



## Photo & Background Guidelines

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# 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.





# Backgrounds

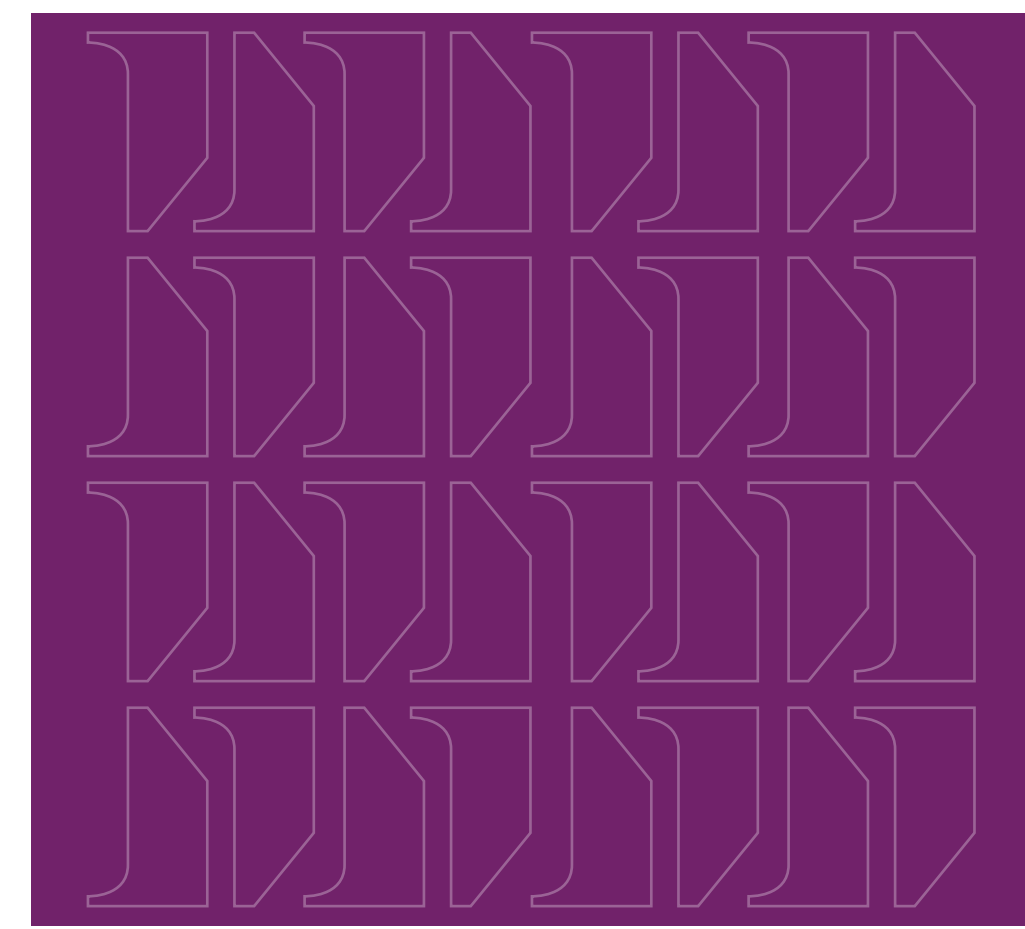
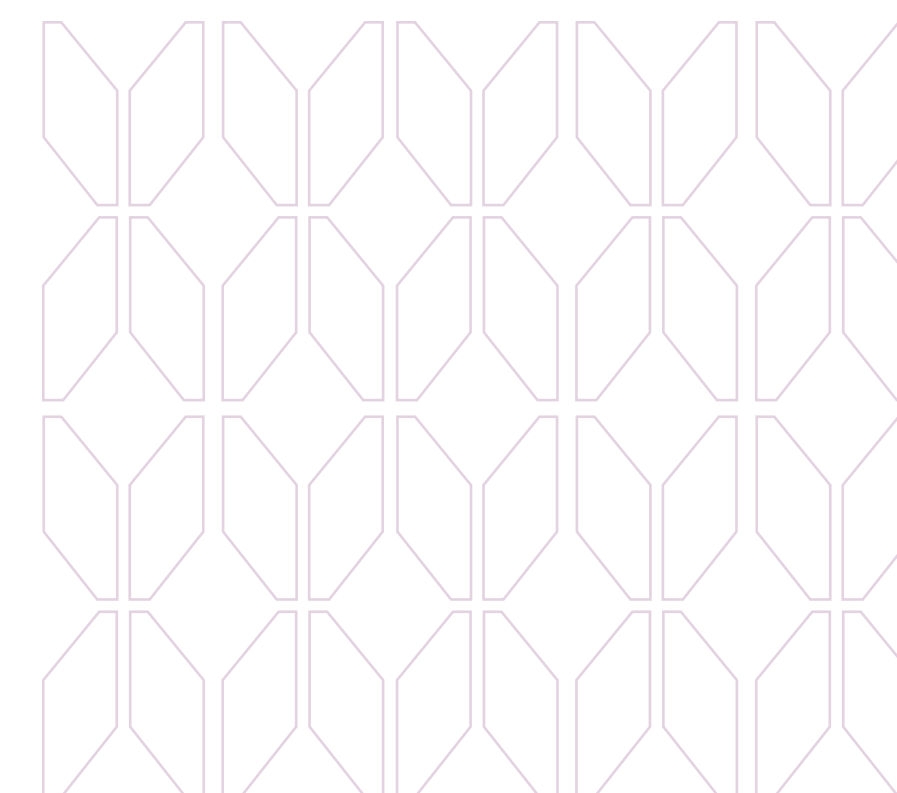
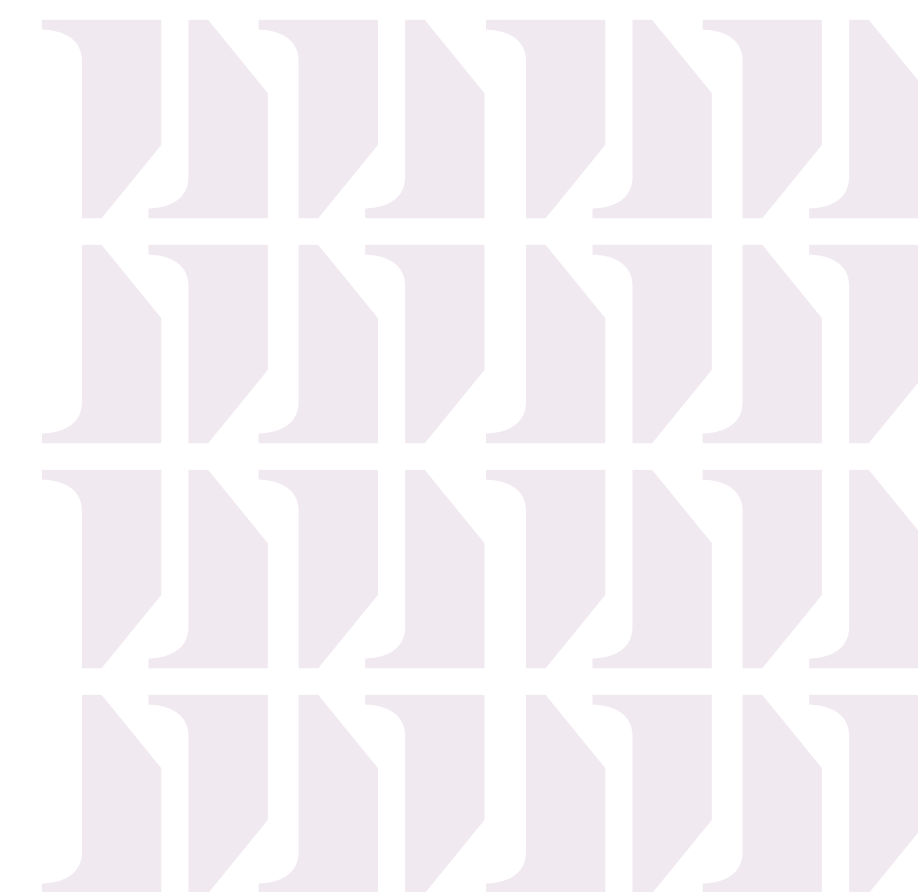
