Digital
Mints

BRANDING GUIDELINES

We want to make it easy for you to understand the **Digital Mints** logo guidelines while respecting our brand and legal/ licensing restrictions.

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INTRODUCTION

Digital *Mints* is based in Pattaya, Thailand operating as a full-service media production house specialized in servicing and promoting NightLife Entertainment. We continue to build businesses and establish their relevance with high-quality professional content.

The **Digital Mints** style of photography and videography has been going strong for over 3 years now. We have worked with clubs in Pattaya and Bangkok city and are published in Playboy Thailand. Who else can say that they've done this and in such a short time frame?

The **Digital Mints** brand stands on its own; the work speaks for itself. Now that we've launched the **Digital Mints** website we've become a 'lifestyle' brand stronger and bigger than ever before.

ABOUT US

Digital *Mints* is an 'uncensored', online nightlife driven brand. A source for reliable and entertaining content and info that covers the bars, the people and the girls of Pattaya and Bangkok.

Now a website platform focused on showcasing the entertainment industry and bringing you behind the scenes access like no one has seen or done before. **Digital Mints** follows no trends or fads, we are a subculture underground carving our own path and identity.

LOGO FULL STAMP

This is the full wordmark logo, with the strawberry-red icon swirl. This is used whenever possible to officially represent the company and mostly the brand.
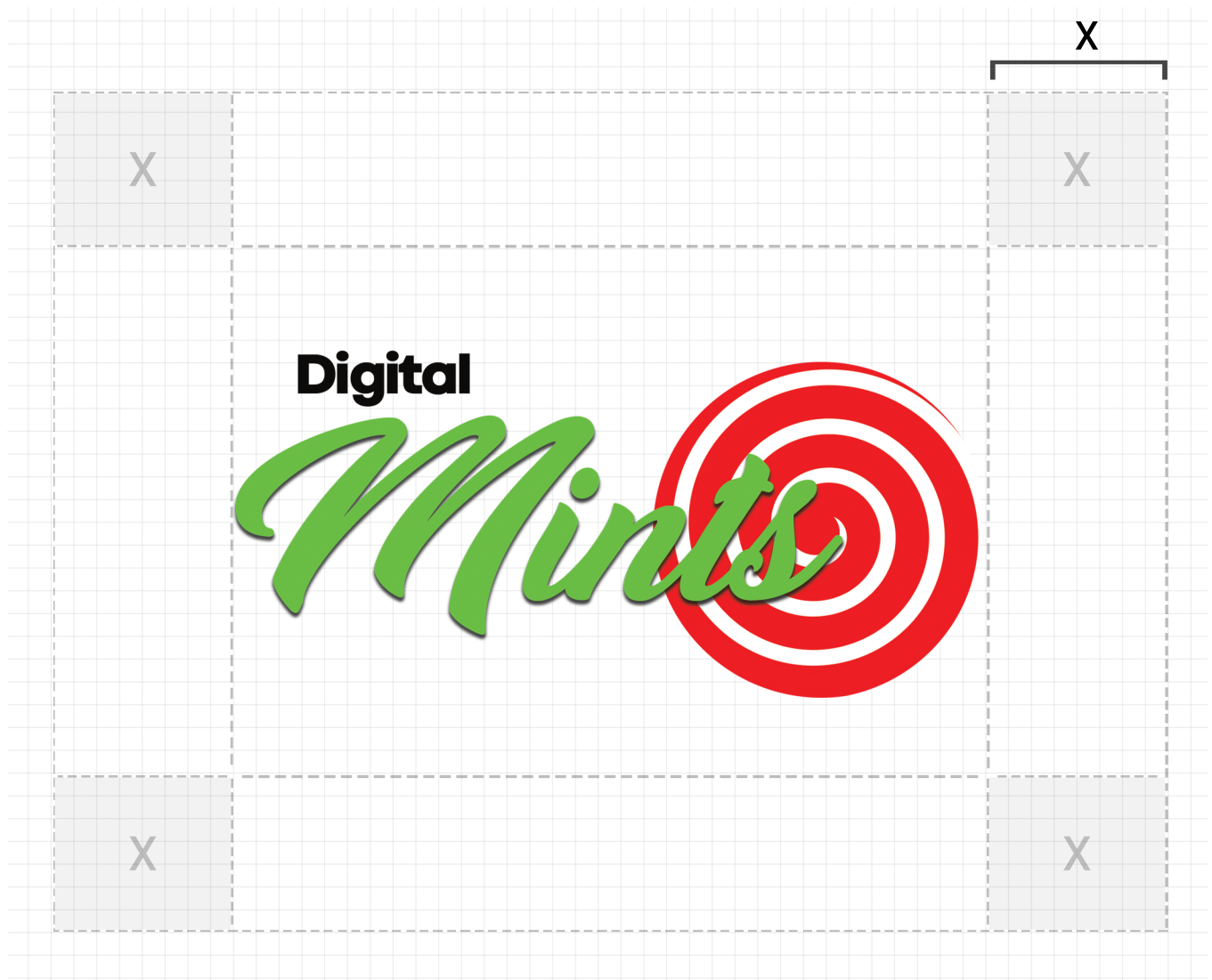
This can be used in:

White-on-black

Black-on-white

LOGO CLEAR SPACE | FULL STAMP

Digital Mints logo must have a designated amount of clear space on all sides unoccupied or obstructed by other elements.

