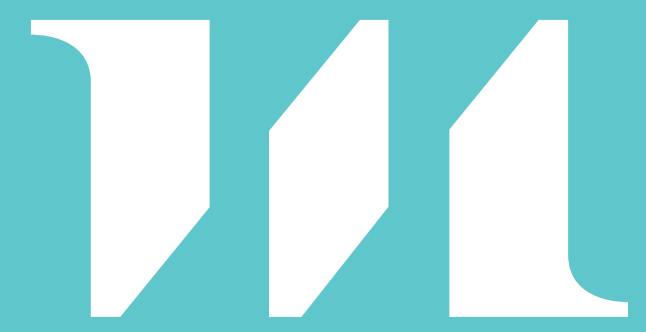




Brand Book



Meet Malbek

# Our story

Malbek emerged from the collective expertise of industry leaders, united by a common vision to transform contracts from mere overhead to strategic assets, redefining their strategic significance.

The spark for Malbek ignited during the trials at a previous company while in the contract trenches. With 2,600 customers, they faced severe financial audit issues due to inconsistent terms in contracts that resulted in a costly cleanup and in turn, forced the company to go private. This experience highlighted the pivotal role well-managed contracts play in revenue growth and the significant risks poorly handled ones pose.

Malbek was founded to ensure businesses fully understand their contracts, enabling predictable revenue realization.

Thus, the Malbek dream was born.





# Our mission

Empower enterprise businesses to build a transformative future and thrive at every step of their contract lifecycle.

# Our vision

Our vision at Malbek is to be the leading force in contract lifecycle management, pioneering new standards of excellence and unparalleled customer support. We envision a world where CLM implementations not only succeed but empower organizations to seamlessly streamline their processes and unite fragmented enterprises. Fueled by a culture where talented individuals thrive, our commitment to continuous innovation aims to create a harmonious ecosystem transforming the way contracts are managed. Through these efforts, we foster stronger connections within the business world, positively impact the broader community, and redefine industry expectations.



# Our positioning

We empower our customers with a dynamic, centralized, and transparent contract lifecycle management platform, enabling them to distill critical insights from contracts for actionable decision-making and peak profitability.



# Our brand pillars

Our mark symbolizes the 3 essential brand pillars for Malbek: empathy, transparency, and innovation.

**Empathy** is our beating heart, driving deeper connections and genuine solutions.

**Transparency** is our compass, guiding our role, products, and processes with clarity and openness.

**Innovation** propels us forward, navigating uncharted territories, and illuminating our future.



# Our voice & tone

## Professional and confident

Clear and concise language is used to convey benefits and features of our CLM solutions. We highlight achievements and recognition of our company, such as customer retention rate, G2 badges, and customer testimonials. We use phrases like "crushing CLM complexity", "cutting-edge solutions", and "satisfaction guaranteed" to demonstrate our confidence and expertise in our domain.

## Friendly and engaging

Our voice & tone Contemporary and innovative

A professional yet conversational tone is used to connect with our audience and invite them to explore our solutions. We use creative ways to make our content interesting and memorable. We use phrases like "put the party in 3rd party paper", "our work is our art", and "uncork your contract potential" to show our friendly and engaging personality.

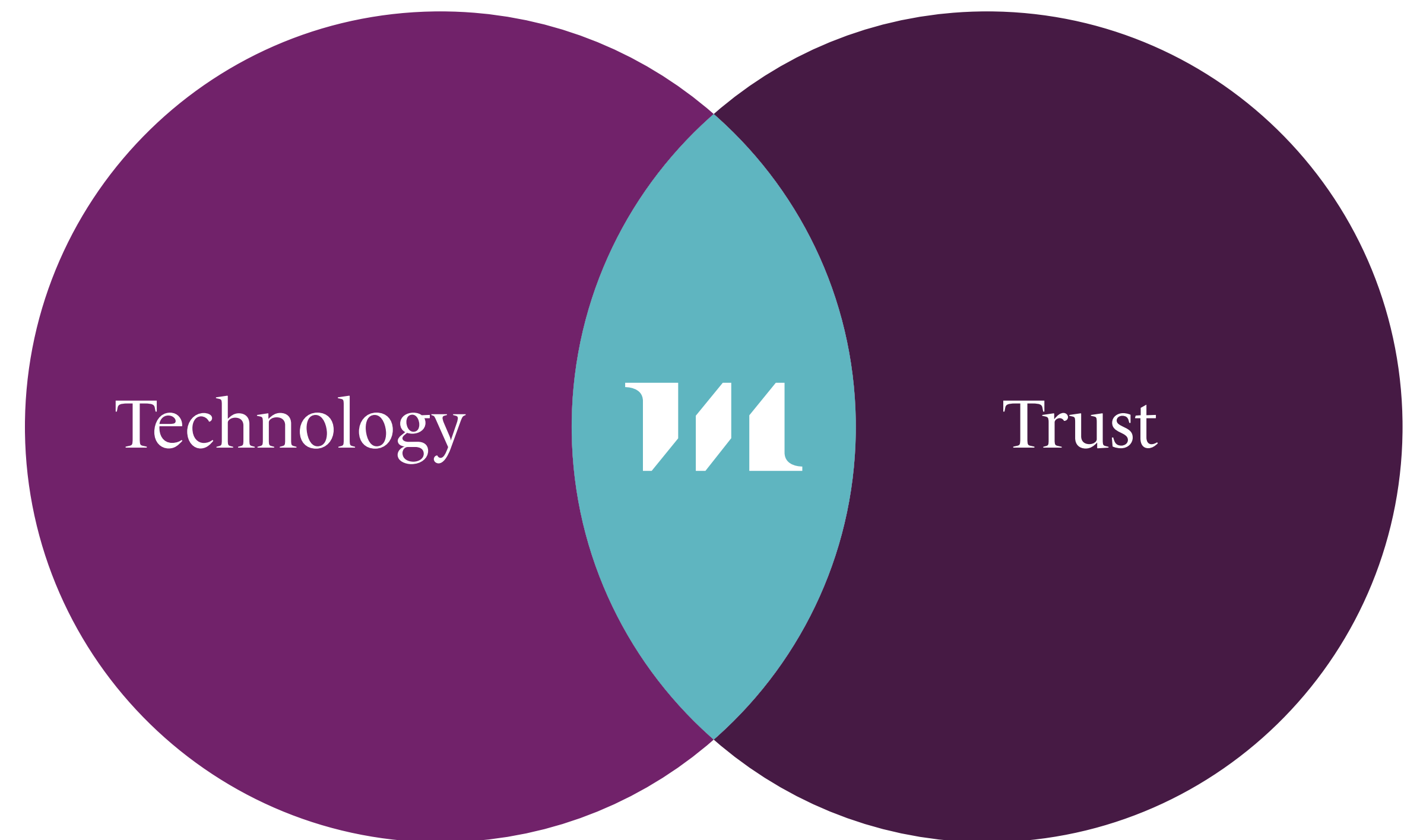
## Contemporary and innovative

Sleek and minimalist design is used with contrasting colors and dynamic images to create a modern, attractive, and professional look. We showcase our innovative features and integrations, such as Generative AI, Salesforce, Slack, DocuSign, and more. We use phrases like "digital contracting revolution", "Composable CLM" and "AI-packed features" to emphasize that we are cutting-edge and innovative.

