

# Mindstream Energy® Brand Identity Guidelines

Institutional Branding Standards for Press, Investors & Partners *Updated: December, 2025*

## Introduction

This guide ensures consistent application of the Mindstream Energy brand across all media, press releases, articles, and partnerships. Adhering to these standards maintains our professional image as a leader in energy-to-compute infrastructure. For questions, contact [info@mindstreamenergy.com](mailto:info@mindstreamenergy.com).

## Brand Essence

Transforming natural gas into intelligent digital infrastructure at the intersection of energy, data, and advanced computing.

## Logo Architecture

The logo combines a flame symbolizing raw energy with circuit pathways representing intelligence, optimization, and digital infrastructure. Use only approved variations. Clear space around the logo should be at least 50% of its height. Minimum size: 1 inch wide in print.

## Logo Variations

- **White with Glow on Black:** Ideal for dark backgrounds.



- **Orange Solid on Black:** High-contrast for digital use.



## Color System

Black (#000000) and white (#FFFFFF) form the base. Use Flame Orange (#FF6600) and Energy Gold (#FFD700) sparingly as accents for power and flow.

- Primary: Black/White
- Accents: Flame Orange, Energy Gold Avoid gradients unless specified.

## Typography

Use modern sans-serif fonts for clarity and scalability:

- Headlines: Helvetica Bold or Arial Bold (24pt+)
- Body: Helvetica Regular or Arial Regular (12-14pt)
- Minimum leading: 120% Ensure high contrast (e.g., white on black).

## Application Rules

### Do's

- Use logos on high-contrast backgrounds.
- Scale proportionally.
- Pair with brand colors only.
- Reference company as "Mindstream Energy" in text.

## Don'ts

- Alter, recolor, distort, or rotate logos.
- Place on busy or low-contrast backgrounds.
- Use unapproved fonts or colors.
- Crop or overlay elements on the logo.

For vector files (SVG/EPS), request from [info@mindstreamenergy.com](mailto:info@mindstreamenergy.com). Always proof for legibility in digital/print.

## Media Fact Sheet

Category	Details
Company	Mindstream Energy, LLC
Industry	Energy Infrastructure & Digital Assets
Focus	Natural Gas → Bitcoin Mining → AI / HPC Data Centers
Headquarters	Houston, Texas
Business Model	Asset-backed energy-to-compute infrastructure
Website	<a href="http://www.mindstreamenergy.com">www.mindstreamenergy.com</a>
Press Contact	<a href="mailto:info@mindstreamenergy.com">info@mindstreamenergy.com</a>

## Contact

For brand approvals or assets, email [info@mindstreamenergy.com](mailto:info@mindstreamenergy.com).

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