

# Mineral<sup>®</sup>

LOGO USAGE

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## Introduction

This toolkit is essential for anyone responsible for working with the Mineral brand. It provides guidance on how Mineral should be presented to the world and sets the expectations for the experiences we create. Use it as a handy strategic and creative guide for everything you do.

# Logos

## Logos

Our primary wordmark feels trustworthy, balanced, and foundational. The letterforms combine sturdy flat edges with soft curves which echo our approachable and warm (yet serious) work. The Diamond dot of the “i” is a direct reference to our brand name. It symbolizes the essential and atomic nature of our brand while adding a friendly, human wink.

Our secondary mark shows the strong and balanced “M” letterform paired only with the Diamond in a contrasting brand color. This monogram-style mark highlights the expertise of the Mineral team and our product.

# Primary Logo

This is the primary logo for Mineral. It should be used for any material or branded space that pertains to Mineral as a whole. Use it in all instances where the Mineral logo is the sole representation of the brand.

**USAGE:**

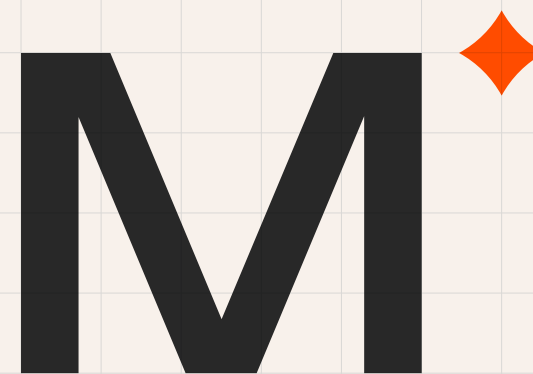
- For print applications, the minimum size for the primary logo is 0.75 in wide.
- For digital applications, the minimum size for the primary logo is 110 px wide.



# Secondary Logo

This is the secondary logo for Mineral. It is a single letter monogram that can be used as a substitute for the primary logo when space is an issue or when a minimalist aesthetic is preferred.

It can be used for social media avatars, internal applications, and general branded materials like merchandise and posters. It can also be utilized in tandem with the primary logo in larger, more artful applications like wild postings or trade booth designs.



# Clear Space for Logos

Always allow for an M's worth of space around the brand logos. Avoid placing any elements within the outlined area (except for the ®).





# Primary Logo with Color

You can use the White primary logo on the following background colors: Graphite (blue gray), Citrine (orange), Quartz (blue), Amber (yellow), and Topaz (peach).

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# Logo Don'ts



DO NOT OUTLINE OR APPLY A STROKE.



DO NOT PLACE IN A SHAPE.



DO NOT APPLY EFFECTS LIKE  
DROP SHADOWS OR GLOWS.



DO NOT APPLY GRADIENTS.



DO NOT ALTER THE SIZE  
OF THE DIAMOND.



DO NOT ROTATE.



DO NOT DISTORT.



DO NOT SET ON A CURVE.



DO NOT SET IN NON-BRAND COLORS.



DO NOT SET IN MULTIPLE COLORS.



DO NOT ADD MORE DIAMONDS.



DO NOT CHANGE OUT THE DIAMOND  
WITH OTHER SHAPES OR IMAGES.



# Logos with Photos

When using the primary logo with a photo always place it in one of the four corners. Try to chose a corner that is not too busy so the logo can stand out.

We never use the secondary mark over photos because the Diamond is likely to get lost due to it's small size and because we only use that mark in Charcoal which will not work for all photos.





# Color

# Brand Colors

The top row represents our main colors while the bottom row are our secondary support colors. Though they can be used together, lean on the main colors for more straightforward brand expressions pieces when possible. Secondary colors can be used when a larger palette is necessary.

## CITRINE

HEX: #F15A26  
RGB: 241/90/38  
CMYK: 0/69/100/0  
PMS: ORANGE 021 U

## SOAPSTONE

HEX: #EFE3D9  
RGB: 239/227/217  
CMYK: 2/3/7/8  
PMS: WARM GRAY 1 U

## QUARTZ

HEX: #9CDEFF  
RGB: 156/222/255  
CMYK: 44/0/3/0  
PMS: 2975 U

## CHARCOAL

HEX: #282828  
RGB: 40/40/40  
CMYK: 86/69/43/55  
PMS: BLACK 3 U

## TOPAZ

HEX: #FFAD76  
RGB: 255/173/118  
CMYK: 0/35/53/0  
PMS: 7410 U

## GRAPHITE

HEX: #647785  
RGB: 100/119/133  
CMYK: 44/11/3/40  
PMS: 2165 U

## AMBER

HEX: #FAC03B  
RGB: 250/192/59  
CMYK: 1/17/93/3  
PMS: 7406 U

## WHITE

HEX: #FFFFFF  
RGB: 255/255/255  
CMYK: 0/0/0/0