

Brand & logo identity guidelines

The complete rules for using the MalbarDesign logo, colour, typography, illustration and layout system — from the first sketch to the last pixel.



What you will find inside

New in version 2.0

- **Typography:** Archivo Black 900 for headlines and Geist for text replace Unbounded + Nunito Sans.
- **Layout:** the Magnific-derived type scale (96 / 52 / 26 px) and the soft-surface system of the new website.
- **Illustration styles:** soft-clay 3D system, circular gradient backdrop, transparent 1:1 objects, characters, editorial heroes.
- **Logo:** new vertical 1:1 lockup with reverse and one-colour files.
- **Mockups:** clay scenes generated in Magnific with the original logo placed on top.

01	Brand & concept	Mission, values, personality, voice and messaging
02	Logo	Master set, anatomy, construction, clear space, sizes, backgrounds
03	Colour	Palette, signature gradient, codes, proportions, contrast
04	Typography	Archivo Black + Geist, the type scale and rules
05	Illustration & imagery	Soft-clay 3D system, backdrops, objects, characters, social
06	Layout & UI	Radii, soft surfaces, components, wave dividers
07	Mistakes	What never to do with the logo
08	Applications	Signage, cards, stationery, merchandise, web, mobile
09	Files & contact	Formats, downloads and who to ask



Logos, websites and graphics for brands that refuse to blend in.

MalbarDesign is a Czech logo and branding studio founded by Petr Barák in 1992. The name joins the founder's surname with the craft: *malbar* in a confident lowercase, *design* in a light, wide uppercase.

NAME	DOMAIN	TAGLINE
MalbarDesign®	malbardesign.com	No templates, no compromise.



Custom, never template

Every project starts from the brand, its market and its direction — not from a stock layout.



Strategy before decoration

Design rooted in research and competitor analysis, not in aesthetics alone.



Craft and speed together

First-class execution delivered on time, with fast and clean revisions.



Partnership over vending

A branding partner invested in the client's success, from sketch to rollout.



The identity should feel like a confident specialist in the room: warm, direct and quietly certain of the craft.



Mission, vision and values

The foundation every decision is checked against — design, copy, pricing and process.

MISSION

To help ambitious businesses build visual identities that last — through strategy, craft, and zero shortcuts.

VISION

A market where no serious business has to look like everyone else. Identity built with intent, not assembled from templates.

POSITIONING

A logo design and branding agency for businesses that refuse to blend in — custom identities, websites and graphic campaigns.

CORE VALUES

01**Custom over template**

Every project begins with understanding the brand, market and direction — never with a stock layout.

02**Strategy before decoration**

Design is rooted in market research and competitor analysis, not aesthetics alone.

03**Craft and speed together**

First-class execution delivered on time, with fast, clean revisions.

04**Partnership over vending**

A branding partner invested in the client's success, not a one-off vendor.

05**End-to-end ownership**

From the first concept to the final rollout across digital and print.

"Unique graphic design is your secret weapon for standing out from the competition."

— Petr Barák, Founder



Personality and tone of voice

Confident, warm and refreshingly direct — a senior designer who respects the reader’s time and intelligence.

TRAIT	WE ARE	WE ARE NOT
Confidence	Self-assured, proven	Arrogant, dismissive
Warmth	Personable, human, kind	Corporate, cold, robotic
Clarity	Direct, plain-spoken	Jargon-heavy, vague
Craft	Meticulous, premium	Fussy, precious
Energy	Creative with a “splash”	Chaotic, gimmicky

SIX VOICE PRINCIPLES

- 1 Lead with the client’s stakes, not our features.
- 2 Be direct and concrete — short sentences, real deliverables.
- 3 Show conviction without arrogance.
- 4 Stay warm and human: a conversation, not a brief.
- 5 Earn trust through proof, not adjectives.
- 6 Educate generously — explain why custom matters.

SIGNATURE PHRASES · USE SPARINGLY

“No templates, no shortcuts, no compromise.” · “A conversation, not a brief.” · “First conversation is always diagnostic — no pitch, no pressure.”



Taglines, pitch and copy do's and don'ts

Reusable lines for every channel. Copy is plain, specific and kind — never salesy.

PRIMARY TAGLINE

No templates, no compromise.

DESCRIPTOR

Logo, Web & Graphic Design Agency.

SUPPORTING

We design logos, websites and custom visuals for brands that want to stand out.

ELEVATOR PITCH

MalbarDesign is a Czech-based logo and branding agency that builds custom visual identities, websites and graphic campaigns for ambitious companies worldwide — strategy-led, template-free.

VOICE · DO AND DON'T

- ✓ We create custom visual identities for businesses that refuse to blend in.
- ✓ A conversation, not a brief.
- ✓ First conversation is always diagnostic — no pitch, no pressure.
- ✓ Every project begins with understanding your brand and market.

- ✗ We are the #1 best logo agency in the world!!!
- ✗ Fill out this 40-field form to begin.
- ✗ Limited offer — buy now before it's gone!
- ✗ Pick a template and we'll tweak the colours.

Never: all-caps shouting, stacked exclamation marks, fake scarcity, disparaging competitors, empty superlatives without proof.



02

Logo



One master set — horizontal and vertical lockups, mark, reverse and one-colour files — with strict rules for space, size and background.



The primary logo

The horizontal lockup is the default signature: the gradient mark plus the “malbar” and “DESIGN” wordmark in Navy Depth.

PRIMARY LOGO · ON WHITE OR LILAC MIST



FILE: MALBARDESIGN.SVG



The vertical compact logo

A stacked, left-aligned lockup that fits a square. Use it wherever the horizontal logo would shrink to illegibility: avatars, social profiles, stamps, packaging, app splash screens.

