

MANGO MASALA

BRAND GUIDELINES

[Download logo files](#)



THIS IS OUR LOGO

Our new logo has been created with the intention to refresh the brand look while still keeping intact everything that our customers have loved about Mango Masala (or MM as we're often fondly referred to) for years.

It adapts the M's from the old font into a fun, warm, friendly, cheeky, young, casual, hand-written word-mark. The 'auto', which has been our iconic element signifying motion, liveliness and 'bringing in the new' - gets renewed life in a cleaner, crisper form, while still retaining its quirkiness. Our logo has been specifically created to be adaptable - our icon can be used alongside the word-mark, or by itself, shouting MM!



OUR SPIRIT REMAINS UNCHANGED

We're still everything we set out to be: fun, lively, cheeky, and bold. We're still the place you'd hang out at with friends and family, laughing, enjoying great food, being loud, and having a good time. Comfort and fun - all in one beautiful dish!



MAIN LOGO:

The vertically stacked logo (icon above the word-mark) is the main format. Use this version for most purposes.

HORIZONTALLY STACKED LOGO:

The horizontally stacked logo (icon on the left of the word-mark) is the format you'd use whenever the space is long and narrow: for example, the main sign-board outside the restaurant.

LOGO + TAGLINE:

Use this version sparingly. Only in places where you specifically want to display the tagline.

STANDALONE ICON:

The auto icon with its 'MM' is great because it can be used by itself, and STILL manage to convey 'Mango Masala'. Prefer this version for printing on things like badges, crockery etc.



TWO-COLOUR: BLACK + YELLOW



SINGLE-COLOUR: BLACK



SINGLE-COLOUR: YELLOW

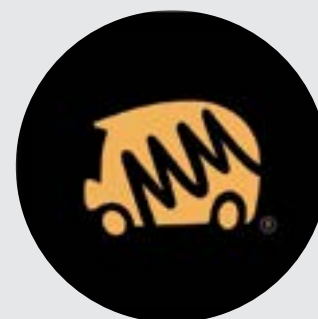
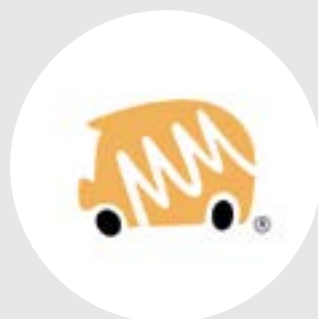
PICKING THE RIGHT LOGO COLOUR:

The logo is available in 3 colour formats:

2-colour variation: When using the logo on white or near-white backgrounds, you could use the 2-colour variation.

all black: On brand colours, and on most other colors, including brown paper packaging, use the black version.

all yellow: If the background color gets too dark, use the yellow version so that there's enough contrast between the logo and background.



PROFILE PICTURES:

Profile pictures (like on Facebook, Instagram etc) usually require a square / circular image. To make the re-sizing & backgrounds easier, we have 6 JPG versions of the logo on a square background. These have been sized such that there is a pre-determined space left around the logo (ie the logo is not too large or too small inside the circle / square). Use these versions to upload into circular profile pictures. Do not use this square / circle logo in other places.

- 01 PNG (hi-res for print)
- 02 PNG (lo-res for web)
- 03 JPG (with backgrounds, for profile pics)
- 04 Other Formats (Vector)

You can use the PNG files for most typical uses.

- Sharing PNG files ensures that no one accidentally / intentionally changes your logo.
- PNG files also have the added advantage (over JPG) that they can have transparent backgrounds. Means your logo doesn't have a white rectangle around it and instead can be placed directly on the background.

The hi-res PNG files are good enough for printing upto 5 inch wide logos. So for most purposes (posters, crockery, tshirt etc) you should be able to share these files with the vendor for designing / printing.

The hi-res PNG files may also be used for web / mobile uses if the file size is not a problem for uploading / loading. But for most web uses, the lo-res PNG files should be used, to allow your logo-image to load quickly.

JPG: For social media profile pictures, these JPGs have been provided with backgrounds, so that the upload and re-sizing is easy for you. Do not use these for printing / other purposes as these files all have a background fill.

Other Formats: for vendors who specifically need to print in large sizes (larger than 5 inches wide logo) like billboard, signage, other collateral, share the vector formats (.ai, .eps, .svg as preferred by the vendor). Some vendors demand 'open'/'vector' files but feel free to share the hi-res PNG files instead if that serves the purpose.

