

The logo graphic consists of three concentric circles. The innermost circle is dark gray. The middle circle is a lighter gray. The outermost circle is a medium gray. A green arc is positioned on the right side of the middle circle, starting from the top and curving downwards. The text 'MINTONION' is centered horizontally and partially overlaid by the circles. 'MINT' is in green, 'O' is white, and 'NION' is in white.

MINTONION

# MINT ONION HELPS BRANDS CREATE CONTENT THAT ACHIEVES THEIR OBJECTIVES

Peel back the layers. Uncover what matters. Build fresh, clear creative.

## Brand Vision

We see a future where creative work isn't siloed—where brands, creators, and audiences collaborate more meaningfully.

Mint Onion exists to spark those connections through fresh layers of creativity.



### CLARITY

Start by peeling back the complexity to reveal the core message.

### DEPTH

Layer on strategy, insight and design so the story holds up.

### FRESHNESS

Turn abstract ideas into polished visual narratives that cut through.

## THE TEAM

Mint Onion's international team is primarily based in the EU and US.

We're a tight-knit group of skilled graphic designers, digital content producers, animators, web developers, writers and editors, and more.



## What sets us apart from other creative agencies?

Our extended global network. We've cultivated partnerships with a diverse pool of talent you can trust to get the job done well. Our flexible model allows us to scale seamlessly, bringing in exactly the right talent for every project.

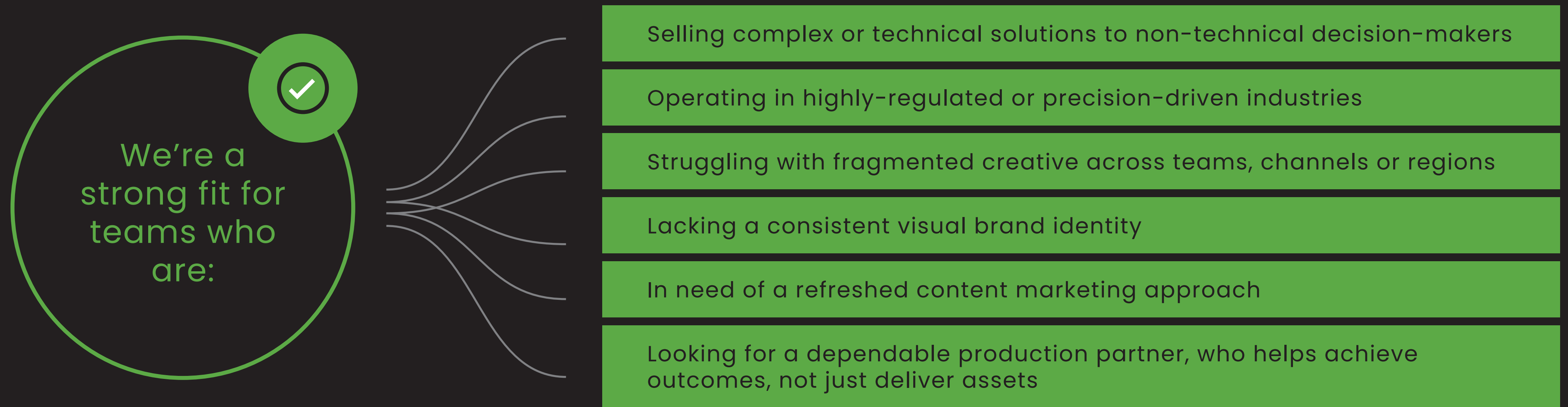
Whether you need a full-scale production or a specialized skill set, we can build the perfect team to tell your story with precision and flair.



## WHO WE HELP

Brands navigating complexity across products, services, stakeholders, channels or systems.

Mint Onion helps organizations explain technical topics clearly and achieve real business objectives—not just vanity metrics.





# THE PROCESS

## DISCOVER

We start by peeling back the layers — diving deep into your brand, audience, and challenges. This is where strategy begins.



## DESIGN

From here, we'll do what we do best: bringing your story to life with fresh, layered creative.



## DELIVER

We're not just handing off assets — we want to deliver an exceptional experience and help you capitalize on the content we've crafted together.



## DEFINE

Once we understand your goals, we'll propose the specifics to you, including deliverables, timelines, and project scope.



## REFINE

We'll collaborate closely with you to iterate and polish until we've nailed the project.



## EVOLVE

We want to work with you to analyze performance and expand on what we've built for the next story.



