

LAKE SIDE WORDCLOUDS

KÜHLE UND HELLE NATURTÖNE
SONNE

BÖGEN UND SÄULEN **OFFENHEIT** **TERRAKOTTA-TÖPFE**

GELB, OLIVGRÜN ODER KOBALTBLAU **AROMA** **HELLIGKEIT**

URLAUB **MEDITERRANES** **BUSINESS & LIFESTYLE**

FRISCHER FISCH **FEELING** **ZÜRICHSEE**

SPEZIALITÄTEN **TERRASSE, BAR UND KONFERENZ- ZENTRUM**

MEERESFRÜCHTE **BLAUE GLASVASEN**

LAKE SIDE MAIN LOGO COLOUR



LAKE SIDE

Colour Application

The colour version of the Lake Side main logo is always to be used.

LAKE SIDE MAIN LOGO COLOUR



Simple Colour Application:
The colour version of the Lake Side main logo is always to be used.



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



White Application:
The white Lake Side main logo is for use in black and white situations where the background is dark.

LAKE SIDE LOGO EXCEPTIONAL CASE



Colour Application

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

LAKE SIDE LOGO EXCEPTIONAL CASE



Simple Colour Application:
The colour version of the Lake Side logo is always to be used.



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



White Application:
The white Lake Side logo is for use in black and white situations where the background is dark.

LAKE SIDE LOGO SPECIAL CASE



LAKE SIDE

FOOD FACTORY

Colour Application

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

LAKE SIDE LOGO SPECIAL CASE



Simple Colour Application:
The colour version of the Lake Side logo is always to be used.



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

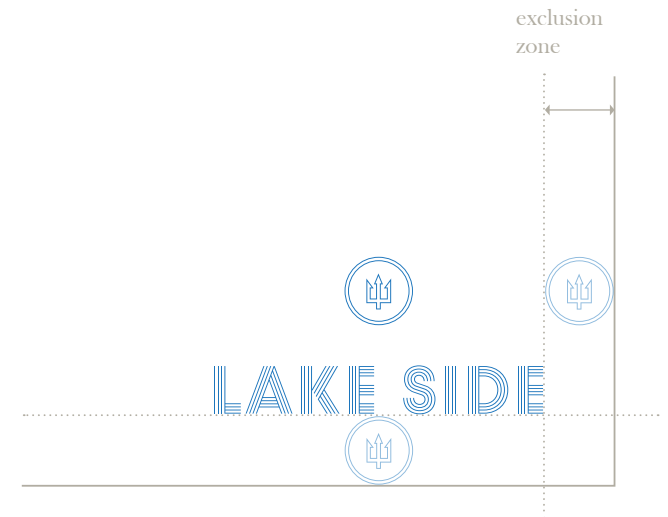
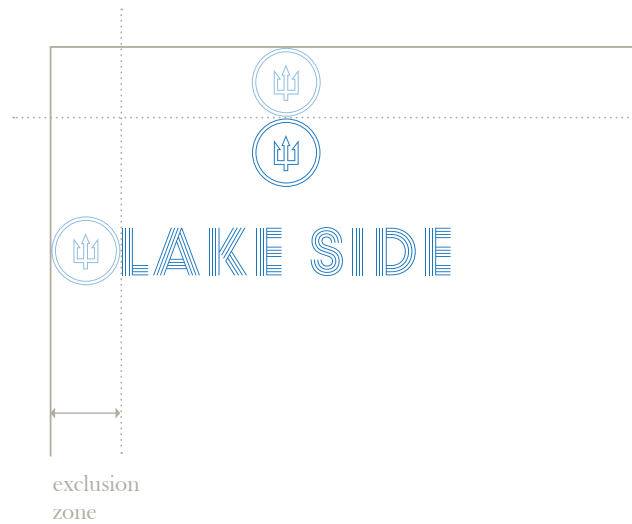


White Application:
The white Lake Side logo is for use in black and white situations where the background is dark.

LAKE SIDE 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

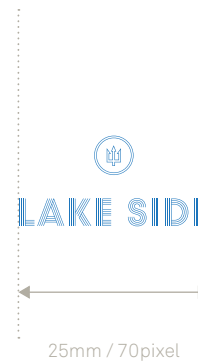


LAKE SIDE LOGO SIZE

The Lake Side 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.



LAKE SIDE



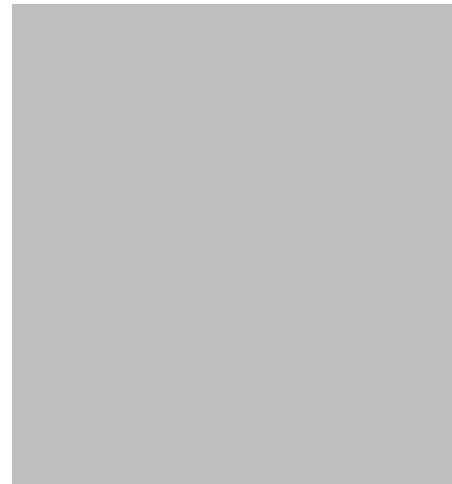
LAKE SIDE BRAND COLOURS

Primary Colour

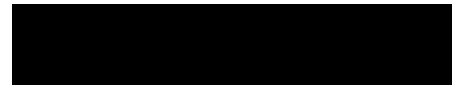


Pantone: 299 ??
CMYK: 85, 50, 0, 0
RGB: 29, 113, 184
HEX/HTML: #1d71b8

Secondary Colours



CMYK: 0, 0, 0, 30
RGB: 174, 176, 179
HEX/HTML: #c6c6c6



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

LAKE SIDE FONTS

The official fonts of Kramer Gastronomie are used for Lake Side 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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LAKE SIDE LOGO APPLICATION EXAMPLES



LAKE SIDE IMAGE WORLD

1. Place / Locations



2. Food and Beverage



3. Details

