



Brand Identity System

Mandals AS Visual Ecosystem

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Section **01**

Introduction



Brand **Personality**

Clarity

Be clear on what you want to say (the message), how you want to say it (the method) and what format you want to say it in (the medium).

Conciseness

Focus on the quality of being brief. A point made quickly and clearly is better for the reader. Use short words and sentences and avoid sending the reader to the dictionary.

Objectivity

All our communication must always have a purpose, and the purpose should be clear to the reader. Before you write anything, ask yourself “what am I trying to achieve with this message?”.

Consistency

We need to be consistent with our tone, voice and content. That means that we can take some detours now and then, but the overall theme should be the same.

Completeness

All of our messages should have a clear and logic conclusion. We don't want our readers to scratch their heads and wonder if there is more to come. The message should be so good that it doesn't need help from other messages to be complete.

Relevancy

Our messages should be consistent with previous and future messages. This means that we need to focus on a read thread where our content is relevant and related to each other.

Audience Knowledge

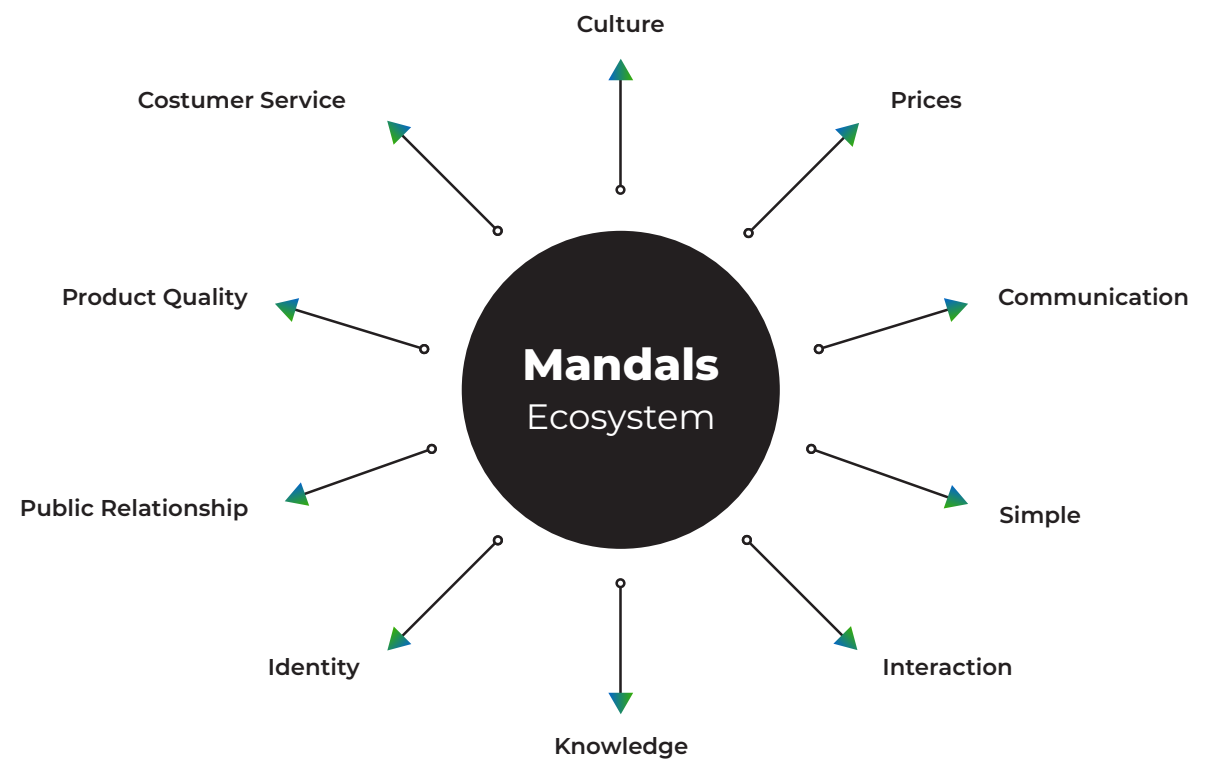
We need to always know who we are writing for, as that influences the tone, voice and quality of the message. You can't write in the same way for a engineer as you would do to the farmer on the field.

Purposes / of our Brand Identity

Our brand identity system has been designed to present a bold, authentic, clean and consistent brand in all our communication channels.

Our guidelines have been carefully considered and developed to reflect our new approach and to drive awareness around the organization thus ensuring that our visual identity is consistent around the world. They will continue to evolve as our requirements grow to become a fully comprehensive guide for all identity applications.

This document includes an overview of our brand positioning, our identity toolkit, and illustrates applications for business papers, digital and other applications.

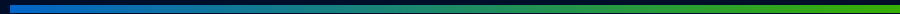


mandals
since 1775

A Michelin Group Company

Section **02**

Logo



The Background

Our positioning

Mandals is an worldwide recognized brand in its niche.

Our “Legacy Through Innovation” philosophy defines our business vision of providing state-of-the-art technology at every step of our production process, always determined to deliver high quality products to our customers.

