



mentormate[™]

Part of Tietoevry Create

MentorMate 2024

Media Kit

Hello

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.



CONFIDENTIAL © 2024 MentorMate, LLC. All rights reserved.

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.



MentorMate + Tietoevry Create

As part of Tietoevry Create, MentorMate combines deep local expertise with the power of over 10,000 team members to deliver digital transformation on a global scale. With delivery centers on four continents, we ensure ease of delivery regardless of where our clients are located. Together, MentorMate and Tietoevry Create are global leaders in digital consulting, design, and engineering services. We build tailored digital solutions that align with our clients' business objectives and maximize their value.



Global Footprint



22

Years In Business

23

Countries

301

Offices

15

Time Zones

10,000

Global Experts

End-to-End Services for Seamless Solutions



Artificial Intelligence

- AI Strategy
- AI Integration
- Data Curation & AI-Driven Insights
- AI in Security & Compliance



Design

- Foundational Research
- Design Strategy
- Product Design
- Behavior Design
- Service Design



Cloud & Devops

- Cloud Migration
- Cloud-native
- Cloud Leadership
- Devops



Digital Experience Platforms

- DXP Strategy
- DXP Implementation
- SEO



Data & Analytics

- Predictive Analytics
- Performance Tuning
- Data Design & Architecture
- Data Migration
- Data Development & Testing
- Business Intelligence & Analysis



Security & Compliance

- Consultative Security
- Technical Security



Development

- Web Development
- Mobile Development
- Quality Assurance
- Systems Integration
- Systems Architecture



Support

- Operation Support
- Application Support
- Staff Augmentation



mentormate[™]
Part of Tietoevry Create

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





mentormate[™]

Part of Tietoevry Create

MentorMate Media Kit 2023

Logo Lockup

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.



Clear Space

Leave enough space between the logo and surrounding elements.



Background Variations

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:

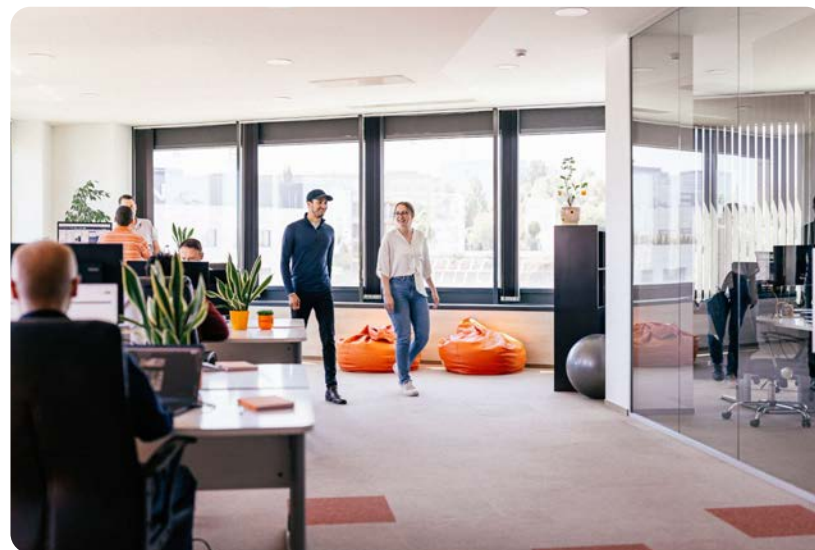
- Stretch or distort the logo
- Change its color
- Put shadow of any kind
- Rotate or change our logo mark
- Change the transparency
- Outline the logo
- Use the logo as a read-through in a sentence



Downloadable Resources



[MentorMate Logos](#)



[Image Gallery](#)



mentormate[™]

Part of Tietoevry Create

MentorMate Media Kit 2023

Thank you!