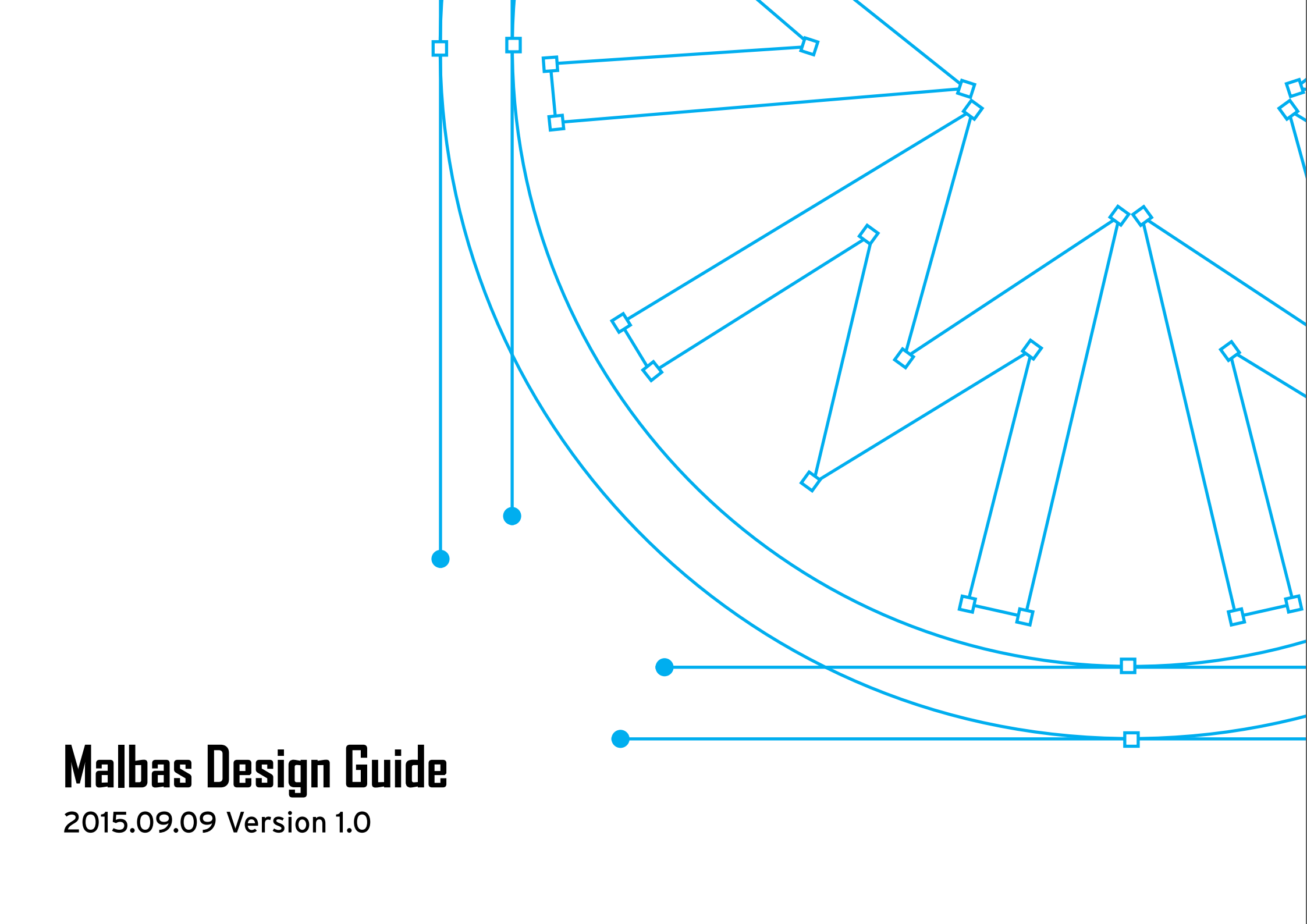


An abstract graphic design featuring a complex network of blue lines, squares, and circles. The design is composed of several interconnected paths. Some paths are straight lines, while others are curved, creating a sense of movement and flow. The squares and circles are placed at various points along these paths, acting as nodes or markers. The overall composition is dynamic and modern, with a focus on geometric shapes and their relationships.