This is to ensure the logo's visual clarity and effectiveness.

LOGO TREATMENT

The *Digital Mints* logo must be used as is and not be altered in any way.
This means that you must not:

1. Display the logo in a confirguration not previously not specified.

2. Disproportionately scale or resize the logo.

3. Change the logo's orientation or rotation.

4. Display other elements within the logo's designated clear space.

5. Change the logo's shade.

6. Change the logo's color.

7. Add a gradient to the logo.

8. Add or change the logo with special effects.

9. Change or alter the color swirl within the logo.

10. Add a drop shadow to the logo.

11. Add a stroke to the logo.

12. Change the typeface or font of the logo.
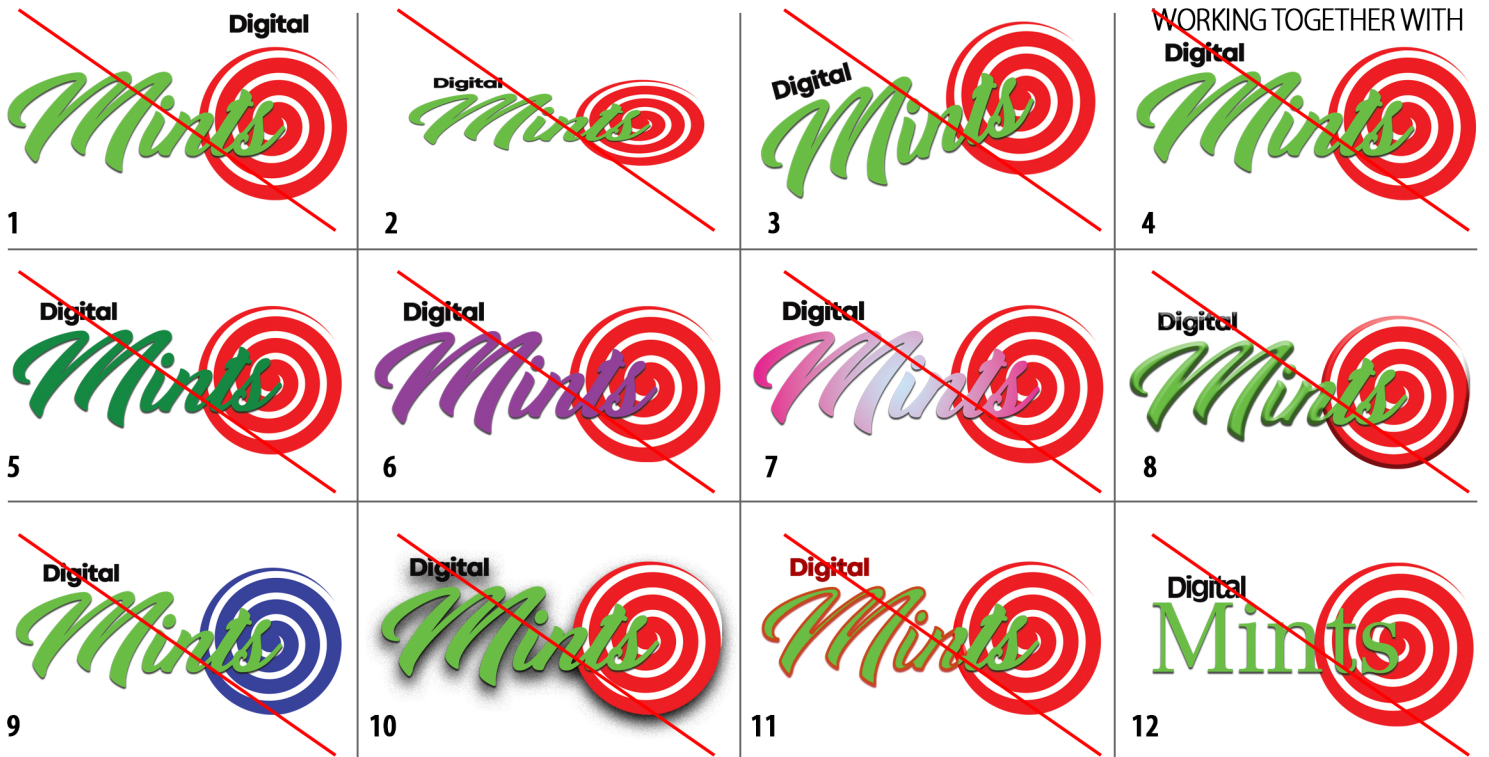
TYPOGRAPHY

We use 2 designaited font types only
for our logo:

Our font for the word "**Digital**" is Codec Cold Trial -Heavy.

Our font for the word "*Mints*" is Yananeska -Regular.

CODEC COLD TRIAL - HEAVY

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

Yananeska - Regular

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

COLORS

The *Digital Mints* logo consists of three tones.
This helps give it dimension and depth.

1. The "Mints" colour is a soft lime shade of mint-greeen for visual ease and comfort.

2. The candy swirl is a complementary strawberry red.

3. When specified by us we also use a gradient background.

1

CMYK	62, 0, 99, 0
RGB	107, 189, 69
HEX	#6BBD45

2

CMYK	1, 99, 97, 0
RGB	237, 30, 36
HEX	#FF3333

3

CMYK	62, 0, 99, 0	CMYK	2, 23, 93, 0
RGB	107, 189, 69	RGB	249, 196, 46
HEX	#6BBD45	HEX	#F9C42E