



MINTO METALS

Brand Guidelines

NOVEMBER 2021

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LOGO LOCKUP ANATOMY

The Minto Metals logo consists of two elements: a brand mark and a wordmark.



LOGO VARIATIONS
STACKED REVERSED



**LOGO VARIATIONS
STACKED**



LOGO VARIATIONS
HORIZONTAL REVERSED



MINTO METALS

**LOGO VARIATIONS
HORIZONTAL**



LOGO BRAND MARK

The Minto Metals brand mark is simply the Minto Metals Logo without the Minto Metals wordmark. It is used when it is not suitable to use the logo lockup.

It can be knocked out and used as a single colour when necessary for contrast and easy legibility, especially at smaller sizes.



LOGO VARIATIONS
BRAND MARK



LOGO VARIATIONS
BRAND MARK REVERSED



LOGO VARIATIONS
BRAND MARK SINGLE COLOUR



LOGO VARIATIONS
STACKED GRADIENT



LOGO VARIATIONS
HORIZONTAL GRADIENT



LOGO VARIATIONS
BRAND MARK GRADIENT



MINIMUM CLEAR SPACE

Minimum clear space is set by the height of the 'O' in the Minto Metals logo. When possible, leave more space around the logo than indicated to allow for maximum visibility.



MINIMUM CLEAR SPACE



MINIMUM CLEAR SPACE



MINIMUM SIZE

The minimum size is intended to ensure the logo is used only at sizes that allow for sufficient readability of the logo.

If the logo is required at a size lower than listed, the Minto Metals icon should be used in place of the logo.

DIGITAL



PRINT

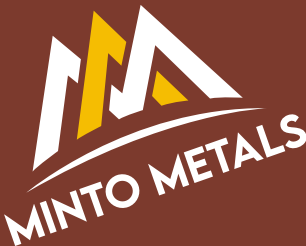


LOGO MISUSE

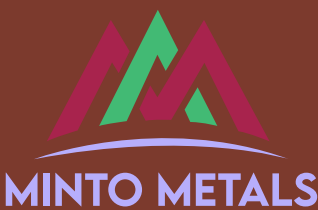
These rules serve to maintain the consistency and integrity of the Minto Metals logo. They should be adhered to in all usages of the Minto Metals logo.



✗ Do not add shadows, outlines, or special effects



✗ Do not skew, rotate, or stretch



✗ Do not use different colours for the logo



✗ Do not pair the icon with different or modified lettering



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✗ Do not pair the wordmark with a different icon



✗ Do not change the size of the icon or wordmark unproportionally



✗ Do not use the logo on a background that prevents clear visibility



✗ Do not use the dark logo on a dark background



✗ Do not use the white logo on a white background

COLOUR PRIMARY

Minto Metals's primary colour palette is Minto Metal dark copper and royal gold..

The Minto Metals logo is used exclusively in Minto Metals dark copper and royal gold on light backgrounds or white and copper on dark backgrounds.

MINTO METAL DARK COPPER

PANTONE 7594 C
CMYK 0 / 67 / 70 / 60
RGB 124 / 58 / 45
HTML 7C3A2D

MINTO METAL ROYAL GOLD

PANTONE 7408 C
CMYK 0 / 23 / 99 / 4
RGB 245 / 189 / 2
HTML F5BD02

COLOUR SECONDARY

The purpose of the secondary colour palette is to compliment the primary colour palette as supporting accents.

MINTO METAL NAVY

PANTONE 7547 C
CMYK 99 / 74 / 31 / 84
RGB 19 / 30 / 41
HTML 131E29

MINTO METAL NAVY GREY

PANTONE 7546 C
CMYK 73 / 45 / 24 / 66
RGB 37 / 55 / 70
HTML 253746

WHITE

CMYK 0/0/0/0
RGB 255/255/255
HTML FFFFFFFF

MINTO METAL COPPER

PANTONE 7591 C
CMYK 17 / 54 / 68 / 0
RGB 192 / 125 / 89
HTML C07D59

MINTO METAL MID COPPER

PANTONE 7592 C
CMYK 0 / 69 / 85 / 24
RGB 177 / 85 / 51
HTML B15533

TYPOGRAPHY

Minto Metals's primary typeface is Galano Grotesque in bold and medium weight.

Galano Grotesque has a versatility that allows it to work well in large text formats down to fine web print.

GALANO GROTESQUE

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Headlines — GALANO GROTESQUE BOLD

Body copy — GALANO GROTESQUE MEDIUM

TYPOGRAPHY FALL BACKS

In the event that it is not possible to use Galano Grotesque, DM Sans can be used as a fall back. This is only ever used as a fall back and not in place of Galano Grotesque when it is available.

DM SANS

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

Headlines — POPPINS BOLD

Body copy — POPPINS MEDIUM

fonts.google.com/specimen/DM+Sans