Mynt

FINANCE FOR ALL

THE BRAND BOOK 2026

Contents

Logo Anatomy

- ➔ LOGOTYPE
- ➔ ANATOMY
- ➔ USAGE PRIO LEVEL

Colors

Typography

Tonality

Imagery

Sample Usage

RESTRICTED AND PROPRIETARY. Any use or dissemination of this material without the expressed written permission of G-Xchange, Inc. is strictly prohibited.

Logo Anatomy

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



RESTRICTED AND PROPRIETARY. Any use or dissemination of this material without the expressed written permission of G-Xchange, Inc. is strictly prohibited.

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.



RESTRICTED AND PROPRIETARY. Any use or dissemination of this material without the expressed written permission of G-Xchange, Inc. is strictly prohibited.

Logo Usage Priority Level

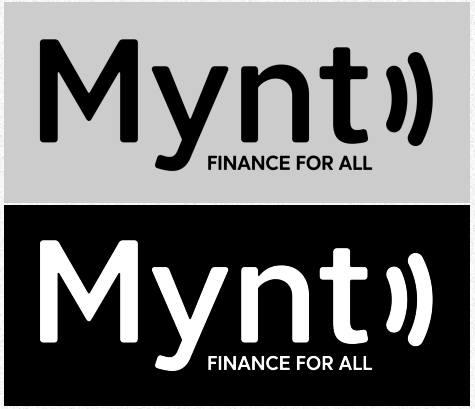
Logo usage priority levelling is of utmost importance when using the logo on certain materials. The main objective is the legibility of the logo regardless of what design material it is being used for.



TOP PRIO: Original logomark colors on light background



SECOND PRIO: Reversed mynt logotype on dark background



LAST PRIO: Reversed colorway for 1 color print

RESTRICTED AND PROPRIETARY. Any use or dissemination of this material without the expressed written permission of G-Xchange, Inc. is strictly prohibited.

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

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

RESTRICTED AND PROPRIETARY. Any use or dissemination of this material without the expressed written permission of G-Xchange, Inc. is strictly prohibited.

FONT

Typography

Hiraya Sans serves as our official brand typeface, versatile enough for headlines, body copy, and fine print alike. Using varied font weights and styles makes our communications clearer, more visually engaging, and consistent across corporate, on-ground, and marketing materials.

Hiraya Sans

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0			

RESTRICTED AND PROPRIETARY. Any use or dissemination of this material without the expressed written permission of G-Xchange, Inc. is strictly prohibited.

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

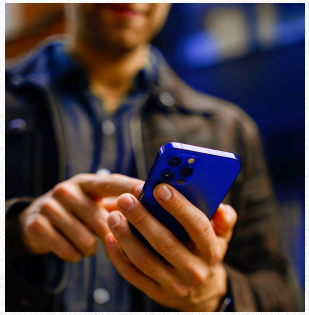
INTERNAL LEADERS & EMPLOYEES, mynt is clear, grounded, and purpose-driven

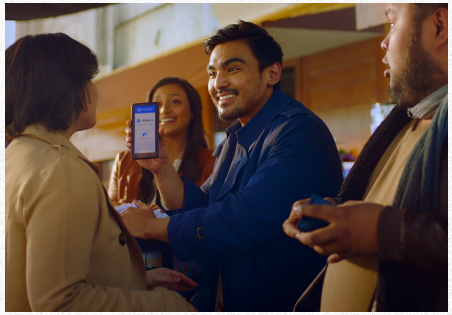
EMPOWERING	CONSTRUCTIVE	CORPORATE-SPEAK	OVERLY ROSY
CONSISTENT	SUPPORTIVE	TOP-DOWN ONLY	AMBIGUOUS

RESTRICTED AND PROPRIETARY. Any use or dissemination of this material without the expressed written permission of G-Xchange, Inc. is strictly prohibited.

