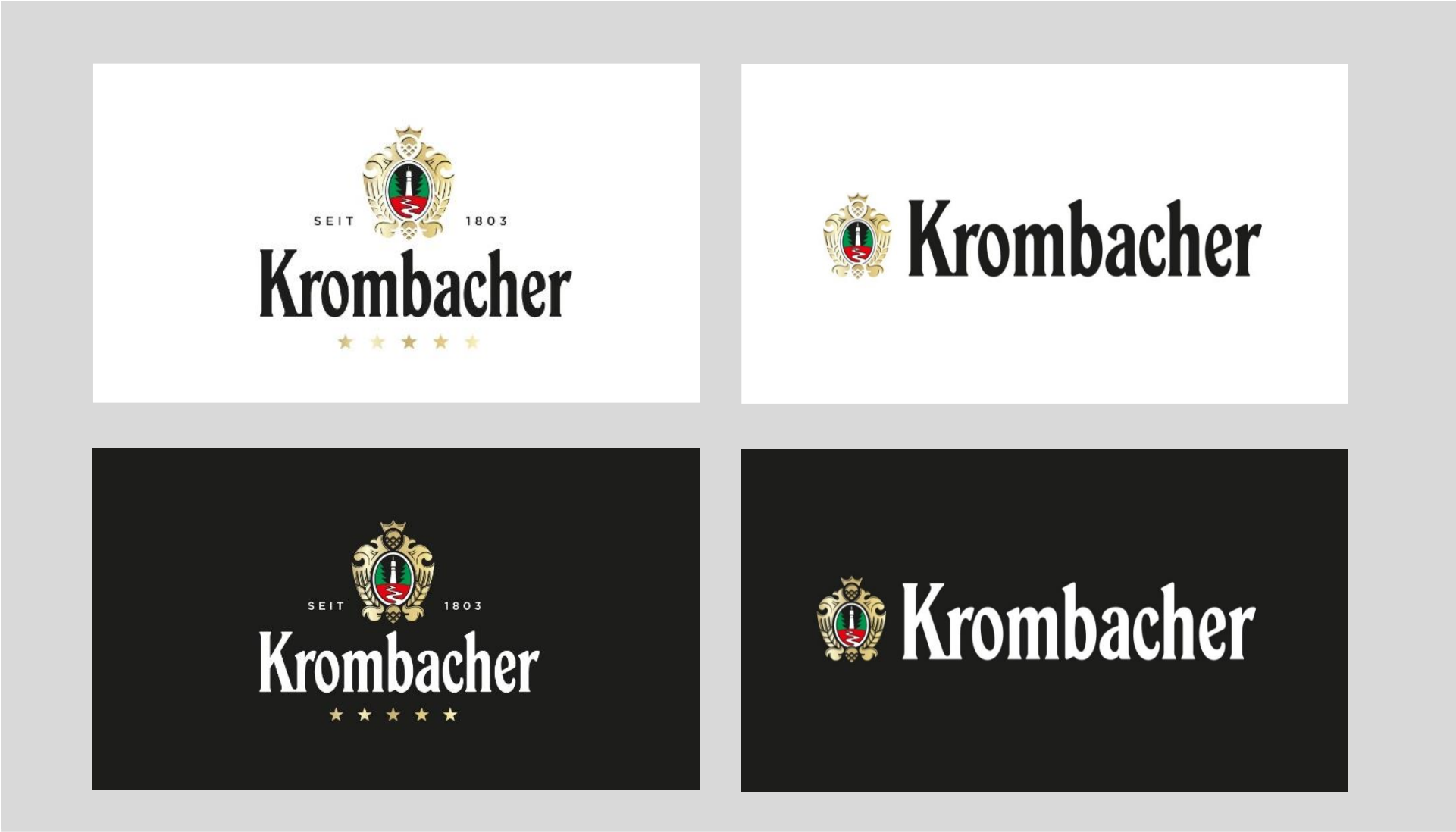


HOW TO USE THE UMBRELLA BRAND

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 (coat of arms + lettering) is an alternative when it becomes necessary.

The 4c version without colour gradient



The halftone variant shown here is used for the monochrome representation of the logo. It applies to use in halftone printing.

The greyscale version



The greyscale version shown here is used for the monochrome representation of the logo. It applies to use in inevitable greyscale printing.

The 1C version



The 1C version shown here is used for the monochrome representation of the logo. It applies to use in inevitable 1C printing.

Logo versions



01a_KRO_Logo_4c_gradient_standard_pos.jpg



01b_KRO_Logo_4c_gradient_simplified_pos.jpg



01c_KRO_Logo_4c_gradient_standard_pos.jpg



01d_KRO_Logo_4c_gradient_simplified_pos.jpg



02a_KRO_Logo_4c_gradient_standard_neg.jpg



02b_KRO_Logo_4c_gradient_simplified_neg.jpg



02c_KRO_Logo_4c_gradient_neg.jpg



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.



Is the width of the logo is less than 20 mm, the emblem, the date indication and the stars are omitted.

Colours & font.