Malbas Design Guide

2015.09.09 Version 1.0

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Welcome

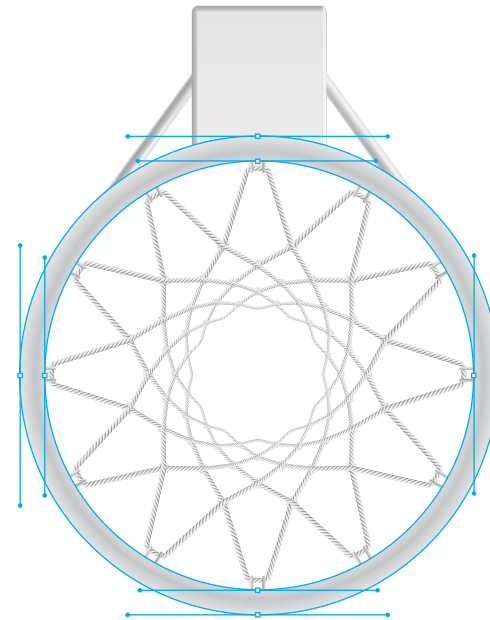
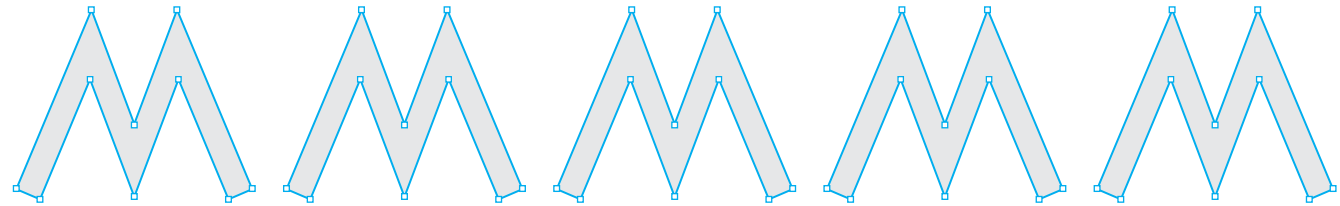
To facilitate the design and production of materials for Malbas, it is important to use the guidelines in this manual regarding fonts, sizes, etc. Ensuring consistency and alignment, is the key to strengthen Malbas's visual identity.

Basic Elements

Logo

The design concept for Malbas rests on key principles of basketball. It is a logo that brings not only players together but also the fans together as a whole team.

Malbas's logo consists of five Ms that represents the five players on the court. In addition, these Ms form a star inside of a basketball ring.



Logo

The symbol is drawn on a black background to enhance the impact of the logo itself. The circle is drawn in an orange color to form the basketball rim.

Just like the Malbas's basketball team, the typeface is used to create a logo that has a strong, no-nonsense, bold appearance.

It is important that this logo is used on all formal and official applications, such as stationery, team uniform etc. See the examples on page 21-24.



Logo

To strengthen the atmosphere of the Malbas's identity, there is also a logo with grunge texture. The texture makes the Malbas logo more rough and raw. It is important that this logo is used for informal applications and special occasions only. For example, street basket ball events, t-shirts for fans, flags, etc. See the examples on page 25.



