

Brand Identity

Introduction

The complete visual identity system of MINING.com is the combination of following elements

An icon of a miner



Word Mark

MINING.com

Tagline

Your source for global mining news

Yellow, green and blue
segments underlining the
MINING.com



The MINING.com identity in standalone can be presented in following four ways depending upon the available position or nature of marketing material.

1. Logo for white or any light background

This standalone logo represents the identity of MINING.com in general and most frequent in use.

Logo



Guides



Brand Identity

Standalone

2. Logo for black or any dark background



In some cases only the icon of the logo can be used if required

3. Logo Icon for white or any light background



4. Logo Icon for black or any dark background



For black or any dark background, a white outline around the icon must be used which would be equal the width of the line around the miner

The Color Template

To keep the consistency the following color template must be adhered both for print material and the web.

Principal Color Template for Print Material



MINING.com Pantone Black C
CMYK: C 0, M 0, Y 0, K 100



MINING.com Yellow Pantone 116 C
CMYK: C 0, M 12, Y 100, K 0



MINING.com Green Pantone 349 C
CMYK: C 94, M 11, Y 84, K 43



MINING.com Blue Pantone 301 C
CMYK: C 100, M 46, Y 5, K 18



MINING.com Grey Pantone Black C (70 %)
CMYK: C 0, M 0, Y 0, K 70

Principal Color Template for the Web



MINING.com Pantone Black C
RGB: R 30, G 30, B 30



MINING.com Yellow Pantone 116 C
RGB: R 254, G 203, B 0



MINING.com Green Pantone 349 C
RGB: R 0, G 105, B 60



MINING.com Blue Pantone 301 C
RGB: R 0, G 82, B 147



MINING.com Grey Pantone Black C (70 %)
RGB: R 109, G 110, B 113

Brand Identity

Typography

The following three type styles from Univers family are chosen for MINING.com textual contents.

This type style should be used for body text in 70 % grey color.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers - Bold

This type style should be used for Main headings in Corporate Blue color

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers - Condensed

This type style should be used for tagline of MINING.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

