



Mintt

Brand Identity Manual

Mintt: Network Communications

Eco-Position

Mintt

A Fresh, Eco-Friendly
Mobile Network - Smarter and Greener.

Mintt: Network Communications

Eco-Position

Mintt

Mobile Innovative Network Total Technologies

More people are worried about our planet than ever before, so when buying a smartphone, they are interested in knowing what kind of damage it can do to the environment. Some of the biggest companies are guilty, in general, for making a lot of waste and polluting both water and air.

That's why it is important to be aware of the high consumer interest in the damage being caused to the Earth by mobile phone companies. Companies who do not embrace a "green" eco-friendly business position do so at their peril - this is increasingly important to take into consideration when considering both product development and communications.

Most people want to choose an eco-friendly smartphone, so this is an important part of the promise of the new brand, for both products and for the network brand.

This usual criteria includes: energy efficiency, avoidance of hazardous substances, use of recycled plastics and extending life cycles.

This should be considered in the design and product development.



Section 1

Brand Identity

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Section 1:1 Core Brand

Primary Logo

Mintt logo & brand identity designed and developed by Murdifications © 2017

The Mintt logo has been specially designed as a unit and must not be recreated. These correct variations of the logos are supplied with the official brand artwork.

Consistent application of the logos will reinforce Mintt as a brand.

The image shows the primary logo for the brand 'Mintt'. The word is rendered in a bold, black, sans-serif typeface. The 'M' is particularly prominent, with a thick vertical stem and a wide, flat top. The 'i' has a solid dot. The 'n' and 't's are also thick and blocky, with the 't's having a distinct horizontal crossbar. The overall style is clean, modern, and highly legible.

Section 1:1 Core Brand

Primary Logo - Mono

Mintt logo & brand identity designed and developed by Murdifications © 2017

The Mintt logo looks striking in black and white and is the preferred choice for Corporate applications.

The letters “Mint” remain either a solid black or solid white with the “.” (above the M) and the last letter “t” a percentage of black as shown below.

Mintt

100

Mintt

100

100

BLACK 100%

PMS: Black
CMYK: 0 0 0 100

Section 1:1 Core Brand

Approved Logo Variations

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The below are Approved Core Brand Logo Variations - Core Brand Logos available in various formats

Mintt: Core Brand
Logo 1:1

Mintt

Mintt: Core Brand
Reversed Logo 1:1R

Mintt

Mintt: Core Brand - Solid
Logo 1:1S

Mintt

Mintt: Core Brand - Solid
Reversed Logo 1:1RS

Mintt

Mintt: Core Brand with Device
Logo 1:2

Mintt

Mintt: Core Brand with Device
Reversed Logo 1:2R

Mintt

Mintt: Core Brand with Device - Solid
Logo 1:2S

Mintt

Mintt: Core Brand with Device/Solid
Reversed Logo 1:2RS

Mintt

Mintt: Core Brand with Device Stacked
Logo 1:3

Mintt

Mintt: General Brand Position
Reversed Logo 1:3R

Mintt

Mintt: Core Brand with Device Stacked - Solid
Logo 1:3S

Mintt

Mintt: General Brand Position
Reversed Logo 1:3RS

Mintt

Mintt: Device
Logo 1:4

Mintt: Device
Reversed Logo 1:4R

Section 1:1 Core Brand

Approved Logo Variations

Mintt logo & brand identity designed and developed by Murdifications © 2017

The below are Approved Core Brand Logo Variations - Core Brand Logos available in various formats

Mintt
Enjoy the Good Life.

Mintt
Enjoy the Good Life.

Mintt: Brand Position
Logo 1:5

Mintt
Enjoy the Good Life.

Mintt: Brand Position
Reversed Logo 1:5R

Mintt
Enjoy the Good Life.

Mintt: Brand Position - Solid - Solid
Logo 1:5S

Mintt
Enjoy the Good Life.

Mintt: Brand Position
Reversed Logo 1:5RS

Mintt
Enjoy the Good Life.

