

mynt
finance for all

THE BRAND BOOK 2026

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Logo Anatomy

The mynt horizontal logo lockup is the main brand mark for most brand applications.



mynt logo

Logo Anatomy

The horizontal lockup is the only design lockup to be used in both digital and print.
This brandmark was designed with aspects such as spacing, proportions, and orientation in mind and should never be typeset, recreated, or altered in any way other than displayed here in the style guide.



LOGOTYPE
POPPINS Medium

RGB: B500

TAGLINE
POPPINS Medium

RGB: G500

Logo Usage Priority Level

Logo usage priority levelling is of utmost importance when using the logo on certain materials. The main objective is the legibility of the logo regardless of what design material it is being used for.



TOP PRIO: Original logomark colors on light background



SECOND PRIO: Reversed mynt logotype on dark background



LAST PRIO: Reversed colorway for 1 color print

Colors

The mynt branding is strongly characterized by our Blues. Our primary blues, paired with our contrasting background colors, allows us to create versatile designs and layouts. Meanwhile, our green accent is meant to be used only for our full color logo lockup with the tagline.

B500
#0033b8

G500
#007934

B500	PANTONE	P DARK BLUE C	CMYK	100, 92, 7, 3
B400	PANTONE	P 2935 U	CMYK	93, 67, 1, 0
B300	PANTONE	P 285 C	CMYK	91, 53, 0, 0
B200	PANTONE	P 109-5 C	CMYK	61, 21, 0, 0
B100	PANTONE	P 290 C	CMYK	26, 6, 3, 0

G500	PANTONE	P 356 C	CMYK	96, 27, 100, 15
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Typography

Our official typefaces are HeyMeow (primary) and BarkAda (secondary). Use HeyMeow for headlines and body copy, utilizing its various weights to emphasize key benefits and improve scannability. Use BarkAda as needed for fine print and mandatory lines.

HeyMeow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%&

BarkAda Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%&

HeyMeow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%&

BarkAda Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%&

Tonality

mynt as a brand and holding company, along with its subsidiaries, must demonstrate professionalism, consistency, and accountability across all touchpoints.

INVESTOR-FACING, mynt is a disciplined growth partner and long-term value creator

PERFORMANCE-FOCUSED

TRANSPARENT

OVERPROMISING

DEFENSIVE

INSIGHTFUL

CONFIDENT BUT MEASURED

HAND-WAVY

OVERLY TECHNICAL

REGULATOR & POLICYMAKER-FACING, mynt is reliable, responsible, and aligned to the financial system

PRECISE

EVIDENCE-BASED

ADVOCACY-FIRST

MINIMIZING

COOPERATIVE

PREDICTABLE

SPECULATIVE

OVERLY COMMERCIAL

INTERNAL LEADERS & EMPLOYEES, mynt is clear, grounded, and purpose-driven

EMPOWERING

CONSTRUCTIVE

CORPORATE-SPEAK

OVERLY ROSY

CONSISTENT

SUPPORTIVE

TOP-DOWN ONLY

AMBIGUOUS



Imagery

GCash photography celebrates the everyday Filipino by capturing authentic, "in-the-moment" snapshots of the Orange Optimistic needstate. Our imagery draws from the vibrant pulse of local life to narrate the Filipino experience through a lens of genuine, lively storytelling — strengthened further by our primary blues.

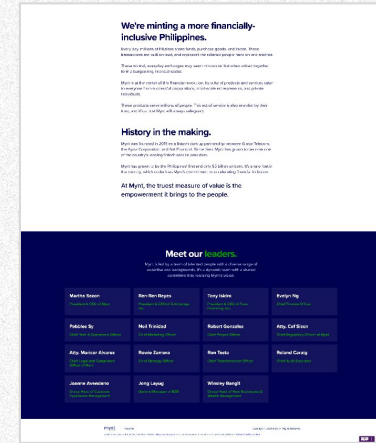
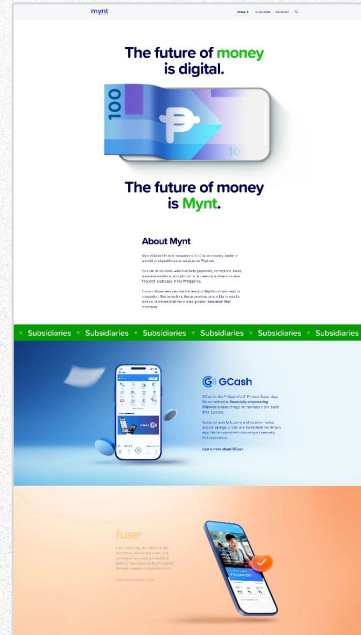
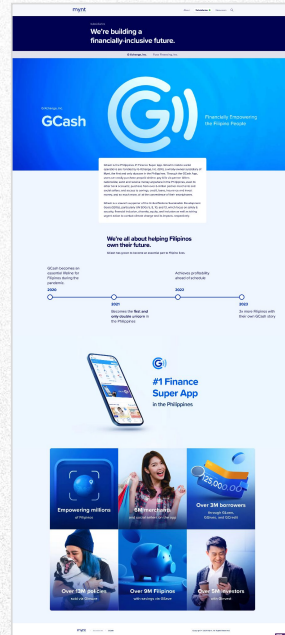
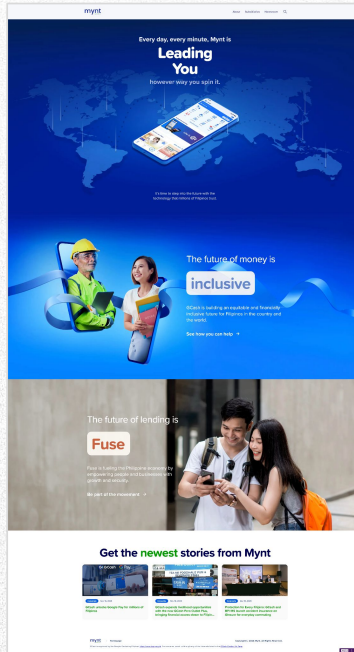


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Sample Usage

Overall, mynt branding and design language must be implemented across online and offline channels to establish consistent image and to enhance recall and recognition.



Website Sample Design



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