



Brand Guideline

v1.0 | December 15, 2022

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Introduction

1



Brand Overview

Welcome to Monytize's brand guideline deck. Here you'll find brand guidelines and downloadable assets as well as information on obtaining permission to use Monytize assets in your own work.

Brand Guidelines & Assets

Anyone using Monytize's assets should only use the logos and screenshots found in our [Brand Resource Center](#) on monytizeapp.com and follow the guidelines outlined there.

Monytize Pillars

Optimism

Innovation

Quality

Community

Unity

Safety & Security

Integrity

Our pillars encompass our brand and values at Monytize. Everything we say, do, and feel, should pull from these seven pillars at all times. If you are to utilize our brand, we ask that you join us in implementing these pillars. Thank you.





Using the Monytize Brand

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Using the Monytize Brand




Balance the Monytize Brand with your brand.

Avoid representing the Monytize brand in a way that:

1. Implies partnership, sponsorship or endorsement, unless given written permission from our Brand and Strategy Department.
2. Puts the Monytize brand in a negative context as part of a script or storyline. You must comply with our [Terms of Use](#) and [Community Guidelines](#).



Using the Monytize Brand

- ✓ **Monytize™**
- ✗ **Mony**
- ✗ **Monetizar**
- ✗ **Mony Brand Name**
- ✗  **Brand Name**

Keep the wordmark Monytize consistent.

Avoid representing the Monytize brand in a way that:

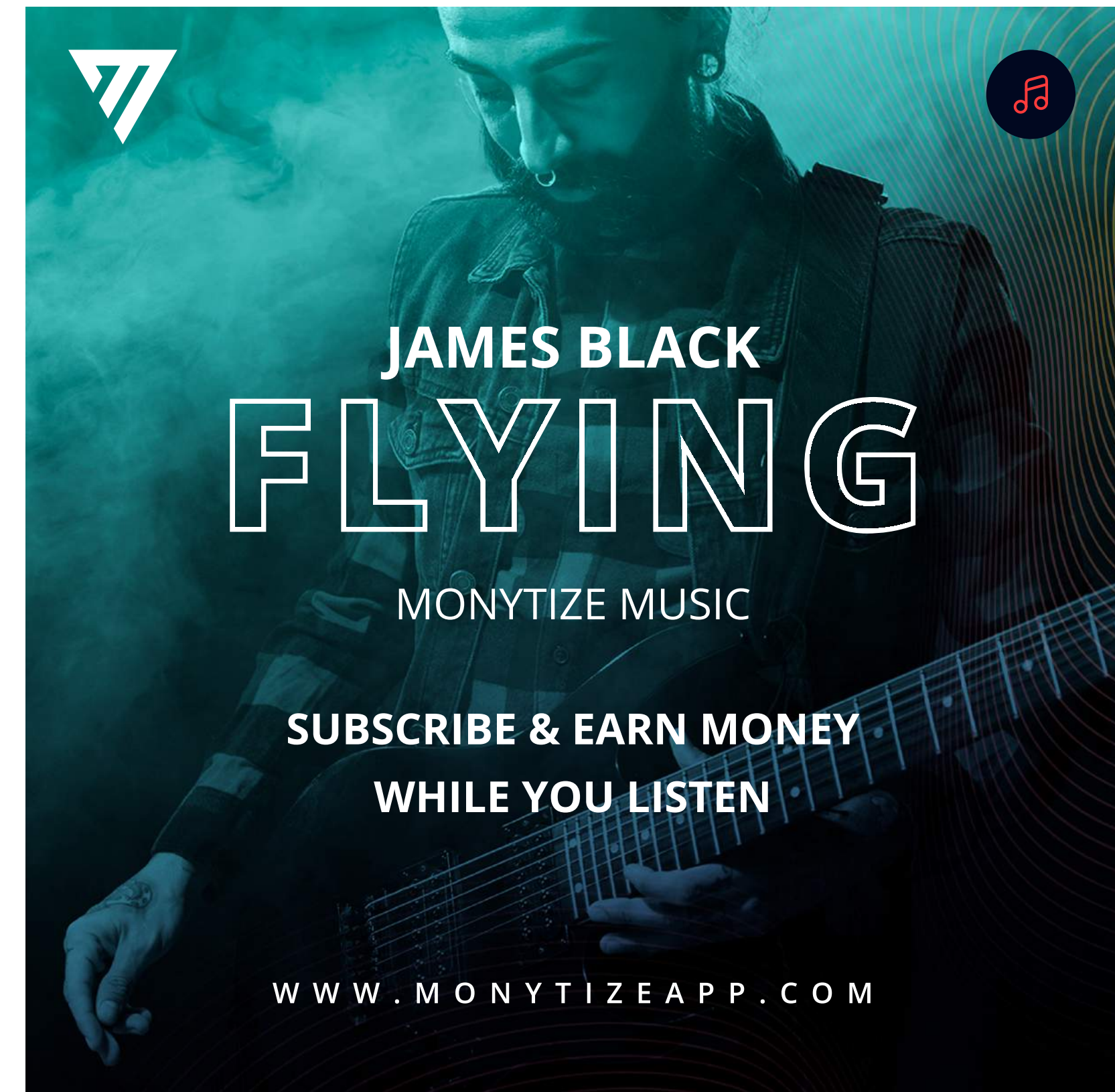
1. Do not modify, abbreviate or translate the wordmark “Monytize” to a different language or by using non-English characters, or use any of our logos to replace it.
2. Do not combine “Monytize” or “Mony” or “Tize” with your own brand.
3. Do not combine any part of the Monytize brand with a company name, other trademarks, or generic terms.
4. Always use the TM watermark included in the Monytize logo.