Logo

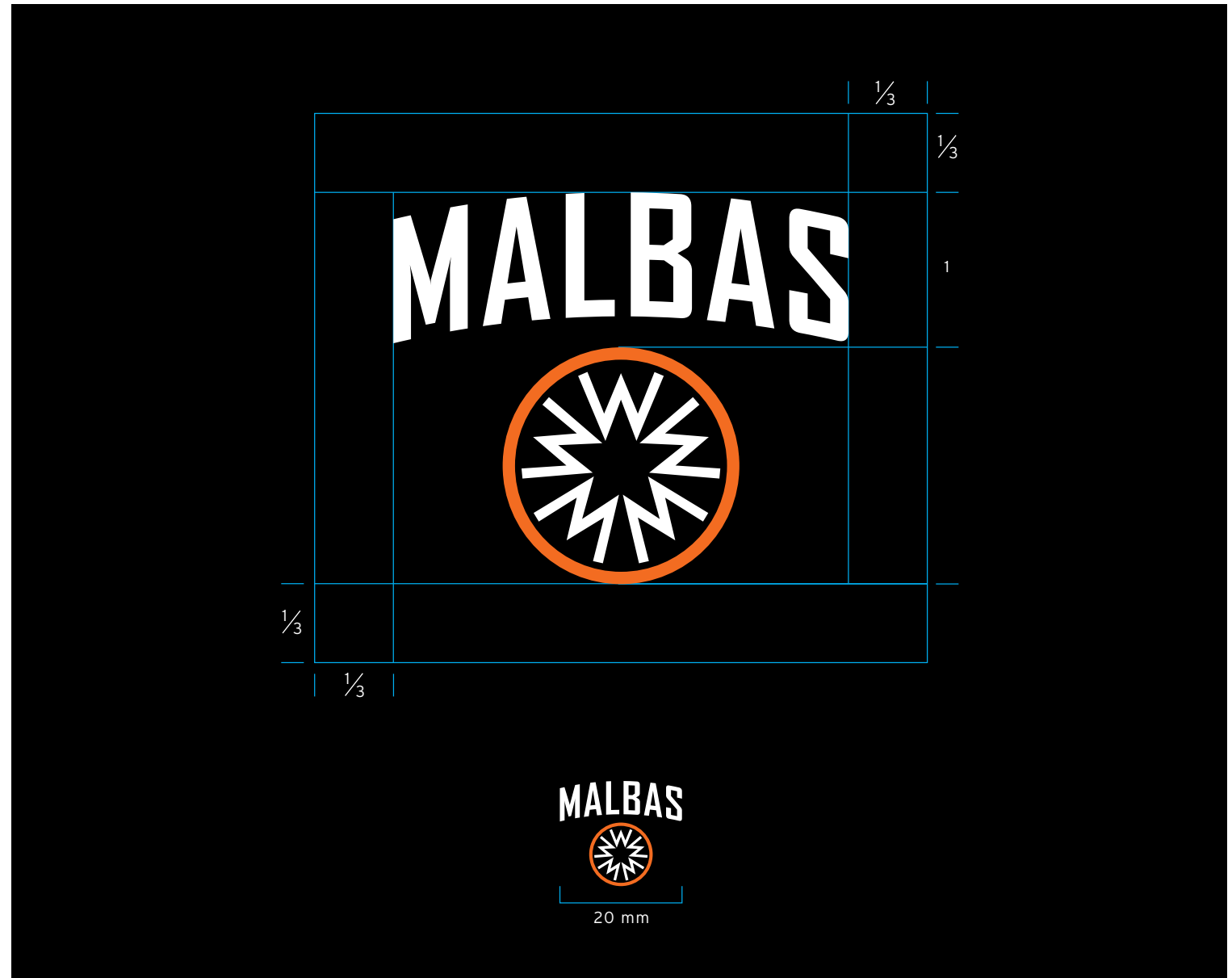
Clear space

The clear space is defined in terms of distance from the logo. This ensures that it always stands out and has the right distance from other graphic elements.

The minimum distance is one-third of the height of the logo. The clear space varies in direct proportion to the logo.

Minimum size

The minimum size of the logo is 20 mm width. Smaller than that is not allowed to use.



Logo

There are four versions of the logo: primary logo on black background, orange and black logo, negative logo on black background and negative logo on white background. No other versions of the logo are allowed.

The primary logo is always the first choice and should always be used on the black background.

The negative logos are used only when the background colour does not favour the primary logo on black background or orange & black logo.

Primary logo on black background



Orange & black logo



Negative logo on black background



Negative logo on white background



Symbol and wordmark

The identity consists of another graphical elements such as a symbol and a wordmark.

These follow the same guidelines as the main logo, but must be used only when there is a limited amount of space available or to give more impact to an application.

Symbol on black background



Symbol on white background



Wordmark on black background



Wordmark on white background



Tagline

Malbas tagline “One Team, One Dream” is created to express the team’s motto. The tagline is used either on arch or on a straight line. It may not be altered in any other way.

Tagline on arch



Tagline on straight line



Color

Malbas uses the two colors from the logo as its primary colors.

To get the closest color match, please ensure that the PANTONE colors referenced here are used for visual matching.

Primary

PANTONE



PANTONE
1585C



PANTONE
Black C



PANTONE
Black C
50%



PANTONE
Black C
25%

CMYK



CMYK
0 71 98 0



CMYK
0 0 0 100



CMYK
0 0 0 50



CMYK
0 0 0 25

RGB



RGB
255 108 12



RGB
35 31 12



RGB
109 110 113



RGB
191 191 191

Typography

Primary Font

Agency FB has been chosen for Malbas as the primary typeface for all applications and all identity implementation. Agency FB is a key element of the Malbas identity. It is a dynamic sans serif that embodies a high level of typographic distinctiveness such as: clarity, legibility and functionalism. Its simple expression is a strong and yet sophisticated, and it supports the Malbas identity without overpowering it.

