Introduction

Your guide to brand consistency and creative clarity.

This brand book is more than a design manual. It’s a toolkit for anyone creating Mintoak experiences across print, digital, product, or social. Use this as your north star to maintain consistency and clarity across every brand expression.

1 . Overview

The brand guidelines outline Mintoak’s visual identity. Please adhere closely to these guidelines to ensure that our visual communications are unified. Also keep in mind that this document is, ultimately, a **guide.** Use the brand guidelines as a starting point along with your best judgment.

For any questions about these guidelines, please contact the design team. Thank you.

mintOak

Logo

Our logo is more than a symbol. It's a first impression. A brand handshake. It needs to be treated with respect.

This section outlines best practices to ensure every use of the Mintoak logo is impactful and on-brand.

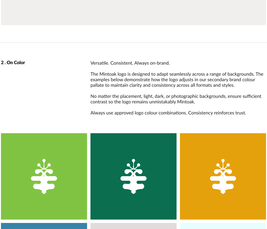
1. Logo Basics

The Mintoak logo is available in both horizontal and vertical configurations. The vertical logo is our primary logo.

Maintain a clear space around the logo equal to the width of the "o" in "mint oak" (denoted as "x"). This ensures breathing room and visual impact.

Reproduce the logo at a size that is always legible and crisp, whether it's on-screen or in print. Ensure a strong contrast between the logo and its background for optimal visibility.

When referencing Mintoak in text, use an uppercase "M" and lowercase "o," with no space between "Mint" and "oak."



2. On Color

Versatile. Consistent. Always on-brand.

The Mintoak logo is designed to adapt seamlessly across a range of backgrounds. The examples below demonstrate how the logo adjusts in our secondary brand colour pallate to maintain clarity and consistency across all formats and styles.

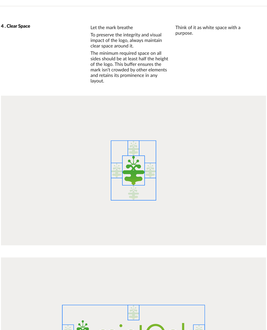
No matter the placement, light, dark, or photographic backgrounds, ensure sufficient contrast so the logo remains unmistakably Mintoak.

Always use approved logo colour combinations. Consistency reinforces trust.

3.1. Scale

Designed to perform at every scalable size.
Our logo is engineered for clarity from the smallest screens to the largest billboards. There is no upper limit on scale, but always exercise good judgment. When used small, legibility is key. If it's hard to read, it's too small.

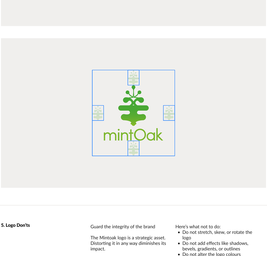
Minimum recommended sizes:
- Digital: 22 pixels (height)
- Print: 0.2 inches (height)



3.2. Scale

Designed to perform at every scalable size.
Our logo is engineered for clarity from the smallest screens to the largest billboards. There is no upper limit on scale, but always exercise good judgment. When used small, legibility is key. If it's hard to read, it's too small.

Minimum recommended sizes:
- Digital: 22 pixels (height)
- Print: 0.2 inches (height)

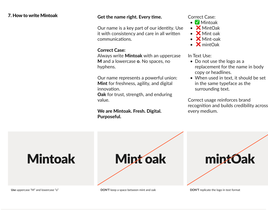


4. Clear Space

Let the mark breathe
To preserve the integrity and visual impact of the logo, always maintain clear space around it.

The minimum spacing should be all sides should be at least half the height of the logo. This buffer ensures the mark isn't crowded by other elements and retains its prominence in any layout.

Think of it as white space with a purpose.



5. Logo Don'ts

Guard the integrity of the brand

The Mintoak logo is a strategic asset. Distorting it in any way diminishes its impact.

Here's what not to do:
- Do not stretch, skew, or rotate the logo.
- Do not add effects like shadows, bevels, gradients, or outlines
- Do not alter the logo colours outside approved palettes.
- Do not use the logo over busy backgrounds that reduce legibility
- Do not crop, mask, or incorporate the logo into other graphics
- Treat the logo with respect. It's a brand trust. Treat the logo with care, it carries our identity.

6. Logo + Partner Logo

Please follow these guidelines for things you should do when using the Mintoak logo alongside a partner's. Do not alter the Mintoak logo in any way. Give about 30 px spacing between the logos and the divider. The Mintoak Logo will appear on the right side of the partner logo.

Improper use of the logo degrades its value to our audience, so please use when working with it.

7. How to write Mintoak

Get the name right. Every time.

Our name is a key part of our identity. Use it with consistency and care in all written communications.

Correct Case:
Always write **Mintoak** with an uppercase **M** and a lowercase **o**. No spaces, no hyphens.

Our name represents a powerful union: **Mint** for freshness, agility, and digital innovation. **Oak** for trust, strength, and enduring value.

We are Mintoak. Fresh. Digital. Purposeful.

Correct Case:
- ✅ Mintoak
- ❌ MintOak
- ❌ Mint oak
- ❌ Mint-oak
- ❌ mintOak

In Text Use:
- Do not use the logo as a replacement for the name in body copy or headlines.
- When used in text, it should be set in the same typeface as the surrounding text.

Correct usage reinforces brand recognition and builds credibility across every medium.

mintOak

Typography

Our voice, visualised

Typography is a key pillar of Mintoak's identity system. It gives form to our voice striking a balance between authority and approachability, clarity and character.

Our chosen typeface, Lato, captures that duality. Its clean geometry makes it perfect for a brand that's digital-first, people-focused, and decisively modern.

1. Lato

Friendly. Flexible. Familiar.