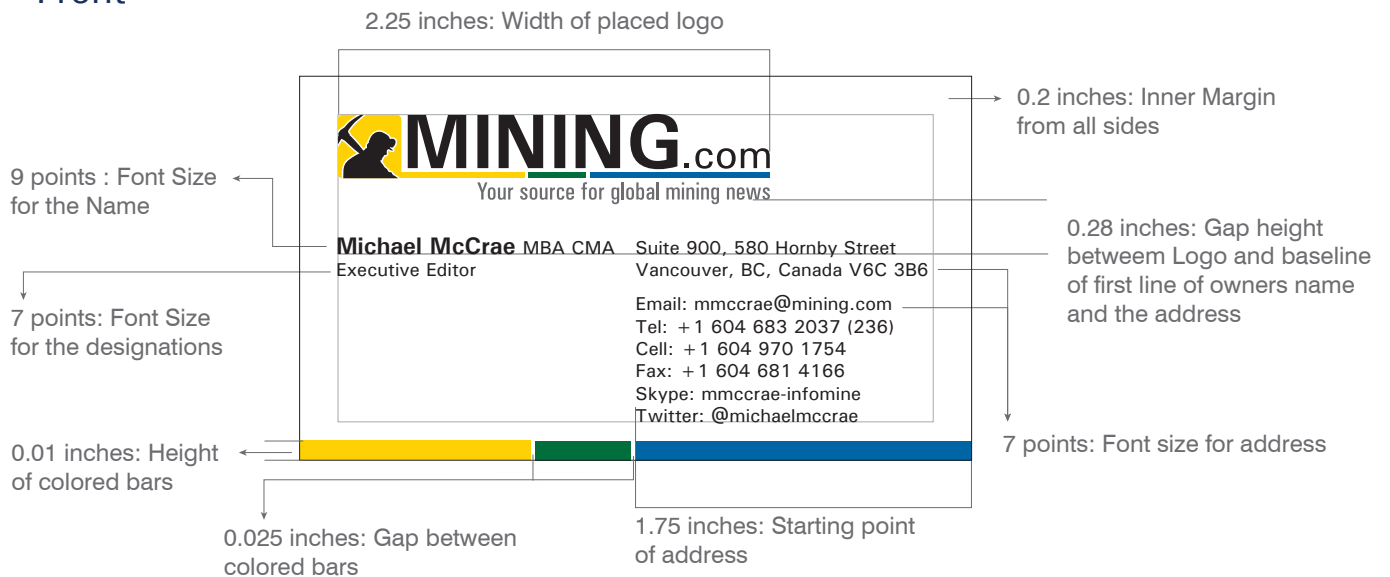
Brand Identity

Biz Card

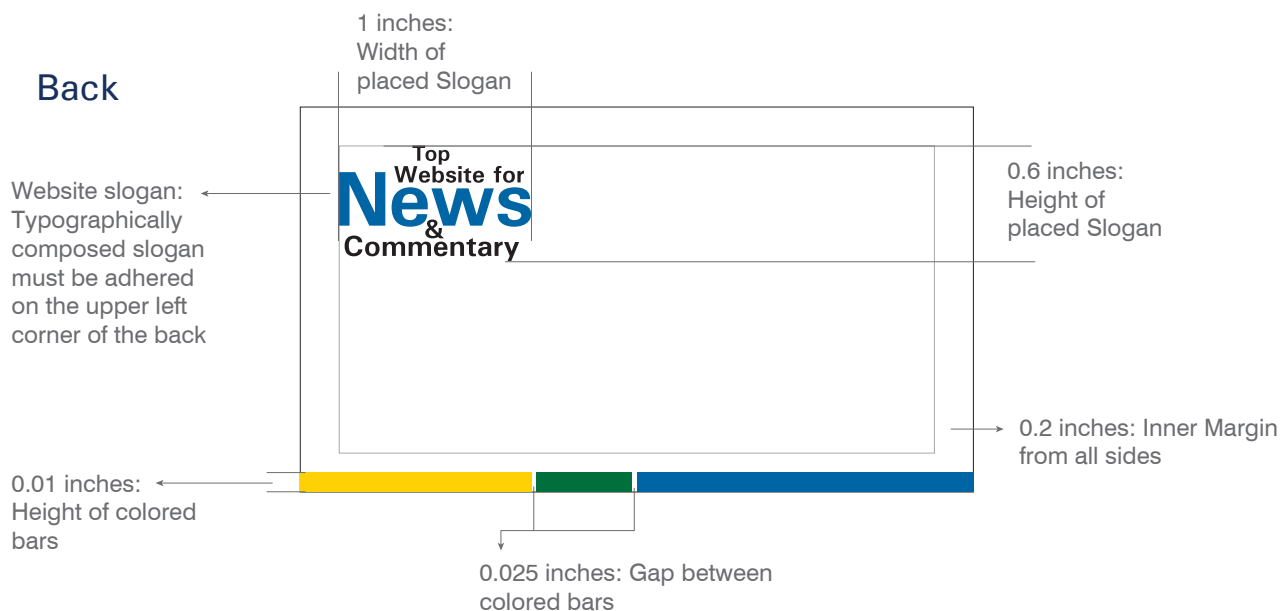
Biz Card

Finished Size: 3.5 in(w) x 2 in(h)

Front



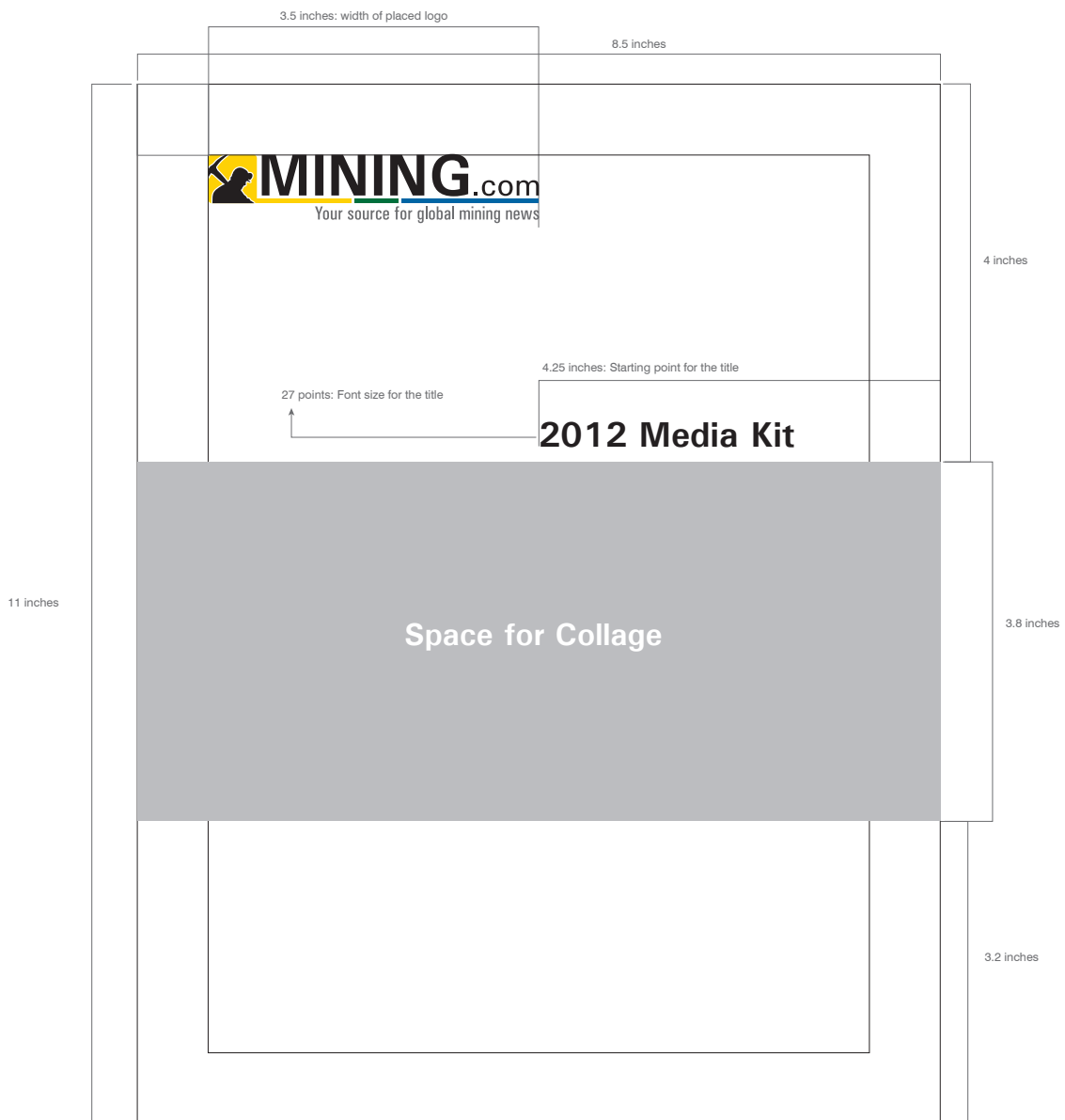
Back



Brand Identity

Cover for Standard Brochures & Media Kits

Front



Brand Identity

Cover for Standard Brochures & Media Kits

Back

