

# Molho

## **AssetMantle** **Brand Guide**

A basic set of guidelines for marketing assets

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# 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

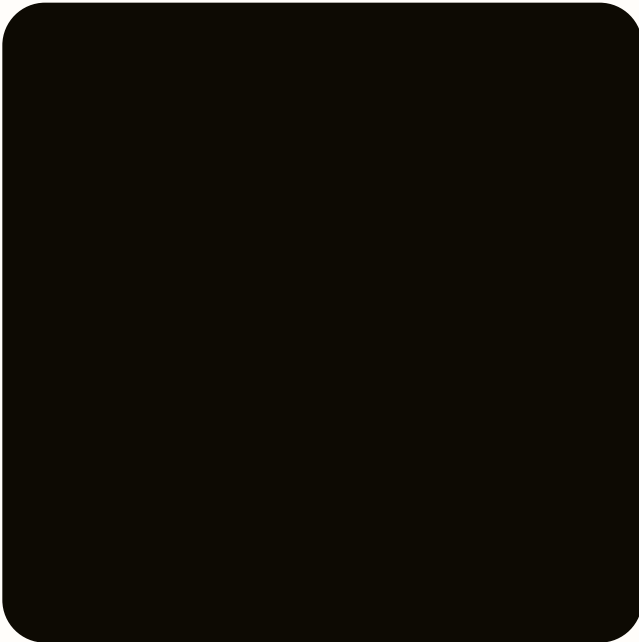
AssetMantle as a brand wears four warm, optimistic, and slightly yellowed colors and loves subtle gold gradients.



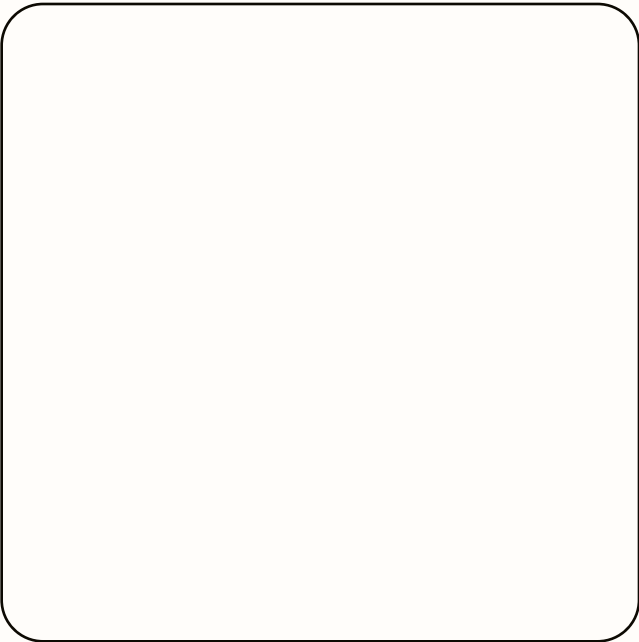
**Mantle Gold Default**  
HSB: 42, 75, 100  
Hex: FFC640



**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.**