

KRAMER



MONKEY BAR WORDCLOUDS



MONKEY BAR LOGO COLOUR



Black Application

The black Monkey Bar Logo is for use in all situations e.g. non-colour printing and where the background is light.



White Application

The white Monkey Bar logo is only for use if the background is black or to dark.

MONKEY BAR LOGO EXCEPTIONAL CASE

MONKEY BAR
FUMOIR

Black Application

The black Monkey Bar Logo is for use in all situations e.g. non-colour printing and where the background is light.



MONKEY BAR
FUMOIR

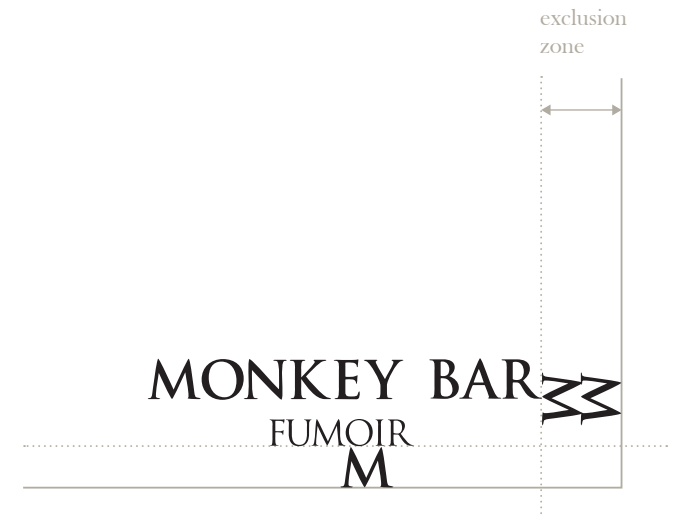
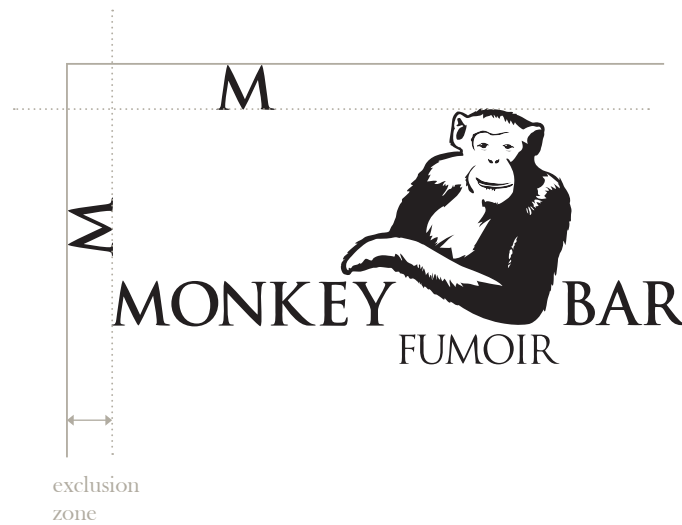
White Application

The white Monkey Bar logo is only for use if the background is black or to dark.

MONKEY BAR LOGO SETTING

The „exclusion zone“ refers to the area to the left, right, up and down of the logo that must remain totally blank to ensure that the logo is never obscured.

Use the Logo always on the left side or centered
The same rules are available for the Monkey Bar Icons



MONKEY BAR LOGO SIZE

The Monkey Bar logo has been designed for applications down to a minimum width of 17 mm.
On the web the minimum size of the logo is 201 pixels.



MONKEY BAR BRAND COLOURS

Primary Colour



Pantone: Black C
CMYK: 40, 30, 30, 100
RGB: 13, 15, 13
HEX/HTML: #0D0F0D

Secondary Colours



CMYK: 15, 10, 20, 5
RGB: 194, 194, 178
HEX/HTML: #D8D6C9



CMYK: 35, 28, 29, 0
RGB: 153, 153, 153
HEX/HTML: #A1A2AB

MONKEY BAR FONTS

The official fonts of Kramer Gastronomie are used for Monkey Bar communication.

Lato is used for the Title and subtitle in print. And always used for the web.

Baskerville Old Face is used for subtitle (capital) and body text in print.

Lato

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Net landit, cum dicil idebis el est aut intur aut rempor sa dolorep

1 2 3 4 5 6 7 8 9 0

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1 2 3 4 5 6 7 8 9 0

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Baskerville Old Face

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LOGO APPLICATION EXAMPLES



Only in exceptional cases should the logo used without the icon



IMAGE WORLD

1. Place



2. Beverage



3. Lifestyle

