

SCHULSTAD ROYAL DANISH PASTRY DESIGN GUIDELINES

LOGO AND LOGO TREATMENT

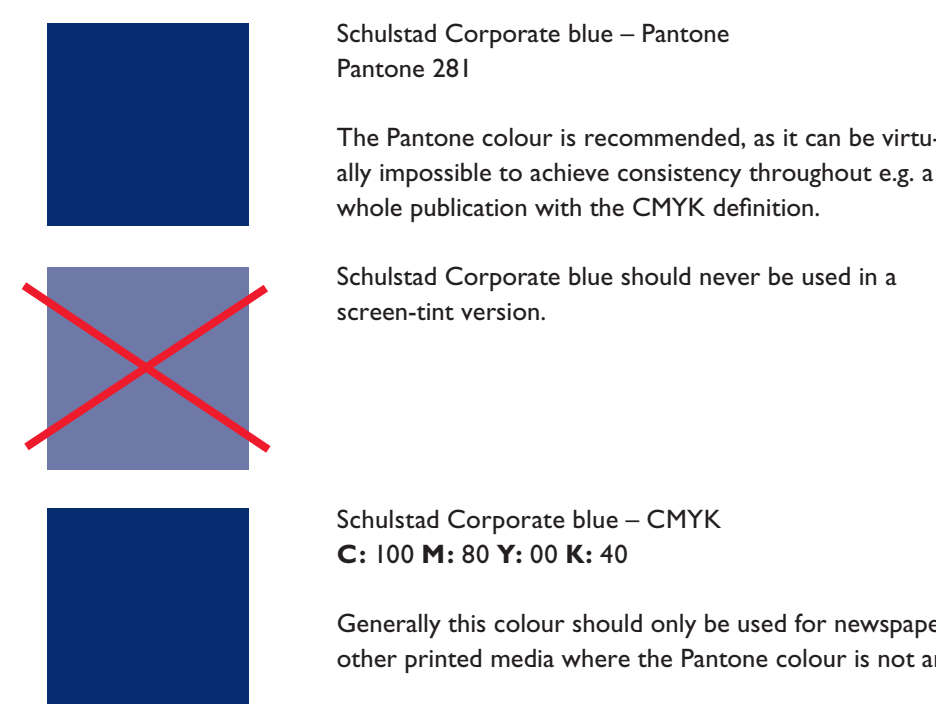


a: Equal length
The logo itself should always be centred in a square. This creates calm around the logo and emphasises it in the best possible way.

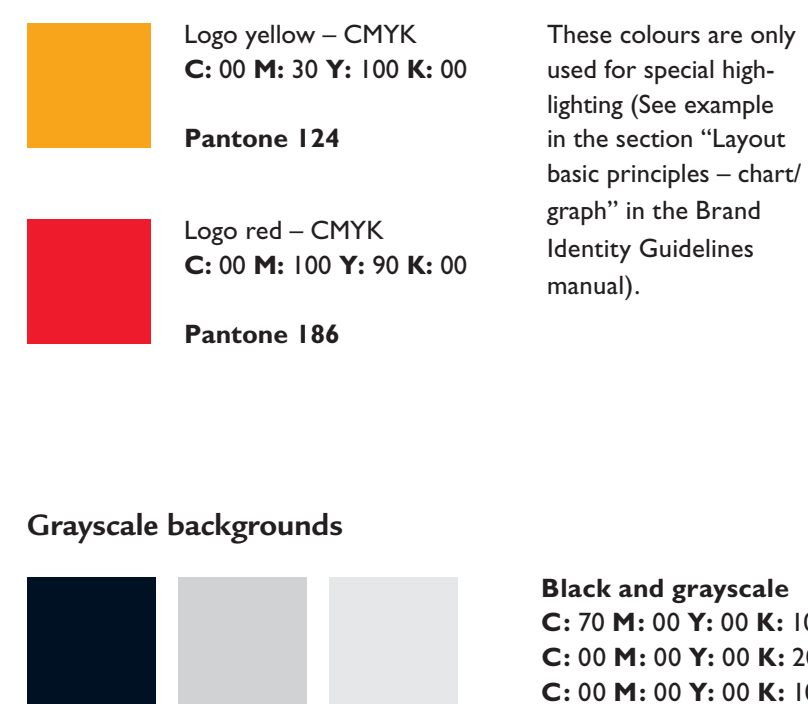


As a starting point, the logo is used on light backgrounds and this should therefore be taken into account in connection with layout and any background photos. See example above.