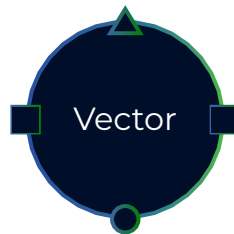
Our Brand Identity System aims to reinforce and strengthen our position and business image in the market place, and at the same time make the purchase experience educational, interactive and easy to use through our communication channels.

Our Commitment

In order to provide the right and effective solution to our distributors and partners, Mandals is committed to produce content with high educational value. This will help investors feel secure with their chose and investments.

General Applications

Quality



Mandals' logo was designed in vector form for its versatility of scale, ease of use, and high-quality format.

Color



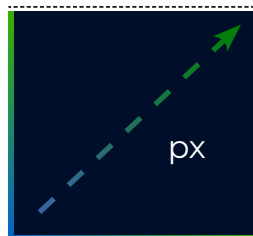
Mandala's color palette is made up of primary and secondary colors. The use of gradients is part of Mandals' new identity.

Typography



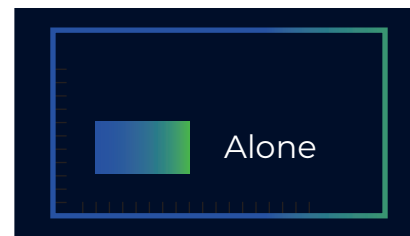
The font has been carefully selected in order to merge the history of our logo with a futuristic and modern image.

Size



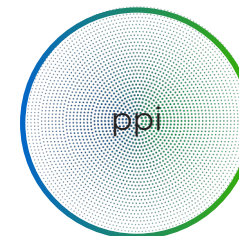
Due to its multiple applications we created a package with various sizes of the logo for its best performance.

Placement



The logo (depending on its type) has been designed to work in isolation, excluding any other element around it that may distract the attention of the audience.

Resolution



The idea is to add details in all the elements of the logo. Which means better images, better fonts, smoother lines, or, in other words, higher quality.

Brand Personality **Traits**

Innovation

Mandals is an worldwide recognized brand in its niche.

Our “Legacy Through Innovation” philosophy defines our business vision of providing state-of-the-art.

Competence

Mandals is an worldwide recognized brand in its niche.

Our “Legacy Through Innovation” philosophy defines our business vision of providing state-of-the-art.

Consistent

Mandals is an worldwide recognized brand in its niche.

Our “Legacy Through Innovation” philosophy defines our business vision of providing state-of-the-art.

Friendly

Mandals is an worldwide recognized brand in its niche.

Our “Legacy Through Innovation” philosophy defines our business vision of providing state-of-the-art.

Brand **Look & Feel**

1 . Primary Logo with Tagline



2 . Primary Logo without Text



3 . Primary One Line Logo



Primary Logo



Logomark Meaning

mandals

Logo Text Meaning

since 1775

“Since 1775” is a fundamental part of our logo, it reflects our legacy in the market place.

Logo Text Meaning

A Michelin Group Company

In 2021 Mandals was acquired by the Michelin Group, and in order to add value to our brand, we decided to use their endorsement in our logo.

Element Meaning

We decided to add a line to make a distinction / separation between our brand and our owners. We use gradient color to reflect our business transition.

Clear Space

Our logo is made up of four carefully dimensioned elements for better viewing. That is why it is important to maintain a clean space around you to avoid distractions.



Full Color

The logo will be displayed in all our communication channels in two color palettes mainly, dark background and light background and / or in front of another graphic element such as an image.

CMYK, RGB and HEX color codes will be used depending on the application.



Unacceptable usage



1. Do not alter colours



2. Do not alter proportions



3. Do not remove elements



4. Do not add elements



5. Do not add drop shadows



6. Do not blur the logo



7. Do not skew the logo



8. Do not rotate the logo



9. Do not crop the logo



10. Do not alter layout



11. Do not



12. Do not

Lettermark / Monogram

Full Color



Grayscale



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Section **03**

Typography



Primary Corporate Font 01

Typography description

Montserrat

Montserrat is a geometric sans-serif typeface designed by Julieta Ulanovsky, inspired by posters and signage from her historic Buenos Aires neighborhood of the same name. It is rather close in spirit to Gotham and Proxima Nova, but has its own individual appearance—more informal, less extended and more idiosyncratic.

Montserrat is very versatile and can be used in multiple domains such as websites, the publishing world, branding, editorial, logos, print, posters, etc. It is a typeface that can be used basically anywhere because of the geometric and elegant simplicity with nice large x-height.

Main Typeface 1

Aa Aa

TONE

Confident,
Strong,
Progressive
and Modern.

BEST USED IN

Headlines,
Subheading
Text

AVAILABLE AT

Adobe Font

Font and Typography 01

Montserrat

Text Extra Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Text Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Text Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Text ExtraBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Hieratchy

10 pt

Sample Text

12 pt

Sample Text

16 pt

Sample Text

18 pt

Sample Text

22 pt

Sample Text

30 pt

Sample Text

40 pt

Sample Text

Primary Corporate Font 02

Typography description

Raleway

Raleway is an elegant sans-serif typeface, designed in a single thin weight. It is a display face that features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than it's neo-grotesque inspired default character set.

