



## Logo Guidelines

# Logo variations

The Malbek logo symbolizes our three pillars: empathy, transparency and innovation, in the form of a stylized letter “M”. The form of the pillars was inspired by a rack of files viewed in perspective, representing the contracts industry. The Malbek Mark is also an ambigram, which means you get the same result upside down, further symbolizing the honesty and transparency that we stand for.

Here you can see the three official variations of the logo that may be used as representations of the Malbek Brand.



Horizontal



Vertical



Mark

# Logo color variations

## On white background

- Malbek light wine
- Malbek dark wine
- Black

## On solid background

- White on Malbek wine (light or dark)
- White on black

## On images or textures

- Malbek wine on light backgrounds
- White on dark backgrounds

 malbek

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# Safe space & minimum size

The Malbek logo should occupy its own space. Always maintain a generous safe area equal to the reference elements shown here.

The minimum size should not exceed the given minimum sizes.

## Safe Space



## Minimum logo width:

	minimum
print	0.325"
digital	35px

# Logo layout proportions

The Malbek logo should always be represented in a minimum size of 25% the width of the assets area. There might be situations where the logo needs to be larger, but in general terms, this proportion provides an elegant look.





