Style Guide

mala

Design Co.

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Our Story

Our Story

Grandmothers mean the world to us. That's why we give them endearing nicknames like "Gammy," "Nonna" and "Mala." They signify love, comfort and a sense of belonging. When we're around these matriarchs, we feel protected and peaceful. Mala makes it all right.

The Mala brand captures those familiar feels through its sweeping selection of faux plants, flowers, and décor. And while we borrowed grandma's nickname, these aren't your grandmother's artificial plants. From texture to tint, Mala's ferns, figs, and succulents are strikingly realistic. Botanically correct for aesthetic effect. From the contour of the leaves to the pattern on the pot, Mala's detail-rich greenery complements your lifestyle.

Our Voice

Our Voice

Mala is the artificially intelligent choice for those who desire the benefits of in-home greenery without the downside of caring for live plants. People who have embraced fake plants have a sense of pride in their practicality. They've welcomed the vitality and beauty of houseplants without any of the headaches. Wilted leaves, spilled soil and pesky insects can't and won't kill their vibe.

Mala's voice should consistently remind consumers that fake is fabulous and that the benefits of artificial plants are too great to ignore. Why would you spend all that time and effort tending to live plants when fake ones look this good and require zero maintenance? Mala's proud but playful tone reinforces the rationale of going faux and cleverly criticizes the follies of living with live plants. Most importantly, Mala must always remind the reluctant plant owner that there's a better way. The purchase of a single well-made faux plant could be the tipping point.

Logo & Mark

Logo

The primary logo is the wordmark shown here. This logo should be used whenever possible to establish and maintain brand recognition. The logo should predominantly be used in the colors shown for consistency across digital platforms and print materials.

To ensure legibility and effective communication, use the logo with the defined clearspace to make sure the logo stands apart from its surroundings. In addition, the logo should always appear at least ⅜" tall in print materials and 36px tall in digital format.

Clearspace

Mark

The brand mark should be used sparingly as an additional representation of the Mala brand. For example, the mark can be used on the back side of print materials or print materials suitable for the mark's square orientation.

Follow the same standards as the primary logo for clearspace and sizing to maintain legibility and allow the mark to stand out among surrounding elements.
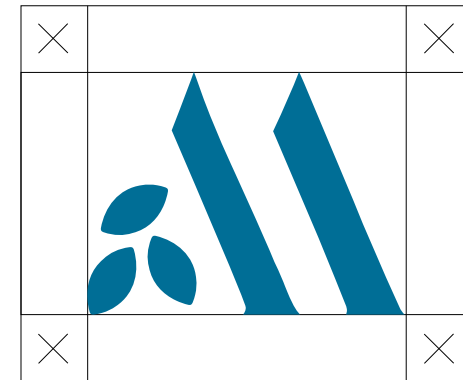
Clearspace

Colors

Primary Color Palette

Besides the logo, color is the most recognizable element of a brand and, when used appropriately and consistently, instills trust between the user and the brand. Mala's playful, earthy colors reflect their unique voice and strengthen communication within a hierarchical system.

Use

CMYK (Cyan, Magenta, Yellow, Black) color should be used when desiging for 4-color printing.

RGB (Red, Green, Blue) color should be used when designing for the web, website, or any digital materials.

Hex color should be used when designing for screens or desktop printing.

Blue Sapphire

CMYK 91 51 24 4
RGB 0 110 150
HEX 006e96

Charcoal

CMYK 87 67 45 33
RGB 41 68 89
HEX 294459

Persian Orange

CMYK 13 47 75 1
RGB 217 146 85
HEX d99255

Olivine

CMYK 154 184 122
RGB 0 110 150
HEX 9ab87a

Eggshell

CMYK 4 5 15 0
RGB 242 236 216
HEX f2ecd8

Tan

CMYK 15 23 36 0
RGB 217 192 163
HEX d9c0a3

Spring Color Palette

Use this color palette in addition to the primary colors in the months leading up to and during spring. The purpose of this palette is to get customers out of the winter mindset and mentally prepared for the spring season ahead. As a secondary palette, these colors should serve as accents to highlight information, bring variety to social media posts or thank you cards, or add flair to the website.