Using the Monytize Brand in Social Media, TV, & Film



Step 1: Influencers & Celebrities

1. If you're planning to use Monytize in a reel, story, post, commercial, show or film, submit the pertinent part of the script along with the Monytize asset mocked up as you'd like to use it.
2. We may ask to see your entire script if the use isn't clear. For animation, submit your script, digital storyboards and business development paintings.
3. When you submit your initial request, you should receive a response within 2-14 business days.
4. Only use the approved assets.





Glyph Icon 3

Glyph Icon



The Monytize glyph icon is one of our most globally recognized assets. The primary use of the glyph is to promote your organization's presence on Monytize. Only use glyph files available from [this site](#).

Only use the glyph files available [here](#). We recommend showing the glyph in our mint green, black or white.

The glyph should always be paired with a call to action or title: EG: “Follow us on Monytize!” “Color Guide”, unless you’re showing it in a lineup of social media icons.

Give it Some Space



The Monytize glyph icon needs space so that it can stand on its own. This allows the Monytize to be known to the world as a stand alone and powerful brand.

Maintain this rule when using the Brand Glyph in conjunction with imagery, elements, edges of imagery, or text that may be larger, the same weight as the icon, or may take away from the Monytize prominence.

This space is known as X space (or whitespace) where "X" represents what whitespace is needed. Monytize Glyph "X" space is 1/3 the width of the icon, rounded to the next higher full pixel.

To calculate formula: $\text{Icon width} / 3 + \text{round up to next pixel} = X$

The example on this page = $250 / 3 = 83.3333$ (round up) $X = 84\text{px}$



Glyph Do's & Don't



✓ Do's



Images Only: No patterns or other brand logos can be placed within the glyph.

✗ Don't



DO NOT ROTATE THE GLYPH:
Must always be vertical and right side up.



DO NOT USE ANY COLORS OUTSIDE OF OUR BRAND:
Only use our mint, black, or white colors.

Hex colors:
Money Mint #72C9BF
Black #000000
White #FFFFFF



DO NOT COMBINE:
Logos must not be combined or overlapped with other logos or patterns in any way.



DO NOT USE OPACITY ON THE GLYPH:
The glyph must always remain at 100% opacity.



DO NOT ALTER OR RESHAPE GLYPH



Color Palette

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Color Palette



PRIMARY & SECONDARY COLORS



#161C2D
color/primary/blue/midnight



#72C9BF
color/primary/money mint

Important: Monytize Money Mint should be used on any print material.



