

KRAMER



**STEINFELS**

BRAUEREI RESTAURANT

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## STEINFELS WORDCLOUDS

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Business Steinfels Areal

**HERZ ZÜRICH WEST**

Events

Ausgehviertel

Treffpunkt

Frisch und selbst gemacht

**STEINFELS BIER**

Spare Rips mit Bier

Bier mit Zürichwasser

Alles rund ums Bier

Gut bürgerliche  
Hausmannskost

Grosszügigkeit

Burger

Hausbrauerei

**BRAUEREI & RESTAURANT**

Geburstag und Firmenanlässe

Biergarten

Date Lokal

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## STEINFELS LOGO COLOUR



**Colour Application**  
The colour version of the Steinfels logo is always to be used.



**Black Application**  
The black Steinfels 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 Steinfels logo is again for use in black and white only situations but where the background is dark.

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## STEINFELS LOGO EXCEPTIONAL CASE

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STEINFELS  
ZÜRCHER BRAUEREI RESTAURANT

### Colour Application

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



STEINFELS  
ZÜRCHER BRAUEREI RESTAURANT

### Black Application

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



STEINFELS  
ZÜRCHER BRAUEREI RESTAURANT

### White Application

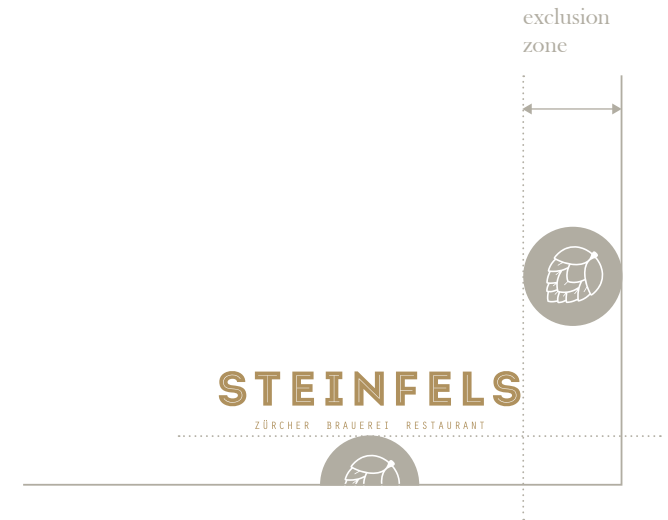
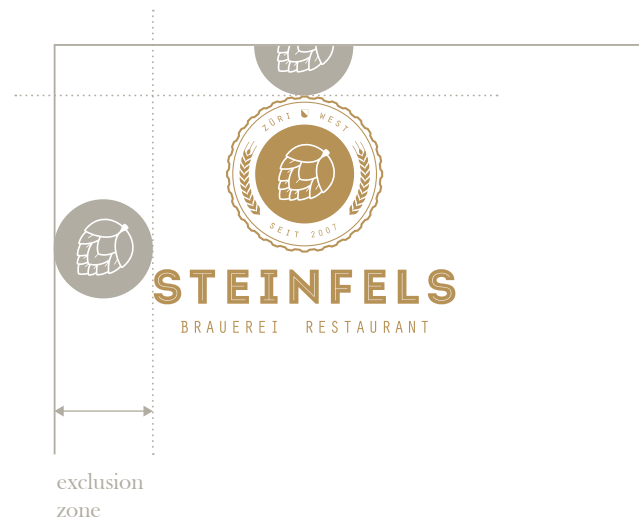
The white Steinfels logo is again for use in black and white only situations but where the background is dark.

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# STEINFELS 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



The „exclusion zone“ respect the same rules for the exceptional case's logo

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## STEINFELS LOGO SIZE

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The Steinfels logo has been designed for applications down to a minimum width of 35 mm.

On the web the minimum size of the logo is 100 pixels.



