HOW TO USE THE UMBRELLA BRAND
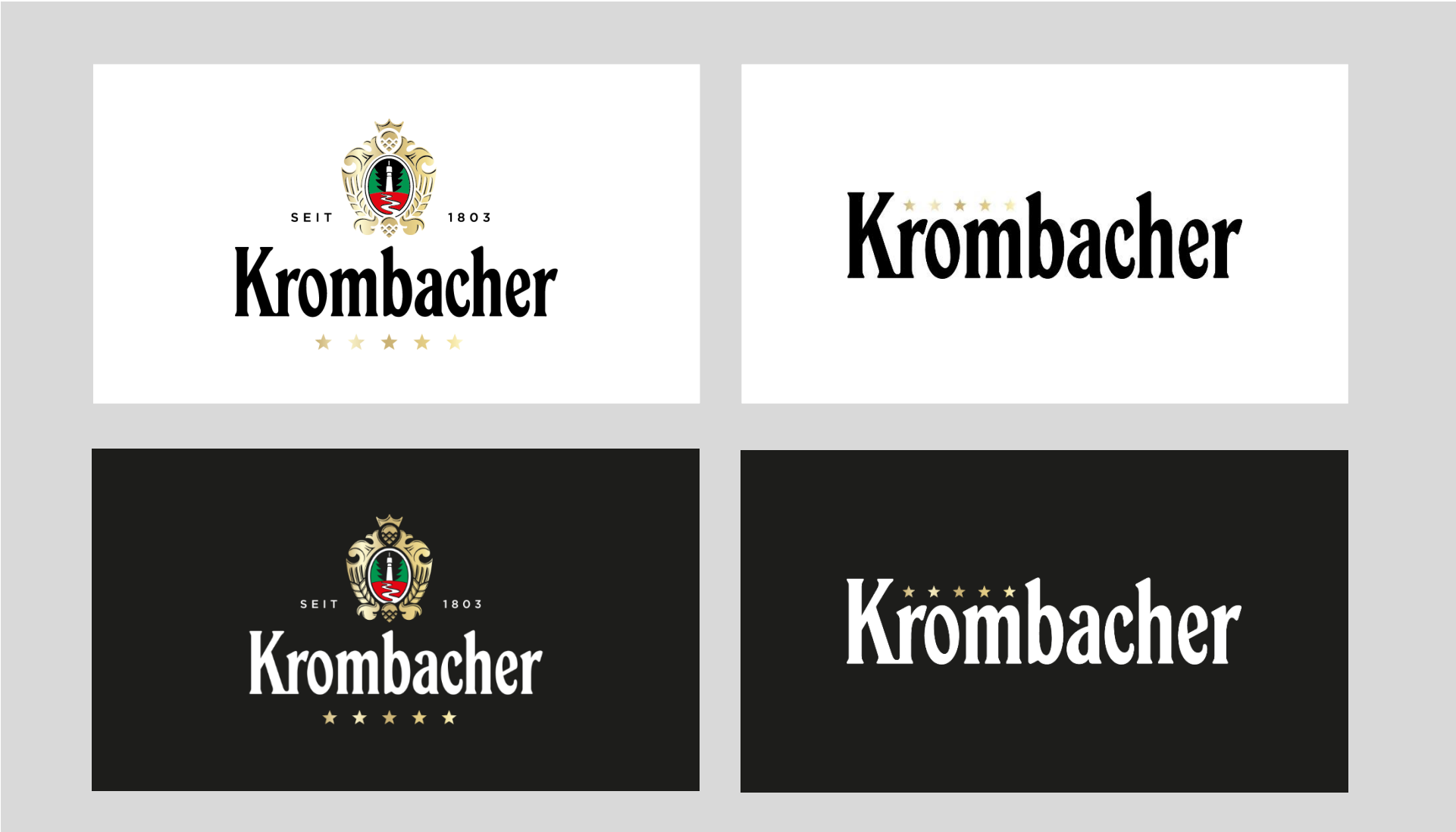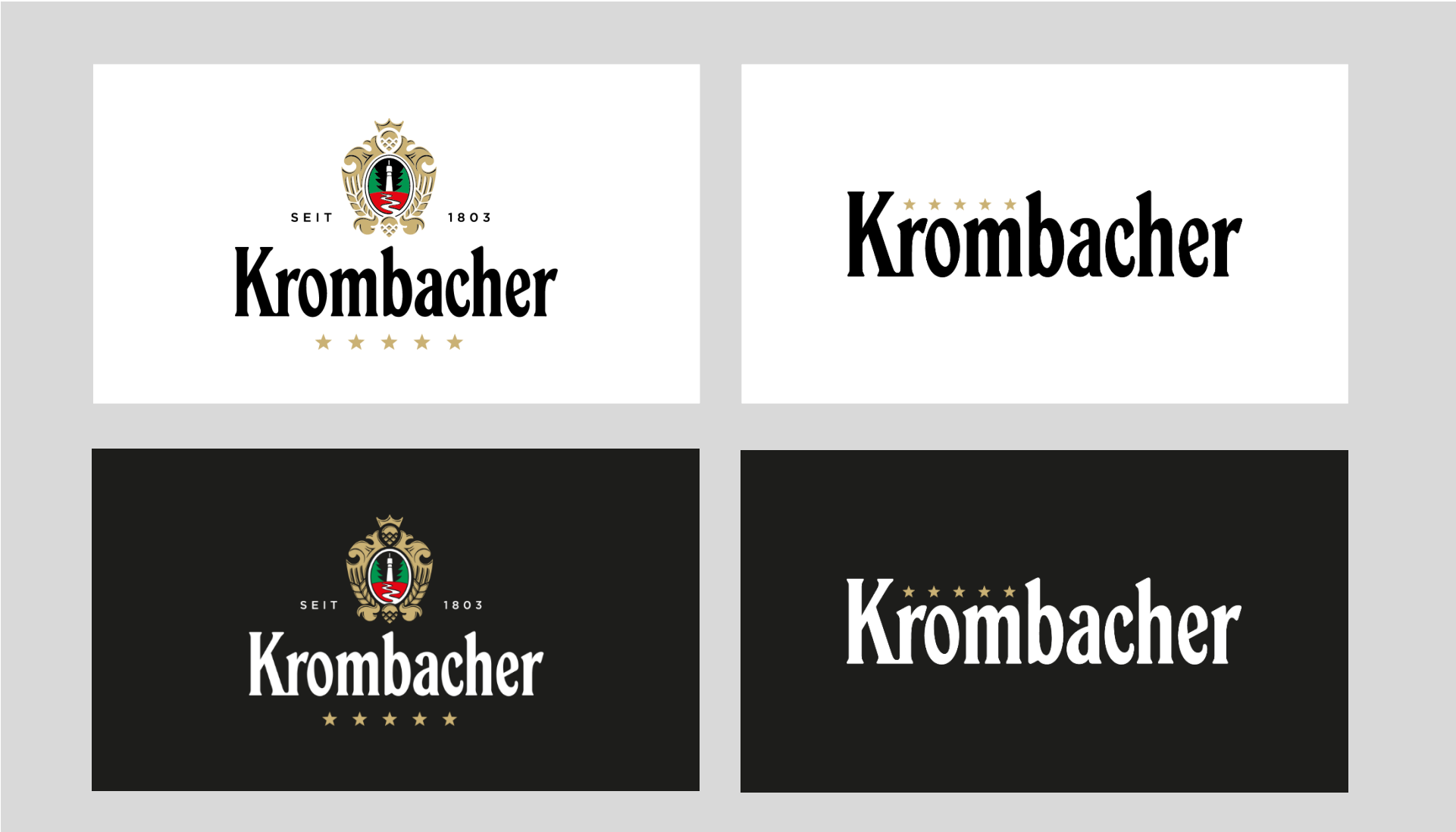
The original logo with colour gradient

