

**MANGO**

# Logo Guidelines

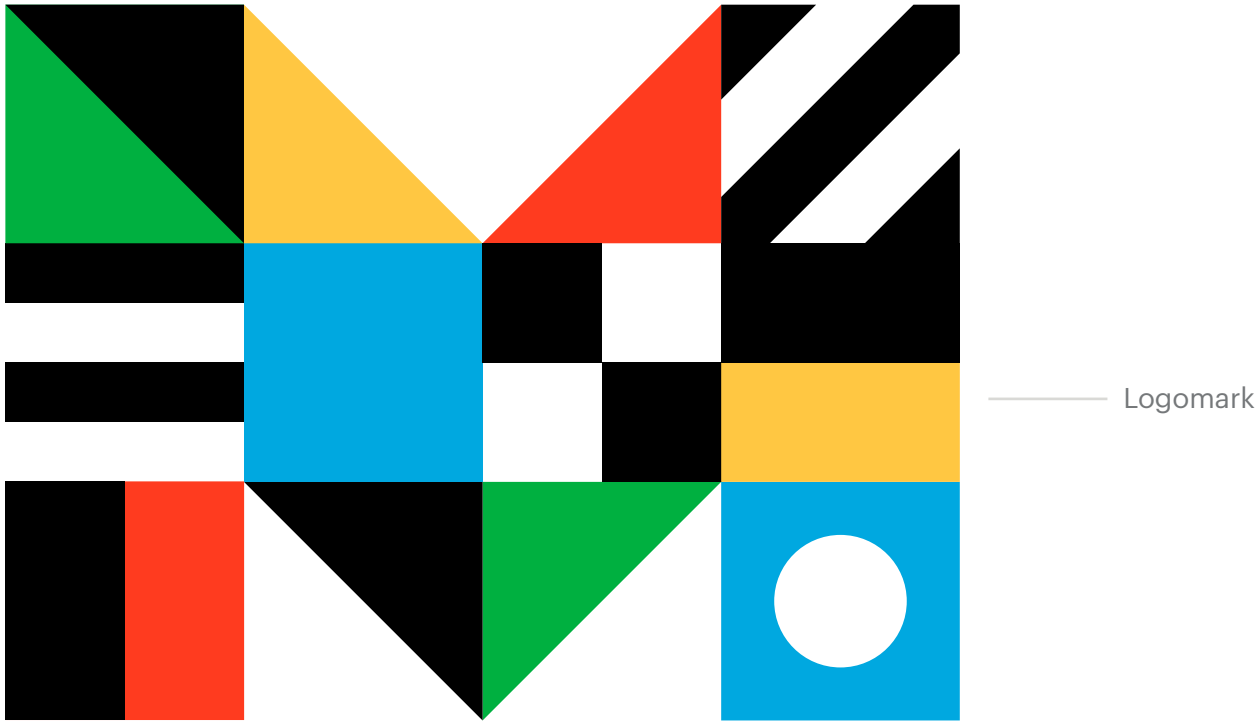
Version 1.1 • 05.31.2019

Logo

# Primary Logo

The Mango logo is the centerpiece of our brand identity. It's the main visual reference for our audiences, and therefore consistency of logo use is important.

**Fun Fact:** Nautical flags inspired our logo's shapes and colors. They represent a universal understanding among sailors around the world, which aligns with our company's passion.



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Wordmark

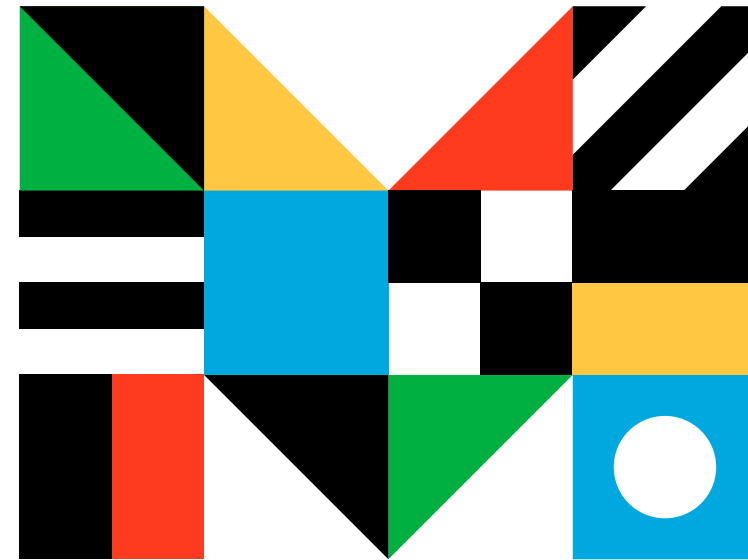


## Logo Orientation

The full-color logo should be used whenever possible. The stacked version is preferred; however, the horizontal version can be used in certain applications.

ALWAYS put both full-color logos on a white background.