The typeface is available in four different weights for flexibility. The preferred weight is Bold.

Aency FB Thin

A B C D E F G H I j k l m n o p q r 1 2 3 4 5 6 7 8 , . & % ?

Aency FB Light

A B C D E F G H I j k l m n o p q r 1 2 3 4 5 6 7 8 , . & % ?

Aency FB Bold

A B C D E F G H I j k l m n o p q r 1 2 3 4 5 6 7 8 , . & % ?

Aency FB Black

A B C D E F G H I j k l m n o p q r 1 2 3 4 5 6 7 8 , . & % ?

Typography

Secondary font

Malbas's secondary font is Interstate. It is mainly used for body copy.

The typeface is available in four different weights for flexibility. The preferred weight is light.

Interstate light

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.&%?

Interstate regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.&%?

Interstate bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.&%?

Interstate black

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.&%?

Numbers

There are special numbers that are created to use for the uniform. Please use these numbers on all uniform clothing. See the examples on page 23-24.



Brick wall

The brick wall is created and used to enhance the Malbas's identity. This could be used in various ways, see the examples on page 27.



Picture style



Picture style

The style of photography for Malbas allows the viewers to place themselves into the exciting moment of the basketball game just like you have witnessed a winning shot. The picture should convey the true feeling of basketball.

Objects in the foreground or background are natural for each particular scene, not props that might be carefully placed to manipulate the image.

To build an adequate image portfolio for Malbas, it is important to include photos taken in a variety of environments that represent the different perspective of Malbas. In addition, it is also important to include people from different ages and sex. Malbas is all about being together as one, from young to elder people or male to female. Therefore, both teams and fans are necessary to include.



Do not use these images

Applications

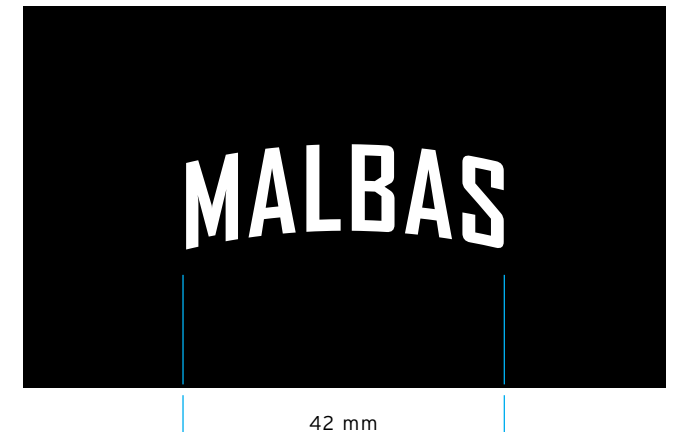
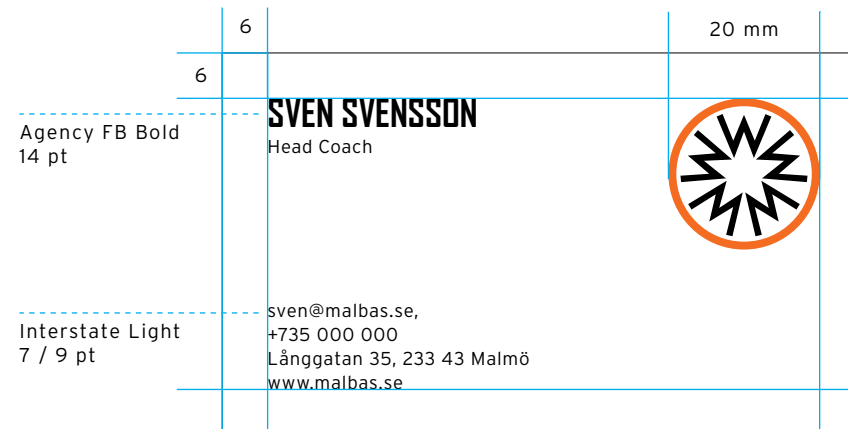
Business Card