Light Cyan

CMYK 14 0 5 0
RGB 216 242 242
HEX d8f2f2

Green Sheen

CMYK 58 20 41 1
RGB 114 166 156
HEX 72a69c

Yellow Munsell

CMYK 6 14 94 0
RGB 242 208 39
HEX f2d027

Orange Yellow

CMYK 5 29 100 0
RGB 242 183 5
HEX f2b705

Chrome Yellow

CMYK 3 42 100 0
RGB 242 159 5
HEX f29f05

Coral

CMYK 1 60 67 0
RGB 242 132 92
HEX f2845c

Champagne Pink

CMYK 4 15 22 0
RGB 242 216 194
HEX f2d8c2

Brink Pink

CMYK 0 78 34 0
RGB 242 94 122
HEX f25e7a

Holiday Color Palette

The holiday color palette is an additional secondary palette. It follows the same guidelines as the spring colors but is geared toward the holiday season and getting customers in the spirit of decorating. This seasonal palette should only be used in the months leading up to and during the end-of-year holiday season. Use these colors in a similar manner as accents for the primary colors across supporting visuals such as Mala's graphic elements (see page 21), the website banner above navigation, and callout text.

Turquoise Green

CMYK 26 4 31 0
RGB 190 216 187
HEX bed8bb

Red

CMYK 18 92 100 8
RGB 191 52 21
HEX 006e96

Moss

CMYK 54 31 78 9
RGB 123 140 186
HEX 7b8c56

Christmas Red

CMYK 23 99 100 18
RGB 166 31 18
HEX a61f12

Dark Green

CMYK 82 32 86 20
RGB 47 115 71
HEX 2f7347

Camel

CMYK 25 40 68 2
RGB 191 151 101
HEX bf9765

Almond

CMYK 4 8 15 0
RGB 242 229 213
HEX f2e5d5

Melon

CMYK 0 29 21 0
RGB 255 193 181
HEX ffc1b5

Typography

Typography

Headlines & Subheads

Lust Didone Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%&()?!

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%&()?!

Create a strong visual hierarchy by using Lust Didone Regular for headlines and Proxima Nova Bold for subheads.

Body Copy & Captions

Proxima Nova Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%&()?!

Proxima Nova Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%&()?!

Proxima Nova Regular is the standard for body copy. When using white text on a colored background in print materials, use Proxima Nova Medium to ensure readability.

Typographic Hierarchy

48 pt — # Headline Lust Didone Regular

24 pt — **Subhead Proxima Nova Bold**

12 pt — Body copy Proxima Nova Regular. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Photography

Photography

Mala's products stand out in their uncanny ability to make the artificial look natural. That distinction must translate through all photography associated with the Mala brand. Photos should cleanly and crisply portray products with an air of realism and help consumers visualize various pieces in their homes. This style is achieved through careful attention to lighting and composition and minimal editing. Each photo should maintain an accurate white balance and incorporate colors within the brand palettes whenever possible.

Dos & Don'ts

Do

Use photos that accurately illustrate the product's color and quality

Employ backgrounds that contrast with the product

Feature people or pets interacting with the products

Don't

Use undersaturated or poor-resolution images

Overexpose images or photograph items that blend with the background

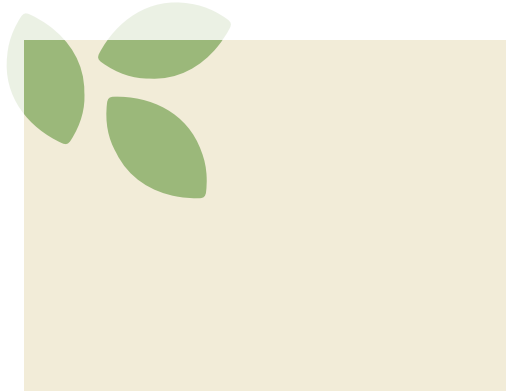Use dark images that are underexposed with too little contrast

Graphic Elements

Graphic Elements
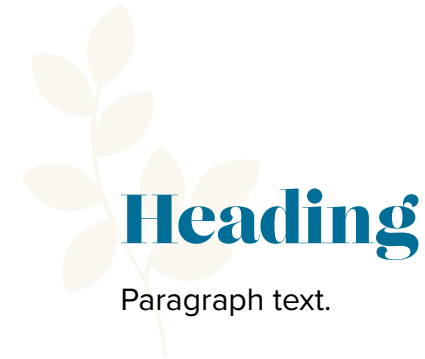
Heading

Paragraph text.

