

Logo

The **Gourmet Kids** Logo has been carefully crafted to have a strong and distinctive presence.



Typefaces

For all printed and electronic manifestations of the visual image there are set corporate typefaces that must be used at all times to underpin the building of the **Gourmet Kids** brand.

In formats where these typefaces may not be available, such as in house communication using PC, Arial is allowable.

Wordmark

Typeface : **VAG Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy

Typeface : **Vag Rounded Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typeface : **Helvetica Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typeface : **Vag Rounded Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headlines

Typeface : **Eddie Fisher**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Colours

It is extremely important to control the background colour on which the logoname appears in order to ensure maximum visual impact and consistency of the brand. On all occasions the logo should be seen on a white background.

Additionally a strong supporting colour palette has been instigated for use in all communication materials.

Corporate Colour

PMS Red - 485c

C 15 M100 Y100 K0



PMS Yellow - 115c

C0 M9 Y80 K0



PMS Blue - 3005c

C100 M34 Y0 K2



PMS Green - 326c

C87 M0 Y38 K0



PMS Pink 191c

C0 M76 Y38 K0



PMS Orange 021c

C0 M53 Y100 K0

