



VI. 2024

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Brand | Content

Brand overview

- Story

- Promise

- Values

- Audiences

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- Personality

- Tone of Voice

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Unlock **Bitcoin to DeFi** with Native **BTC** Cross-Chain Swaps

Mintlayer is a Bitcoin Layer 2 sidechain that enables native Bitcoin cross-chain swaps (Atomic Swaps) without the need for wrapped tokens, enhancing security and eliminating counterparty risks.



Brand Overview | Content

Story
Promise
Values

Mision



Our mission is to unlock the full potential of Bitcoin by empowering holders to achieve more with their native Bitcoin. Additionally for developers we hope to provide a robust platform to build, innovate, and create the next generation of Bitcoin dApps.

Vision

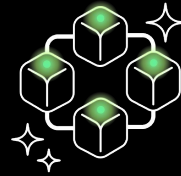


Enable the next evolution of Bitcoin DeFi by unlocking the trillions in native Bitcoin liquidity.

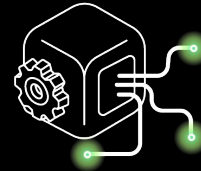
Brand Overview | Promise



Secure



Decentralized



Reliable Platform



Bitcoin thrives
without compromise.

Brand Overview | Values



1

Bitcoin Integrity

Preserve **Bitcoin's protocol**
and **network efficiency**

2

Security First

Robust security without
compromising **decentralization**

3

Technological Excellence

Modern and **secure programming**
for optimal performance

4

Practical Innovation

Bitcoin with real-world assets
meaningfully

5

Simplicity and Robustness

Prioritize **reliability** over
unnecessary **complexity**

6

Market-Driven

Trust in the balance of **free**
market forces **over time**

7

Equal Opportunity

Provide a fair, **decentralized**
financial platform for **all users**

Messaging

Tone of Voice

Brand Treatment in Copy

Messaging | Tone of Voice



Confident ✓, not arrogant.

Approachable ✓, not intimidating.

Knowledgeable ✓, not complicated.

Friendly ✓, not distant.

Innovative ✓, not conventional.

Messaging | Brand Treatment in Copy



- Full name

Mintlayer

When a non-logo version of Mintlayer is required, such as in text, the full name "Mintlayer" should always be used as shown. This applies to all consumer and public-facing instances.

- Note: Always capitalize "Mintlayer" as it is a proper noun.

- Abbreviations

ML or \$ML

When abbreviating in the context of the Mintlayer token, always ensure clarity and consistency. Use "Mintlayer" in full when referring to the brand in text. For the token, appropriate abbreviations can be used, but the full brand name should be clear upon first mention.

Design | Content

Inspiration

Isotype

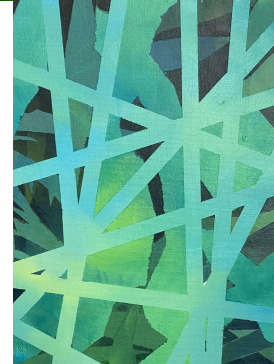
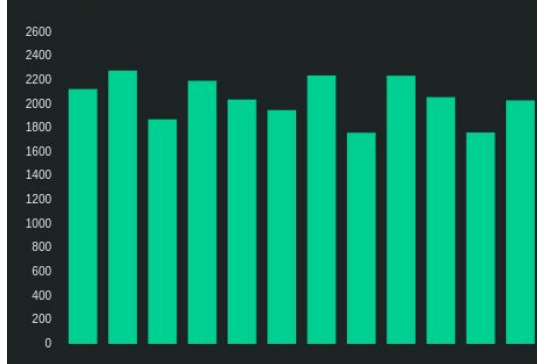
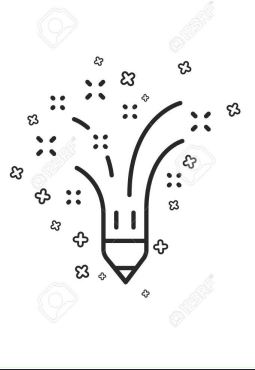
Logotype