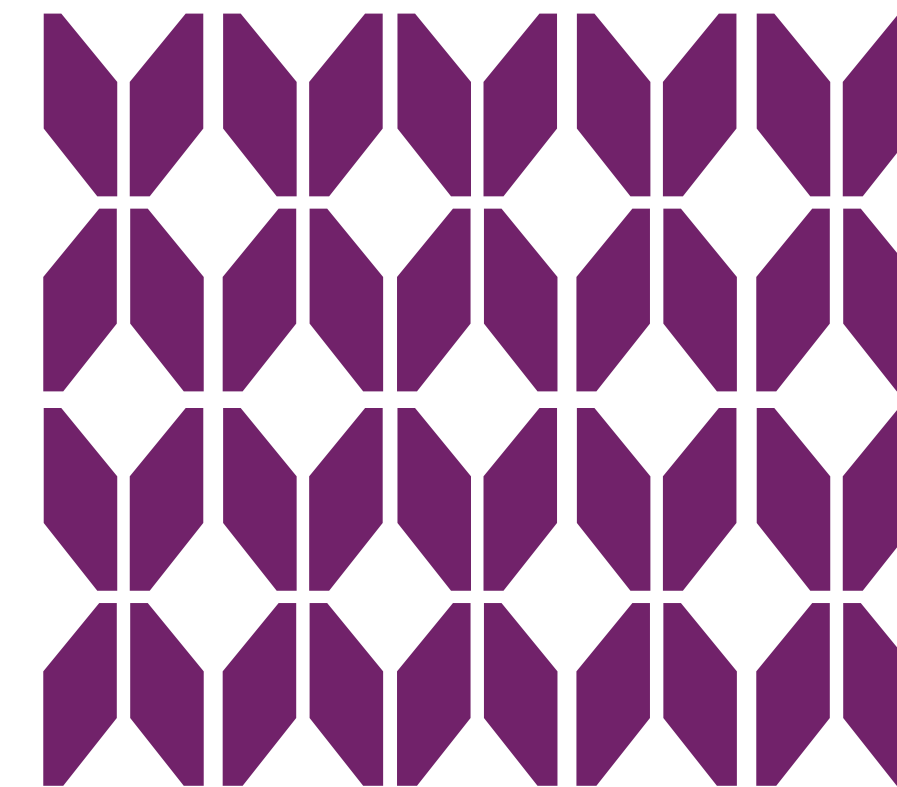
The Malbek background textures are inspired in the liquid nature of wine. You may use these for added texture and depth, both as full or partial backgrounds. Solid backgrounds in the brand colors are accepted, as well as the patterns described in the next section.



