



MANGATA
GLOBAL MANAGEMENT

Branding and Visual
Guidelines

2021 Edition - Vol. 01



Primary Logo

This is the primary logo for all Mangata Global branding and should be used on all works where possible, as appropriate.

When using the Mangata Global please ensure clear space is always left around the logo on all sides, at a minimum of half the height of this logo.



Secondary Logos

These are the secondary Mangata Global logos to be used when the use of the primary logo is not possible. For example, if the primary logo was illegible due to a short width artwork canvas then you could use the vertical logo to ensure it's legible.

When working on dark backgrounds please use the white out version of the logo to ensure that the signet always stands out and is legible against the background.



All-Logos



Logo Typeface

LemonMilk

A new display font typeface. This is a modern sans serif font that is sure to stand out! The unique sharp sans mixed with thin strokes give off a bold mid century architectural vibe. Introducing Lemon Milk Font. After a long journey, the widely known LemonMilk has now become pro fonts. It finally has lowercases, covering extended Latin, Cyrillic, and Greek. Moreover, developed from the original version in 2014, it is now future proof: more open type features + variable fonts. With such styles, this famous geometric typeface with sharp edges is perfect for every display!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

1234567890.,:;-”/

Helvetica Neue

Neue Helvetica is a reworking of the typeface Helvetica, with a more structurally unified set of heights and widths. It was developed at D. Stempel AG, Linotype's daughter company. The studio manager was Wolfgang Schimpf, and his assistant was Reinhard Haus; the manager of the project was René Kerfante. Erik Spiekermann was the design consultant and designed the literature for the launch in 1983. Other changes include improved legibility, heavier punctuation marks, and increased spacing in the numbers.

Neue Helvetica uses a numerical design classification scheme, like Universe. The font family is made up of 51 fonts, which includes 9 weights in 3 widths (8, 9, 8 in normal, condensed, extended widths respectively), and an outline font based on Helvetica 75 Bold Outline (no Textbook or rounded fonts are available). Linotype distributes Neue Helvetica on CD. Neue Helvetica also comes in variants for Central European and Cyrillic text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;-"/

Primary Typeface

Helvetica Neue Regular in Black is the primary typeface for all body text when working on branded works for the Mangat Global brand.

Font Weight Variations

HELVETICA NEUE

Thin

Light

Regular

Medium

Bold

Italic

Font Pairings

Header/Logo Typeface

LEMONMILK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
1234567890,.?!*&

AABB

Primary Typeface for Body Text

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!*&

AaBb

Brand Colour Palette

The main colour for both the Mangata Global logo and colour palette is a gradient that combines, in equal measures, Purple and Hollywood Cerise for a modern feel.

This has been complemented by a softer grey to ensure there is room for areas of neutrality in any artwork, this colour is called 'Dusty Grey'.



Gradient

50/50 combination gradient
from Hollywood Cerise to Purple.

Hollywood Cerise

HEX : e800a1
RGB : 232 / 0 / 161
CMYK : 0 / 91 / 28 / 9

Purple

HEX : 8B00A6
RGB : 139 / 0 / 166
CMYK : 61 / 87 / 0 / 0

Dusty Gray

HEX : 999999
RGB : 153 / 153 / 153
CMYK : 39 / 32 / 29 / 0

Business Cards

Business cards are CMKY print ready, standard international size with 3mm bleed.



Corporate Letterhead

The corporate letterhead has been created in Word for ease of access. The header and footer can be opaqued digitally by exporting as a PDF, it is also A4 print ready.

