



© Copyright 2021

Press Kit Quick Guide

October 2021

mintbase.io

Feel free to contact marcelo@mintbase.io

Welcome

This document is designed for anyone trying to use Mintbase's Press Kit.

When communicating our brand, we want to assist you in:

- Featuring and referencing the Mintbase brand effectively and correctly
- Providing access to the correct Mintbase Press Kit assets



Always use the original Mintbase files. [Click here to download them.](#)

Contents

1. Mintbase Logo

Info about how to use the Mintbase Logo

2. Mintbase Logo - Do's

Allowed usage variations

3. Mintbase Logo - Dont's

Things to never do with the Mintbase Logo

4. Mintbase Symbol

Info about how to use the standalone symbol

5. Brand Colors

Color usage and proportions

Mintbase Logo

This is our primary and preferred option for most applications, and should be used whenever possible.

Our **MB Red** [#FF2424] color works on dark and light backgrounds.

- 1 Preferred version, over Mintbase BlackBlue [#070C2B].
- 2 Secondary color combination, over White [FFFFFF].



Mintbase Logo - Do's

- 1 Monochrome variations exist for when a simpler solution is needed.
- 2 You can use the **MB Red** `[#FF2424]` logo over neutral backgrounds (shades of gray).



Color contrast: make sure the WCAG 2.1 Level is at least AA for large text

- 3 You can use the **MB Red** `[#FF2424]` logo over dark images or video backgrounds.



Color contrast: make sure there's enough contrast to ensure legibility



Preferred versions are always the ones presented on the previous page.

1



2



3



1

Mintbase Logo - Dont's

- 1 Don't modify the logo or change its font.
- 2 Don't paint the logo with other colors.
Don't fill it with images or gradients.
- 3 Don't use the logo over neutral backgrounds that don't provide sufficient color contrast.
Don't use the logo over any other color background not specified in this guide.
- 4 Always keep enough clearspace between the logo and other elements.

2



3

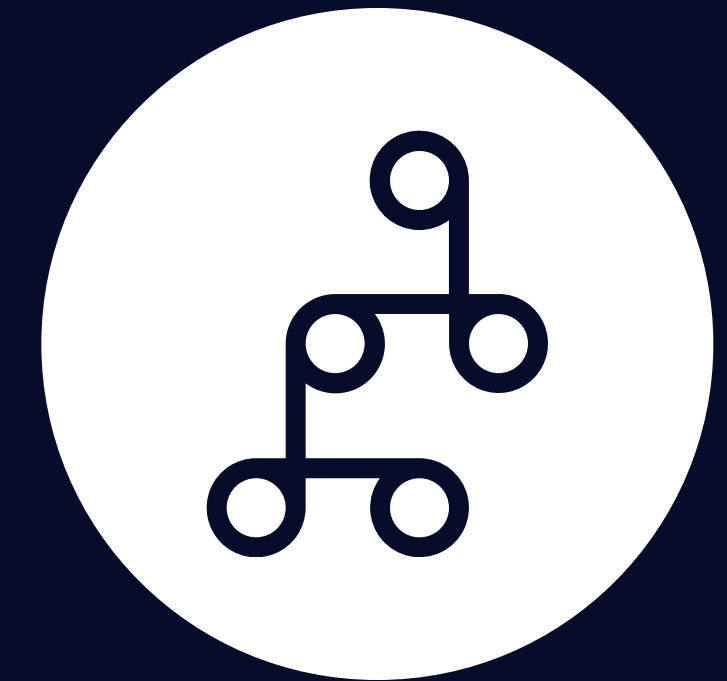
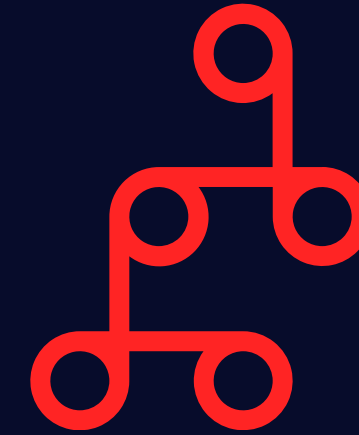


4



Mintbase Symbol

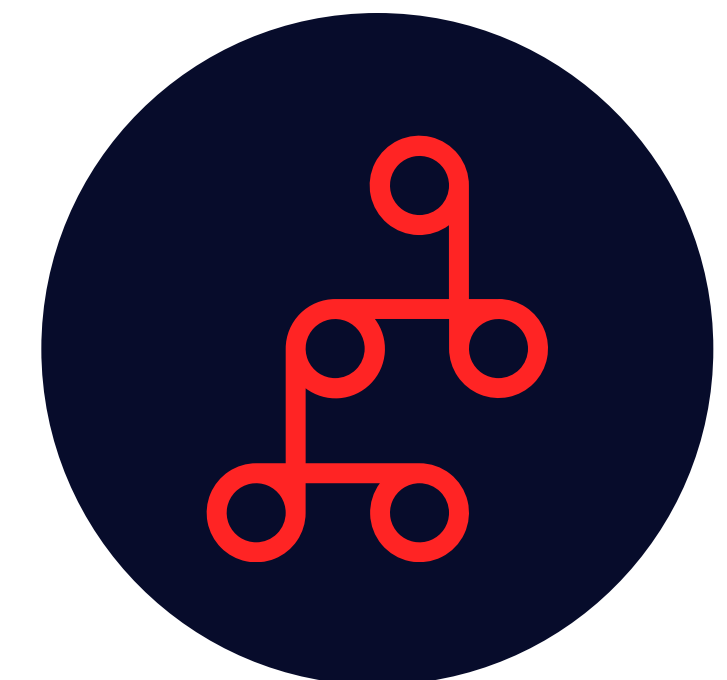
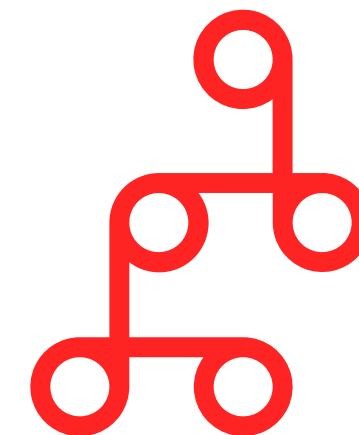
The standalone symbol is of restricted usage and should only be used in specific cases.



If possible, always use the complete logo with the wordmark.



The same do's and don'ts from the logo apply to the standalone symbol.



Brand Colors

The sizes of the squares represent the ideal usage proportions.

White

Usage: Backgrounds; Text over MB Black Blue [#070C2B]

#FFFFFF

R255 G255 B255

C0 M0 Y0 K0

MB Red

Usage: Logo; Text over MB Black Blue [#070C2B]

MB BlackBlue

Usage: Backgrounds

#070C2B

R91 G85 B0

C91 M85 Y0 K67



Printing: these CMYK values don't convert automatically from the HEX. For optimal results you need to manually enter them.

Black

Text over White [#FFFFFF]

#000000

R0 G0 B0

C0 M0 Y0 K100

#FF2424

R255 G36 B36

C0 M95 Y90 K0



MB Red is an important accent color that should be used sparingly. Don't use this color as an background.



© Copyright 2021

Thank you.

mintbase.io

Feel free to contact marcelo@mintbase.io