

Mineral[®]

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.

The image shows the primary logo for Mineral, which consists of the word "Mineral" in a bold, sans-serif font. A small diamond-shaped symbol is positioned above the letter 'i'. A registered trademark symbol (®) is located at the end of the word.

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 show 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 ® or ™).



Primary Logo with Color

You can use the primary logo on the following background colors: Soapstone (tan), Citrine (red), Quartz (blue), Amber (yellow), and white.

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Logo Don'ts



Mineral

DO NOT OUTLINE OR APPLY A STROKE.



Mineral

DO NOT PLACE IN A SHAPE.



Mineral

DO NOT APPLY EFFECTS LIKE
DROP SHADOWS OR GLOWS.



Mineral

DO NOT APPLY GRADIENTS.



Mineral

DO NOT ALTER THE SIZE
OF THE DIAMOND.



Mineral

DO NOT ROTATE.



Mineral

DO NOT DISTORT.



Mineral

DO NOT SET ON A CURVE.



Mineral

DO NOT SET IN NON-BRAND COLORS.



Mineral

DO NOT SET IN MULTIPLE COLORS.



Mineral

DO NOT ADD MORE DIAMONDS.



Mineral

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 choose 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 its small size and because we only use that mark in Charcoal which will not work for all photos.



Color

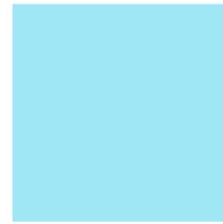
Brand Colors

The top row represents our primary colors. The second and third rows are our secondary support colors. Though they can be used together, lean on the primary colors for more straightforward brand expressions pieces when possible. Secondary colors, tints of Soapstone, and tints of Charcoal may be used when a larger palette is necessary.



CITRINE

HEX: #F15A26
RGB: 241/90/38
CMYK: 0/80/96/0
PMS: Solid Coated 1655 C



QUARTZ

HEX: #9FE7F5
RGB: 159/231/245
CMYK: 33/0/5/0
PMS: 635 U



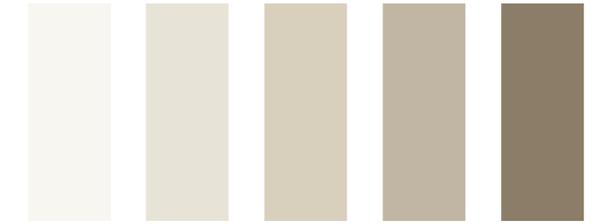
AMBER

HEX: #F9D88F
RGB: 249/216/143
CMYK: 2/14/51/0
PMS: 7402 U



SOAPSTONE

HEX: #F7F6F1
RGB: 247/246/241
CMYK: 2/1/4/0
PMS: P1-1 C



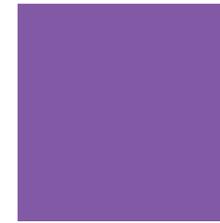
EMERALD

HEX: #5EA283
RGB: 94/162/131
CMYK: 66/18/58/1
PMS: Solid Coated 7723 C



SAPPHIRE

HEX: #429EBD
RGB: 66/158/189
CMYK: 71/23/18/0
PMS: 7703 U



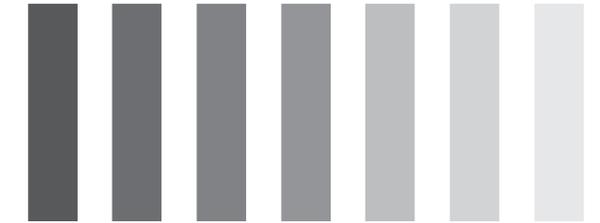
AMETHYST

HEX: #8159A5
RGB: 129/89/165
CMYK: 56/75/0/0
PMS: 2597 U



CHARCOAL

HEX: #282828
RGB: 40/40/40
CMYK: 71/65/64/68
PMS: Solid Coated 426 C



RUBY

HEX: #96402D
RGB: 150/64/45
CMYK: 28/82/88/24
PMS: 7600 C



TOPAZ

HEX: #FFAD76
RGB: 255/173/118
CMYK: 0/35/56/0
PMS: 714 U



WHITE

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