MINT NFT
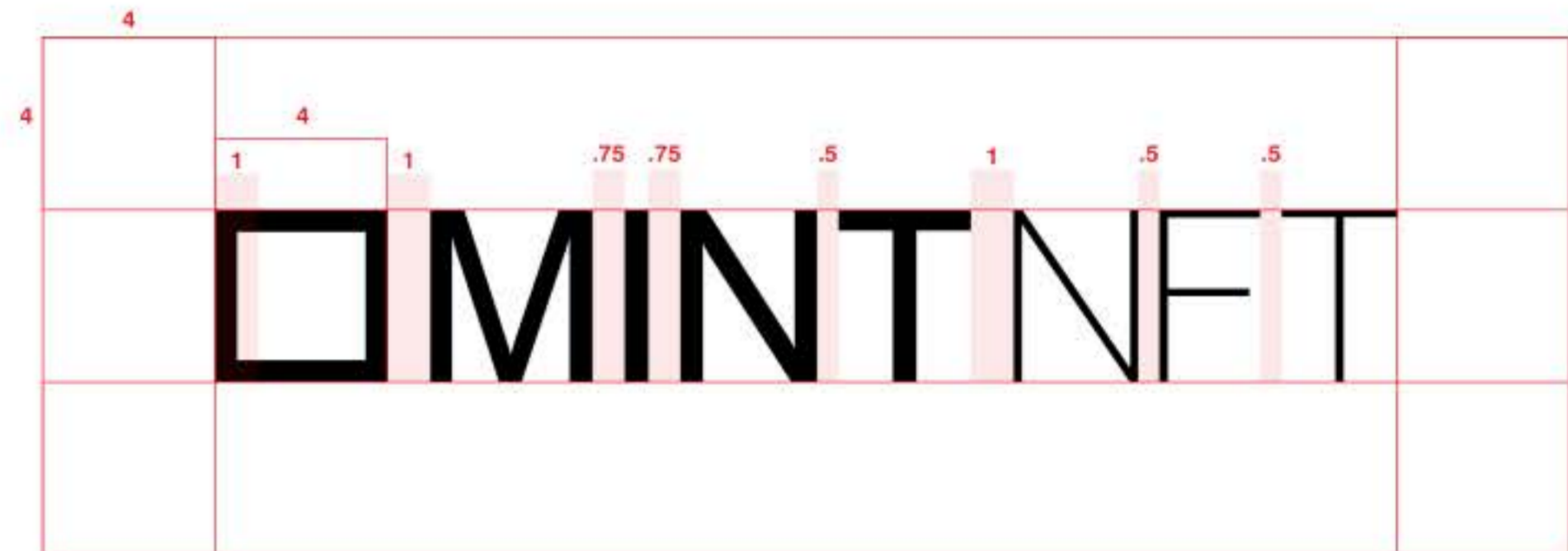
BRAND GUIDELINES 04/22

Contents

01
LOGO

LOGO SPECS

Primary Logo

The MintNFT logo is a wordmark of the brand name in Swiss 721 paired with a square frame. The frame is the foundation of the visual identity.

The logo specifications are as follows:
1 unit is 25% of the width/height of the frame.
4 units is the clearance area of the logo.

COLOR USAGE

Primary Logo

Whenever possible, the primary logo with color should be used.

