



Brand Book

CMYK version - description:



■ 0 100 90 38
■ 17 24 62 21

PANTONE version - description:



■ ■ Pantone 1805 C + 10% Pantone188 C
■ Pantone 872 C

Letters: Izmester:



PANTONE version with shadow - description:

Shadow element shall be added to the logo whenever possible, but it shall be applied on all prints, leaflets and packagings.

The shadow is always put under the logo - to its bottom and to its right side:



LOGO VARIATIONS:

CMYK version:



PANTONE version:



PANTONE version with shadow:



BLACK AND WHITE version:



GREYSCALE version:



Greyscale version:



■ 0 0 0 100
■ 0 0 0 55

RGB version (for Internet, TV, etc.)



■ R: 150 G: 19 B: 25
■ R: 197 G: 147 B: 74

USEFUL INFO

Composition with leaf:

The leaf motive makes the logo distinctive and provides the characteristic of the brand by showcasing a more natural appearance and an association to herbs or green spices.

Therefore the leaf shall be preferably added to all printed materials, where a coloured logo is used: packaging (foil, label), leaflets, posters, etc.

The below proportion needs to be kept. The leaf can not be cut or shrinked in its size relative to the logo.

The leaf is always put under the logo as shown below. It can not be moved in anyway down, up, left or right and it is forbidden to turn or mirror it to the right side of the logo.

PANTONE:



Pantone 188 C: (34% opacity)

PANTONE 1805 C

CMYK:



CMYK: 0 0 0 100 (30% opacity, Multiply-layer-style)

CMYK: 0 100 93 30

How to use? Cropping and margin around the logo:



a

Height of „a“ = height of the upper leaf.
Margin of the logo should keep minimal height of the leaf above the logo.

If you need to crop the leaf,
the best way is if this leaf is all visible.



CORRECT:



The preferred background is red (bordeaux)
or eventually black. Do not use any other
colours or textured background.



INCORRECT:

