MALAI

MATERIAL VI

MALAI

Visual Identity & Materials Manual

Ivory · Ice blue · Champagne gold
One visual identity for legendary horses



From brand identity to every touchpoint.

SYSTEM / FOUR APPLICATION LAYERS

01 Core identity

Official wordmark, lockups, clear space, minimum sizes and prohibited uses.

02 Visual language

Color, typography, supporting graphics, three-dimensional horses and information hierarchy.

03 Applications

Reception signage, glass decals, paper cups, water bottles, ID badges, bags, apparel and event backdrops.

04 Production & delivery

Specifications, file formats, bleed, safe areas, proofing and version control.

The structure follows the AlphaX reference manual’s combination of core standards and real-world applications. MALAI uses its own wordmark, palette and horse imagery.

The official wordmark and its combinations.

IDENTITY / PRIMARY WORDMARK

MALAI

Collect the legendary nine. Build shared conviction.

MALAI

Primary / Deep navy

MALAI

Reversed / Dark background

MALAI

Single color / Champagne-gold finish

Use only the supplied vector files. Typeset the Chinese name and slogan separately; do not merge them into the wordmark paths. Preserve the original proportions when scaling.

Clear space keeps the identity unmistakable.

IDENTITY / CLEAR SPACE & MINIMUM SIZE



H

Minimum outer clear space: 0.5H

Minimum usable sizes

Digital: wordmark width ≥ 160 px
Print: wordmark width ≥ 30 mm
Embroidery: width ≥ 60 mm
Confirm final suitability with a material proof.

H is the wordmark’s letter height. Keep text, trim edges, QR codes and other brand marks outside the clear space.

Four mistakes to avoid consistently.

IDENTITY / INCORRECT USAGE



Do not stretch

Do not change letter width, spacing or horizontal-to-vertical proportions.



Do not redraw

Do not redraw strokes, arbitrarily increase their weight or substitute a typeface.



Do not add effects

Do not add outlines, shadows, embossing or gradient fills.



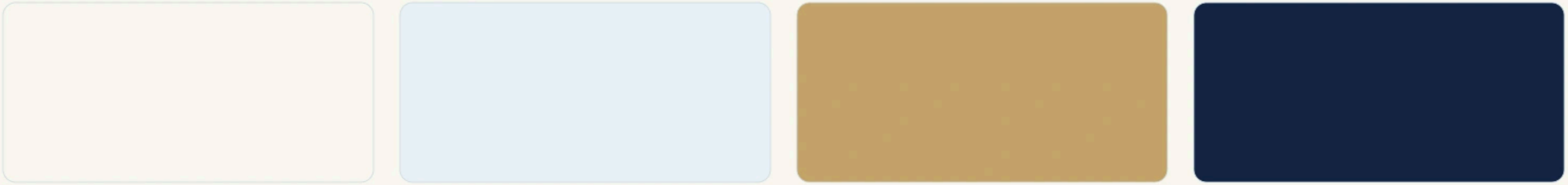
Avoid busy backgrounds

Provide clean surrounding space or a solid-color background.

Wordmarks in generated mockups indicate placement and material only. Replace them with the exact supplied SVG artwork before production.

A light foundation. A restrained touch of gold.

COLOR / CORE PALETTE



Ivory

#FAF8F1

RGB 250 / 248 / 241

CMYK 0 / 1 / 4 / 2

Ice blue

#EAF2F8

RGB 234 / 242 / 248

CMYK 6 / 2 / 0 / 3

Champagne gold

#C7A66A

RGB 199 / 166 / 106

CMYK 0 / 17 / 47 / 22

Deep navy

#142644

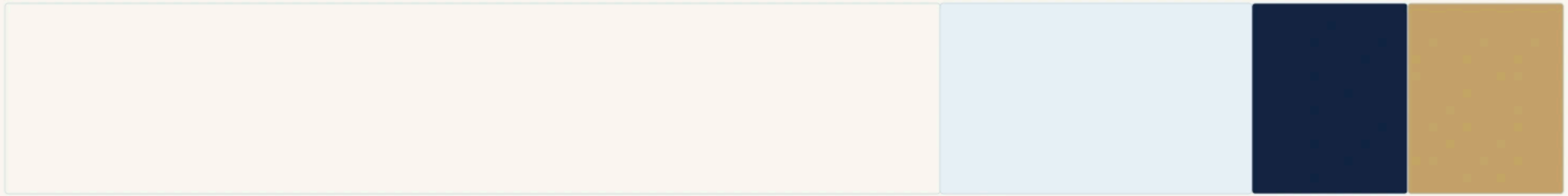
RGB 20 / 38 / 68

CMYK 71 / 44 / 0 / 73

CMYK values are calculated approximations. Proof and adjust for the paper, press and color profile. Use a spot color or foil for gold where appropriate; do not simply reproduce the screen gold value in print.