□MINT NFT

□MINT NFT

□MINT NFT

□MINT NFT

LOGO SPECS
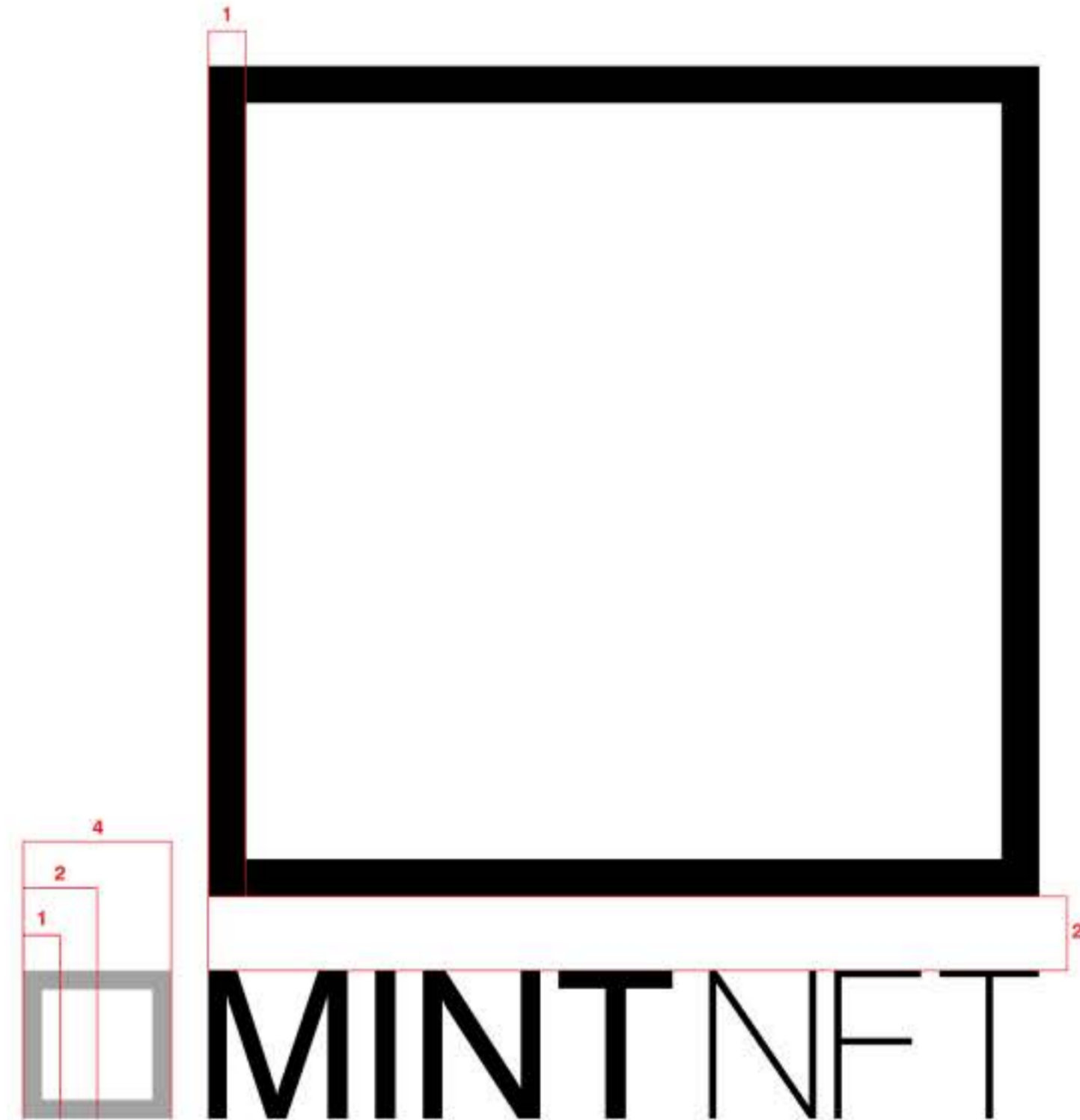# Secondary Logo

The secondary logo is a vertical version of the primary logo. It uses the same proportions from the frame.

