



MINTOLOGY

Brand Kit

LOGO STRUCTURE & ANATOMY

Our logo encapsulates our brand essence and its structure is purposefully designed for a harmonious and distinctive identity. To uphold our brand integrity, it's crucial that the fundamental anatomy of the logo remains unaltered.



PRIMARY LOGO



SECONDARY LOGO



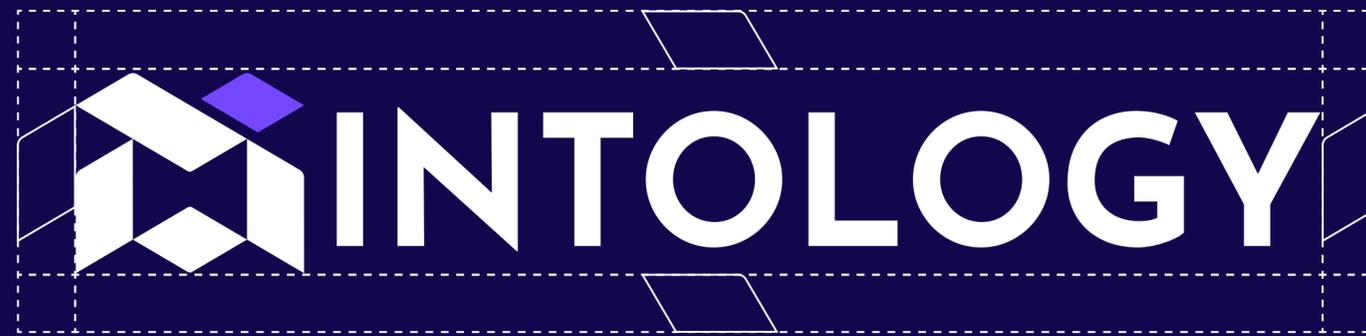
LOGO MARK

LOGO CLEAR SPACE

Exclusion Zone is the area that is required around the outside of the logo. This prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logo mark.



PRIMARY LOGO



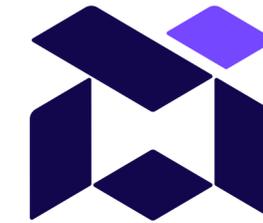
SECONDARY LOGO



LOGO MARK

LOGO VARIATION & COLOUR

In addition we have developed alternate versions/colours to cover all use case scenarios. In all usage situations; please select the logo version that offers the most visual contrast against the background color and/or image.



All logo variations displayed above (Boxes) require prior approval before usage. Kindly reach out to us for confirmation before incorporating any alternate versions found on this page. Your cooperation ensures the consistent and authorized representation of our brand.

MINTOLOGY BRAND COLOURS

There are four colours that make up Mintology's primary colour palette. Wherever possible, only these four colours, their respective colour tints and secondary colours should be used in all Mintology materials.