VERTICAL LOGO · 1:1 · ON LILAC MIST



FILE: MALBARDESIGN-VERTICAL.SVG



Square avatar
1:1 · min 320 px



Circle avatar
Logo inside the safe square



Dark profile
Reverse file · no container

WHEN TO USE

- The space is square or nearly square (1:1 to 4:5).
- The horizontal lockup would drop below 120 px or 30 mm.
- Avatars, stamps, labels, packaging seals, splash screens.
- Minimum size: 72 px on screen · 18 mm in print.

CLEAR SPACE



x = height of the three strokes. Keep x free on every side.

MINIMUM SIZE



72 px · 18 mm recommended minimum.
Below that, use the mark alone.



Vertical versions: colour, reverse, one-colour

The vertical logo ships with the same files as the horizontal one: full colour, reverse for dark surfaces and three one-colour versions with the strokes truly knocked out.



Colour

Default · malbardesign-vertical.svg



Reverse

On Ink and dark fields · ...-vertical-inverse.svg



Reverse on spectrum

High-impact covers and signage only



One-colour black

Stamps, engraving, newsprint · ...-vertical-black.svg



One-colour white

On Violet, photography, foil · ...-vertical-white.svg



One-colour navy

One-colour print on light stock · ...-vertical-navy.svg

Dark surfaces: always the reverse file with a white wordmark — never place the colour file on Ink, Violet or photography.

One-colour: derived from the master; the three strokes stay transparent so the background shows through.

No containers: the logo sits directly on the surface; use a contained mark only for app icons.



What the logo is made of

Five parts. Know them so nothing is reassembled by hand.



1

Mark

Gradient squircle — soft, friendly, recognisable at 24 px.

2

Three strokes

Slanted white strokes forming the “m”. Always knocked out in white.

3

“malbar”

Bold lowercase wordmark in Navy Depth #002652.

4

“DESIGN”

Light, wide uppercase with a rectangular D. Same navy.

5

Spectrum gradient

Cyan → turquoise → periwinkle → magenta → deep purple, running top-left to bottom-right.

The wordmark is custom artwork, not live text. Never retype it.



The master set

Horizontal and vertical lockups, plus the mark. Use a full lockup for first impressions; the mark alone only where the brand is already established.



Horizontal lockup

Default · malbardesign.svg



Reverse lockup

On ink, violet and gradient · malbardesign-inverse.svg



Mark only

Avatars, app icons, favicons · mark.svg



Contained mark

Mark on a white squircle for social profiles



Circle avatar

Mark centred on a white circle · 1:1



Reverse on spectrum

High-impact covers and signage only



Logo on colour

Navy wordmark on light surfaces; white wordmark on dark. The mark keeps its gradient on every background.



White

#FFFFFF · wordmark contrast 15,0:1



Lilac Mist

#F3F0FB · wordmark contrast 13,3:1



Ink

#1B1842 · wordmark contrast 16,7:1



Violet

#5B3DF5 · wordmark contrast 6,1:1



Lavender

#C7B8FF · wordmark contrast 8,4:1



Coral

#F08A76 · wordmark contrast 6,1:1

Photography only over calm, low-detail areas with enough contrast; add an ink scrim if needed.

Brand colours — prefer the contained mark rather than the gradient mark directly on pink, lavender or violet.

Coral pairs with the navy wordmark but keep the gradient mark inside a white container.



Icon and symbol

The mark works alone as an avatar, favicon or app icon where the wordmark would be illegible. Do not shrink the full lockup instead.



App icon
Mark on a white squircle



Flat mark
The mark on light surfaces



Dark app icon
On ink with gradient mark



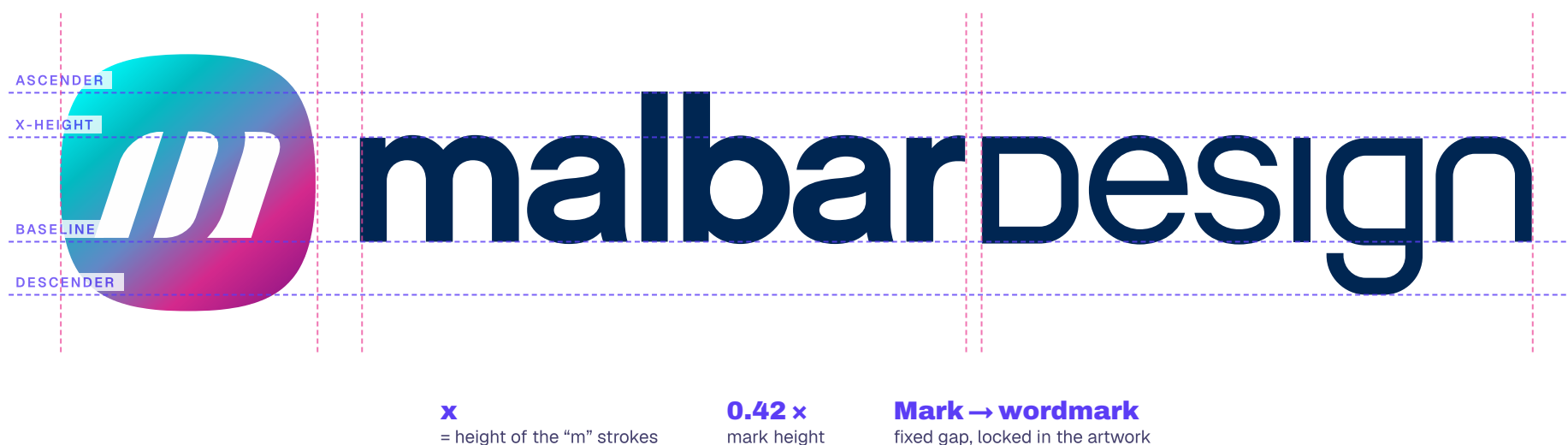
Favicon scale
48 · 32 · 24 · 16 px (pixel-optimised below 24 px)

Files on the website: favicon.ico · favicon-32.png · apple-touch-icon.png · icon-192.png · icon-512.png · site.webmanifest



Modular construction

All proportions follow one measure: x , the height of the three strokes in the mark. Never adjust spacing between mark and wordmark.



