

Mallzee Insights Brand sheet

1. Logotype

Mallzee Insights

Master logotype



Reversed master logotype

2. Usage



Minimum clear space



Minimum size

3. Logo colour variations

Mallzee Insights Mallzee Insights

Mallzee Insights Mallzee Insights

4. Monogram

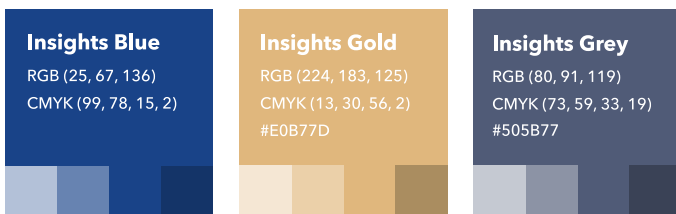


Positive

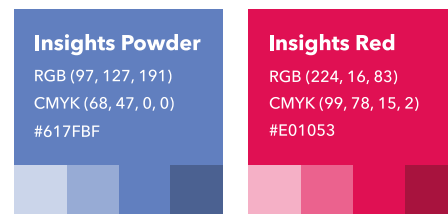


Negative

5. Primary colour palette



6. Secondary colour palette



7. Headliner typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

Avenir next Bold

8. Body typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz
1234567890

Avenir next Regular