

STAY MINTY^x

DIGITAL + SOCIAL MEDIA

BRAND GUIDELINES



BRAND GUIDE

MAIN TOPICS

Our Pillars

Our Values

Goal

Audience

Mood

Color Palette

Posting Strategy

OUR PILLARS

PURPOSE

We exist and work for a greater purpose; to bring people together and celebrate life! We enrich lives by offering a unique travel experience.

PASSION IN OUR PLACES

*Curated with each city in mind, we have a passion for the places we curate.
Extra-ordinary amenities and extra comfy beds.*

PARTY

*Life is meant to be celebrated.
Let's celebrate together and make this journey fun!*

PROGRESSIVE & PROUD

We are not afraid to do things differently and promise to keep growing and innovating with our travelers. We are proud of who we are and the work we do.

”

OUR PROMISE

*To inspire togetherness
and the celebration of life –
one traveler,
one city,
and one vacation rental at a time.*

OUR VALUES



CELEBRATED CULTURE

Creating a culture of fun and passion that celebrates life and the journey we all are on together



TOGETHERNESS

Being personable and compassionate, we work together with love and care.



PIONEERING SPIRIT

Acting with boldness and conviction, we push the status quo to find new ways to do things differently yet more efficiently to create growth for our company.



INTEGRITY

Doing what we say and acting open and honestly in all that we do.

VALUE PROPOSITION

Stay Minty curates the ultimate pads for Millennials who travel in groups. No longer do groups of friends and families have to split up when they travel; Stay Minty provides togetherness through technology, extraordinary amenities and large fully equipped vacation rental homes; celebrate with us!



WHAT DOES IT MEAN TO STAY MINTY?

Stay Minty means stay cool, stay fresh, stay current. No matter how old or young you are we believe travel, togetherness, and the celebration of life keeps you young, fabulous and fresh at heart. No matter where you are on your journey:

Party on and Stay Minty.





SOCIAL GOAL

Stay Minty is more than just a place to stay. We've made it our mission to curate uniquely designed properties infused with local culture in places you want to go. We provide hotel-like service in the comfort of a thoughtfully designed, luxury home. Stay Minty social will focus on providing aspirational, informational content to its followers - making every Stay Minty city one not to miss. We are your go-to, must-read account to discover all things hot, new and cool in the city. We provide an experience like no other.

So join the party. We're ready for you.

XoXo

AUDIENCE

WHO

Single millennials

Millennials with kids

Millennials who are getting married

Millennials who travel for work and like to go out and hang out in the cities that they visit.

Moderately affluent

Money to spend

WHY

"Celebration travelers"

Family getaway weekends

Bachelor parties

Bachelorette parties

Girls' weekend

Week day business travelers, who work hard and play even harder

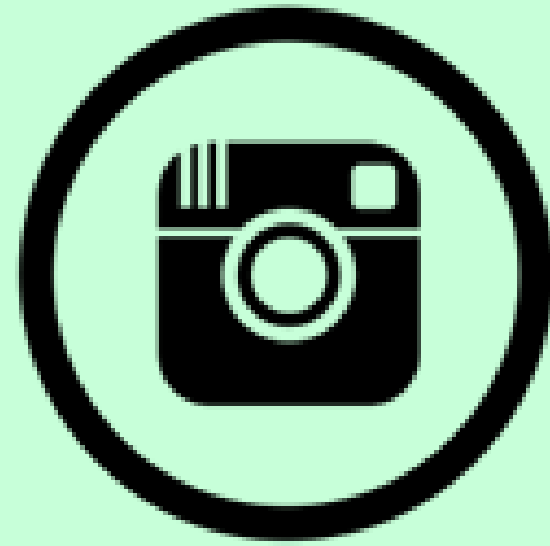
Festivals weekends and concerts

Football tailgating and games

ACCOUNTS



Stay Minty
@staymintyco



@staymintyxo



Stay Minty

MOODBOARD



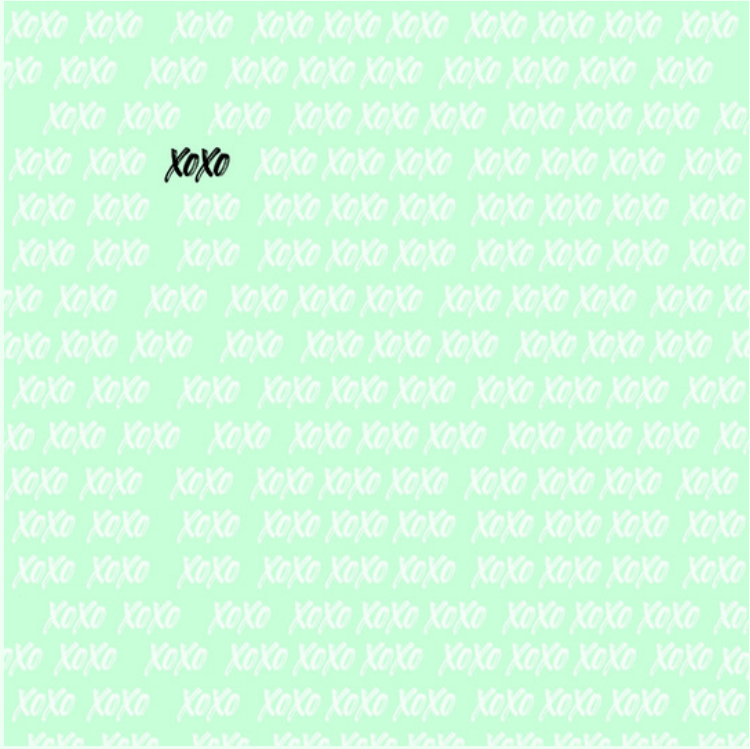
GRAPHICS



**"Legit
could not
have had
more
fun."**

*- Katherine
Pecan Row*

XoXo



J O I N T H E P A R T Y



J O I N T H E P A R T Y

W E ' R E R E A D Y

W E ' R E R E A D Y



XoXo



XoXo

VOICE/TONE

EMPOWERING

"Raise your hand for a good time (and even better stay)"

FUN

"Her name's Dolly and she's down for a damn good time."