COLOURS



The Schulstad Royal Danish Pastry colours should be used consistently in the graphic elements where a background colour is required. The blue colour offers a royal and cool contrast colour to the golden Danish pastry photos and creates balance between the elements. If a different colour look is required, photo material with a different colour range can be used. See examples in the section "Layout examples" in the Brand Identity Guidelines manual.



Note that the black colour should be deep black. The grey tones are used as background where a contrast or column division is required, e.g. in charts.

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyzæøå
1234567890

Headings: Gill Sans Bold – Capital letters – General spacing 150 (1/1000 em) – Whiting-out 130%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Main text: Gill Sans Regular – Whiting-out 130%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Reverse main text: Gill Sans Regular – Whiting-out 130%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Picture caption: Gill Sans Italic – Whiting-out 130%

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1234567890

Lead: Gill Sans Bold – Skydning 130%

ABCDEFGHIJKLMNPOQ
RSTUVWXYZÆØÅ

1234567890

Sub-heading: Gill Sans Bold – Capital letters – Whiting-out 130%

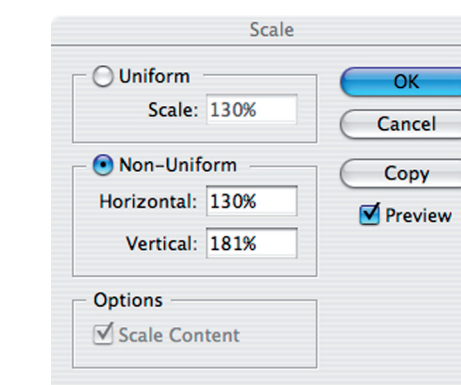
Pastridor Design Guidelines

Logo and Logo Treatment

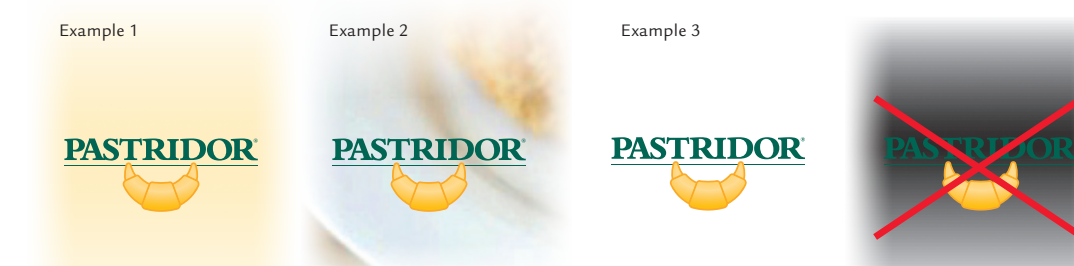
Logo position:



The Pastridor logo should always be positioned so as to observe the minimum distance shown relative to other objects and the format margin (optical distance at the base).



How to use the logo. Priority 1:



