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more money, less problems

featuring The Notorious P.I.G.
a.k.a. Piggy Smalls

The image features a central white horizontal band containing the text "CREATIVE BRIEF". Above and below this band are decorative borders composed of overlapping triangles in various shades of green and yellow, creating a low-poly, abstract geometric pattern.

CREATIVE BRIEF

COMMUNICATION OBJECTIVE

We want to **build awareness** with new consumers and **create demand** for Mint. We want consumers to feel like the app helps them save and **manage money easily**, and in turn feel like they have their life together.

TRENDY ENGAGED STRIVERS



TARGET AUDIENCE

- 20-26 years
- Annual income of \$30,000-\$70,000
- College graduates
- Unmarried, do not own property and do not have children
- Feel like **financial planning is overwhelming** and are inexperienced with it
- Use **technology** as a primary means of completing tasks
- Enjoy **pop culture**, social media and music

MAIN IDEA

Mint is the only all-in-one financial planning app that helps users **understand their finances** and **transition into adulthood**.

The image features a central white rectangular area containing the text "STYLE GUIDE". This central area is flanked by two horizontal bands of an abstract geometric pattern. The pattern consists of numerous triangles of varying sizes and shades of green and yellow, creating a low-poly, crystalline effect. The top band is slightly lighter in color than the bottom band.

STYLE GUIDE

Logo Design



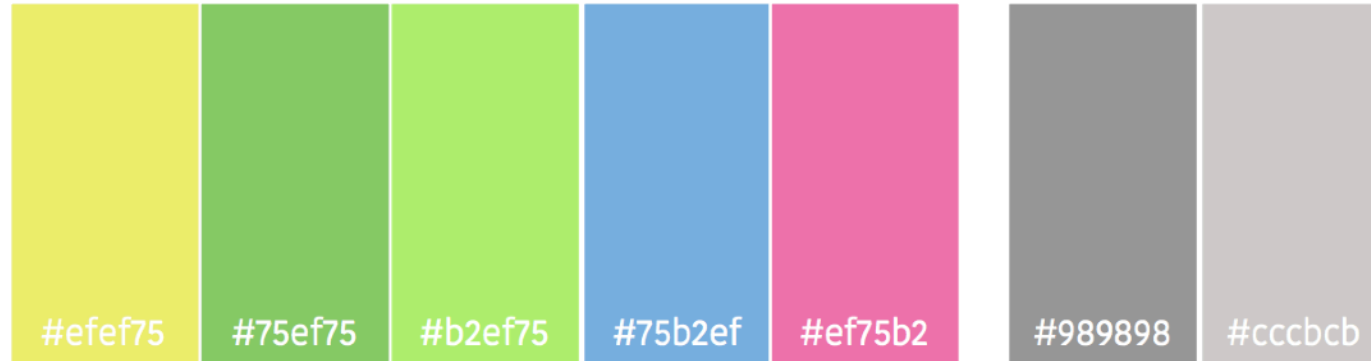
Use the main green logo for most printed marketing and communications materials as well as television and email.

Use the grayscale variations for web design as well as various alternative promotional items, including in app.



The coin can be used for symbolic representation of the app. Color variations can be made with the palette below.

Color Scheme



Typography

Comfortaa (Bold & Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&?!

Kohinoor Devanagari (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&?!



PRINT ADVERTISEMENTS

Forget about the pricetag — Jessie J

Adult-ing makes
the price tags
a little hard to
ignore.



It's time to grow up. With Mint, financial planning will be the easiest part of adulthood. Download the app today to get Mint on your money and money off your mind.



mint
more money, less problems

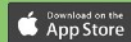
mint

Havin' money's not
everything, not havin' it
is — Kanye West

Couldn't have said
it better myself.



It's time to grow up. With Mint, financial planning will be the easiest part of adulthood. Download the app today to get Mint on your money and money off your mind.



mint
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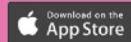
mint

I want to be a billionaire,
so freakin' bad
— Bruno Mars

**Billionaire?
Not with that
budget.**



It's time to grow up. With Mint, financial planning will be the easiest part of adulthood. Download the app today to get Mint on your money and money off your mind.



mint
more money, less problems

mint

It's time to grow up. With Mint, financial planning will be the easiest part of adulthood. Download the app today to get Mint on your money and money off your mind.



The background of the slide is composed of two horizontal bands of abstract, low-poly green shapes. The top band features a mix of light and medium green triangles and polygons. The bottom band is a darker shade of green, also composed of similar geometric shapes. A solid white horizontal band runs through the center of the image, containing the text.

