

# MANTIS Logo Style Guide

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## Color Identification FOR THE LOGO:

### Green #1:

- This green is seen in the four points around the edges of the white gear, as well as in the center circle.

R: 45	C: 44
G: 80	M: 0
B: 22	Y: 72
A: 255	K: 69
	A: 100

### Green #2:

- This green is seen in the “wings” or the X within the center of the gear.

R: 0	C: 100
G: 128	M: 0
B: 0	Y: 100
A: 255	K: 50
	A: 100

### Gray:

- This is seen in the cross within the gear.

R: 179	C: 0
G: 179	M: 0
B: 179	Y: 0
A: 255	K: 30
	A: 100

### **White:**

- This is seen in the gear, and is used within the fading of the colors.

R: 255

C: 0

G: 255

M: 0

B: 255

Y: 0

A: 255

K: 0

A: 100

### **Black:**

- This is seen in the praying mantis silhouette and is used for darker fades.

R: 0

C: 0

G: 0

M: 0

B: 0

Y: 0

A: 255

K: 100

A: 100

## Color Identification FOR GRAPHIC:

**Green #1:** This green appears on the snout, and arms that are in front of the gear.

R: 51	C: 60
G: 128	M: 0
B: 0	Y: 100
A: 255	K: 50
	A: 100

**Green #2:** This green appears on the Jawline, triangles below the eyes, and the top section of the forehead.

R: 0	C: 100
G: 85	M: 0
B: 0	Y: 100
A: 255	K: 67
	A: 100

**Green #3:** This green appears on the kite shaped section of the cheeks and in the triangles above the nose, also in the bottom section of the forehead.

R: 17	C: 60
G: 43	M: 0
B: 0	Y: 100
A: 255	K: 83
	A: 100

**Green #4:** This green appears on the spikes of the arms.

R: 0	C: 100
G: 85	M: 0
B: 34	Y: 60
A: 255	K: 67
	A: 100

**Green #5:** This green appears behind the gear only on the mantis's back and left upper arm. It also appears on the antennae.

R: 0	C: 100
G: 128	M: 0
B: 0	Y: 100
A: 255	K: 50
	A: 100

**Green #6:** This green is shown on the lids of the eyes.

R: 28	C: 74
G: 106	M: 0
B: 0	Y: 100
A: 255	K: 58
	A: 100

**Gray #1:** This is seen in the gear.

R: 128	C: 0
G: 128	M: 0
B: 128	Y: 0
A: 255	K: 50
	A: 100

**Gray #2:** This gray is only used when the color of the background is too close to the shade of gray that was originally used for the design.

R: 179	C: 0
G: 179	M: 0
B: 179	Y: 0
A: 255	K: 30
	A: 100

**White:** This is seen in the dots within the mantis's eyes.

R: 255	C: 0
G: 255	M: 0
B: 255	Y: 0
A: 255	K: 0
	A: 100

**Black:** This is seen in his eyes, background lines of his face, and as highlights along his arm. It is also an outline along the gear.

R: 0	C: 0
G: 0	M: 0
B: 0	Y: 0
A: 255	K: 100
	A: 100

## MANTIS Graphic:

This form of the MANTIS Logo is sometimes called a “Patch” it is a form of the graphic that has the words “MANTIS” and “Discovery Machine, Inc.” written along the logo. The example below is 256px X 256px (2.67in x 2.67in). There is also a black and white version of this graphic as seen below on the right.



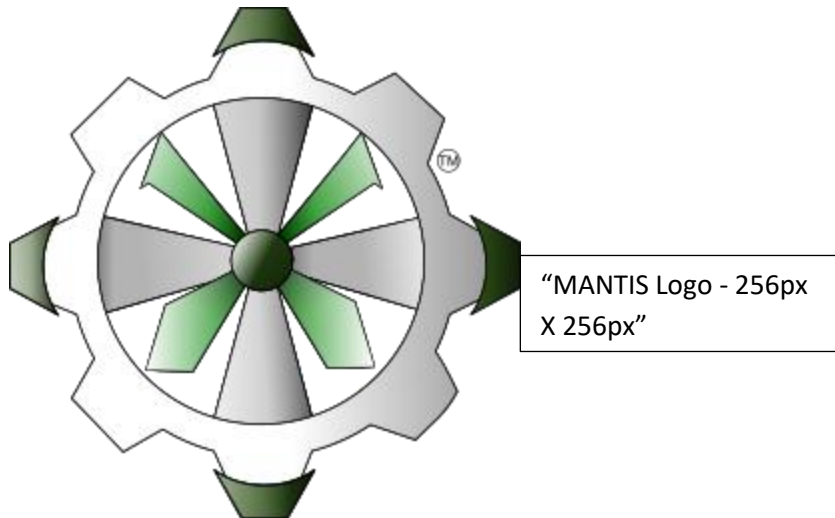
“MANTIS - 256px X 256px (2.67in X 2.67in)”