Give the logo room

Keep a clear zone of x on every side. No text, graphic or edge may enter it. When in doubt, add more.



RULES

- Minimum clear space = x on all four sides.
- The mark's squircle edge is the measurement boundary.
- Give contained versions the same clear zone around the container.
- Never place the logo closer than 2x to the page edge in print.



Smallest possible size

Below these sizes the strokes of the mark merge and the wordmark becomes unreadable. Use the mark alone before scaling the lockup too small.

**200 px**

Recommended

**120 px · 30 mm**

Minimum horizontal

**96 px**

Too small — use the mark

**48 px**

Recommended

**24 px · 6 mm**

Minimum mark

**16 px**

Favicon only, pixel-optimised

Print: horizontal lockup never below 30 mm wide; mark never below 6 mm.

Screen: horizontal lockup never below 120 px wide; mark never below 24 px.



One-colour and technical versions

For processes that cannot reproduce the gradient. The strokes are truly knocked out — the surface shows through. Vertical versions follow on the previous pages. Use only when the full-colour logo is technically impossible.



Black
Stamps, engraving, newsprint



White
On dark or photographic fields



Navy
One-colour print on light stock



Mark · black
Emboss, deboss, laser engraving



Mark · white
Foil stamping, glass etching



Mark · navy
One-colour print, letterpress

Rule: single-colour versions are derived from the master files — never redraw them by hand.



03

Colour



A light, lilac-led palette with one confident violet — and the spectrum gradient reserved for the mark.



Primary palette

Three colours do almost all of the work: Ink for text and depth, Violet for action, Lilac Mist for air. Navy Depth belongs to the wordmark.

MD 01

MALBARDESIGN

Ink

Headlines, text, dark pages

HEX	#1B1842
RGB	27 · 24 · 66
CMYK*	59 · 64 · 0 · 74
On white	16.7:1

MD 02

MALBARDESIGN

Violet

Buttons, links, focus

HEX	#5B3DF5
RGB	91 · 61 · 245
CMYK*	63 · 75 · 0 · 4
On white	6.1:1

MD 03

MALBARDESIGN

Lilac Mist

Page surface, "air"

HEX	#F3F0FB
RGB	243 · 240 · 251
CMYK*	3 · 4 · 0 · 2
On white	1.1:1

MD 04

MALBARDESIGN

Navy Depth

Logo wordmark only

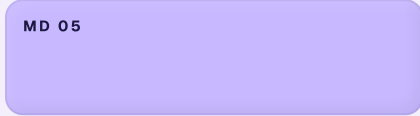
HEX	#002652
RGB	0 · 38 · 82
CMYK*	100 · 54 · 0 · 68
On white	15.0:1

* CMYK values are straight device-independent conversions for orientation. Codes MD 01–MD 99 are internal MalbarDesign references. Always approve colour on a press proof and request spot-colour matching from your printer.

Extended palette and signature gradients

Support colours come from the clay world of the illustrations. Gradients are named, limited and never mixed.

MD 05



Lavender

Clay backdrop, soft accents

HEX #C7B8FF
 RGB 199 · 184 · 255
 CMYK* 22 · 28 · 0 · 0
 vs white 1.8 : 1

MD 06

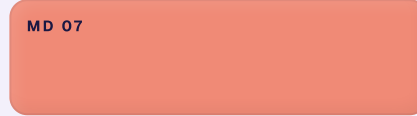


Pink

Highlight, emotion

HEX #EC4899
 RGB 236 · 72 · 153
 CMYK* 0 · 69 · 35 · 7
 vs white 3.5 : 1

MD 07

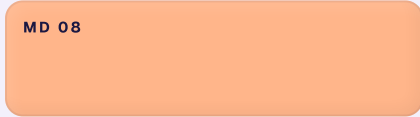


Coral

Warm accent, gradient end

HEX #F08A76
 RGB 240 · 138 · 118
 CMYK* 0 · 43 · 51 · 6
 vs white 2.4 : 1

MD 08

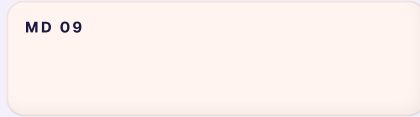


Peach

Clay glow, circles

HEX #FFB58A
 RGB 255 · 181 · 138
 CMYK* 0 · 29 · 46 · 0
 vs white 1.7 : 1

MD 09



Cream

Paper, clay highlights

HEX #FFF4F0
 RGB 255 · 244 · 240
 CMYK* 0 · 4 · 6 · 0
 vs white 1.1 : 1

MD 10



Deep Purple

Eyebrows, small caps

HEX #4A1D96
 RGB 74 · 29 · 150
 CMYK* 51 · 81 · 0 · 41
 vs white 11.0 : 1

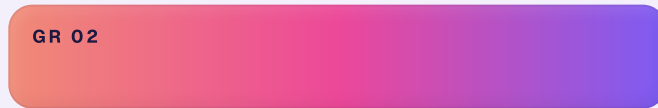
GR 01



Clay glow

#C7B8FF → #FFB58A · 135° · circular backdrops, hero glows

GR 02



Accent

#F08A76 → #EC4899 → #7B5CF5 · headline accent words only

GR 03



Spectrum — the logo gradient

#00F5F6 · #01BAC1 · #6288C6 · #D4298C · #47017F, top-left to bottom-right. Reserved for the mark; never apply it to the wordmark, text or UI.



Exact codes for every scale

HEX for web, RGB for screens, CMYK for orientation in print. Contrast is measured against white.

