

# BRAND GUIDELINES

September 2025

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# BRAND INTRODUCTION

# BRAND INTRODUCTION

Mandarin exists to help leaders and teams think more strategically, act with greater intention, and create impact that lasts. Founded by Charlie Curson, Mandarin blends sharp strategic insight with practical tools and inspiring learning experiences that unlock potential in people and organisations.

At its heart, Mandarin is about clarity, creativity, and transformation. We simplify the complex, challenge assumptions, and create space for individuals and organisations to see differently, decide confidently, and grow purposefully. Our brand reflects this spirit, professional yet human, strategic yet accessible and bold yet approachable.

**These brand guidelines are here to ensure Mandarin is expressed consistently and powerfully across every touchpoint.**

# CHARLIE'S VISION

To become the leading voice in strategic leadership and personal development, inspiring a world where every decision is intentional, every perspective is broadened, and every person is equipped to navigate change with purpose.



# LOGOS

# LOGOMARK



LOGOTYPE

mandarin



## PRIMARY LOGO



PRIMARY LOGO - ANATOMY



## PRIMARY LOGO - COLOUR



# PRIMARY LOGO MARK



## PRIMARY LOGO - ALTERNATIVE LOCKUP



# ALL LOGOS AND LOCKUPS – AND WHEN TO USE THEM

## HORIZONTAL LOCKUP (DEFAULT)

The primary logo should be used as the default choice in all applications where space and context allow for its full presentation.



## VERTICAL LOCKUP

The vertical lock-up version of the logo should be used in situations where horizontal space is limited and a stacked, more compact presentation is required.



## LOGO MARK

The logo mark-only version of the logo should be used when the brand is already established in the context, and a clear, compact symbol is needed.