Color balance and legibility.

COLOR / HIERARCHY & CONTRAST



60% Ivory

20% Ice blue

10% Deep navy

10% Gold

Use navy for body copy

Use #526B80 for explanatory text. Pale gold and ice blue work as decoration; avoid them for small body text.

Use deep gold for emphasis

Use #96713B for small gold text. Place text over imagery on an ivory panel.

These proportions guide the layout and may vary by medium. Check text-to-background contrast. Mobile body copy should generally be at least 16 px.

Typography and information hierarchy.

TYPOGRAPHY / CHINESE & LATIN

Collect the legendary nine. Build shared conviction.

Noto Sans SC / Inter

01 09 30 / MALAI

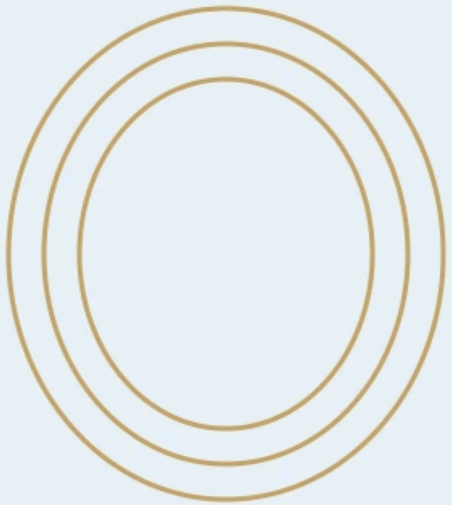
Consistent type hierarchy

Chinese: Noto Sans SC
Latin letters and numerals: Inter
Main title: 56–80 px / 600
Section title: 28–36 px / 600
Body: 22–28 px / 400
Notes: 18–20 px / 400

Sizes are based on a 1600 px landscape canvas; scale proportionally for other formats. Use approximately 1.5 line spacing for body copy. Fonts and OFL licenses are included.

Supporting graphics and small icons.

GRAPHICS / PORTAL, GRID & MONOGRAM



Gold orbits / 1–3 px fine lines



Geometric grid / Low-contrast texture



M monogram / Small-format support

The M icon is derived from the first letter of the primary wordmark. Use it for avatars, small icons, embroidery and similar small formats. It does not replace the official primary wordmark.

Three-dimensional horses: a shared visual language.