MOBILE ADVERTISEMENTS



spoti.fi/2oFur0i

The screenshot shows a Spotify web interface on a dark theme. The left sidebar contains navigation options: Local Files, PLAYLISTS (Discover Weekly, Mint: More M..., #mood, Gilmore Girls, Your Top Songs 2016, Dudes Being Dudes, Walking to Class, Trending in Film, Acoustic Pop), and a New Playlist button. The main content area displays a collaborative playlist titled 'Mint: More Money, Less Problems' with a piggy bank icon. The playlist description states it's to help manage adulthood with less money troubles and promotes the Mint app. It was created by 'reganderson' and contains 57 songs, lasting 3 hours and 43 minutes. Below the description is a table of songs:

	TITLE	ARTIST	USER	
+	Rich Girl	Gwen Stefa...	reganderson	12 days ago
+ (volume icon)	Blessings	Chance The..	reganderson	12 days ago
+	Mo Money Mo Problem...	The Notorio...	reganderson	12 days ago
+	Gold Digger	Kanye West..	reganderson	12 days ago

At the bottom, a blue banner for the 'mint' app features four piggy bank icons and the text 'Don't break the bank. Download mint.' The bottom player bar shows the song 'Blessings' by Chance The Rapper is currently playing, with a progress bar at 0:30 of 3:41.

mint

SPOTIFY ADS

COLLABORATIVE PLAYLIST

Mint: More Money, Less Problems 🐷

A playlist to help you manage adulthood with less money troubles.
Download the Mint app on App Store and Google Play...

Created by: **reganderson** • 57 songs, 3 hr 43 min

PAUSE ⋮

Filter Download ☐

	TITLE	ARTIST	USER	
+	Rich Girl	Gwen Stefa...	reganderson	12 days ago
🔊 +	Blessings	Chance The..	reganderson	12 days ago
+	Mo Money Mo Problem... <small>EXPLICIT</small>	The Notorio...	reganderson	12 days ago
+	Gold Digger <small>EXPLICIT</small>	Kanye West...	reganderson	12 days ago

mint 🐷 🐷 🐷 🐷 Don't break the bank. Download mint.

See what your friends are playing

FIND FRIENDS

Julia Eger
Heartbeats – José Gonzá...
The Indie Mix

Ben Khan
Night Changes – One Direct...
Guilty Pleasures

Sean Aquilina
Flashing Lights – Kanye West
Graduation

Maddie Stocker

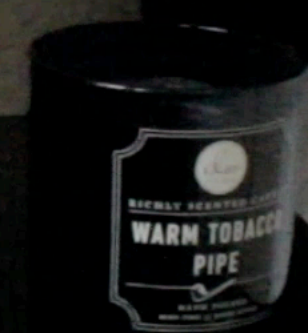
Blessings +
Chance The Rapper

0:30 3:41

mint

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VIDEO ADVERTISEMENT



The background of the image is composed of two horizontal bands of abstract geometric patterns. The top band features a complex arrangement of triangles in various shades of green and yellow, creating a dynamic, low-poly effect. The bottom band is a solid, uniform green. A white horizontal strip runs through the center of the image, containing the text.

BENEFIT CONCERT



MINT PRESENTS

CHANCE THE RAPPER

04 | 21 | 17
GRANT PARK
CHICAGO PUBLIC SCHOOLS
BENEFIT CONCERT

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WHERE IS PIGGY SMALLS?

Find Piggy Smalls and win a pair of free tickets to Chance the Rapper in Chicago!

Clue: Kemeys protects this house of creativity.

#EDUEmpowerMINT



👍 Like 💬 Comment



mint

SOCIAL MEDIA

#EDUEmpowerMINT



Ashley Y @Pinky19511 · 11s

Because everyone deserves access to a quality education [#EDUEmpowerMINT](#)