PRIMARY COLOURS

#7547FF

#12074D

R: 117 G: 71 B: 255

R: 18 G: 7 B: 77

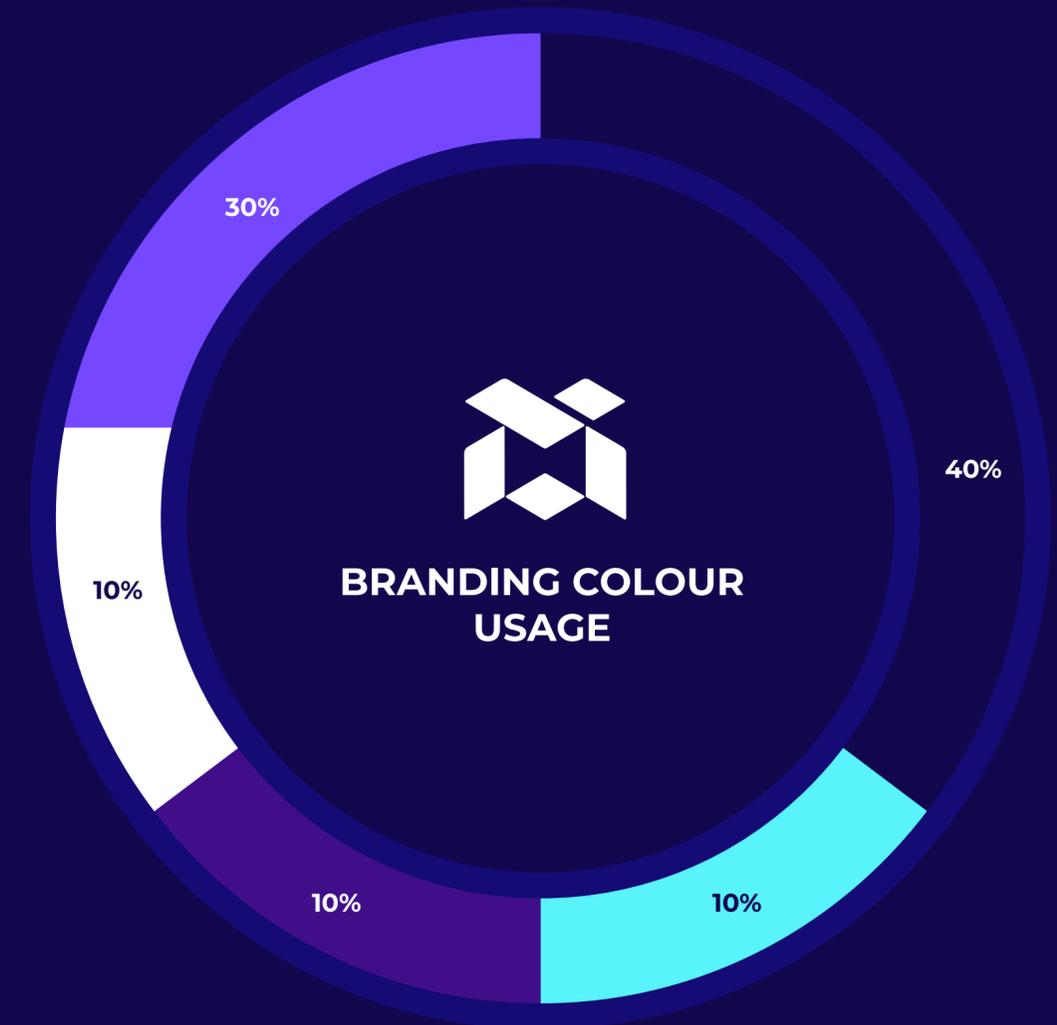
SECONDARY COLOURS

#400E89

#59F3FC

R: 64 G: 14 B: 137

R: 89 G: 243 B: 252



MISUSE OF LOGO

In order to preserve the integrity of the logo, please avoid executions which misuse or amend the identity. Here are some examples of what not to do:



MINTOLOGY

Do not change the logo's orientation or rotation



MINTOLOGY

Recolouring the other elements within the logo



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Do not deform the colour of the logo



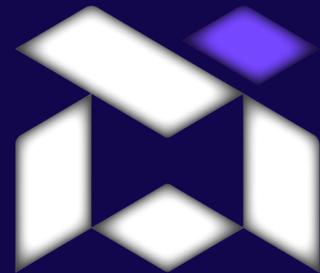
MINTOLOGY

Changing the logo type font



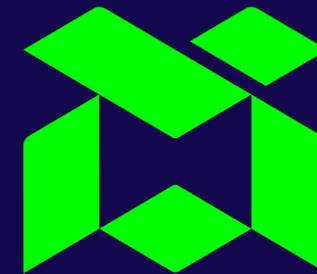
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Changing the layout of the logo icon and logo type



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Adding effects stylized effects on the logo



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Changing the over all logo colour



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Adding extra elements on the logo



THANK YOU FOR YOUR ATTENTION

We appreciate your commitment to maintaining the integrity of our brand. Your attention to the guidelines ensures a cohesive and impactful representation of our identity.

If you have any questions, concerns, or need further clarification, please don't hesitate to reach out. Feel free to email us at marketing@mintable.com