#8BF1E3
color/primary/cool mint

Important: Monytize Cool Mint should be used on any digital material.



#DDCA85
color/secondary/gold



#60B2FF
color/secondary/gold2

BLACKS & GREYS



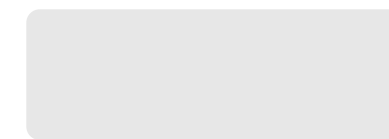
#131313
color/black/midnight



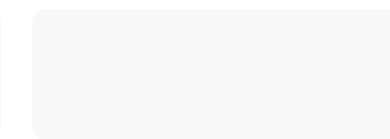
#707070
color/grey/dark grey



#C2C2C2
color/grey/grey



#E7E7E7
color/grey/light grey



#F8F8F8
color/grey/mist grey



#FDFDFD
color/white/white

SIGNAL COLORS



#B60202
color/signal/red/warning/error



#005622
color/signal/success

Color Palette



PRIMARY LOGO



#72C9BF
color/primary/money mint



#FDFDFD
color/white/white



#131313
color/black/midnight



#72C9BF
color/primary/blue/midnight

Important: Never use, or allow the use of, the white or light gray logos on a light or white background.

LOGO COMBINATIONS/BLACK & WHITE/MONEY MINT



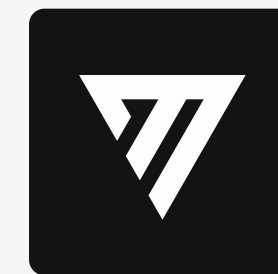
#72C9BF
Logo color/primary/money mint

#131313
Background color/black/midnight



#FDFDFD
Logo color/white/white

#72C9BF
Background color/primary/money mint



#FDFDFD
Logo color/white/white

#131313
Background color/black/midnight



#131313
Logo color/black/midnight

#72C9BF
Background color/primary/money mint

Color Palette



LOGO COMBINATIONS/BLUE MIDNIGHT/MONEY MINT



#72C9BF

Logo color/primary/money mint

#161C2D

Background color/primary/blue/midnight



#FDFDFD

Logo color/white/white

#161C2D

Background color/primary/blue/midnight



#161C2D

Logo color/primary/blue/midnight

#72C9BF

Background color/primary/money mint

SECONDARY LOGO



LOGO

#72C9BF color/primary/money mint

TEXT

#131313 color/black/midnight



LOGO

#72C9BF color/primary/money mint

TEXT

#161C2D color/primary/blue/midnight



LOGO

#72C9BF color/primary/money mint

TEXT

#FDFDFD color/white/white

Important: Never use, or allow the use of, the white or light gray logos on a light or white background.

