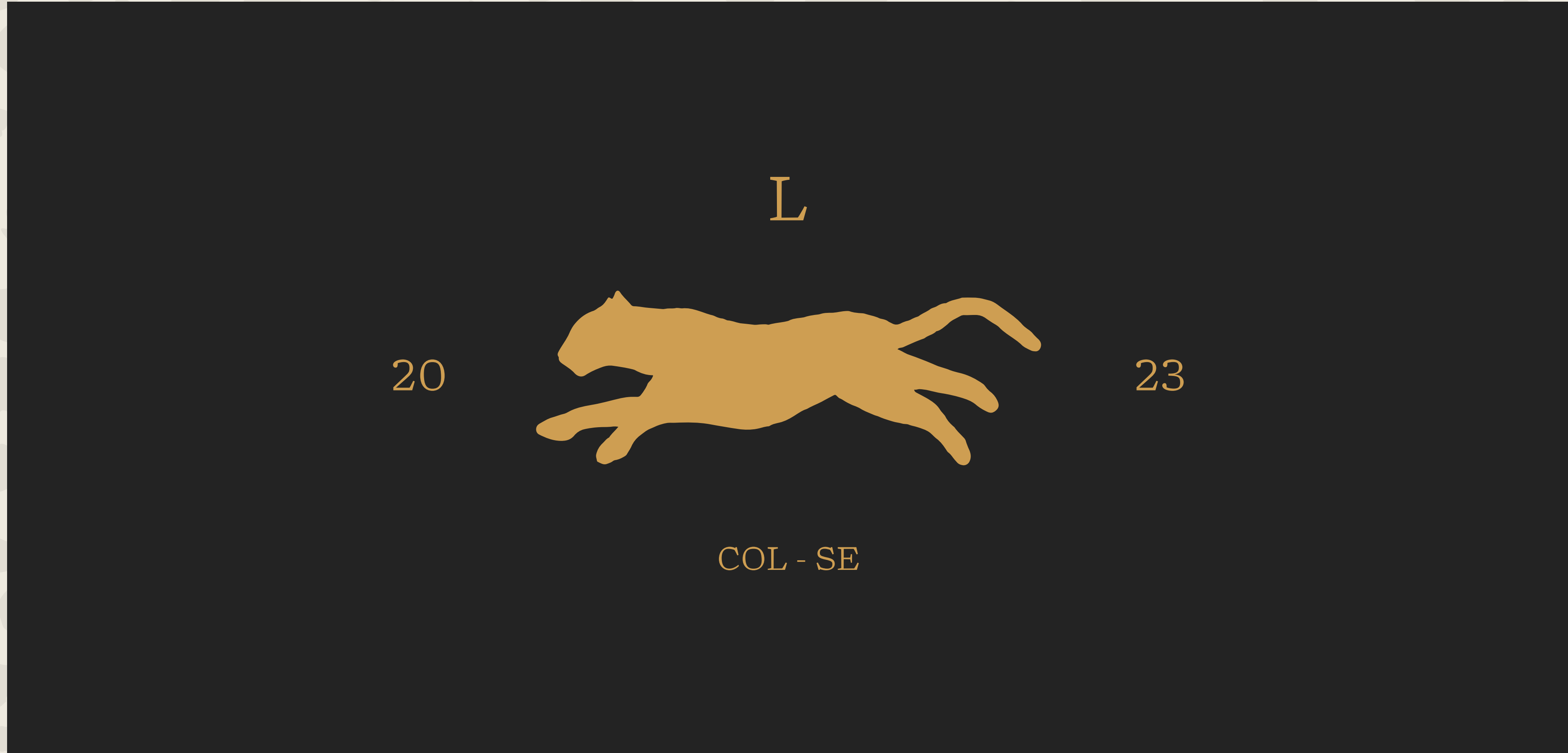


Lassgård



# Branding Style Guide

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# Logo Presentation

The logo is the graphic representation of the brand, it is made up of the last name LASSGARD in the Turnip typographic family, (Font that reflects its elegant personality).

Lassgård

# Wordmark

The wordmark is the commonly used brand identifier across all applications.

It is the main representation of the brand and must be used whenever technical conditions allow it.

# Lassgård

# Monogram

The monogram is the most simplified representation of the brand, it is the purest symbolic abstraction of what Lassgard represents.

It is recommended to be applied only when technical conditions do not allow the use of the Main Logo.