# Patterns

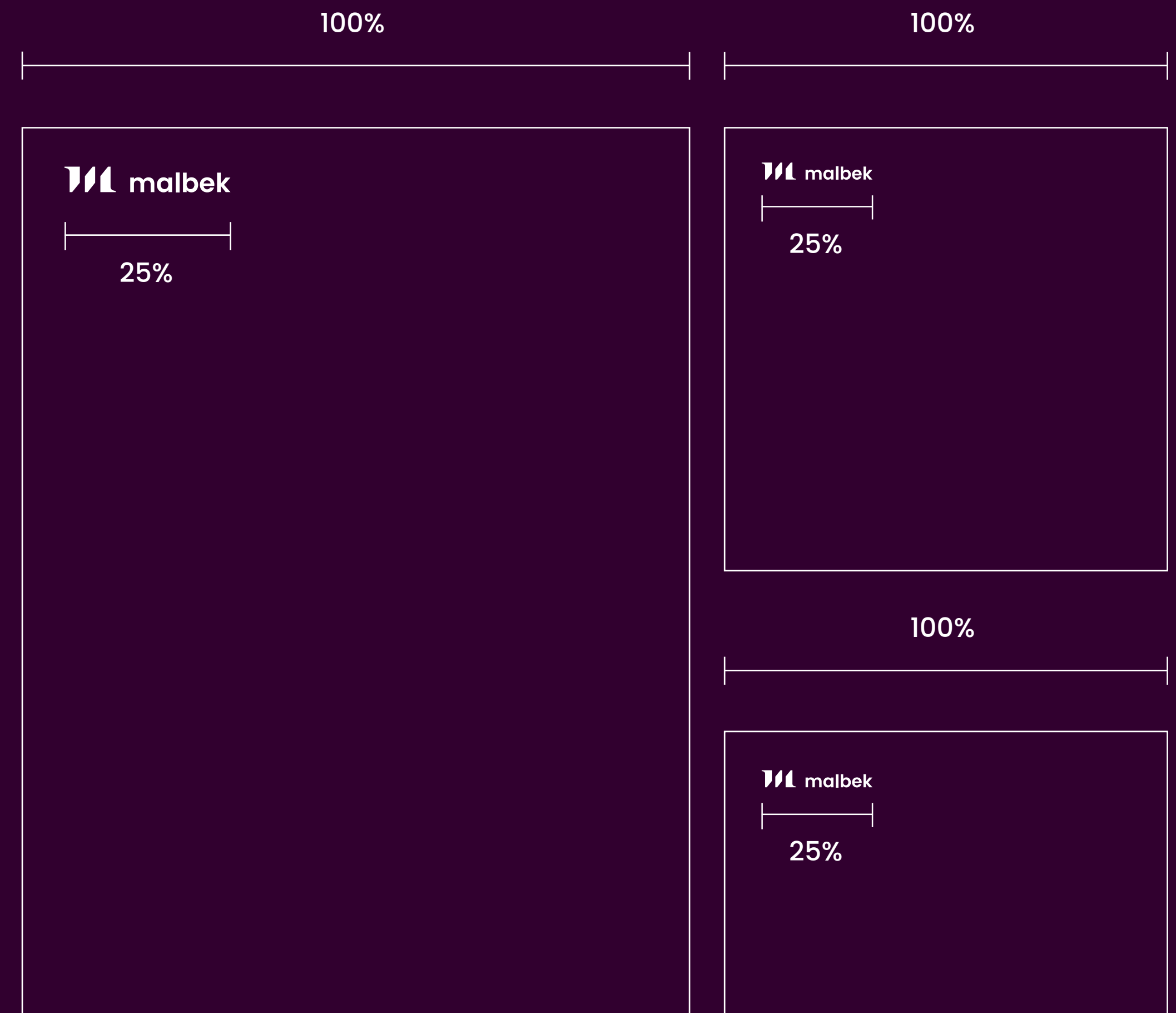
There are two patterns to choose from, and they might be used in any creative way that fits the design. On the right you can see some examples. It is important to make sure that the patterns do not overwhelm visually any of the other design elements on the page, and it is recommended not to use them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





# 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.