**STEINFELS**

BRAUEREI RESTAURANT

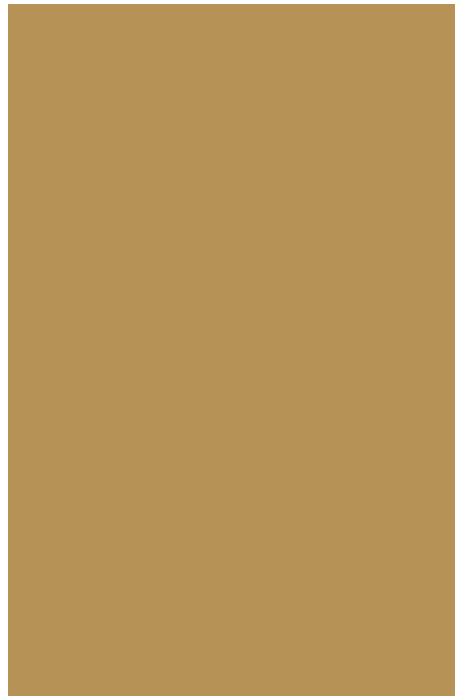


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# STEINFELS BRAND COLOURS

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## Primary Colour



Pantone: 1245 C  
Pantone Gold: 873 C  
CMYK: 9, 29, 66, 24  
RGB: 185, 151, 91  
HEX/HTML: #B9975B

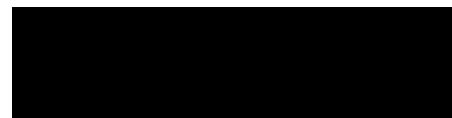
## Secondary Colours



CMYK: 50, 0, 40, 0  
RGB: 116, 193, 157  
HEX/HTML: #8BC9AD



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



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

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## STEINFELS FONTS

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The official fonts of Kramer Gastronomie are used for Steinfels 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

**ELIGNATET EUMQUID MAIO BLABORROR ALIT REM DO**  
**Net landit, cum dicil idebis el est aut intur aut rempor sa dolorep**

**1 2 3 4 5 6 7 8 9 0**

ELIGNATET EUMQUID MAIO BLABORROR ALIT REM DO  
 Net landit, cum dicil idebis el est aut intur aut rempor sa dolorep

1 2 3 4 5 6 7 8 9 0

Acitiatis et as et volupta est, ut facero earum que perisitatios porenis erum quid ut apie entem volendae res aut omniet es aut eum asitae. Bo. At rati culparchillo tem. Imus esci tem et qui volupta simust eliantus utem quo qui con nectecus secatum fugiati omnia et voluptassum explatur. At rati culparchillo tem. Imus esci tem et qui volupta simust eliantus utem quo qui con nectecus secatum fugiati omnia et voluptassum explatur.

### Baskerville Old Face

**ELIGNATET EUMQUID MAIO BLABORROR ALIT REM DO**  
 Net landit, cum dicil idebis el est aut intur aut rempor sa dolorep

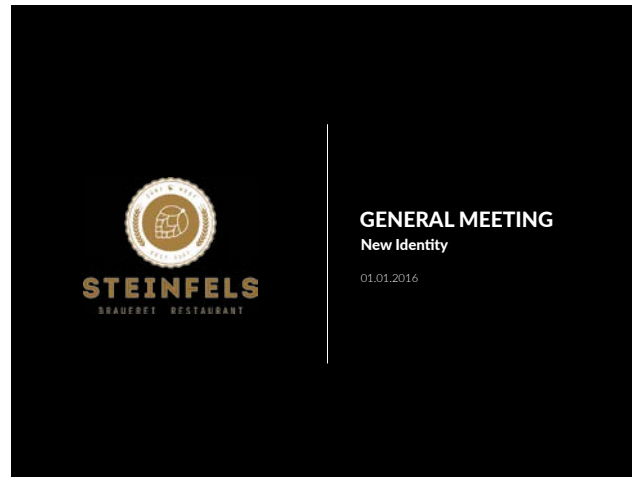
1 2 3 4 5 6 7 8 9 0

Acitiatis et as et volupta est, ut facero earum que perisitatios porenis erum quid ut apie entem volendae res aut omniet es aut eum asitae. Bo. At rati culparchillo tem. Imus esci tem et qui volupta simust eliantus utem quo qui con nectecus secatum fugiati omnia et voluptassum explatur. At rati culparchillo tem. Imus esci tem et qui volupta simust eliantus utem quo qui con nectecus secatum fugiati omnia et voluptassum explatur.

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# LOGO APPLICATION EXAMPLES

Only in exceptional cases should the logo used without the icon



# IMAGE WORLD

## 1. Ingredients



## 2. Food and Beverage



## 3. Lifestyle

