



BRAND GUIDELINES · V1.0 · 2026

Brand Guidelines

The rules for our brand, logo and
visual identity — for one consistent,
confident voice everywhere.



malbarDesign

we design for your success

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This guide is a living document. We update it as the brand grows — always the single source of truth for how MalbarDesign looks and sounds.

We design for your success

MalbarDesign is a logo and visual-identity studio that has been building brands for ambitious companies since **1992**. We make distinctive logos, quality websites and bespoke graphics — always grounded in strategy, never in chance.



Petr Barák

FOUNDER & LEAD DESIGNER

Over **30 years** of craft. Based in the Most / Litvínov region, working worldwide. His work includes a logo for H.S.H. Prince Albert II of Monaco.

30+

years of craft in the field

1992

the studio was founded

CZ

based here,
working globally

WHAT WE DO

- **Custom logo design**

Original logos grounded in brand strategy.

- **Logo redesign**

Modernising while preserving brand equity.

- **Full rebranding**

Visual identity and strategy from the ground up.

- **Web design**

Websites and visual systems aligned with the brand.

Strategy, craft, longevity

POSITIONING

For companies that want to be **seen and remembered** — we build identities that last for years, not one season.

01

Strategy first

Every shape has a reason. Design follows positioning, not trends.

02

Craft in the detail

Curves, spacing, proportion — all resolved to the last pixel.

03

Consistency

One brand, the same everywhere. This guide keeps it that way.

04

Longevity

Identities that age well — an investment, not a cost.

The purple-magenta gradient in the logo is no accident. Purple carries creativity and craft; magenta, the nerve to break from the pack. In a field full of blue and black, it is a colour you can own.

Our mark

The logo has two parts: the **symbol** — an **MD monogram** built in negative space — and the **wordmark** malbarDesign. Look closely: the three light forms cut from the squircle resolve into an **M** whose middle leg doubles as the counter of a **D** — M and D together, Malbar Design.



Primary logo — the preferred form for most uses



Symbol / app icon

Used alone where the wordmark won't read — avatar, favicon, app, embossing.



MD in negative space

The monogram is not drawn — it is cut out. The light forms are always fully transparent so the background shows through. Never fill them with solid white.

Room to breathe

Let the logo breathe. The minimum clear space on every side equals the **height of the symbol** (= 1×). No text, graphic or edge enters this zone.



Minimum size — logo



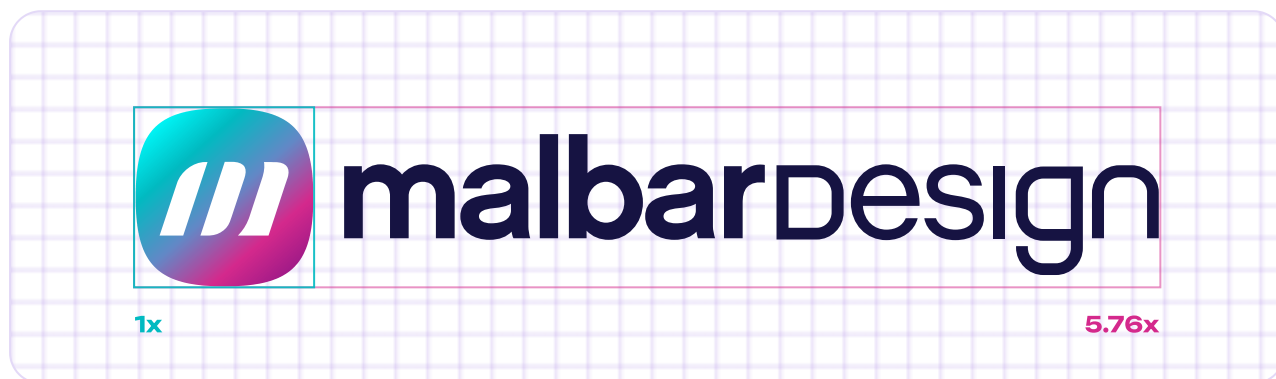
Minimum size — symbol



Codified on a grid

Both approved lockups are defined in a module of **x** = the height of the symbol. The ratios are fixed; never assemble a lockup by eye.

HORIZONTAL LOCKUP



Symbol	1x · 1x	Wordmark	4.7x wide
Gap	0.42x	Total	5.76x · 1x

VERTICAL LOCKUP



Symbol	1x · 1x	Wordmark	2.37x · 1.32x
Gap	0.04x	Total	2.38x · 2.36x

04 LOGO VARIANTS

For every background

Always pick the version with the best contrast against its background. Full-colour is the first choice. **On multicoloured surfaces and on surfaces in the symbol's own colours, use only the white logo with a transparent MD monogram** — never the full-colour version.



Full-colour — on light backgrounds



Inverse — on dark backgrounds



On colour — white only, MD transparent



Monochrome — single-colour print, embossing

SYMBOL VARIANTS



Full-colour



Inverse



Monochrome

The vertical lockup

For square and narrow formats — avatars, seals, apps, apparel, signage. Symbol above a two-line wordmark, optically centred.