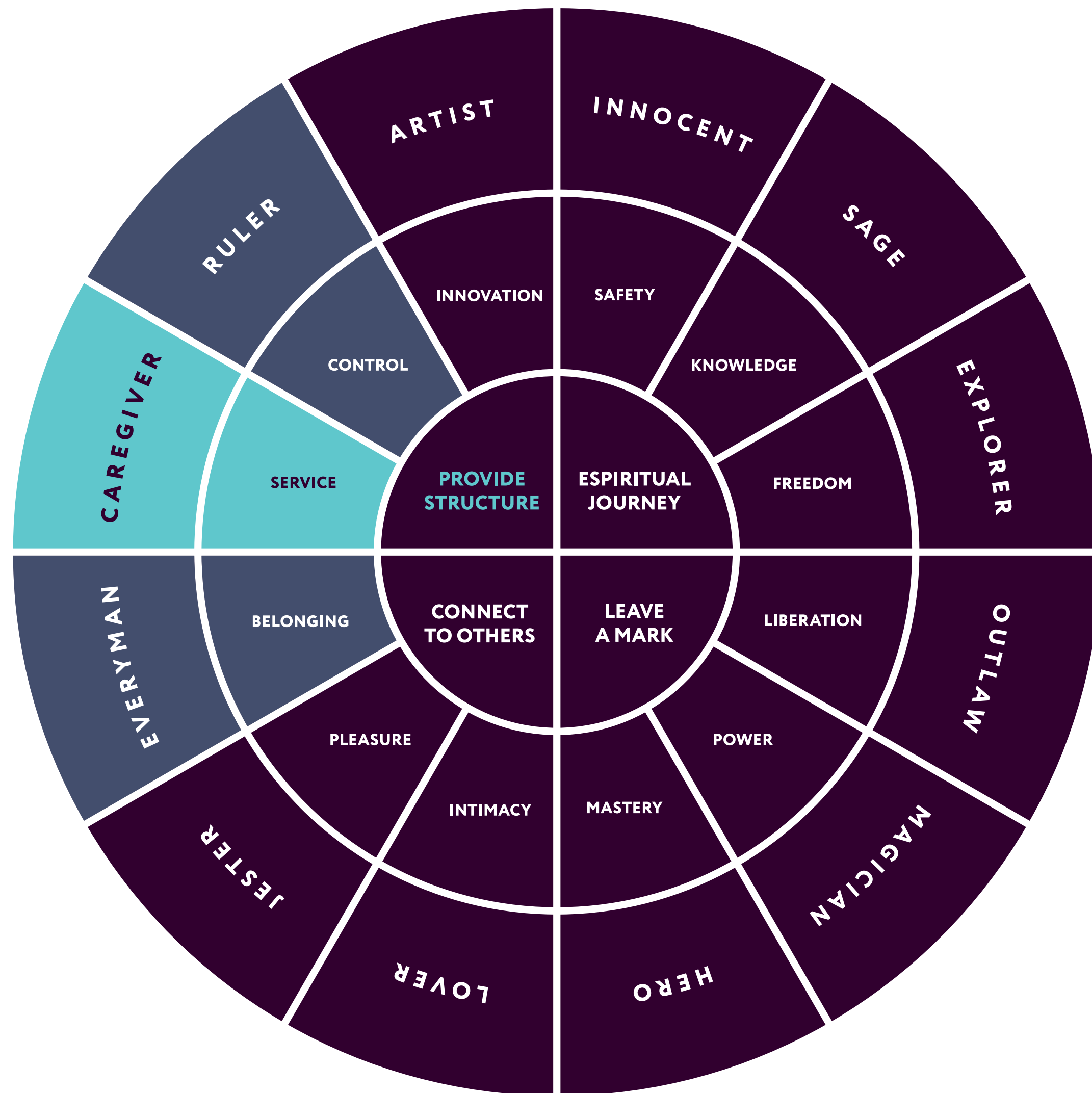


# Brand sweet spot

Our brand sweet spot is the intersection of technology and trust. We are a company that embraces modern innovation, but also values structure and reliability. We are not afraid to challenge the status quo, but we also respect the needs and expectations of our clients. Visually, this means a dynamic, contemporary brand that presents itself in a professional, confident, and trustworthy manner.



# Archetypal family



Jung developed the concept of archetype in his theory of the human psyche. There are twelve primary types that represent the range of basic human motivations. Each person tends to have a dominant archetype that dominates the personality. The concept of defining an archetype to our brand for marketing purposes helps us connect and understand what we stand for and what we represent.

Malbek identifies with the archetype of the Caregiver (who is of service), with hints of the neighboring characteristics of the Ruler (who stays in control) and the Everyman (who belongs where he is). Their purpose is to provide structure and connection.

# The Caregiver

## Our archetype in detail

**Motto:** Love your neighbor as yourself

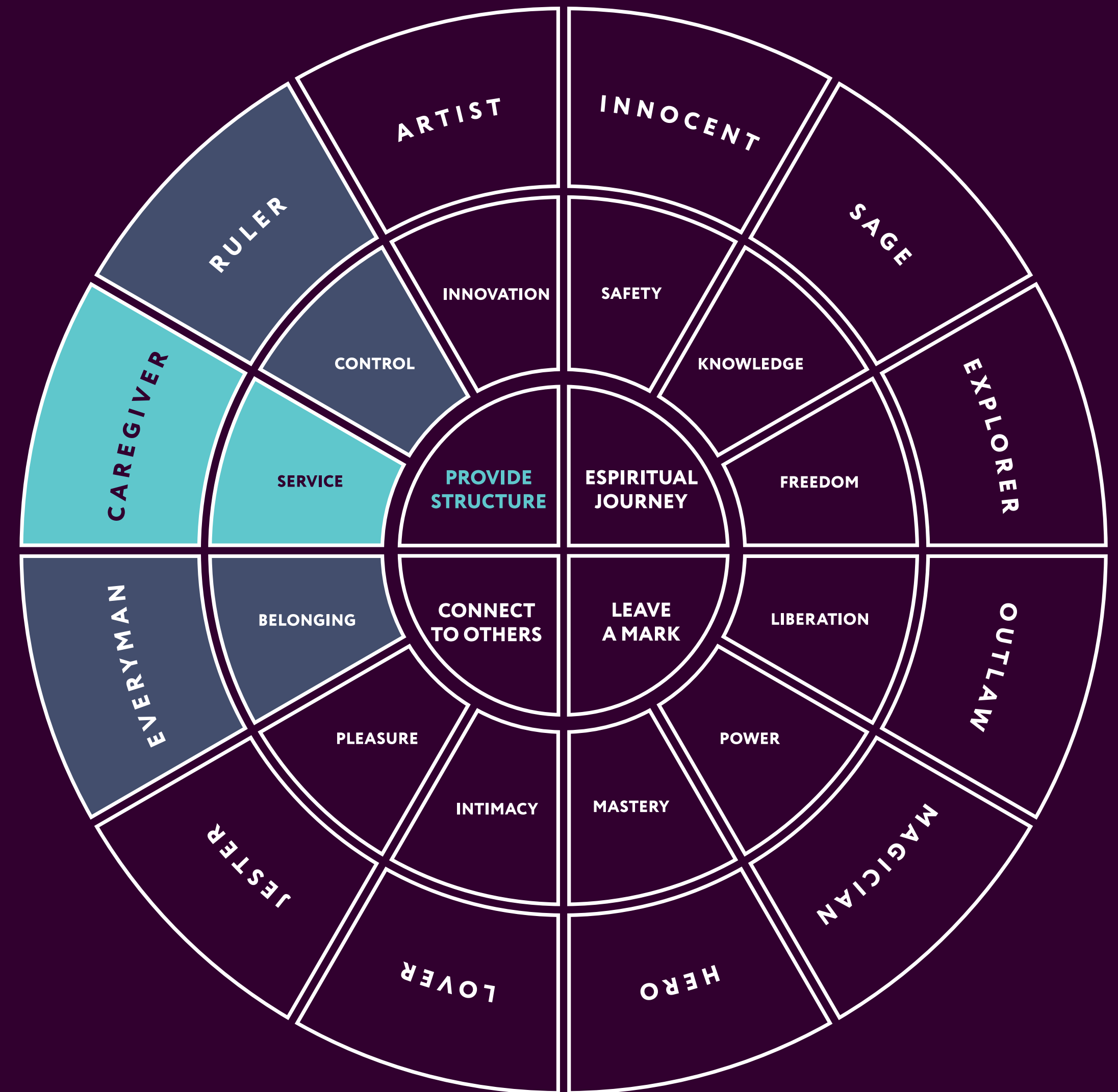
**Core desire:** to protect and care for others

**Goal:** to help others

**Strategy:** doing things for others

**Talent:** compassion, generosity

The Caregiver is also known for being altruistic, helpful, and supportive





# Brand elements

# 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

# Fonts

Malbek uses a combination of two main fonts for branding and marketing purposes. Both can be found in the Adobe Font Suite.

- Le Monde Livre Std Regular font for titles
- Poppins font family for body and content

---

For cross-platform needs like emails, Word documents, PowerPoint presentations, etc:

- Georgia Regular font for titles
- Century Gothic family for body and content

## Marketing & Branding

**Aa** Le Monde Livre Std

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Xx Yy Zz

## Cross-Platform

**Aa** Georgia

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Xx Yy Zz

**Aa** Poppins

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Xx Yy Zz

**Aa** Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Xx Yy Zz



# Color palette

The primary colors are the dominant colors throughout any design. They may be used as background colors and will mostly be paired with white text.

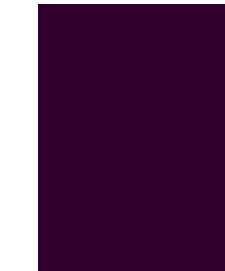
The secondary color is to be used as a counter-point to the more serious primary colors.

The accent color is to be used sparingly and as an accent only.

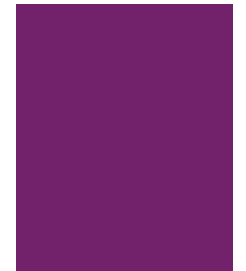
The Neutral grays may be used as background, divider colors and variations.

