchy.

Choose optical clarity over decorative variety. Keep pixel values separate from print point sizes.

Hero	Digital 72–112 px / 300	Print 38–56 pt / 300
Section title	Digital 36–60 px / 300–400	Print 24–34 pt / 300–400
Body	Digital 16–20 px / 400	Print 10–12 pt / 400
Controls and labels	Digital 14–16 px / 400–500	Print 9–10 pt / 400–500

Readability rules

Use 1.45–1.65 line height for body text. Keep body lines around 45–75 characters. Use sentence case. Avoid thin small labels, justified paragraphs and long passages in all caps.

Space gives information a shape.

Use consistent alignment and a simple spacing rhythm before adding decorative elements.



12-column desktop reference / 24-32 px gutters

A practical rhythm

Use 4, 8, 16, 24, 32, 48, 64 and 96 as a starting scale. Keep related details close; separate different topics with a larger gap.

Responsive reduction

Move to one main column on mobile. Keep 20-24 px side space and let content wrap before reducing type.

Marketing can be spacious. Operational screens should be denser while retaining clear groups, readable tables and a visible primary action.

Show the world the work belongs to.

Industry is context: real scale, natural light and thoughtful compositions.



Concept imagery generated for Evermill. It does not depict a customer facility.

A useful image

Choose production spaces, machinery, materials and people at work. Let the image carry atmosphere, not a claim about customers or deployment.

A deliberate treatment

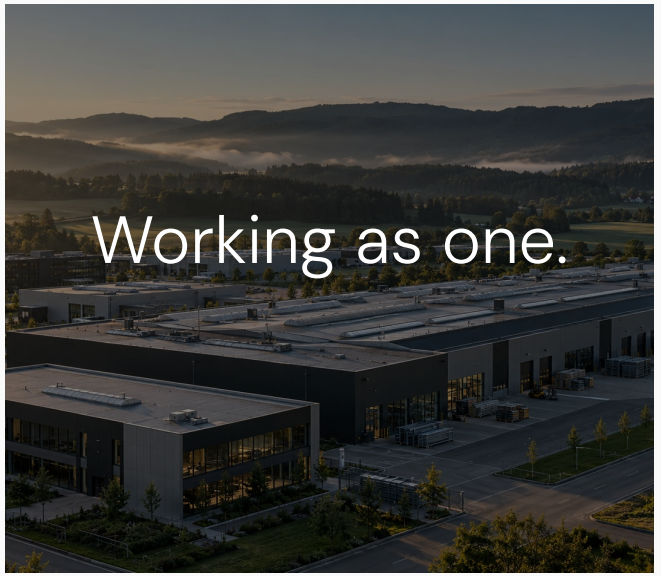
Natural greens and steel. Restrained contrast. Add a dark overlay when placing white type over an image.

Protect the image and the message.

The approved campus photograph remains the marketing header. New imagery needs a separate review.