Wreath

The wreath is a versatile element that works as a container for headings on print materials or a background accent to add depth and visual interest on the website.

Bundle

Based on the mark, the bundle is a great alternative to the wreath. Use this in print and digital materials to balance negative space.

Branch

Use the branch occasionally and specifically behind headings that call for additional emphasis.

Pattern

Use the pattern in low opacity to add subtle texture to backgrounds.

Guidelines in Practice

Stationary

Business cards should only bear the primary colors to strengthen familiarity with the brand. On the other hand, thank you cards are more personal, and the use of secondary color palettes is encouraged during corresponding seasons.

Hang Tags

Like business cards, hang tags should only use the primary colors. Save the graphic elements for other materials and maintain a minimalist design so the product and the name will stand out.
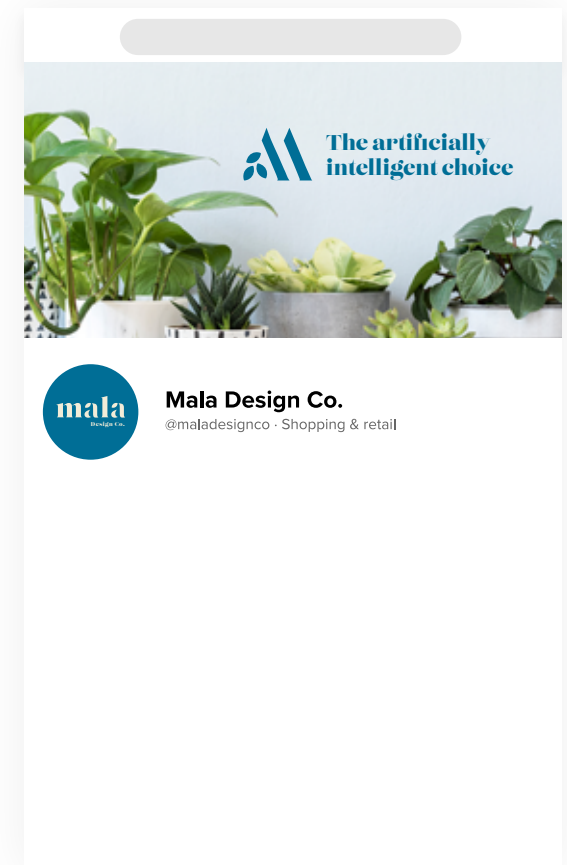