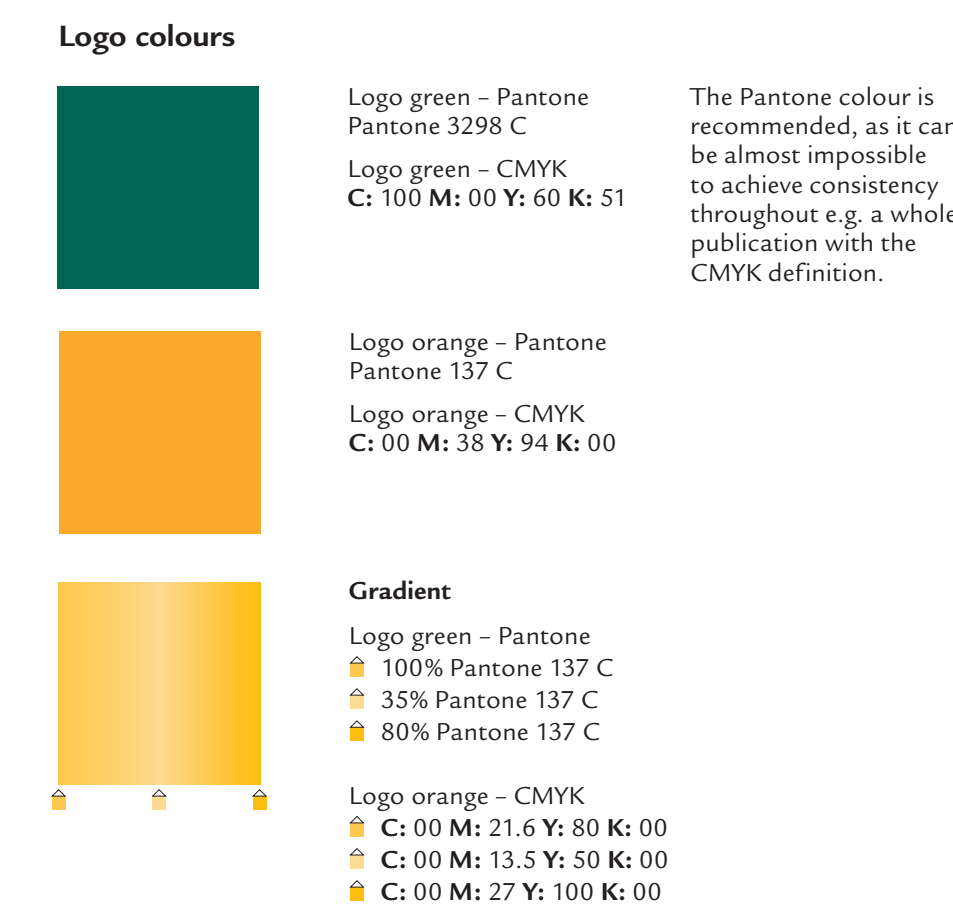
The Pastridor logo must only be used in positive on the yellow (example 1) and white (example 3) background colour (see under the "Colours" section) and only on pictures which are light or lightened around the logo (example 2).

How to use the logo. Priority 2:



By dark background: The logo may only be used in a yellow square (example 4) in case the background is darker than 40% and if the shown examples 1 to 3 are not possible.

Colours



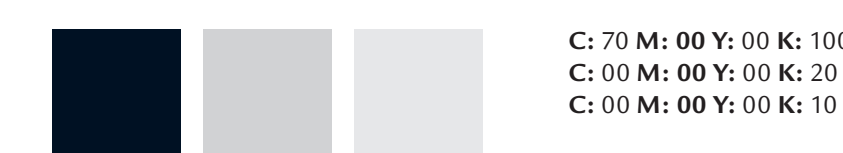
The Pantone colour is recommended, as it can be almost impossible to achieve consistency throughout e.g. a whole publication with the CMYK definition.

Background colours



Brand yellow is the primary colour and, as a starting point, is used as the first colour attractively supplemented by the green colour. The green background colour must, however, never exceed more than two-thirds of an entire layout.

Grayscale backgrounds



Note that the black colour should be deep black. The grey tones are used as background where a contrast or column division is required, e.g. in charts.

Typography

abcdefghijklmnopqrstuvwxyzæøå
klmnopqrstu
vwxyzæøå
1234567890



Headings: ITC Legacy Bold – Leading 100%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Main text: ITC Legacy Book – Leading 120%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Reverse main text: ITC Legacy Book – Leading 120%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Picture caption: Positive: ITC Legacy Book italic – Leading 120% – 1 point less than the main text
Reverse: ITC Legacy Book Italic – Leading 120% – 1 point less than the main text

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Lead: ITC Legacy Bold italic – Leading 120%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Sub-heading: ITC Legacy Bold – Leading 120%