Wide crop / preserve a calm area for the headline



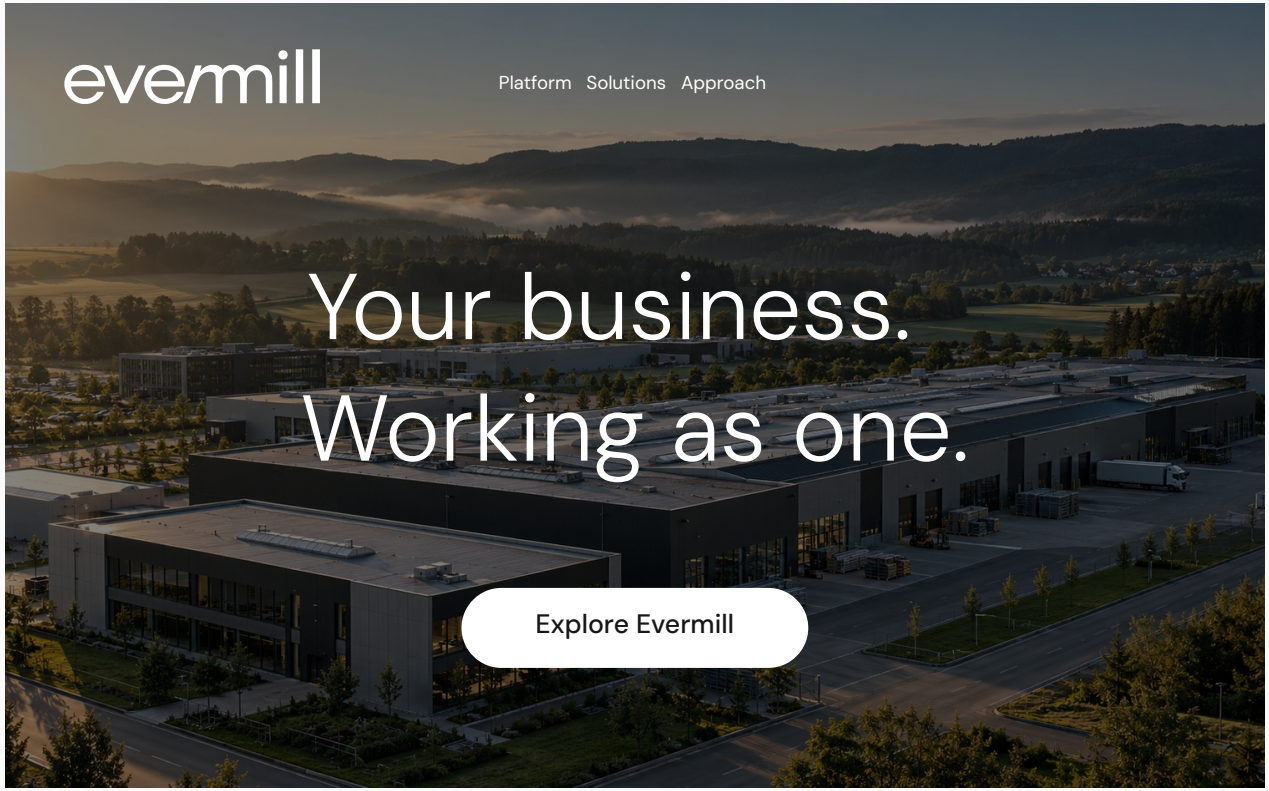
Mobile crop / inspect the actual focal point

Before using a photograph

Check crop, text contrast and rights. Never imply a generated scene is a customer facility. Avoid neon interfaces, glowing brains and generic handshake stock imagery.

Large ideas. Precise details.

Use whitespace and photographic scale to create a calm enterprise presence.



Illustrative layout. Use the supplied SVG wordmark rather than recreating it with live text.