Color Palette



LOGO
#72C9BF color/primary/money mint

TEXT
#72C9BF color/primary/money mint



LOGO
#131313 color/black/midnight

TEXT
#131313 color/black/midnight



LOGO
#161C2D color/primary/blue/midnight

TEXT
#161C2D color/primary/blue/midnight



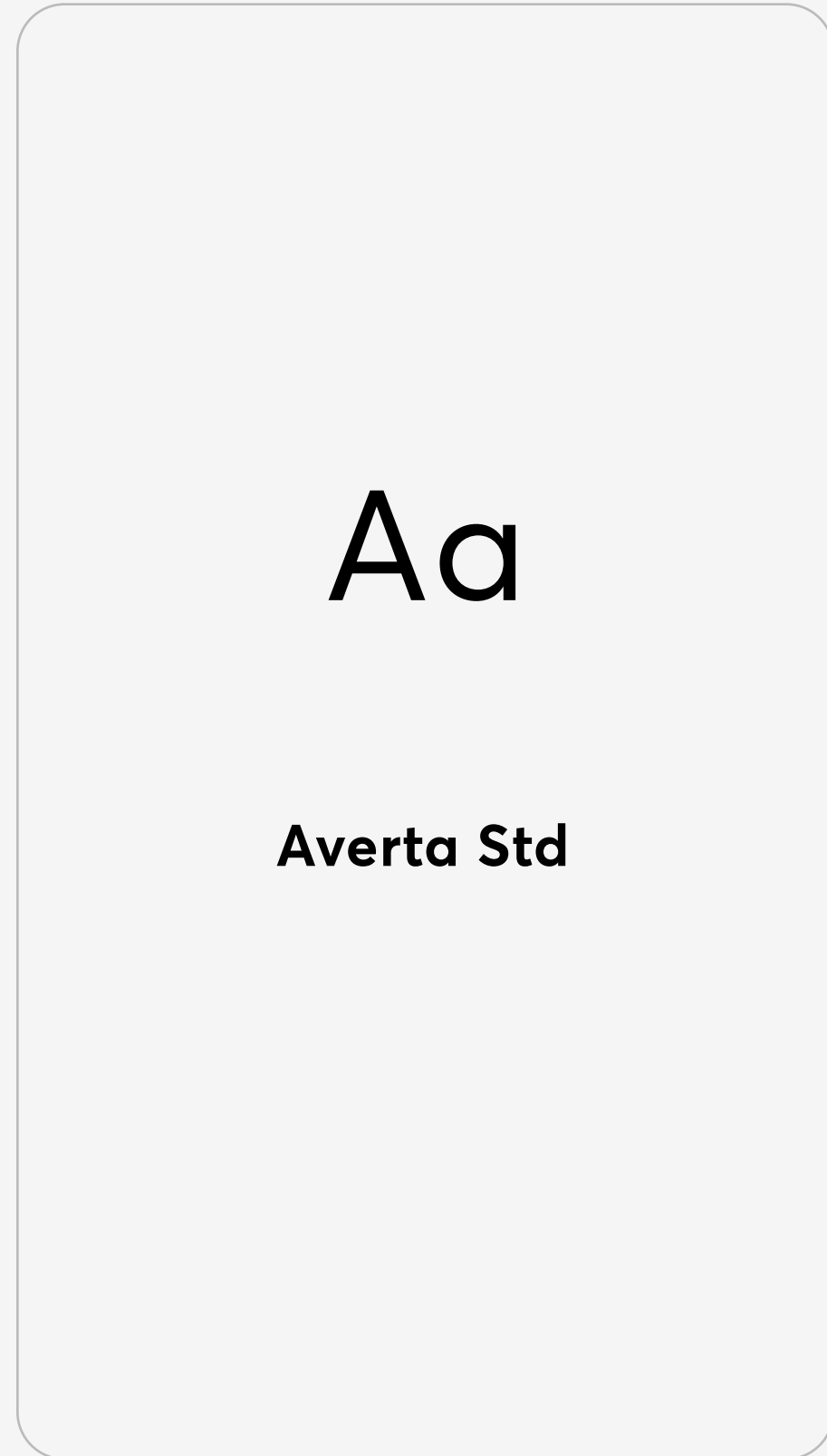
LOGO
#FDFDFD color/white/white

TEXT
#FDFDFD color/white/white

Important: Never use, or allow the use of, the white or light gray logos on a light or white background.



