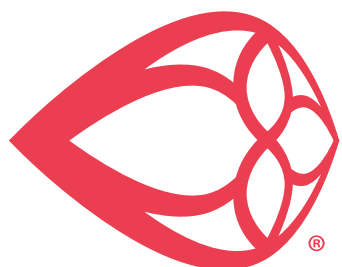
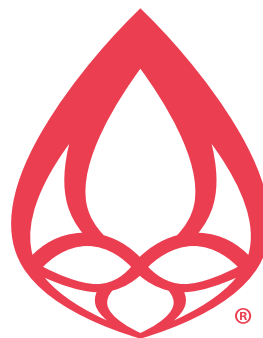




mynt



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pms 710

R 227 C 5
G 71 M 87
B 97 Y 51
K 0

pms 368

R 102 C 64
G 188 M 0
B 41 Y 100
K 0

pms 021

R 255 C 0
G 90 M 79
B 0 Y 100
K 0

pms 2995

R 0 C 83
G 168 M 11
B 225 Y 2
K 0

pms 1495

R 255 C 0
G 146 M 52
B 49 Y 86
K 0

pms 192

R 231 C 0
G 15 M 100
B 71 Y 68
K 0

pms
cool gray 11

R 77 C 67
G 78 M 59
B 83 Y 53
K 34

pms 877

R 132 C 51
G 136 M 40
B 139 Y 39
K 4

pms 1535

R 148 C 28
G 66 M 79
B 14 Y 100
K 25

pms 3025

R 0 C 100
G 82 M 62
B 111 Y 38
K 20

pms 200

R 190 C 18
G 15 M 100
B 52 Y 83
K 8

pms
cool gray 1

R 226 C 10
G 225 M 8
B 221 Y 10
K 0

logo guidelines

Below are examples of correct logo usage. The mynt logo and icon together should primarily look like the examples shown here. When being used in a vertical space, the mynt logo and icon should be positioned with the the icon on top, pointing up. The icon should always be placed before the logo text and not after.