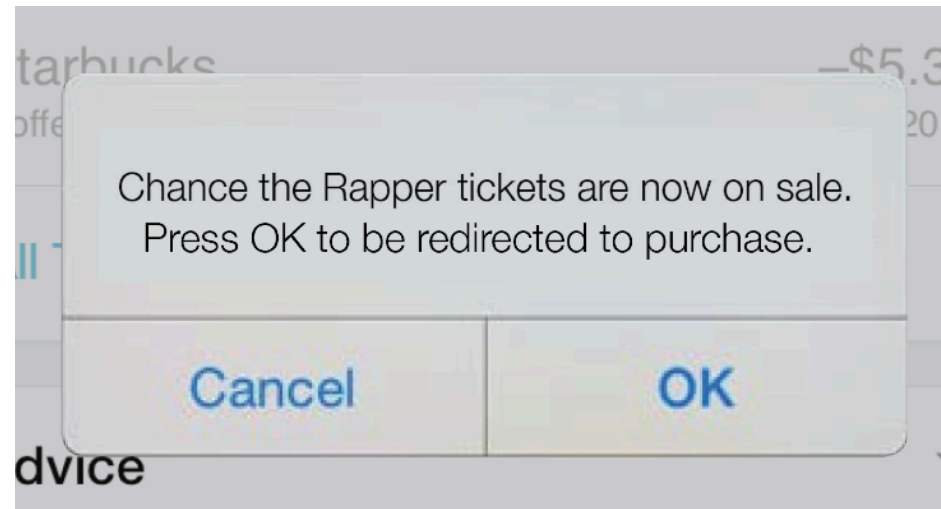
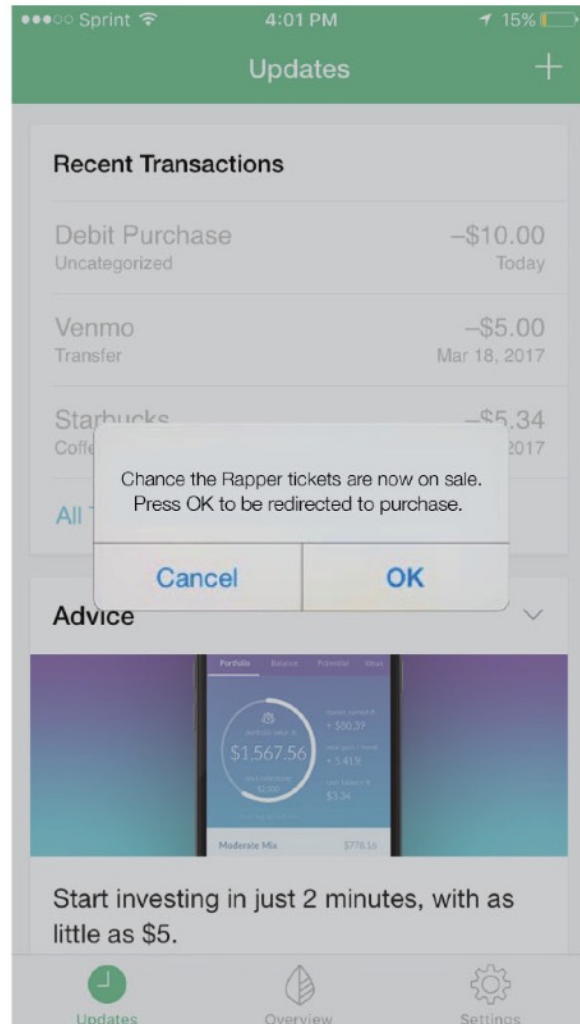
1



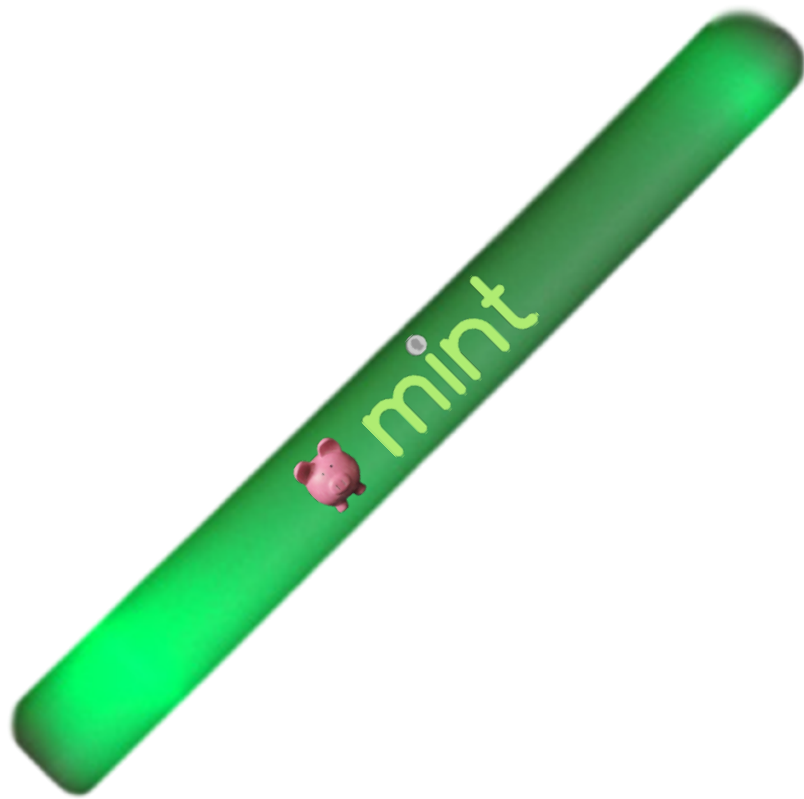
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TICKET PRE-SALE



PROMOTIONAL MATERIALS



CHANCE TO MEET CHANCE



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