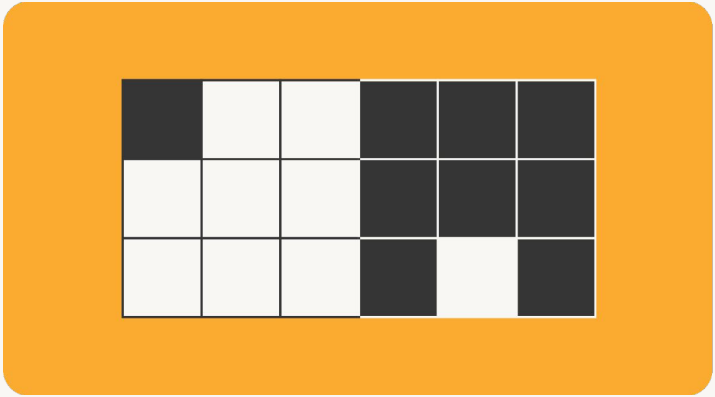


**AssetMantle**

■ **Visual Assets Guidelines**

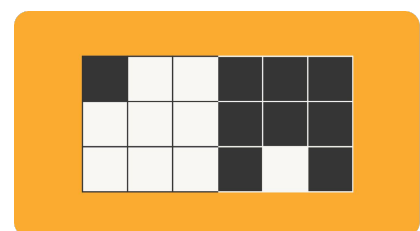
PRIMARY BRAND LOGOMARK



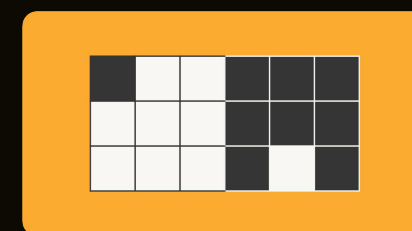
AssetMantle

# LOGOMARK USAGE

The logomark varies over dark or light backgrounds.



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# 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