Format

85.5 x 50 mm

Paper quality

Scandia 2000 White, 250 g



Letterhead

Format

A4 210 x 297 mm

Paper quality

Scandia 2000 White, 100 g

	26 mm		12
42 mm			12
		First line of address Second line of address Third line of address Fourth line of address Att: Name Surname 11.03.2016/Malmö Hello, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum malesuada malesuada nisi sed vestibulum. Phasellus cursus nisi eget iaculis aliquet. Aliquam commodo mauris non tellus laoreet aliquam. Proin in vulputate sapien. Praesent vestibulum non magna sed pellentesque. Sed a sapien ornare justo hendrerit maximus et eget magna. Cras ultricies ante id ante fermentum eleifend. Aliquam rhoncus felis mi. Nunc cursus elit in elit congue, scelerisque facilisis lorem varius. Phasellus magna sem, tincidunt sed rhoncus vel, sollicitudin et orci. Mauris aliquam nisl ex. Donec ultricies condimentum massa vel elementum. Nulla mi sapien, aliquet id lorem quis, facilisis fringilla nibh. Etiam quis maximus arcu. Nulla pulvinar tincidunt congue. Phasellus at condimentum eros. Aliquam erat volutpat. Donec eget justo vel lectus tincidunt facilisis et eu lacus. Sed nec pretium lacus, non ornare libero. Ut nec odio sit amet odio tristique viverra. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aliquam erat volutpat. Phasellus tempor dignissim magna, in venenatis odio pellentesque vulputate. Maecenas faucibus malesuada metus eget facilisis. Morbi semper est eget dolor sollicitudin fringilla. Curabitur arcu augue, sollicitudin accumsan quam eget, vulputate venenatis tortor. Pellentesque vulputate vehicula massa eget sollicitudin. Vestibulum ut Best regards, Malbas Sven Svensson Head Coach sven@malbas.se, +735 000 000 Långgatan 35, 233 43 Malmö	
42 mm			