Main Typeface 1

Aa Aa

tone

Elegant,
Stylistic,
Geometric.

Best Used In

Headlines,
Subheading
Text

Available At

Adobe Font

Font and Typography 02

Raleway

Text Extra Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Text Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Text Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Text ExtraBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Hieratchy

10 pt

Sample Text

12 pt

Sample Text

16 pt

Sample Text

18 pt

Sample Text

22 pt

Sample Text

30 pt

Sample Text

40 pt

Sample Text

Typography Style 01

Montserrat

Heading

ExtraBold



Mandals Guardman hose has been developed, manufactured and continuously updated since the 1960's.

Introduction

Bold



The hose is designed to absorb the pressure increase by swelling rather than stretching. This means increased diameter under pressure and reduced friction loss.

Sub-Headings

Regular



Rapid installation & Retrieval
of the submersible pump

Body

Regular



The hose is designed to absorb the pressure increase by swelling rather than stretching. This means increased diameter under pressure and reduced friction loss.

Bullet Style

Regular



- Field proven hose with long track record.
- Lengths up to 40 meters.
- High working pressure (WP).

Quote

Regular



Mandals Guardman is a fully extruded hose where the rubber blend has been extruded through the circular woven polyester jacket, ensuring exceptionally good bonding and no delimitation

Typography Style 02

Raleway

Heading ExtraBold



Mandals Guardman hose has been developed, manufactured and continuously updated since the 1960's.

Introduction Bold



The hose is designed to absorb the pressure increase by swelling rather than stretching. This means increased diameter under pressure and reduced friction loss.

Sub-Headings Regular



Rapid installation & Retrieval
of the submersible pump

Body Regular



The hose is designed to absorb the pressure increase by swelling rather than stretching. This means increased diameter under pressure and reduced friction loss.

Bullet Style Regular



- Field proven hose with long track record.
- Lengths up to 40 meters.
- High working pressure (WP).

Quote Regular



Mandals Guardman is a fully extruded hose where the rubber blend has been extruded through the circular woven polyester jacket, ensuring exceptionally good bonding and no delimitation

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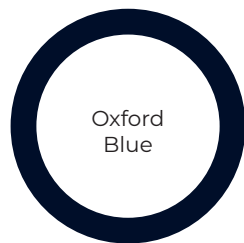
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Section 04

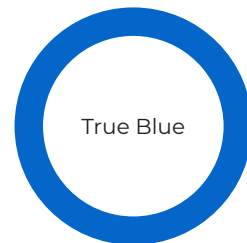
Colour Palette



Primary Colour Palette



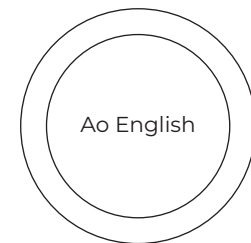
100%		CMYK 100% 66% 0% 84%
90%		RGB 0 14 41
70%		HEX #000E29
50%		LAB 4 4 -19
30%		



100%		CMYK 100% 66% 0% 84%
90%		RGB 0 14 41
70%		HEX #000E29
50%		LAB 4 4 -19
30%		



100%		CMYK 68% 0% 100% 31%
90%		RGB 56 176 0
70%		HEX #38B000
50%		LAB 63 -59 64
30%		



		CMYK 0% 0% 0% 0%
		RGB 255 255 255
		HEX #ffffff
		LAB 100 -0 -0

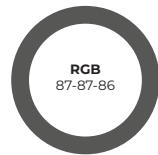
Secondary Colour Palette



Eerie
Black

mandals
Superman

mandals
Superman



Davy's
Grey

mandals
Ultraman

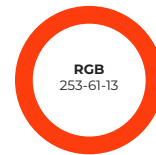
mandals
Ultraman



Rosso
Corsa

mandals
Mortar

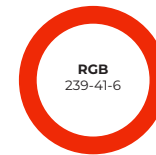
mandals
Mortar



Coquelicot

mandals
Dragman

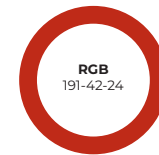
mandals
Dragman



Red

mandals
Mantex HP

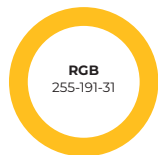
mandals
Mantex HP



International
Orange
Engineering

mandals
Guardman

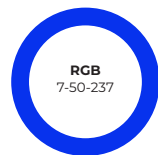
mandals
Mantex HP



Mango

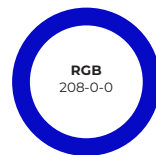
mandals
Mantex

mandals
Mantex



mandals
Aquaman

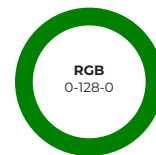
mandals
Aquaman



Rosso
Corsa

mandals
Wellman

mandals
Wellman



Ao English

mandals
Powerman

mandals
Powerman

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Section 05

Graphic Elements



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Section 06

Examples



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Section **07**

Web