The logo specifications are as follows:
4 units is the clearance area of the logo.
The width of the frame is 1 unit and the space between the wordmark and the frame is 2 units.
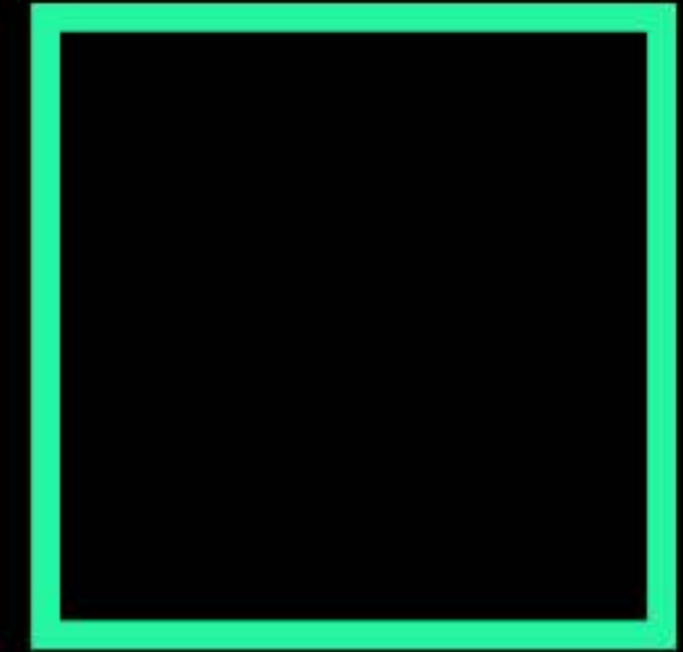
COLOR USAGE
Secondary Logo

Whenever possible, the secondary
logo with color should be used.

02
TYPOGRAPHY

Swiss 721

TYPEFACE

Swiss 721

Swiss 721 is the primary typeface.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

DESKTOP

Headings

Name	Font size + weight	Line Height
# HEADING 1	Roman/120px	100%
## HEADING 2	Roman/56pt	105%
### Heading 3	Roman/44px	105%
Heading 4	Roman/36pt	105%
Heading 5	Bold/32pt	105%
Heading 6	Bold/28pt	105%

Body

Name	Font size	Line Height
Extra Large Text Bold		
Extra Large Text Roman	28pt	120%
Extra Large Text Light		
Large Text Bold		
Large Text Roman	24px	120%
Large Text Light		
Medium Text Bold		
Medium Text Roman	20px	130%
Medium Text Light		
Small Text Bold		
Small Text Roman	14px	130%
Small Text Light		
Extra Small Text Bold		
Extra Small Text Roman	12px	150%
Extra Small Text Light		

DESKTOP

Display and Eyebrow

Name	Font size	Line Height	Letter Spacing
EYEBROW 1	**Medium/20px**	**100%**	**30%**
EYEBROW 2	**Bold/16px**	**100%**	**30%**
EYEBROW 3	**Bold/12px**	**100%**	**30%**

Name	Font size	Line Height
Display 1	**Light/56px**	**120%**
Display 2	**Light/44px**	**120%**
Display 3	**Light/36px**	**120%**

MOBILE

Headings

Name	Font size	Line Height
HEADING 1	Roman/48px	120%
HEADING 2	Roman/40px	120%
Heading 3	Medium/36px	120%
Heading 4	Medium/32px	120%
Heading 5	Medium/28px	120%
Heading 6	Medium/24px	120%

MOBILE

Body

Name	Font size	Line Height
Extra Large Text Bold Extra Large Text Roman Extra Large Text Light	20px	140%
Large Text Bold Large Text Roman Large Text Light	18px	140%
Medium Text Bold Medium Text Roman Medium Text Light	16px	150%
Small Text Bold Small Text Roman Small Text Light	14px	150%
Extra Small Text Bold Extra Small Text Roman Extra Small Text Light	12px	160%

MOBILE

Display and Eyebrow

Name	Font size	Line Height	Letter Spacing
EYEBROW 1	Medium/18px	100%	30%
EYEBROW 2	Bold/14px	100%	30%
EYEBROW 3	Bold/10px	100%	30%

Name	Font size	Line Height
Display 1	Light/36px	120%
Display 2	Light/32px	120%
Display 3	Light/28px	120%