LOGO IN COLOUR



# SAFE ZONES



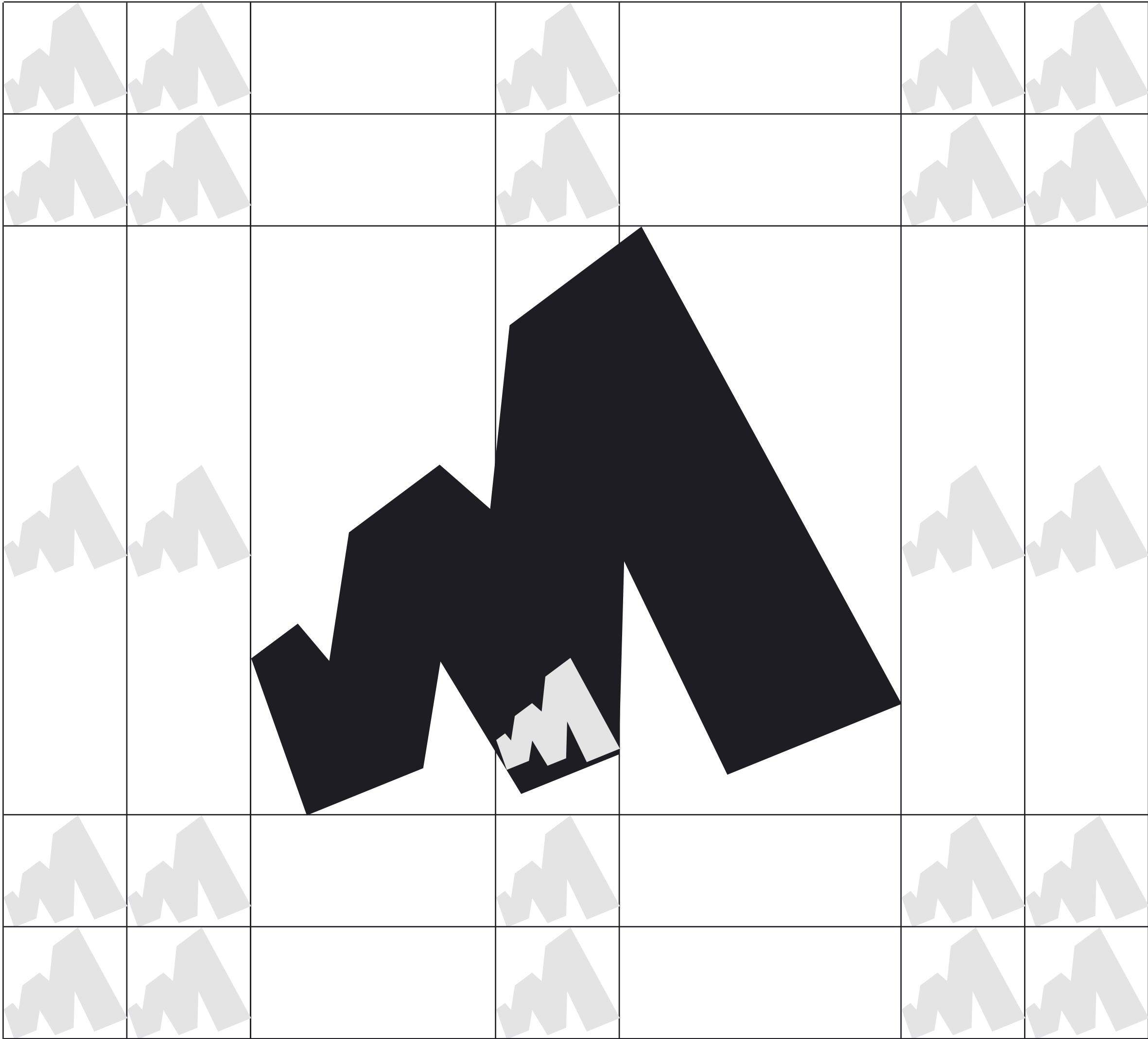


# SAFE DISTANCE

## LOGO MARK SAFE DISTANCE

When using the Mandarin logo, it's crucial to maintain a clear **safe distance** around the logomark. This essential buffer zone, often referred to as clear space, ensures the logo remains legible and prominent, preventing it from being cluttered by other design elements like text, images, or other logos. By protecting the logo's space, you enhance its visual impact and brand recognition. This practice not only maintains a professional and clean aesthetic but also ensures that the logo's integrity and distinctiveness are upheld across all applications, from digital media to print materials.

Following this guideline prevents a busy or messy appearance, allowing the Mandarin brand to always present itself with clarity and authority.



# SAFE DISTANCE



## LOGOTYPE SAFE DISTANCE

The logotype, which is the text portion of our logo, requires a specific safe distance to maintain its readability and visual impact. This essential clear space acts as a boundary, preventing the logotype from being crowded by other elements like headlines, body text, or images. By consistently applying this rule, you ensure the brand name "Mandarin" is always clear and easily recognisable. This attention to detail maintains a clean and professional appearance, reinforces the brand's identity, and prevents the text from becoming part of a visual jumble. Following this guideline ensures our brand name is always presented with the respect and clarity it deserves.



# SAFE DISTANCE



## PRIMARY LOGO SAFE DISTANCE

It is critical to maintain a consistent safe distance around our primary logo. This clear space is a buffer zone that protects the logo from nearby text, graphics, or other elements, preventing it from appearing cluttered. By respecting this boundary, we ensure the logo's legibility and visual prominence across all platforms, from a website header to a business card. This practice not only maintains a professional, clean aesthetic but also guarantees that the brand is consistently represented with integrity. A properly spaced logo reinforces its recognition and gives our brand the visual authority it deserves.



# BRAND COLOURS



# PRIMARY COLOUR PALETTE

The Mandarin primary colour palette is the cornerstone of our brand identity, providing a foundation for all visual communications.

**These colours are your go-to choices** and should be used first and most frequently in all design applications. The palette consists of four key colours: **Mandarin Orange**, our vibrant primary shade; **Nearly Black**, a deep, rich tone; and the versatile neutrals, **Quick Silver Grey** and **Light Silver Grey**. Together, these colours are not just aesthetically pleasing but are essential for maintaining the brand's professional, authoritative, and modern feel.

MANDARIN ORANGE

Primary colour

CMYK 0, 86, 96, 0

RGB 255 72 291

HEX #FF481D

NEARLY BLACK

Primary colour

CMYK 75 69 61 73

RGB 30 30 35

HEX #1E1E23

QUICK SILVER GREY

Primary colour

CMYK 13 10 10 0

RGB 219 219 219

HEX #DBDBDB

LIGHT SILVER GREY

Primary colour

CMYK 5 4 4 0

RGB 238 238 238

HEX #EEEEEE



# SECONDARY COLOUR PALETTE

While our primary colour palette is the first choice for all brand applications, the secondary colour palette provides a crucial set of options for when variation is required.

This palette includes **Tangerine Orange**, **Yellowy Orange**, **Sea Foam Teal**, and **Powerful Purple**. These colours are designed to complement our primary palette, adding depth and flexibility to our visual identity without compromising brand recognition.

Secondary colours should be used sparingly and thoughtfully to enhance, rather than replace, the core brand colours.

TANGERINE ORANGE  
Primary colour

CMYK 0 72 100 0  
RGB 255 107 0  
HEX #FF6B00

YELLOWY ORANGE  
Primary colour

CMYK 0 38 93 0  
RGB 254 171 43  
HEX #FEAB2B

SEA FOAM TEAL  
Primary colour

CMYK 80 30 42 4  
RGB 42 137 143  
HEX #2A898F

POWERFUL PURPLE  
Primary colour

CMYK 69 82 0 0  
RGB 122 21 229  
HEX #7A15E5



# BLACK AND WHITE COLOUR PALETTE

The black and white colour palette is a vital tool used when our primary and secondary palettes cannot be applied.