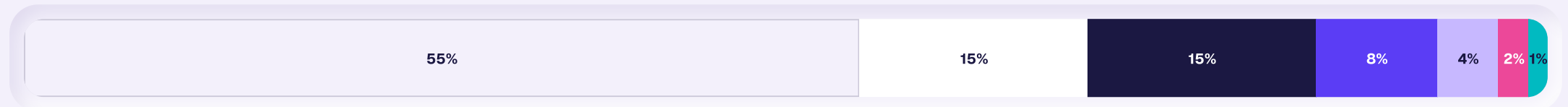
MD 01 16.7:1 Ink HEX #1B1842 RGB 27·24·66 CMYK* 59·64·0·74	MD 02 9.3:1 Ink soft HEX #46426E RGB 70·66·110 CMYK* 36·40·0·57	MD 03 4.5:1 Ink muted HEX #76729A RGB 118·114·154 CMYK* 23·26·0·40	MD 04 6.1:1 Violet HEX #5B3DF5 RGB 91·61·245 CMYK* 63·75·0·4	MD 05 11.0:1 Deep Purple HEX #4A1D96 RGB 74·29·150 CMYK* 51·81·0·41
MD 06 1.1:1 Lilac Mist HEX #F3F0FB RGB 243·240·251 CMYK* 3·4·0·2	MD 07 1.2:1 Lilac deep HEX #ECE7F8 RGB 236·231·248 CMYK* 5·7·0·3	MD 08 1.1:1 Lilac soft HEX #F8F6FD RGB 248·246·253 CMYK* 2·3·0·1	MD 09 1.3:1 Line HEX #E2DCF2 RGB 226·220·242 CMYK* 7·9·0·5	MD 10 1.8:1 Lavender HEX #C7B8FF RGB 199·184·255 CMYK* 22·28·0·0
MD 11 3.5:1 Pink HEX #EC4899 RGB 236·72·153 CMYK* 0·69·35·7	MD 12 2.4:1 Coral HEX #F08A76 RGB 240·138·118 CMYK* 0·43·51·6	MD 13 1.7:1 Peach HEX #FFB58A RGB 255·181·138 CMYK* 0·29·46·0	MD 14 1.1:1 Cream HEX #FFF4F0 RGB 255·244·240 CMYK* 0·4·6·0	MD 15 1.9:1 Gold HEX #F0B23C RGB 240·178·60 CMYK* 0·26·75·6
MD 16 5.0:1 Danger HEX #C93B52 RGB 201·59·82 CMYK* 0·71·59·21	MD 17 15.0:1 Navy Depth HEX #002652 RGB 0·38·82 CMYK* 100·54·0·68	MD 18 13.3:1 Logo purple HEX #47017F RGB 71·1·127 CMYK* 44·99·0·50	MD 19 4.7:1 Logo magenta HEX #D4298C RGB 212·41·140 CMYK* 0·81·34·17	MD 20 2.4:1 Logo turquoise HEX #01BAC1 RGB 1·186·193 CMYK* 99·4·0·24

* CMYK values are device-independent conversions; MD codes are internal references, not Pantone numbers. Approve every colour on a press proof.



How to combine colour

Light and airy first, one violet “punch” per view. If white is not used, fold its share into Lilac Mist.



☐ Lilac Mist ☐ White ☐ Ink ☐ Violet ☐ Lavender ☐ Pink / Coral ☐ Spectrum

Aa

Ink on Lilac Mist

14.9:1 · AAA

Aa

Ink on White

16.7:1 · AAA

Aa

White on Ink

16.7:1 · AAA

Aa

White on Violet

6.1:1 · AA

Aa

Violet on Lilac Mist

5.4:1 · AA

Aa

Ink on Lavender

9.3:1 · AAA

Aa

Ink on Peach

9.7:1 · AAA

Aa

White on Pink

3.5:1 · large text only

Start with Ink + Lilac Mist. Keep Violet for the action; one pink or coral accent per component.

Never mix accents inside one component; resolve hover by darkening or lightening the same colour.

Target WCAG AA (4.5:1 for body text) as the baseline; never rely on colour alone.



04

Typography



Two typefaces, both open-source: Archivo Black for headlines, Geist for everything you read.



Archivo Black

A heavy grotesque with a confident, slightly condensed stance. It carries every headline, number and display moment. One weight only: 900.

Aa

Archivo Black 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÁČĎĚĚÍŇÓŘŠŤÚŮÝŽ áčďěěíňóřšťúůýž
0123456789 .,:;!@&€%

DESIGNER	Omnibus-Type
LICENCE	SIL Open Font License 1.1 — free for web, print and commercial use
ROLE	H1–H4, display, prices, numerals, covers
SOURCE	fonts.google.com/specimen/Archivo+Black · self-hosted on malbardesign.com (latin subset)

Web in the highest quality

DISPLAY XL · 96 PX / 0.95 / -0.01EM ON DESKTOP



Geist

A clean, neutral sans with excellent small-size legibility. It carries body copy, navigation, buttons, tables and captions.

Aa

Light 300 Regular 400 Medium 500 SemiBold 600 **ExtraBold 800**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÁČĎĚĚĨŇÓŘŠŤÚŮÝŽ áčďěěĩňóřšťúůýž
0123456789 .,:;!@&€%

DESIGNER	Vercel × basement.studio
LICENCE	SIL Open Font License 1.1
ROLE	Lead, body, UI, buttons, eyebrows, tables, captions
SOURCE	fonts.google.com/specimen/Geist · variable 300–800, self-hosted (latin + latin-ext)

We design logos, websites and custom visuals for brands that want to stand out. Every project begins with understanding your brand, market and direction — and ends with a system you can use with confidence, from the first sketch to the last pixel.

