



Tagline Guidelines

Tagline

LOVE YOUR CLM is Malbek's tagline, which reflects the strong bond we forge with our clients and the passion and commitment we pour into our product. The design should be used as shown and not be altered in any shape or form.

It can be used in one color or in two applying a color variation just in the Tagline Heart only with the combinations shown.



Logo & tagline vertical composition

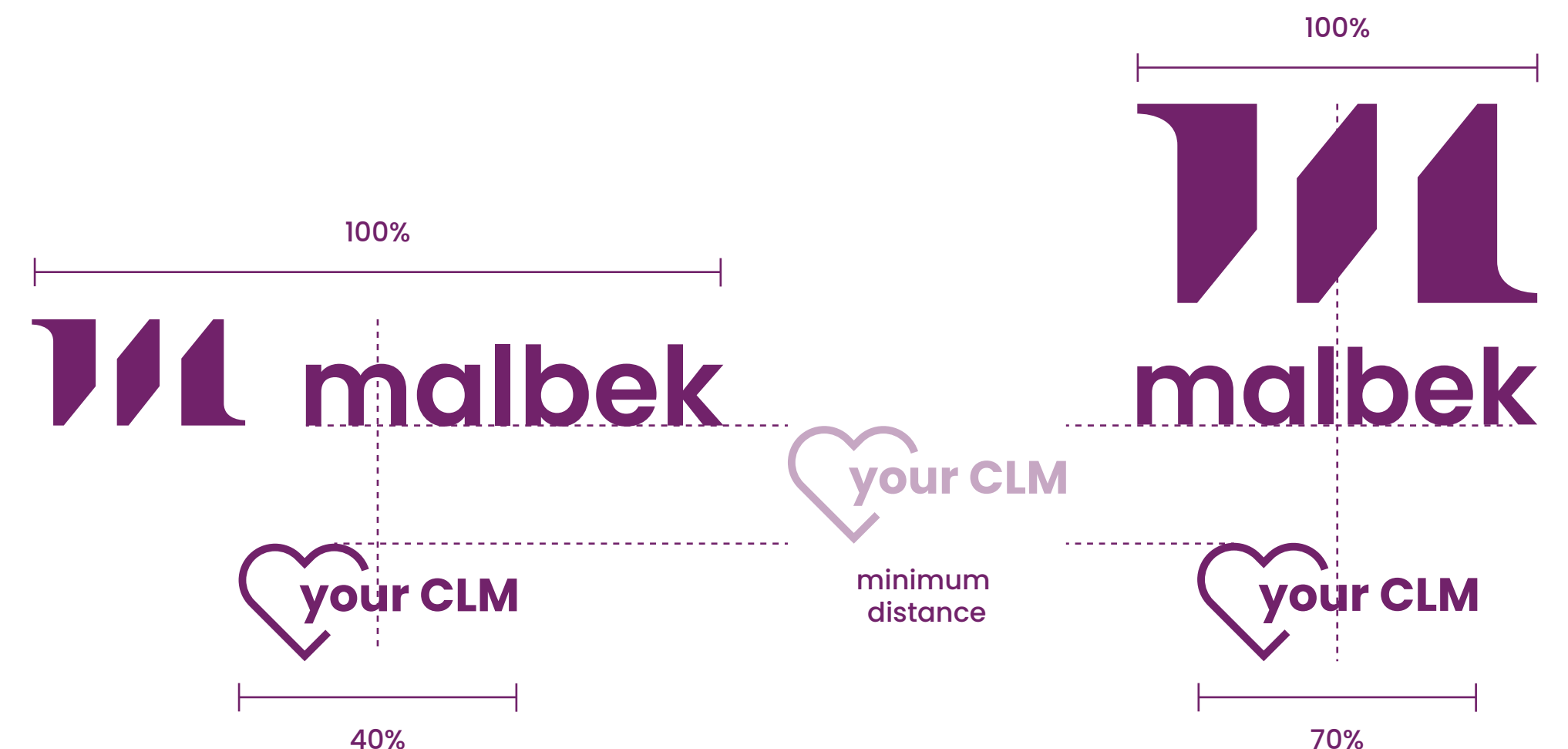
Follow these guidelines:

- Horizontal Logo Format:
Tagline is 40% the width of the Logo
- Vertical Logo Format:
Tagline is 70% the width of the Logo
- Logo and Tagline must be horizontally centered
at a minimum distance of the height of the
Tagline. The distance may be increased
according to need.