# 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.

*(Avoid usage of the light mode monochrome version unless imperative)*



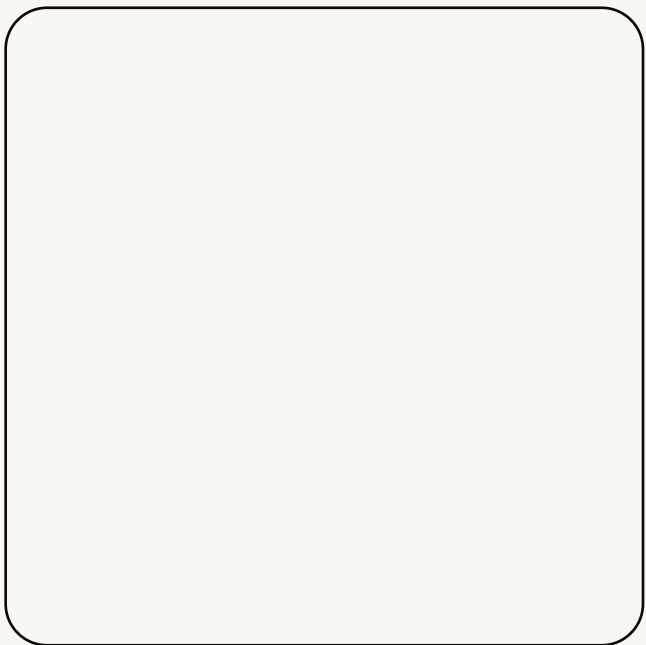
# BRAND COLORS



**Mantle Yellow**

HSB: 36, 81, 98

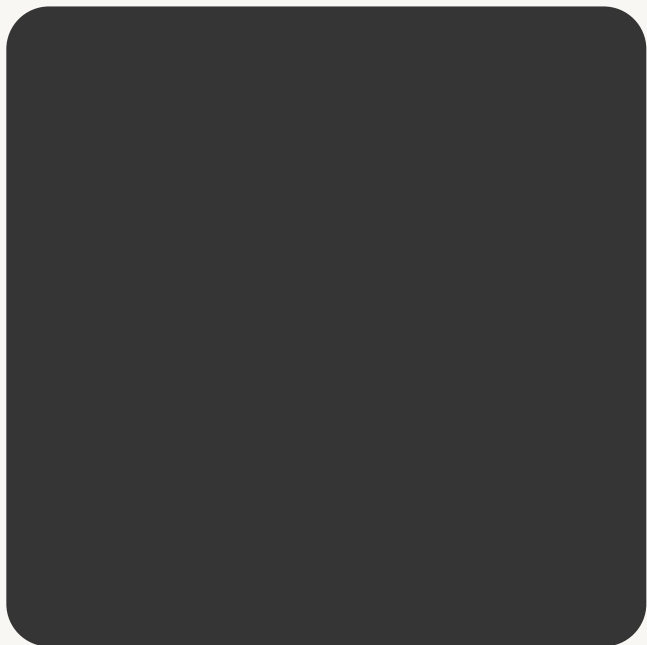
Hex: FBAB30



**Mantle White (Light)**

HSB: 36, 2, 98

Hex: F9F7F4



**Mantle Black (Dark)**

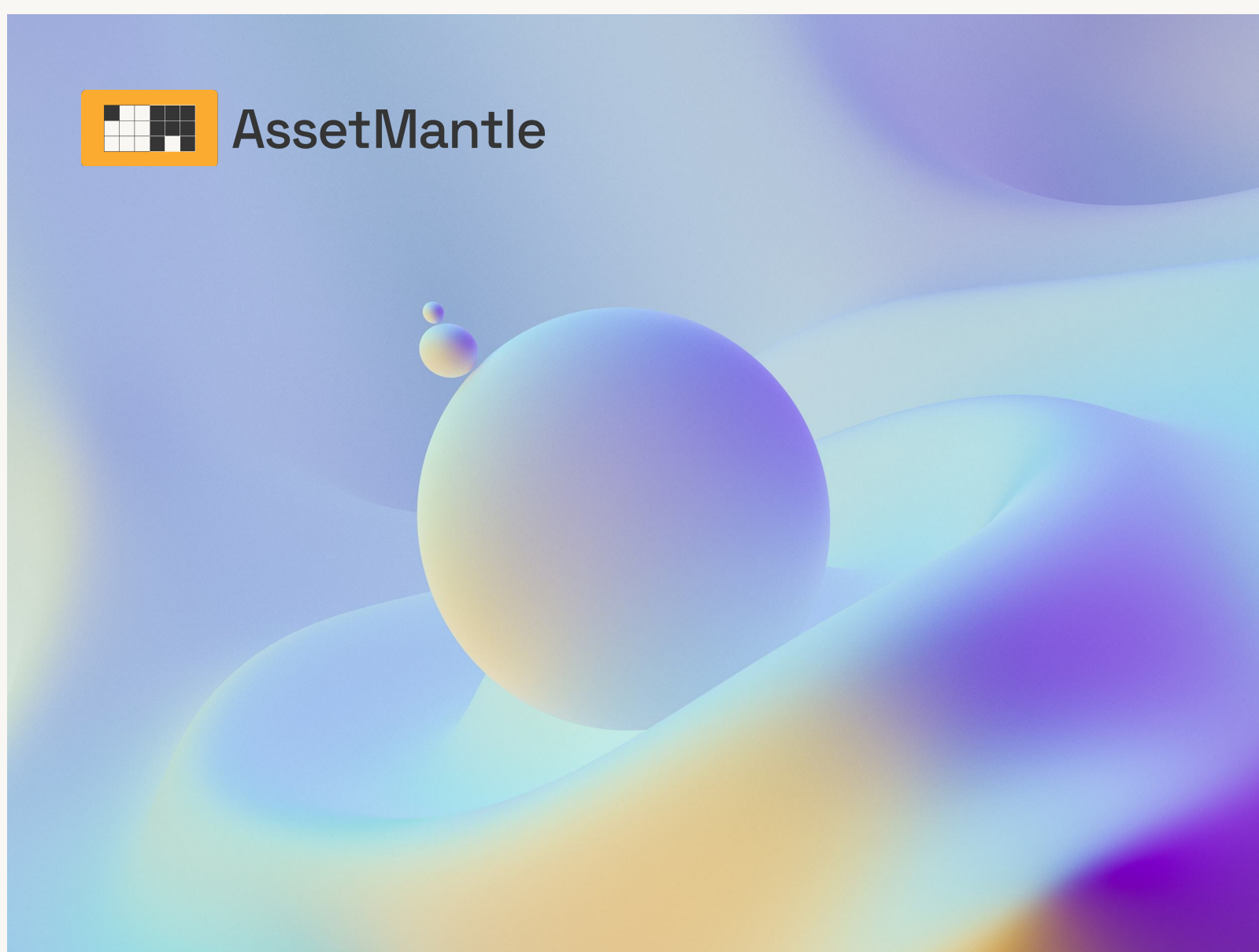
HSB: 0, 2, 21

Hex: 363535



# LOGO USAGE IMAGE BACKGROUNDS

The variant of the AssetMantle logo to be used is dependent on the type of image being used. The idea here is to use a contrasting logo variant so that it doesn't get lost against the image.





# BRAND    TYPOGRAPHY

AssetMantle uses 2 typefaces across its collaterals; BPdotsSquares, and DM Sans.

BPdotsSquares is used for Primary titles and headers whereas DM Sans is used for the body text across collaterals.

We recommend using Mantle Black or Mantle White as the default colors with Mantle Yellow used as an accent to highlight titles or important information.

PRIMARY TYPEFACE (TITLE) — *BPdotsSquares, Bold, 48pt, All Caps, Line height-48pt, Letter Spacing 2%*

BPDOTSSQUARES

HEADER 1 — *BPdotsSquares, Regular, 32pt, All Caps, Line height 48pt, Letter Spacing 2%*

BPDOTSSQUARES - LOREM IPSUM DOLOR SIT AMET

HEADER 2 — *BPdotsSquares, Bold, 22pt, All Caps, Line height 36pt, Letter Spacing 6%*

BPDOTSSQUARES - LOREM IPSUM DOLOR SIT AMET

SECONDARY TYPEFACE

BODY 1 — *DM Sans, Regular, 16pt, Title Case, Line height 27pt, Letter Spacing 2%*

DM Sans - Lorem Ipsum Dolor Sit Amet

PRIMARY TYPEFACE (TITLE) — *BPdotsSquares, Bold, 48pt, All Caps, Line height-48pt, Letter Spacing 2%*

BPDOTSSQUARES

HEADER 1 — *BPdotsSquares, Regular, 32pt, All Caps, Line height 48pt, Letter Spacing 2%*

BPDOTSSQUARES - LOREM IPSUM DOLOR SIT AMET

HEADER 2 — *BPdotsSquares, Bold, 22pt, All Caps, Line height 36pt, Letter Spacing 6%*

BPDOTSSQUARES - LOREM IPSUM DOLOR SIT AMET

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BODY 1 — *DM Sans, Regular, 16pt, Title Case, Line height 27pt, Letter Spacing 2%*

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