Color

Typography

Application

Inspiration



Isotype

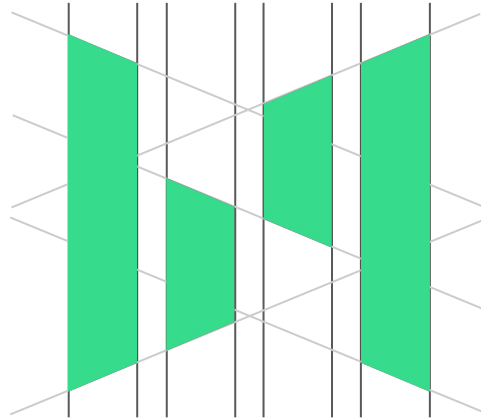
Construction

Clearspace

Scale

Color variations



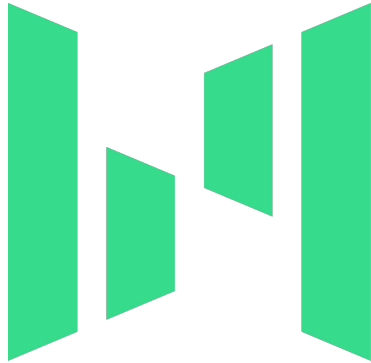


Construction

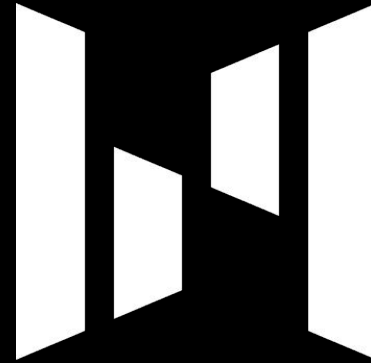


Clearspace





Principal Color



Negative

Logotype

Construction

Clearspace

Scale

Color variations

Other versions

Things to Avoid





When a non-logo version of Mintlayer is required, such as in text, the full name "**Mintlayer**" should always be used as shown.

Construction



Clearspace

Logotype | Scale



Minimum Scale

Logotype | Color Variations I



Primary



Secondary

Logotype | Color Variations II



Positive



Negative



Portrait Logotype



Profile Picture

Logotype | Things to Avoid



Additional Elements



Special Effects
(like bevels, emboss, textures, etc)



Disproportions



Distortions



Versions that are not
present in the Brand Kit



Rotations



Strong Drop Shadows



Strokes

Color

Palette

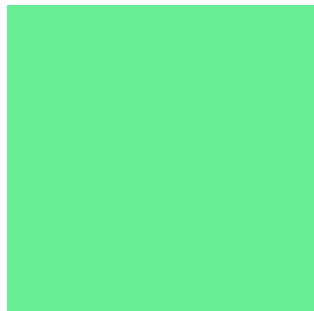
Backgrounds

Things to Avoid

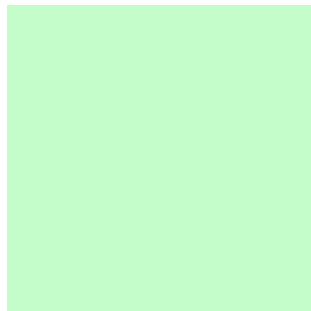




#37DB8C
R55 G219 B140
C64 M0 Y61 K0
PANTONE ® 7479C



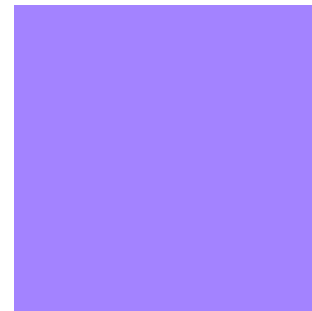
#69EE96
R105 G238 B150
C54 M0 Y58 K0
PANTONE ® 353C



#C4FCCA
R196 G252 B202
C28 M0 Y31 K0
PANTONE ® 621C



#000000
R0 G0 B0
C100 M100 Y100
K100
PANTONE ® BLACK 6 C



#A383FF
R163 G131 B255
C53 M51 Y0 K0
PANTONE ® 2645C



White



Black

Color | Things to Avoid



Versions that are not present in the Brand Kit



Same Background and Isotype Color



Gradients



Strokes

Typography

Font Family

System

Headlines

Things to Avoid



Gilroy

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! " # \$ % & / () ' { } [] ° |

Regular - **SemiBold**
400 600

Headline level 1

H1 – 4.5x

Minimum size: 36pt/42pt

Headline level 2

H2 – 3x

Minimum size: 24pt/29pt

Headline level 3

H3 – 3x

Minimum size: 16pt/20pt

Subhead

Subhead – 1.5x

Minimum size: 12pt/15pt

Body

Body – 1.5x

Minimum size: 8pt/12pt

Captions

Captions – 1.5x

Minimum size: 4pt/6pt

Add emphasis to keywords or phrases by bolding, highlighting with a light green (#C4FCCA) rectangle, #A383FF or both, regardless of active mode (light or dark mode)

Unlock **Bitcoin to DeFi** with
Native BTC Cross-Chain Swaps

Beyond direct support from the fund,
there are three types of initiatives
being pursued concurrently

Typography | Things to Avoid



The Mintlayer
Ecosystem Fund

Wrong fonts

The Mintlayer
Ecosystem Fund

Colors, textures or
patterns that are not
present in the Brand Kit

M
I
N
T

Stacked Types

The Mintlayer
Ecosystem Fund

Unnecessary Effects
(like bevels, emboss, blacks,
underlines etc)

the mint layer
ECOSYSTEM

All caps or all lowercase.

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Fusce
lacinia nunc a semper tempus.**

Bold font weight for
text copy.

Application

Icons



Application | Icons



Fine weight linear icons with #000000 color stroke and flashes of a radial gradient from #69EE96 (**inside** - 100% position) to #BAFF84 (50% position) and #E3FFC7 (**outside** - 0% position).