Circular Tag

Rectangular Tag

Dumbbell Tag

Social Media Banners

Branded banners should be consistent across all social media platforms and prominently display the Mala logo or mark. The appropriate sizes for each platform can be found on the last page of this guide.
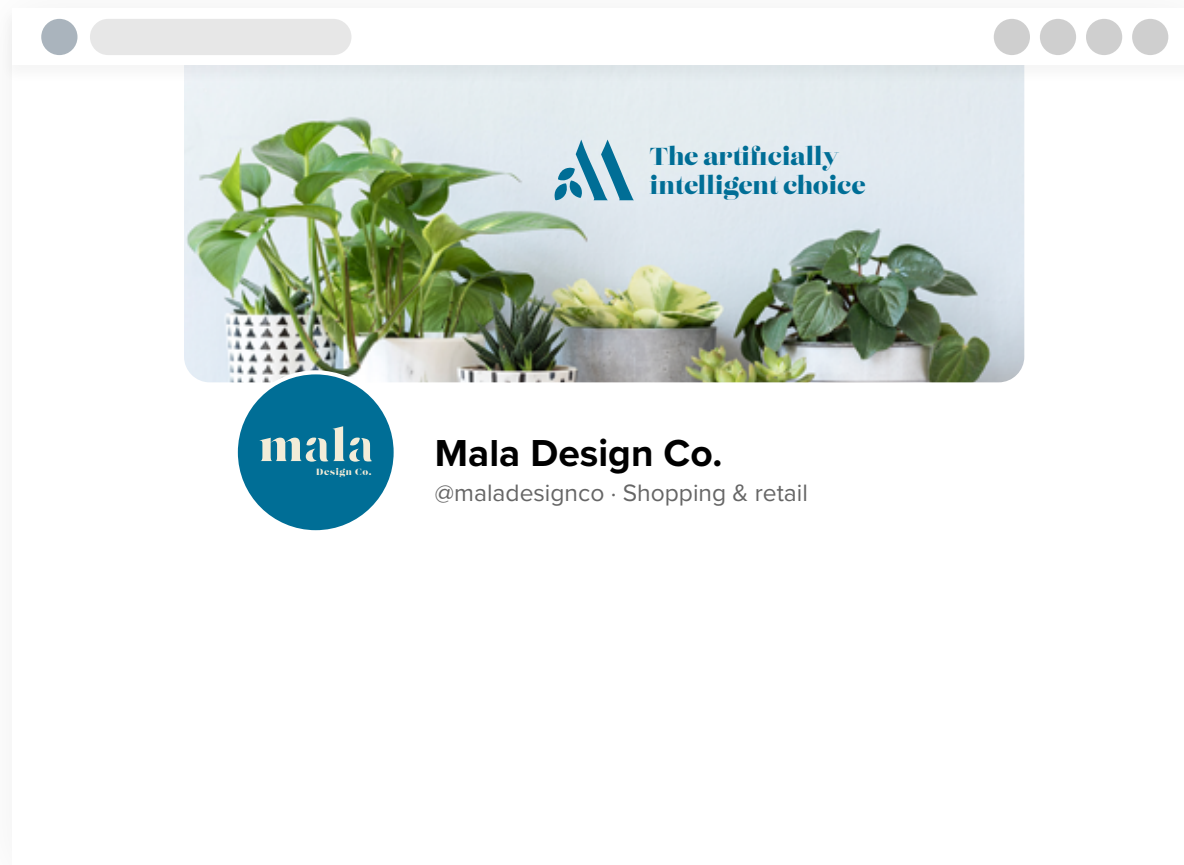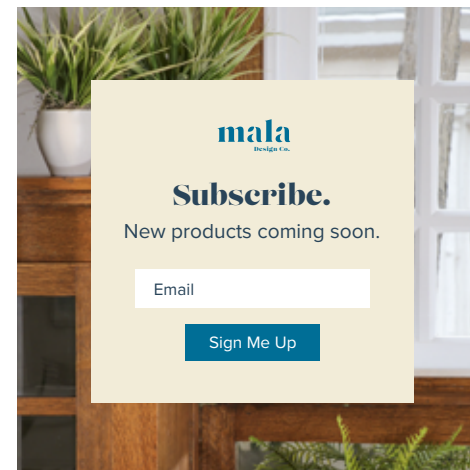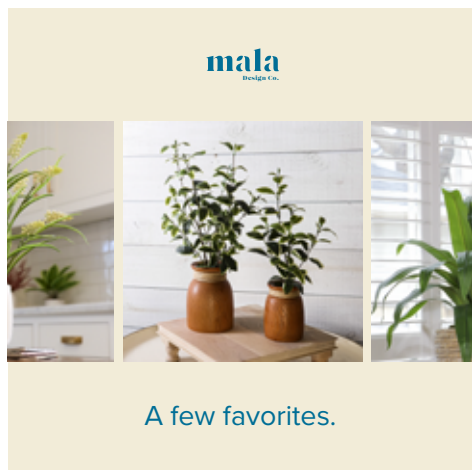

Facebook Desktop

Facebook Mobile

Social Media Posts

While the nature of the content will change from post to post, Mala's overall look and tone should remain consistent across social media platforms. Branded templates that adhere to Mala's color scale and typography should be applied to all social media images.

Go dressy, not messy.

Some things do live forever.

A few favorites.

Geaux Faux

Subscribe.
New products coming soon.

Email

Sign Me Up

Color Scale

Social Media Image Sizes

	Instagram	Facebook	Twitter	LinkedIn
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400
Landscape	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait	1080 x 1350	630 x 1200	N/A	627 x 1200
Square	1080 x 1080	1200 x 1200	N/A	N/A
Stories	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
Cover photo	N/A	851 x 315	1500 x 1500	1128 x 191