03
COLORS

Primary Color

Mint: #26F6A1

Brand Colors

Seconday Colors
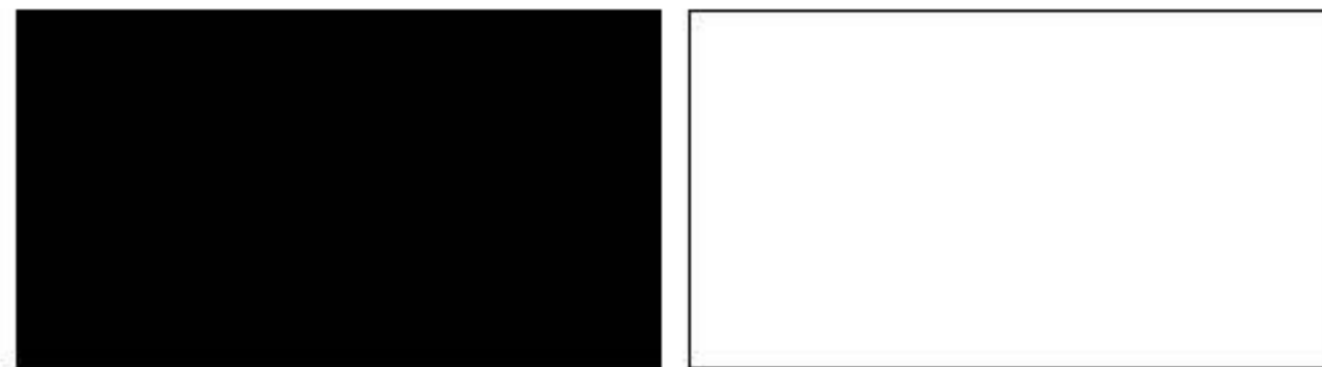
Black: #000000   White: #FFFFFF

Color proportion example:

Color Proportion

Mint (#26F6A1) is the primary brand color. However, it should be used for emphasizing the primary element of layouts only.

BARBIE X BALMAIN

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

In this example, only 1 element uses mint. The primary colors in the layout are white and black. This allows the artwork to be the primary focus with key information about the artwork emphasized in mint.

Color and Typography

For emphasis, a highlight in mint can be used behind text. The highlight should always be mint and the text should always be black. The highlight should remain tight to the highlighted text.

THIS IS CORRECT USAGE

THIS IS INCORRECT USAGE

No black highlights

THIS IS INCORRECT USAGE

No white text

THIS IS INCORRECT USAGE

Too much highlight (use tape asset as alternate if appropriate)

04
GRAPHIC ELEMENTS

Graphic Elements

Images should always be the primary focus of layouts and typography is the main design element for the brand. These graphic elements in the following pages should be used according to guidelines and work compositionally in layouts without overpowering the images or overall message.
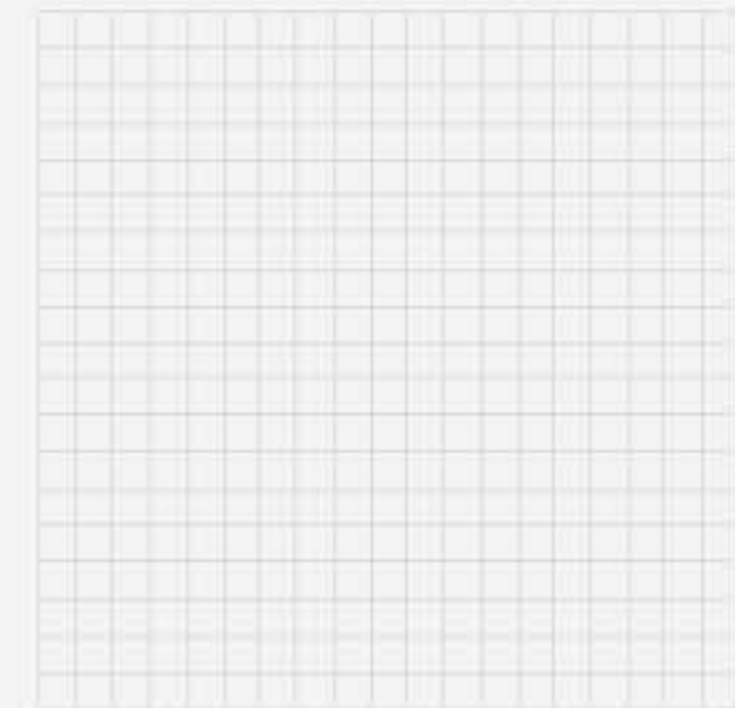
COMING SOON COMING SOON COMING SOON COMING SOON

