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OLD MILL CENTRE

Brand Book & Guidelines



OUR STORY

The Old Mill Centre owes its name to the historic McArdle Mill, built in 1865 along Big Papio Creek. Located eight miles west of Omaha at the time, the mill was part of the once-rural McArdle Township and operated until 1944. As Omaha expanded westward, developers in the 1970s envisioned new life for the area around 108th and Dodge. In 1972, the Old Mill Shopping Center was established on the north side of Dodge Street, complementing a new business park to the south.

Among the original tenants was the Old Mill Lounge, opened by Salvatore "Sam" Vacanti—a Nebraska native, WWII Marine, and professional football quarterback turned civic leader. Sam infused the bar with rustic charm: exposed wood beams, a paddlewheel waterfall, and vintage design touches that captured the character of a bygone era. Over the decades, the lounge became a local favorite for jazz, blues, and community gatherings.

Though the shopping center was transformed into a business park in 2007, the spirit of Old Mill lives on through this enduring landmark. Veteran- and woman-owned, the lounge continues to offer music, games, and a welcoming atmosphere—a hidden gem that honors its legacy while inviting a new generation to discover its charm.

LOGO GUIDE- LINES



LOGO MARK ORIGINS

Left Aligned



Diagram illustrating the vertical alignment of the text "OLD MILL CENTRE" in a serif font. The text is left-aligned. A vertical green line marks the left edge of the text. A horizontal green line passes through the middle of the word "MILL". A vertical green line segment on the left side of the text indicates the total height of the text block, labeled "1,872 px". Two horizontal green line segments, each labeled "72px", indicate the height of the "OLD" and "CENTRE" lines respectively.

OLD
MILL
CENTRE

HORIZONTAL

*OLD MILL
CENTRE*

*OLD MILL
CENTRE*

*OLD
MILL
CENTRE*

*OLD
MILL
CENTRE*

MINIMUM

1,872 px

*OLD
MILL
CENTRE*

3,312 px

432 px

*OLD
MILL
CENTRE*

720 px

CORRECT & INCORRECT USE OF LOGO



CORRECT USE

*OLD
MILL
CENTRE*

*OLD
MILL
CENTRE*

*OLD
MILL
CENTRE*



INCORRECT USE

*OLD
MILL
CENTRE*

*OLD
MILL
CENTRE*

*OLD
MILL
CENTRE*

NOTE: Our brand does not allow black text over color, colored text over color, a white background with any type of frame, and any use of secondary colors within the logo.

COLORS

The background is a solid orange color. A large, light-orange, stylized number '2' is positioned on the right side, curving from the top right towards the bottom left. A horizontal bar of the same light-orange color is located at the bottom right, partially overlapping the word 'COLORS'.