Stacked (Preferred)



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Horizontal (Alternate)



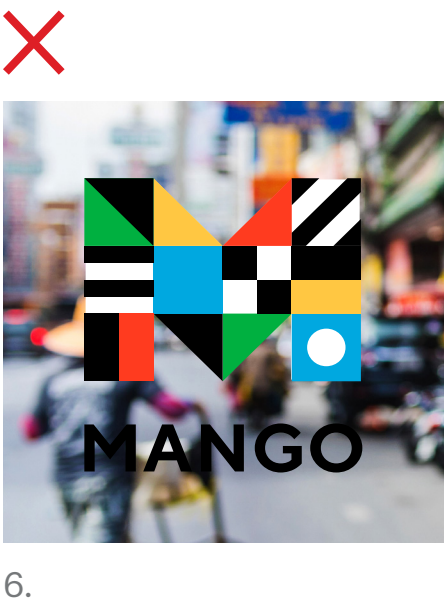
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# Primary Logo Don'ts

When working with the primary logo:

- 1. DO NOT modify the shapes or colors
- 2. DO NOT alter the scale of each mark
- 3. DO NOT reposition the logo and wordmark
- 4. DO NOT use the wordmark alone
- 5. DO NOT place the logo on a color background
- 6. DO NOT place the logo over imagery

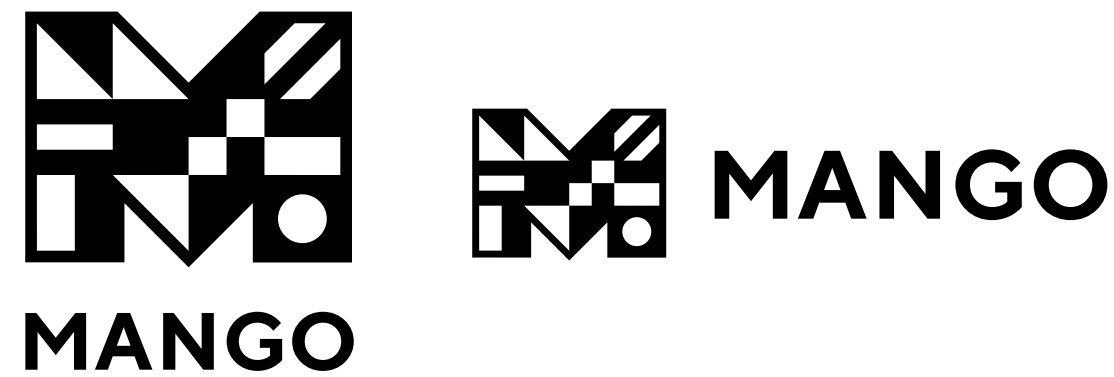
NEVER recreate the logo art. Always use approved logo art files.



# One-Color Logo

A one-color version of the logo is available for applications where the full-color mark can't be used due to production limitations.

Black



White



## One-Color Logo Don'ts

When working with the one-color logo:

1. DO NOT use gray
2. DO NOT outline the logo and wordmark
3. DO NOT introduce color
4. DO NOT use gray over a black background
5. DO NOT use white logo on colors that don't provide enough contrast

The same basic rules of the primary stacked and horizontal logo also apply to the one-color version.

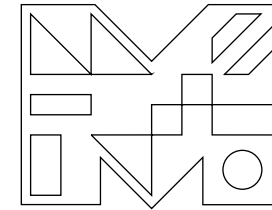
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1.

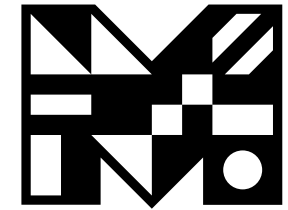
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2.

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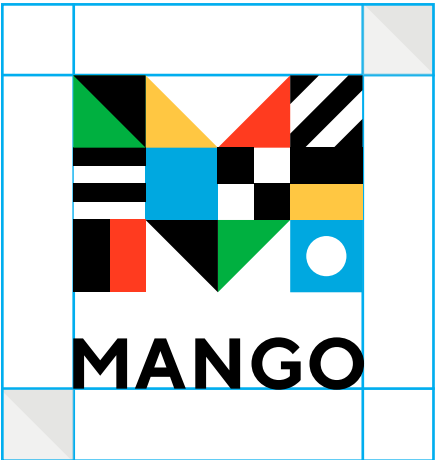
5.

# Logo Guides

These guides protect our logo’s integrity by making sure it’s always clear and legible for maximum visibility and impact.

## Clear Space

The logo should always have a clear space around it. To determine the amount of clear space, take one of the squares from the logomark and use it as a guide.



## Scaling

The mark and logotype should always scale proportionally with the logo at all times.



## Minimum Size

To maintain legibility for both logo versions, the width of the logomark must never be reduced any smaller than 0.5 inches.



Tack

Merci

Gracias

Danke

Thank You

Kiitos

**Still have questions?**

**Please reach out to:**

[marketing@mangolanguages.com](mailto:marketing@mangolanguages.com)

877-626-4611