A responsive system

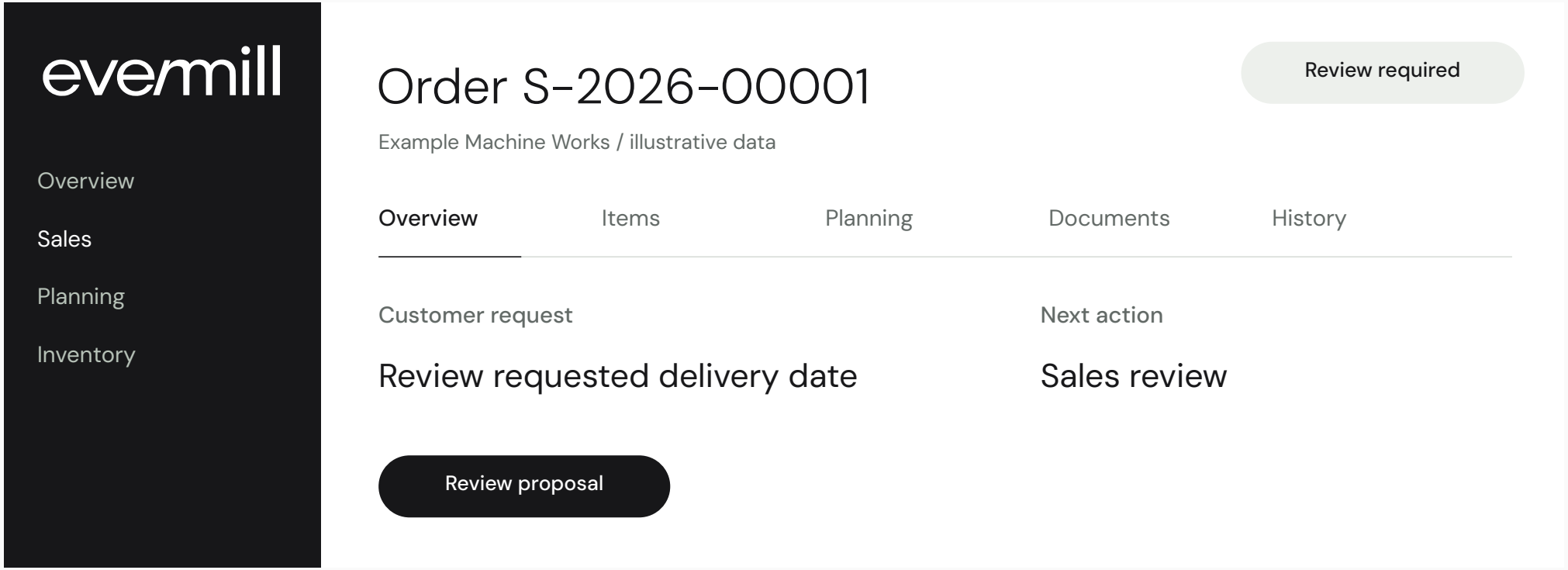
One photographic hero. Editorial columns. A specific process demonstration. Open sections with meaningful rules rather than repeated feature cards.

On small screens

One column, comfortable type, touch targets of at least 44 px and a simple menu. Preserve all primary content and controls.

A dossier with a clear structure.

Illustrative order detail layout. This is visual guidance, not a shipped-product screenshot.



Let structure do the work

Group by task, use dossier tabs and keep status beside the title. Use compact information blocks inside the app; reserve large photographic treatments for marketing.

Show the boundary between states.

A proposal, a decision and an executed result need different words and visible ownership.

Proposal ready

Owner: Agent

The requested items are matched. A delivery-date exception needs review.

Review proposal

Decision required

Owner: Authorized reviewer

Review the proposal and record the reason before the workflow continues.

Approve or request changes

Outcome recorded

Owner: Workflow

Show the actual result only after the permitted action has completed.

View the history

Uncertainty is a state: say what is missing and who must act. Do not use "Done" for a draft, pending approval or failed action.

Write like a helpful colleague.

Keep the same direct voice in sales follow-ups, notifications and signatures.

evermill

Subject: Your Evermill conversation

Hello Alex,

Thank you for sharing the supplier-update process. The next step is to review the information your team receives and the decisions it needs to make.

Could you bring one anonymized example to our conversation?