# Color Palette

The brand's main color palette is made up of Pantone 7407 C, Pantone Neutral Black C and Pantone 7527 C.

The color references are the Pantones specified here. If printing conditions do not allow its use, the logo may be printed in four-color, or in black.

The shades of black, gray and white are part of the color palette for texts, backgrounds and other required uses.



Pantone Neutral Black C  
C: 71% M: 65% Y: 64% K: 72%  
R: 35 G: 35 B: 35  
HTML: #232323



Pantone 7407 C  
C: 19% M: 38% Y: 79% K: 1%  
R: 206 G: 158 B: 82  
HTML: #CE9E52



Pantone 7527 C  
C: 6% M: 5% Y: 11% K: 0%  
R: 238 G: 234 B: 223  
HTML: #EEEADF

# Typeface

The corporate typeface is the Turnip family in its Light, Regular and Bold versions. This will be used for all graphic and advertising communication.

The Turnip font is available for use in Adobe Fonts (Included in Adobe's Creative Cloud package).

## **Turnip**

ABCDEFGHIJKLM

MNÑOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



# Textures

The use of textures and patterns is fundamental in the communication of the Lassgard brand.

Based on the conceptualization of the brand and the use of the Jaguar as an animal that represents the values of the brand, abstract textures referring to this animal are used.

Below are two examples of textures that can be used for communication, being applied to backgrounds and other uses.



# Safe Area

To ensure optimal application and perception of the logo on all supports and formats, a security area has been determined that establishes a minimum distance from the texts and graphic elements equivalent to the letter "L" of the logo itself.

This ratio also applies to the monogram.



## Correct Versions

El logotipo cuenta con 3 versiones de diagramación, todas cuentan con la misma importancia y pueden ser usadas dependiendo de su necesidad de aplicación.

Para el color, siempre que sea posible se aplicará la marca (logotipo o isotipo) en su versión de color principal, variando entre los colores de la paleta en función del fondo donde sea aplicado.

En el caso que no sea posible por razones técnicas se utilizará versión en blanco y negro.

# Lassgård

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# Correct Corporate Applications

Maximum visibility, legibility and contrast have to be ensured in all applications.

For corporate communication graphic applications, the main color palette should be used on solid colored or textured backgrounds (Photographs). In these, the color of the logo should be applied based on the background.

Light Corporate Background



Dark Corporate Background



Light Corporate Photo



Dark Corporate Photo



# Correct Non-Corporate Applications

If the logo must be applied to non-corporate backgrounds or photographs, it must be applied in black or white, depending on the brightness of the background.

Light Non Corporate Background



Dark Non NonCorporate



Light Non Corporate Photo



Dark Non Corporate Photo



# Wrong Applications

The logo (and other versions) has relative measurements and proportions determined by the criteria of composition, hierarchy and functionality.

In no case will modifications of these sizes and proportions be made.

Aplicación Incorrecta de Color

~~Lassgård~~

Deformación

~~Lassgård~~

Espaciado Incorrecto

~~L a s s g å r d~~

Tipografía Incorrecta

~~Lassgard~~

# Packaging

Dark roast.



# Packaging

Medium roast.





COL



SE

# Lassgård

SPECIAL

Lassgård  
X  
MACKMYRA  
SWEDISH SINGLE MALT WHISKY

EDITION

DARK ROAST — ● BÖNOR (BEANS) ● MALET (GRINDED)

Ursprung: Antioquia, Colombia

Varietät: Castillo

Höjd: 1900 m öh

Arom: Choklad & Citron

250 g

COL



SE

# Lassgård

Roasted  
where it grows.



Instagram: @lassgardkaffe

Website: www.lassgard.com

E-Mail: info@lassgard.com

Telefon: 0761 - 15 80 66

Tillverkningsdatum:

Bäst Före:

Lott:

Kaffe är en färskvara. För att  
bäst bevara dess arom efter  
öppnandet bör förpackningen  
förslutas väl och förvaras kallt.  
100% Arabica - rostat kaffe

Producerat och paketerat av Café de la Cima,  
Fredonia, Antioquia, Colombia.

REG SANITARIO N° RSA1518214

\*Marca registrada por la Federación Nacional de Cafeteros de Colombia - FoNC

\*\*Trademark registered by the Colombian Coffee Growers Federation - FoNC

# Packaging

Take Away coffee cup.



# Packaging

Take Away coffee cup holder.



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