It provides a clean, consistent alternative for all brand communications. Additionally, these tones can be used in conjunction with the primary and secondary colours (they are universal colours) as background tones to effectively separate content areas on layouts.

<div><div></div><div><div><b>DARKEST NIGHT</b></div><div>Universal colour</div><div><div>CMYK75686790</div><div>RGB000</div><div>HEX#000000</div></div></div></div>	<div><div></div><div><div><b>DEEP SLATE</b></div><div>Universal colour</div><div><div>CMYK75696173</div><div>RGB303035</div><div>HEX#1E1E23</div></div></div></div>	<div><div></div><div><div><b>QUICK SILVER GREY</b></div><div>Universal colour</div><div><div>CMYK1310100</div><div>RGB219219219</div><div>HEX#DBDBDB</div></div></div></div>	<div><div></div><div><div><b>LIGHT SILVER GREY</b></div><div>Universal colour</div><div><div>CMYK5440</div><div>RGB238238238</div><div>HEX#EEEEEE</div></div></div></div>	<div><div></div><div><div><b>SNOW WHITE</b></div><div>Universal colour</div><div><div>CMYK0000</div><div>RGB255255255</div><div>HEX#FFFFFF</div></div></div></div>
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# GRADIENTS

The Mandarin brand gradients are a key visual element, providing depth and interest to our digital and print materials.

There are two distinct gradients. The first is a dynamic radial gradient that combines our brand colours, **Mandarin Orange** and **Tangerine Orange**. The second is a black and grey gradient, blending our **Nearly Black** and **Slate Grey** colours.

These gradients are primarily used for backgrounds on our website hero sections and other content areas to add texture and visual appeal.

They are often paired with a gradient-faded version of the logo mark, becoming a recognisable brand element in their own right.



# TYPOGRAPHY



## PRIMARY TYPEFACE – HEADLINES

**ROBOTO  
CONDENSED**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789.&?!\$**



Download from Google Fonts

**SEMIBOLD  
REGULAR  
LIGHT**



## SECONDARY TYPEFACE – BODY COPY

# ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.&?!\$



[Download from Google Fonts](#)

SEMIBOLD  
REGULAR  
LIGHT



# TYPOGRAPHY IN USE

The Mandarin brand's typography system relies on the **Roboto typeface** to ensure consistency and a clear visual hierarchy.

For major elements such as headings and labels, the brand uses **Roboto Condensed Semi-Bold**.

Subheadings utilise various weights of **Roboto**, including Bold, Semi-Bold, and Regular, to differentiate content.

Body text and other supporting copy should be set in Roboto Regular to ensure legibility and ease of reading.

This structured approach to typography ensures that all communications are not only on-brand but also clear and easily scannable.

**Software use:** With the Roboto family being a system font this ensures brand consistency and eliminates confusion when working in other desktop or web based software applications e.g. MS Office and Google apps.

LABELS  
ROBOTO CONDENSED  
SEMI-BOLD

A LABEL IF REQUIRED

HEADINGS  
ROBOTO CONDENSED  
SEMI-BOLD

# A TITLE THAT GOES HERE

SUBHEADINGS  
ROBOTO  
REGULAR

Subheading Lorem ipsum dolor sit amet consectetur lacus interdum in faucibus senectus proin ipsum.

SUBHEADINGS  
ROBOTO  
SEMI-BOLD

## SUBHEADING HERE

SUBHEADINGS  
ROBOTO  
BOLD

Lorem ipsum dolor sit amet consectetur. Lacus interdum in faucibus senectus. Proin ipsum interdum at quis quis viverra. Facilisis elit vitae vitae suspendisse aliquam. Et ultricies ac magna magna sit duis purus aliquam. Lorem ipsum dolor sit amet consectetur.

SUBHEADINGS  
ROBOTO  
REGULAR

Lorem ipsum dolor sit amet consectetur. Lacus interdum in faucibus senectus. Proin ipsum interdum at quis quis viverra. Facilisis elit vitae vitae suspendisse aliquam. Et ultricies ac magna magna sit duis purus aliquam. Lorem ipsum dolor sit amet consectetur. Lorem ipsum dolor sit amet consectetur. Lacus interdum in faucibus senectus. Proin ipsum interdum at quis quis viverra. Facilisis elit vitae vitae suspendisse aliquam. Et ultricies ac magna magna sit duis purus aliquam. Lorem ipsum dolor sit amet.