Horizontal Logo Format



Vertical Logo Format



Logo & tagline horizontal composition

Follow these guidelines:

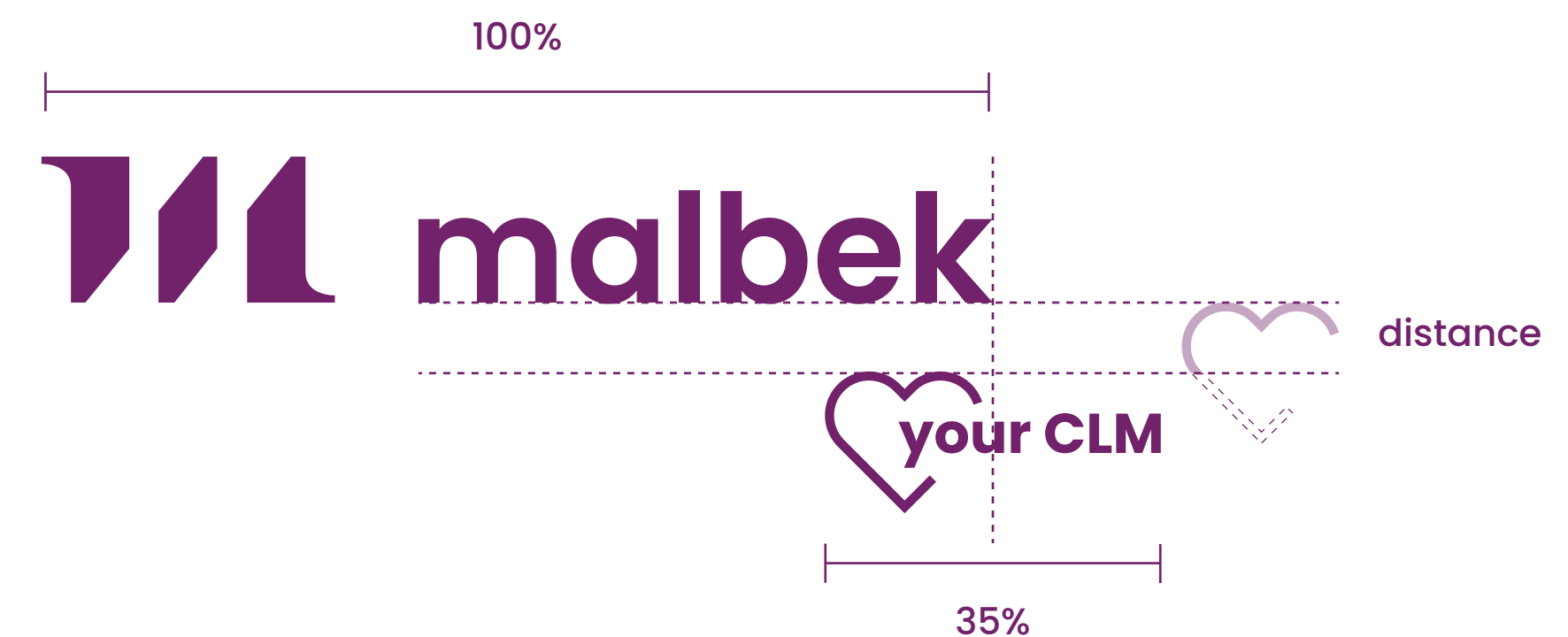
- Horizontal Logo Format:
Logo and Tagline are same height
- Vertical Logo Format:
Tagline is 50% the height of the Logo
- Logo and Tagline must be horizontally centered at a minimum distance of the width of the Tagline Heart shape. The distance may be increased according to need.



Logo/tagline unit

When logo and tagline are used as a unit and not as separated elements, follow this guidelines:

- Tagline must be 35% the width of the logo.
- The vertical distance must be 50% the height of the Tagline Heart shape
- Tagline must be horizontally centered to the right edge of the Logo



Logo/tagline unit - color variations

All logo color rules apply to the logo/tagline unit. The unit may be one solid color, or the Tagline Heart may be a different color as shown on the right.

On solid background

- On white: Tagline Heart may be teal.
- On teal. Tagline Heart may be in Malbek Wine.
- On Malbek wine (light or dark): Tagline Heart may be teal.

On images or colored backgrounds

- On dark backgrounds: Tagline Heart may be teal
- On light backgrounds: Tagline Heart may be teal