# SERVICES



## BRAND DEVELOPMENT

Brand Strategy

Brand Identity and  
Logo Design

Brand Guidelines

Visual Language Design

Custom Iconography

Internal Templates  
and Documents



## STRATEGY

Content Audits and Refreshes

UX Research and Usability Audits

Competitor and Market Gap Analysis

Performance Reporting and Scorecards

Campaign and Content Strategy

SEO Strategy and Optimization

Audience Mapping and Personas

Content Creation Guidelines

Creative Direction and Brand Stewardship



## CONTENT CREATION

Graphic Design

Animation and  
Motion Graphics

Video and Photography

Web and Interactive  
Experiences

Copywriting  
and Research

TRUSTED BY



CASE STUDIES





**SAMSUNG**

White Paper:  
**How Mobility Solutions  
Are Transforming  
Tactical Operations  
for a Better Mission Outcome**



**Delinea**

Adam Bertram

**How to Automate  
Using PowerShell**



How to Automate Tasks, File Transfers, and Data Security

**ipswitch**

**PSD2 in Action**  
Opportunities to optimize  
the consumer experience



**IDEMIA**  
**A STRESS-FREE  
HEALTHCARE  
EXPERIENCE**



**mastercard**

**TURING**

E-BOOK  
**Realizing AI Value  
in Financial Services  
Beyond Implementation  
to Impact**



**BOOSTER**  
**Comprehensive Mobile  
Energy Delivery Services**

Discover a new mobile energy  
delivery model that's better  
for your business, community  
and planet.