Mintt: Network Communications
Logo 1:6

Mintt
Enjoy the Good Life.

Mintt: Network Communications
Reversed Logo 1:6R

Mintt
Enjoy the Good Life.

Mintt: Network Communications - Solid
Logo 1:6S

Mintt
Enjoy the Good Life.

Mintt: Network Communications - Solid
Reversed Logo 1:6RS

Mintt
Enjoy the Good Life.

Section 1:2 Logo Guidelines

Core Brand - Clear Space

Mintt logo & brand identity designed and developed by Murdifications © 2017

Clear space is often referred to as the 'breathing space' that logos demand when they appear with other elements on a page.

This space is defined to ensure that the logo is not crowded by other elements. To make it easy to comply with this clear space, a simple rule has been developed.

The minimum clear space around the logo is equal to the height of the initial "n".



Section 1:2 Logo Guidelines

Core Brand - Minimum Size

Mintt logo & brand identity designed and developed by Murdifications © 2017

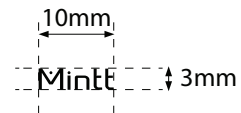
Minimum size specifications are provided to ensure the logo is always reproduced at a size that is recognisable and readable in any application. The Mintt Logo can be enlarged to any size but must never appear smaller than 20 mm wide.

For printed applications where the logo must appear smaller than this, the logo must appear as a solid color (unless a restricted space application has been approved).

If there is any question about the quality of the reproduction, legibility and clarity should always take precedence and the logo is to be used at a size larger than the minimum specification.



The logo should never be reduced below the minimum size of 20mm x 5.7mm



Under 20mm the logo must appear as a solid colour eg. Phone Branding

Section 1:2 Logo Guidelines

Core Brand - Logo Don'ts

Mintt logo & brand identity designed and developed by Murdifications © 2017

The Mintt Core Brand should not be altered in anyway. Always used the correct variations supplied with the offical brand artwork. These logo standards apply for all content that is owned and controlled by Mintt, including co branding and partnerships.



Don't distort the logo



Don't skew the logo



Don't tilt the logo



Don't place logo over busy backgrounds



Don't re create the logo



Don't alter colours



Don't place the logo over the Brand Enganement Device



Don't reverse the order

Section 1:3 Brand Position

Identity

Mintt logo & brand identity designed and developed by Murdifications © 2017

The brand position is a universal theme with global appeal. The brand position “Enjoy the Good Life.” is a Logotype and must not be re created. The brand position can appear on its own or teamed up with the Core Brand Logo as shown below.

Enjoy the Good Life.



Mintt
Enjoy the Good Life.

Mintt
Enjoy the Good Life.

Section 1:4 Brand Elements

Typeface

Mintt logo & brand identity designed and developed by Murdifications © 2017

Prime is a unique sans serif font with a techy feel and a strict, geometric origin. It offers great readability in various sizes and is perfect for Titles and Headings.

Headings

Prime - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz #@& 1234567890

Sinkin Sans is a pleasantly proportioned and easy to read sans serif font perfect for bodytext. Tiny, inconspicuous notches make right angles appear sharper and improved definition to each character.

Body Text

Sinkin Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz #@& 1234567890

Sinkin Sans - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz #@& 1234567890

