

Mindy — Media Kit

Logos, colors, typography, and web-ready assets

Primary Logo (Stacked)



Color Palette



Mindy Pink

#E81068



Mindy Gray

#505050

White

#FFFFFF

Logo Usage

- Prefer full-color logo on white/light backgrounds.
- Use the white logo on Mindy Pink (#E81068) or dark backgrounds.
- Maintain clear space: at least 1x the dot-height (over the “i”) around the logo.
- Don’t stretch, recolor, or add effects (shadows/outlines).
- Minimum sizes: stacked logo 120px wide; icon 24px.

Typography

Headlines: Playfair Display (OTF 100)
Body/UI: Inter (OTF 100)
Fallbacks: Cambria (serif), system-ui (sans)

mindy

Alternate Metrics

Horizontal lockup

Icon