COMING SOON COMING SOON COMING SOON COMING SOON

Tape

MINT
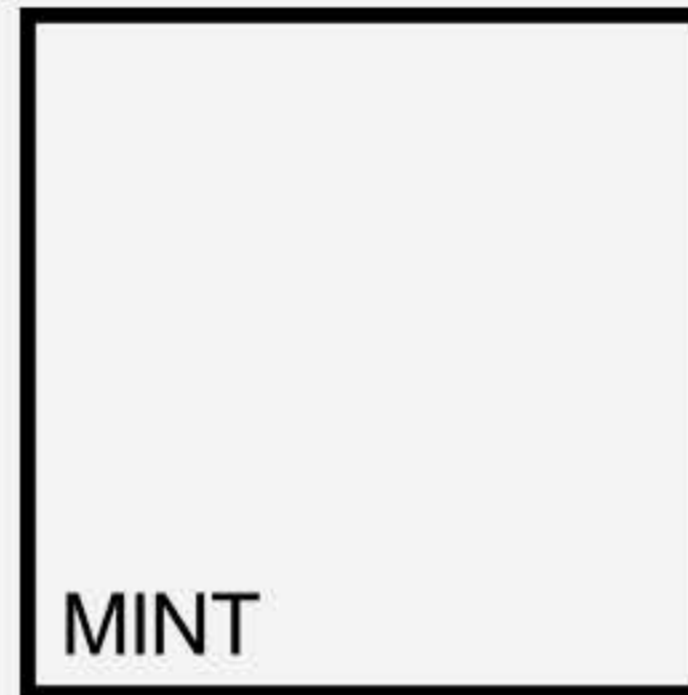
Frame

Grid

Arrows

Tape

The tape is a nod to the historical financial communications medium, ticker tape. It should be used in social layouts to communicate subcontent. It should use repeating words, fit the width/height of the composition, and be flush to an edge.