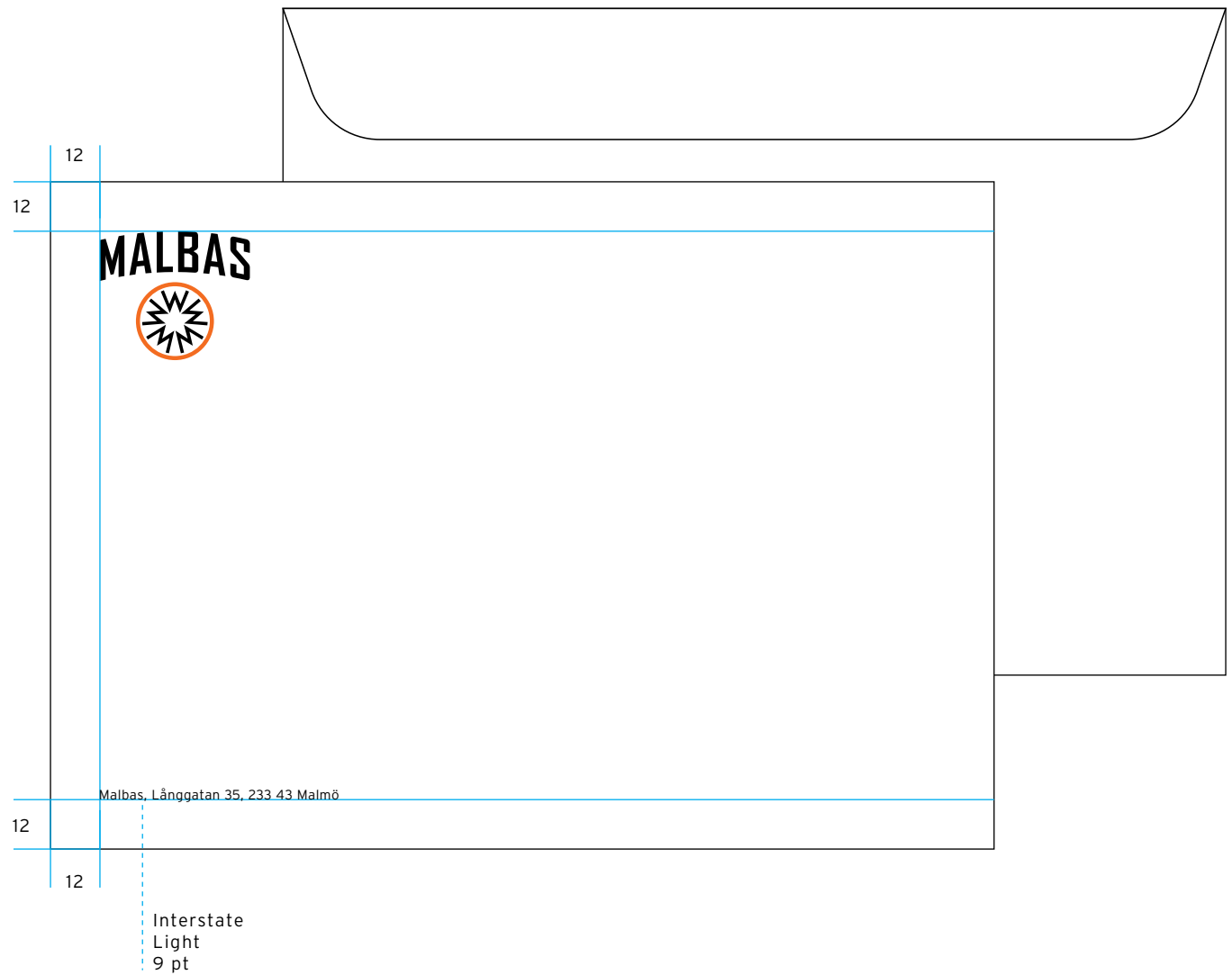
Envelope

Format

C5 162 x 229 mm

Paper quality

Standard white paper



Home Uniform

The home uniform should have the primary logo on the black uniform. The dotted line area indicates where the sponsor's logo can be placed. It is important that Malbas logo is the first priority in the hierarchy.

A paint stroke is applied behind the number on the back. These paint strokes have to be slightly different on each number.



Examples of numbers



Away Uniform

The away uniform should have the primary logo on the white uniform. The dotted line area indicates where the sponsor's logo can be placed. It is important that Malbas logo is the first priority in the hierarchy.

A paint stroke is applied behind the number on the back. These paint strokes have to be slightly different on each number.



Examples of numbers



T-shirt

These are examples of t-shirts with only Malbas logo and tagline.



