mango languages

®

What do you want to Mango?

So you've got something to say about Mango?

That's great! But you should know that we take our brand pretty seriously. It's a big part of what sets us apart from other language learning companies, and helps our users know that we're the language learning tool for them. Whether it's at a trade show, online, or in the local library, our brand always conveys a sense of innovation, simplicity and fun that is at the core of who we are as a company.

The key to promoting any brand is consistency. These Guidelines have been developed to help you communicate about Mango like a pro, and ensure that you are on track with our goals for our business, staff and users alike.

PMS or spot colors

▢	PMS 376
▢	PMS 362
▢	PMS 143
▢	PMS 158
▢	PMS Black 7

CMYK

▢	C50, M0, Y100, K0
▢	C70, M0, Y100, K9
▢	C0, M35, Y85, K0
▢	C0, M61, Y97, K0
▢	C0, M0, Y15, K82

RGB

▢	R140, G198, B63
▢	R71, G170, B66
▢	R252, G176, B64
▢	R245, G128, B38
▢	R83, G83, B74

HEX

▢	#8cc63f
▢	#47aa42
▢	#fcb040
▢	#f58026
▢	#53534a

The Mango Logo

General specs

The Mango logo is made up of 2 main parts - the "mango" type block, and the "languages" type block. These pieces should never be used separately or moved individually. The registered mark should always appear to the right of the "mango" type block, tucked in below the "o."

Shown here is the full color version of the standard logo.

Color Platforms

You'll need to make a decision about which color platform to choose, depending on where the logo will be used and the media it will be produced in.

For off-set printing and some screen printing applications, choose the **PMS color platform**. These are standardized inks, and will always be the most consistent from one press to another.

For most printed applications (4 color process or digital prints) you'll choose the **CMYK color platform**. This platform is made up of 4 standard inks (cyan, magenta, yellow and black) mixed to match the PMS inks as closely as possible.

For all web applications, as well as files which will be embedded in Word, PowerPoint or emails, choose the **RGB color platform**. This platform is meant to be viewed on a monitor, and is made up of 3 standard colors (red, green and blue) mixed to match the PMS inks as closely as possible. There will, however, always be variation based on the users individual monitor settings.

Hex values can also be used as a standard for web-based colors.

2 Color

1 Color

The Mango Logo

Color Variations

In some cases and for some applications, it will not be possible or practical to use the full color logo. The full color logo is always preferred, but when necessary, these variations are acceptable.

Reversed on green gradient

Color 1 = C70, M0, Y100, K0
Color 2 = C40, M0, Y100, K0

Reversed on solid green

PMS 362 or
C70, M0, Y100, K0

The Mango Logo

Background Variations

For most print collateral, it is preferable to use the Mango logo on a white background. However, for some special cases, a large field of color or brighter background will really make the logo pop! These cases typically have fewer details to communicate - they have less text, simpler layouts, and are often oversized pieces such as table cloths, banners, or backdrops.

In cases where a colored background is necessary, these options are acceptable.

Reversed on solid black

Full color on solid black

Full color on paper texture

Full Mango Logo

Minimum width = 1.25"

Mango Icon

Max width = 1"

Clear Area

Size/Position Requirements

Minimum Logo Size

It goes without saying that the Mango logo should not be used at a size that makes it unreadable. We believe that size is 1.25" wide - it should never be used smaller than this width, and should never be scaled disproportionately.

Smaller Applications

If the available space for the logo is less than 1.25" wide, the Mango icon should be used instead. This icon is designed to be used at smaller sizes, especially in those instances where it will be a link to another fully branded mango page, or in cases where the full logo appears elsewhere in the document. It works great as a social media icon, and in footers.

Acceptable applications of the Mango icon are shown here.

Clear Area

Our logo needs room to breath! It should have a clear area on all sides, and no other graphic elements or type should enter into or overlap this area. The measure of the clear area should be equal to the width of the "n" in "mango", at whatever size the logo is used.

What is Mango?

Mango Languages is an online language learning system teaching actual conversation skills for a wide variety of languages. It's the easiest way to learn to speak a foreign language.

What makes Mango great?

Mango teaches actual conversation language skills.

Mango uses real-life situations and actual conversations to more effectively teach a new language. By listening to, repeating after and engaging in conversation with other native speakers, our users not only learn individual words and phrases, they learn how to use them in practical situations and conversations.

Mango is easy and convenient to use.

Mango is based on an easy-to-follow interface and simple, clear instructions. Because it's completely web-based, users can learn anywhere they have an internet connection — at the library, a coffee shop, or even home in bed. Our system offers a variety of formats and tools to help them learn in the way best suited to their needs. Choose from a variety of tools and formats, including Mango Complete or Mango Basic!

Mango delivers extraordinary results.

Because Mango is so effective and easy to use, our users are able to have a basic conversation in a foreign language after just one lesson! Our interactive approach is engaging, not to mention fun. Users see progress with every session, and are encouraged to keep talking. In no time at all, you'll be able to navigate all sorts of everyday situations — get directions, order a meal, make new friends — the possibilities are endless!

