

HOW TO USE THE KROMBACHER HELL LOGO

The 4c logo with colour gradient



This version is to be the standard logo. White & black background can be used according to context.
The “simplified” version is used if the height of the coat of arms is less than 12 mm.



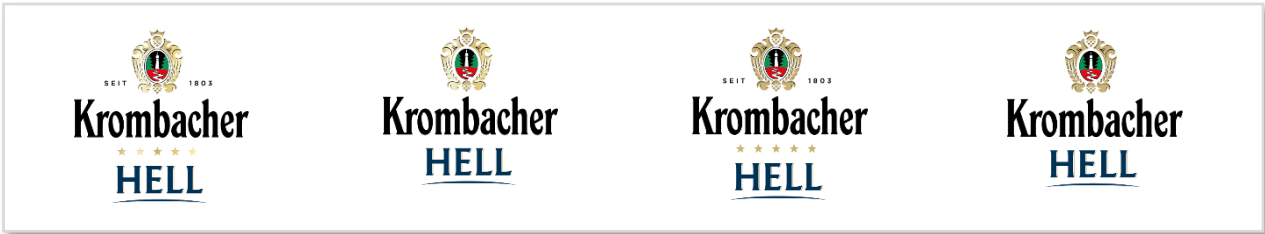
The 4c logo without colour gradient



The halftone variant shown here is used for the monochrome representation of the logo, when a colour gradient cannot be printed.
It applies to use in halftone printing (special colour is needed: Reichbleichgold, Euroscale (CMYK): 26 29 61 0, Pantone colour: 871 C).



Logo versions



Please note!
Is the height of the coat of arms less than 12 mm, the simplified version of the logo is used.
The simplified version has no date indication, no stars and a less complex coat of arms.

Data formats & colour types:

Print usage:

Resolution: 300 dpi
Formats: .AI; .JPG
Colour type: CMYK

Web usage:

Resolution: 150 dpi
Formats: .JPG; .PNG
Colour type: RGB



Sources & central ownership

ASSET SOURCES:

- Logos & packshots:  media.krombacher.com
- Brand content:  [@krombacherinternational](https://www.instagram.com/krombacherinternational)
-  www.krombacher.com

CONTACT DETAILS:

Pia Kallen. Brand Management Krombacher International. p.kallen@krombacher.com