IMAGERY / THE LEGENDARY NINE

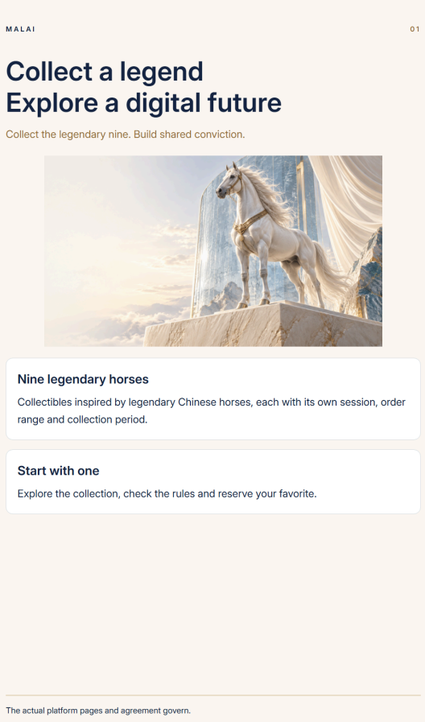


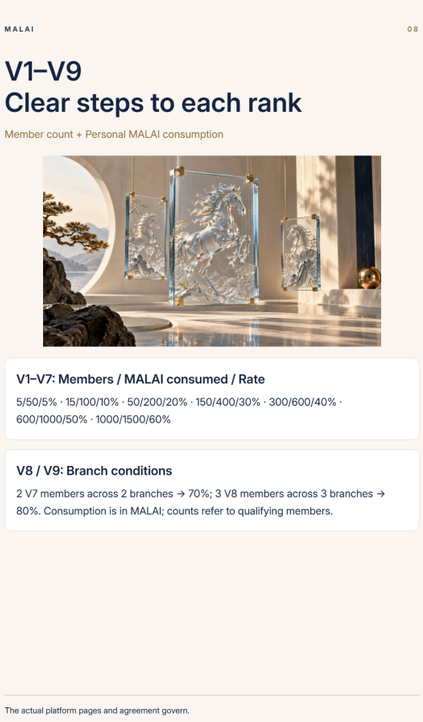
Subject: legendary Chinese horses with realistic proportions
Materials: white jade, metal, glass and mist
Lighting: bright and soft; avoid dark scenes
Composition: keep the head and tack complete; reserve title space
Background: prioritize ivory and ice blue

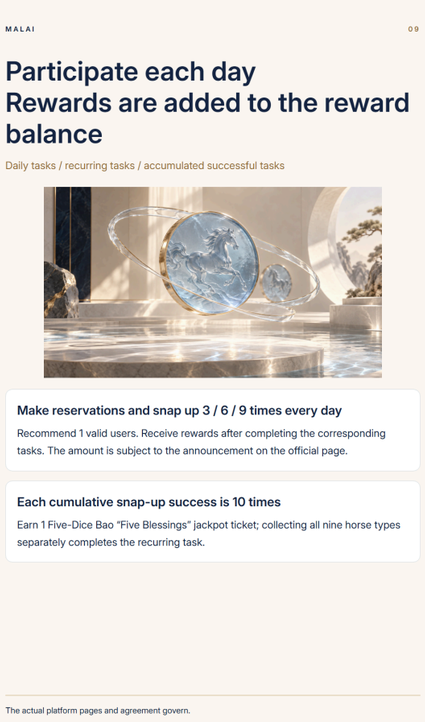
Use imagery for visual communication. Set transaction values and rules as typeset text; do not rely on generated imagery to reproduce them accurately.

Posters and collectibles: one continuous series.

DIGITAL / POSTERS & COLLECTIBLES







Recommended canvas
1080 × 1500 px

Fixed reading order
Wordmark → Main title → Horse
→ Data card → Conditions

Safe area on every side: ≥ 60 px

Keep numbering, cards, type sizes and margins consistent across the series. Parameter pages must show the relevant period and conditions; do not isolate rates as unconditional returns.

Avatars, community covers and video graphics.

DIGITAL / SOCIAL & MOTION



Avatar export: 1024 × 1024 px

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Community cover / 1920 × 600 px

English subtitles / Smaller line above

Chinese subtitles / Larger line below

Test the avatar in its final circular crop. Keep content within the central 72%. Video format: 1920 × 1080. Keep subtitles clear of bottom edges and platform controls.

Bring the brand into real spaces.

APPLICATION / RECEPTION & GLASS



Reception wordmark
Brushed metal or matte raised lettering
Scale to the wall width

Glass safety band
Suggested height: 100–150 mm
Confirm against on-site collision-prevention requirements

Ice-blue glass and warm-white lighting
Reserve gold for frames and accents

Mockups are conceptual. Confirm wall structure, fixings, electrical requirements and site measurements before production. Use the supplied vector wordmark.

Paper cups and bottles: a lighter brand presence.

APPLICATION / CUP & BOTTLE



Paper cup
Suggested capacity: 12 oz / approximately 355 ml
Center the wordmark on the front-facing area
Leave safe space at the rim and on both sides of the seam

Water bottle
Example capacity: 500 ml
Confirm label dimensions against the bottle dieline
Keep required product information in a separate area

A qualified supplier must confirm food-contact and labeling compliance. This manual provides visual direction; it does not replace packaging dielines or product-label review.

Everyday materials: badges, bags, apparel and gifts.

