mentormate™

MentorMate 2023

Media Kit

Welcome

For all media inquiries, contact our PR team at pr@mentormate.com. From events we're sponsoring to ones we're hosting in our offices to speaking engagements, our **events page** features everywhere you can connect with us in the coming month.

All media and live presence should be synced with our team before publishing.

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About MentorMate:

MentorMate developed its first mobile app in 2001. Since then, hundreds of companies the world over have trusted MentorMate to design and develop innovative custom software products that deliver digital transformation at scale. Adept in strategic consulting, design, cloud services, DevOps, web and mobile development, quality assurance, and software support, MentorMate's global team helps companies of all sizes and industries solve their most complex business problems. Learn more at **mentormate.com**.

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Global Footprint

Gothenburg
SWEDEN

Minneapolis
UNITED STATES

Sofia
Plovdiv
Veliko Tarnovo
Varna
Ruse
BULGARIA

Asunción
PARAGUAY

22
Years In Business

36
Countries

8
Offices

9
Time Zones

1,500+
Completed Projects

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MentorMate Media Kit 2023

Brand Content

Writing Guide

- MentorMate, not Mentormate or mentormate or MM
- Björn Stansvik, not Bjorn Stansvik
- Asunción, Paraguay, not Asuncion, Paraguay
- **Do** use the Oxford comma
- **Don't** use ampersands (unless it's in a title or headline)
- **Avoid** using exclamation points
- **Avoid** passive voice
- Use **Title Caps** for headlines, **sentence case** for all other copy

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Logos

Primary Logo

Our logo is our flag — it represents us. The primary, two-color logo should be used on all brand applications across print, web and digital mediums unless explicitly noted otherwise.

Secondary Logo

The alternate logos can be used to introduce more variety into specific design applications and layouts.

Logo Clear Space

Leave enough space between the
logo and surrounding elements.

![mentormate logo]

Logo on Backgrounds

Only use the full-color logos on white, or dark navy blue colored backgrounds.
In general, black and dark backgrounds are acceptable. Don't use full-color logos
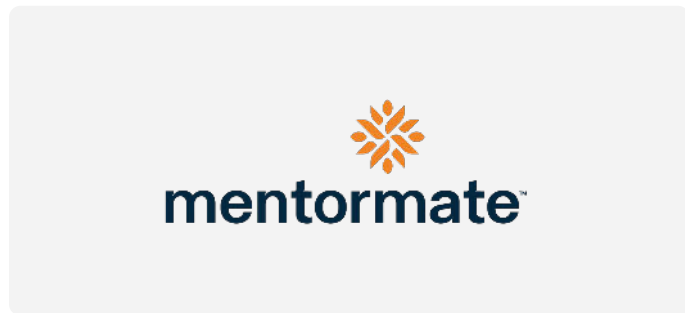on photographs unless it's in a dark navy or white area of the image.

Logo Misuse

Do not do the following:

- Stretch or distort the logo
- Change its color
- Put shadow of any kind
- Rotate or change our logo mark
- Change the transparency
- Outline the logo
- Use the logo as a read-through in a sentence

Downloadable Resources

MentorMate Logos

Image Gallery

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Thank you!