Primary: Full Branding Logo
Our recommended approach is to embrace the use of gold foil, Full Branding logo for physical touchpoints, enhancing premium materiality.

Secondary: Single Colour Logo
In digital applications, we suggest our Single Colour for modernity. Orange fill should be used on predominantly orange backgrounds and green fill on predominantly green backgrounds. The black and white versions have been created for one colour printing and sponsorships.

Tertiary: Seal, Banner and Wordmark
These are only for special use cases, such as merchandise or more extreme formats of POS.

FULL BRANDING

SINGLE COLOUR: CORE ORANGE FILL

SINGLE COLOUR: CORE GREEN FILL

SINGLE COLOUR: BLACK FILL

SEAL BANNER AND WORDMARK

SINGLE COLOUR: WHITE FILL

FULL BRANDING/SINGLE COLOUR
CLEAR SPACE & SIZING

Clear Space
A safe area around the Logo is created by using a 1/4 height of the Logo as the margin. This is essential for its presence with other design elements. This same clear space applies to our Single Colour logo.

Minimum size
The Logo has been designed to reproduce at a minimum width of 25mm.

On the web the minimum width of the Logo is 200px. No maximum reproduction size.
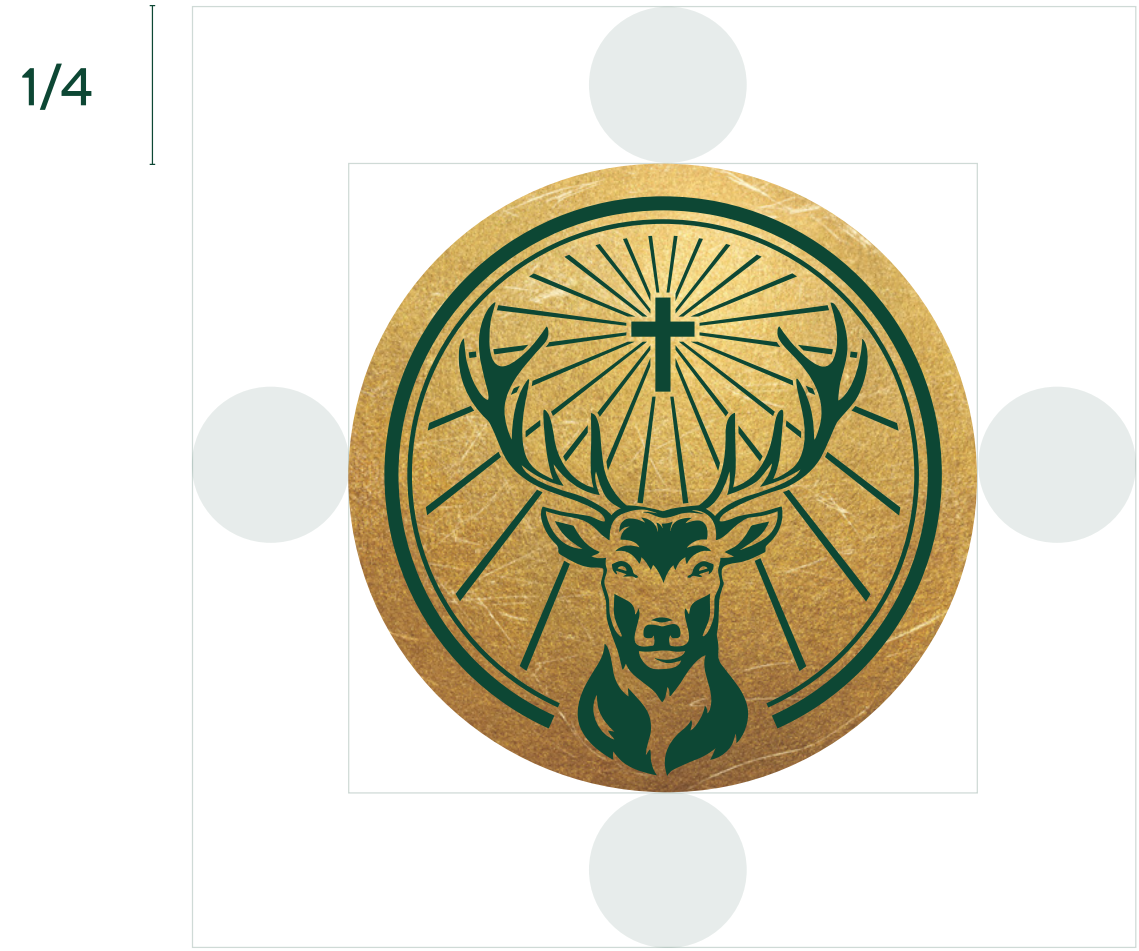
Bottle vs Logo
If the bottle takes up more than 20% of the specific layout, a logo is not necessary.

1/4

MINIMUM SIZE
PRINT: 25MM / DIGITAL: 200PX

In this page we show the clear space and minimum size for our Seal, Banner and Wordmark.

1/4

1/2

1/2

MINIMUM SIZE
PRINT: 18MM / DIGITAL: 150PX

MINIMUM SIZE
PRINT: 25MM / DIGITAL: 175PX

MINIMUM SIZE
PRINT: 20MM / DIGITAL: 150PX