Unibake Design Guidelines

Logo and Logo Treatment

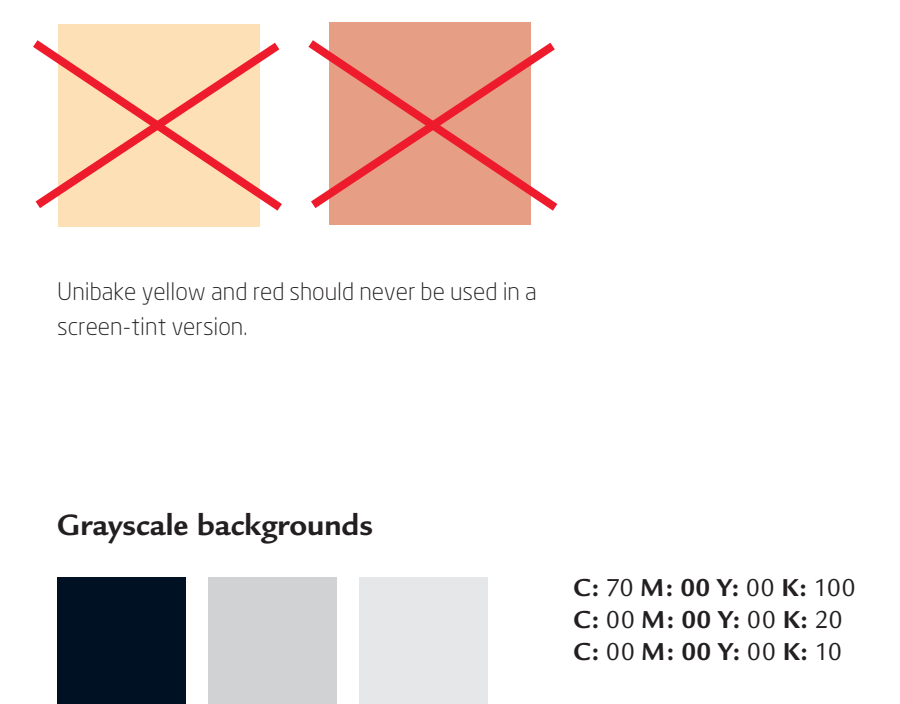
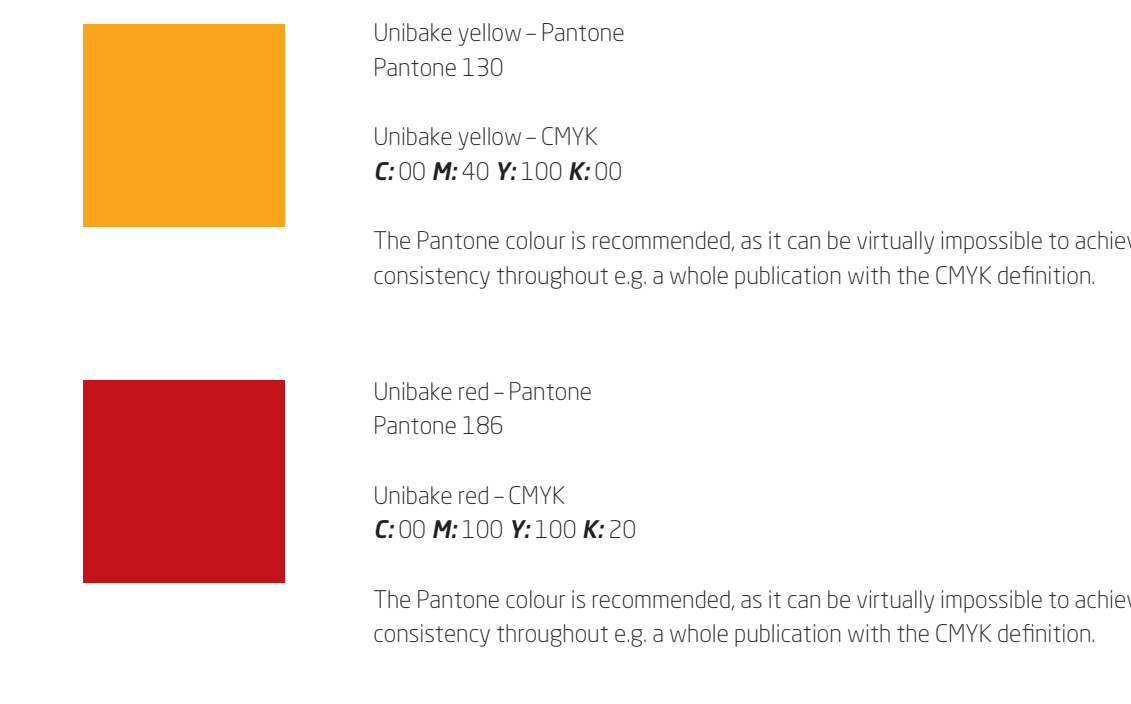


