

# Mangrove



BRAND GUIDELINES  
FALL 2025



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# Primary Logo



# Mangrove

MARK

LOGOTYPE

The primary logo is horizontally oriented. It should be the default logo for all applications.



# Primary Logo

PROPORTIONS



The baseline of the logotype aligns perfectly with the baseline of the mark.  
The top of the capital M aligns with the interior points of the "roots" of the mark.



# Primary Logo

SPACING



When paired with other logos, a buffer the space of the capital M should be used. There is some leeway, though. The descender of the lowercase g can extend into the buffer, as well as the top and lower left of the mark.



# Stacked Logo

PROPORTIONS



# Mangrove

The stacked logo can be used as an alternative to the primary logo in instances in which the canvas (such as sponsorship opportunities) is taller than it is wide. The stacked version will be more legible in these instances.

# Brand Palette

RICH BLACK  
80C 60M 40Y 100K  
OR OG OB  
#000000

PANTONE 7702  
70C 18M 16Y OK  
66R 167G 198B  
#42A7C6

PANTONE 630  
52C 5M 14Y OK  
116R 195G 213B  
#74C3D5

PANTONE 172  
OC 87M 100Y OK  
255R 71G 19B  
#FF4713

PANTONE 1375  
OC 45M 97Y OK  
255R 158G 24B  
#FF9E18

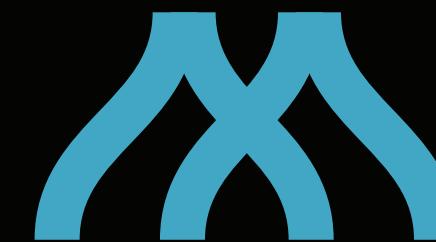


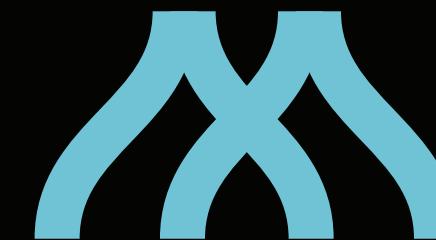
The Mangrove brand palette relies heavily on black and dark tones but includes an array of bright accent colors. These four colors can be paired with black and each goes well with black in tandem. Avoid using them without black or white, though.

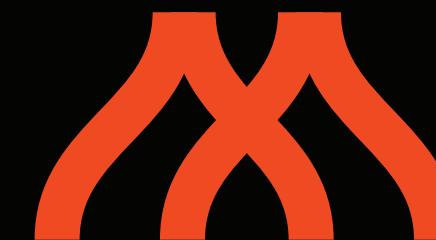
# Brand Palette

PAIRING

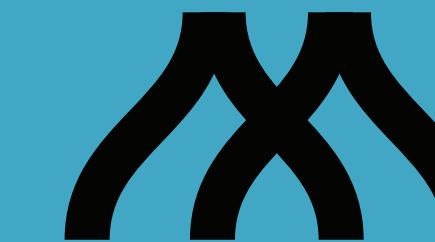


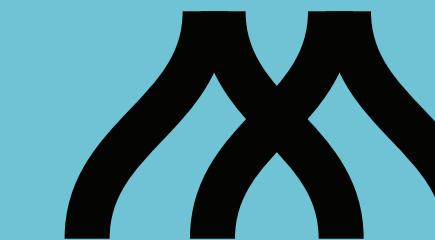
 **Mangrove**

 **Mangrove**

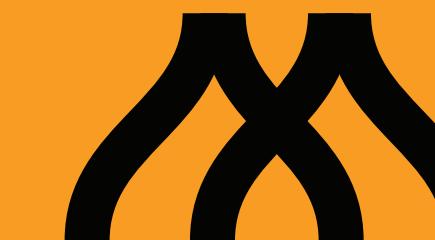
 **Mangrove**

 **Mangrove**

 **Mangrove**

 **Mangrove**

 **Mangrove**

 **Mangrove**

Color on black. Black on color. Never color on color. Say it again. Never color on color.

# Best Practices



DON'T pair accent colors together



DON'T create new logo lockups



DON'T mess with scale



DON'T add unnecessary shadows or effects



DON'T use a single-color mark



DO use white type on a dark background



DO use a one-color logo on chaotic  
or overly colorful backgrounds



DON'T tinker with the colors of the mark



# Typography

HEADINGS:  
HALYARD DISPLAY BOLD



# LOREM IPSUM DOLOR

## SED MOLLIS URNA ORCI

SUBHEADS:  
HALYARD TEXT MEDIUM  
ALL CAPS (75% LETTERSPACING)

BODY TEXT:  
ACUMIN VARIABLE CONCEPT  
SEMI-CONDENSED LIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel rhoncus leo. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi non nisl et nulla scelerisque feugiat. Ut turpis nisl, porttitor in pellentesque sit amet, fringilla a metus. Donec et purus sit amet lectus semper ornare in sit amet arcu. Sed in neque dui. Aliquam finibus orci nec auctor lobortis. Sed mollis urna orci, eu efficitur nibh rhoncus sed. Nullam turpis arcu, efficitur pharetra ligula ut, scelerisque feugiat sapien. Sed cursus finibus sapien vel tempus. Praesent eget enim ac velit pulvinar commodo et ac tellus.



# Typography

HEADLINES & LOGOTYPE FONT

## **Halyard Display Bold**

**Aa Bb Cc Dd Ee Ff Gg**

**Hh Ii Jj Kk Ll Mm Nn Oo**

**Pp Qq Rr Ss Tt Uu Vv**

**Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**

Headlines should be in Title Case.

<https://fonts.adobe.com/fonts/halyard>

SUBHEAD FONT

## **HALYARD TEXT MEDIUM**

**Aa Bb Cc Dd Ee Ff Gg**

**Hh Ii Jj Kk Ll Mm Nn Oo**

**Pp Qq Rr Ss Tt Uu Vv**

**Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**

Subheads should be in UPPERCASE.

<https://fonts.adobe.com/fonts/halyard>

BODY FONT

Acumin variable concept  
Semi-condensed light

**Aa Bb Cc Dd Ee Ff Gg**

**Hh Ii Jj Kk Ll Mm Nn Oo**

**Pp Qq Rr Ss Tt Uu Vv**

**Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**

Body copy should be in sentence case.

<https://fonts.adobe.com/fonts/acumin-variable>

# Brand Pattern



The logo can be repeated to create an attractive, flowing background pattern.  
Use the pattern on white at a value no greater than 3% black.

# Brand Pattern



The logo can be repeated to create an attractive, flowing background pattern.  
Use the pattern on black at a value no less than 98% black.



# Brand Pattern

For added depth, a subtle gradient pattern can be added to the logo pattern.



# Brand Pattern

For added depth, a subtle gradient pattern can be added to the logo pattern.



# Design Examples

WEB



**Mangrove Technologies** was born from a simple, powerful conviction: trading should be intelligent, safe, and accessible to everyone; not just the institutions and insiders. Just as mangrove trees hold the shoreline firm in the face of rising and falling tides, our platform anchors retail investors in a world of financial uncertainty. Our founder, a veteran



# Design Examples

STANDALONE MARK



# Design Examples

ONE COLOR





# Contact

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