Merchandise

Black Unisex T-shirts - White Print



Merchandise

White Unisex T-shirts - Black Print



Merchandise

Black Unisex Baseball Caps - White Print



Merchandise

White Unisex Baseball Caps - Black Print



Merchandise

Umbrella - Mintt web address

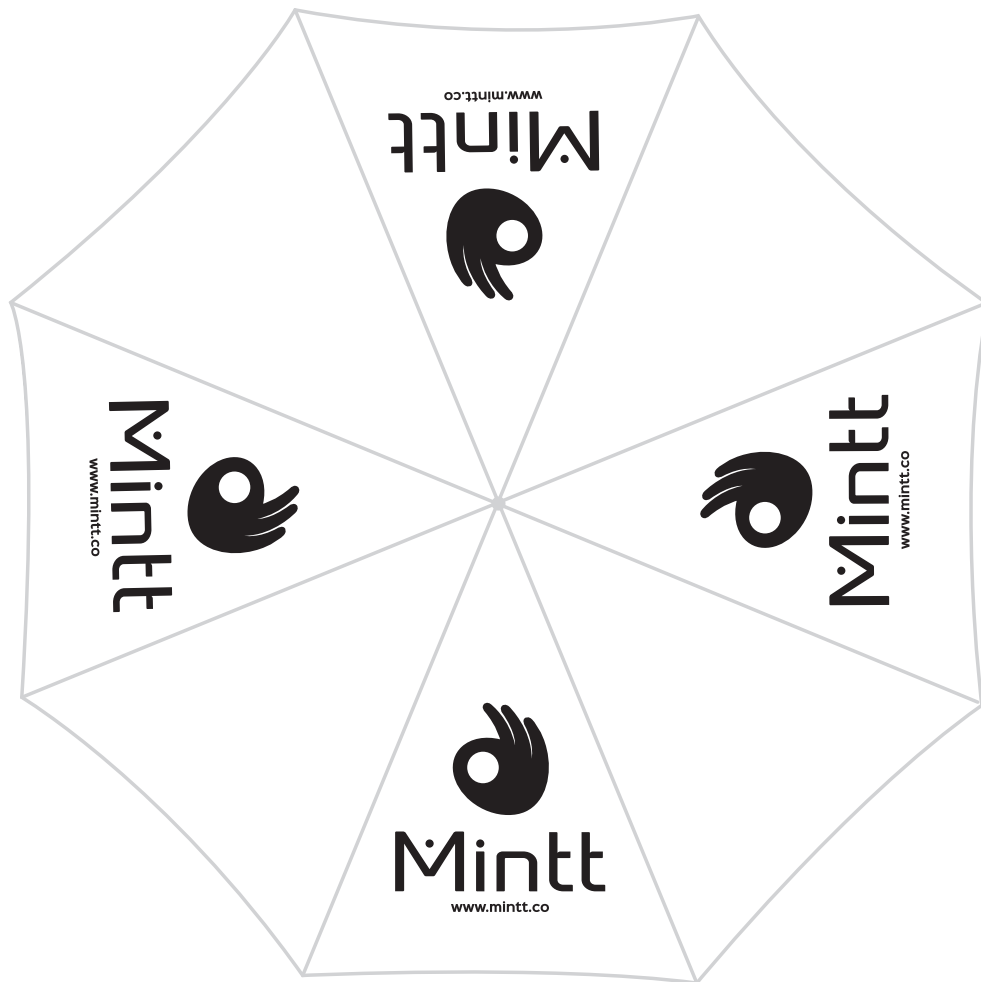
Design A



Merchandise

Umbrella - Mintt web address

Design B



Merchandise

Bumper Sticker / Customer Sticker
(For inclusion with goods)