This version is to be the standard brand logo. White & black background can be used according to context.
The horizontal layout is an alternative when it becomes necessary.
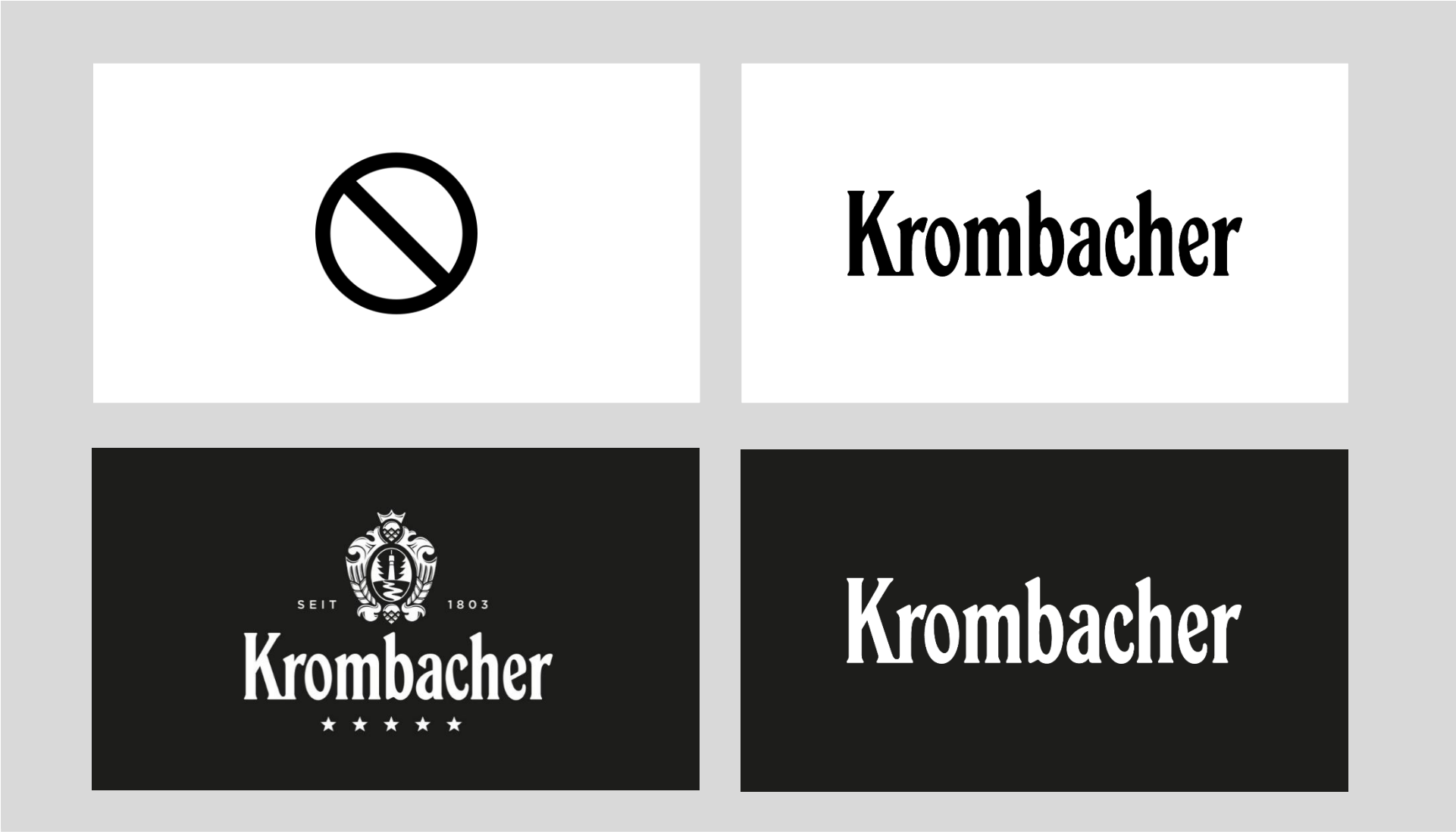
The 4c version without colour gradient

