

# Mangrove



BRAND GUIDELINES  
FALL 2025

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# Primary Logo



MARK

**Mangrove**

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 0K  
66R 167G 198B  
#42A7C6

PANTONE 630  
52C 5M 14Y 0K  
116R 195G 213B  
#74C3D5

PANTONE 172  
0C 87M 100Y 0K  
255R 71G 19B  
#FF4713

PANTONE 1375  
0C 45M 97Y 0K  
255R 158G 24B  
#FF9E18



The Mangrove brand palette relies heavily and dark but includes an array of bright accent colors. The four of them 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**

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



 **Mangrove**

 **Mangrove**

 **Mangrove**

 **Mangrove**



# 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



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





# Design Examples

STANDALONE MARK





# Design Examples

ONE COLOR



# Contact

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