BRAND COLORS



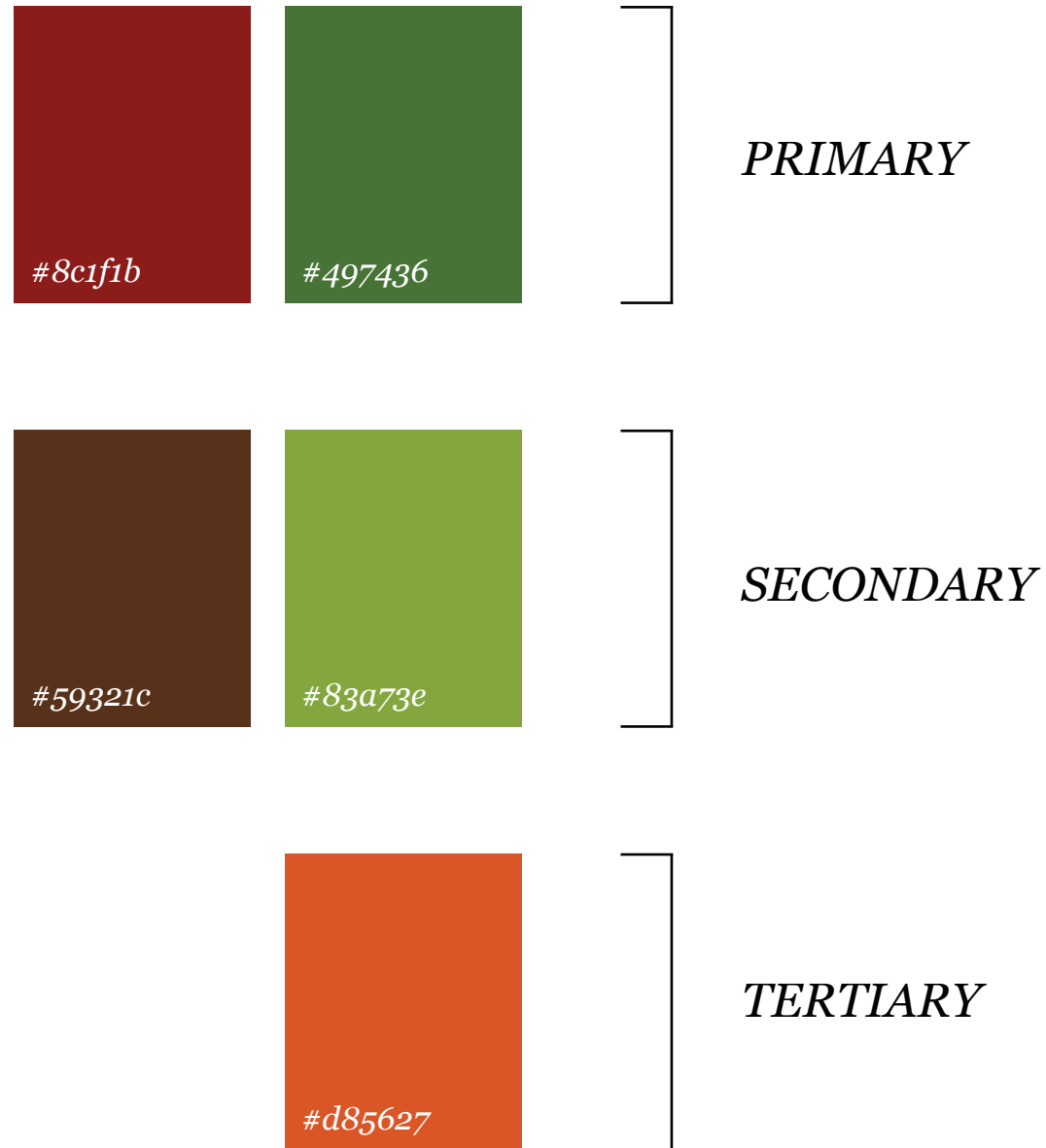
Heritage Red

Old Mill Green

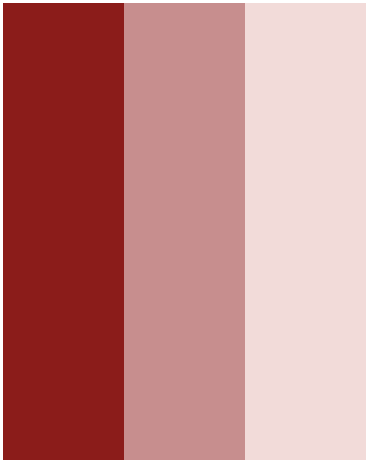
Meadow Green

Rustic Brown

Brick Orange

BRAND COLOR HIERARCHY

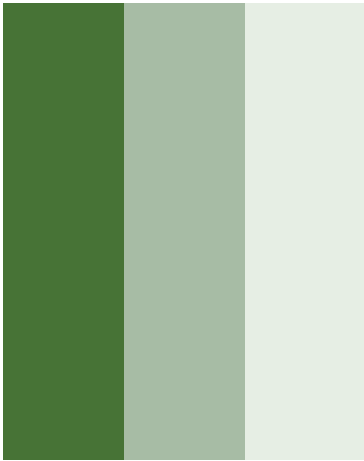
COLOR PALETTE



#8C1F1B

#C88282

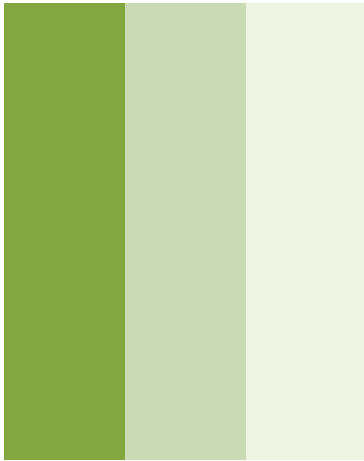
#EDD5D5



#497436

#A0B69A

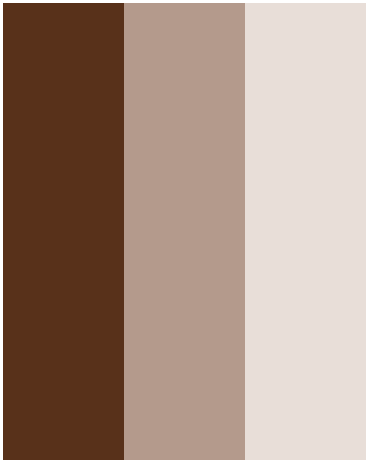
#DEE5DD



#83A73E

#C5D7A9

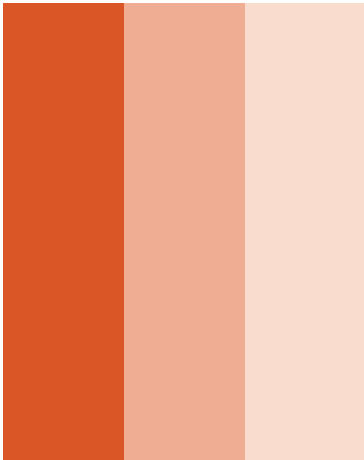
#E7ECD9



#59321C

#B19D8F

#E7DED9



#D85627

#EFAE94

#F8DCCF

TYP0- GRAPHY

LOGO FONT NAME

GEORGIA
ITALIC

HEADER & BODY TEXT

AA

HEADING
105 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&*():"'<,>./

Aa

Body
20 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*():"'<,>./

Source Sans Variable

Regular

*HEADER & BODY TEXT***Aa**SUBHEADING

22 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&*()::”’<,>./

AaBody

17 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()::”’<,>./

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