Full-colour



White — MD transparent



Monochrome

Use vertical when

- the format is square or centred
- it is an avatar or profile image
- for seals, embossing, apparel
- in narrow columns and footers

Stay horizontal when

- in website and document headers
- in wide banners and signatures
- at very small sizes
- in single-line bars

What not to do with the logo

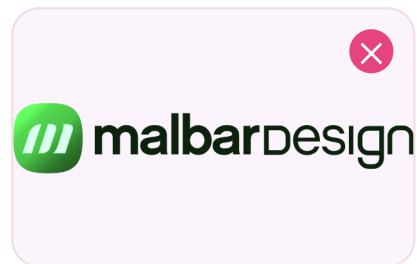
The brand's integrity stands or falls on these rules. Only ever use the logo from the original files — never redraw or alter it.



Don't distort the proportions



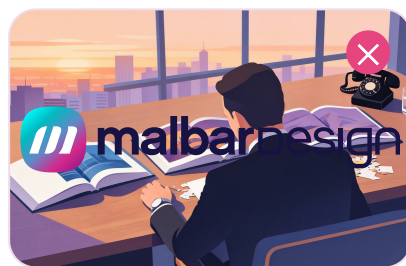
Don't rotate or skew it



Don't change the brand colours



Don't add shadows or effects



Don't place it on busy backgrounds



Don't rebuild the logo yourself



Rule of thumb: if you're unsure whether an edit is okay — **it isn't**. Use the original file as it is.

Brand palette

Three spectral colours form the working palette. **Magenta** is the lead accent; **ink** carries text and the brandmark. Blue and cyan are reserved for the fixed brandmark gradient alone.

GRADIENT SPECTRUM



Teal

#01BAC1
R1 G186 B193
C99 M4 Y0 K24



Deep purple

#47017F
R71 G1 B127
C44 M99 Y0 K50



Magenta

#D4298C
R212 G41 B140
C0 M81 Y34 K17

NEUTRALS



Ink

#161342 · text,
brandmark



Lavender

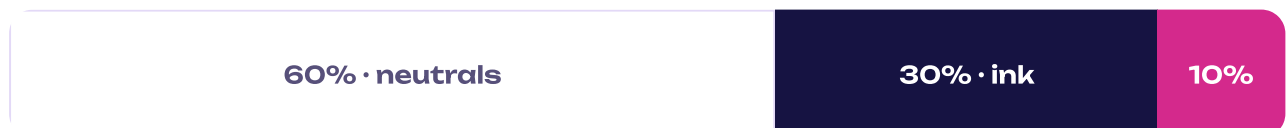
#F4EFFE · surfaces



Grey violet

#57507A · text 2

USAGE RATIO · 60 / 30 / 10



Neutrals and ink dominate. Magenta and the gradient are the accent — for what needs to be seen.

The brand's signature

The gradient is MalbarDesign's most recognisable element, and it is **fixed**. It runs from cyan through teal, blue and magenta into deep purple — exactly as in the master logo files, and identical in every application. Reproduce it only from those files; never rebuild it from palette colours, and never re-order or drop a stop.



✓ Do

- large areas, hero sections, covers
- the "M" symbol and accent details
- smooth blend, plenty of room

✗ Don't

- gradient under body text (legibility)
- reordering or dropping colours
- hard bands and sharp edges



Two-stop slices of the gradient for smaller elements — icons, buttons, badges.

Brand type

A geometric pair in the spirit of the wordmark: **Unbounded** for headings, **Nunito Sans** for body. Both fully support extended Latin.

Unbounded

Headings · Display

Aa Bb Cc

The quick brown fox jumps over the lazy dog

Regular 400 Medium 500 SemiBold 600 Bold 700

ExtraBold 800

Nunito Sans

Body text · Body

Aa Bb Cc

A good brand speaks with one voice everywhere. Body text is clean, warm and readable in long paragraphs and at small sizes — from web to print.

Regular 400 Medium 500 SemiBold 600 Bold 700

HIERARCHY

H1 · 800

Page heading

H2 · 700

Section subhead

Body · 400

Regular paragraph text for reading.

Eyebrow · 600

EYEBROW LABEL ABOVE HEADING

How our imagery looks

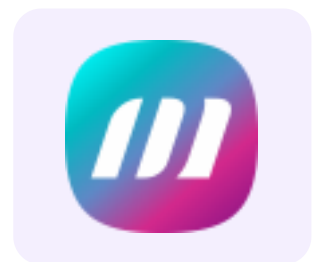
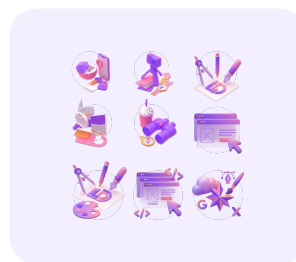
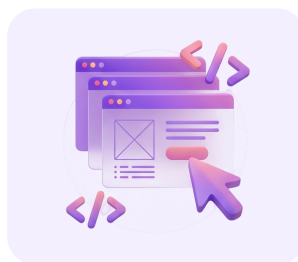
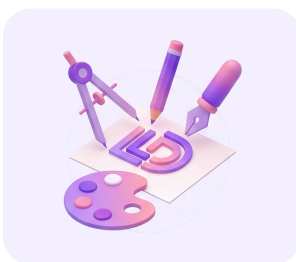
Two complementary layers. **Dreamy editorial illustration** for stories and the blog, and **3D icons** in a purple-pink key for services and product.

