

mannatech logo design

creative rationale

table of content

1. logo philosophy

2. meaning of logo

3. the mark

4. corporate logo

5. mechanics

6. logo variations

7. logo integrity

8. event logo

1. logo philosophy

the core concept of the logo is health, healthy living
& enhancing life through mannatech's wide range of
natural products. it is modern, organic, friendly,
recognizable & versatile.

2. meaning of logo

in latin "salus" means health. the mark created incorporates the letter "m" & a flower. it denotes its organic origin & speaks of healthy living... a healthy flower in the sun. by using mannatech's products, one is like a flower, nurtured with the right products one can have the best quality of life possible.

3. the mark

introducing the “salus” ... the health plant

bringing forth life. this is the suggested mark for

mannatech.



4. corporate logo



mannatech

5. mechanics

both the salus & corporate logo were designed with 6 point type & at a very small scale thus assuring legibility/printability even at a small scale. it will also look crisp/clean at a large scale. the fonts have been modified from its base font to create an unique logo.

mannatech

base font : chalet

mannatech

6. logo variations

flexibility of a logo is very important. the salus & the logo have multiple versions for a broad range of use.



horizontal compact version



vertical max version- emphasizes the logo.
recommended for small use



compact vertical version - emphasizes the salus.
recommended for large use only



product bug for packaging purposes only

7. logo integrity

logo integrity & consistent usage are key to
effective branding & name recognition.

the following examples are NOT recommended.



no double salus

mannatech

no logo without the salus



do not fill in, modify or use the salus alone

8. event logos

event logos blend both mannatech's corporate font - myriad pro & part of the salus. it creates a family of logos which resemble the corporate logo & ties in current branding strategies without appearing redundant or too distant from each other.

manna  quest

manna  fest

manna  regionals

manna  all stars