GITTINGER LUXURY CARAMELS
HAPPINESS AWAITS

BRAND IDENTITY GUIDELINES

Unique identity art has been created for a variety of situations, including variations for different color needs, printing techniques, and on-screen versions.

Please note the use of a single color in all uses. We do not utilize multiple colors in any use of the brand logo. Also, whenever possible, we use the "purple" or "gold" versions of the logo. There could be some times that, in placement on a web site or on an event flyer with other logos, another color is needed. Such an instance might be when a designer has changed all the logos on a flyer or promo to the same color. Some examples of our brand with that look are included for reference.

GITTINGER
LUXURY CARAMELS

C- 73
M- 96
Y- 0
K- 0

GITTINGER
LUXURY CARAMELS

C- 13
M- 21
Y- 97
K- 0

GITTINGER
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GITTINGER
LUXURY CARAMELS

C- 0
M- 0
Y- 0
K- 50

GITTINGER
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C- 0
M- 0
Y- 0
K- 20

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TYPEFACE FONT AND COLORS

The font used in the brand is "Eurostile".

Whenever possible, the text should be attached to the logo, as demonstrated in the logo examples above. There could be times where using just the iconography or words is needed. When text is used to recreate the name of the brand, it is important to note some things.

VERTICAL USE:

The regular use of the brand name is vertical in nature, the word "Gittinger" is larger than the words "Luxury Caramels", both of which are created with ALL-CAPS and centered. There is also some expansion of the spacing.
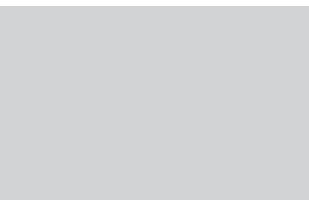
GITTINGER
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HORIZONTAL USE:

At times it may be necessary to type out the brand name on one line. In such cases, all text should remain the same size, with expanded spacing by 2.5 pts.

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COLORS:

The preferred colors for the brand are Purple and Gold.

#693594	#E2BF2A	#939598	#D1D3D4
C-73	C-13	C-0	C-0
M-96	M-21	M-0	M-0
Y-0	Y-97	Y-0	Y-0
K-0	K-0	K-50	K-20

USE EXAMPLES:

BEST CHOICE	ACCEPTABLE	ACCEPTABLE	ACCEPTABLE	ACCEPTABLE

NOT FAVORED	BEST CHOICE	ACCEPTABLE	ACCEPTABLE	ACCEPTABLE

BEST CHOICE	NOT FAVORED	ACCEPTABLE	NOT FAVORED	NOT FAVORED	NOT FAVORED

NOT FAVORED	BEST CHOICE	NOT FAVORED	ACCEPTABLE	ACCEPTABLE	ACCEPTABLE

ACCEPTABLE	NOT FAVORED	ACCEPTABLE	NOT FAVORED	NOT FAVORED	ACCEPTABLE

NOT FAVORED	BEST CHOICE	NOT FAVORED	NOT FAVORED	ACCEPTABLE	ACCEPTABLE

SPACE:

As with all world-class logos, Gittinger Luxury Caramels marks need their space, from body copy and from headlines, as well as from any partner logos. A space equivalent to the size of the Gittinger "G" on all 4 sides is acceptable.

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When our logo appears in close proximity to another in co-branding situations, a vertical hairline rule, the height of olive branches, should be used as a separator.

OTHER ELEMENTS:

WAX SEAL:

A key use of the Gittinger Luxury Caramels mark is in the wax seal on the package. At times you may want to use a photo representation of this use. Please adhere to other guidelines when doing so.

LOGO ELEMENTS AS ACCENT PIECES:

There are three distinct elements of the logo that lend themselves to being used as other design elements; the Gittinger "G", the "Crown", and the "Drum".

When using these elements as design elements, it is important that they do not interfere with the brand mark. It may be necessary to change their color, or use multiple of them like a wallpaper or some other means to make sure they are not a distraction from the logo.