“Black and White - 256px X 256px (2.67in X 2.67in)”

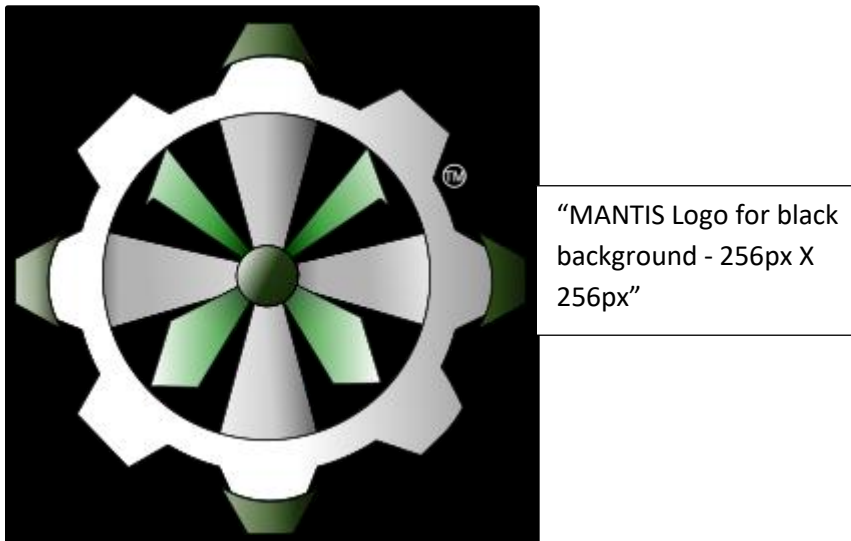
## MANTIS Logo:

The MANTIS Logo without words is the original version of the logo. The version below is 256px x 256px (2.67in x 2.67in).



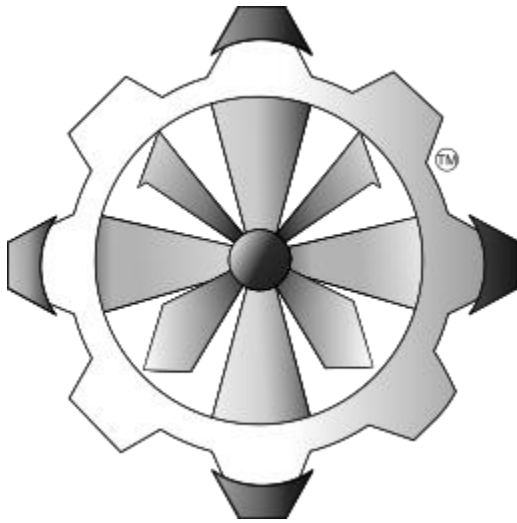
## MANTIS Logo on Black Background:

This is an example of how the mantis logo will look on a black background. Nothing should change.



## MANTIS Logo Black and White:

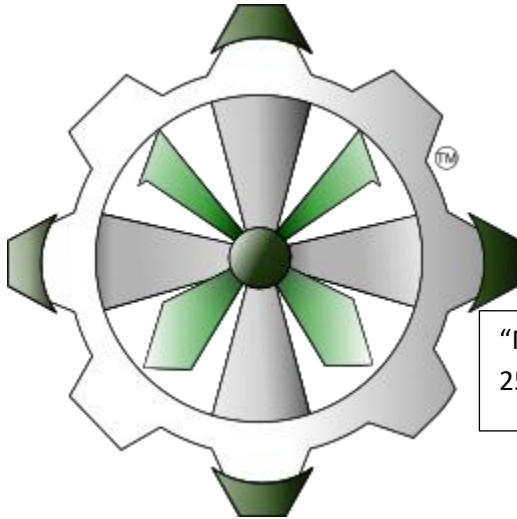
The following examples show the logo in black and white. It should appear this way regardless if it is on a white or black background. The following examples are 2.67in by 3.00in



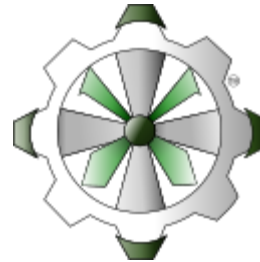
“MANTIS Logo (black and white) - 256px X 256px”

## MANTIS Logo Sizing:

*The largest version* of the MANTIS Logo should not be used when the logo needs to be smaller than 128px x 128px. The larger example below is 256px x 256px. The smaller version is 128px X 128px.



