

KRAMER



LOUIS

BRASSERIE



TINA

BAR



BRASSERIE LOUIS & TINA BAR WORDCLOUDS



BRASSERIE LOUIS LOGO COLOUR



Colour Application

The colour version of the Brasserie Louis logo is always to be used.



Grey Application

The grey Brasserie Louis Logo is for use in black and white only situations e.g. non-colour printing and where the background is light.



White Application

The white Brasserie Louis is again for use in black and white only situations but where the background is dark.

BRASSERIE LOUIS TAKE AWAY LOGO COLOUR



Colour Application

The colour version of the Brasserie Louis Take Away logo is always to be used.



Grey Application

The grey Brasserie Louis Take Away Logo is for use in black and white only situations e.g. non-colour printing and where the background is light.



White Application

The white Brasserie Louis Take Away is again for use in black and white only situations but where the background is dark.

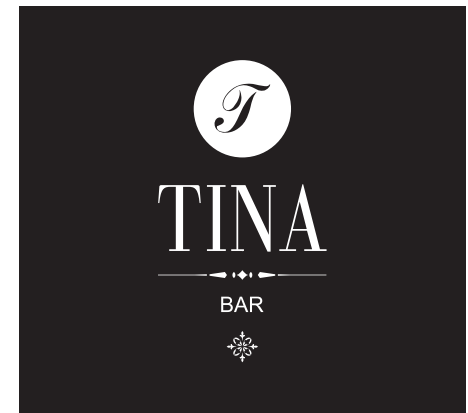
TINA BAR LOGO COLOUR



Colour Application
The colour version of the Tina Bar logo is always to be used.



Grey Application
The grey Tina Bar Logo is for use in black and white only situations e.g. non-colour printing and where the background is light.

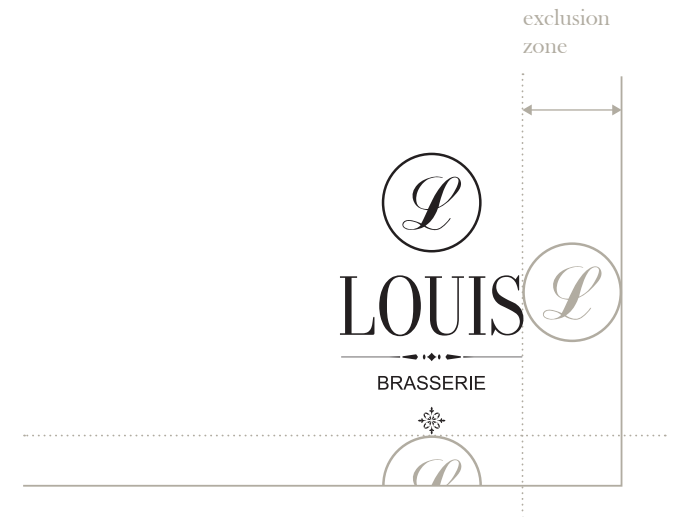
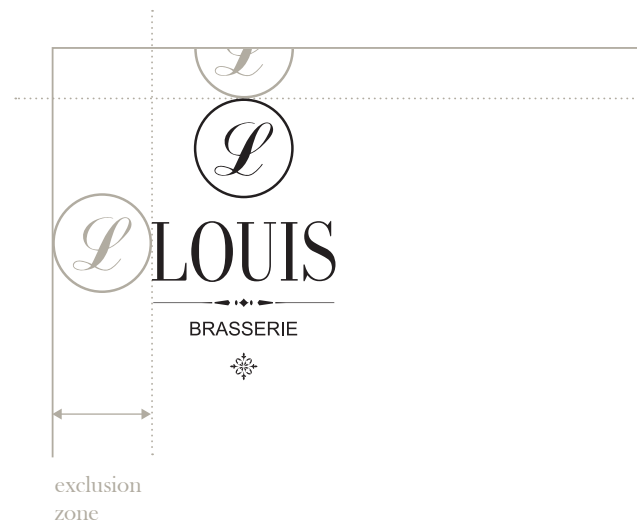


White Application
The white Tina Bar is again for use in black and white only situations but where the background is dark.

BRASSERIE LOUIS & TINA BAR LOGO SETTING

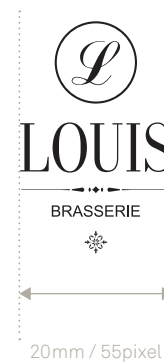
The „exclusion zone“ refers to the area to the left, right, up and down of the logo that must remain totally blank to ensure that the logo is never obscured.

Use the Logo always on the left side



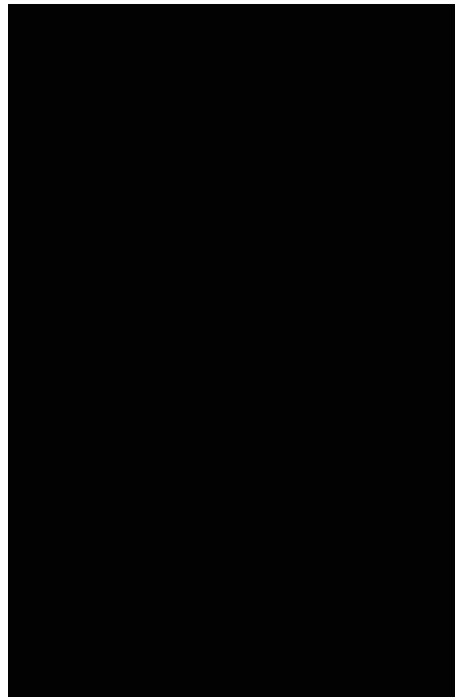
BRASSERIE LOUIS & TINA BAR LOGO SIZE

The Brasserie Louis & Tina Bar logo has been designed for applications down to a minimum width of 20 mm. On the web the minimum size of the logo is 55 pixels.



BRASSERIE LOUIS & TINA 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

BRASSERIE LOUIS & TINA BAR FONTS

The official fonts of Kramer Gastronomie are used for Brasserie Louis & Tina 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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Baskerville Old Face

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LOGO APPLICATION EXAMPLES



IMAGE WORLD

1. Place



2. Food and Beverage



3. Lifestyle