BODY · 18 / 1.55 · GEIST 400



Typographic scale

Tight, large display type over generous, calm text. The proportions are lifted from the Magnific generator layout and tuned for MalbarDesign.

Web in the
highest quality

Display XL · H1
Archivo Black 900

clamp(40, 5.4vw, 96) px
LH 0.95
LS -0.01em

From idea to launch

Display LG · H2
Archivo Black 900

clamp(32, 3.6vw, 52) px
LH 1.02
LS -0.01em

What you get

Display MD · H3
Archivo Black 900

clamp(21, 1.9vw, 26) px
LH 1.15
LS -0.01em

A short introductory paragraph with a bit more air.

Lead
Geist 400

clamp(17, 1.2vw, 18) px
LH 1.55
LS 0

Everyday paragraph text, set in a calm, neutral sans.

Body
Geist 400

18 px (16 px on mobile)
LH 1.55
LS 0

SECTION LABEL · CATEGORY

Eyebrow
Geist 600 · uppercase

13 px
LH 1.15
LS +0.02em

CSS · AS LIVE ON MALBARDESIGN.COM

```
:root {
  --font-display: "Archivo", "Geist", system-ui,
  sans-serif;
  --font-sans: "Geist", system-ui, sans-serif;
}
h1,h2,h3,h4 { font-family: var(--font-display);
  font-weight: 900; letter-spacing: -0.01em; }
.display-xl { font-size: clamp(40px,5.4vw,96px);
  line-height: .95; }
body { font: 400 18px/1.55 var(--font-sans); }
.eyebrow { font: 600 13px/1.15 var(--font-sans);
  letter-spacing: .02em; text-transform: uppercase;
}
```

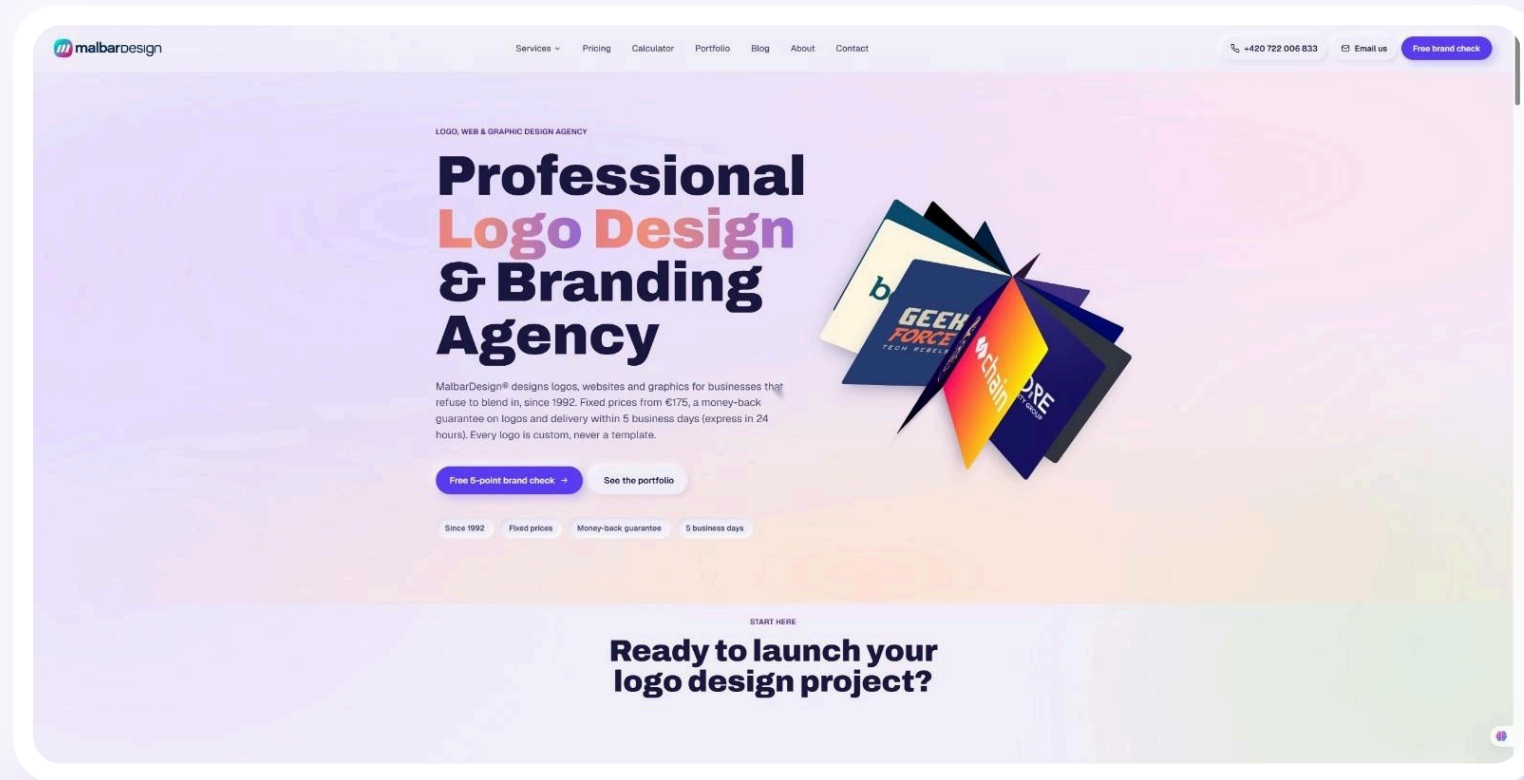
TRACKING & WEIGHT

Headlines -0.01em · text 0 · eyebrow +0.02em. Nothing lighter than Geist 300 or bolder than Archivo Black 900. Balance headlines with `text-wrap: balance`.