A • EDITORIAL ILLUSTRATION



Warm pastel palettes, soft light, subtle grain, geometric landscapes. Calm, craft and humanity — never cold corporate stock photography.

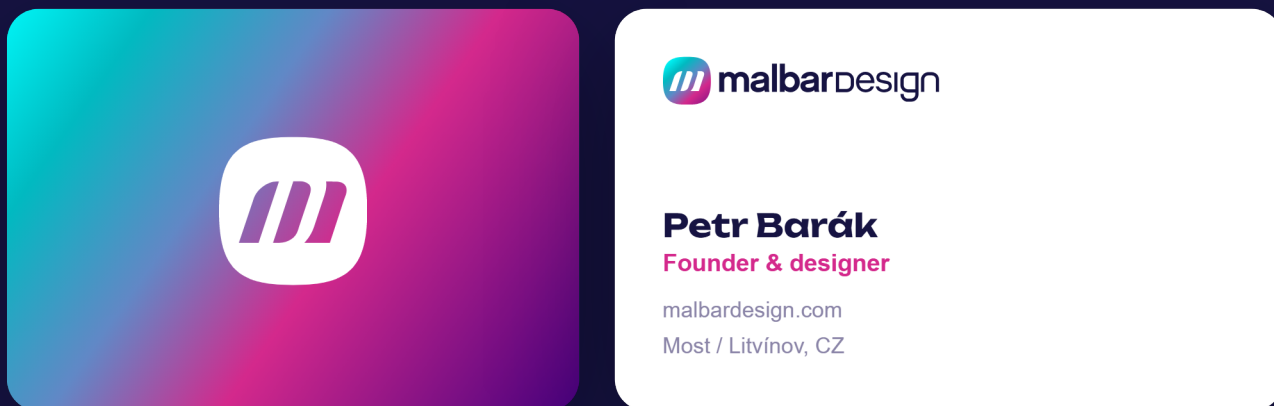
B • 3D ICONS



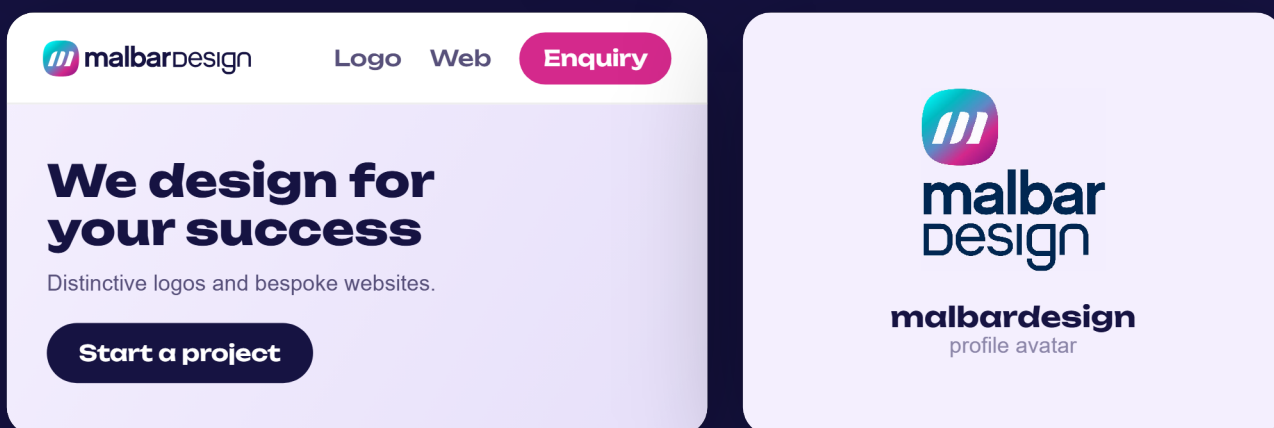
Soft 3D, purple-pink gradients, rounded forms, gentle shadows, understated backgrounds. Playful yet premium — held to the same palette as the brand.

The brand in practice

The system assembled — the way a customer meets the brand.



Business card — front and back



Website header & social avatar

How we speak

Confident, but human. Like a maker who knows the craft and can explain it plainly — no jargon, no filler.

✓ We are

Specific · confident · warm · direct ·
focused on the client's result

✗ We're not

Pompous · vague · full of clichés · coldly
corporate · self-absorbed

WE SAY

"We'll design a logo that sets you apart
— and lasts for years."

WE DON'T SAY

"We deliver synergistic turnkey
branding solutions."

WE SAY

"Every shape has a reason. We'll show
you why."

WE DON'T SAY

"Our creative pushes the boundaries of
the paradigm."



Need the files or a new identity?

The studio keeps the original logos, palettes and this guide. Get in touch
and we'll send what you need.

www.malbardesign.com

Petr Barák · Most / Litvínov, CZ