

Molho

AssetMantle Brand Guide

A basic set of guidelines for marketing assets

Table of contents

Brand Logomark	1
Logomark Behaviour in Backgrounds	2
Brand Logo Logomark+Logotype	3
Logo Variants: Monochrome & Grayscale	4-5
Brand Colours	6
Logo Usage Colored Backgrounds	7
Brand Typography	8-9

Brand Logomark

The AssetMantle Logo is drawn to a 42×42 grid and best scales in whole-number multiples of the same.



Logomark Behaviour in Backgrounds

The logomark does not vary over dark or light backgrounds.



Brand Logo Logomark+Logotype

Only one typeface is used for the logo.

AssetMantle typeface family: Inter

When to use: Inter Black is the primary font used for the logotype/ logo wording.



Logo Variants: Monochrome

In certain situations of low emphasis & when appearing with a large number of partner icons, it may be necessary to use a black and white version of the AssetMantle logo.

For white shape, set 100% #FFFFFF and for black shapes, set to 100% #000000. Use an opacity when necessary to reduce the color intensity of the logo.



Logo Variants: Grayscale

A grayscale version of the logo is especially desirable when the logo is printed on paper or metallic objects where it needs to be etched



Brand Colors

AssetMantle as a brand wears four warm, optimistic, and slightly yellowed colors and loves subtle gold gradients.



Mantle Gold Default

HSB: 42, 75, 100

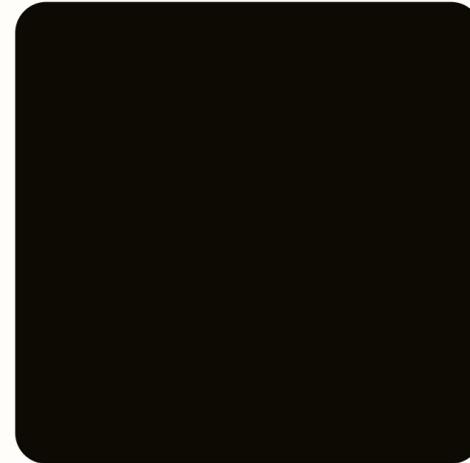
Hex: FFC640



Mantle Gold Dark

HSB: 42, 49, 95

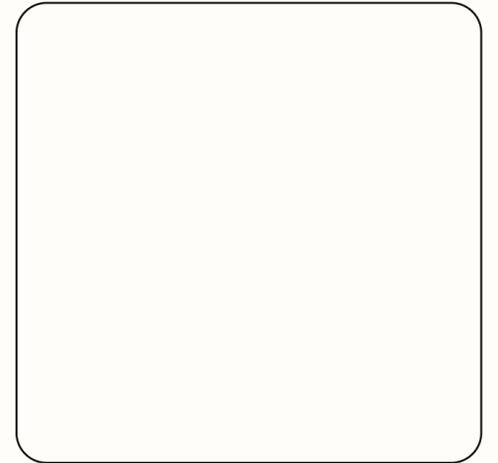
Hex: F2AF13



Mantle Black

HSB: 42, 75, 5

Hex: 0D0A03



Mantle White

HSB: 42, 2, 100

Hex: FFFDFA



Mantle Gold Radial Gradient

HSB: 42, 75, 100 to 42, 49, 95

Hex: FFC640 to F2AF13



Mantle Gold Linear Gradient

HSB: 42, 75, 100 to 42, 49, 95

Hex: FFC640 to F2AF13

Logo Usage

Colored Backgrounds

The use of the AssetMantle logo against colored backgrounds is not recommended unless necessary. In such cases, it works well against high saturation colors.



Brand Typography

AssetMantle uses Inter in both headlines and body text.

The highest font-weight that is used is Black. Consider skipping a font-weight when pairing two different weights. For example, for two different headlines, go from Black to Bold, then Medium.

We recommend using Mantle Black or Mantle White as the default colors. Since the default colors are quite punchy in contrast, it is recommended to reduce the opacity for black text to 81% and white text to 95% at maximum. Lower opacities may be used for text with lower emphasis.

Inter Headlines

Inter Body Text

Inter Headlines

Inter Body Text

Inter Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Lorem ipsum dolar set amet,

CONTENT TEXT: 28 px

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Lorem ipsum dolar set amet,

LINE HEIGHT

Line height is measured by taking the font size and adding 8 px. For example:

Inter Black

56 px font size, 64 px line height

fin.