correct logo usage

light
background



mynt



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mynt

dark
background



mynt



mynt



mynt

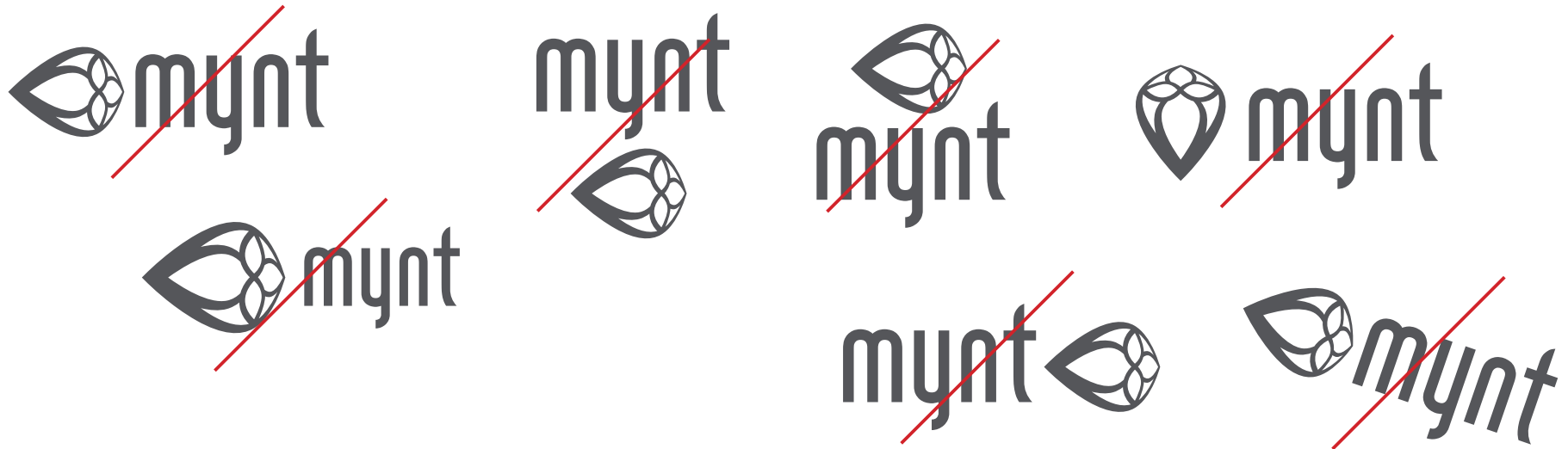


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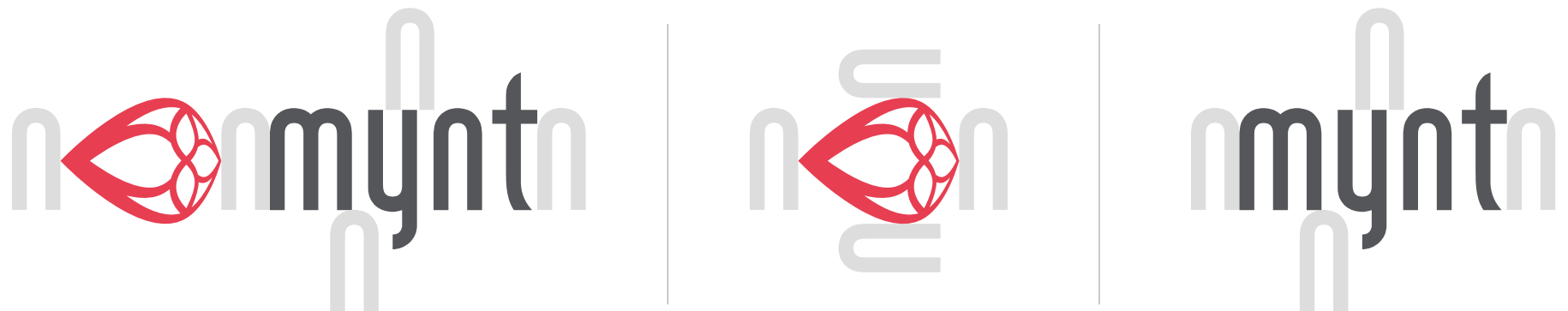
logo guidelines

Below are examples of incorrect logo usage. The icon should never be bigger than the logo text, inverted or be positioned below, above or behind the the logo text. In addition, the logo should never be at a slanted angle. There should always be a space in between the icon and the logo text as well as spaces on all sides, as shown below.

incorrect logo usage



logo clear space



typography

Primary title font

SANS SERIF DIN CONDENSED

DIN Condensed Bold

Secondary title font

SANS SERIF 59 UNIVERS ULTRA CONDENSED

59 Univers Ultra Condensed

Body font

SANS SERIF UNIVERS FONT FAMILY

47 Light Ultra Condensed

57 Condensed

65 Bold Condensed

Online title font

SANS SERIF OSWALD FONT FAMILY

Oswald Bold

Online body font

SANS SERIF OSWALD FONT FAMILY

Oswald Light

Oswald Book

Oswald Bold

mynt photography

mynt is an initiative geared towards experiencers, a growing group who are looking to leave their mark on a fast and changing world. They are progressive, tech-savvy individuals with active lifestyles that are fueled by passion and purpose.

Visual elements representing the mynt brand should be engaged, happy people exploring and living the world around them. Photography should include action images (high-adrenaline sports, fitness, nutrition) and lifestyle images (groups connecting, sharing, enjoying life to the fullest).

All mynt photos should include:

- Two or more people whenever possible
- Models aged between 30-45 (with a youthful happy look)
- Models from both genders, diverse cultural and geographical background
- Activity and movement. No posed or staged photos
- Laughter and happiness from all involved

mynt Approved Product Placement

When including mynt approved products, such as CORE and E^{MV}, in a photo shoot, the placement of the products should be:

- Subtle and not “in your face”
- Engaged with the model
- Contributing to the happiness of the activity, not the focus



photo editing

Today, Smart phones with a camera outsell traditional cameras by 10 to 1. Most photos are taken with a smart phone and edited to be posted on a social media site.

