

# New



# MALOSSSI

## NEW MALOSSSI LOGO

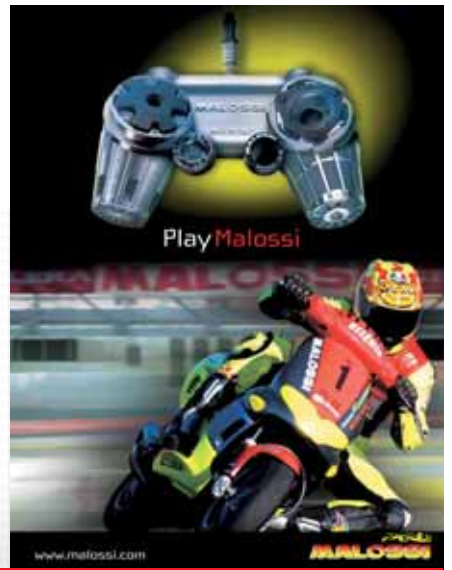
The brand's experience and determination are key to its restyling.

<https://youtu.be/XrupduFA26o>

MALOSSSI LOGOTYPE\_1980



MALOSSSI LOGOTYPE\_1990



MALOSSSI LOGOTYPE\_2015



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We are proud to officially present our **new company logo** the result of a year of work dedicated to the restyling of our brand image which has always contained the fundamental elements of Malossi's DNA: **energy, modernity, passion and Italian style.**

These values, Michele Enko Costa explains, have inspired the methods used during the restyling.

*"The new font, spacing and its equilibrium were my starting point when making structural improvements. Creating a new brand which expresses the determination and experience of a historic company had to be my objective.*

*Designing new lines, using new colours, creating a unique symbol, whilst maintaining the fundamental characteristics of a legendary marque."*

In deciding the final logotype, Malossi's strong personality was analysed in full, as an **source of great interest for observers and enthusiasts of the sector from 1980 to 2015.**

By studying in depth the evolution of the company image with the intention of conveying the same passion that the company uses in its daily work has produced a final result which is a perfect compromise between modernity and tradition.

Our lion, a symbol of courage and nobility, strength and caution, reappears in a new setting, whilst retaining the principles which led to the choice of this symbol in the first place.

*"Decisive and winding lines, Enko explains, are a complete re-design of the new figure - giving a determined and contemporary image, and moving away from the classic iconography used up until now"*

The Malossi Lion has been renewed, and is full of passion and modernity.

Our company and our roots haven't changed: and nor has our vision for the future!

And the story continues...