FILE FORMAT GUIDE:

A quick reference to navigate the logo files shared

YELLOW

RGB 243, 178, 90
CMYK 3, 33, 74, 0
HEX F3B25A

ORANGE

RGB 228, 91, 64
CMYK 6, 79, 81, 0
HEX E45B40

GREEN

RGB 99, 125, 73
CMYK 63, 33, 84, 16
HEX 637D49

BLUE

RGB 73, 122, 167
CMYK 76, 47, 16, 1
HEX 497AA7

BRAND COLOUR PALETTE

These colours are meant to complement our brand. Derived from over-arching tones of the original 'MangoMasala' painting, it's a set of earthy, yet bright tones that help bring the right balance of comfort and fun to the brand.



Use it for things like menu headings, badge colours, uniforms, accent cushions/lamps/etc, website buttons etc. Anywhere where you feel the need to use a colour besides the yellow/black of the logo.



LOGO USAGE ON THE BRAND COLOURS

The 'all-black' logo tends to work best when used on the brand colours. The 'MM' which uses the negative space of the logo gets enhanced by the use of the brand colours.

💡 Use these color combinations (all-black logo on the brand colours) while planning things like coloured crockery (coffee mugs) etc.



no gradient overlay strip



gradient overlay strip at the bottom



USING THE LOGO ON PHOTOGRAPHY:

The logo can be directly used on photography. Ensure that you place the logo on a part of the image that's relatively uncluttered, and has enough contrast with the logo. Use the yellow OR black version of the logo depending upon the photograph.

💡 You can always add a gradient overlay on the photo to darken / lighten a strip at the top/ bottom of the photo, if the photo is too busy.



MangoMasala



Never change the relative position or sizing of the icon and the word-mark. Never use the word-mark by itself. Use the lock-ups provided



Never stretch or shrink the logo vertically or horizontally. Use it in the proportions provided.



Never type in 'Mango Masala' (in any font) when using as a logo. Only type out the word when referring to the brand in a sentence / paragraph.



Never re-colour the logo in any other colours (not even the brand colours or white)



Don't put any effects (drop shadows, blurs, emboss, colour diffuse etc) on or below the logo



Don't let any logo or any object intrude the 'logo space' Leave enough padding around the logo before placing another object.

LOGO DON'TS

NUNITO

DOWNLOAD FONT FAMILY

Nunito Extra Light	<i>Nunito Extra Light Italic</i>
Nunito Light	<i>Nunito Light Italic</i>
Nunito Regular	<i>Nunito Italic</i>
Nunito SemiBold	<i>Nunito SemiBold Italic</i>
Nunito Bold	<i>Nunito Bold Italic</i>
Nunito ExtraBold	<i>Nunito ExtraBold Italic</i>
Nunito Black	<i>Nunito Black Italic</i>

Nunito Bold

highlight

Nunito Light

THIS IS AN EXAMPLE OF A HEADLINE

Nunito Regular

This is an example of body text.