The 1c version

Logo versions

01a_KRO_Logo_4c_gradient_standard_pos.jpg

01b_KRO_Logo_4c_gradient_simplified_pos.jpg

02a_KRO_Logo_4c_gradient_standard_neg.jpg

02b_KRO_Logo_4c_gradient_simplified_neg.jpg

< 12 mm

Please note!
Is the height of the emblem 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 emblem.

< 20 mm

Please note!
Is the width of the logo is less than 20 mm, the horizontal version without stars is used.

COMMENT   In case you have any doubts on the correctness of the chosen logo, please contact the central brand marketing team for support.

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Colours & font.

COLOURS:

BLUE	GOLD	GREEN	RED
BLACK BLUE	RICH PALE GOLD	HKS 54	HKS 13

BLAU	GOLD	GRÜN	ROT	
Schwarzblau	Reichbleichgold	HKS 54	HKS 13	SPECIAL COLOUR
C M Y K 0 0 0 100	C M Y K 26 29 61 0	C M Y K 100 0 90 0	C M Y K 0 100 100 0	EUROSKALA
RAL 5004	Gold	RAL 6029	RAL 3020	GLOSS PAINT
Avery 495A Blue REF197543*	FasCal 991	FasCal 908	FasCal 906	FOIL COLOUR
Black C	871 C	356 C	186 C	PANTONE COLOUR
100%	30%	50%	75%	PRINT 1C - BASE BLACK

SPECIAL COLOUR BLACK BLUE.   *WHITE FOR BASE COAT: RAL 9010*

FONT:

Headlines: Oswald Heavy   AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz. 0123456789.

Texts: Oswald   AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz. 0123456789.

COMMENT In the event you use the brand in your own creative, please contact the central brand marketing team for support and/or approval.

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GO's & NO GO's

„google-searched" logos are often outdated!

COMMENT

There is a clear definition on the relation & position of coat of arms toward lettering.
Any deviation from the above is an exception = to be approved by the central brand team.

Sources & central ownership

ASSET SOURCES:

Logos & packshots: ⚙ media.krombacher.com

Brand content: ⓘ @krombacherinternational

      🏠 www.krombacher.com

CONTACT DETAILS:

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COMMENT   In the event, you search for something you can't find in the sources, please contact the central Krombacher International marketing team.

Krombacher
★ ★ ★ ★ ★