Typography 5



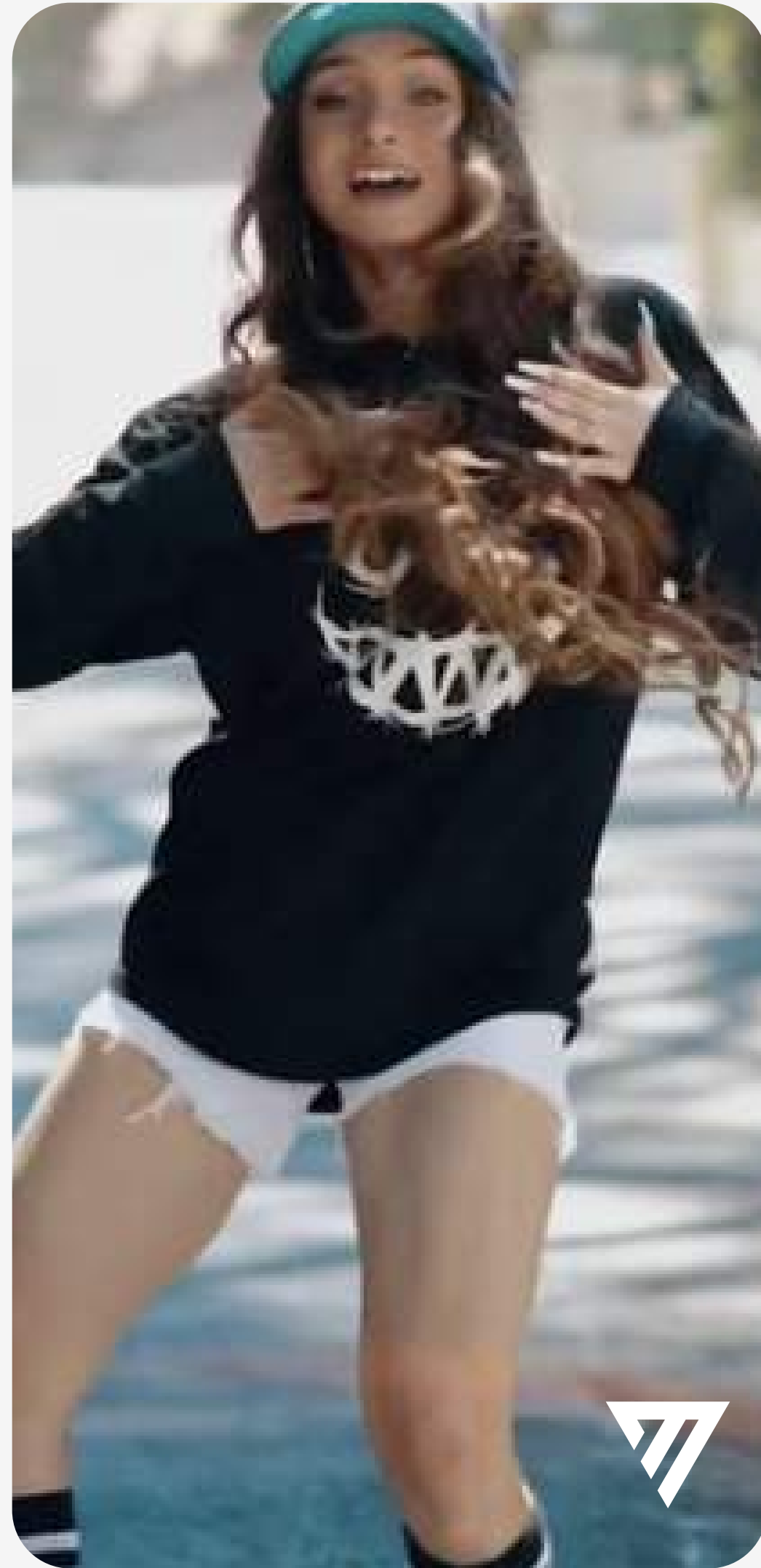
Aa	Thin 300
Aa	Light 400
Aa	Regular 400
Aa	Semibold 600
Aa	Bold 700
Aa	Extrabold 800

The Monytize font family used is Averta Std. Within the font family Monytize uses all six font weights.



Video 6

Video



For video use Monytize suggest using large outlined glyph or small solid glyph for video post. This includes podcast, video shows, and advertising.



Legal

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Monytize dedicates substantial resources to the development and protection of its intellectual property. In addition to seeking registration of its trademarks and logos around the world, Monytize enforces its rights against people who misuse its trademarks.

Monytize's trademarks are owned by Monytize and may only be used as provided in these guidelines or with Monytize's permission. A list of some of Monytize's trademarks can be found [here](#). You may not use or register, or otherwise claim rights in any Monytize trademark, including as or as part of any trademark, service mark, company name, trade name, username or domain registration. You should not use or claim rights in any trademark in a way that is confusingly similar to or dilutive of Monytize's trademarks, including as, or as any part of, a trademark. Do not use Monytize's trademarks for anything that would be inconsistent with Monytize's Terms of Service or Community Standards.

We may revoke permission to use Monytize's trademarks at any time. Monytize reserves the right to withhold approval of content that it considers inconsistent with the Monytize brand.