Evermill
Info@evermill.ai

A concise structure

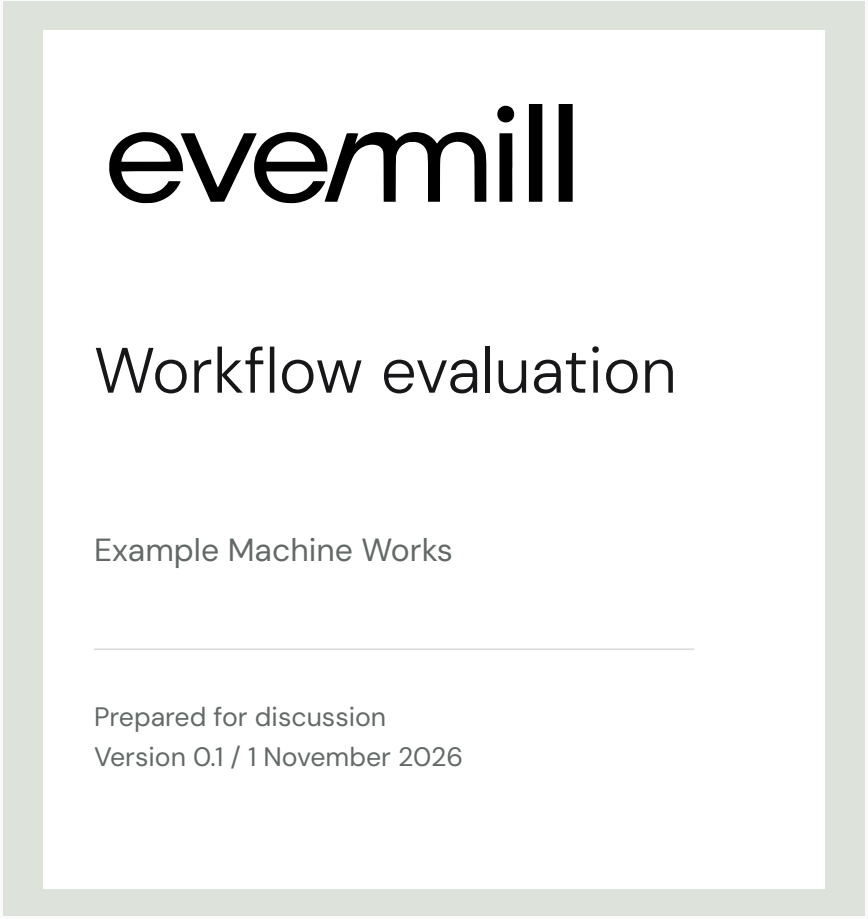
State the purpose first. Give the relevant context. End with one clear next step. Use a short signature with the sender, role and approved contact details.

Keep it credible

Use plain text or a restrained HTML layout. Avoid image-only messages, unverified claims and oversized banners.

Business documents stay functional.

Illustrative document cover and information hierarchy. Commercial terms require their own review.



The first page

Use the full wordmark, a descriptive title, the recipient and a version or issue date. Keep the company identity separate from the document status.

Inside the document

Give tables clear labels and units. Keep amounts aligned. Repeat page numbers and version context. Use Sage and Mist for grouping; do not rely on color to show approval.

For formal quotes, invoices and contracts, confirm required company details and document rules before use.

One idea per frame.

Build a clear sequence: the work today, the proposed change, the decision and the next step.



A useful slide system

16:9 format. Consistent title position. One main visual or message. Use a process diagram when it explains the work better than a paragraph.

A readable room

Start with 28–36 pt body copy. Use clear labels and concise sources. Move dense tables to an appendix or handout.

