



TERANGA

DRINK FROM THE TREE OF LIFE

April 2016

Identity Guidelines



Core Symbol



Vertical Lockup



Horizontal Lockup



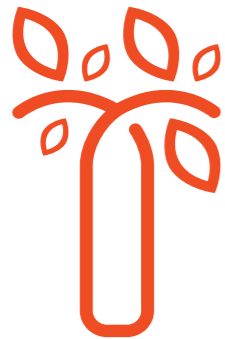
Wordmark



**ARTWORK
ELEMENTS
WITH TAGLINE**

Teranga’s core symbol can be used alone to identify the brand. The vertical lockup is the preferred version of the Teranga identity, and is encouraged to be used whenever possible. The Horizontal lockup can be used where proportions or space limitations are not as well suited for use of the vertical lockup.

To avoid confusion as the brand is launched, usage of the wordmark is very strongly discouraged, and should be limited. Teranga’s tagline, “Drink from the tree of life,” can be omitted from the lockup, when used at smaller sizes.



PMS: teranga_s_color_pms.ai
CMYK: teranga_s_color_cmyk.ai
RGB: teranga_s_color.png



PMS: teranga_tag_v_color_pms.ai
CMYK: teranga_tag_v_color_cmyk.ai
RGB: teranga_tag_v_color.png



PMS: teranga_tag_h_color_pms.ai
CMYK: teranga_tag_h_color_cmyk.ai
RGB: teranga_tag_h_color.png



PMS: teranga_tag_w_color_pms.ai
CMYK: teranga_tag_w_color_cmyk.ai
RGB: teranga_tag_w_color.png



PMS: teranga_v_color_pms.ai
CMYK: teranga_v_color_cmyk.ai
RGB: teranga_v_color.png



PMS: teranga_h_color_pms.ai
CMYK: teranga_h_color_cmyk.ai
RGB: teranga_h_color.png

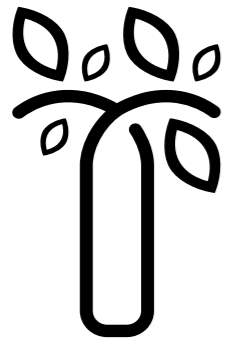


PMS: teranga_w_color_pms.ai
CMYK: teranga_w_color_cmyk.ai
RGB: teranga_w_color.png

ARTWORK FILES FULL COLOR

The full color version is encouraged for use whenever possible.

All versions are available in PMS or CMYK color spaces for print, in **.ai** file format. For screen use, the RGB versions are available in **.png** format.



CMYK: teranga_s_black.ai
RGB: teranga_s_black.png



CMYK: teranga_tag_v_black.ai
RGB: teranga_tag_v_black.png



CMYK: teranga_tag_h_black.ai
RGB: teranga_tag_h_black.png



CMYK: teranga_tag_w_black.ai
RGB: teranga_tag_w_black.png



CMYK: teranga_v_black.ai
RGB: teranga_v_black.png



CMYK: teranga_h_black.ai
RGB: teranga_h_black.png



CMYK: teranga_w_black.ai
RGB: teranga_w_black.png

ARTWORK FILES 1-COLOR (BLACK)

The 1-color (black) version is encouraged to be used whenever full color is not available.

All versions are available in only CMYK color space for print, in **.ai** file format. For screen use, the RGB versions are available in **.png** format.



CMYK: teranga_s_rev.ai
RGB: teranga_s_rev.png



CMYK: teranga_tag_v_rev.ai
RGB: teranga_tag_v_rev.png



CMYK: teranga_tag_h_rev.ai
RGB: teranga_tag_h_rev.png



CMYK: teranga_tag_w_rev.ai
RGB: teranga_tag_w_rev.png



CMYK: teranga_v_rev.ai
RGB: teranga_v_rev.png



CMYK: teranga_h_rev.ai
RGB: teranga_h_rev.png



CMYK: teranga_w_rev.ai
RGB: teranga_w_rev.png

ARTWORK FILES 1-COLOR (REVERSED)

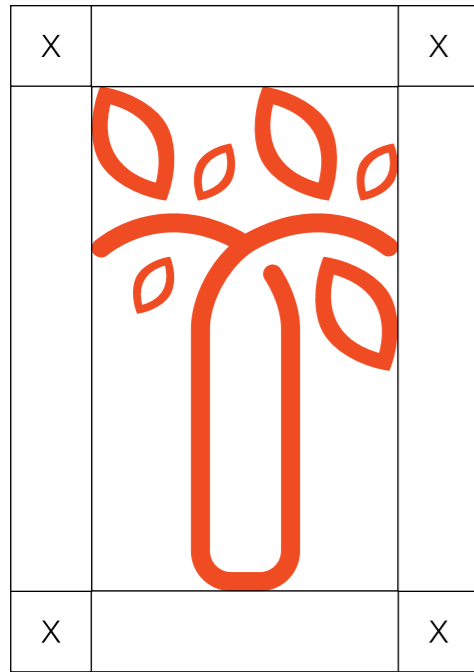
The reversed version is recommended to be used whenever full color is not available, when up against dark backgrounds.

All versions are available in only CMYK color space for print, in **.ai** file format. For screen use, the RGB versions are available in **.png** format.



**ARTWORK
CLEAR SPACE**

Make sure to always leave a distance of x, equal to the height of the "T" from Teranga, around the artwork. The logo should not be distorted or deconstructed in anyway.



**ARTWORK
CLEAR SPACE**

Make sure to always leave a distance of x, equal to the height of the "T" from Teranga, around the artwork. The logo should not be distorted or deconstructed in anyway.

Primary Color



Baobab Tamarind Nutmeg
Pantone 172 C

C	0	R	250
M	85	G	70
Y	100	B	22
K	00		#fa4616

Secondary Colors



Baobab Shot
Pantone 7484 C

C	90	R	0
M	15	G	87
Y	80	B	63
K	60		#00573f



Baobab Mint
Pantone 369 C

C	70	R	100
M	0	G	167
Y	100	B	11
K	0		#64a70b



Baobab White Hibiscus Ginger
Pantone 130 C

C	0	R	242
M	30	G	169
Y	100	B	0
K	05		#f2a900



Baobab Red Hibiscus Ginger
Pantone 214 C

C	0	R	206
M	95	G	15
Y	50	B	105
K	20		#ce0f69

Typeface

Avenir

abcdefghijklmnopqrstuvwxy

1234567890 !@#\$%^&*()?:"

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()?:"

**COLOR AND
TYPOGRAPHY**

Orange (Pantone 172 C) is the main color and acts as the main identity of Teranga. It also acts as the identifying color for Teranga's "Baobab Tamarind Nutmeg" flavor. Each of Teranga's juice flavors has a correlating color. These colors are only to be used with their respective flavors.

Avenir is the supporting typeface for Teranga. You may purchase the Avenir type family here:

<http://www.myfonts.com/fonts/adobe/avenir/>





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