**ARTIFICIAL INTELLIGENCE:  
PREPARE YOUR BUSINESS FOR  
THE NEXT WAVE OF DIGITAL  
TRANSFORMATION**

**AMD**  
together we advance...

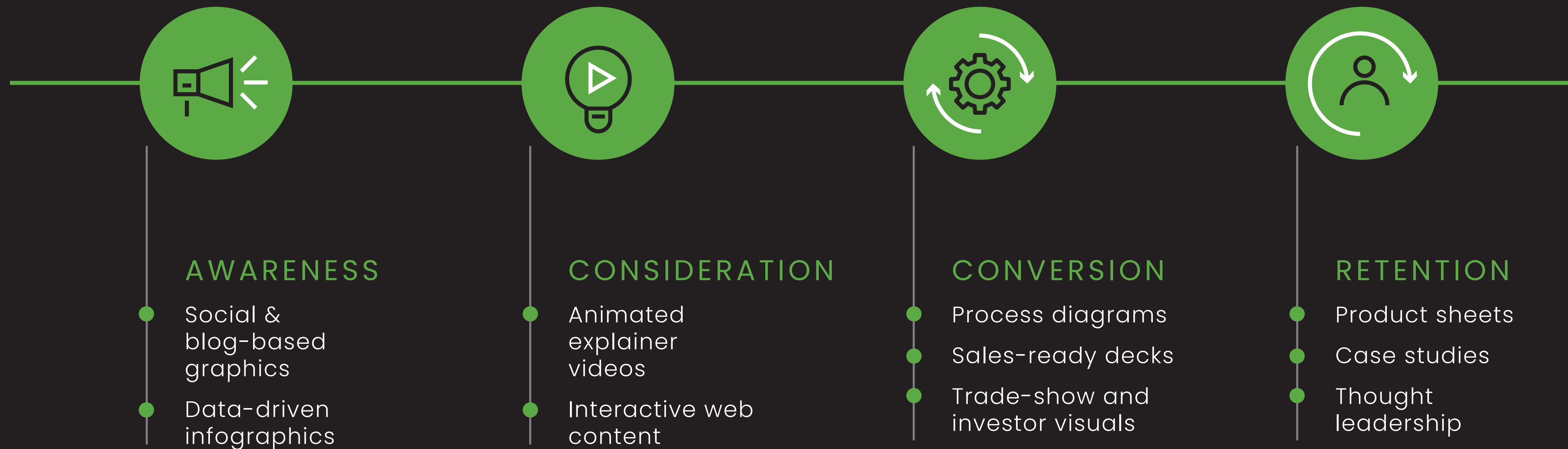




# MINT ONION BUILDS SYSTEMS

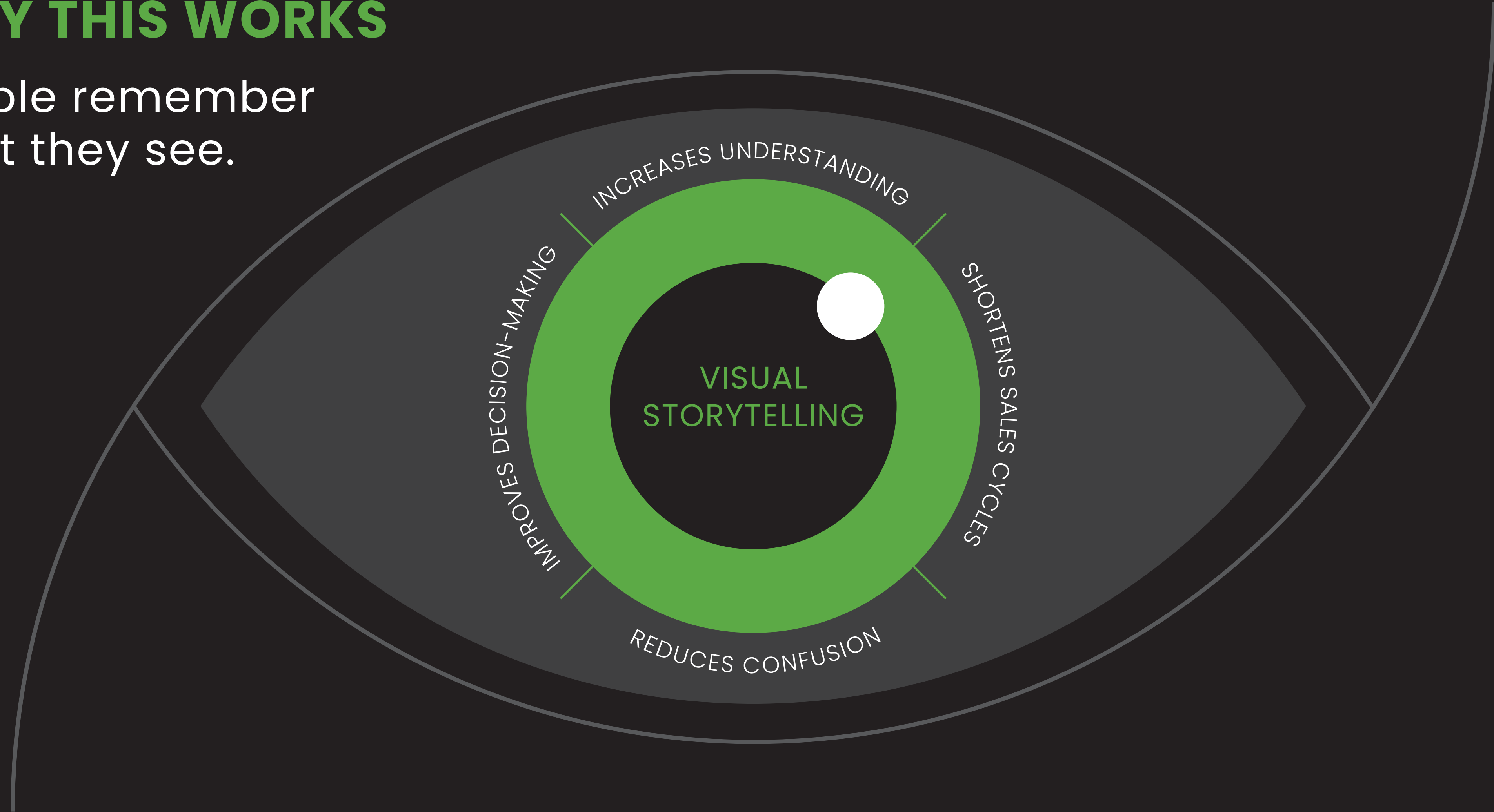
Instead of scattered technical assets, teams get a living ecosystem of modular assets.

These are mapped to different stages of your marketing funnel, all telling the same clear story:



## WHY THIS WORKS

People remember  
what they see.



This is how we have helped technology, healthcare, and security brands communicate with non-technical audiences.

We help brands make complex solutions  
easier to understand and easier to choose.  
Start your personalized discovery today.

**LET'S TALK**



The background of the entire image is a dark gray field filled with a repeating pattern of concentric circles. Each circle is composed of three concentric rings, with the outermost and innermost rings being a slightly darker shade of gray than the middle ring. The circles are arranged in a grid-like fashion, creating a textured, organic feel.

# MINTONION

FRESH LAYERS OF CREATIVITY

[mintonion.com](http://mintonion.com)

EU AND US CREATIVE NETWORK