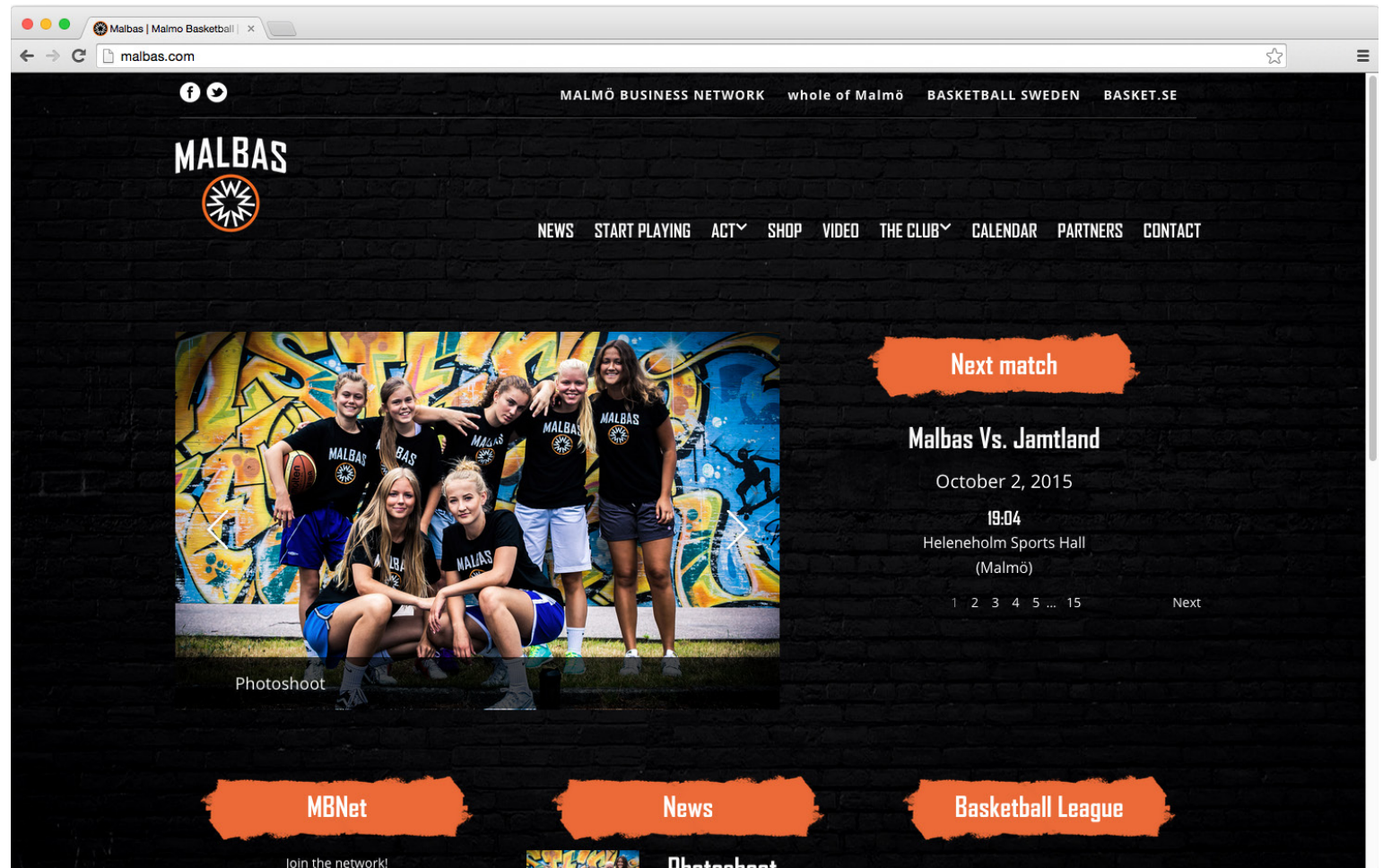
Game sock

These are examples of game socks with symbol and wordmark.



Website

The key elements of the Malbas identity are applied to show a conceptual website design. Throughout the website, the black brick wall is used to enhance the brand's impact.



Poster

A template for poster is created for consistency.

Work in progress

Work in progress

Work in progress

Work in progress

Powerpoint

For the powerpoint presentations, emails etc, the standard typeface Arial is used. The type size is chosen for different headlines and body texts. In addition, the grid is created for consistency.