OON COMING SOON COMING SOON COMING SOON COMING SOON COMING SOON COMING SOON COM

OON COMING SOON COMING SOON COMING SOON COMING SOON COMING SOON COMING SOON COM

X-Small

SOON COMING SOON COMING SOON COMING SOON COMING SOON COMIN

SOON COMING SOON COMING SOON COMING SOON COMING SOON COMIN

Medium

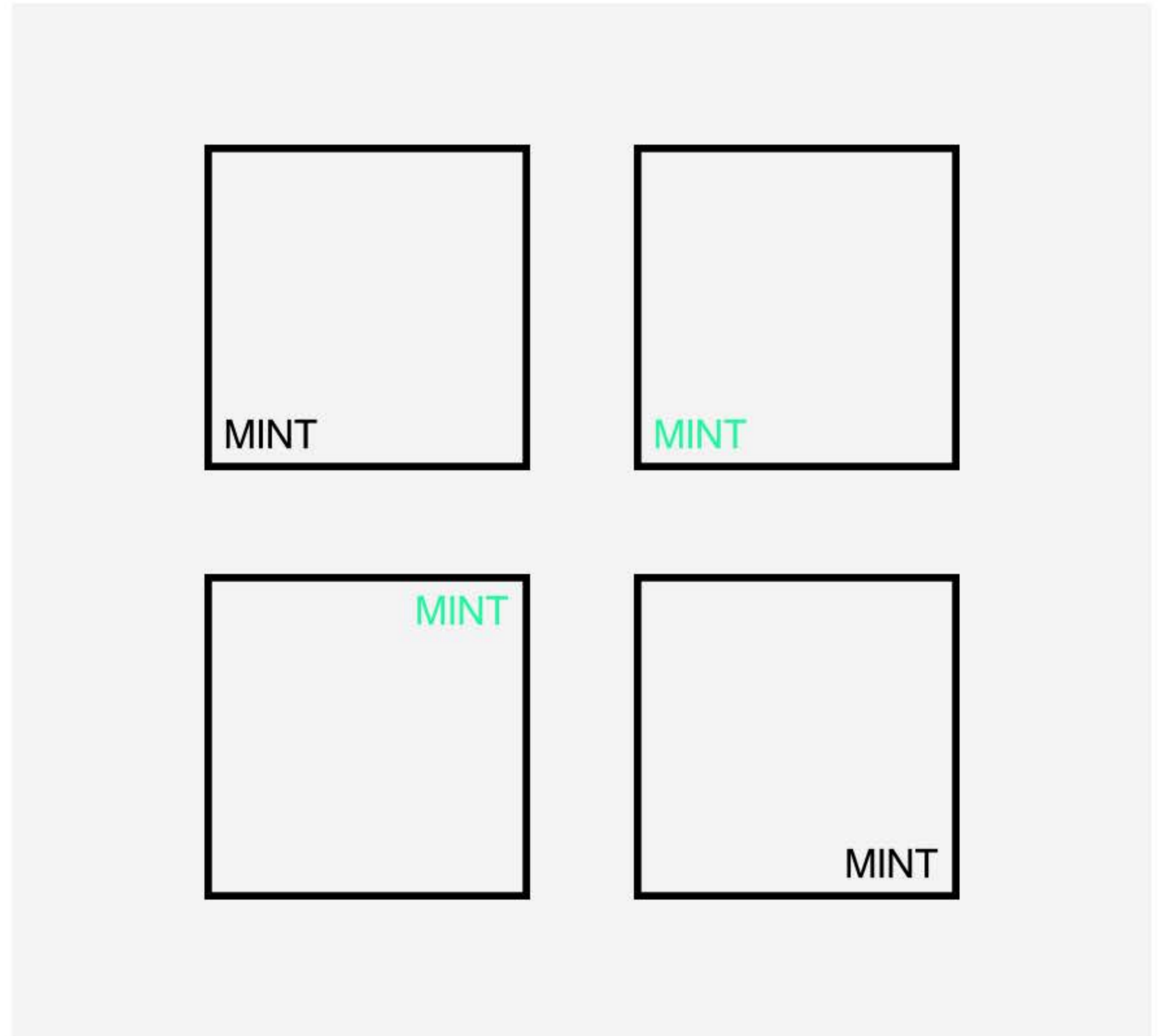COMING SOON COMING SOON COMING SOON COMING SOON