When editing photos to have a mynt look and feel, always be sure to take action shots. mynt is about living life in the moment, not pausing for staged, posed pictures. If you are looking to give your photos more of 'mynt' edge, try some of these filters before you post:

Instagram



Earlybird: adds soft golden-red tones to give warm temperature

Walden: gives high exposure and yellow tint (good for outdoor shots)

Nashville: gives high exposure and low contrast for a fun pastel tint

Aviary



Avenue: adds tint to enrich strong colors, adding vibrancy

Keylime: soft green wash, perfect for the beach and sunny photos

Caroline: adds strong amber color, light into corner and enhanced tint

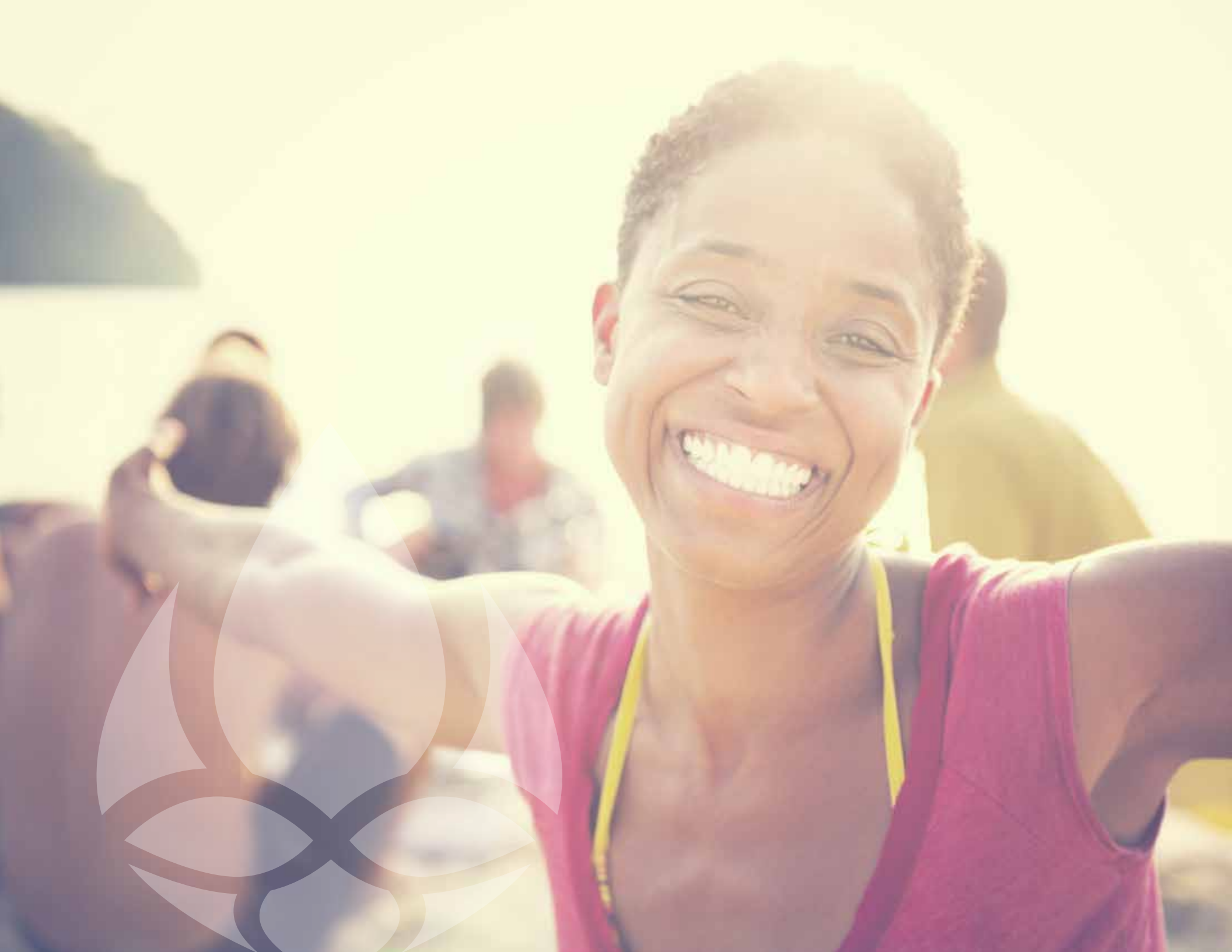




mynt










mynt