Mango is specifically designed for use in libraries.

We are dedicated to supporting library staff, and to providing valuable, affordable resources that meet the growing language needs of the communities they serve. Our online system provides everything libraries need to deliver language learning to patrons - no training, downloads or installation required. All users need is an internet connection and a library membership.

Message

There's more to a brand than just looking good. In order to help build recognition for our products and offerings, it's important to talk about them in a consistent way. These messages have been defined to help you quickly and clearly explain key points about Mango, and answer high-level questions about what we do.

Conversational

Easy

Simple

Direct

Fun

Practical

Accessible

Encouraging

Engaging

Enriching

Result-focused

Effective

Convenient

Straightforward

Independence-building

Smart

Brand Attributes

The Mango Brand Attributes are just a list of words the accurately describe the tone, feeling and personality of our people and products. All Mango communications should fit these characteristics.

Whitney Book

The quick brown fox jumped over the lazy dog.
1234567890!#&

Whitney Book Italic

The quick brown fox jumped over the lazy dog.
1234567890!#&

Whitney Medium

The quick brown fox jumped over the lazy dog.
1234567890!#&

Whitney Semi Bold

The quick brown fox jumped over the lazy dog.
1234567890!#&

Whitney Bold

The quick brown fox jumped over the lazy dog.
1234567890!#&

Whitney Black

The quick brown fox jumped over the lazy dog.
1234567890!#&

Whitney Black - All Caps

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890!#&

Myriad Pro - Bold

Η ΓΡΗΓΟΡΗ ΚΑΦΕΤΙΑ ΑΛΕΠΟΥ ΠΗΔΗΣΕ
ΠΕΡΑ ΑΠΟ ΤΟ ΟΚΝΗΡΟ ΣΚΥΛΙ

Typography

The preferred typeface for Mango print collateral is Whitney. Any of the various weights are acceptable. Whitney Black or Whitney Bold is typically used in headlines (sometimes in all caps) and Whitney Book for body copy or longer text blocks.

For text requiring foreign language characters, various weights of Myriad Pro may be used.

Please avoid the use of condensed or extended versions of these fonts.

While Whitney may be used in online graphics, all HTML text should be set to Arial.

Typography Examples

Shown here are some examples of typical Mango typography usage.

Primary Colors

PMS 376	PMS 362	PMS 143	PMS 158	PMS Black 7
C50 R140	C70 R64	C0 R251	C0 R245	C0 R84
M0 G198	M0 G170	M35 G176	M61 G128	M0 G83
Y100 B63	Y100 B66	Y85 B54	Y97 B37	Y15 B74
K0	K9	K0	K0	K82
#8cc63f	#47aa42	#fcb040	#f58026	#53534a

Secondary Colors

C0 R243	C0 R255	C0 R255	C0 R255	C100 R32	C55 R90	C5 R240
M70 G112	M25 G194	M10 G221	M0 G242	M76 G83	M60 G74	M10 G224
Y80 B67	Y100 B14	Y100 B0	Y100 B0	Y80 B81	Y75 B61	Y25 B193
K0	K0	K0	K0	K0	K40	K0
#f37043	#ffc20e	#ffdd00	#fff200	#205351	#5a4a3d	#f0e0c1

Color Palette

We've developed a Mango color palette which includes colors that are complimentary to our logo, image choices and overall corporate personality. Consistent use of these colors will contribute to recognition of the Mango brand.

Background Gradients

Color 1	Color 1	Color 1	Color 1	Color 1
C40 R166	C70 R64	C0 R251	C2 R248	C0 R255
M0 G206	M0 G170	M35 G176	M5 G237	M0 G255
Y100 B57	Y100 B66	Y85 B54	Y15 B213	Y0 B255
K0	K9	K0	K0	K0

| Color 2	Color 2	Color 2	Color 2	Color 2
C70 R64	C100 R32	C0 R245	C5 R240	C0 R230
M0 G170	M76 G83	M61 G128	M10 G223	M10 G231
Y100 B66	Y80 B81	Y97 B37	Y25 B193	Y100 B232
K9	K0	K0	K0	K0

Landmark Icons

Graphic Elements

For some of our simpler communications, or those which will not be reproduced in full color, we use a series of landmark icons to graphically represent the variety of places and cultures incorporated in the Mango system. These icons, and a few of their applications, are shown here.

Examples of Use
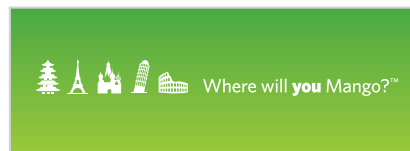
🚫 Do not change the colors of the Mango logo.

🚫 Do not scale, stretch or distort the Mango logo.

🚫 Do not use the logo on unapproved background colors.

🚫 Do not use the logo on backgrounds that are either too dark or too light for it to be readable.

🚫 Do not allow other elements to overlap or interfere with the Mango logo.

Common Errors

Shown here are examples of what **NOT** to do with the Mango logo.