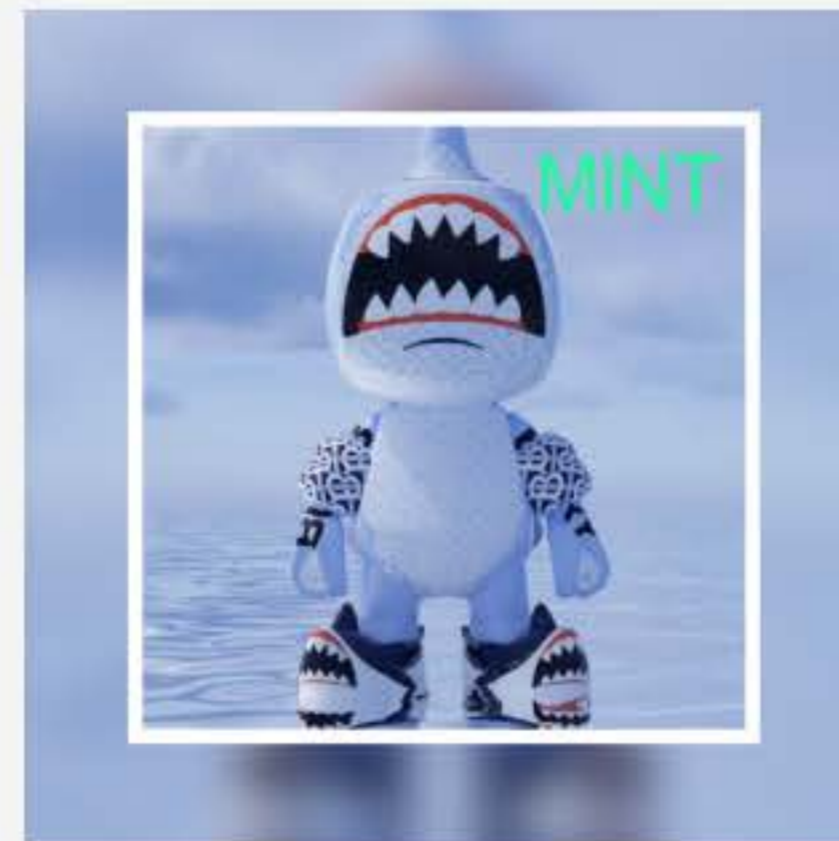COMING SOON COMING SOON COMING SOON COMING SOON

Large

Frame

The frame is constructed from the logo. It is to be used as an overlay and act as a watermark. The orientation and color chosen should be the least obstructive to the image and the most readable.

The frame follows the same "don'ts" as the primary logo.

MINT

MINT

MINT

MINT

Frame in Use

The frame can contain the image, or the image can blead from the frame with a blur. Note that the focal content of the image is not obstructed and the "Mint" is clearly visible.

Grid

The grid is an extrapolation of the logo. It should be used as a subtle foundational background element or texture. When paired with the logo the grid and logo, should fit together at the frame.

Arrows

Arrows are to be paired with headlines and bring emphasis to wayfinding to more content such as in an Instagram carousel.

