

A distinctive professional identity.

Malik & Associates / Professional Corporation



The primary logo.

Use the supplied master artwork as a complete, fixed composition.



The composition combines the lion + MA emblem, serif company name,

Professional Corporation descriptor, divider, rules and three-dot detail.

Keep every element in its original position and proportion.

Do not reconstruct the logo with live type.

Colour & monochrome.

Two versions documented in the original identity sheet.



Full colour / white or light neutral background



Black / white or light neutral background

Reversed and emblem-only versions require separate approved artwork.

The colour palette.

Specifications transcribed from the supplied brand guidelines.



GOLD
HEX #B79257
Pantone reference 465 C



DARK GREEN
HEX #004021
Pantone reference 3435 C

HEX values apply to digital artwork. Confirm spot-colour references against current physical swatches before print; approve process conversions with the printer.

Typography.

PRIMARY / Times New Roman Bold SECONDARY / Avenir

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times New Roman Bold: primary typeface for the logo and headline hierarchy.

Avenir: secondary typeface for supporting text, labels and body copy.

A familiar, practical pairing intended to simplify everyday brand consistency.

Confirm Avenir is installed on each workstation; use licensed font files.

Preserve the supplied logo artwork rather than rebuilding it with live type.

Space to stand apart.

Preserve the clear-space boundary shown in the original guide.



Keep text, photographs and trim edges outside the protected area.

The source diagram does not define a numerical measurement.

Before release: define a repeatable unit and test minimum reproduction size in print and on screen, including the descriptor and fine rules.

Protect the identity.

Use the original artwork consistently.



Do not change colours.



Do not squeeze.



Do not apply effects.

Avoid rotating, rearranging, redrawing or cropping the logo.

Choose a clean background with enough contrast for every element.

Do not place the full-colour artwork directly over busy photography.

Ready for consistent application.

A practical handoff checklist.

- 01 Select the approved full-colour or black master.
- 02 Scale proportionally and preserve clear space.
- 03 Check descriptor legibility at the actual output size.
- 04 Use vector artwork for print and a suitable export for screen.
- 05 Verify colour, contrast and technical specifications.
- 06 Proof every application before production.

Keep approved logo files and font resources in a shared brand folder.

Provide these guidelines to staff and external suppliers preparing branded materials.

Consult the identity designer before introducing new logo versions or specifications.

The meaning behind the mark.

Leadership, protection and accounting experience.



THE LION / Leadership, strength and knowledge. The parent firm protects the group and leads its major client relationships.

THE CIRCLE, GOLD & GREEN / A coin-like emblem and currency-inspired palette connect the identity to wealth and financial stability.

THE BASELINE & THREE DOTS / The abacus was among the earliest tools for counting and arithmetic, used to calculate quantities and keep accounts. This reference connects the identity to the long history of mathematics and accounting.

Solid serif lettering reinforces stability and authority.



MALIK &
ASSOCIATES

PROFESSIONAL CORPORATION

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