## Primary

Malbek Dark Wine  
PMS 2627C  
HEX #31002f  
RGB 49 0 47  
CMYK 73 100 41 63



Malbek Light Wine  
PMS 249C  
HEX #71226a  
RGB 113 34 106  
CMYK 61 100 23 15

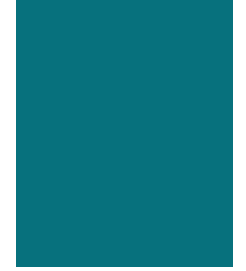


## Secondary

Malbek Light Teal  
PMS 325C  
HEX #5fc7cc  
RGB 95 199 204  
CMYK 58 0 22 0



Malbek Dark Teal  
PMS 7714C  
HEX #07717d  
RGB 7 113 125  
CMYK 89 41 43 12



## Accent

Malbek Gold  
PMS 1235C  
HEX #fdb827  
RGB 253 184 39  
CMYK 0 31 95 0

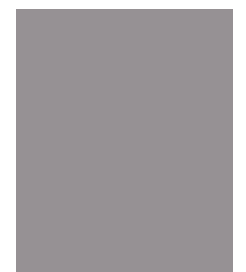


## Neutrals

Dark Grey  
PMS 437C  
HEX #55434e  
RGB 85 67 78  
CMYK 56 64 45 43





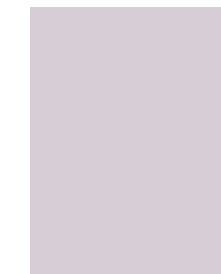










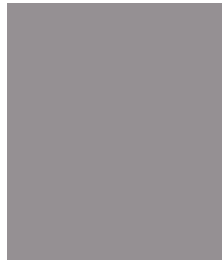
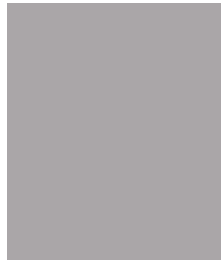

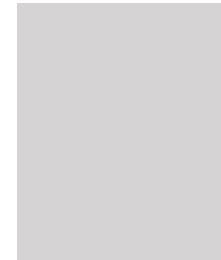
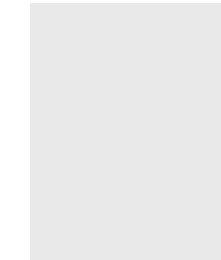


Light Grey  
PMS Cool Gray 7 C  
HEX #969194  
RGB 150 145 148  
CMYK 38 34 31 10

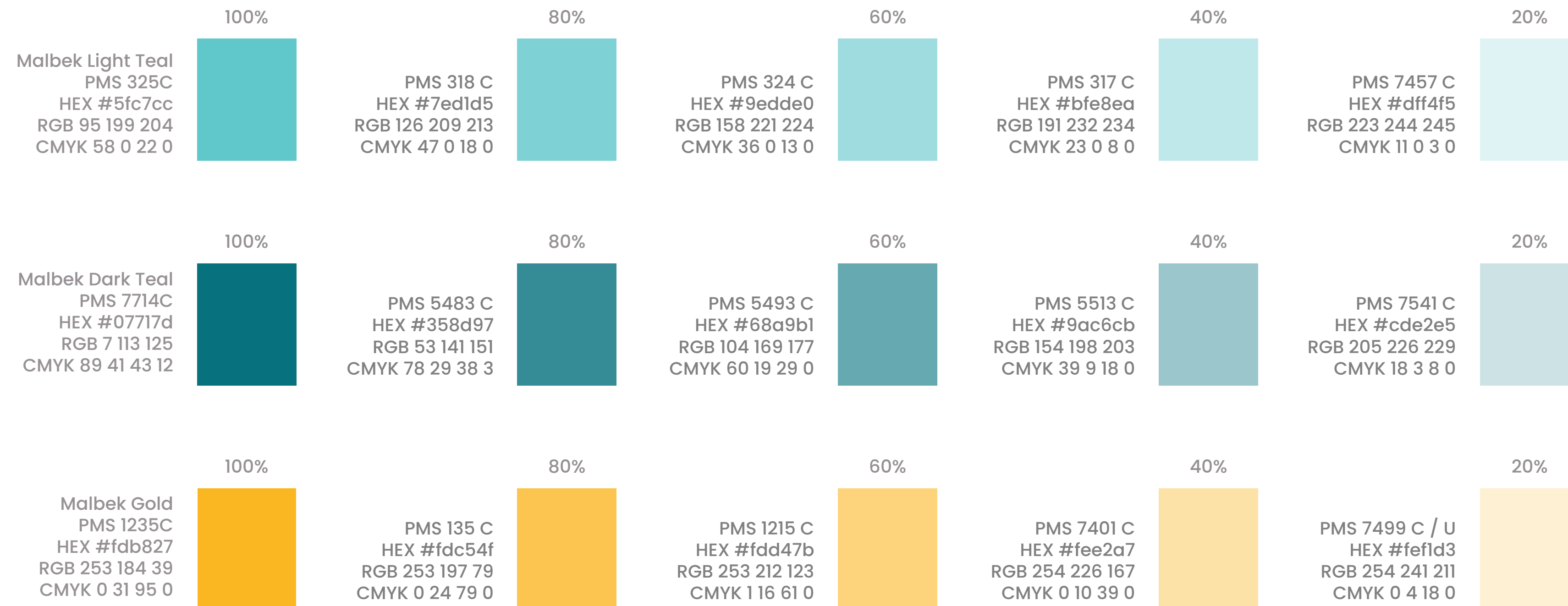


# Brightness color variants palette

The brightness variants are provided for greater flexibility while designing. These variants are to be used only as a support for the base primary and secondary colors.

	100%		80%		60%		40%		20%
Malbek Dark Wine PMS 2627C HEX #31002f RGB 49 0 47 CMYK 73 100 41 63		PMS 262 C HEX #5a3359 RGB 90 51 89 CMYK 66 86 38 28		PMS 5205 C HEX #836682 RGB 131 102 130 CMYK 52 63 31 7		PMS 5215 C HEX #ad99ac RGB 173 153 172 CMYK 34 39 21 0		PMS 5175 C HEX #d6ccd5 RGB 214 204 213 CMYK 15 17 8 0	
Malbek Light Wine PMS 249C HEX #71226a RGB 113 34 106 CMYK 61 100 23 15		PMS 7655 C HEX #8d4e89 RGB 141 78 137 CMYK 51 82 17 2		PMS 7654 C HEX #aa7aa6 RGB 170 122 166 CMYK 35 58 11 0		PMS 7437 C HEX #c6a7c4 RGB 198 167 196 CMYK 21 35 7 0		PMS 677 C HEX #e3d3e1 RGB 227 211 225 CMYK 9 16 3 0	
Dark Grey PMS 437C HEX # RGB 85 67 78 CMYK 56 64 45 43		PMS 436 C HEX #766971 RGB 118 105 113 CMYK 54 55 44 14		PMS 435 C HEX #988e95 RGB 152 142 149 CMYK 43 41 34 2		PMS 434 C HEX #bbb4b8 RGB 187 180 184 CMYK 27 25 21 0		PMS 663 C HEX #ddd9dc RGB 221 217 220 CMYK 12 11 9 0	
Light Grey PMS Cool Gray 7 C HEX #969194 RGB 150 145 148 CMYK 38 34 31 10		PMS Cool Gray 6 C HEX #aaa6a9 RGB 170 166 169 CMYK 35 31 28 0		PMS Cool Gray 4 C HEX #bfbcbf RGB 191 188 190 CMYK 25 22 20 0		PMS Cool Gray 2 C HEX #d5d3d4 RGB 213 211 212 CMYK 15 13 12 0		PMS Cool Gray 1 C HEX #eae9e9 RGB 234 233 233 CMYK 7 6 5 0	