"MANTIS Logo -  
256px X 256px"



"MANTIS Logo - 128px  
X 128px"

*The medium size* should be represented as it is shown below. The sizes below are from 80px X 80px to 58px X 58px.



"MANTIS Logo -  
80px X 80px"



"MANTIS Logo - 58px  
X 58px"

*The smallest size* should be represented as it is below. The sizes below are 48px x 48px and 40px X 40px.



"MANTIS Logo -  
48px X 48px"



"MANTIS Logo - 40px  
X 40px"

## MANTIS Graphic Sizing:

The MANTIS Graphic should not need to be smaller than 128px X 128px, whereas the largest may need to be up to 1024px X 1024px. The examples below show the graphic at 256px X 256px and 128px X 128px.



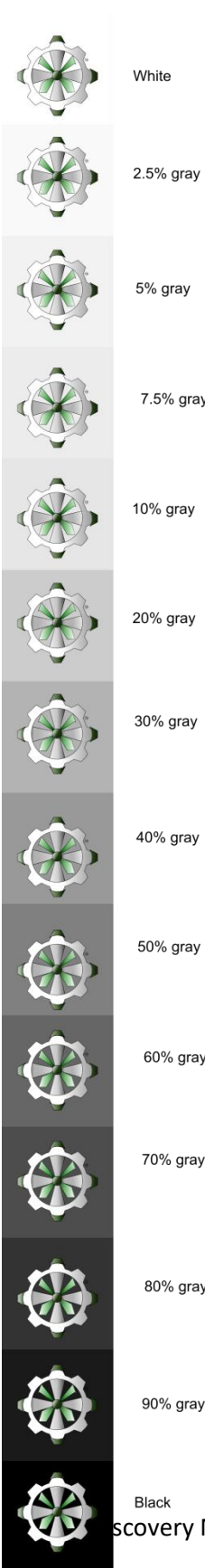
"MANTIS - 128px X 128px (1.33in X 1.33in)"



"MANTIS - 256px X 256px (2.67in X 2.67in)"

# Full Gray Scale for MANTIS Logo:

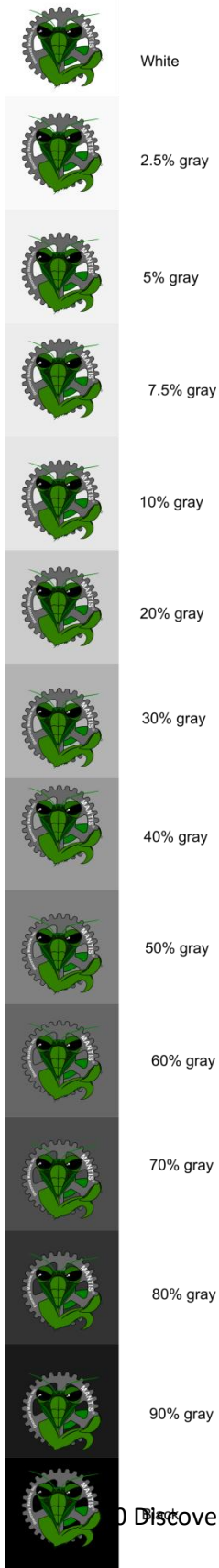
This shows how the MANTIS Logo should look on the entire gray scale.



“MANTIS Logo - Gray Scale”

## Full Gray Scale for MANTIS Graphic:

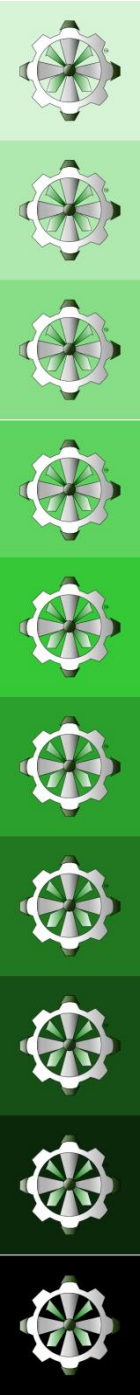
This shows how the MANTIS Graphic should look on the entire gray scale.



“MANTIS Graphic -  
Gray Scale”

**MANTIS Logo - Full Color Scale:**

This scale shows how the logo should be formatted when placed on different forms of a colored background ranging from white to black. The logo should remain the same on all backgrounds unless the background itself is green. (See the previous page for more information on what to do in case the background is green).



“MANTIS Logo - Full Color Scale”

## MANTIS Graphic – Full Color Scale:

If the MANTIS Graphic needs to be placed on a green background, avoid any shade that is near the color of the arms and nose.



“MANTIS Graphic - Full Color Scale”



Avoid this range of green if possible