Pairing in practice

One display voice, one reading voice. The live hero shows the scale at work: 96 px Archivo Black, a gradient accent word, 18 px Geist lead.



- ✓ Archivo Black for headlines, numerals, prices and covers.
- ✓ Geist for body, UI, navigation, buttons and captions.
- ✓ Accent words in headlines may carry the Accent gradient.
- ✗ Archivo Black is not for paragraphs or small text below 20 px.
- ✗ No third typeface. No italic on Archivo. No faux bold.
- ✗ Never retype or restyle the logo wordmark.



05

Illustration & imagery



Soft, matte clay 3D — optimistic, tactile and calm — in the lilac, peach and pink family of the brand.



The soft-clay 3D system

The illustration style is the brand's warmth: calm, built environments and blossoming, friendly objects — design bringing brands to life.

1 Material

Soft matte clay and plastic — rounded, slightly inflated forms, no hard edges, no glossy chrome.

2 Light

One soft key light from the top left, gentle ambient occlusion, long soft shadows. Never harsh highlights.

3 Palette

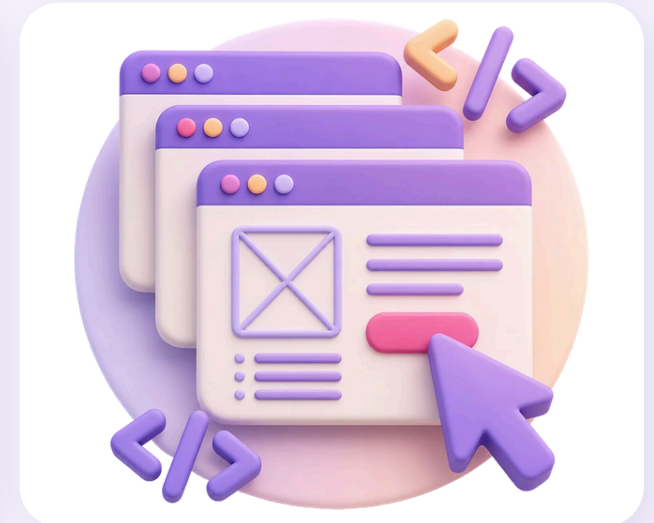
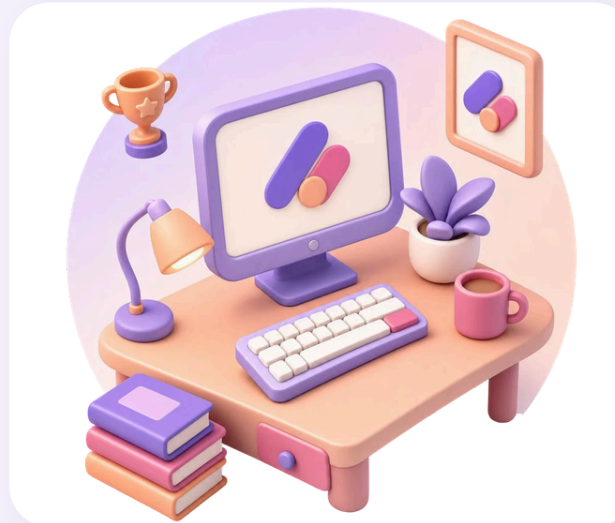
Violet #7B5CF5, lilac #C7B8FF, pink #E35BA8, peach #FFB58A, cream #FFF4F0. Accents from the brand palette only.

4 Composition

One clear subject, generous air, a few floating sparkles and spheres. No clutter, no text inside the illustration.

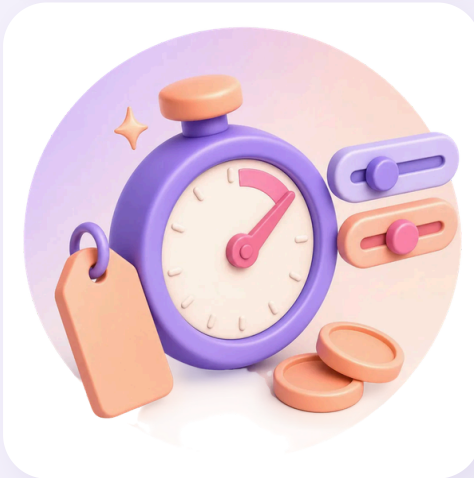
5 Texture

Subtle clay grain is welcome; no photo-real noise, no stock-photo realism.



Style A — circular gradient backdrop

The signature hero format: a clay object in front of a lilac-to-peach circle. Sits beside hero headlines on the right.



RULES

- Circle is perfectly round, never an oval.
- Gradient: Clay glow #C7B8FF → #FFB58A at 135°.
- Object overlaps the circle edge slightly — depth, not containment.
- Export 1:1 transparent WebP, 960–1040 px.
- Use next to H1 at roughly half the container width.



Sonic branding hero



Style B — transparent 1:1 objects

The same clay language without the circle: a single object on a transparent background, used on cards and inside sections.



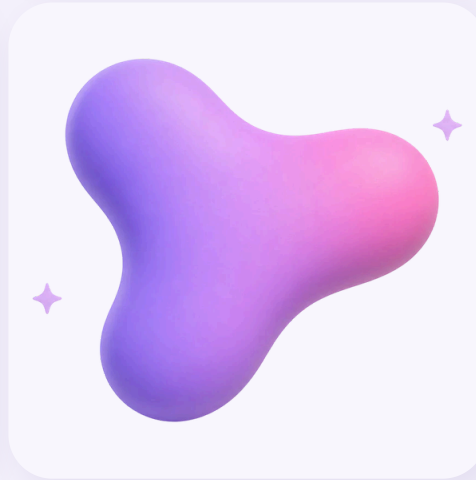
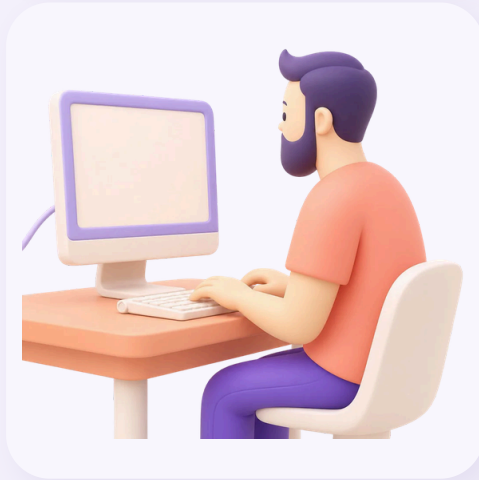
RULES