Arrows are also used as cta's on the website.
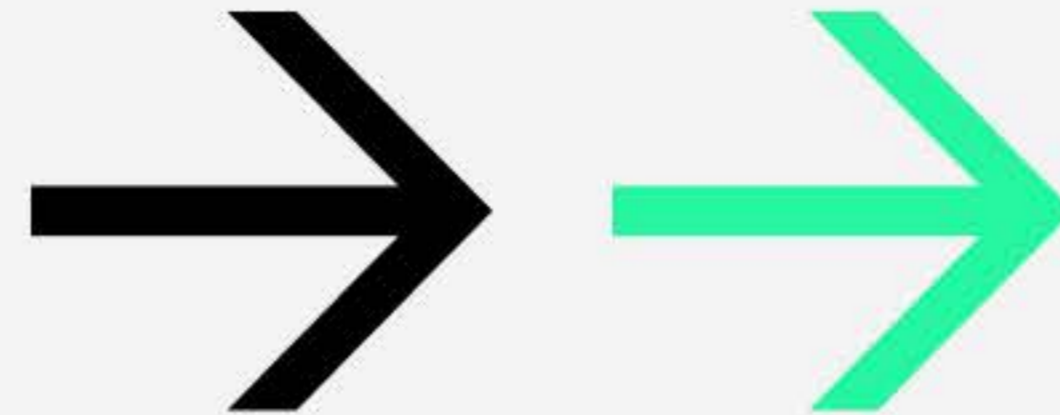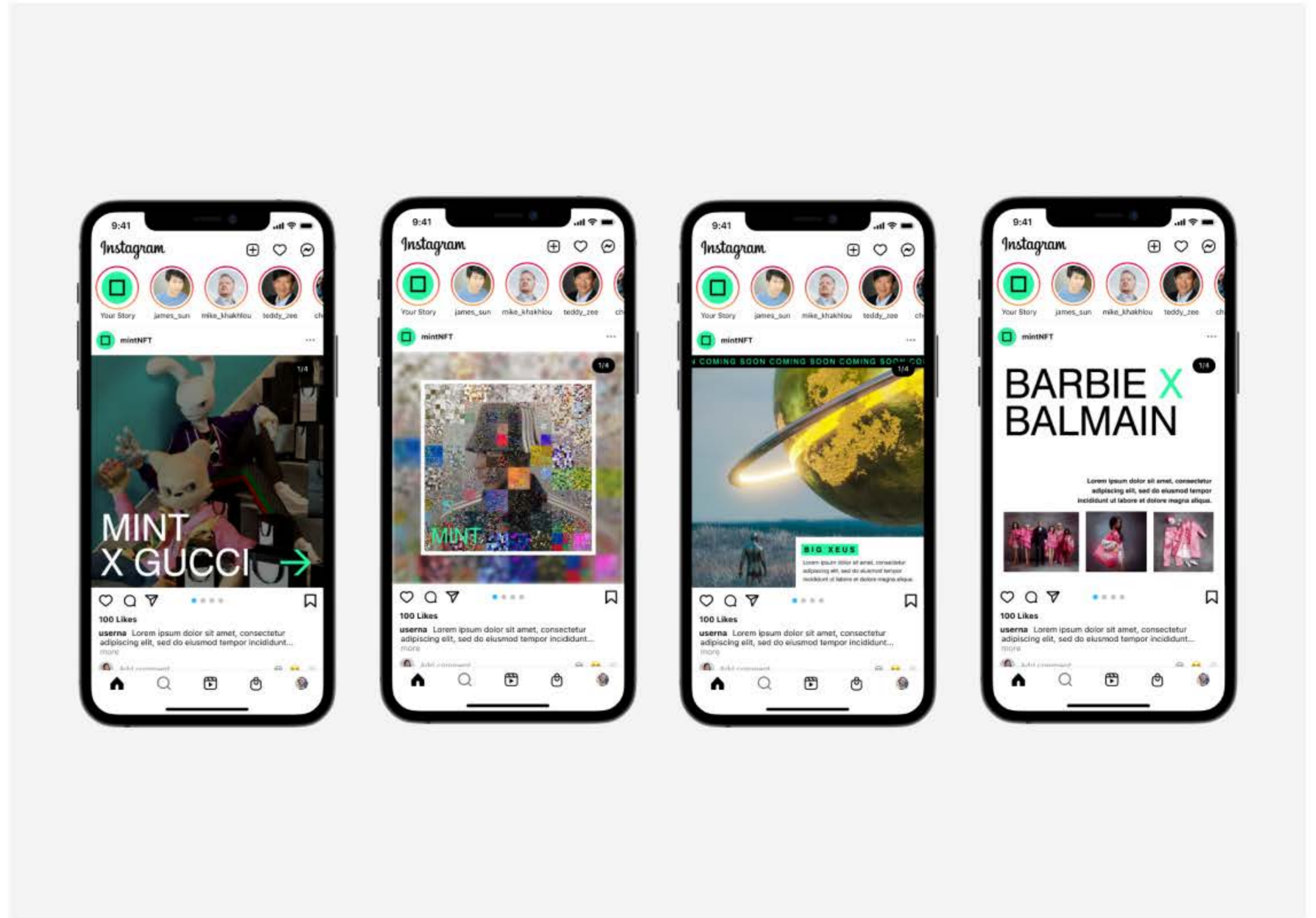
Button →
Button →
Button →

Note that the height of the arrow is equal to the cap height.

05
USAGE EXAMPLES

Organic Social

Organic Social

Typography Focused Post

Image Only Post

Typography + Image

Website

Out-of-home

Apparel

THANK YOU