Imagery

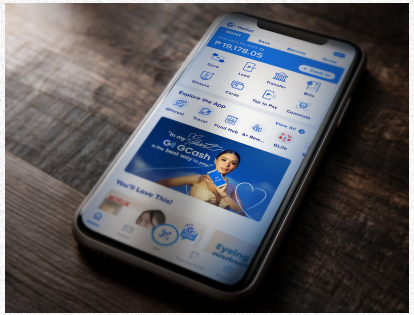
GCash photography celebrates the everyday Filipino by capturing authentic, "in-the-moment" snapshots of the Orange Optimistic needstate. Our imagery draws from the vibrant pulse of local life to narrate the Filipino experience through a lens of genuine, lively storytelling — strengthened further by our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







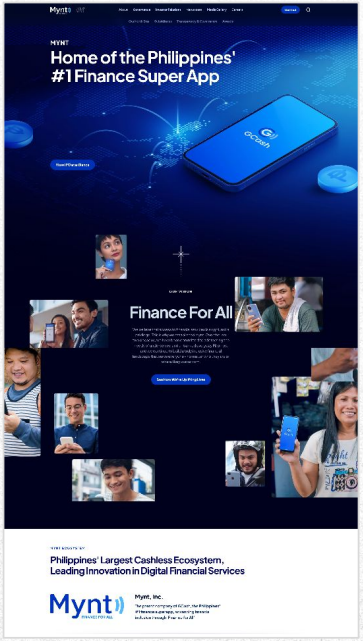


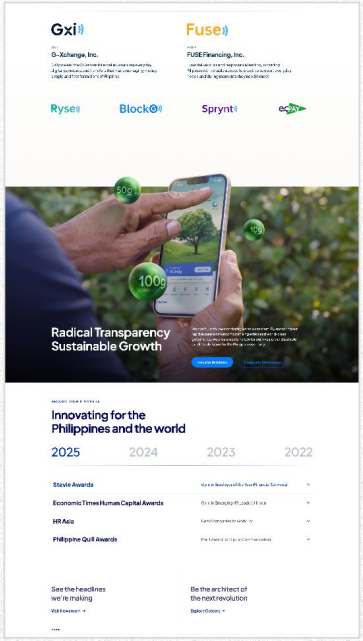


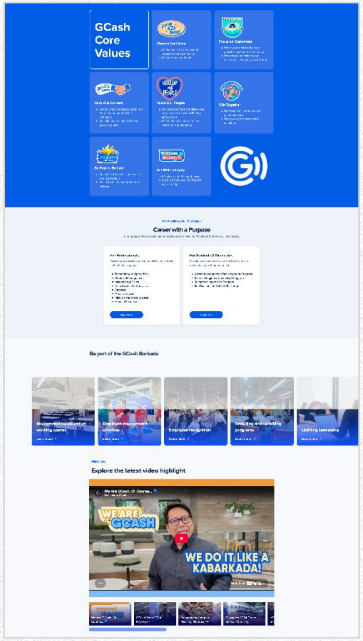
RESTRICTED AND PROPRIETARY. Any use or dissemination of this material without the expressed written permission of G-Xchange, Inc. is strictly prohibited.

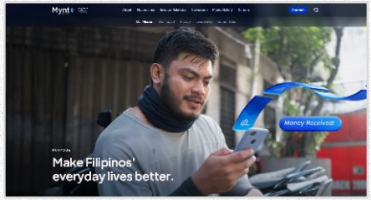
Sample Usage

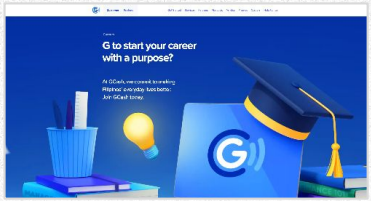
Overall, Mynt branding and design language must be implemented across online and offline channels to establish consistent image and to enhance recall and recognition.

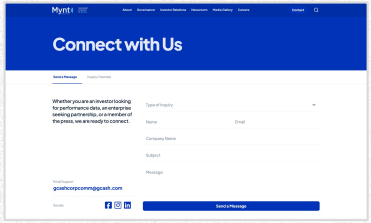












Website Sample Design

RESTRICTED AND PROPRIETARY. Any use or dissemination of this material without the expressed written permission of G-Xchange, Inc. is strictly prohibited.

Mynt

FINANCE FOR ALL

THE BRAND BOOK 2026