"More than a weekend rental - it's experiencing the city like a local. First up - Amelia's Flower Truck for fresh buds and a seriously cute VW van"

PASSIONATE

"Cheers to the freakin weekend! We've got your top 10 must make cocktail recipes sure to impress. Now on the blog."

BOLD

"Out of Office (and we're never coming back)"

Space to yourself - while still housing your whole group. One of the many perks of Stay Minty.

OPTIMISTIC

COLOR PALETTE

*Black or white will always be
used for text.*

Main color: Mint

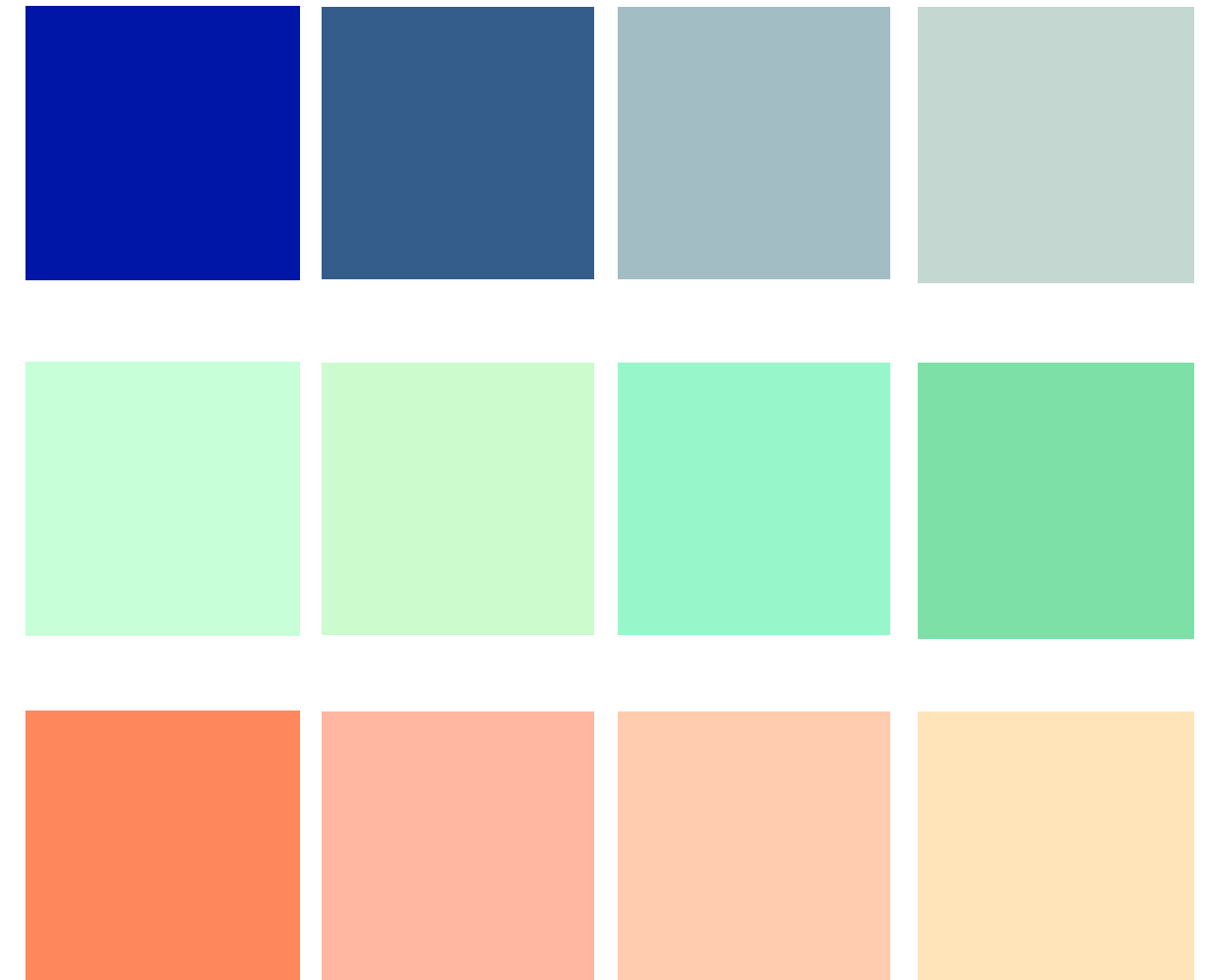
*Pops of color: Burnt Orange or
Cobalt Blue*

Supporting colors: shades of blue

PRIMARY



SECONDARY



TYPOGRAPHY



STAY MINTY

XOXO

X

STAY MINTY

XOXO

X

HEADER:

League

Spartan

Normal

Body Copy:

Libre Baskerville

Italicize

SOCIAL POSTING



Stay Minty
@staymintyco

Post time:
12 - 3pm M-F
12 - 1pm S,S



@staymintyxo

Post time:
12 - 1pm
Every day



Stay Minty

Post time:
N/A



JOIN THE PARTY.

xoxo, Stay Minty

xoxo