



Brand Guidelines

Version 1 · 2026

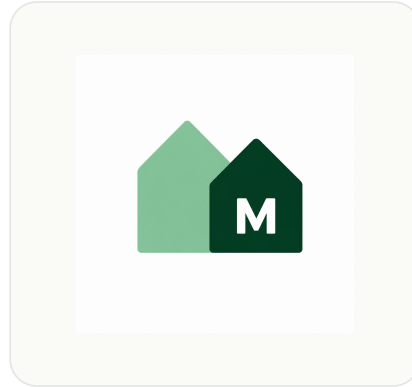
How to use the CloseMint mark, palette, type, and voice.
Internal + partner reference.

SECTION 1

Logo System

**Primary horizontal**

Default lockup. Use everywhere unless space is tight.

**Mark only**

When the wordmark would render below 60px wide.

**Monochrome dark**

Single-color contexts: faxes, embroidery, dark backgrounds.

Clear space

Maintain a minimum 8px clear space around the mark on screen — equal to the height of the “M” monogram inside the house. Nothing (text, button edge, image crop) may enter that buffer. On print, scale proportionally: at 1" mark width, hold 0.12" clear.

Minimum size

Primary horizontal lockup: never below 120px wide on screen (or 0.9" on print). Mark-only: never below 24px square on screen (or 0.25" on print). Below those sizes the wordmark loses legibility on standard displays.

SECTION 2

Color Palette

Forest Green
#0F3D2E

Forest Green

Primary brand. Headings, primary buttons, header bands.

CMYK 86 / 38 / 78 / 71 · Pantone 5535 C (approx)

Mint Green
#4CAF79

Mint Green

Accent / CTA hover. Live links, success ticks.

CMYK 64 / 0 / 60 / 0 · Pantone 354 C (approx)

Pale Mint
#B9E0C3

Pale Mint

Soft surfaces, callout cards, hover backgrounds.

CMYK 25 / 0 / 22 / 0 · Pantone 351 C (approx)

Navy
#0A1F3D

Navy

Body text on light surfaces. High-contrast headlines.

CMYK 96 / 84 / 40 / 56 · Pantone 539 C (approx)

White
#FFFFFF

White

Default page background. Logo card under the mark.

CMYK 0 / 0 / 0 / 0 · Pantone n/a

Orange
#E87D2E

Orange

Sell-side accent ONLY. Never on Buy-side surfaces.

CMYK 0 / 60 / 88 / 0 · Pantone 158 C (approx)

SECTION 3

Typography

Headings · Nunito Black

Used for hero headlines, page titles, and section eyebrows. Heavy weight signals confidence; rounded terminals soften it so the voice never feels corporate.

Get paid at closing.

Nunito Black · 32pt · letter-spacing -1%

Body & UI · Inter SemiBold (UI) / Regular (long-form)

Inter is used everywhere outside headlines. SemiBold for buttons, form labels, table headers, and inline emphasis. Regular for paragraphs and fine print. Avoid Light — it underperforms on mobile.

Size ladder (web)

Aa Aa

28pt sample — Hero · Nunito Black

Aa Aa

22pt sample — H1 · Nunito Black

Aa Aa

18pt sample — H2 · Nunito Bold

Aa Aa

15pt sample — H3 · Inter SemiBold

Aa Aa

12pt sample — Body · Inter Regular

Aa Aa

10pt sample — Caption · Inter Regular

SECTION 4

Voice & Tone

CloseMint sounds confident, friendly, and trustworthy — never salesy, never hype-y. Every sentence has to pass two tests: a homebuyer would read it without rolling their eyes, and a compliance attorney would read it without flagging it.

Words to use

vetted

Substantiated quality claim (per FTC standard).

up to 50%

Truthful ceiling — never flat 50%.

get paid at closing

Plain English on the timing.

rebate at closing

Funded from referral fee, not a discount.

vetted local agents

Plural — not 'top'/'best'/'leading'.

estimated

Pair with any dollar amount.

modeled

For projections.

licensed

Use instead of 'certified'.

Words to avoid

guaranteed

Outcome guarantees fail substantiation.

top / best / leading

Superlatives without comparison data.

free money

Misrepresents the funding source.

no catch

Defensive — implies there is one.

trusted by thousands

Pre-launch = false.

5-star reviews

No customers yet.

certified

Suggests a credential we don't issue.

instant rebate

Timing claim must be accurate.

SECTION 5

Logo Do / Don't



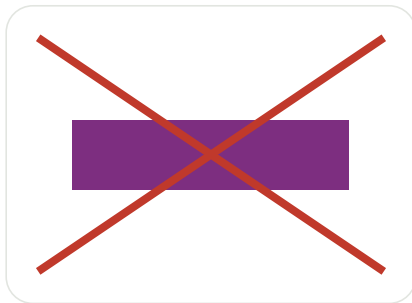
Do · Use on white



Do · Use on pale mint



Do · Mono dark on dark



Don't · Recolor the mark



Don't · Rotate or skew



Don't · Busy photo, no scrim







Also never:

add drop shadows · apply gradient overlays · stretch or distort · outline the wordmark · place on a busy photo without a scrim · use the mark in body copy as a substitute for the word "CloseMint".

SECTION 6

Spacing System

CloseMint uses a 4/8/16/24/40/64px scale. Every gap on the site rounds to one of those values. This keeps vertical rhythm even across mobile and desktop without fiddly one-offs.

	4px	Tight micro-gap (icon ↔ label baseline correction)
	8px	Component padding (chip, badge, small input)
	16px	Standard between siblings (form rows, list items)
	24px	Card padding, section sub-blocks
	40px	Section vertical rhythm on mobile
	64px	Section vertical rhythm on desktop

Page padding

Mobile ($\leq 860\text{px}$): 16px horizontal, 40px between sections, 24px card padding. Desktop ($> 860\text{px}$): 24px horizontal at container edges, 64px between sections, 32px card padding. Tap targets are always $\geq 44\text{px}$ regardless of viewport — never shrink a button to make a row fit.

SECTION 7

Contact & Versioning

These guidelines are versioned. The current revision is v1 (2026). Any change to the palette, type, voice rules, or logo lockups increments the version. Partners and press should always link to the canonical hosted copy on the press page.

Reference

Press kit	closemint.com/press
Brand assets	closemint.com/press — Brand assets ZIP
Press inquiries	press@closemint.com
General	hello@closemint.com
Asset owner	CloseMint Brand
Last review	May 2026
Next review	November 2026