# Brightness color variants palette

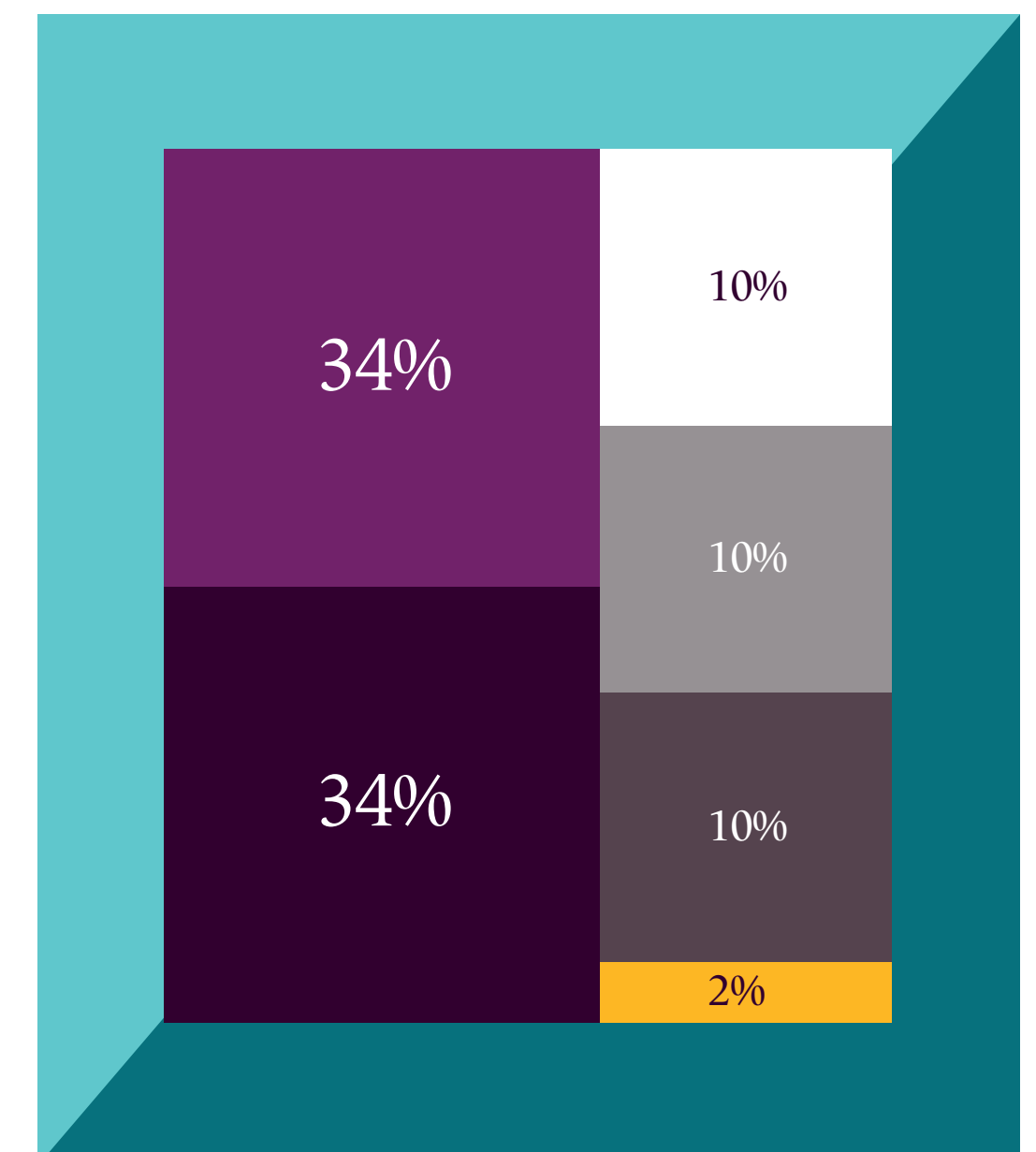
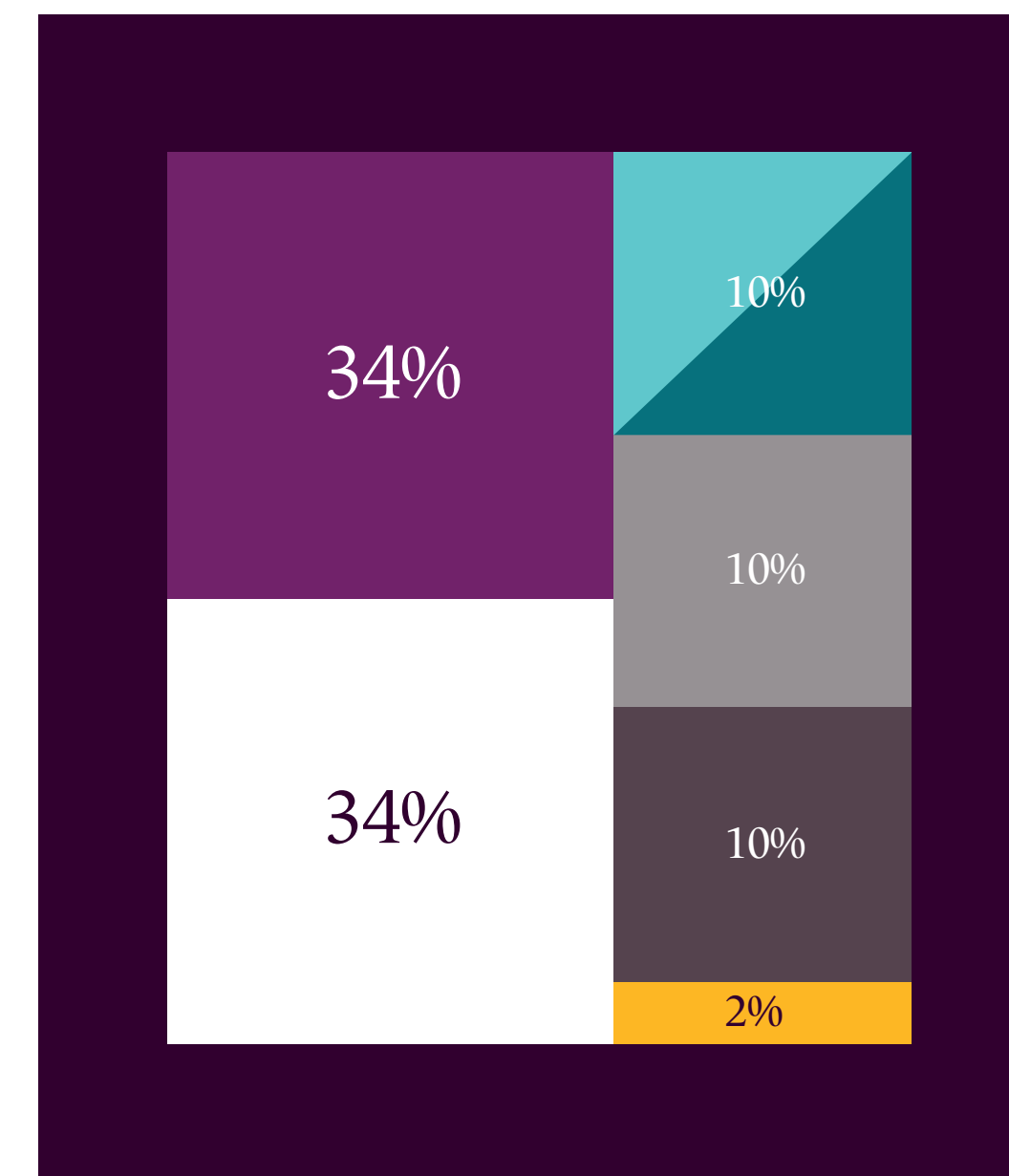
