

K R A M E R

KRAMER GASTRONOMIE WORDCLOUDS

Institution Seele dem Betrieb geben Freundlichkeit

KRAMER FAMILIE

Repräsentation Ein gutes Stück Zürich

Gut bürgerlich / Klassisch Mehr als nur Gast sein

Brasserie Qualität

DIVERSITÄT

Sushi

Treffpunkt Business

INNOVATION

Unikate

Vielseitige Locations

Eigene Brauerei

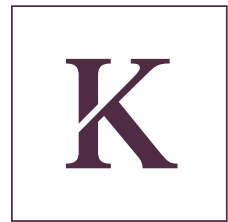
Esserlebnis

Interior Design

Thai

Zeitlos

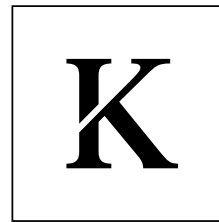
KRAMER GASTRONOMIE LOGO COLOUR



KRAMER

Colour Application

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



KRAMER

Black Application

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



KRAMER

White Application

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

KRAMER GASTRONOMIE LOGO EXCEPTIONAL CASE

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Colour Application

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

K R A M E R

Black Application

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

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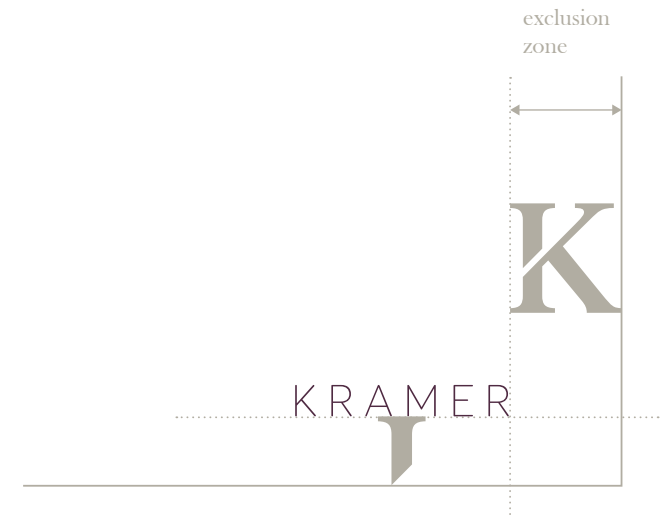
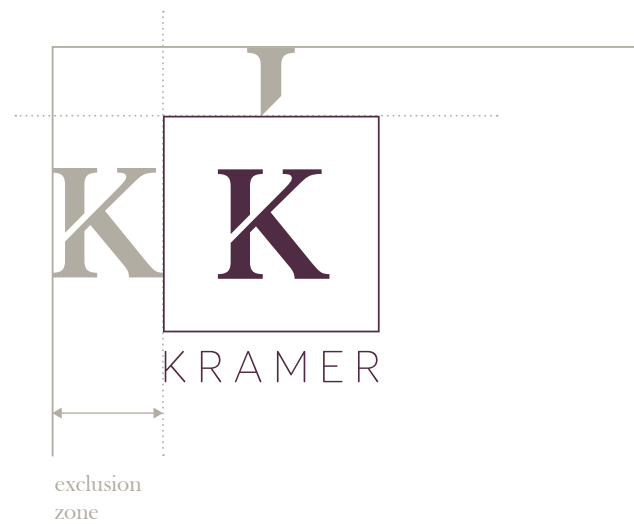
White Application

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

KRAMER GASTRONOMIE 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.

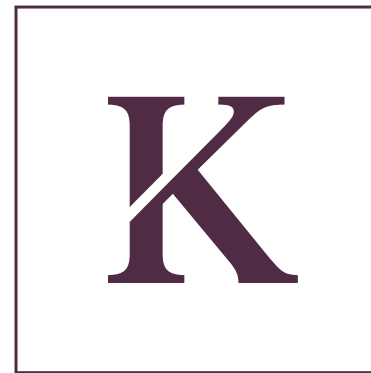
Use the Logo always on the left side



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

KRAMER GASTRONOMIE LOGO SIZE

The Kramer Gastronomie logo has been designed for applications down to a minimum width of 25 mm. On the web the minimum size of the logo is 70 pixels.

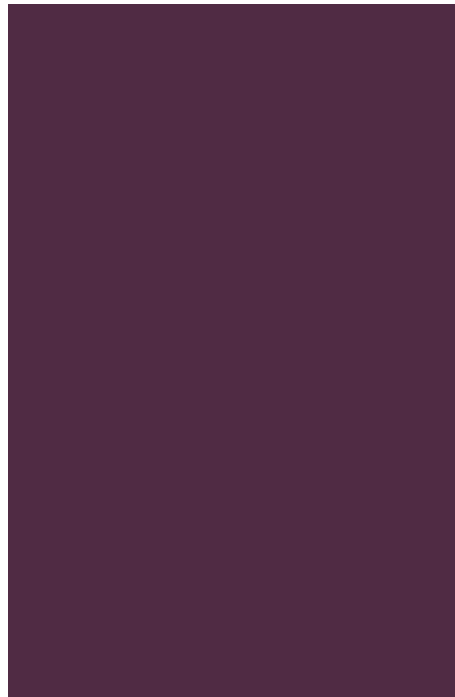


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KRAMER GASTRONOMIE BRAND COLOURS

Primary Colour

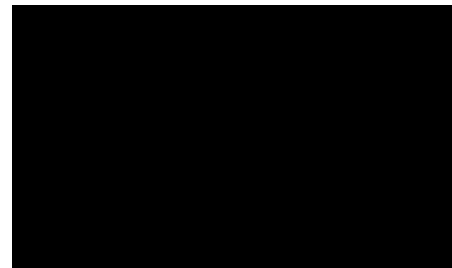


Pantone: 511C
CMYK: 55, 80, 40, 50
RGB: 87, 46, 68
HEX/HTML: #572E44

Secondary Colours



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



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

KRAMER GASTRONOMIE FONTS

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.

The Kramer Gastronomie fonts are also used for all the brands of the group.

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 perisitatos 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 perisitatos 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.

LOGO APPLICATION EXAMPLES

Only in exceptional cases should the logo used without the icon



IMAGE WORLD

1. Places



2. Details



3. Lifestyle