APPLICATION / MERCHANDISE FAMILY



ID badge: 54 × 86 mm
Lanyard width: 15–20 mm

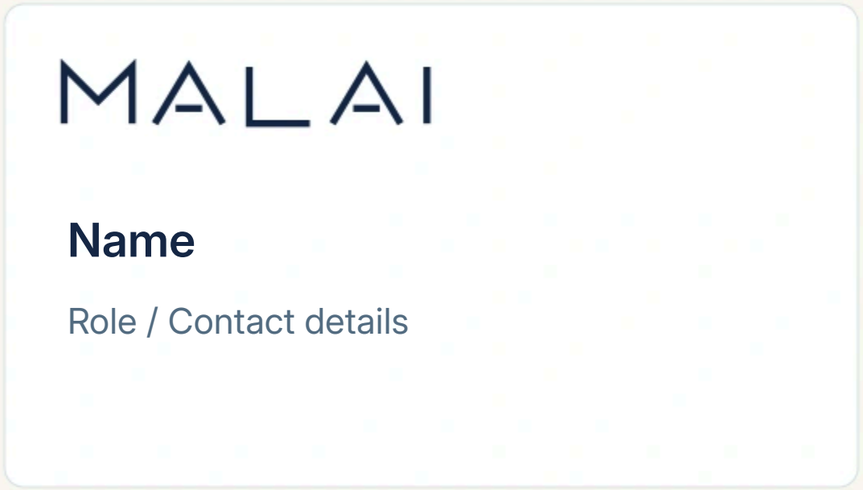
Canvas bag: approximately 350 × 400 mm
T-shirt: left-chest logo width 80–100 mm
Cap: prefer the embroidered M icon

USB drive: single-color laser engraving
Notebook: a small foil accent

Mockups are conceptual. Verify any stroke thickening through an embroidery sample. Never crop a logo from a mockup for mass production.

Business cards, letterheads and ID badge layouts.

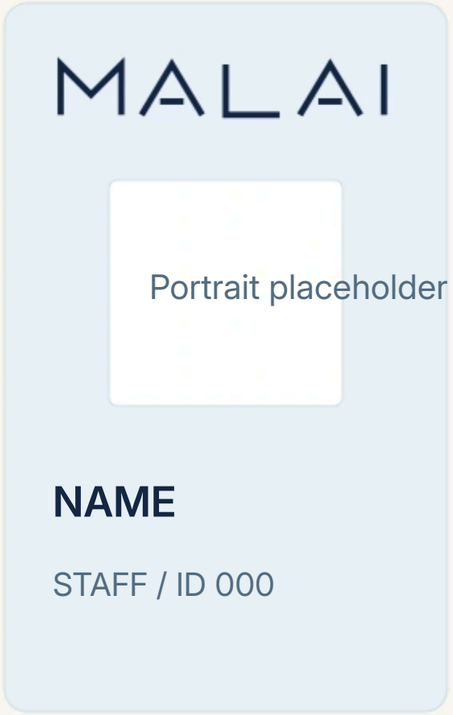
PRINT / STATIONERY LAYOUT



90 × 54 mm



A4 / 210 × 297 mm



Names, contact details, portraits and IDs are layout placeholders, not real personal data. Small print should generally be at least 8 pt, with a safe area of at least 4 mm from the edge.

Event materials: a clear theme at a distance, details up close.

EVENT / BACKDROP & ROLL-UP

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MALAI · A community for digital horse collecting

MALAI

Collect the legendary nine

Build shared conviction



Read the complete project rules

Suggested main backdrop: 6000 × 3000 mm

Suggested roll-up size: 800 × 2000 mm. Reserve approximately 150 mm at the bottom for the mechanism. Confirm physical dimensions with the venue and supplier.

Production specifications and delivery checklist.

PRODUCTION / FROM DESIGN TO OUTPUT

Wordmark	SVG / Vector PDF	Keep original proportions; outline text as required by the process before proofing
Digital images	PNG / sRGB	Match dimensions to the platform; avoid repeated compression and forwarding
Standard printing	PDF / Supplier-specified CMYK	Typically 3 mm bleed; 300 ppi effective resolution
Large-format printing	PDF / At final physical size	Set resolution for viewing distance; do not apply 300 ppi indiscriminately
Special finishes	Separate spot-color layers	Label foil, debossing and white ink separately, and produce samples

The package contains the manual, wordmark SVGs, M icon, standard fonts and licenses, and material mockups. Concept images are not production-ready dielines.

Check consistently before publishing or printing.

RELEASE / QUALITY CONTROL

Wordmark

Verify color, proportions, clear space and minimum size. Do not use distorted marks from mockups.

Copy

Check project and horse names, units, times and rule version. Replace all placeholder information.

Production

Confirm bleed, trim, color profile, materials and special finishes through supplier proofs.

Archive

Store source files, finished artwork and approved versions separately, with dates and version labels.

When publishing project mechanisms or rates, state the conditions and use the standard notice: Digital assets involve market risk. Participate responsibly.