



# LOGOTYPE



## Primary Logotype

The Mallory Logotype should be used where possible.

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## Contrast Logotype

When using a dark background, use a white Logotype.

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## B&W Logotype

It is acceptable to use a black Logotype in black and white print.



# LOGOTYPE



## Spatial Relationship

The Logotype must always have a minimum area of negative space that equals  $\frac{1}{4}$  of the total height. Nothing else should reside within that space.



## Common Logotype Mistakes

- **DO NOT** incorporate the Mallory Logotype into your own company identity.
- **DO NOT** alter the shape or color.
- **DO NOT** use artwork that has been rendered to look three-dimensional or have a reflective shine.
- **DO NOT** add shadows, reflections or glowing effects.
- **DO NOT** use on cluttered or overly patterned backgrounds.
- **DO NOT** add a stroke to the Logotype.
- **DO NOT** make additions to the Logotype.



# COLORS

## Palette

The colors for Mallory are Red [Pantone 1788 C] & Black [Pantone Black 6 C].  
These colors are used to identify Mallory on core items such as vehicle layout,  
signage and official correspondences.

All Mallory colors are not to be paired with any other colors



- **PANTONE** - 1788 C
- **CMYK** - C - 0 / M - 96.35 / Y - 83.16 / K - 0
- **RGB** - R - 243 / G - 39 / B - 53
- **HEX** - f32735



- **PANTONE** - Black 6 C
- **CMYK** - C - 81.91 / M - 70.96 / Y - 59.18 / K - 75.22
- **RGB** - R - 16 / G - 24 / B - 32
- **HEX** - 101820



# SOCIAL



## Facebook

Mallory branded Facebook pages containing Mallory in the name must use the square Mallory Logotype image as the profile image. No additional text or imagery may be added to the image unless approved by Mallory. The background must be white.

## Instagram

Mallory branded Facebook pages containing Mallory in the name must use the square Mallory Logotype image as the profile image. No additional text or imagery may be added to the image unless approved by Mallory. The background must be white.

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## Other Images

Any other images and text (banners, shared content and posts) on social media may not contain other brands, logos or products.

## Tagging

Mallory main account should be tagged first in all posts made from Mallory branded pages.



# BRAND MISSION



Mallory strives to lead the aftermarket automotive industry through excellence in customer experience, branding and product quality and performance. Adhering to these guidelines assures that you are aligned with Mallory image, which projects these values.



# TYPEFACE

## Typeface Options

Futura is used to represent Mallory in digital and print media. This typeface gives our words an accent that reflects the company's personality. It is available in a wide range of weights that can be used to create emphasis and differentiation to our media. Italicized versions of this typeface are acceptable for headings and titles.

### Futura Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

### Futura Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**