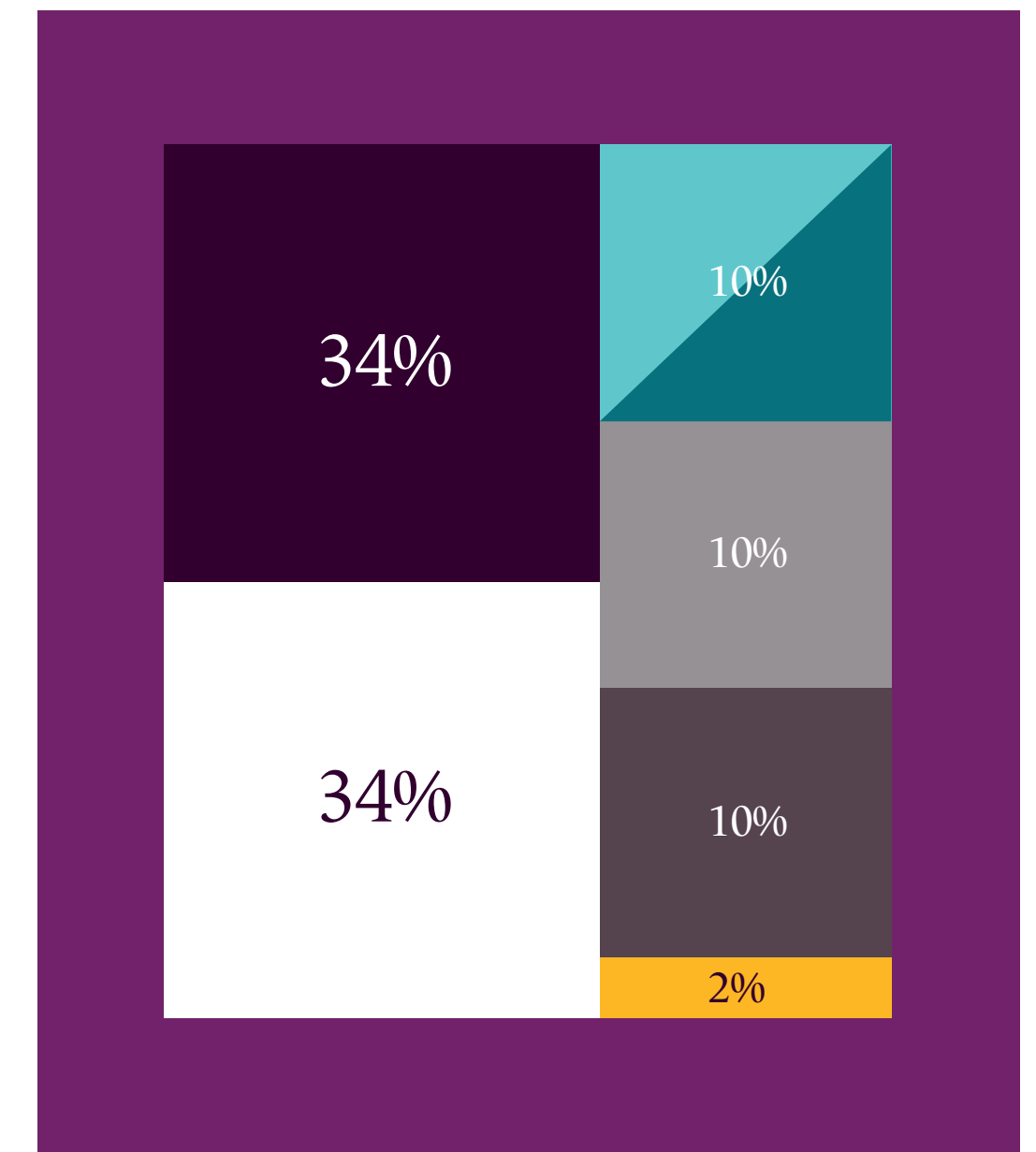
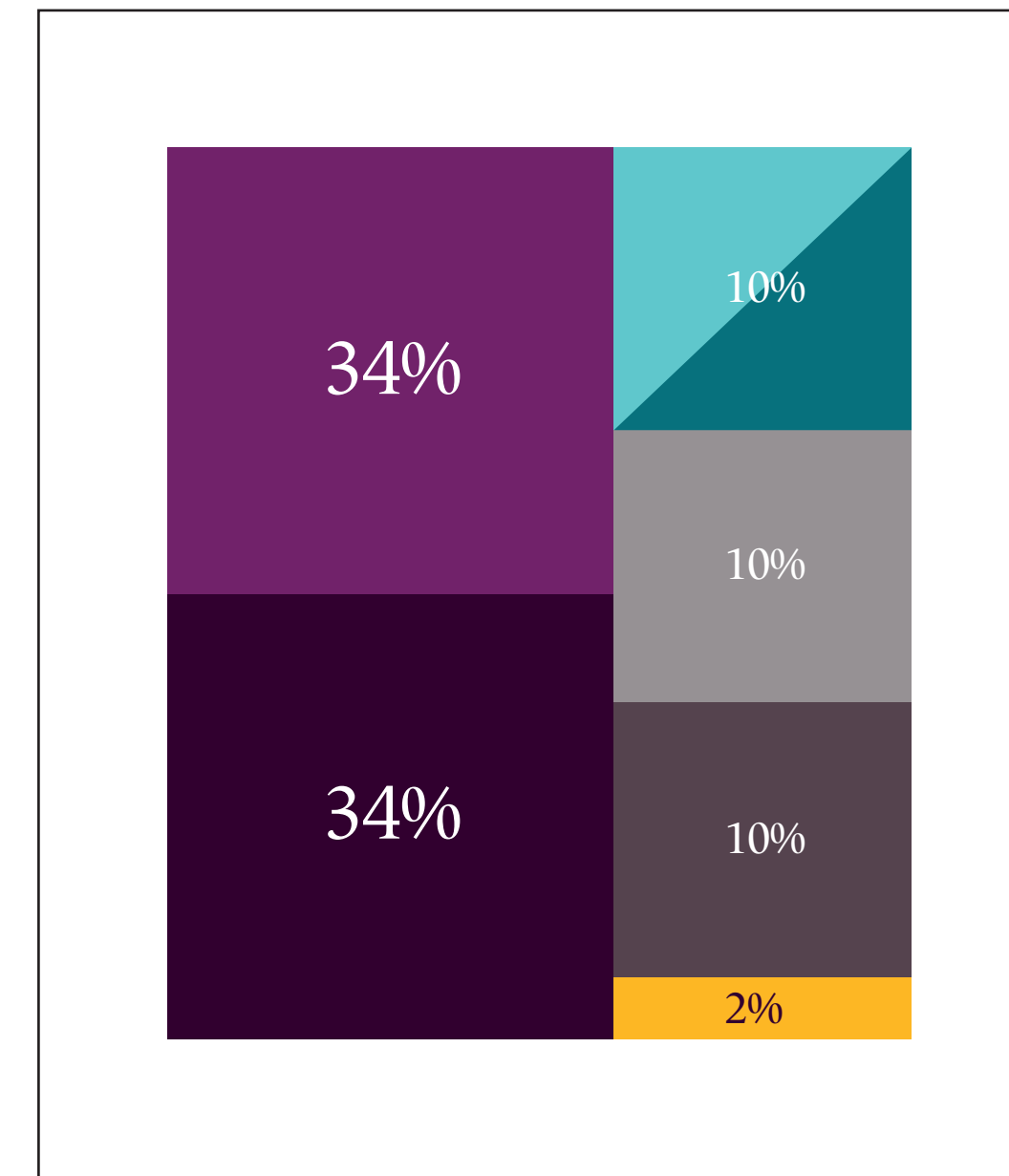


