Malarkey's New Contractor Logo

PLEASE FIND THE LATEST UPDATE TO OUR BRAND LOGOS

If you currently use the 'Defining Excellence' logo, please replace it with our current logo or our new 'We Proudly Install' Contractor Logo.

✗ **WRONG**

✔ **CORRECT**

✔ **CORRECT**

4 OPTIONS TO CHOOSE FROM FOR **WEB / SOCIAL MEDIA**

To download the files, visit **malarkeyroofing.com/marketing-assets**

1.

Name of file:
contractor-malarkey-logo-we-proudly-install-RGB.png

- Use this logo on white backgrounds only

2.

Name of file:
contractor-malarkey-logo-we-proudly-install-black.png

- Use this logo on white or light colored backgrounds only

3.

Name of file:
contractor-malarkey-logo-we-proudly-install-white-green-RGB.png

- Use this logo on solid color backgrounds or on backgrounds / photos that are not distracting *(see next page)*

(example to the left is shown against a black background)

4.

Name of file:
contractor-malarkey-logo-we-proudly-install-white.png

- Use this logo on solid color backgrounds or on backgrounds / photos that are not distracting *(see next page)*

(example to the left is shown against a black background)

4 OPTIONS TO CHOOSE FROM FOR **PRINT MATERIALS**

To download the files, visit malarkeyroofing.com/marketing-assets

1. WE PROUDLY INSTALL

Name of files:
contractor-malarkey-logo-we-proudly-install-4c.eps
contractor-malarkey-logo-we-proudly-install-4c.jpg

- Use this logo on white backgrounds only

- **Files ending in .eps can enlarged** for materials like banners / signage

- **Files ending .jpg can not** be enlarged; best used on brochures, post cards, etc.

2. WE PROUDLY INSTALL

Name of file:
contractor-malarkey-logo-we-proudly-install-black.eps
contractor-malarkey-logo-we-proudly-install-black.jpg

- Use this logo on white or light backgrounds only

- **The file labled .eps can enlarged** for materials like banners / signage

- **The file labled .jpg can not** be enlarged for materials like banners / signage

3.

Name of file:
contractor-malarkey-logo-we-proudly-install-white-green-4c.eps

- Use this logo on solid color backgrounds or on backgrounds / photos that are not distracting

- **Files ending in .eps can enlarged** for materials like banners / signage

4.

Name of file:
contractor-malarkey-logo-we-proudly-install-white.eps

- Use this logo on solid color backgrounds or on backgrounds / photos that are not distracting

- **Files ending in .eps can enlarged** for materials like banners / signage

A MEMBER OF HOLCIM

Proper Usage of Logo

Please leave a minimum of .5" around all sides of the logo when placing it next to other graphics & logos.

✔ **CORRECT**
(ie. solid backgrounds)

✔ **CORRECT**
(ie. use this version on backgrounds where the logo is not readable)

✔ **CORRECT**
(ie. nondistracting backgrounds)

✔ **CORRECT**
(ie. white backgrounds)

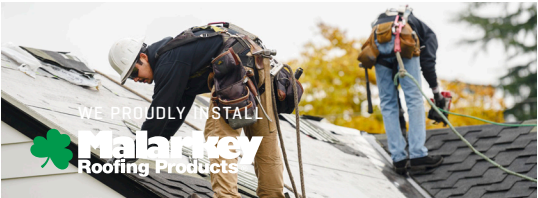
✘ **WRONG**
(ie. logo is not readable)

✔ **CORRECT**
(ie. placed on the nondistracting part of an image)

✘ **WRONG**
(ie. .jpg files create white boxes around images; please use a **.png** file to avoid this)

✘ **WRONG**
(ie. logo is not readable)

✘ **WRONG**
(ie. logo is not readable)

✘ **WRONG**
(ie. do not apply any filters to the logo - no outlines, drop-shadows, or glow)

✘ **WRONG**
(ie. do not stretch, compress, or increase the size of the logo)

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A QUALITY ROOF REQUIRES A QUALITY PRODUCT...AND YOU.

Thank you Malarkey Certified Contractors
for considering Malarkey products to protect the roof,
& help preserve our environment.

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Malarkey
Roofing Products®