COLOURS:

| | | | |
|-------------------------------|-------------------------------|------------------------|------------------------|
| BLUE BLACK BLUE | GOLD RICH PALE GOLD | GREEN HKS 54 | RED HKS 13 |
| BLAU | GOLD | GRÜN | ROT |
| Schwarzblau | Reichbleichgold | HKS 54 | HKS 13 |
| 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 |
| RAL 5004 | Gold | RAL 6029 | RAL 3020 |
| Avery 495A Blue REF197543* | FasCal 991 | FasCal 908 | FasCal 906 |
| Black C | 871 C | 356 C | 186 C |
| 100% | 30% | 50% | 75% |

SPECIAL COLOUR
EUROSKALA
GLOSS PAINT
FOIL COLOUR
PANTONE COLOUR
PRINT 1C – BASE BLACK

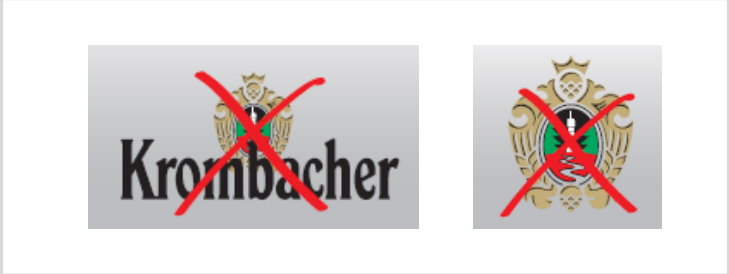
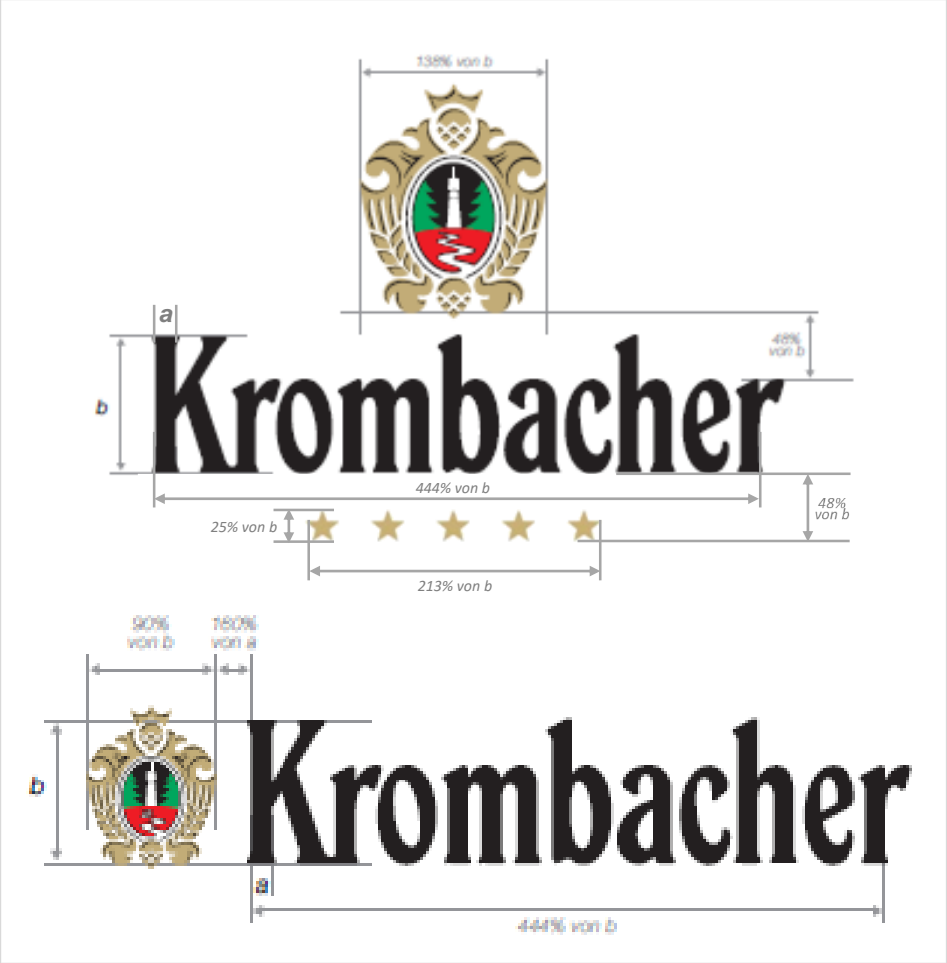
* SPECIAL COLOUR BLACK BLUE. ** WHITE FOR BASE COAT: RAL 9010

TEXT FONT:

Oswald, Oswald Bold. AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz. 0123456789.

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

GO's & NO GO's



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](https://www.instagram.com/krombacherinternational)
-  www.krombacher.com

CONTACT DETAILS:

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For on-time updates on brand content just follow us on Instagram [@krombacherinternational](https://www.instagram.com/krombacherinternational).
In the event, you search for something you can't find in the sources, pls contact the central Krombacher International marketing team.