Typeface

Arial

Headline

Large - bold 45 pt

Medium - bold 25 pt

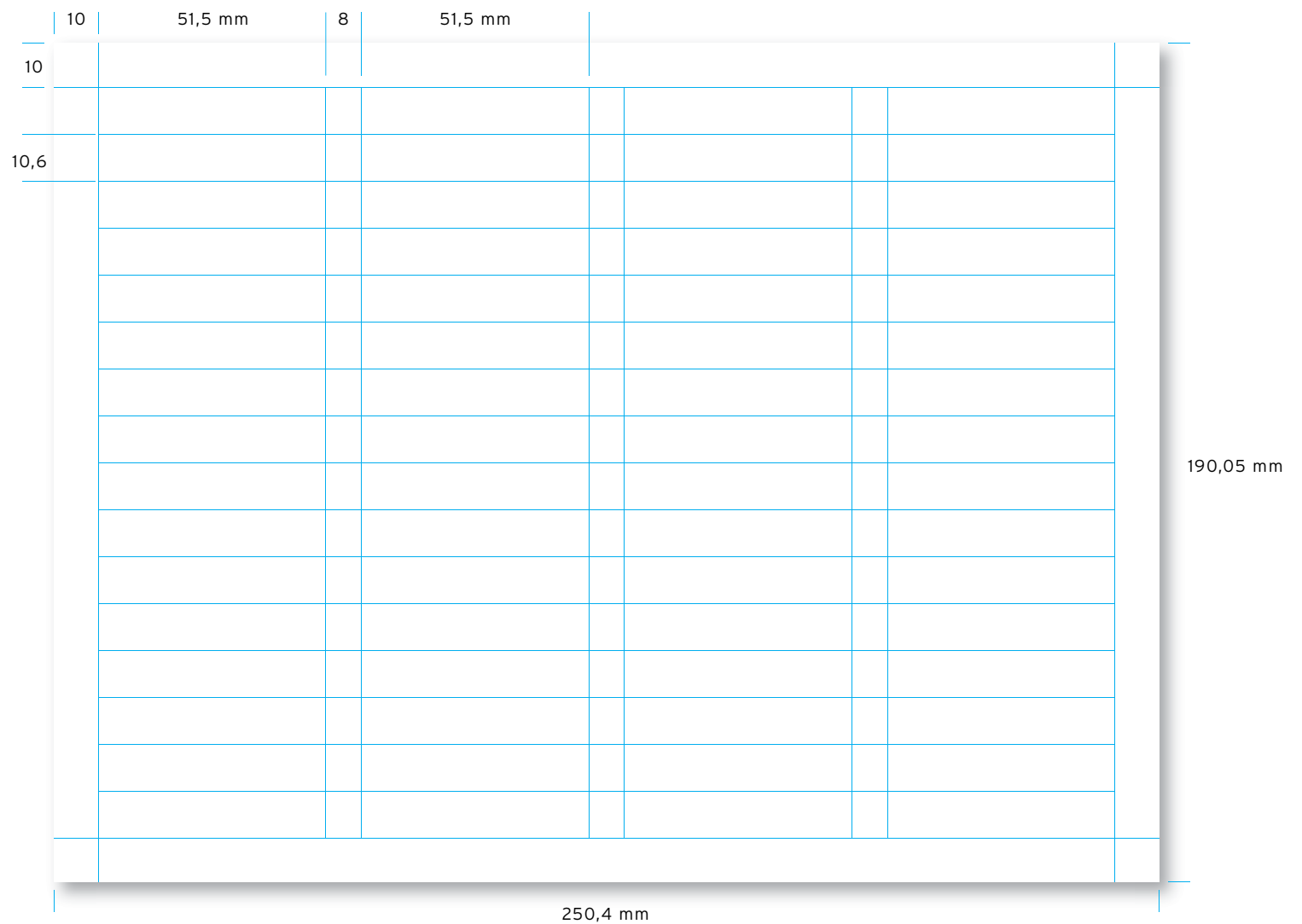
Small - bold 20 pt

Body text

Medium - regular 20 pt

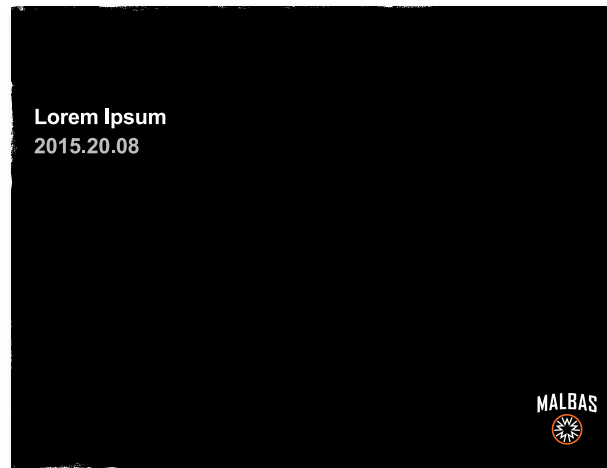
Small - regular 14 pt

Date / Page number - regular 9 pt

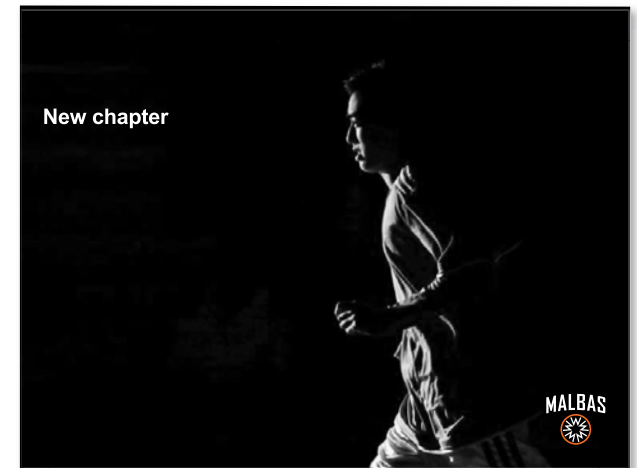


Powerpoint - Examples

Cover



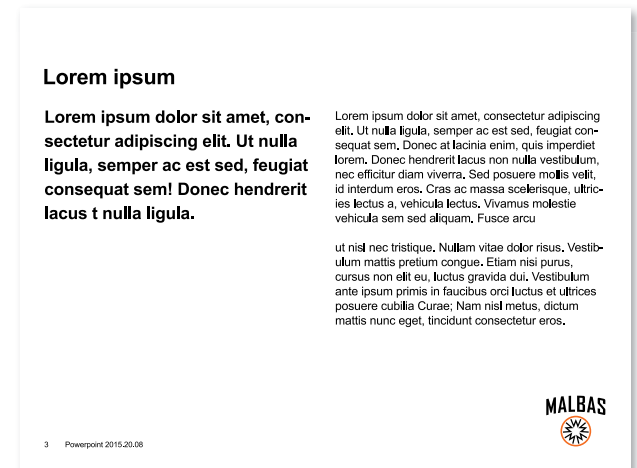
New Chapter



Spread with picture



Spread with just texts



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