# Color proportions

We encourage a balance among corporate colors to maintain consistency within the brand.

Here you can see the suggested color proportions depending on the background. This is only a guideline and might vary depending on design.

The two shades of teal are interchangeable, and may be used individually or mixed.

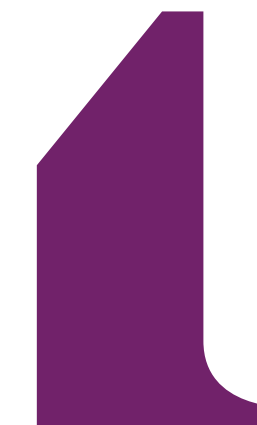


# Supporting shapes

The purpose of the supporting graphics is to lend variety to layouts, as well as to define a character and visual style that is uniquely Malbek.

All supporting shapes are based on the three shapes that conform the Logo. They may be used as a whole or as separate elements, combined or overlapped. They may be used as cut-out shapes, overlays, outlines, and in any creative way, but they may not be overused and have to maintain an elegance and balance in their composition.

See some examples of usage on the right.



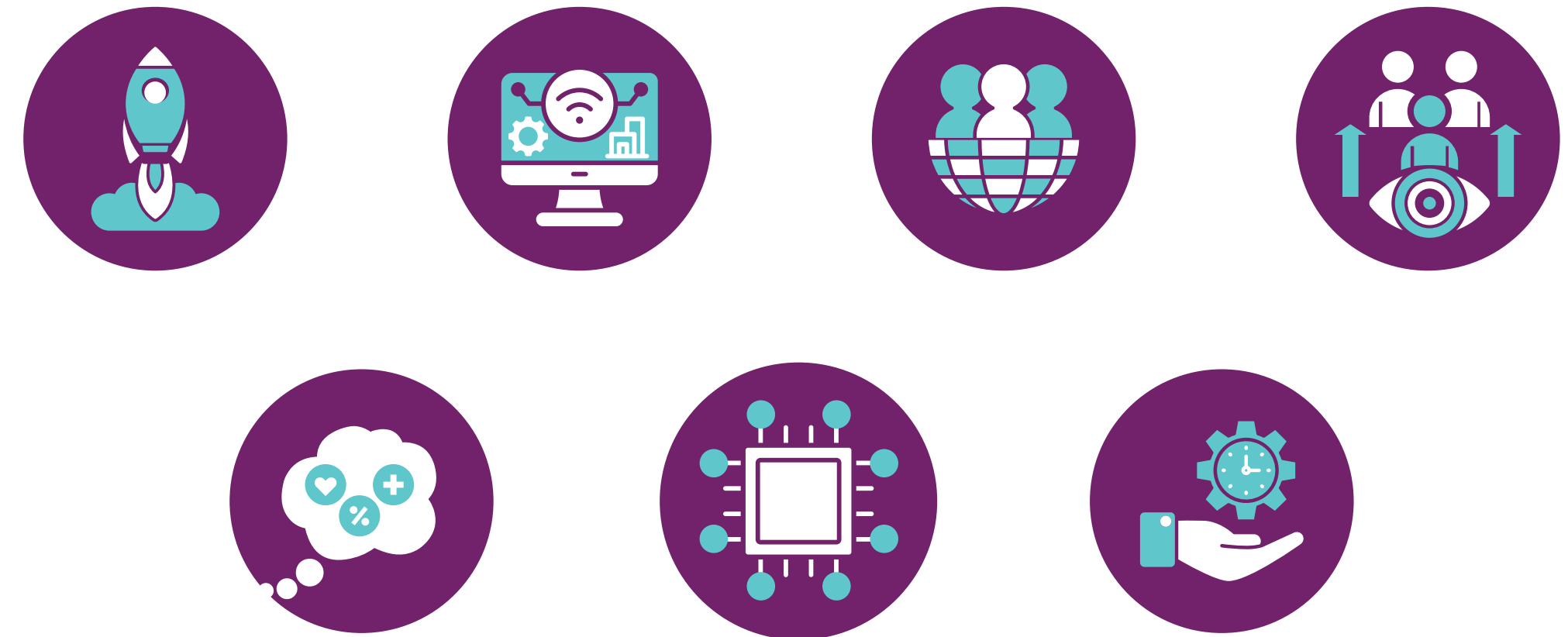
# Iconography

There are two styles of icons, one for light and one for dark backgrounds. Designed to support texts and documents, ebooks, case studies, website and as a support for technical information and complex ideas.

For light backgrounds: Place the icon on a Light Wine circle. The icon should mainly be white, with Teal accents.

For dark backgrounds: Place the icon on a White circle. The icon should mainly be Light Wine, with Teal accents.

## Style for light background



## Style for dark background



# Backgrounds

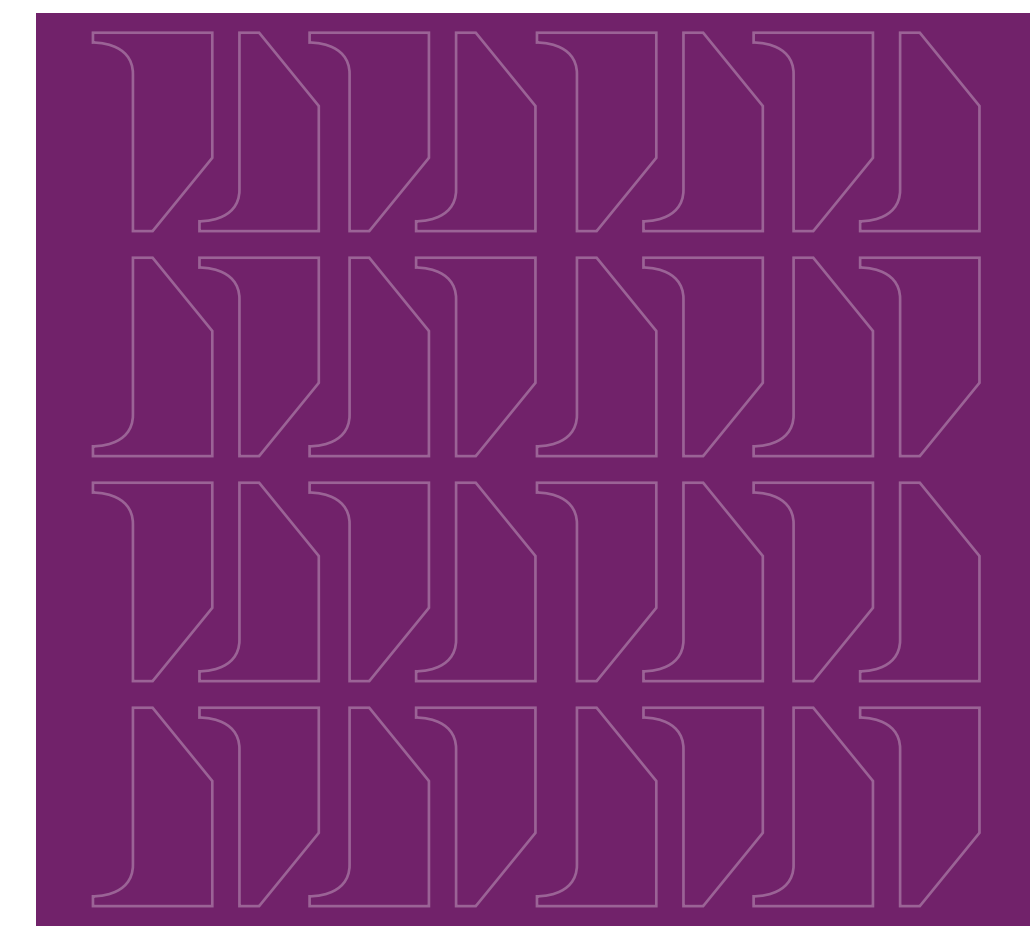
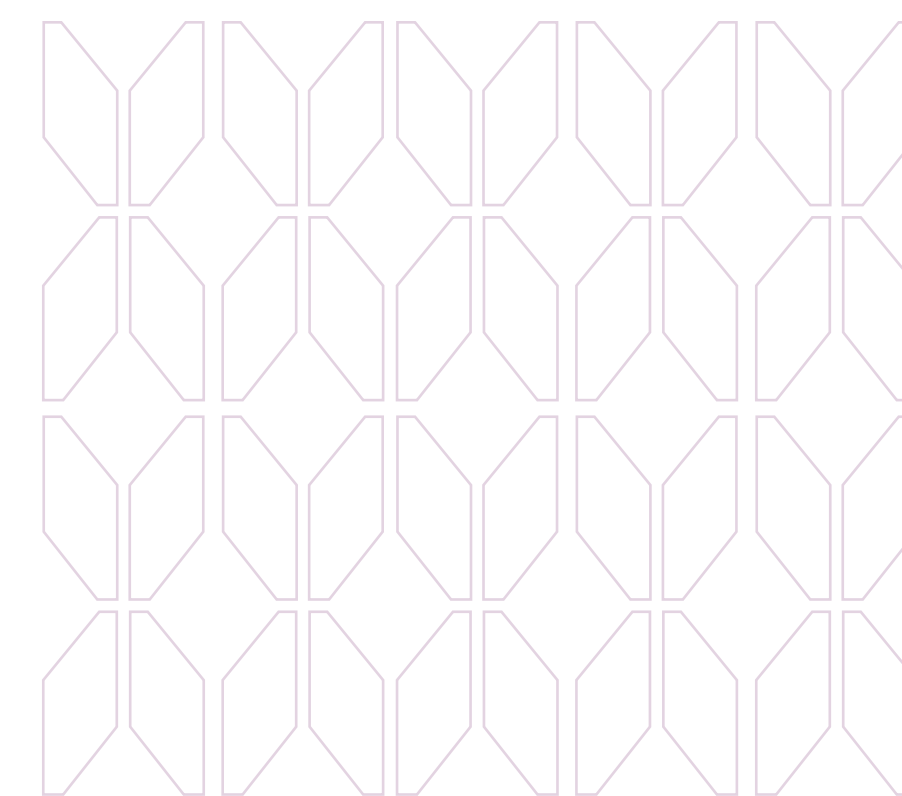
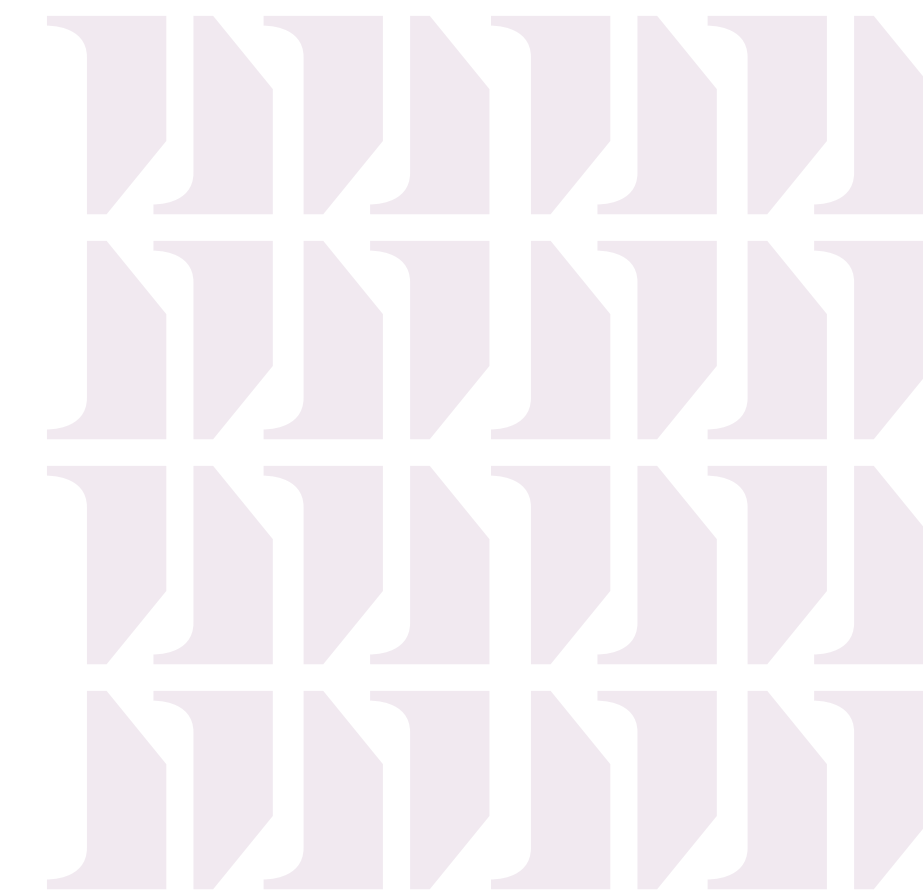
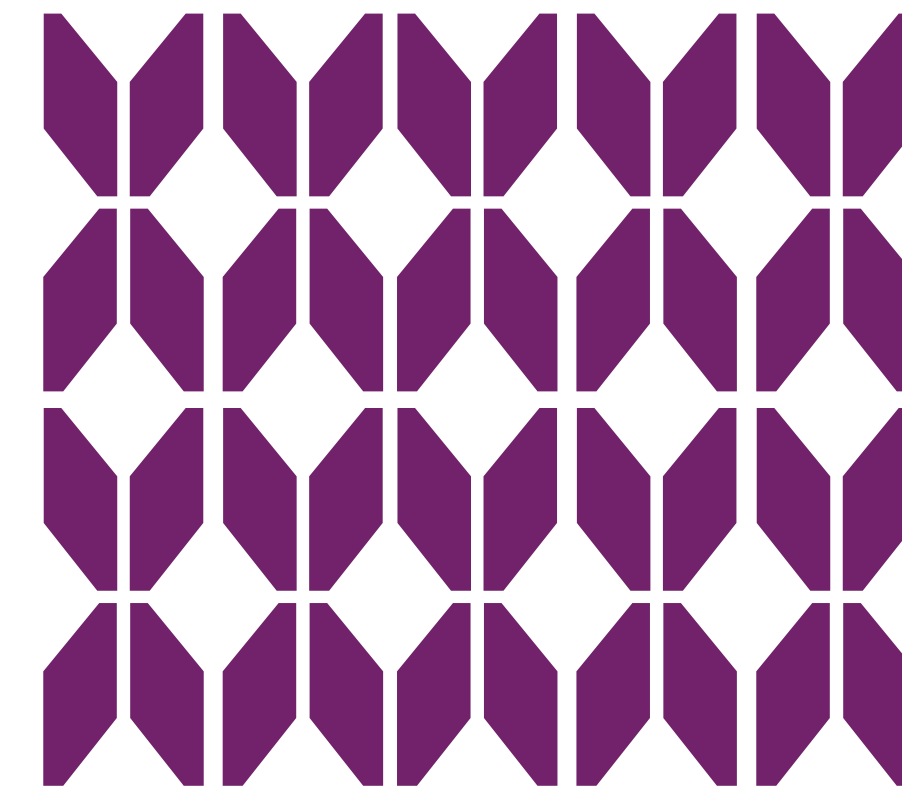
The Malbek background textures are inspired in the liquid nature of wine. You may use these for added texture and depth, both as full or partial backgrounds. Solid backgrounds in the brand colors are accepted, as well as the patterns described in the next section.