Lato is Mintoak's official brand typeface. Purposefully selected for its balance of professionalism and personality, it brings clarity to complex ideas and consistency to every communication.

Its flexibility across weights and widths ensures it performs beautifully in headlines, interfaces, presentations, and beyond.

Lato is more than a typeface; it's the tone of our words, made visible.

2. Variation

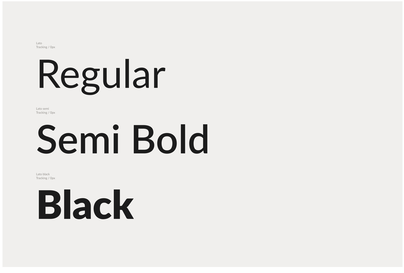
Lato supports a wide range of visual expressions through its variable font format, enabling dynamic control over weight, width, and italics. Here's how we use it across the Mintoak ecosystem:

Standard Use:
- Weight: Regular to Bold
- Width: Regular width (VAR 'width' 96)

Extended Style:
- Weight: Medium (VAR 'wght' 480)
- Width: Extended (VAR 'width' 115)
- Use sparingly for emphasis in large-format or display environments

Compressed Style:
- Weight: Bold (VAR 'wght' 640)
- Width: Compressed (VAR 'width' 44)
- Best for space-constrained layouts requiring visual punch

Italics:
- Use full italics only (VAR 'ital' 100)
- Avoid fractional or mixed italic styles



3. Hierarchy

Structure that speaks with style

Typography brings structure to our content. When used thoughtfully, it guides attention, communicates intent, and creates rhythm across our visual system.

While exact sizes and styles vary by medium (digital, print, social), our foundational principles are consistent:
- Use **larger weights and bold widths** for emphasis and headlines
- Keep **body text clean and legible** using Regular or Medium
- Maintain **consistent alignment and ample line spacing** for readability

Always reference the Mintoak Design System for specific type styles in UI and digital assets.

4. Usage Examples

Typography meets tone

The Mintoak voice is confident, clear, and human. Lato supports this voice visually, never stiff, never loud, always purposeful.

Below, you'll find examples of how type and colour come together to express our brand personality across different use cases.

mintOak

Colours

Bold. Expressive. Purposefully prismatic.

Mintoak's colour palette gives the brand its visual pulse. It balances vibrant, high-energy hues with a confident use of black and white, creating a look that's fresh, digital, and unmistakably ours.

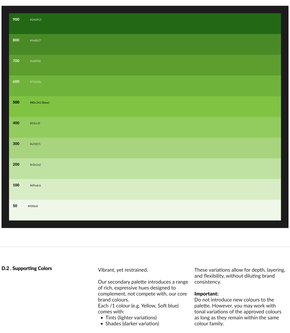
D.1 . Our Color Palette

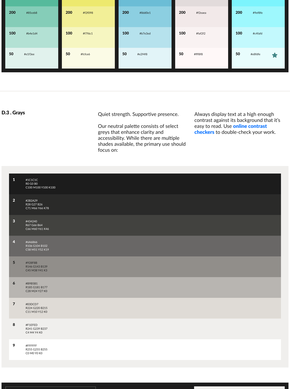
Our signature, defined.

At the heart of our palette is Mintoak Green (#80C341) our primary brand colour and the most recognisable visual asset after our logo.

This green represents growth, possibility, and progress. It's supported by our foundational anchors of black, white and secondary colours . Together, these form the essential triad of our brand colour system.

Use these colours generously and with intention. They're not just a design choice, they're a reflection of our identity.





D.2 . Supporting Colors

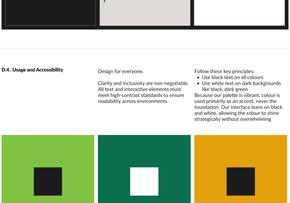
Vibrant, yet restrained.

Our secondary palette introduces a range of rich, expressive hues designed to complement, not compete with, our core brand colours.
Each /1 colour (e.g. Yellow, Soft blue) comes with:

- Tints (lighter variations)
- Shades (darker variation)

These variations allow for depth, layering, and flexibility, without diluting brand consistency.

Important:
Do not introduce new colours to the palette. However, you may work with tonal variations of the approved colours as long as they remain within the same colour family.

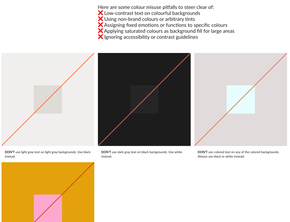


D.3 . Grays

Quiet strength. Supportive presence.

Our neutral palette consists of select greys that enhance clarity and accessibility. While there are multiple shades available, the primary use should focus on

Always display text at a high enough contrast against its background. Ensure it's easy to read. Use **online contrast checkers** to double-check your work.



D.4 . Usage and Accessibility

Design for everyone.

Clarity and inclusivity are non-negotiable. All text and interactive elements must meet high-contrast standards to ensure readability across environments.

Follow these key principles:

- Use black text on all colours
- Use white text on dark backgrounds like black, dark green

Because our palette is vibrant, colour is used primarily as an accent, never the foundation. Maintain clarity by relying on black and white, allowing the colour to shine strategically without overwhelming

D.5 . Color Don'ts

What to avoid. What to protect.

Here are some colour misuse pitfalls to steer clear of:

- ❌ Low-contrast text on colourful backgrounds
- ❌ Using non-brand colours or arbitrary tints
- ❌ Assigning fixed emotions or functions to specific colours
- ❌ Applying saturated colours as a dominant fill for large areas
- ❌ Ignoring accessibility or contrast guidelines

DON'T use light grey text on light grey backgrounds. Use black instead

DON'T use dark grey text on black backgrounds. Use white instead.

DON'T use colored text on any of the colored backgrounds. Always use black or white instead.

DON'T combine two different colors that clash.