

Brand Book

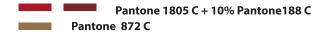
CMYK version - description:



0 100 90 38 17 24 62 21

PANTONE version - description:





Letters: Izmester:



PANTONE version with shaddow - 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:





CMYK version:



PANTONE version:



PANTONE version with shadow:



BLACK AND WHITE version:



GREYSCALE version:



Greyscale version:



RGB version (for Internet, TV, etc.)



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

Composition with leaf:

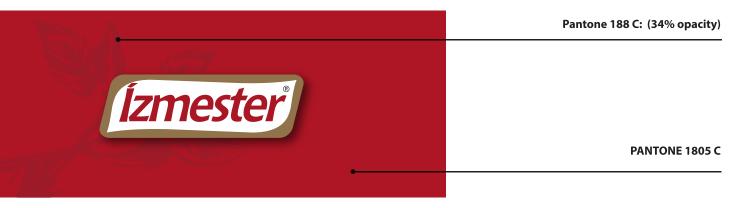
The leaf motive makes the logo distinctive and provides the characteristic of the brand by showcasing a more natural appereance and an association to herbs or green spices.

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

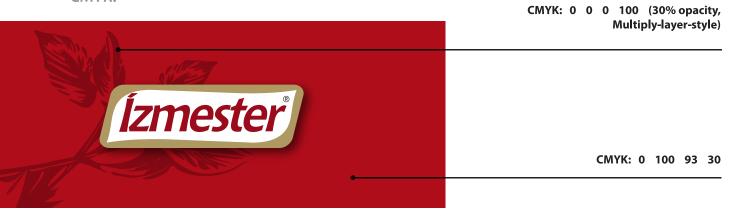
The below proportion needs to be kept. The leaf can not be cut or shrinked in its size relative to the logo.

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:



CMYK:



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.



CORRECT:

V



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





INCORRECT:









X



X



X



X