# Patterns

There are two patterns to choose from, and they might be used in any creative way that fits the design. On the right you can see some examples. It is important to make sure that the patterns do not overwhelm visually any of the other design elements on the page, and it is recommended not to use them as background for text.

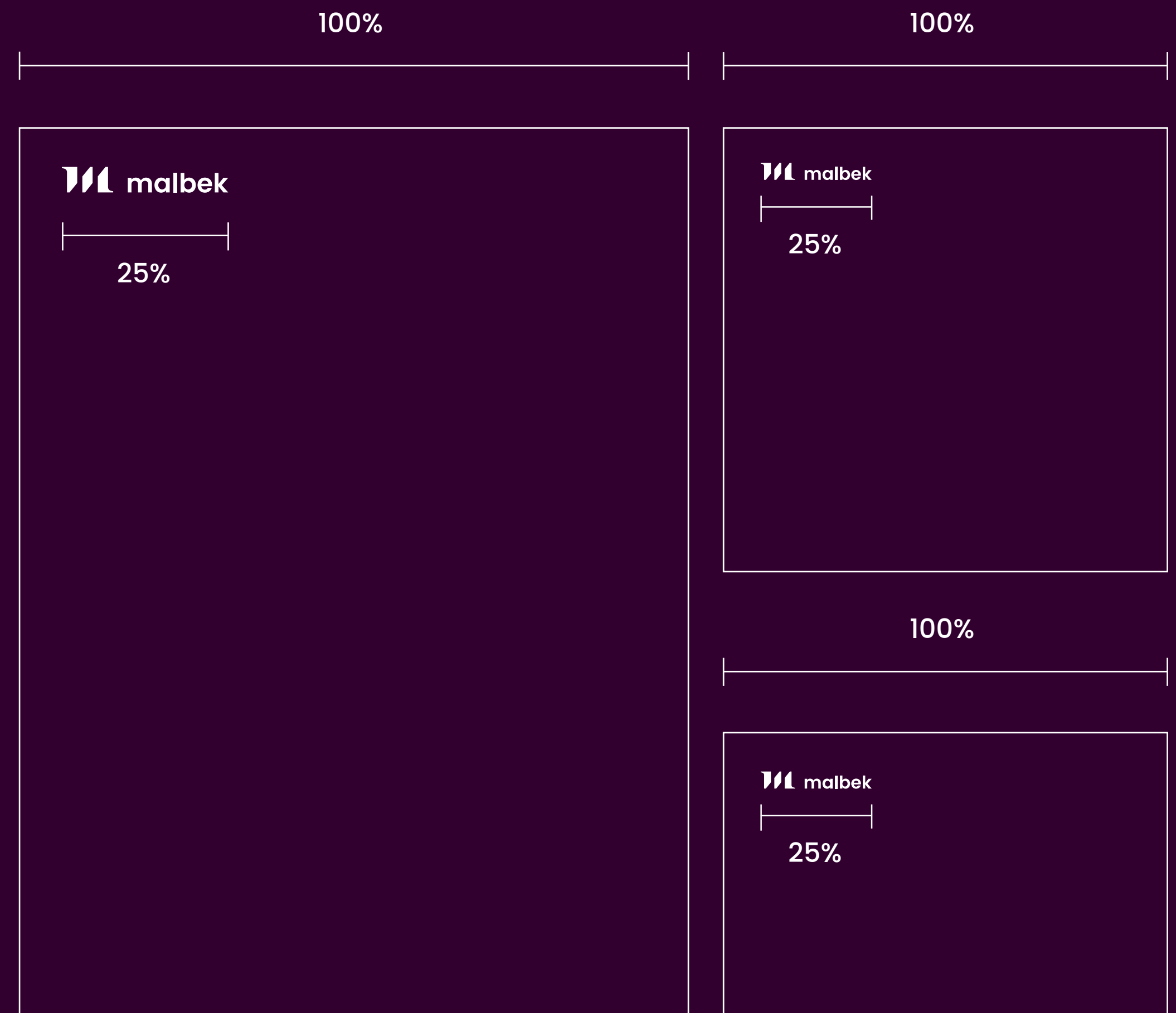
The use of gradients or backgrounds in Patterns is permitted, as long as the Malbek brand colors and backgrounds are used.