The Unibake logo should always be positioned with the minimum distance shown (a) relative to other objects and the format margin.



The Unibake logo has a white outline, which means it can be used on both very light and dark backgrounds.

Colours



Note that the black colour should be deep black. The grey tones are used as background where a contrast or column division is required, e.g. in charts.

Typography

abcdefghijklmnopqrstuvwxyzæøå
klmnopqrstu
vwxyzæøå
1234567890

Headings: Neo Sans Medium italic – Leading 130%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Main text: Neo Sans Light – Leading 130%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Reverse main text: Neo Sans Regular – Leading 130%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

Picture caption: Neo Sans Italic – Regular – Leading 130%

abcdefghijklmnopqrstuvwxyzæøå
1234567890

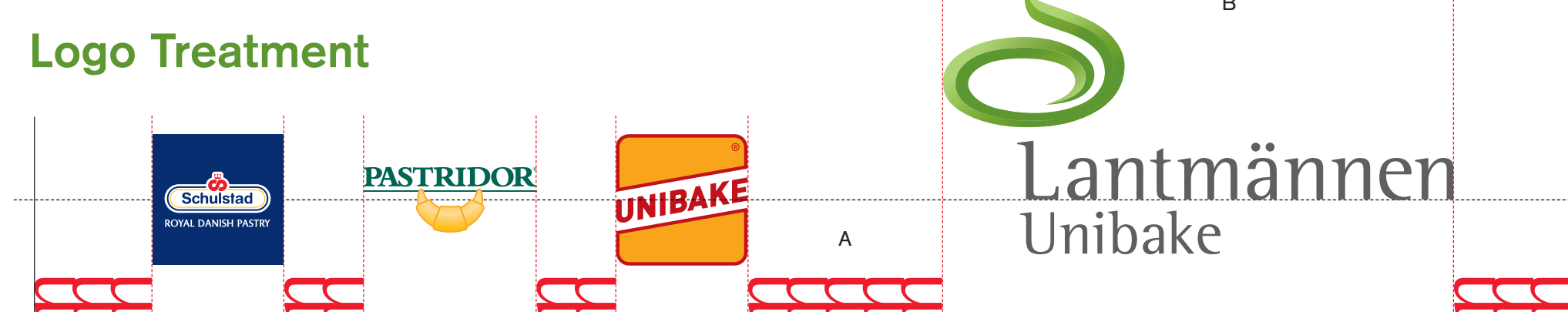
Lead: Neo Sans Medium italic – Leading 130%

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Sub-heading: Neo Sans Medium – Leading 130%

Lantmannen Unibake Design Guidelines

In connection with brand logos



When the Lantmannen Unibake logo is shown together with brand logos on an ad or brochure the following rules apply:
Size: The brand logo should give the same impression as the "Sprout" in the Lantmannen logo (which also varies in size depending on the size of the ad or brochure).
Placing: The brand logos should always be placed in the down left corner - from the left to the right. Further the brand logos should be horizontally centered with the baseline of the

word "Lantmannen" in the logo. The Lantmannen Unibake logo is to be placed on the right side of the brand logos. The spacing between corporate and brand logos is shown here as a minimum and should not be less than this example. The spacing can be bigger depending on the format of the assignment. The space (A) is minimum and can be bigger depending on the format. The size of the logo is by A6 and A5 format 38 millimetre and by A4 42 millimetre.

Colours Lantmannen Unibake