- Always square 1:1 — never oval, never cropped.
- Transparent background so it sits on Lilac Mist, white or glass.
- Keep a safe margin of at least 8% around the object.
- Icon-size variants (256 px) for cards, tabs and bullets.
- One object per card; do not stack different object styles.



Characters, avatars and abstract shapes

Approachable and curious — never corporate-stocky. The founder avatar is the brand's human face; abstract clay blobs fill quiet corners.



RULES

- Characters wear brand violet and cream; skin and hair stay natural.
- Smooth clay faces with a friendly expression; no photo-real textures.
- Avatars are 1:1, shoulders-up, on transparent or clay-glow circles.
- Abstract shapes (the pink-violet blob) use the Accent gradient only.

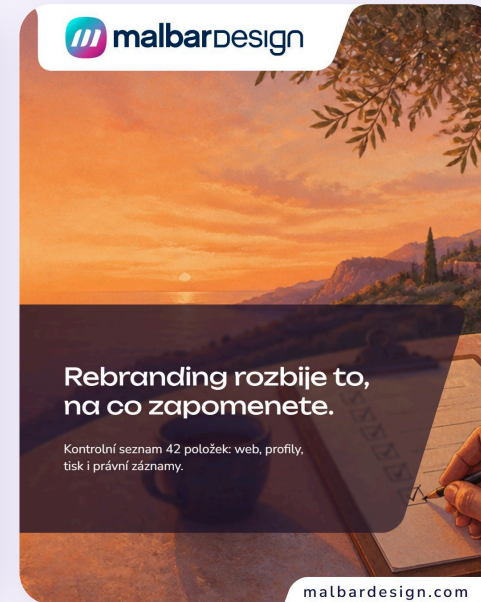


Style C — editorial heroes and branded social cards

Blog and social imagery is generated per article: a painterly or clay hero for the page, and a separate branded, titled card for each network.



Blog hero · 1200 × 630



Instagram / Facebook card · 1080 × 1350



Logo chip + translucent title panel

One image per article. Every article gets its own hero and preview — never reuse a previous one.

Card anatomy: logo chip top-left, translucent ink title panel, domain bottom-right.

No flat lilac text cards. The image always leads. FB / LinkedIn cards in Czech; X in English.



06

Layout & UI



Airy sections, soft rounded surfaces and one primary action per view.



Space and shape

Generous whitespace and rounded corners that echo the squircle mark. One focal point per section.

CORNER RADII



SM

14 px



MD

22 px



LG

30 px



XL

40 px



Pill

999 px

PRINCIPLES

- Sections alternate Lilac Mist and white-tinted bands separated by animated wave dividers.
- Hero: eyebrow → display headline → lead → primary + secondary button → badges.
- Illustration sits beside the hero headline on the right.
- Cards use radius MD–LG; buttons are pills.
- Body width max $\approx$ 720 px for comfortable reading.

HERO ANATOMY · DESKTOP

EYEBROW · GEIST 600

Professional logo design & branding agency

Lead paragraph — Geist 400, 18 / 1.55, max 520 px.

Primary action

Secondary

Since 1992

Fixed prices

5 days



Soft neumorphic surfaces

One light source from the top left, paired soft shadows, pastel surfaces. Neumorphism only on buttons, cards and inputs
— images stay bare.

Raised card

Inset well

Free brand check →

TOKENS

```
--shadow-neu:
  8px 8px 20px rgba(120,100,170,.16),
  -8px -8px 20px rgba(255,255,255,.9);
--shadow-neu-inset:
  inset 5px 5px 12px rgba(120,100,170,.14),
  inset -5px -5px 12px rgba(255,255,255,.9);
--shadow-glow: 0 12px 30px -10px
  rgba(91,61,245,.35);
```

```
/* glass overlay (optional) */
background: rgba(243,239,254,.55);
backdrop-filter: blur(18px);
border: 1px solid rgba(255,255,255,.6);
```



Buttons, chips and wave dividers

Pills for actions, soft chips for facts, and layered wave dividers that drift slowly between sections.

BUTTONS

Primary action

Secondary

CHIPS

Since 1992

Fixed prices

Money-back guarantee

5 business days

WAVE DIVIDERS



Stacked multi-colour SVG waves, slow horizontal drift. Respect `prefers-reduced-motion` and mark them `aria-hidden`.

FORM FIELD

YOUR EMAIL

name@company.com

FEATURE CARD



Strategy first

Illustration, title, one sentence. Radius 22 px.

BADGE & RATING

★ 5.0

Money-back guarantee



07

Mistakes



The logo is a finished artwork. These changes are never allowed.



Common mistakes

Use the master files only. If it needs a different treatment, use a different approved version.



Don't stretch



Don't squash



Don't rotate



Don't recolour



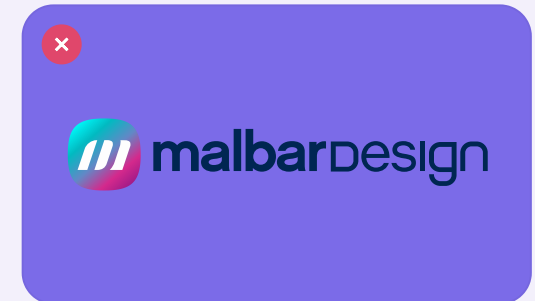
No shadows or bevels



No glows



Not on busy backgrounds



Not on low contrast



Don't retype the wordmark



Don't crop or clip



Don't rearrange the lockup



No colour clash



08

Applications



The logo and system in real situations: on the wall, in the hand, on the screen.