# 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.



# 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

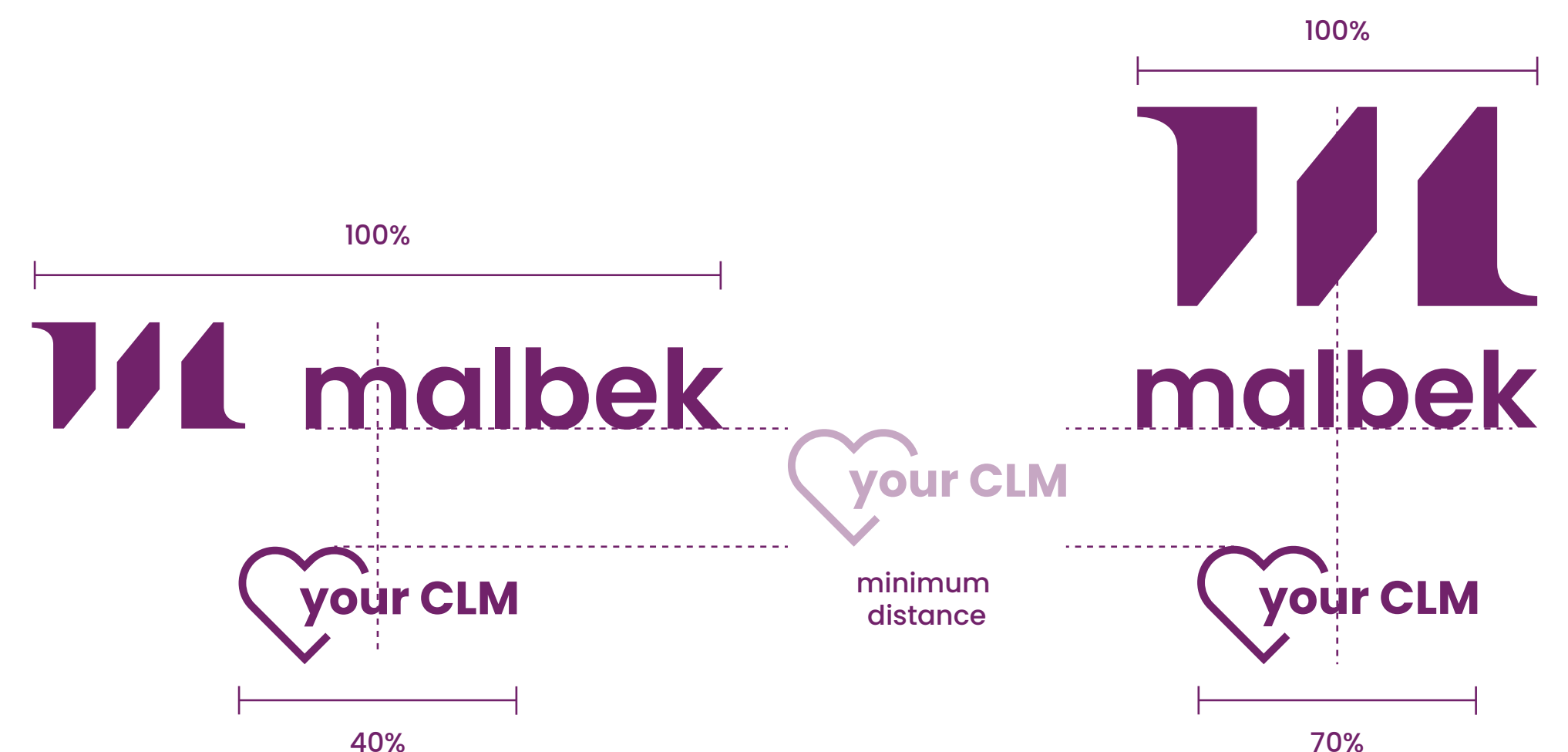
Follow these guidelines:

- 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.

Horizontal Logo Format



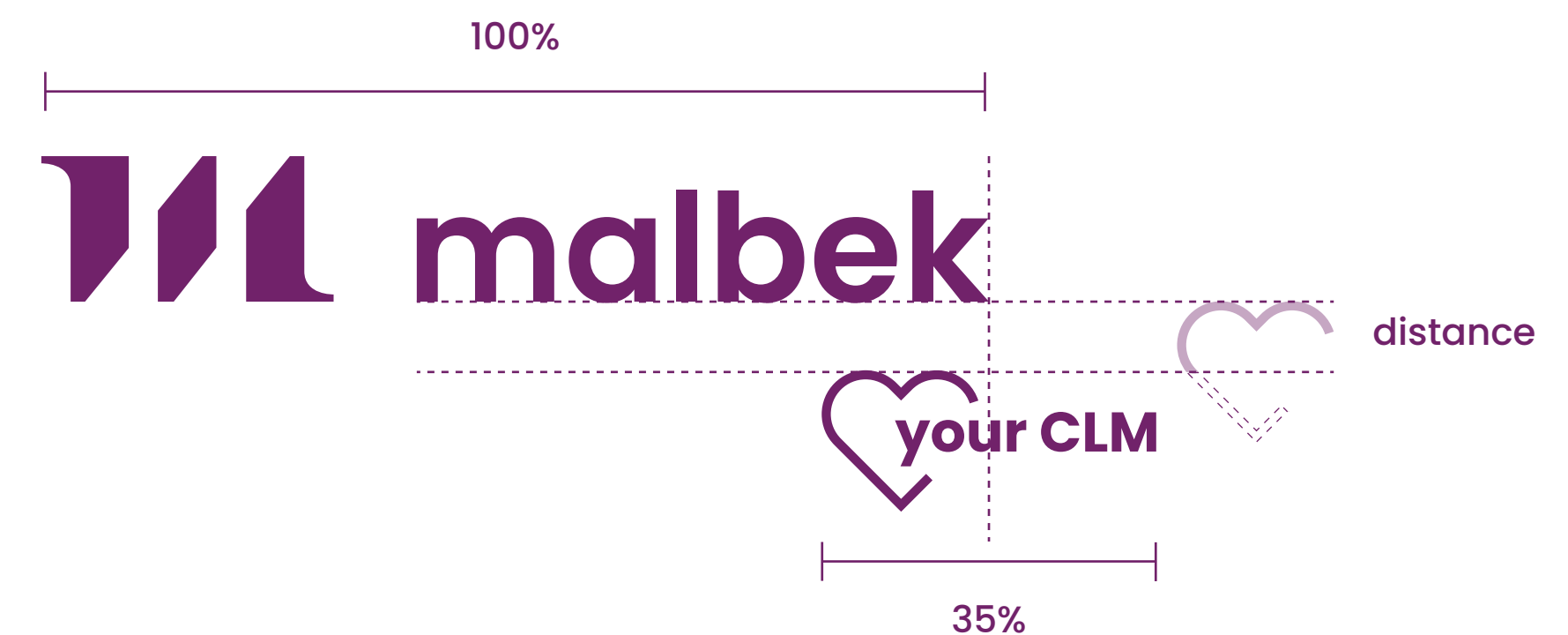
Vertical Logo Format



# 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

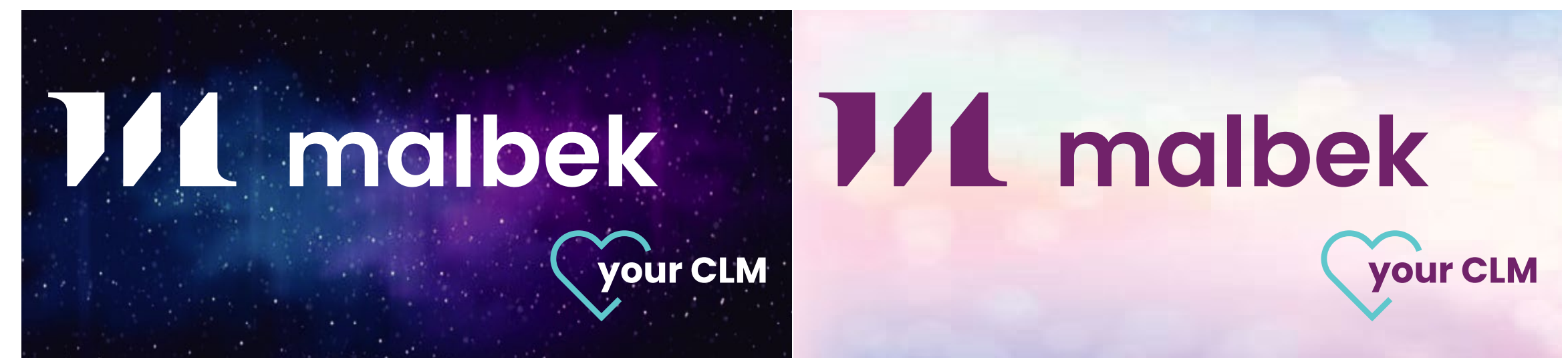
All logo color rules apply to the logo/tagline unit. The unit may be one solid color, or the Tagline Heart may be a different color as shown on the right.

## 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



# Layout construction

This is where it all comes together. Here you can see some samples showing the general mood and feel of the Malbek brand. Malbek is a contemporary, dynamic, elegant, clean and corporate brand. We encourage a creative use of space, sizes and placement. Consider the use of white-space and asymmetry.