Mintt 
Enjoy the Good Life.
www.mintt.co

Mintt 
Enjoy the Good Life.
www.mintt.co

Mintt  

Stationery

Presentation Folder
Cover Design

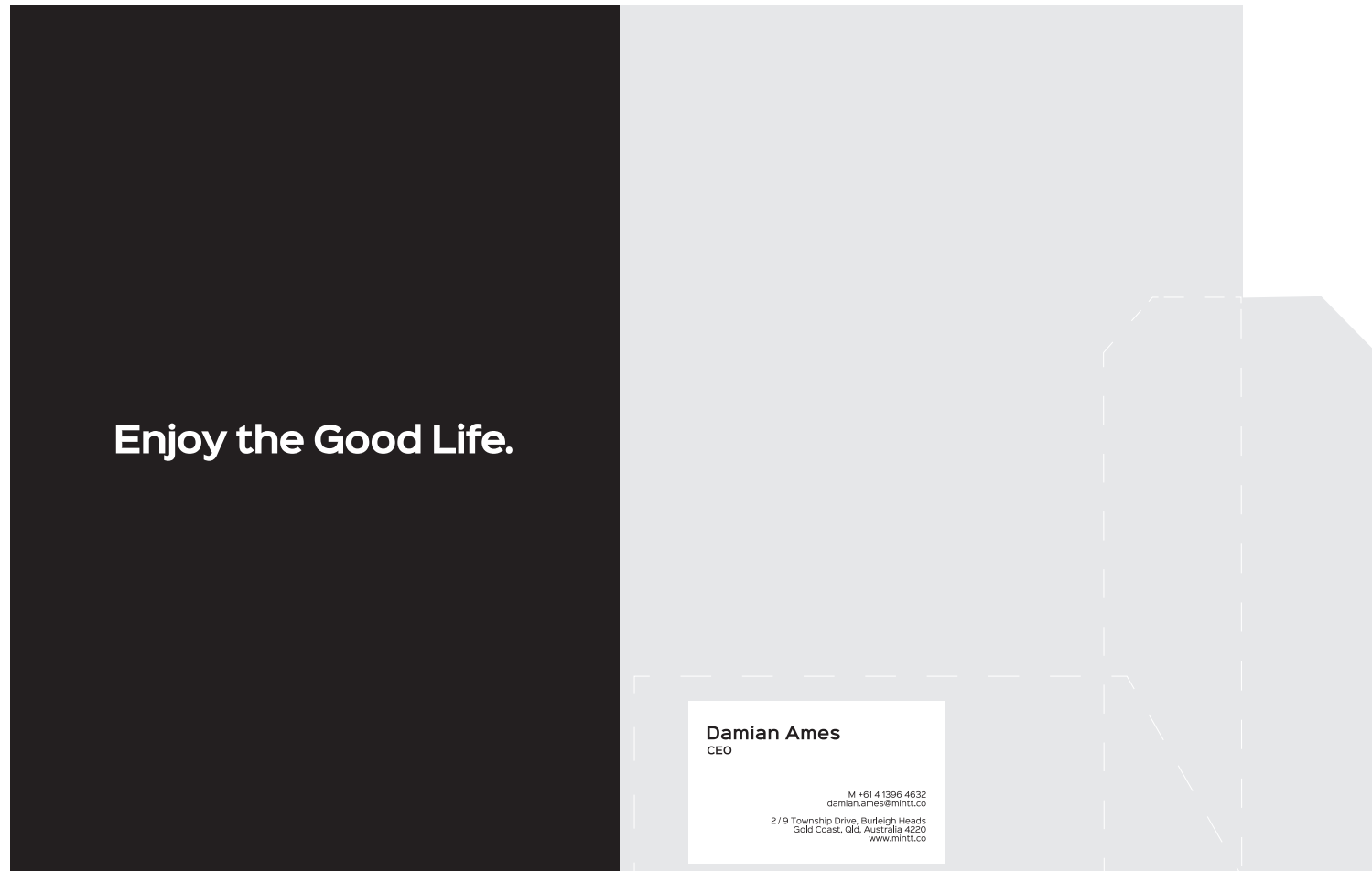


Mintt



Stationery

Presentation Folder
Inside Design



Letterhead

The letterhead is designed so that it can be used by anyone - by inserting mailing address, contact details etc in.

The letterhead will feature quality stock, and textured treatment of the logo and brand name - to achieve a crisp, quality presentation standard

Mintt 

Mintt (Australia) Pty Ltd
ABN 50 618 715 272

AFFORDABLE SMARTPHONES & LIFESTYLE DEVICES
www.mintt.co

Mintt 



Business Card

The Business Card will feature quality stock, and textured treatment of the logo and brand name - to achieve a crisp, quality presentation standard



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With Compliments

The same approach has been taken for the With Compliments slips.

With Compliments



Mintt (Australia) Pty Ltd
ABN 50 618 715 272

AFFORDABLE SMARTPHONES & LIFESTYLE DEVICES

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