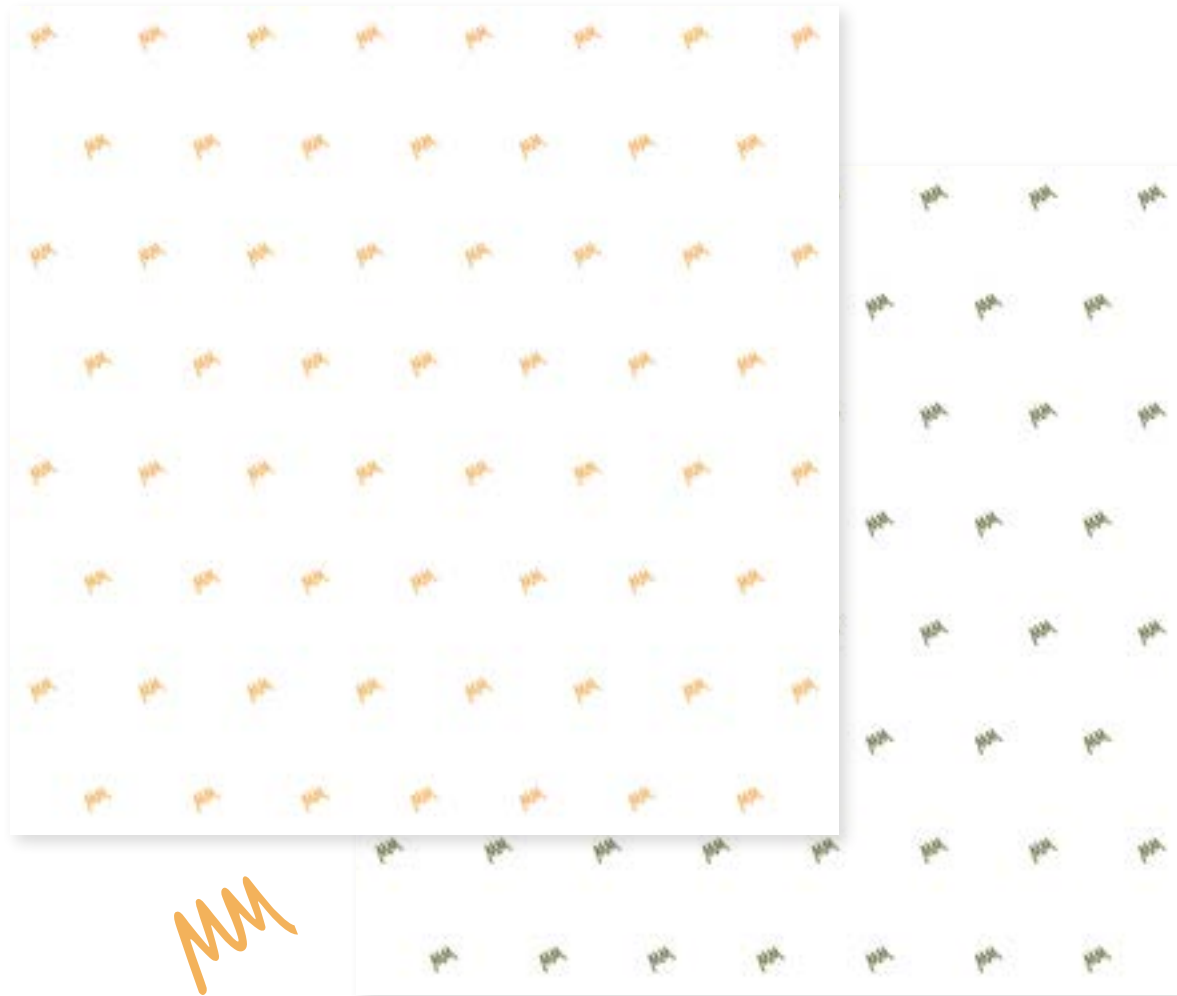
Nunito is a well balanced sans-serif typeface super-family. While intended for display typography, it works well for body as well. It's a highly-readable sans-serif typeface, with thin, uniform stroke widths.

Its rounded terminals give a soft, casual , friendly feel to the brand Mango Masala, while still maintaining a modern, upscale and clean look. The variety in font-weights allows the brand flexibility to display large quantities of information effectively.

THIS IS OUR BRAND FONT:

Nunito is our brand font. Using this across all our text material - menus, brochures, website, marketing creatives, badges etc will help us have a consistent look across our brand. The font is available in different weights (from Extra Light to **Black**) so vary them across title/sub-title/body text to establish visual hierarchy.

This doesn't mean that we can never use another font - refer to collateral examples on the next page. Accent fonts could be used (as a decorative / creative design (like a promo, poster, collateral etc) but the brand font will be preferred as body text.



WE HAVE ALSO A BRAND PATTERN:

We have a light pattern that serves as an add-on to our brand identity. While it's not necessary to use it, use it sparingly when you do use it. Use it in yellow, black, or any of the brand colours but do consider using it in lowered opacity so that it's not too over-bearing. Do not change the spacing of the MM in the pattern.

💡 Use it for things like lining-paper, paper napkins, the side / inside-flap of a cake box, back of personalized note-cards, ribbons, tapes etc.



USING THE BRAND: COLLATERAL

While any of the logo versions can be used on brand collateral (server uniforms, caps, packaging etc) the standalone icon might work the best on printed crockery.



It can easily expand to be used as sellable brand merchandise - aprons, tote bags etc - because it's cool, stylized and quirky, without being overtly 'branded'



USING THE BRAND: PACKAGING

A look at how the logo and branding could look on packaging* material.

*This is not the actual packaging design



MangoMasala®

Mango Masala™ Mango Masala™



Mango
Masala

A Multi-cuisine Pure Veg. Restaurant



A QUICK LOOK AT OUR PAST