Logo in space

White lettering with the gradient mark on a calm lilac wall — the reverse lockup in 3D.



Logo in soft 3D

Built directly from the master vector: exact shapes and colours, only a gentle upward tilt and a soft extrusion for subtle depth.



Business cards

Horizontal lockup on white; the mark alone on Ink. Soft corners echo the squircle.



Paper and stationery

Letterhead, envelope and compliment slip printed in one-colour navy with the gradient mark.



Products and packaging

Horizontal lockup on tote and mug, the mark alone on the packaging box.



Website and favicon

The live malbardesign.com homepage in the new type system:
Archivo Black headline, Geist text, violet action.



App icon and social profile

Two phones on a clay desk: the mark on a white squircle as the app icon, and a profile with the reverse horizontal logo on a clay-glow banner and a contained avatar.



Social media applications

Consistent profiles and cards. The language follows the audience: Czech on LinkedIn and Facebook, English on X.

ASSET	SPECIFICATION	WHERE
Avatar	Mark on a white circle or squircle · 1:1 · min 320 px	All networks
Cover / banner	Clay illustration or Lilac Mist field + horizontal logo + one Archivio headline	LinkedIn, Facebook, X
Post card	Hero image, ink title panel, logo chip top-left, domain bottom-right · 1080×1350	Instagram, Facebook
Link preview	Editorial hero 1200 × 630, no text overlay	Open Graph / X card
Handle	@malbardesign — Facebook, X, Flickr · @malbar.design — Instagram · linkedin.com/in/petrbarak	All

HASHTAGS · 2026

5

Instagram max

3–5

LinkedIn

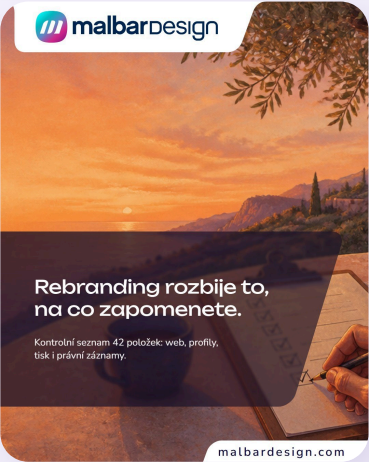
1–3

Facebook

1–2

X

Mix high-volume and mid-volume niche tags. Default to English tags for global reach; add one Czech tag for locally targeted posts. Article links go directly in the post body.



Accessibility and minimum sizes

Brand expression never beats readability.

TEXT

- Long-form text: Ink on Lilac Mist or white ($\geq 15:1$).
- Body Geist 400 at 16–18 px; captions never below 12 px; mobile buttons ≥ 16 px.
- Print: never below 7 pt.
- Headlines: Archivo Black ≥ 20 px.

COLOUR & MOTION

- Target WCAG AA — 4.5:1 for body text, 3:1 for large text and UI.
- Never rely on colour alone; pair with text or icon.
- Violet buttons use white text (6:1:1).
- Wave dividers and clay parallax respect `prefers-reduced-motion`.

IMAGES

- Every informative image has alt text; decorative waves are aria-hidden.
- Illustrations contain no embedded text.
- Social cards keep titles ≥ 28 px at 1080 width.

Aa

Ink on Lilac Mist

14.9:1 · AAA

Aa

Ink on White

16.7:1 · AAA

Aa

White on Ink

16.7:1 · AAA

Aa

White on Violet

6:1:1 · AA

Aa

Violet on Lilac Mist

5.4:1 · AA

Aa

Ink on Lavender

9.3:1 · AAA

Aa

Ink on Peach

9.7:1 · AAA

Aa

White on Pink

3.5:1 · large text only



Which file for which use

Use master files only; never recreate the logo. Both typefaces are open source and free to use.

FORMAT	USE	FILES
SVG	Web, apps, vector	Master · malbardesign[-inverse]-black[-white]-navy].svg, malbardesign-vertical[...].svg, mark[-black[-white]-navy].svg
PNG	Docs, social, slides	Transparent · icon-192.png, icon-512.png, favicon-32.png, apple-touch-icon.png
ICO	Browser tab	favicon.ico
WEBP	Illustrations	1:1 transparent, 960–1040 px
PDF	Print proofs	Vector artwork on request
AI / EPS	Print production	On request: CMYK + spot, outlined text

TYPEFACES · SIL OFL 1.1

- **Archivo Black 900** — fonts.google.com/specimen/Archivo+Black
- **Geist 300–800** — fonts.google.com/specimen/Geist

NAMING

malbardesign_[variant]_[colour].[ext]
malbardesign_horizontal_color.svg
malbardesign_vertical_white.svg
malbardesign_mark_white.png

REQUEST ASSETS

malbar@gmail.com · +420 722 006 833



malbardesign.svg
Horizontal lockup



malbardesign-inverse.svg
Reverse lockup



malbardesign-vertical.svg
Vertical lockup · 1:1



mark.svg
Mark only



Thank you for treating the logo with care.



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VERSION	2.0 · 28 October 2026 · supersedes 1.0 (2026)

-  facebook.com/malbardesign
-  instagram.com/malbar.design
-  linkedin.com/in/petrbarak
-  x.com/malbardesign
-  flickr.com/photos/malbardesign



malbar Design

MalbarDesign® and its logo are protected. This manual governs all digital and print materials. When in doubt, this manual decides.

