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## BLUE MONKEY WORDCLOUDS

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## BLUE MONKEY MAIN LOGO COLOUR

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**Blue Monkey**  
organic thai restaurant

### Main Colour Application

The colour and shadow version of the Blue Monkey Logo is always to be used.

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## BLUE MONKEY LOGO COLOUR

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**Simple Colour Application:**  
The colour version of the Blue Monkey logo is always to be used.



**Black Application:**  
The black Blue Monkey logo is for use in black and white situations e.g. non-colour printing and where the background is light.



**White Application:**  
The white Blue Monkey logo is for use in black and white situations where the background is dark.

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## EXCEPTIONAL CASE

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*Blue Monkey*  
organic thai restaurant

### Main Colour Application

The colour and shadow version of the Blue Monkey Logo is always to be used.

*Blue Monkey*

### Simple Colour Application:

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

*Blue Monkey*

### Black Application:

The black Blue Monkey logo is for use in black and white situations e.g. non-colour printing and where the background is light.

*Blue Monkey*

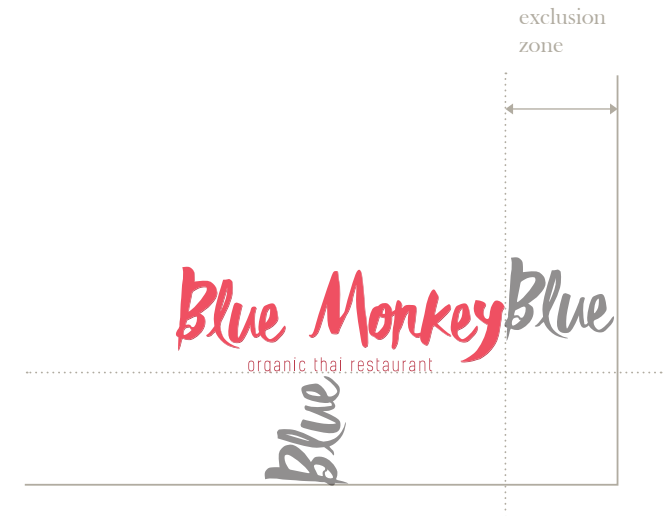
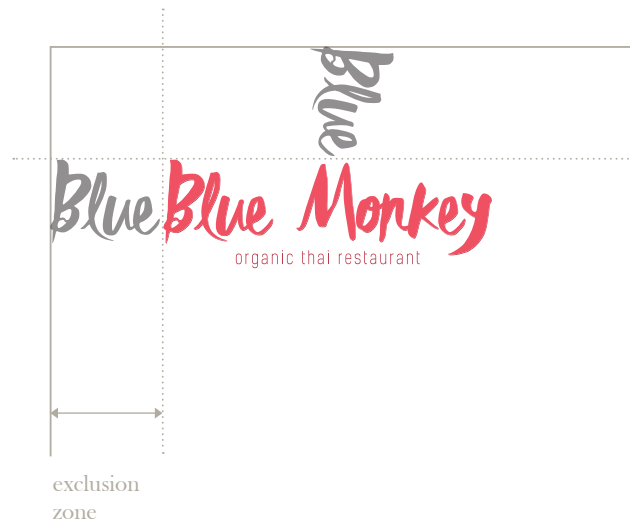
### White Application:

The white Blue Monkey logo is for use in black and white situations where the background is dark.

## BLUE MONKEY 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



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## BLUE MONKEY LOGO SIZE

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The Blue Monkey Bar 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.

*Blue Monkey*  
organic thai restaurant



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# BLUE MONKEY BRAND COLOURS

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## Primary Colour



Pantone: Rubine Red U  
CMYK: 0, 84, 52, 0  
RGB: 228, 55, 79  
HEX/HTML: #FF297A

## Secondary Colours



CMYK: 0, 84, 52, 25  
RGB: 169, 40, 60  
HEX/HTML: #BF1F5C



CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX/HTML: #000000

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# BLUE MONKEY FONTS

The official fonts of Kramer Gastronomie are used for Blue 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

**ELIGNATET EUMQUID MAIO BLABORROR ALIT REM DO** **1 2 3 4 5 6 7 8 9 0**  
**Net landit, cum dicil idebis el est aut intur aut rempor sa dolorep**

ELIGNATET EUMQUID MAIO BLABORROR ALIT REM DO 1 2 3 4 5 6 7 8 9 0  
 Net landit, cum dicil idebis el est aut intur aut rempor sa dolorep

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** 1 2 3 4 5 6 7 8 9 0  
**Net landit, cum dicil idebis el est aut intur aut rempor sa dolorep**

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.

# BLUE MONKEY LOGO APPLICATION EXAMPLES



# BLUE MONKEY IMAGE WORLD

## 1. Place / Locations



## 2. Food and Beverage



## 3. Details