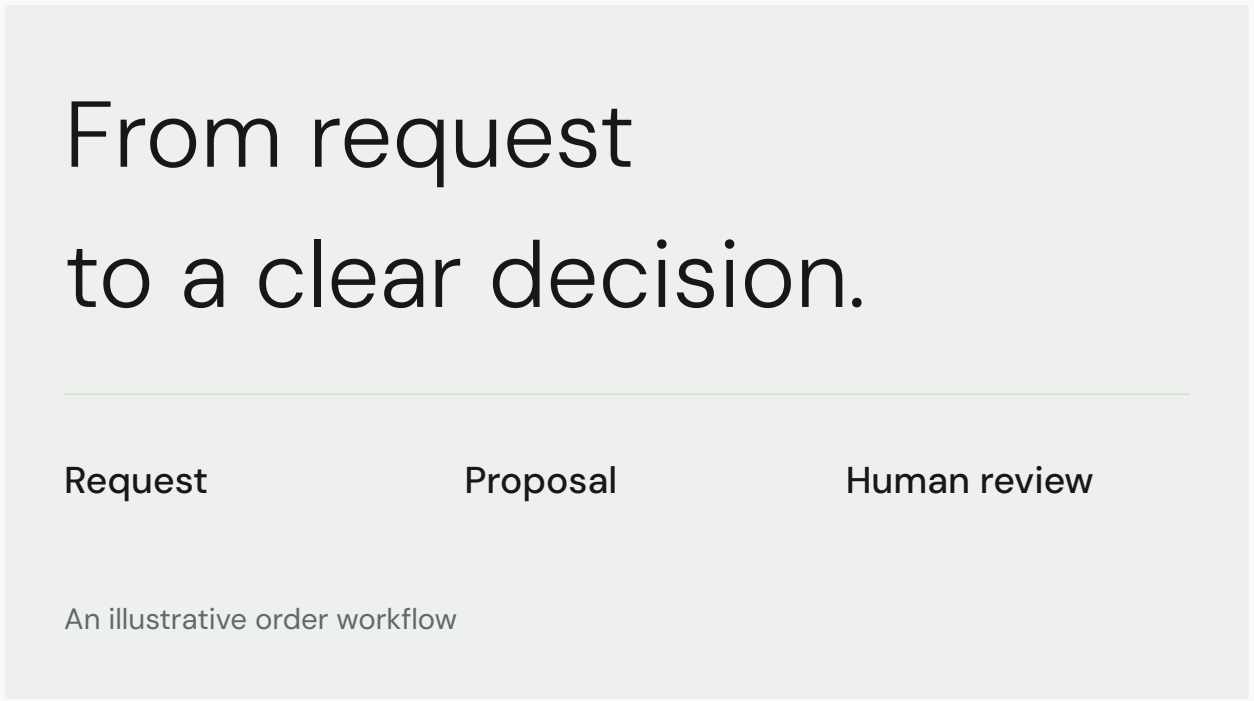
Use photography for an opening or transition. Use a clean light surface for detailed information and decisions.

Make the work the headline.

Keep short-form communication consistent without turning every post into a sales claim.



Square / a single brand message



Landscape / a specific process

Write useful captions. Explain the example, identify concept imagery and make the next step clear. Verify channel dimensions at export; never invent results, testimonials or customer names.

Calm, specific and useful.

Explain the work, the decision and what happens next.

Say what it does	“Turn an order email into a reviewable proposal.”
Keep people in control	“Review the decision before the workflow continues.”
Be honest about readiness	“Start with one process and expand with evidence.”

Interaction: clear focus, explicit labels, action-led motion and reduced-motion support. Status is always described in text, not color alone.

Good design remains usable.

These checks guide implementation; the brandbook is not a product accessibility certification.

Text and color	Check contrast in the actual layout. Pair status colors with text and, where useful, a clear icon.
Keyboard and focus	Keep controls reachable in a logical order. Make focus visible and restore it after closing dialogs.
Touch and reflow	Aim for 44 px controls as an Evermill design target. Test narrow layouts and text zoom without losing content.
Motion and loading	Animate a response to an action. Respect reduced-motion preferences and show useful loading or error text.

WCAG 2.2 target-size minimum uses 24 x 24 CSS px with defined exceptions. Our 44 px design target is a stronger practical default, not a claim that every control is certified.

Reference: W3C / WCAG 2.2 / Understanding target size minimum

Make the next piece feel like Evermill.

Use the shared assets and rules to keep every touchpoint coherent.

The working system

Approved outlined wordmark
Black and white variants
Transparent PNG exports
Self-hosted DM Sans and license
Original concept photography
Responsive marketing website

Before public launch

Verify product and integration claims.

Use only approved customer references.

Check contrast, keyboard use and mobile layouts.

Confirm legal and contact information.

Keep the r-m connection and logo proportions.

Info@evermill.ai

Working edition 2.0 / November 2026. Art direction references Wonderful.ai; all Evermill artwork and page content are original. Typography: DM Sans, SIL OFL.