mintOak

# Logo

**Our logo represents Mintoak to the world. It's often people's entry point into our brand system, so it should be used with care.** This section lays out some guidelines for how to use the logo effectively, ensuring that Mintoak's outward-facing identity is cohesive and strong.

## 1 — Logo Basics

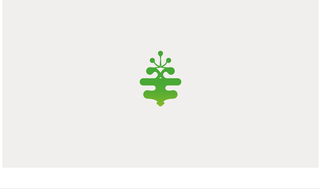
There are multiple configurations and versions of the Mark. Use the correct one based on context. The Mark can be used in its horizontal or vertical configuration.

Always surround the Mark with sufficient free space, based on 'x', which is equal to the width of the "n" in the 'mintoak' Logotype.

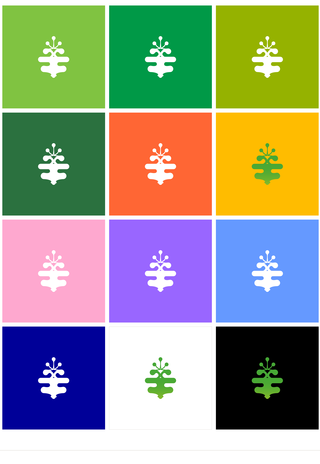
Always reproduce the Mark at a size that is clear and legible (depending on screen / print resolution).

Always provide sufficient contrast with the background against which the Mark appears.

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



## 2 — On Color



## 3 — Scale

The logo is designed to be legible, even at small sizes. There is no limit to how big you can make the logo at large scale, but be careful at smaller sizes. If legibility is an issue, the logo is too small.

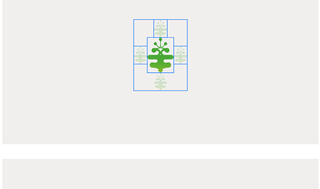
Recommended minimum size is 22 pixels (height) for screen, and 0.2 inches (height) in print.

## 4 — Clear Space

*Always* provide plenty of space around the logo. These guidelines outline the **minimum** amount of clear space you should use.

The space on each side of the logo should be equal to or greater than half the size of the logo itself.

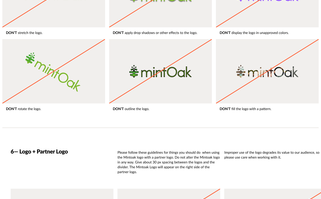
Giving the logo ample clear space ensures it will present well, without other visual elements clashing with it.



## 5— Logo Don'ts

Please follow these guidelines for things you **shouldn't** do when using the Mintoak logo. Do not alter the Mintoak logo in any way. Don't apply superfluous effects (drop shadows, bevels, embossing) to it. Only display it in approved color pairings.

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




**DON'T** stretch the logo.

**DON'T** apply drop shadows or other effects to the logo.

**DON'T** display the logo in unapproved colors.

**DON'T** rotate the logo.

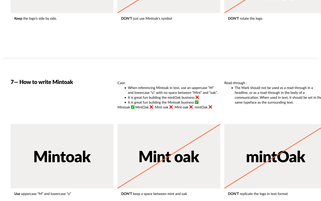
**DON'T** outline the logo.

**DON'T** fill the logo with a pattern.

## 6— Logo + Partner Logo

Please follow these guidelines for things you should do when using the Mintoak logo with a partner logo. Do not alter the Mintoak logo in any way. Don't apply any effects to it. Only display it in approved choices. 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 care when working with it.




**Keep** the logo's side by side.

**DON'T** just use Mintoak's symbol

**DON'T** rotate the logo.

## 7— How to write Mintoak

Core

- When referencing Mintoak in text, use an uppercase "M" and lowercase "o" with no space between "Mint" and "oak".
- It is great fun building the mintOak business ✅
- It is great fun building the Mintoak business ✅

Mintoak ❌ Mint oak ❌ Mint oak ❌ mintOak ❌

Read through :

- The Mark should not be used as a read through in a sentence. It is a representation of the body of a communication. When used in text, it should be set in the same typeface as the surrounding text.

Use uppercase "M" and lowercase "o".

**DON'T** keep a space between mint and oak

**DON'T** replicate the logo in text format



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